

Chairperson and Subcommittee Members
GRANT ALLOCATION SUBCOMMITTEE

4 AUGUST 2011

Meeting Status: **Public**

Purpose of Report: For Decision

2011 DISTRICT EVENTS FUND ALLOCATION

PURPOSE OF REPORT

- 1 This report summarises applications to the District Events Fund for the Subcommittee's assessment of applications and allocation of the Fund.

SIGNIFICANCE OF DECISION

- 2 This report does not trigger the Council's Significance Policy.

BACKGROUND

- 3 The District Events Fund is an annual, contestable fund provided in the Economic Development activity of the 2009 LTCCP to support events that bring economic benefit to the District.
- 4 The District Events Fund allocation criteria and method were reviewed in August 2009. The Environment & Community Development Committee approved amending criteria in the District Events Fund Allocation Policy to target the Council's funding support to significant events.
- 5 The total available for distribution in 2011/12 is \$31,410.

CONSIDERATIONS

Issues

Funding Allocation Criteria

- 6 The District Events Fund Allocation Policy is intended to support significant events which:
 - bring money into the District;
 - generate reputation and profile outside the District;
 - attract visitors from outside the District;
 - contribute to greater or more effective use of facilities or venues.
- 7 The intention of this fund is to allocate larger sums of money to a few key events rather than smaller sums of money to a large number of events. The aim of this is to ensure the supported events are of a size and scale which delivers on the points above.

- 8 The primary criteria are: economic benefit, district marketing and use of tourism facilities. The secondary criteria are: community focus, environmental focus and cultural focus. A copy of the District Events Funding Allocation Policy is attached in Appendix 1.
- 9 The Events Funding Allocation Policy states that “no application is expected to meet all the criteria in this Policy but *all applications must address all the primary criteria listed in this Policy*”.
- 10 Secondary criteria provide guidance as to the nature of events that may receive support and demonstrate that events can deliver social, environmental and cultural as well as economic outcomes for the community.

Analysis of the applications

- 11 Twenty eight applications have been received for the 2011/12 allocation round, requesting a total of \$185,620 towards events with an estimated total cost of approximately \$497,630. A summary of information on all the applications is set out in Appendix 2. Full copies of the applications have previously been circulated to committee members.
- 12 Of the twenty eight applications, fifteen of the applications received (requesting a total of \$72,152) did not provide sufficient information to demonstrate how the proposed events addressed the primary criteria in the allocation policy. These applications are considered ineligible for the fund and were not shortlisted for consideration by the Committee.
- 13 The remaining thirteen applications were shortlisted for consideration by the Committee.

Prioritising the applications

- 14 The following criteria have been developed to assist with prioritising the applications. Applications which:
 - address all the primary criteria are a *high priority* for funding;
 - address some of the primary criteria are a *low priority* for funding;
 - do not provide sufficient information to demonstrate that the proposed event addresses the primary criteria are *ineligible*.
- 15 Of the thirteen shortlisted applications, eight addressed all of the primary criteria. These are considered a high priority for funding. They are:

Event	Funding requested
Rahui Football & Sports Club (Inc) for the Heartland Rugby fixture between Horowhenua-Kapiti v East Coast	\$14,000
Alicia Kindell for the Christmas in Kapiti entertainment event	Unclear
Live It Love It Events for the Live It Love It Kapiti Festival family day event	\$30,000

Kapiti Safer Community Trust for the Kapiti Expo 2012	\$9,000
Stress Free Functions for the Pamper and Indulgence event	\$10,000
Big Bang Adventure for the Big Bang Six Hour Adventure Race	\$17,056
Kapiti Coast Chamber of Commerce for “Celebrating Rugby” with ex All Black Christian Cullen and connecting local and international business people	\$4,000
Kapiti Art and Antiques Fair Group for Art, Antiques and Retro Mania event.	\$8,000
	\$92,056+

- 16 Alicia Kindall did not identify how much she is seeking from the Fund although she estimates the whole event at \$42,540.
- 17 One application, Morris Rugby USA v Waikanae Old Boys, Waikanae Rugby Club addressed most but not all of the primary and secondary criteria and is considered a low priority for funding. The Club is seeking \$6,512.
- 18 The remaining four applications received did not provide sufficient information to demonstrate how the proposed events addressed the primary criteria in District Events Funding Allocation Policy.
- 19 Given that the amounts requested still far exceed the amount available for allocation, further prioritisation is required. As noted above, the intention of this fund is to allocate larger sums of money to a few key events rather than smaller sums of money to a large number of events. In order of priority, the following is recommended:

Event	Funding requested	Comment
Rahui Football & Sports Club (Inc) for the Heartland Rugby fixture between Horowhenua-Kapiti v East Coast	\$14,000	One of two key Rugby World Cup 2011 events on the district
Kapiti Coast Chamber of Commerce for “Celebrating Rugby” with ex All Black Christian Cullen and connecting local and international business people	\$4,000	One of two key Rugby World Cup 2011 events on the district
Big Bang Adventure for the Big Bang Six Hour Adventure Race	\$17,056	A new event for the district which has potential to grow into an annual high profile event

Kapiti Art and Antiques Fair Group for Art, Antiques and Retro Mania event.	\$8,000	A new event for the district which sits in a niche not filled by similar events
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- 20 It is recommended that the first two Rugby World Cup related events be funded to the full amount sought – a total of \$18,000. The remaining \$12,000 could be split proportionately over the other two events.
- 21 A summary and brief analysis of the shortlisted applications is provided at Appendix 3.

Nature Coast Enterprise

- 22 As has happened previously, Nature Coast Enterprise representatives have been invited to attend the Committee meeting and provide the Committee with advice on the merits and viability of the applications.

Financial Considerations

- 23 A total of \$31,410 is available for distribution in the 2011/12 allocation round.

Legal Considerations

- 24 There are no legal considerations.

Delegation

- 25 The Grant Allocation Subcommittee has delegated authority to consider this matter under section 8 of part C1.1 of the Governance Structure 2010-2013 which reads:

Authority to assess all applications and allocate funds for the following grant programme:

1.3 District Events Fund

This programme supports events occurring in the District which contribute to the District's economic benefit; raise the profile of the District as a vibrant and interesting place to live in and visit; and increase the use and development of tourism facilities.

Consultation

- 26 There are no consultation requirements.

Policy Implications

- 27 There are no policy implications.

Tāngata Whenua Considerations

- 28 There are no tāngata whenua considerations.

Publicity Considerations

29 The District Events Fund was advertised via local media, on the Council’s website and through Nature Coast Enterprise. Applicants have been advised by letter of receipt of their application. Shortlisted applicants have been advised of the date of this meeting. All applicants will receive written notification of the decisions of this meeting.

RECOMMENDATIONS

30 The Grants Allocation Subcommittee reviews and allocates monies to the shortlisted applications to the 2011 District Events Fund as listed below:

Rahui Football & Sports Club (Inc) for the Heartland Rugby fixture between Horowhenua-Kapiti v East Coast	\$14,000
Kapiti Coast Chamber of Commerce for “Celebrating Rugby” with ex All Black Christian Cullen and connecting local and international business people	\$4,000
Big Bang Adventure for the Big Bang Six Hour Adventure Race	\$8,000
Kapiti Art and Antiques Fair Group for Art, Antiques and Retro Mania event.	\$5,410
Total	\$31,410

Or

31 The Grants Allocation Subcommittee reviews and allocates monies to the shortlisted applications to the 2011 District Events Fund as listed below:

High priority for funding

Rahui Football & Sports Club (Inc) for the Heartland Rugby fixture between Horowhenua-Kapiti v East Coast	\$ _____
Alicia Kindell for the Christmas in Kapiti entertainment event	\$ _____
Live It Love It Events for the Live It Love It Kapiti Festival family day event	\$ _____
Kapiti Safer Community Trust for the Kapiti Expo 2012	\$ _____
Stress Free Functions for the Pamper and Indulgence event	\$ _____
Big Bang Adventure for the Big Bang Six Hour Adventure Race	\$ _____
Kapiti Coast Chamber of Commerce for “Celebrating Rugby” with ex All Black Christian Cullen and connecting local and	\$ _____

international business people

Kapiti Art and Antiques Fair Group for Art, Antiques and Retro Mania event. \$ _____

Low priority for funding

Waikanae Rugby Club for the Morris Rugby USA v Waikanae Old Boys rugby match \$ _____

Other

Ngati Kahungunu Ki Poneke Community Services for the International Rugby Entrepreneurial Forum – Kapiti \$ _____

Kapiti Softball Club for the Under 17 National Softball Tournament \$ _____

Kapanui School Parents and Friends Association for Christmas @ Nga Manu event \$ _____

Paekakariki Station Precinct Trust Inc. for the Exhibition – Christian Cullen “The Paekākāriki Express” at that Paekakariki Museum \$ _____

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ATTACHMENTS:

Appendix 1: District Events Fund Allocation Policy

Appendix 2: Further information on applications

Appendix 3: Summary and analysis of applications