

## DISTRICT EVENTS FUND 2011 – SUMMARY AND ANALYSIS OF APPLICATIONS

The primary purpose of the fund is to support significant events. Significant events have the following characteristics:

- 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.

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.*

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.

Applications which address all the primary criteria are *high priority*

Applications which address some of the primary criteria are *low priority*

Applications which do not provide sufficient information to demonstrate the proposed event meets the primary criteria are *ineligible*

### Short listed applications

	ORGANISATION	EVENT	DATE(S)	AMOUNT REQUESTED	COMMENT	RECOMMENDATION
1	Rahui Football & Sports Club (Inc)	<b>Heartland Rugby</b> This rugby fixture Horowhenua-Kapiti v East Coast is sandwiched as it is between two world cup fixtures in Wellington.	24 September 2011	\$14,000	Addresses all the primary and secondary criteria  Expected attendance – 5000  Key event linked to the Rugby World Cup 2011	High priority

	<b>ORGANISATION</b>	<b>EVENT</b>	<b>DATE(S)</b>	<b>AMOUNT REQUESTED</b>	<b>COMMENT</b>	<b>RECOMMENDATION</b>
2	Alicia Kindell	<b>Christmas in Kapiti</b> To create a family-friendly Christmas entertainment event, bringing people into Kapiti as well as attracting a local audience.	27 November or 17 December 2011	Unclear	Addresses all the primary and secondary criteria  Expected attendance – 5000	High priority
3	Live It Love it Events	<b>Live It Love It Kapiti Festival</b> Family day event and to boost Kapiti's profile regionally and nationally offering cuisine and local talent in arts and music.	3 March 2012	\$30,000	Addresses all the primary criteria and most of secondary criteria  Expected attendance – 2-3000	High priority
4	Kapiti Safer Community Trust	<b>Kapiti Expo 2012</b> A fun family day to celebrate our emergency and social services making our communities safer, better places.	3 March 2012	\$9,000	Addresses all the primary and secondary criteria  Expected attendance – 1500	High priority
5	Stress Free Functions	<b>Pamper and Indulgence</b> The event is to provide a fun, entertaining, pampering and low cost event while giving small businesses a chance to build business	3 September 2011	\$10,000	Addresses all the primary and secondary criteria  Expected attendance – 900	High priority
6	Big Bang Adventure	<b>Big Bang 6 Hour Adventure Race</b>	5 November 2011	\$17,056	Addresses all the primary criteria and most of secondary criteria  Expected attendance – 300	High priority
7	Kapiti Coast Chamber of Commerce	<b>Celebrating Rugby</b> Celebrating rugby with ex All Black Christian Cullen and Connecting Local and International Business People	15 September 2011	\$4,000	Addresses all the primary criteria  Expected attendance – 200  Key event linked to the Rugby World Cup 2011	High priority

	<b>ORGANISATION</b>	<b>EVENT</b>	<b>DATE(S)</b>	<b>AMOUNT REQUESTED</b>	<b>COMMENT</b>	<b>RECOMMENDATION</b>
8	Kapiti Art and Antiques Fair Group	<b>Art, Antiques and Retro Mania</b> This event will feature a mix of local artists, antique and collectibles dealers, with areas designated for specialist items such as Kiwiana, oddities and vintage clothing.	5-6 November 2011	\$8,000	Addresses all the primary criteria  Expected attendance – 500-1000	High priority
9	Waikanae Rugby Club	<b>Morris Rugby USA v Waikanae Old Boys</b> During the rugby world cup the Waikanae Rugby Club will be hosing the Over 35s Morris Rugby club from New Jersey USA – this will include a rugby match.	13-18 September 2011	\$6,512	Addresses most of the primary and secondary criteria  Expected attendance – 200+	Low priority
10	Ngati Kahungunu Ki Poneke Community Services	<b>International Rugby Entrepreneurial Forum – Kapiti</b> To provide Kapiti venue to host two international entrepreneurial forums for the French Rugby Federation president and French Ambassadors to share global views and trends with local people of Kapiti. Also to provide a community setting that offers a glimpse of kiwiana/culture with traditional hangi feast and local music.	30 September & 7 October 2011	\$2,400	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria  Expected attendance - 120	Ineligible
11	Kapiti Softball Club	<b>Under 17 National Softball Tournament</b> Hosting the National Under 17 Softball tournament bringing 13-16 national teams into Kapiti. This tournament will be used to select the NZ national team and Junior and Black Socks.	19-22 January 2012	\$5,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria  Expected attendance – 500+	Ineligible

	<b>ORGANISATION</b>	<b>EVENT</b>	<b>DATE(S)</b>	<b>AMOUNT REQUESTED</b>	<b>COMMENT</b>	<b>RECOMMENDATION</b>
12	Kapanui School Parents and Friends Association	<b>Christmas @ Nga Manu</b>	10 December 2011	\$6,500	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria  Expected attendance – 1500-2000	Ineligible
13	Paekākāriki Station Precinct Trust Inc	<b>Exhibition – Christian Cullen “The Paekākāriki Express”</b> To allow visitors to the Museum a chance to see trophies, cups, photographs, boots, which played a great part in Christian Cullen’s career as a top rugby player.	September-October 2011	\$1,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria  Expected attendance – 140 per week	Ineligible

## Applications not short listed

	ORGANISATION	EVENT	DATE(S)	AMOUNT REQUESTED	COMMENT	RECOMMENDATION
1	Kapiti Pony Club	<b>Open Day and Gymkana</b> To attract competitors from the whole of Kapiti and Horowhenua. The aim is to widen the community's awareness and participation in the pony club's activities as a wonderful spectator sport and event.	11 September & 20 November 2011	\$1,500	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
2	Mulled Wine Concerts in Paekākāriki	<b>Mulled Wine Concerts in Paekākāriki</b> The Mulled Wine Concerts Series is a five concert series running from March-August 2012.	January 2012	\$2,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
3	Moa Music Inc.	<b>Kapiti Festival of the Arts</b> To hold a blues and jazz festival in Kapiti	December 2011	\$5,900	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
4	Te Horo School	<b>Te Horo School Country Fair Paddy's Mart is the annual fundraising event for the Te Horo School.</b>	10 September 2011	\$2,687	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
5	Waikanae Anglican Parish	<b>Carols in the Park</b> <b>This event of carol singing brings together the whole community and to focus on the Christmas season.</b>	18 December 2011	\$750	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible

6	Graham Coe	<b>KCDC Arts Trail This is for the venue for the entire Arts Trail</b>	1-2 October 2011	\$300	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
7	Kapiti Cycling Club	<b>Tour of Waikanae – Cycle Fun Ride A fun cycle ride offering four different distances to anybody that can ride a bicycle</b>	9 October 2011	\$3,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
8	The Daniel Company	<b>The Musical “Daniel’s Doomsday Dreams and Other Stories” A family musical with colour, action and music.</b>	14-16 October 2011	\$2,300	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
9	Kapiti Ethnic Forum & Kapiti International Women’s Group	<b>Race Relations Day (as part of the Sustainable Home and Garden Show)</b>	26-27 March 2012	\$3,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
10	Trustees of the Friends of Queen Elizabeth Regional Park (Kapiti) Trust	<b>Celebration of Queen Elizabeth’s Diamond Jubilee (60 years) To celebrate the Queen’s jubilee with many grand speakers and community events during Queen’s Birthday weekend 2012.</b>	2-5 June 2012	\$15,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
11	Paraparaumu Beach Tennis Club	<b>Kapi Mana Junior Tennis Open Junior tennis tournament for young people under the age of 18 years.</b>	2 February 2011	\$3,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
12	Lindale Complex	<b>Lindale Shop Tenants World Cup Initiative To attract world cup visitors to Lindale</b>	Duration of the Rugby World Cup	\$15,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible

13	Rangiatea Pastorate Church	<b>Maori Strategy RWC 2011 To provide tour guides for independent visitors together with groups visiting the historical features of the establishment of its surrounds, e.g. monuments and cemetery.</b>	1 September – 31 October	unclear	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
14	The Free Electron	<b>Paekākāriki in the Park To build on the success of Paekākāriki in the Park 2010, providing a free quality music festival with community and food stalls and children's entertainment.</b>	5 February 2012	\$10,000	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible
15	Kapiti College Board of Trustees	<b>Drive-In Movie Fundraiser Fundraiser to fund 25 students from Kapiti College to compete in a choir competition in America 2012.</b>	November 2011 or February 2012	\$13,535	Application does not provide sufficient information to demonstrate the proposed event meets the primary criteria	Ineligible