

Kāpiti Coast Major Events Fund

27 July 2019

Purpose

The Kāpiti Coast Major Events Fund was established in 2016 to support major events in the Kāpiti District that will help deliver a thriving, vibrant and diverse economy. The fund is aimed at supporting a small number of signature events each year that deliver long term economic benefits for the Kāpiti District.

Funding levels

A total of \$200,000 (excl GST) is available for allocation each year. Funding is allocated for the following purposes:

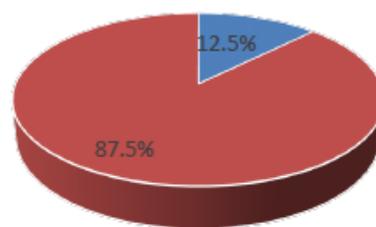
1. Up to \$25,000 per annum will be available to assist with feasibility testing, business case development and economic impact studies for event opportunities. This can be used to assist with future decision making and help minimise risk with new event development.

2. Up to \$175,000 per annum will be available to assist with event funding. Activities that will be considered for funding include:

direct event costs including venue, stage, lighting and performance costs;

- health and safety costs;
- waste minimisation and management costs;
- event management and personnel costs to secure additional sponsorship;
- event signage, advertising and promotional costs.

Kāpiti Coast Major Events Fund



■ Event Funding ■ Feasibility Funding

Frequency

Funding allocation decisions will be made annually. Should the fund not be fully allocated in the funding round, Council at its sole discretion may choose to hold a separate funding round for any residual funds. Unallocated funding for feasibility assessments may be allocated at any time throughout the year at the sole discretion of the Council.

Application process

The commencement of the fund application process will be notified through Council's communication channels, including the Council's website www.kapiticoast.govt.nz.

The application period will be for a fixed period of time, which is to be no less than four weeks, in order to provide sufficient time for applications to be completed and submitted to the council.

Applicants will be required to complete the application form in full and submit this along with the required supporting information to Council before the closing date. Applications that have not been completed properly and do not have all of the necessary supporting information, may be at the discretion of the Council, be excluded from the application process.

Applicants will receive written notification of the funding decision.

Funding process

Funding applications received will be reviewed by the Major Events Fund Assessment Panel, who will make recommendations for the distribution of the fund to Council. The panel will be comprised of a mixture of Council representatives and industry specialists.

Applications will be allowed for funding for up to three years, where there is a sound business case and evidence of the ability to delivery long-term outcomes. Applicants that secure multi-year funding will be required to submit annual event reports to Council and confirm the delivery of pre-agreed outcomes. The failure of an event to deliver pre-agreed outcomes in any one year may mean that any future funding allocation will need to be reviewed. This will be at the discretion of the Council, who will have the ability to either reduce or withdraw any future funding to the applicant for the event.

Funding of multi-year commitments may not be at the same levels each year, future funding levels may be at either a higher or lower level at the sole discretion of Council. Successful multi-year applicants that have received reduced event funding in subsequent years could request additional funding in the applicable year, however this would be subject to review along with other events applications in that year. A separate application would need to be made for additional funding.

Eligibility & Criteria

The Council is committed to ensuring that the major events fund delivers sound economic outcomes that meet the vision of a district that is vibrant, thriving and diverse.

To be eligible to receive funding the event must:

- Take place in the Kāpiti District
- Not have already occurred in the applicable financial year
- Have confirmed at least 30% of total costs (not applicable to feasibility applications)
- Show how residual costs after allowing for Council funding will be covered (not applicable to feasibility applications)
- Provide confirmation of any consenting and land owner approval requirements and the status of any required consents / approvals.

Events will be assessed against the following criteria

- Classified as a Level 1 or 2 event (see page 5 for classifications)
- Showcases the Kāpiti coast and builds the profile of the Kāpiti coast and its communities
- Highlights the Kāpiti coast as a destination for visitors, business and residents
- Has long-term economic benefits for the district
- Is able to generate at least a 5:1 return on council's investment
- Meets tāngata whenua and community aspirations.

Preference may be given to events which:

- Attract visitors in the off season (April to October);
- Can demonstrate successful financial support from other funding sources (not applicable to feasibility applications)
- Show potential to be self-sustaining without Council funding in future years (not applicable to feasibility applications)
- Have received less than three years of previous funding from Council, excluding feasibility funding
- Do not coincide with any other major events in the Wellington region, unless compatible (not applicable to feasibility applications).

Activities that will be considered for funding include:

- Direct event costs including venue, stage, lighting, sound and performance costs;
- Health and safety costs including security and traffic management costs;
- Waste management and minimisation costs;
- Event management and personnel costs to secure additional sponsorship;
- Event signage, advertising and promotional costs.

All applications for funding should include (where applicable):

- Completed application form
- Introduction to the organisation seeking funding, its primary business purpose, experience and areas of expertise
- Certificate or documentation of proof that the organisation or business is a legally incorporated entity, trust or business (recognised under the Companies Act)
- A detailed description of the event or feasibility study proposal, including expected economic outcomes
- Risk assessment for any proposed event
- A project timeline detailing key activities that would be undertaken and by whom
- A detailed budget, including a breakdown of whether costs are confirmed or estimates
- A detailed marketing and communications plan
- How your organisation will manage environmental impacts from the event and follow waste minimization processes

Measuring success and reporting

All successful event funding applicants are required to submit a post event report to Council within two months of the event being held. The report is to be satisfactory to the Council in all respects and include all information requested by Council.

Applicants that do not submit a satisfactory report to Council will be ineligible for future funding.

Event reports must include the following information:

- Attendance figures including breakdown of visitor origin and visitor overnight stay in the district
- Robust analysis of event outcomes, including estimated economic impacts
- Full financial report, including confirmation of the level of spending within the Kāpiti district
- Marketing and media outcomes.

All successful feasibility funding applicants are required to submit to Council a copy of their completed feasibility assessment and details of their proposed next steps. The report is to be satisfactory to the Council in all respects.

This policy was approved by Council on 27 June 2019
Refer to document CORP 19-826

Decision-making tool: Classification for event support matrix

A classification system is used to understand the strengths and opportunities of an events portfolio for the Kāpiti District. The matrix below is designed to order events into categories to determine the type of event, its benefits and economic and community impact. The matrix is designed to be used as a framework for prioritising Council investment in events development.

Impact Level	Level 1	Level 2	Level 3
	Signature Event (10,000 + attendees) Over 30% of attendees are visitors to the District.	Major event (2,000- 10,000 attendees) Over 20% of attendees are visitors to the District.	Local event (Less than 2,000 attendees) Events that are driven and lead by local communities.
Primary	<ul style="list-style-type: none"> Encourages local pride and social outcomes. Event attracts visitors to stay overnight Event attracts visitors from the Wellington region and New Zealand The event generates a greater than 10:1 return on Council investment Generates significant media profile for the Kāpiti District Creates national exposure Aligns with Economic Development Strategy 	<ul style="list-style-type: none"> Encourages local pride and social outcomes Event attracts visitors from the Wellington region and surrounding districts. The event generates a greater than 5:1 return on Council investment Generates media profile for the Kāpiti District Creates regional exposure Aligns with Economic Development Strategy 	<ul style="list-style-type: none"> Encourages local pride and social outcomes Provides paid or free entertainment opportunities to the community Provides social benefits such as fund raising for local organisations Facilitates cross cultural awareness Promotes community engagement
Secondary	<ul style="list-style-type: none"> Assists with skill development in two or more industry sectors. Provides exposure to local talent and capability Creates opportunities for local businesses to increase their profile at a national or regional level. Facilitates cross cultural awareness Promotes environmental suitability 	<ul style="list-style-type: none"> Assists with skill development in one or more industry sector Provides exposure to local talent Creates opportunities for local businesses to increase their profile at a regional level. facilitates cross cultural awareness Promotes environmental suitability and community engagement 	<ul style="list-style-type: none"> Assists with local skill development Creates opportunities for local businesses Aligns with Economic Development Strategy
Tertiary	<ul style="list-style-type: none"> Provides free entertainment opportunities to the community Provides social benefits such as fund raising for local organisations Promotes community engagement 	<ul style="list-style-type: none"> Provides free entertainment opportunities to the community Provides social benefits such as fund raising for local organisations 	<ul style="list-style-type: none"> Greater than 5:1 return on Council investment Generate media profile Enhance the District's livability Attracts regional visitors