

13 JUN 2011

**District Events Fund
Application Form 2011-12**



Please note: If there is not enough space for you to answer in any section, please include extra pages with your application.

1. ABOUT YOUR ORGANISATION

Organisation Name Kapiti Vintage 2011

Organisation legal status
eg charitable trust, incorporated society Joint venture partnership

How long has your organisation been operating? July 2010.

Contact Person Kirsten Kilminster, Event Manager

Contact Address Pakaru Bay

Phone 027 284 8291 Mobile

Email kirsten@skopevents.co.nz

Fax _____ Website _____

Alternative Contact Graeme Harris

Address Te Aro

Phone 021 433 525 Mobile

Email candgharris@xtra.co.nz

GST number (if applicable) Not registered.

Is this the first time you have applied for District Events Funding? Yes / No

Date of last application 13/07/10

What was it for? Kapiti Vintage 2010

How much funding did you receive? \$5,512.50

2. ABOUT YOUR EVENT

Event Name Please see attached.

Proposed Event Date/s _____

Proposed Event Time/s _____

Proposed Rain Date _____

Proposed Venue or Location of Event _____

Estimated Expected Attendance _____

Is the proposed event part of a bigger programme? If yes, please outline _____

Please **provide** an overview of your event and outline the event's purpose.

Please see attached.

Please **attach** your **Communications / Marketing Plan** and a **Business Plan**. (Refer to the Applicant's Guide to Events Funding.)

Is this a one-off event? Yes No

If 'No' do you propose to hold it on an annual/biannual/other basis?

Note: Desire to run on an annual basis.

Who is producing your event? (if different from Your Organisation above)

Organisation

Contact Person

Contact Address

Phone

Mobile

Email

Fax

Website

3. YOUR ELIGIBILITY

As set out in the Events Funding Allocation Policy, the primary purpose of the Fund is to support significant events and all applications must address all the primary criteria.

Please **indicate below** which criteria will be met by your event. Refer to the Kāpiti Coast District Council Events Funding Allocation Policy and the Applicant's Guide for full eligibility information, including details about these criteria. **Attach detailed responses** in a separate document.

Primary criteria

Economic benefit

District marketing

Use of tourism facilities

Secondary criteria

Community focus

Environmental focus

Cultural focus

4. INCOME AND EXPENDITURE

Estimated total cost of the event	\$ 55,138
Estimated total income from the event (if applicable)	\$ 45,645
Ticket price (if applicable)	\$ See attached.
Funding amount requested from Kāpiti Coast District Council	\$ 9,493

What will the funding be used for?

Item	Amount \$
To cover budgeted loss without a major sponsor confirmed.	

Please list other confirmed sources of funding and amounts received

Funding source	Amount \$
Funding source	Amount \$
Funding source	Amount \$

If you are still waiting to hear the results of other applications, please list the sources of funding, the amounts applied for, and the date you expect to hear if you have been successful.

Funding source	Amount \$
Expected date	
Funding source	Amount \$
Expected date	
Funding source	Amount \$
Expected date	

If you intend to hold this event again, eg on annual/biannual/other basis, how do you propose to fund it in future?

Ticket sales + sponsorship - run commercially.

5. SUPPORTING INFORMATION

Does your event have **support in the community?** *Yes - see attached.*

Please **provide details here and attach any letters of support.**

Contact Person / Position

Telephone Number

Email

Contact Person / Position

Telephone Number

Email

Please **include any further information** that may support or clarify your request for funding. This might include your past experience and capability in the delivery and management of events, media response from previous events, anticipated marketing and publicity campaign, letters of support, details of referees.

Please **attach a completed Kāpiti Coast District Council Temporary Event Management Plan form.**

(Refer to the Applicant's Guide to Events Funding.)

To follow once we have applied for a Certificate for Public Use.

6. DECLARATION

Signature of person authorised to sign on behalf of applying organisation

Signature

K. Kilmister

Application date

13 June 2011

Print Name

Kirsten Kilmister

Title

Event Manager

The closing date for applications is Friday 1 July 2011.

Postal Address:

Kāpiti Coast District Council
Private Bag 60601
Paraparaumu 5254
Attn: Philippa Richardson, Strategic
Projects Manager

Physical Address:

Kāpiti Coast District Council
175 Rimu Road
Paraparaumu 5254
Attn: Philippa Richardson, Strategic
Projects Manager

Email: Kāpiti.council@Kāpiticoast.govt.nz

Tel: 04 296 4700 Fax: 04 296 4830

Please note all applications (including names and contact details) may be made publicly available at council offices and public libraries. A summary of applications including the name of the applicant will also be made publicly available and posted on the Kāpiti Coast District Council website when the Sub-Committee agenda is published. Personal information will also be used for administration relating to the subject matter of the applications, including notifying applicants of subsequent steps and decisions. All information will be held by the Kāpiti Coast District Council at 175 Rimu Road, Paraparaumu, with applicants having the right to access and correct personal information.



District Events Fund Application 2010 *Kapiti Vintage 2011*

The Organising Committee of Kapiti Vintage acknowledges that the primary purpose of the District Events Fund is 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.

In addition it recognises events that can deliver social, environmental and cultural as well as economic outcomes for the community.

About this Event

Kapiti Vintage

Kapiti Coasters are known for their ability to get in behind good ideas, so when Graeme Harris (previous owner of Kapiti Olives and Partner in Streetwise Coffee) saw an opportunity for local food lovers to create an event for the Wellington on a Plate festival, he had no trouble getting people to pick up their knives and forks – and in 2010 “Kapiti Vintage a nostalgic gastronomic adventure” was born.

Kapiti Vintage showcases local food and beverage in a unique environment – a historic Otaki building that is being converted from an old dairy factory into a stunning Tuscan style boutique hotel, restaurant and events centre, called The Milk Station at 35 Rahui Road.

Participants take a vintage steam train trip from Wellington Station at 9.20am and stopping at most stations along the way, they arrive at Otaki Station at 11.05am and have a short five minute walk to the Milk Station.

Here they will experience a long, relaxed five course lunch that will be semi formal with just a touch of decadence. This culinary adventure will be prepared by award winning Kapiti chef, Simon Wislang.

At 4.30pm everyone will board the train again and head home to recover!

The Great Family Steam Excursion

Like last year, the train continues up the line to turn around, but this year the train will steam to Feilding (last year it went to Palmerston North). We have registered this trip as a separate event in Visa Wellington on a Plate as an affordable family focused event – the 2010 event sold out in

three days! It proved to be very popular with both children and adults alike with many commenting that they're looking forward to coming again in 2011.

Guests experience a gourmet lunch and beverages while they steam from Otaki to Fielding. They will then have an hour in Fielding to either explore the township or watch the steam train being turned around – an interesting highlight for many of the children. We are working with Feilding Promotions to oversee the hosting of the passengers while in Feilding.

With ice cream and chocolates to enjoy on the return journey, the train returns to Otaki station at 4.15pm.

New Concept for 2011 – Producers Market

Producers involved with Kapiti Vintage and the Family Steam Excursion will be offered the opportunity to sell their produce at the Otaki Train Station. Many guests from last year commented about wanting to buy products on the day of the event so the organisers' see this is a good addition to differentiate and add further value from last year.

With the guaranteed audience of the Kapiti Vintage guests waiting for the train and then the families hopping off the train at the end of their trip, this is a fantastic opportunity for producers.

Kapiti Vintage 2010 Case Study and Customer Feedback

Following the success of Kapiti Vintage 2010, the 2011 event will be promoted as a premier event for the Visa Wellington on a Plate festival that will be officially launched on Tuesday 14 June 2011 (tickets on sale thereafter).

Kapiti Vintage 2010 was privileged to be case studied and loaded to the Visa Wellington on a Plate web site, <http://www.wellingtononaplate.com/case-study-kapiti-vintage/>

We received some lovely customer feedback as follows:

1. This is just a note to say that you and your team should be so proud of what you achieved with Kapiti Vintage 2010. My mum and I had a fabulous time. I spoke with several other guests who all agreed it was very professional, the food and wine was top notch with very generous quantities, there was value for money and the environs were superb. All of the guests I spoke to said they would definitely come again next year. All the elements went smoothly and this event was such a boon for the festival. Many thanks and congratulations on a such a successful event! Antonia Bale
2. On behalf of all of our group a big "thank you" for yesterday - it was everything we expected and more. The trip, the venue, the food and wine, the service were all absolutely first class and this all reflects on the wonderful organisation - well done and thanks. If you are ever repeating the event please let me know. John and Robyn
3. Thanks so much for Saturday we had a brilliant time, fit to burst with amazing food wine and magic journey, well done to all for putting on such a wonderful event. Noeline Holt
4. Graeme, I hope you receive about 160 of these over the next few days. My day out at Otaki via the vintage steam train was brilliant. The food was excellent, the wine surprisingly good for such a new winery and the olive oil a little different, I must now change to using yours. I also made some new friends - very nice people. Michael G
5. I just wanted to let you know that my husband and I had a brilliant day - it was lovely to be on the train - and the food and setting for the lunch was just sublime. I really look forward to making a visit later in the year to see how the renovations are progressing. It was a

wonderful idea to have a lunch using locally sourced produce, and to have the train trip start and finish the day was perfect. Very many thanks. Louise Caig

6. Just a quick email to thank you very much for the steam train ride last Saturday. Lovely weather, excellent service and fabulous food at a great price! A really awesome day thoroughly enjoyed by my family. Thanks once again to you and the team that made this all possible. Kind regards, Mel O'Hagan

Key Event Details

Date: Saturday 6 August 2011

Venue: The Milk Station, 35 Rahui Road, Otaki

Estimated Attendance: Kapiti Vintage – 170
Family Steam Excursion – 270

Event Organiser: Graeme Harris
PH: 021 433 525
Email: gandcharris@xtra.co.nz

Event Manager: Kirsten Kilmister
SKOPE projects & events Ltd
PH: 027 284 8291
Email: Kirsten@skopeevents.co.nz

Organising Committee: Graeme Harris – Streetwise Coffee
Kirsten Kilmister – Event Manager
Helene Judge – Nature Coast Enterprise
Ron Parkin – Genoese Foods
Simon Wislang - Chef

Estimated Budget (including GST)

Income \$45,645

Including ticket sales and producer contributions

Ticket Price – Kapiti Vintage

\$185 per person

Ticket Prices – Family Steam Excursion

Adult \$75

Children \$35

Family Pass \$175

Expenses \$55,138

Including Visa Wellington on a Plate registration, ticket sale commission, train hire, KCDC consents, venue hire, catering (at the Milk Station and on the train to Feilding), produce (food and beverage), tables/chairs/cutlery/crockery/linen hire, marketing/print media, music/sound system, event management fee and contingency

Loss \$9,493

Primary Criteria

Economic Benefit

- ❖ Local employment opportunities will be created and sustained through the use of the following local services:
 - Chefs
 - Wait staff
 - Event Manager
 - Photographer
 - Writer
 - Printers
 - Journalists
 - Local food suppliers/producers
 - Builder contractors at the venue
 - The venue/building owner
 - Steam Incorporated (the train)
 - Hire companies
 - Musician
 - Packaging company
- ❖ 170 guests are expected to attend Kapiti Vintage 2011 (mainly 'foodies' ex-Wellington). A further 270 (mix of Wellington and local families) are expected to travel on The Great Family Steam Train Excursion.
- ❖ The expected spend of the visitors includes:
 - Kapiti Vintage 2011 – 170 guests paying \$185 each
 - 270 guests paying \$75 per adult, \$35 per child or \$175 for a family of four
 - Products bought at the Producers Market
 - On-going sales for the producers involved with promotion of their web sites and ways that guests can purchase the products they have enjoyed.
 - Guests returning to Otaki to see more of the area and the producer products that they have had a 'taste' of.
 - Guests returning to experience the venue once it is operational to stay, eat there or have a function.
- ❖ It is expected that both events will be registered into future Visa Wellington on a Plate festivals to continue showcasing our food and beverage production and processing – a significant economic industry sector within our region.
- ❖ Both events are important for the on-going development of our reputation as a food producing and manufacturing of value-add products for local, national and export consumption.
- ❖ The organisers definitely intend for the future events to be self-sustaining with the view to running them commercially with a long term sponsor.

District Marketing

- ❖ The target audience for Kapiti Vintage 2011 is fore most Wellington foodies. Our secondary market is the general public of the Kapiti and Horowhenua region. The target

audiences for The Great Family Steam Train Excursion are families from Wellington, Kapiti and Horowhenua (we also had people from the Hutt Valley come last year).

- ❖ The event provides a huge opportunity to raise the profile of the food production and processing industry of the Kapiti and Horowhenua region, particularly with the association with Visa Wellington on a Plate which includes a nationwide and international marketing campaign.

The festival is designed to showcase the greater Wellington region and both events are being seen as premier events' in the programme. This provides an amazing ongoing catalyst for the food and beverage industry in Kapiti and Horowhenua, particularly for the local Otaki community where the event is being held. The Milk Station has three acres of landscaped grounds and the development of the historic building in to a Tuscan style boutique hotel, restaurant and events centre will provide an iconic destination for Otaki and the greater region in years to come.

- ❖ This event continues to be unique as there is nothing else to rival it within the region. There is a huge willingness by local food producers and processors to be involved with the event through their time and product being supplied at no charge. There are more than 20 local producers taking part who continue to be excited by the opportunity to showcase products that Kapiti and Horowhenua has to offer. The momentum has been incredible.
- ❖ The expected local media coverage includes local and regional radio and print advertising, posters, flyers, a dedicated web site, menu booklets and an Otaki billboard to promote the Family Steam Excursion.
- ❖ Visa Wellington on a Plate has its own separate media strategy which will benefit our events' which includes advertising to New Zealand nationally and the East Coast of Australia. All marketing is embargoed until Tuesday 14 June 2011 when the festival will be officially launched. It includes significant print, radio and TV media, a dedicated web site, social media and bloggers, street and taxi flags, shop window dressing etc.

Secondary Criteria

Both events are being run by a voluntary Organising Committee and there are a significant number of Kapiti and Horowhenua businesses involved with the overall delivery (ie food production and processing and other professional services). Producer participation has been overwhelmingly positive and motivation is high to ensure both events are hugely successful and can be delivered again in the future.

There is the common thread of thinking that these events' can really help to improve our food and beverage reputation and profile within the region. In addition, there will be a significant group of young people involved to handle the hospitality under the oversight of the Head Chef, Simon Wislang and we are looking at using a well reputed local high school jazz band for our musical entertainment.

By running both of these events we have a fantastic – and potentially iconic opportunity to celebrate the food and beverage heroes of Kapiti and Horowhenua. In addition, it provides positive momentum to continue growth of this sector as a serious player contributing to GDP as a region.

END