

Mayor and Councillors
COUNCIL

25 OCTOBER 2018

Meeting Status: **Public**

Purpose of Report: For Decision

KĀPITI MAJOR EVENT FUNDING 2018-19

PURPOSE OF REPORT

- 1 This report provides analysis and recommendations for the allocation of the contestable Major Events Fund for 2018/19 in line with the objectives of the Kāpiti Events Plan 2015-2018.

DELEGATION

- 2 The Council has the authority to consider this matter.

BACKGROUND

Kāpiti Events Plan

- 3 Major events development has been identified as one of the key drivers towards achieving long term economic development for the Kāpiti district. In December 2015, the Kāpiti Events Plan 2015-2018 was adopted as an action plan for supporting and leading major events that bring economic benefits to Kāpiti.
- 4 The Kāpiti Events Plan is an outcome focussed approach to event development to help develop and grow signature events on the Kāpiti Coast. It identifies five actions for transforming Kāpiti into a district that offers a vibrant and exciting portfolio of events that realise economic and community outcomes. This included the establishment and management of a major events fund and event development programme targeting signature events. The 2017/18 focus was to build towards a good return on investment and support the growth of iconic Kāpiti events.
- 5 The goal is to build a diverse calendar of events that attract visitors, add vibrancy to our communities, and provide a return on investment for the local economy.
- 6 The major events fund is contributing to the achievement of the Kāpiti Events Plan through the provision of financial support for seven events since its inception (not including those recommended for funding in the 2018/19 financial year).
- 7 A total of \$160,000 is available per annum. The Major Events Fund criteria outlines conditions for the fund and allows for:
 - Multi-year funding (up to 3 years)
 - Up to \$24,000 for feasibility and economic impact studies for events.
 - Up to \$160,000 per annum for event funding and development that meets the criteria and outcomes of the Kāpiti Events Plan (including feasibility and economic impact studies for events).

- 8 Since 2016, the Major Events Fund has provided financial support to seven events as outlined in the table below:

TABLE 1: Total events funded by the Major Events Fund 2015-18

Event	2016/17	2017/18	2018/19
Māoriland Film Festival	\$55,000	\$48,000	\$30,000
Ōtaki Kite Festival	\$35,000	\$24,000	\$10,000
Kāpiti Food Fair	\$15,000	\$12,000	\$5,000
Coastella	\$55,000	\$36,000	
Ōtaki-Māori Racing Club Farmers' Market		\$15,000	
Kāpiti Coast International Jazz Festival		\$15,000	
Kāpiti Coast Festival		\$10,000	
TOTAL	\$160,000	\$160,000	\$45,000

- 9 Two of those events are generating direct economic benefit back to the district close to or in excess of the \$500,000 target set out in the Kapiti Events Plan. These are the Maoriland Film Festival, which has returned \$840,000 and Coastella which is achieving in excess of \$494,000.
- 10 The 2018/19 financial year is the third and final year of the Kāpiti Events Plan (2015-2018).
- 11 A new three-year Major Event Fund plan will be developed and proposed to Council later in 2018/19, in line with the refresh of the Economic Development Strategy.

Major Events Fund 2018/19

- 12 The 2018/19 Major Event Fund opened on 13 August 2018 and closed on 7 September 2018 and a total of eight applications were received.
- 13 To ensure a robust assessment process was undertaken, an events industry experienced panel was established to assess applications and make funding allocation recommendations. This is to ensure the process benefits from in-depth sector knowledge and experience while meeting the four key criteria of the Major Events Fund.
- 14 The members of the panel were:
- **Warrick Dent** - General Manager –Events & Experiences – Wellington Regional Economic Development Agency.
 - **Rob MacIntyre** – Destination Planning
Industry strategic consultant specialising in regional tourism strategy projects including major events. Previous GM Tourism and CEO of Wellington's Regional Tourism Organisation.
 - **Carmel Leonard** – Business Kapiti Horowhenua.
Sponsorship, Marketing and Event Manager for Electra Business Awards. Masters of Business in Strategic Management.

- **Terri van Schooten** – CEO, Verve – The Event Agency
Co-founder & Festival Director of WLG-X and Advisor of Town Square an innovative Start-up.
- **Mahinarangi Hakaraia** – Iwi Relationships Manager, Kāpiti Coast District Council.
Council's Iwi Relationships Manager provided advice around tāngata whenua considerations and connect applicants with iwi where needed.
- **Economic Development Manager** – Kāpiti Coast District Council

Major Events Funding available for distribution in 2018/19

- 15 As noted above there is \$160,000 available for funding in each financial year. However, multiyear funding reduces that amount to \$115,000. Of that total \$24,000 is available for feasibility support, leaving \$91,000 for event funding. If the \$24,000 is not used, the full \$115,000 is available for event funding.

Multiyear Funding

- 16 Three events have received multiyear funding. The criteria for multiyear funding required an event to:
- have a distinct Kāpiti Coast flavour,
 - showcase the District's positive attributes
 - provide long term economic benefits
 - meet tāngata whenua and community aspirations
 - meet or exceed the return on Council dollar investment threshold of 5 to 1
- 17 Council paper SP-18-602 noted those organisations that are receiving multiyear funding on the basis that they have met the criteria outlined above. They are:

TABLE 2: Major Events Fund Multiyear funded events for 2018/19:

Event	2018/19
Māoriland Film Festival	\$30,000
Ōtaki Kite Festival	\$10,000
Kāpiti Food Fair	\$5,000

Funding Applications for 2018/19

- 18 Of the eight applications received, six are requesting event funding totalling \$273,000 and two feasibility funding requests totalling \$20,000. The following table provides further details of the applications received.

19 TABLE 3: Major Events Fund 2018/19 Application Received

#	Event Name	Level	Attendees (Projected)	Application Amount
Event Funding Applications				
1	FFFLAIR The inaugural launch of NZ's largest and most creative horticultural festival.	Major	Total 20,000 20% Local 65% Regional 12% National 3% International	\$115,000
2	Coastella Kāpiti Coast's unique & boutique music festival for visitors and residents (young, old and families).	Major/Regional	Total 4,010 29% Local 44% Regional 25% National 2% International	\$75,000
3	Kāpiti Coast Festival Showcase local musicians, artists, local crafts with a target to increase stalls with more Kāpiti Coast businesses.	Regional	Total 9,000 78% Local 22% Regional	\$10,000
4	Vegan Expo Kāpiti A lifestyle event that celebrates cruelty-free, pro planet healthy living.	Regional/Local	Total 3,000 34% Local 33% Regional 33% National	\$40,000
5	Off Road Dirt Bike – Fundraiser for local club to provide facilities for event volunteers.	Local	Total 602 10% Local 18% Regional 71% National 1% International	\$25,000
6	Kāpiti Summer School 2019 Community education classes.	Local	Total 610 84% Local 16% Regional	\$7,850
Total Event Funding Applications requested				\$272,850
Feasibility Applications				
7	Kāpiti Festival of Books A weekend-long festival that celebrates reading and writing across the Kāpiti Coast.	Local	940 projected 73% Local 21% Regional 5% National 1% International	\$10,000
8	"Kāpiti Lights" TBC A celebration of light, art, technology, design and new beginnings.	Local	No projection provided as figures proposed to be understood during feasibility research	\$10,160
Total Event Feasibility Applications requested				\$20,160
Total Major Event Fund application requests				\$293,010

Assessing the applications

20 To be eligible for the Major Events Fund the event application must demonstrate the following:

- Takes place in Kāpiti Coast District.
- Has already secured 30% of its total costs (not applicable to feasibility applications).
- Shows potential for self-sustaining funding.
- Not coincide with another major event in the Wellington region, unless compatible.
- Must not have already occurred in the district.
- Consideration of event level (ie. major, regional or local event).

21 After reviewing the eight applications, the Panel identified four applications that met the Kāpiti Major Events application criteria as outlined in the following table.

TABLE 4: Applicant shortlist

#	Event Name	Level	Attendees (Projected)	Application Amount
Event Funding Applications				
1	FFFLAIR The inaugural launch of NZ's largest and most creative horticultural festival.	Major	Total 20,000 20% Local 65% Regional 12% National 3% International	\$115,000
2	Coastella Kāpiti Coast's unique & boutique music festival for visitors and residents (young, old and families).	Major/Regional	Total 4,010 29% Local 44% Regional 25% National 2% International	\$75,000
3	Kāpiti Coast Festival Showcase local musicians, artists, local crafts with a target to increase stalls with more Kāpiti Coast businesses.	Regional	Total 9,000 78% Local 22% Regional	\$10,000
4	Vegan Expo Kāpiti A lifestyle event that celebrates cruelty-free, pro planet healthy living.	Regional/Local	Total 3,000 34% Local 33% Regional 33% National	\$40,000
Total shortlisted Event Funding Applications requested				\$240,000

22 The four applicants presented to the Panel on 18 September 2018.

23 Following the event presentations, the Panel met to further consider each application.

24 The panel used the Events Priority Matrix to assess the applications. The Events Priority Matrix is designed to assist decision making in relation to the scale of events and identifies if an event is a major, regional or local event. This is used as a framework for assessing applications and prioritising Council investment in events development. The Events Priority Matrix is included in Appendix B.

25 Each application assessment was against the 'Primary Criteria' of the priority matrix:

- Have a distinct Kāpiti Coast flavour.
- Showcase the District's positive attributes.

- Has long term economic benefits.
- Meets tāngata whenua and community aspirations.
- Meet or exceed the return on Council dollar investment threshold of 5 to 1.

The following 'preference criteria' is also considered:

- Attract visitors off season
- Demonstrate successful financial support from other funding sources.

26 Assessment was carried out for all events that applied to the Major Events Fund 2018/19 (including those that were determined to be ineligible).

27 A combination of scoring gives each event an overall score out of a possible 15. The Major Events Fund criteria total score shows which events met or exceeded the criterion.

- 0 = does not address criterion
- 1-5 = fails to meet the criterion
- 6-10 = meets the criterion
- 11-15 = exceeds the criterion

TABLE 5: Events Assessment results

	Event Name	Meet application Criteria (Y/N)	Event Level	MEF Criteria Total score	Attract Visitors off season	Demonstrate successful financial support from other funding sources
Event funding applications						
1	FFFLAIR	Y	Major	12/15	N	Potentially
2	Coastella	Y	Major/Regional	10/15	N	50/50
3	Kāpiti Coast Festival	Potentially	Regional	5/15	N	Y
4	Vegan Expo Kāpiti	Y	Regional/Local	4/15	Y	Y
5	Off Road Dirt Bike - Fundraisers	N	Local	3/15	N	N
6	Kāpiti Summer School 2019	N	Local	3/15	N	N
Feasibility Applications						
7	Kāpiti Festival of Books	N	Local	4/15	Y	N/A
8	"Kāpiti Lights" TBC	N	Local	4/15	Y	N/A

The panel has recommended the following funding for consideration by Council. This is outlined below:

- Event Funding to Coastella \$50,000
- Feasibility and event development funding to FFFLAIR \$30,000. It is the view of the panel the support towards FFFLAIR is strategic in that this will become an iconic event for Kāpiti and New Zealand (2019/20).

- Event funding to Māoriland Film Festival \$20,000 in addition to pre allocated funds. This is a multi-year funded event, this recommendation will increase their 2018/19 funding to \$50,000.
- Event funding to Ōtaki Kite Festival \$10,000 in addition to pre allocated funds. This is a multi-year funded event, this recommendation will increase their 2018/19 funding to \$20,000.
- Invest the remaining \$5,000 in a consistent and robust survey that will be applied to all events supported by the Kāpiti Major Events Fund that will improve the quality of Economic Impact Assessments (EIA).
- Increasing funding of Māoriland Film Festival and Ōtaki Kite Festival will assist to preserve and augment two existing, successful, unique and key Kāpiti events.

28 All four events reflect the Major Events Fund criteria and the following table summarises the recommended funding options.

TABLE 6: Major Event Fund Allocation:

#	Event Name	Description	Application Amount	Panel Recommendation	Comment
Feasibility					
1	FFFLAIR	The inaugural launch of NZ's largest and most creative horticultural festival.	\$115,000	\$20,000	The recommendation is based on FFFLAIR holding inaugural event in 2020 otherwise they are at the risk of delivering an incomplete event for 2019 due to the timeframes. The funding would be used for research to better understand the viability of the proposed event (participants, sponsors, budget).
Event Funding					
2	Coastella	Kāpiti Coast's unique & boutique music festival for visitors and residents (young, old and families).	\$75,000	\$50,000	This recommendation is based on funding being tagged towards refining the 'Coastella experience', attract additional sponsorship, marketing targeted at Wellington region.
3	FFFLAIR	The inaugural launch of NZ's largest and most creative horticultural festival.	(Above)	\$10,000	This recommendation is to fund a further \$10k towards event development upon the feasibility being proven and a commitment from FFFlair to deliver the project. This could be contributed towards sponsorship & investment efforts to establish successful partnerships.
Event Funding Multi-year Events – Additional Funding					
4	Māoriland Film Festival	Showcase local musicians, artists, local crafts with a target to increase stalls with more Kāpiti Coast businesses.	N/A	\$20,000	This recommendation is based on future proofing Maoriland. Recognise the importance to retain NZ's first, & currently only, indigenous Film Festival that should be preserved and supported for growth.

5	Ōtaki Kite Festival	A fun, family-orientated weekend of kite flying for everyone on Ōtaki Beach.	N/A	\$10,000	This recommendation is based on further support towards a distinctively Kāpiti event. Whilst a strong local audience attends, the event draws large out of district visitation, thus enabling ROI. The Kite Festival is a free entry/non ticketed event. Ōtaki Kite Festival is reliant on external funding and is at risk of not operating in future years without funding. Funding can be tagged to development of future sponsor partnerships.
Remaining					
6	Event survey and EIA	All successful applicants are required to submit a post event report to ascertain the economic impact of their events. Information formatting has not been mandatory, and this has proven problematic in establishing robust data for measurement in some cases. Changes to the way successful applicants track and record data can be made for the 2018-19 year, and clear reporting requirements can be mandatory.	N/A	\$5,000	Staff comment is that this work can be funded within existing resources allowing this allocation to be directed back to directly supporting major events.
	Total		\$190,000	\$115,000	

CONSIDERATIONS

Policy considerations

29 The Kāpiti Events Plan 2015-18 (Appendix A) provides an outline for the Major Event Fund.

Legal considerations

30 There are no legal considerations.

Financial considerations

- 31 Funds for the Major Event Fund are available as included in the Long Term Plan 2018-38.

Tāngata whenua considerations

- 32 Ensuring tāngata whenua aspirations are valued and met is a key outcome in developing a vibrant portfolio of events for Kāpiti and reflected in the Major Events Fund Criteria.
- 33 Council's Iwi Relationships Manager was on the panel to provide advice around Tāngata whenua considerations and connect applicants with iwi where needed.

SIGNIFICANCE AND ENGAGEMENT

Significance policy

- 34 This matter has a low level of significance under council policy.

Publicity

- 35 The Council will support the marketing and promotion of the funded events. A media release informing the community of the Committee's decision will follow.

RECOMMENDATIONS

- 36 The Council notes that applications were received for Major Event funding 2018/19.
- 37 The Council notes the process followed to select Events to be funded in 2018/19.
- 38 The Council notes that all applications received have been assessed by the Panel against the agreed assessment criteria, with those meeting the criteria being recommended for funding.
- 39 The Council notes that funding recommended by the Panel to support 'event reporting' can be funded from existing resources.
- 40 The Council allocates total available funding across the events listed in table 7.
- 41 The Council allocates funding in accordance with the Panel's recommendations and reallocates the \$5,000, as indicated in the Panel recommendation, directly towards event applications.

TABLE 7: Major Event Fund Panel recommendations:

Event Name	Panel Recommendation
Feasibility	
FFFLAIR	\$20,000
Event Funding	
Coastella	\$50,000
FFFLAIR	\$10,000
Event Funding Multi-year Events – Additional Funding	
Māoriland Film Festival	\$20,000
Ōtaki Kite Festival	\$10,000
Remaining	
Event survey and EIA	\$5,000
Total	\$115,000

- 42 That the Council notes the funding awarded is subject to all legislative and necessary regulatory conditions being met before funding is released.
- 43 That the Council notes that each event is contractually required to complete an event survey and post evaluation report to assess the economic benefits and other impacts of the event, and that they will be reported to council at the appropriate time.

Report prepared by**Approved for submission****Approved for submission**

Rebecca Martin

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Economic Development****Acting Group Manager
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ATTACHMENTS

Appendix A: Kāpiti Events Plan 2015-18

Appendix B: Event Plan Criteria (Major Events Fund) 2017-19

APPENDIX A

KĀPITI EVENTS PLAN

2015-2018

THIS PLAN SETS ACTIONS FOR SUPPORTING AND LEADING EVENTS THAT BRING ECONOMIC BENEFITS TO KĀPITI OVER THE NEXT THREE YEARS.

Events & economic development

The Kāpiti Coast District Council adopted an Economic Development Strategy in December 2014, as an overarching strategic framework for guiding council's activity. The strategy identifies a number of drivers to achieve economic development growth and success. The four focus areas are: open for business, building capability, leadership and responsiveness, and positioning Kāpiti. Council's investment in events will add value to the positioning Kāpiti outcomes, which are to:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market
- improve public perception and build reputation
- attract investment
- make it easier for our partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

There are many ways events can deliver immediate economic benefits that contribute to the outcomes defined in Positioning Kāpiti.

Events:

- attract visitors who spend money in the Kāpiti district
- source income from outside the district, resulting in additional business to business spend
- can have a significant impact on the district's image and can be an effective way of promoting Kāpiti to a wider audience
- can make districts more vibrant and diverse and often bring communities together
- can give focus to council priorities and outcomes.

POSITIONING KĀPITI

FOCUS AREA

Positioning Kāpiti

- Tell the Kāpiti Story (including digital presence)
- Visitor attraction
- Business attraction
- Event development

KEY INITIATIVES

- Improve perception and build reputation
- attract investment
- make it easier for partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

A priority in this focus area will be to develop a strong position and articulate our story. These elements will be used to inform business and visitor attraction initiatives.

Positioning is an integral element of economic development and is broader than just promoting what we have to offer. Good positioning will allow us to understand who we are, what we have to offer, where we fit and what we need to improve - enabling us to differentiate our services.

Effective positioning underpins good story telling. We are a district with an evolving and multi-layered story - each of our townships boasts a distinct character: we are a coastal haven and retreat; a burgeoning and growing suburb of Wellington; a group of satellite towns with opportunities to be a great place to work and do business. We need to capture these layers and then tell our stories in a cohesive and compelling way to cut through a crowded market place.

The outcomes of this focus area will:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market place



Outcomes-focused approach to events development for Kāpiti

The Kāpiti Coast District Council's support for events contributes to the council's vision of a vibrant, diverse and thriving district. The council has identified the visitor economy as being critical to economic success for the district. Events are a key attractor to the visitor economy.

This plan sets out a way forward for determining the type of events that have long term economic development benefits and meet tāngata whenua and community aspirations. A number of outcomes have been established to help Kāpiti grow its portfolio of events that:

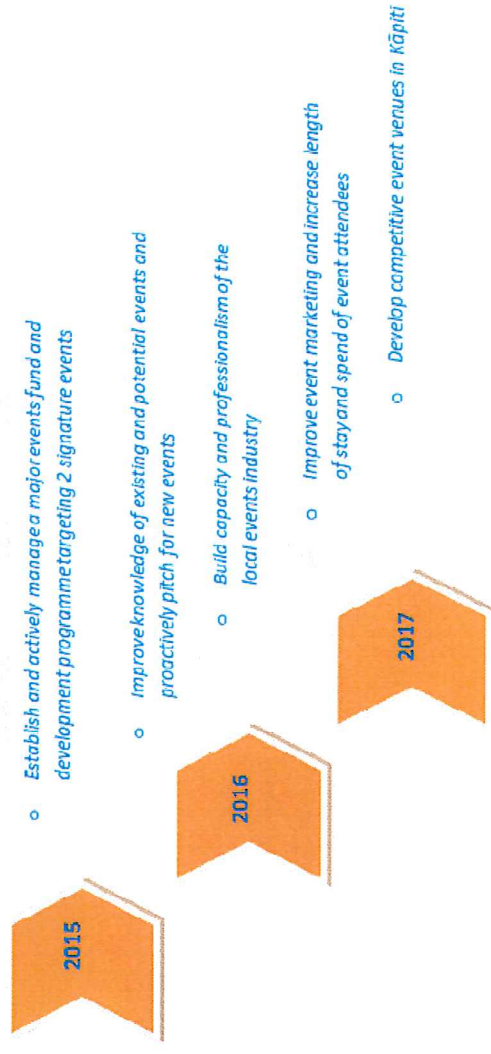
1. attract visitors to the district - creating visitor spend that contributes to economic success
2. showcase the district's attributes - creating a positive media profile of the district
3. are consistent with community and tāngata whenua values and aspirations.

To assist the council to achieve these outcomes a set of actions shape the plan for creating a vibrant events portfolio over the next three years.

OUTCOMES-FOCUSED APPROACH

The district offers a vibrant portfolio of events that:

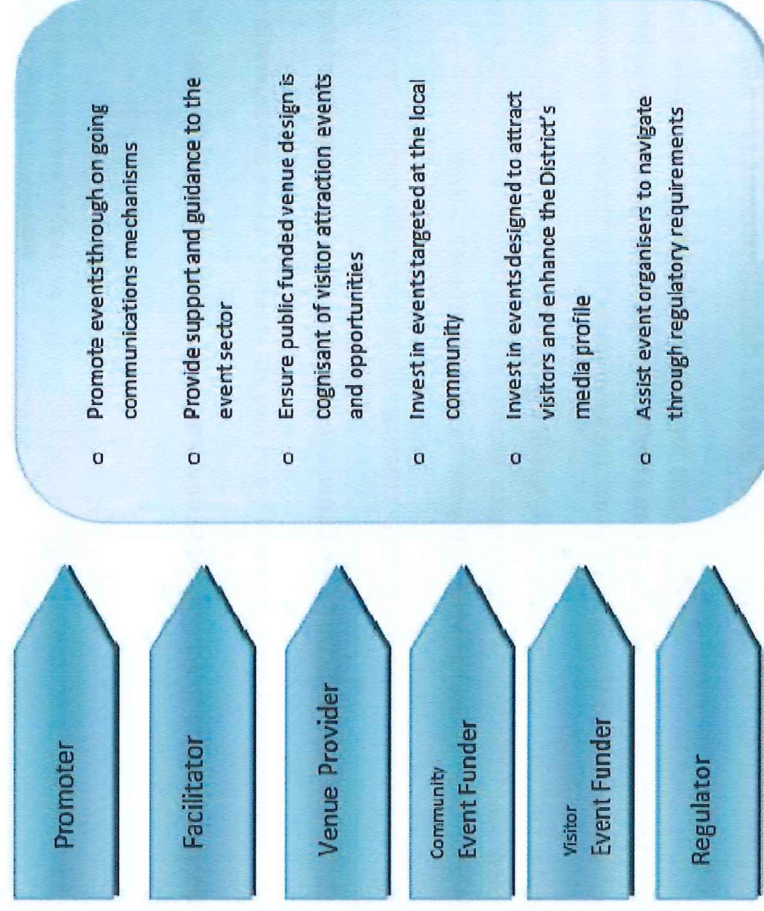
1. *attract visitors to the Kāpiti District*
2. *showcase the district's positive attributes*
3. *are consistent with community and tāngata whenua values and aspirations.*



Council's role in events

Fostering an event-friendly approach to infrastructure and regulatory processes will make the business of event development easier. Working with the regional council and transport agencies may also be required to deliver events outcomes. The following diagram shows council's role in events development.

Council's role in events



Building a portfolio of events requires Council supported events to be:

- distinctively Kāpiti and must build on the district's positive attributes
- show potential for self-sustaining funding (without council's funding after three years).

Measuring progress

A set of action orientated indicators have been established to monitor success and progress in events development. These actions are to:

- support two or three major events, that generate more than \$500,000 economic benefit to the District, in place by 2018
- support one new major event per annum (by 2018)
- report all media coverage and estimated advertising value (EAV) of major events
- capture changes in spend – compare spend with previous dates (market view spend reports)

- report on leisure packages created around events and the level of uptake
- measure growth in overall visitor numbers
- measure traffic to web-based events information.

Actions for progress

This plan enables a systematic approach to event development that has good economic and social returns. Robust information and evaluation is required to make sound investment decisions in building a vibrant events portfolio for Kāpiti, this can be achieved by:

1. establishing a protocol and tool kit for event funding implementation
2. establishing a 'whole of council' event-friendly approach (develop systems that help event organisers navigate through regulatory requirements)
3. ensuring that major events and their associated benefits are acknowledged and supported by all parts of Council.

Implementing these three key actions will ensure good economic and social returns for major council-supported events in the district.

APPENDIX B

KĀPITI EVENTS PLAN CRITERIA

2017-2019

SUPPORT FOR EVENTS THAT BRING ECONOMIC BENEFITS TO KĀPITI OVER THE
NEXT YEAR.

Events fund 2018-19

Information covered

- fund level, frequency and process
- criterion (request for applications)
- matrix (a decision making tool)
- measuring success and reporting.

Funding levels

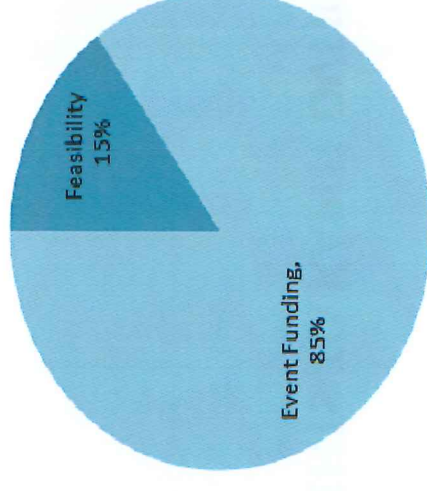
A total of \$160,000 is available through the economic development activity funding for creating a vibrant events portfolio in the Kāpiti District. Events play a significant role in helping the district achieve its long-term economic outcomes. Funding will be allocated in the following way:

1. Up to \$24,000 per annum will be available for feasibility, business case development and economic impact studies for event opportunities. This will provide decision making confidence and minimise risk.
2. Up to \$160,000¹ per annum will be available for event funding and development that meets the criteria and outcomes outlined. This fund is aimed to support a small number of significant/major events per annum.

Frequency

Funding allocation decisions will be made annually.

Some significant events will require public sector and other funding outside of Council support. Council funding should be used to leverage sound economic outcomes for Kāpiti.



1. \$136,000 less feasibility amount – if feasibility is not used the total will remain \$160,000 available for events. For 2018 – 2019, \$45,000 is already committed, leaving \$115,000 available.

Funding process

In September 2016, events could be funded for up to three years where there was a sound business case to enable long-term strategic development. Of the \$160,000 available in 2017-18, \$100,000 was already committed through this multiple year funding and in 2018-19, \$45,000 is already committed. Applications in August/September 2018 may be made for one year on this basis. The next multi-year funding decision will be made as part of the 2019-2021 Major Events Fund strategy.

All applications for the balance, \$115,000 in 2018-19 will go through a robust decision-making process based on criteria met. Funding decisions will be made by Council on or before 25 October 2018.

Criteria & eligibility

The Council is committed to sound economic outcomes that meet its vision of a district that is vibrant, thriving and diverse.

Consideration will be given to major events that:

- have a distinct Kāpiti Coast flavour
- showcase Kāpiti Coast's positive attributes so media outside the district can include these in any articles about the events
- have long-term economic development benefits (are likely to generate a 5:1 return, at least, on Council's investment)
- meet tāngata whenua and community aspirations.

To be eligible the event must:

- take place in Kāpiti
- have already secured at least 30% of its total cost (not applicable to feasibility applications)
- shows potential for self-sustaining funding
- not coincide with another major event in the Wellington region, unless compatible
- not have already occurred in the district.

Preference may be given to events which:

- attract visitors in the off season (late March to October)
- can demonstrate successful financial support from other funding sources
- show potential to be self-sustaining without Council funding after three years.

Activities that will be considered for funding include:

- event management and personnel to secure sponsorship
- event signage, advertising and promotional material, as well as other direct costs
- feasibility studies including economic impact studies.

Parties interested in delivering within the scope of this request are invited to submit applications and proposals by **7 September 2018** to:

email: **events@kاپiticoast.govt.nz**
deliver: **Kāpiti Coast District Council, 175 Rimu Road, Paraparaumu**
post: **Major Event Fund, Kāpiti Coast District Council, Private Bag 60601, Paraparaumu 5254**

For other enquiries relating to the Kāpiti Major Event Fund, contact Council on 04 296 4700.

All applications should include (where applicable):

- Completed application form
- Introduction of your organisation and its primary business purpose, your experience and areas of expertise.
- Certificate or documentation of proof that your 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 proposed (including expected economic outcome).
- Risk assessment of any proposed event/feasibility study.
- A project timeline detailing what activities would be undertaken.
- A budget and a detailed and marketing/promotional breakdown.
- A communications plan including specifications detailing acknowledgement of Council's contribution.
- How your organisation typically manages and works on ensuring low environmental impacts and implementation of general environmental sustainability values, such as waste minimization.
- Your understanding of the economic outcomes of events in relation to a thriving, vibrant and diverse Kāpiti District.
- Business plan showing three-year self-sustaining funding approach.
- Track record of previous work in relevance to this proposal.
- References for similar projects undertaken.

Up to \$115,000 ex GST is available for achieving the outcomes which are expected to be completed by 31 October 2019:

- Up to \$24,000 is available for feasibility activities.
- Up to \$115,000 is available for event development (this total is subject to amount used for feasibility).

The decision to fund a major event is at the discretion of the Council.

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 below is designed to be used as a framework for prioritising Council investment in events development. Any grading should help with determining the type of event to help funding decisions.

A prerequisite for Council support in events is that all events must:

- have a distinct Kāpiti flavour and build on the district's positive attributes
- show potential for self-sustaining funding (without Council's funding after three years)
- be consistent with community and tāngata whenua values and aspirations.

Impact Level	Level 1	Level 2	Level 3
	Major events (1) (5,000-10,000 attendees) National showcase event where 20% of attendees are visitors to the District.	Regional events (2) (2,000- 5,000 attendees) Regional showcase event where 10% of attendees are visitors to the District..	Local events (500-2000 attendees) Events that are driven and lead by local communities. Mainly local residents attendees
Primary	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stay ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District's liveability ○ Increase international exposure 	<ul style="list-style-type: none"> ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District's liveability ○ Increase international exposure 	<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 environmental suitability and community engagement
Secondary	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the EDS)
Tertiary	<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 environmental suitability and community engagement 	<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 environmental suitability and community engagement 	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stays ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District's liveability ○ Increase international exposure

* Because economic events have the ability to deliver social, community and tangata whenua outcomes, it is important these facets are recognised in developing an events portfolio for Kāpiti.

Measuring success and reporting

All successful applicants are required to submit a post event report to ascertain the basic and intermediate economic impact. Long- term economic impacts will be required for events that run for longer than two years

Report backs will include:

- robust analysis of economic impact
- full financial report
- inventory of marketing/promotional achievements
- attendance figures including breakdown of visitor origin.

