

Mayor and Councillors
COUNCIL

28 SEPTEMBER 2017

Meeting Status: **Public**

Purpose of Report: For Information

KĀPITI MAJOR EVENT FUNDING

PURPOSE OF REPORT

1. This report provides background information on the major events funding allocated in 2016 and presents last year's report backs.

DELEGATION

2. Council may consider this matter.

BACKGROUND

Kāpiti Events Plan

3. Events development has been identified as a key driver in 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 (at Appendix A) is an outcome focussed approach to event development and identifies five actions for transforming Kāpiti into a district that offers a vibrant and exciting portfolio of events that realise economic and community outcomes.
5. A priority for action was the establishment and management of a major events fund and event development programme targeting signature events. This year's focus of the Kāpiti Events Plan is to improve event marketing and increase the length of stay and spend of event attendees.
6. The Council continues to work with Air New Zealand and Greater Wellington Regional Council to promote the district's events as strengthening relationships with key stakeholders is essential to growing a vibrant events portfolio.
7. A total of \$160,000 is available per annum. The Kāpiti Events Plan criteria (at Appendix B) outlines conditions for the major events 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.

Successful 2016 Recipients

8. On 22 September 2016, the Environment and Community Development Committee allocated funding for major events as to the Kāpiti events eligibility criteria. Four events were funded based on:
- Their ability to show potential for self-sustaining funding
 - Having already secured at least 30% of its total costs
 - Not coinciding with another major event
 - Showcasing the positive attributes of the Kāpiti Coast
 - Having long term economic benefits and meeting tāngata whenua and community aspirations.
9. All applications were awarded multiyear funding with the view that Council's investment through on-going funding would present long-term economic benefits for the Kāpiti District. The following table outlines the event and funding levels awarded in 2016:

Event	Funding request	Funding level 2016	Funding level 2017	Funding level 2018
Māoriland Film Festival \$60,000 (for 3 years)	\$60,000 (for 3 years)	\$55,000	\$40,000	\$30,000
Ōtaki Kite Festival	40,000 (for 3 years)	\$35,000	\$20,000	\$10,000
Coastella Music Festival	\$60,000 in 2016 and \$31,213 in 2017	\$55,000	\$30,000	
Kāpiti Food Fair	\$25,000 for 3 years	\$15,000	\$10,000	\$5,000
Total	\$185,000	\$160,000	\$100,000 (\$60,000 available for new major events)	\$45,000 (\$115,000 available for major events)

ISSUES AND OPTIONS

Issues

10. Each year \$160,000 is available for major events. In 2016, the Environment and Community Development Committee agreed to on-going multiyear funding for Māoriland Film Festival, Ōtaki Kite Festival, Kāpiti Food Fair and Coastella Music Festival. This funding is subject to post evaluation reporting of each event to ascertain their economic impacts.
11. All successful applicants are required to submit a post event report to ascertain the economic impact of their events (Feedback reports are attached at Appendix C). Each organiser has been invited to report back to Council at this meeting.
12. Each event has been analysed using an events calculator, this tool is provided through Infometrics and estimates the economic impact of events in the Kāpiti District using data pertaining to; attendees, their length of stay and average expenditure. A multiplier analysis, a commonly used approach for measuring the economic impacts, is then used to estimate the full economic impacts for Kāpiti. The following table outlines estimated impact and return on investment for every Council dollar invested in each event:

	Council Funding	Attendance		Survey results	Visitor/local attendance		Return on investment	
Event	Funding	Numbers	Est/actual	Good rating	Kapiti	Outside district	Turnover	ROI
Kapiti Food Fair	\$15,000	9228	Actual	95.40%	90%	10%	\$91,523	6.1
Māoriland Film Festival	\$55,000	9464	Actual	100%	64%	36%	\$783,855	14.2
Ōtaki Kite Festival	\$35,000	8000	Estimate	93.60%	73%	27%	\$439,794	12.5
Coastella	\$55,000	2846	Actual	100%	47%	53%	\$864,827	15.7

13. All events meet success factors in that they: have a distinct Kāpiti Coast flavour, showcase the District's positive attributes, and meet the return on Council dollar investment threshold of 5 to 1.
14. All events encouraged local pride and promoted the District's liveability with several events drawing on an international market. The data shows that Māoriland Film Festival had the highest number of visitors from outside the District while Coastella had the highest percentage of visitors and turnover.
15. Each major event supported by Council, contributed to the Council's vision of growing a vibrant and diverse Kāpiti events portfolio while drawing on the visitor economy which is identified as a critical part of economic success for the District.

Options for Funding in 2017

16. The resolution passed by the Environment and Community Development Committee in 2016, commits a total investment of \$100,000 to events in 2017 and \$45,000 in 2018, as outlined in the following table:

Event	Funding level 2017	Funding level 2018
Māoriland Film Festival	\$40,000	\$30,000
Ōtaki Kite Festival	\$20,000	\$10,000
Coastella Music Festival	\$30,000	
Kāpiti Food Fair	\$10,000	\$5,000
Total	\$100,000 (\$60,000 available for new major events)	\$45,000 (\$115,000 available for major events)

17. The remaining funds, totalling \$60,000 will be made available for new events that meet the criteria for major event funding in 2017. This process has already begun and the 2017 round for funding was opened in August and closed in September.
18. A report providing an assessment and recommendations on 2017 major events funding is currently under development for the next Strategy and Planning Committee in October.

CONSIDERATIONS

Policy considerations

19. The Economic Development Strategy provides the overarching strategic framework for event development and growing the visitor economy.
20. The Kāpiti Events Plan provides criteria for significant event funding for 2016.

Legal considerations

21. There are no legal considerations.

Financial considerations

22. There are funds allocated in the annual event development programme as defined by the overarching Kāpiti Economic Development Strategy for 2015-2018. The amount of \$160,000 is allocated per annum.

Tāngata whenua considerations

23. 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 EventsFund Criteria. Significance and Engagement.

Significance policy

24. This matter has a low level of significance under council policy as it does not pertain to a strategic asset or have additional impact on rates.

Engagement planning

25. The transitional Economic Development Leadership Group assessed the applications and made recommendations allocating funds in 2016. The Kāpiti Economic Development Leadership Group will have an opportunity on the 21st of September to make recommendations on allocating funds for 2017. A report is going to Strategy and Policy Committee in October to award funding for the 2017 round.

Publicity

26. The Council will support the marketing and promotion of these major events. A media release informing the community of the Council's decision will follow.

RECOMMENDATIONS

27. That the Council notes the report back on events held in 2016 by Māoriland Film Festival, Ōtaki Kite Festival, Coastella Music Festival and the Kāpiti Food Fair and are satisfied with post evaluation reports against economic impact.
28. That the Council notes the resolution passed by the Environment and Community Development Committee in 2016 that commits a total investment of \$100,000 to events, leaving \$60,000 available for the 2017 round, as outlined in the following table:

Event	Funding level 2017
Māoriland Film Festival \$60,000 (for 3 years)	\$40,000
Ōtaki Kite Festival	\$20,000
Coastella Music Festival	\$30,000
Kāpiti Food Fair	\$10,000
Total	\$100,000 (\$60,000 available for new major events)

Report prepared by

Approved for submission

Approved for submission

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ATTACHMENTS

- Appendix A: Kāpiti Events Plan
- Appendix B: Kāpiti Events Plan Criteria
- Appendix C: 2016 Event Reports

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	KEY INITIATIVES
Positioning Kāpiti	<ul style="list-style-type: none"> • Tell the Kāpiti Story (including digital presence) • Visitor attraction • Business attraction • Event development

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 ourselves.

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

- 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.



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:

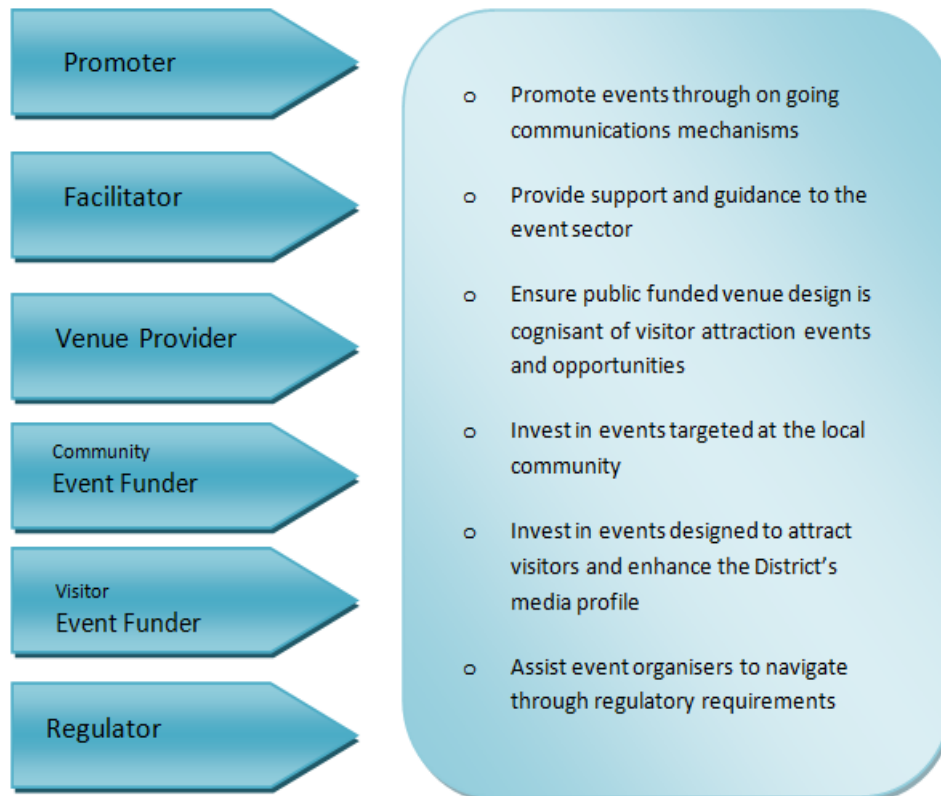
1. *attract visitors to the Kāpiti District*
2. *showcase the district's positive attributes*
3. *are consistent with community and tāngata whenua values and aspirations.*



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.

KĀPITI EVENTS PLAN CRITERIA

2017 & 2018

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

Events fund 2017

Information covered

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

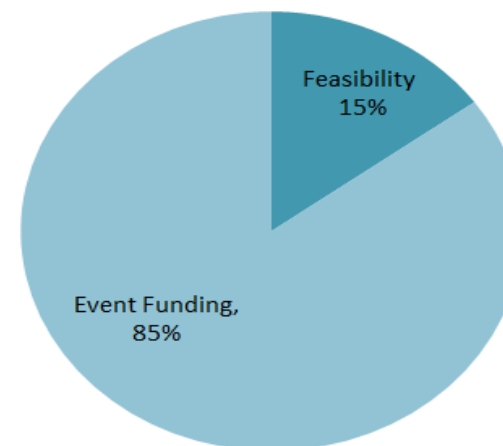
Funding levels

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.



1. \$136,000 less feasibility amount – if feasibility is not used the total will remain \$160,000 available for events. For 2017 – 2018, \$100,000 is already committed, leaving \$60,000 available.

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.

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 is already committed through this multiple year funding and in 2018-19, \$45,000 is already committed. Applications in September 2017 may be made for up to two years on this basis.

All applications for the balance, (\$60,000 in 2017-18 and \$115,000 in 2018-19) will go through a robust decision-making process based on criteria met. Recommendations on funding decisions will be made by the Kāpiti Economic Development Leadership group to the Environment & Community Development Committee. This committee has authority to make decisions on fund allocation.

Criteria & eligibility

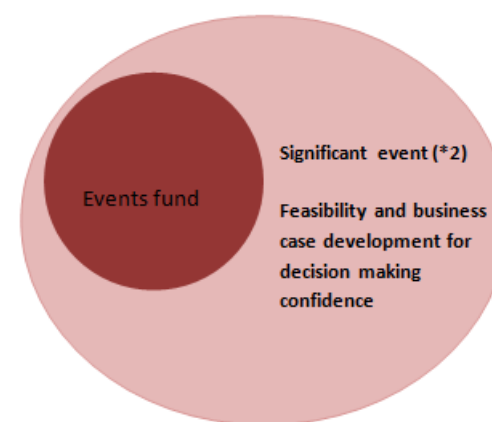
The Council is committed to sound economic outcomes that meet its vision of a district that is vibrant, thriving and diverse.

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
- 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 register their interest with **Samara Shaw by 8 September 2017**. Email: samara.shaw@kapiticoast.govt.nz

All applications should include (where applicable):

- 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 balanced budget and a detailed and marketing/promotional breakdown.
- A communications plans 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.
- 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.

Applications should be sent to **Samara Shaw, Kāpiti Coast District Council, Private Bag 60601, Paraparaumu 5254**. Or email to **samara.shaw@kapiticoast.govt.nz**

Up to \$60,000 ex GST is available for achieving the outcomes which are expected to be completed by 2 September 2016.

- Up to \$24,000 is available for feasibility activities.
- Up to \$60,000 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 Environment & Community Development Committee.

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.

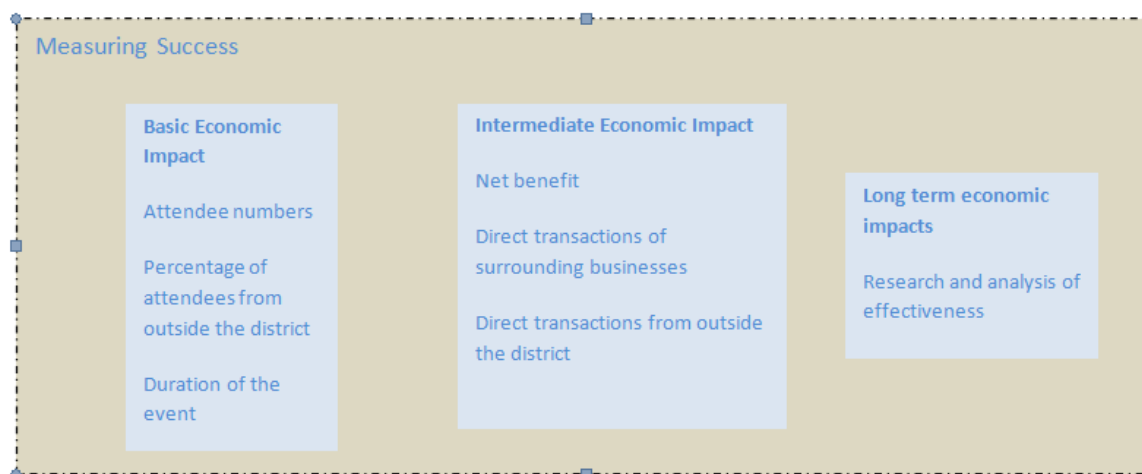
	Level 1	Level 2	Level 3
	Major events (1) (5,000-10,000 attendees)	Regional events (2) (2,000- 5,000 attendees)	Local events (500-2000 attendees)
	National showcase event where 20% of attendees are visitors	Regional showcase event where 10% of attendees are visitors	Events that are driven and lead by local communities

	to the District.	to the District.	Mainly local residents attendees
Primary Impact	<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 impact	<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 impact	<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.

APPENDIX C: Summary of 2016 Events – Report backs

Ōtaki Kite Festival 2017 Visitor Feedback and Economic Impact Report

250 visitors responded to the survey, representing approximately 3% of estimated 8,000 visitors.

Weather conditions were not as good as previous years with kites only being able to be flown on Saturday. There was no wind on Sunday for the kites.

Overall festival rating

93.6% of visitors rated the festival as excellent or good. Only one person rated the festival as poor and this was related to the lack of wind and kites flying on Sunday which is beyond the organiser's control.

Visitor enjoyment

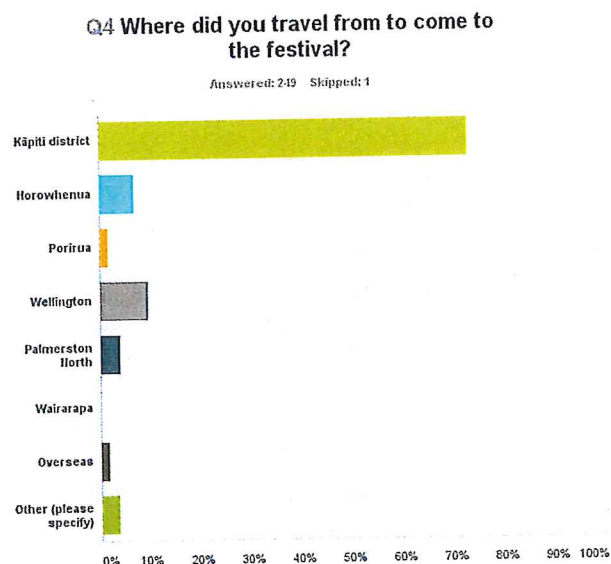
Visitors appreciated the general kite displays, kite fighting, music, other entertainment, stalls and sand art with 64% enjoying the general kite displays most.

Improvement suggestions

Visitors want bigger, more elaborate kites to buy and fly, kites to hire, more interactive activities, more music, more food, greater uptake of the buses put on, more wind and a sunny day.

Visitor usual residence

27% of visitors were from outside the district. This is a slight decrease on last year but probably reflects the poor weather and other events held at the same time.



Transport

76% of attendees travelled by car. Less than 1% used the park and ride/free bus option.

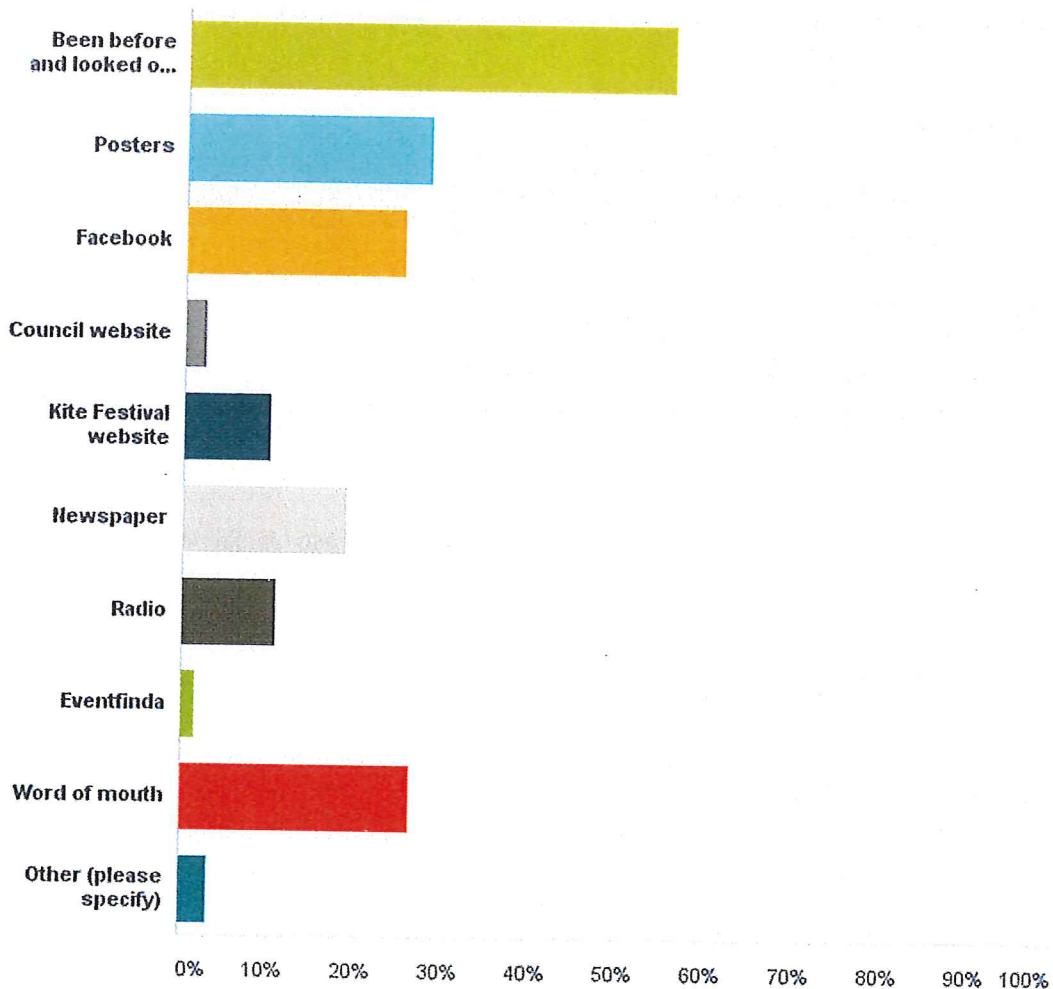
45% of visitors would travel to Ōtaki by train if regular trains were running, and a further 21% said they might do this. 47% of the local attendees said they would cycle to the festival if the shared pathway alongside the Expressway was extended to Ōtaki.

Promotion

The most effective promotion of the event was posters, Facebook, word of mouth and return visitors but most advertising attracted visitors.

Q10 How did you hear about the festival?

Answered: 240 Skipped: 10



Spend and economic impact

The average spend at the festival was \$24.10. 91% purchased from stalls at the festival and 41% shopped locally. This resulted in additional estimated turnover of \$161,186 from visitors outside the district and \$278,608 from locals, which together total \$439,794. This is a 12.56 to 1 return on council investment of \$35,000.

Table 2: Total economic impact of event by type

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$80,074	\$33,160	\$47,932	\$161,166
Value added	\$35,013	\$15,260	\$9,081	\$59,354
Household income	\$23,950	\$7,995	\$4,554	\$36,500
Employment (Annual FTEs)	1	0	0	1

The above table shows:

The direct value added as a result of Otaki Kite Festival 2017 in Kapiti Coast District is estimated to be \$35,013. After taking into account the industry and earnings effects, the total value added is estimated to be \$59,354.

The direct boost to household income is estimated to be \$23,950. After taking into account the industry and earnings effects, the total effect on household income is estimated to be \$36,500.

An extra 0.9 full-time equivalent employees (on an annual basis) are expected to be generated by Otaki Kite Festival 2017.

Table 2: Total economic impact of event by type

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$80,074	\$33,160	\$47,932	\$161,166
Value added	\$35,013	\$15,260	\$9,081	\$59,354
Household income	\$23,950	\$7,995	\$4,554	\$36,500
Employment (Annual FTEs)	1	0	0	1

The above table shows:

The direct value added as a result of Otaki Kite Festival 2017 in Kapiti Coast District is estimated to be \$35,013. After taking into account the industry and earnings effects, the total value added is estimated to be \$59,354.

The direct boost to household income is estimated to be \$23,950. After taking into account the industry and earnings effects, the total effect on household income is estimated to be \$36,500.

An extra 0.9 full-time equivalent employees (on an annual basis) are expected to be generated by Otaki Kite Festival 2017.

Māoriland Film Festival 2017 Visitor Feedback and Economic Impact Report

148 visitors responded to the survey, representing 3% of the tickets sold.

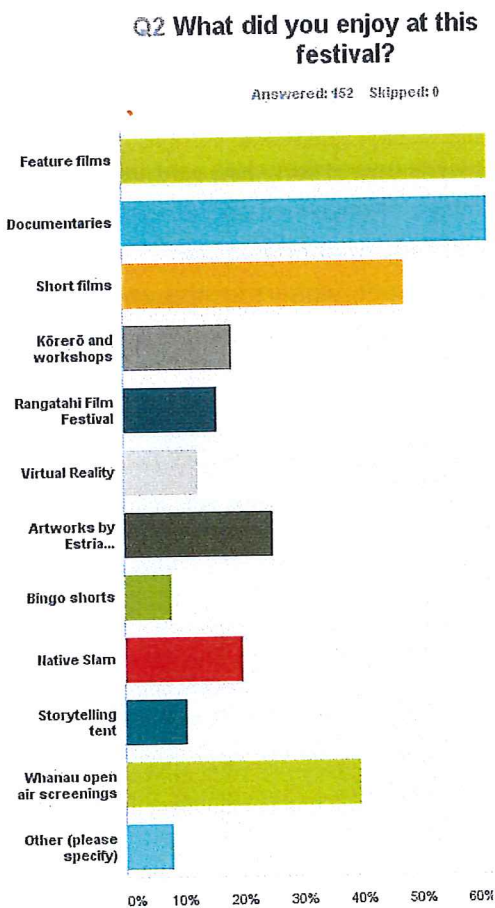
There were 5,014 door and online sales, 3,500 free tickets at outdoor screenings (approximate), 150 Kaumatua passes, 450 attending the workshops, murals and hub and 350 at the powhiri, making a total of 9,464 visitors, a 23% increase on last year (7,708).

Overall festival rating

86.5% visitors rated the festival as amazing and 13.5% as good. **There were no negative responses.**

Visitor enjoyment

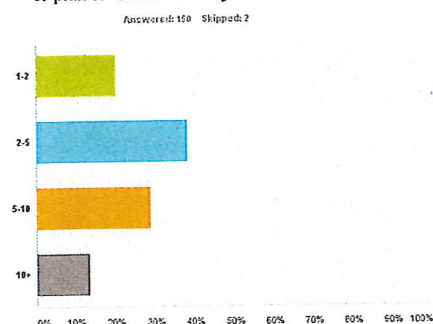
Visitors appreciated the wide range of activities and different type of films as well as the murals, art installations, whanau open air screenings and workshops.



Sessions attended

80% of visitors attended two or more sessions

Q3 How many sessions have you attended or plan to attend at this year's festival?



More of

Visitor wanted to see more publicity for the event as some films had small audiences. They also would like to see more (and better) coffee options and eating out generally.

Note: this is not the primary focus of the festival and requires local retailers to be a part of the event which has proven difficult. Because of the lack of support from local food providers, the festival organisers supply all meals to the filmmakers which is a significant cost to them but necessary as they cannot rely on local businesses to support them. Council staff would need to facilitate getting Ōtaki food vendors to be festival ready if there are to be any significant changes next year. The proven positive economic impact from this event should be a persuasive argument to get food providers to up their game and provide great coffee and healthy food options rather than the standard greasy takeaways.

Less of

Visitors wanted sessions to run to time and not be late and soundtrack volume lowered. Several commented on members of the audiences being on their cell phones.

Visitor usual residence

35.8% of attendees were from outside the district. This is a decrease from last year but might just reflect the home towns of those who took surveys, the timing of the event and the Auckland Arts Festival and WOMAD happening at the same time. A significant amount of money was spent on promotion by the organisers. Council can support increased out of towners for this event, Coastella and the Ōtaki Kite Festival by promoting all three major events together in targeted social media and print campaigns.

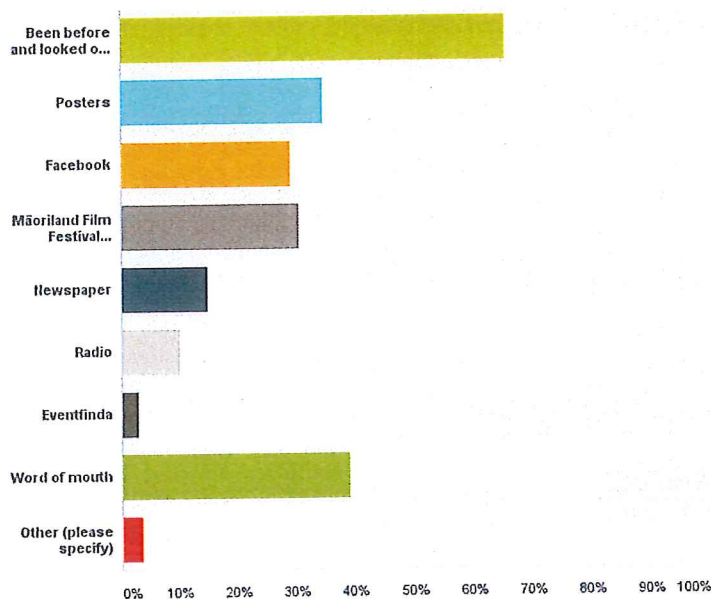
Answer Options	Response Percent	Response Count
Kāpiti district (including Ōtaki)	64.2%	97
Horowhenua	4.0%	6
Porirua	1.3%	2
Wellington	9.9%	15
Palmerston North	0.0%	0
Wairarapa	2.0%	3
Overseas	4.0%	6
Upper Hutt	2.6%	4
Lower Hutt	2.6%	4
Other (please specify)	9.3%	14

Promotion of the festival

The majority of visitors find out about the festival through word of mouth or are previous festival attendees. 30% or less are finding the festival through Facebook or the film festival website. To increase numbers and greater participation from residents in the lower North Island more online promotion could be done next year which Council could support as part of their destination marketing budget.

Q9 How did you hear about the festival?

Answered: 141 Skipped: 11



Recommendations for Māoriland

Unreservedly fabulous feedback for Māoriland including the following comments:

An amazing emotional and intellectual feast. Broadens understanding across race lines. Very accessible because of low prices. Able to see quality films we'd never normally be able to see. Well done Libby and Tainui. So proud of you and so proud of Ōtaki.

The whole town lights up when Māoriland comes to town like there's more oxygen in the air. Love the relaxed atmosphere, love to hear all those international voices on main street, murals get painted, galleries open, bookings are a breeze. No booking charge. Affordable prices, fab venues, cherished old theatre and state of the art education hub coming.

Yes - international culture films. Be aware there may not be cafes open nearby so not like other film festivals where you can get a coffee, glass of wine, ice cream to enjoy during or in between the films.

Excellent organisation, very special reflection of films, warm and great hearts. Great location and meeting place of great interesting people.

Economic impact

The majority of visitors to the film festival ate out, bought takeaway food or shopped in Ōtaki during the event. A small proportion (10.95%) stayed in accommodation in Ōtaki and did other activities (including a stone carving workshop).

Average spend per day was \$50.

The total value added to the economy from the event is estimated at \$555,673 on \$1,521,105 additional turnover. Local attendees (which are the majority), add an additional \$228,182 value added to the economy, making a total of \$783,855 return on council's event funding of \$55,000

- a 14.25 to 1 return on investment.

Q7 During your visit did you do any of the following?

Answered: 137 Skipped: 15

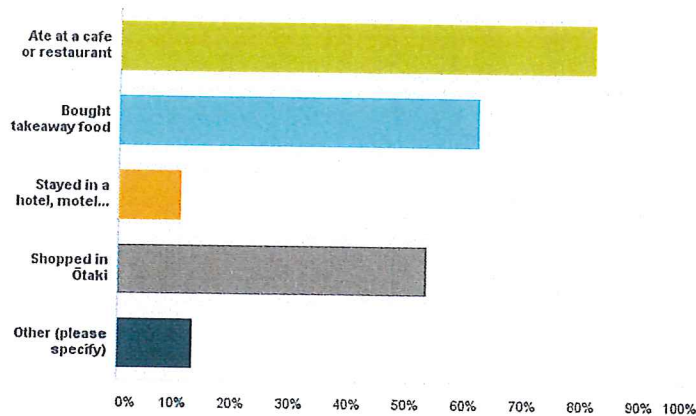


Table 2: Total economic impact of event by type

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$758,800	\$315,893	\$446,412	\$1,521,105
Value added	\$326,256	\$144,841	\$84,575	\$555,673
Household income	\$220,837	\$75,564	\$42,417	\$338,818
Employment (Annual FTEs)	6	1	1	9

The number of local visitors attending the MāoriLand 2017 in Kapiti Coast District is not included in the total economic impact estimate, although it is useful to know what the additional economic benefit had been if these attendees had been included. For these reason we also provide the economic benefit of local attendees.

Local attendees from Kapiti Coast District

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$322,500	\$133,279	\$179,321	\$635,100
Value added	\$133,800	\$60,410	\$33,973	\$228,182
Household income	\$89,396	\$31,751	\$17,039	\$138,186
Employment (Annual FTEs)	3	1	0	3

Coastella International Music Festival 2017 Visitor Feedback and Economic Impact Report

234 visitors responded to the survey, representing 14% of the adult tickets sold.

There were 1702 adult tickets sold (including 2 per family ticket), 500 children and 300 complimentary – making a total of 2502 tickets. There were 344 volunteers, staff, artists, school participants and kapa haka groups.

Overall festival rating

Weighted average 8.32 out of 10

90.6% of the respondents rated the festival 7 and above.

Musical acts

There were a wide variety of acts from Kāpiti, New Zealand and Ireland playing a whole variety of musical genres, and specific acts aimed at children. The most popular acts were Phoenix Foundation, Wellington Shake 'em Downers, Mundy, Eb & Sparrow and Aldoc but as the chart below shows, there was something for everyone in the line up.

Children

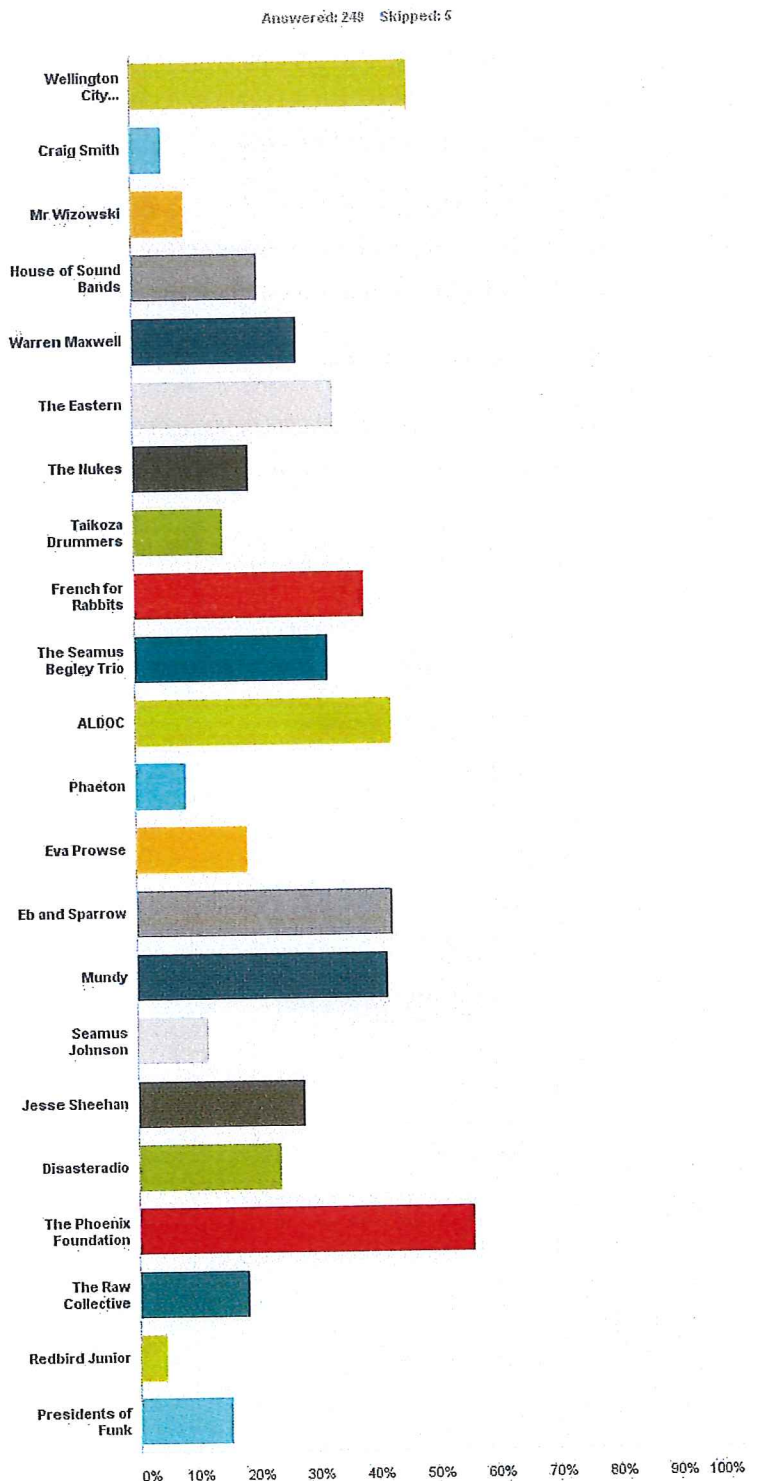
Just under 50% of the visitors brought children to the festival, with the majority being 10 and under. This is an increase from 35% in 2016.

96% of the parents bringing their children said they enjoyed or loved the Havana Fun Zone specifically set up for children (or it was not applicable as they had brought children 18 months and under). Only 4% didn't enjoy it. Children's entertainment included Craig Smith reading Wonkey Donkey, a pallet maze, face painting, children's yoga, games, tug of war, see saw for many children, bubbles, stilt walkers and a juggler.

Visitor resident town

53% of attendees were from outside the district. This is an increase from 45% in 2016.

Q2 Which acts did you enjoy at Coastella?



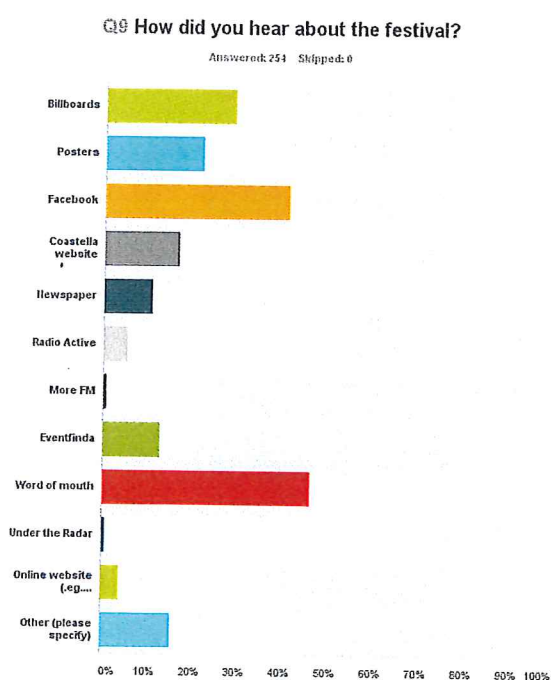
Answer Options	Response Percent	Response Count
Kāpiti district	47.0%	119
Horowhenua	2.4%	6
Porirua	4.0%	10
Wellington	29.2%	74
Palmerston North	1.6%	4
Wairarapa	1.6%	4
Overseas	0.4%	1
Upper Hutt	1.6%	4
Lower Hutt	5.1%	13
Other (please specify)	7.1%	18

How did you travel to the festival?

84.5% of visitors travelled by car to the festival (a slight decrease from 87% in 2016). Low-cost bus services were on loop from Paraparaumu train station and this resulted in nearly 10% of visitors travelling by bus, double the percentage of last year.

Promotion of the festival

The largest proportion of visitors heard about Coastella through social media or word of mouth but the majority of advertising media were successful.



Food and drink

Food and drink was an area identified as needing improving last year and the organisers had used the Wellington Culinary Trust (organisers of Visa Wellington on a plate), to curate food and drink vendors for this event.

The majority of visitors were happy and only 1.58% said they were not but there were significant comments about there being not enough food vendors and queues were too long. More ice cream was needed (only one vendor) and requests for more sweet food and cheaper options, such as just hot chips for those with young families. The vegan and organic options were greatly appreciated. Families still want to be able to bring picnics with them. The quality of the food and drink was good, just more options needed. From the AWOP cashless system, the organisers can accurately report that \$102,872.50 was spent on food and drink during the festival, an average of \$35.14 per person, the majority of which went to Kāpiti based businesses.

Facilities

96% rated the facilities and set up, recycling, information and security as OK, good or great. The only negative comments related to the lack of toilets for woman. Also toilets were requested in the kids' area.

Spend at festival

A large proportion of food and drink vendors were from Kāpiti. The majority of visitors spend in excess of \$50 – some spending up to \$200 on food and drink over the day.

AWOP Cashless System

The festival used the AWOP cashless system which seemed to work well from the feedback apart from a few comments from visitors resenting the \$2.50 charge to set up the card and then load money on to it from personal bank accounts. There was also a small issue with cashing up the card at the end of the main event with some visitors not realising another bar was being set up inside Southward Theatre they could use their cards on. 83% of visitors found the system easy to use.

Recommendations for Coastella

Some recurrent themes in the feedback include:

Family-friendly	Mini WOMAD	Good vibe	Awesome local event
Lots of fun	Perfect place for music		

Coastella is a very relaxed family friendly, good for all sizes festival and the location and venue is excellent! Must go to event, lock it in!

Fantastic festival with excellent music, atmosphere, services & in a brilliant setting! The organisers thought of everything & it was so happy.

It's a well organised family friendly event where everyone can feel safe. Good vibes, great music and a fabulous way to enjoy a slice of the Kapiti Coast.

Economic impact of the festival

Total spend in the economy is estimated to be \$619,230 bringing \$224,819 value added to Kāpiti. This excludes Kāpiti visitors which increases the spend to \$864,827 and \$311,258 value added to

Kāpiti Coast District economy, return on \$55,000 funds awarded through the Major Events Fund – **15.72:1 return on investment.**

Table 2: Total economic impact of event by type

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$310,420	\$129,914	\$178,895	\$619,230
Value added	\$131,317	\$59,609	\$33,893	\$224,819
Household income	\$86,930	\$31,160	\$16,998	\$135,089
Employment (Annual FTEs)	3	1	0	3

The above table shows:

The direct value added as a result of Coastella 2017 in Kapiti Coast District is estimated to be \$131,317. After taking into account the industry and earnings effects, the total value added is estimated to be \$224,819.

Excludes visitors from the Kāpiti Coast District Council area (see below)

4 Economic impact Coastella 2017 Event Kapiti Coast District

The number of local visitors attending the Coastella 2017 in Kapiti Coast District is not included in the total economic impact estimate, although it is useful to know what the additional economic benefit had been if these attendees had been included. For these reason we also provide the economic benefit of local attendees.

Local attendees from Kapiti Coast District

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$125,000	\$52,198	\$68,399	\$245,597
Value added	\$49,990	\$23,490	\$12,958	\$86,439
Household income	\$33,270	\$12,392	\$6,499	\$52,162
Employment (Annual FTEs)	1	0	0	1

Kāpiti Food Fair 2016 Visitor Feedback and Economic Impact Report

Just under 10% of the 9228 visitors attended completed the survey.

Overall festival rating

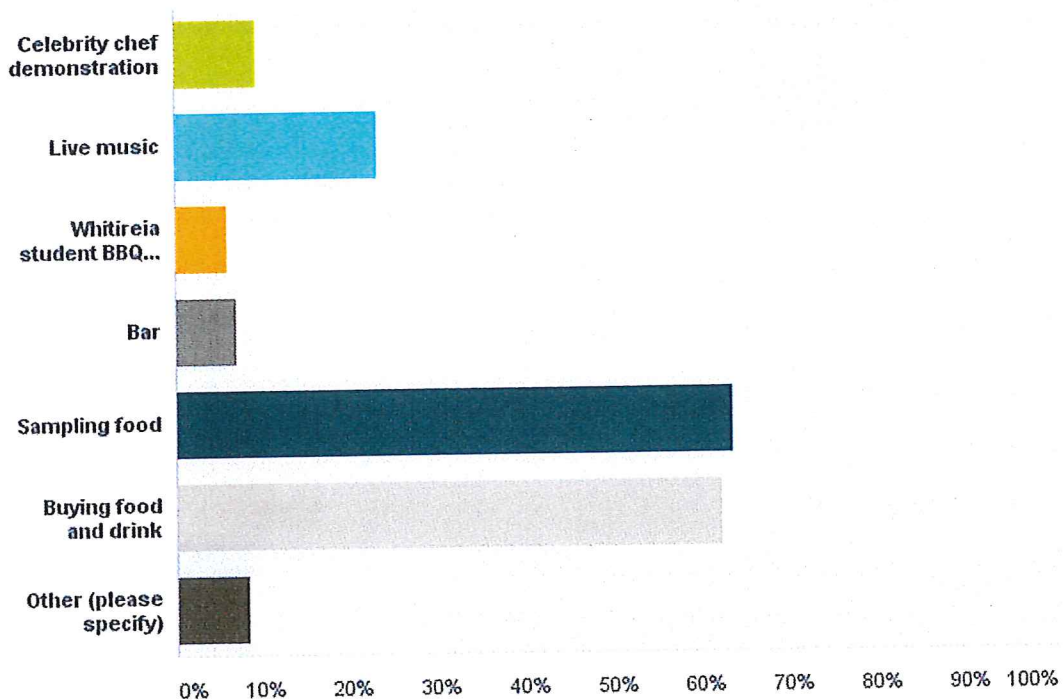
95.4% of the respondents rated the festival as amazing or good. 3.4% rated it OK and only one respondent rated it terrible.

What visitors most enjoyed

The majority of respondents enjoyed sampling and buying food and drink. Less than 10% of the respondents enjoyed the celebrity chef demonstration and student BBQ demonstrations.

Q2 Which did you enjoy most at the Food Fair?

Answered: 87 Skipped: 1



Children

The majority (54.7%) of visitors did not bring children with them. Of those that did, the numbers of children were fairly evenly split between under 5s, 5-10 year olds and 10-15 year olds.

Visitor resident town

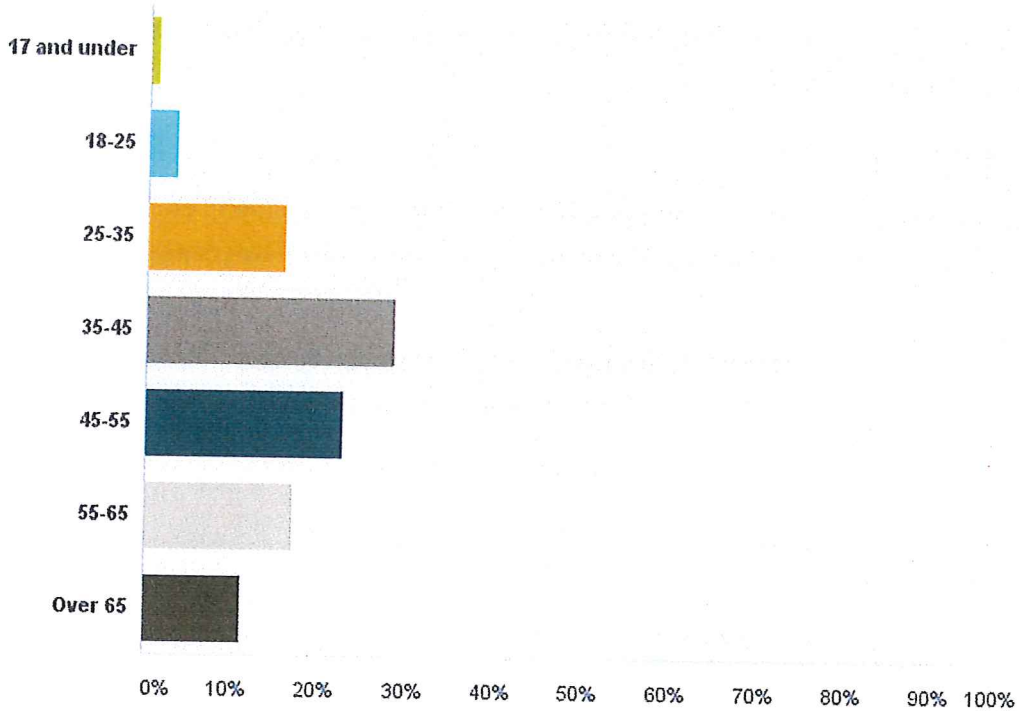
Over 90% of the respondents were from Kāpiti. There were very small numbers (less than 5) from Horowhenua, Porirua, Wellington, Manawatu and Lower Hutt

Demographics

The majority of respondents are 35 and over. 82% are female.

Q10 What age group are you in?

Answered: 88 Skipped: 0



Food selection

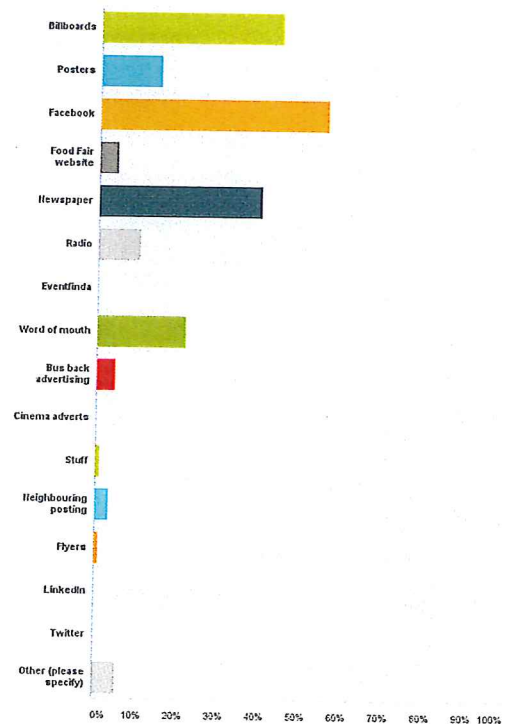
98.9% of the respondents were happy with the selection of food available to eat at the fair.

Promotion of the festival

The largest proportion of visitors heard about the Kāpiti Food Fair through social media, billboards, newspaper and word of mouth. Cinema adverts, LinkedIn, Eventfinda and Twitter were not successful marketing methods with no respondents hearing about the fair through these sources.

Q13 How did you hear about the festival?

Answered: 88 Skipped: 0



Suggestions for next year

Visitors suggested:

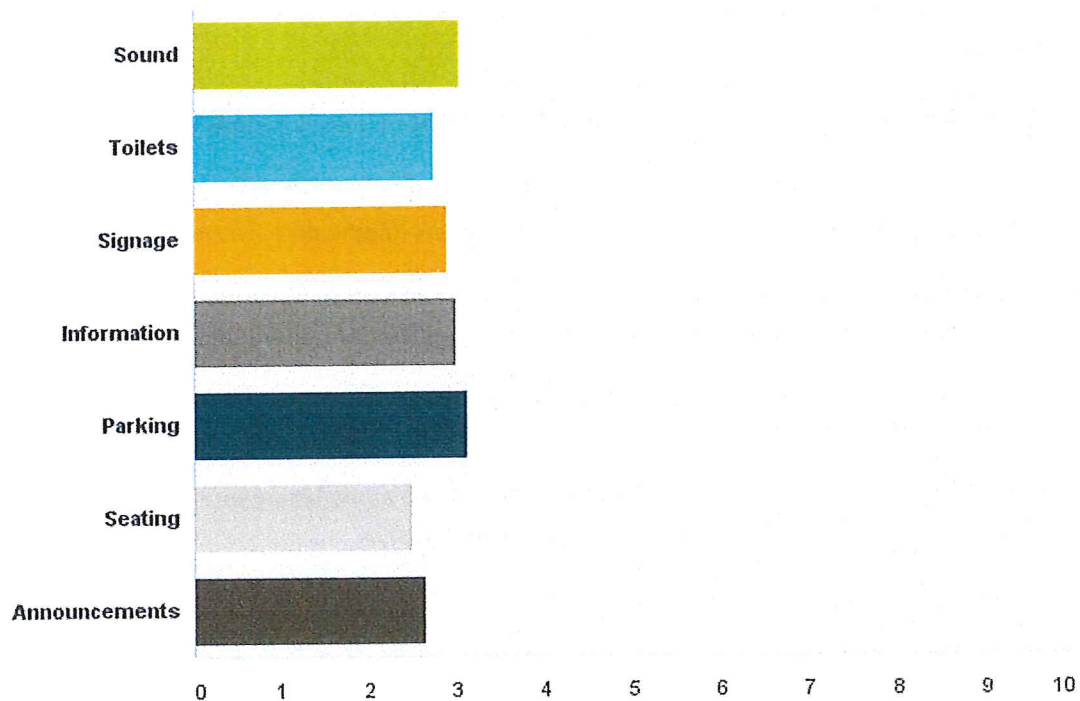
Vegan, Dutch, Japanese, Albanian, smaller portions, My Food Bag, Kapiti Ice Cream, Salami and other cured meat, more sweets, less burgers and sandwiches, more gluten and dairy free options, local organic food, cheeses, breads, more seating, Pacifica foods, more healthy options and French cuisine.

Facilities and set up

The majority of respondents thought the sound, toilets, signage, information, parking, seating and announcements were OK to good and fabulous. The most comments were about lack of seating.

Q16 How would you rate the facilities and set up - sound, toilets, signage, recycling, information, security?

Answered: 87 Skipped: 1



Spend

Average spend \$80.90 per person (likely to be per group)

35% of vendors were Kāpiti based so spend on Kāpiti products/with Kāpiti businesses \$28.35

Economic impact based on 9228 visitors. Total value added to the district is estimated by the Infometrics Event Economic Impact Toolkit is \$24,762 based on \$91,523 turnover. The event received \$15,000 from the Major Events Fund. The event produced a 6:1 return on investment of the Major Events Fund.

This return is low compared with the Kite Festival, Coastella and Māoriland Film Festival. However, the event only runs for five hours and all the spending is concentrated at the event so the other categories of spend which are included in the economic impact of these other events are not applicable for the Food Fair – ie. accommodation, restaurants and bars, souvenirs and gifts, etc.

Results

Table 2. Total economic impact of event by type

	Direct effect	Indirect effect	Earnings effect	Total effect
Turnover	\$52,306	\$21,679	\$17,539	\$91,523
Value added	\$12,632	\$8,808	\$3,323	\$24,762
Household Income	\$7,512	\$5,087	\$1,866	\$14,265
Employment (Annual FTEs)	0	0	0	0

The above table shows:

The direct value added as a result of Kapiti Food Fair 2016 in Kapiti Coast District is estimated to be \$12,632. After taking into account the industry and earnings effects, the total value added is estimated to be \$24,762.

The direct boost to household income is estimated to be \$7,512. After taking into account the industry and earnings effects, the total effect on household income is estimated to be \$14,265.

An extra 0.2 full-time equivalent employees (on an annual basis) are expected to be generated by Kapiti Food Fair 2016.

Return visitors

85.23% of respondents said they will come to the fair in 2017.

Other feedback

Was disappointed to be charged \$10 entry, my daughter is only 13 (was supposed to be free for under 18s).

Awesome event on the foodie calendar – great promotion for Kapiti and all we have to offer.

It was my own fault but I got quite sunburnt. It would have been good to have had a tent where there was sunscreen available for those of us who didn't apply it or hadn't applied enough.

Seriously I appreciated the more spacious layout and all the people around who could tell you where to go and things. The seating by the music was great. Could use more seating scattered around.

No other fairs like this charge you to go to them. What's the \$5 actually pay for? Music acts were not worth listening to and impossible to see the not celebrity chef.

Some fun food eating contests might be fun to have.

It would be fun to get a band that does like a hoe down so everyone could do some dancing!