

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