



## **Masterton District Council Community Events Fund 2019 Funding Information**

### **Goals of Community Events Fund**

The Community Events Fund supports a range of diverse and exciting events that appeal to residents, contribute to the priorities identified in our wellbeing strategy; and celebrate our culturally rich district and region. The fund goals are:

- To optimise the economic contribution of events to Masterton
- To support events to be of a high quality
- To support events to grow and appeal to a wider audience
- To promote Masterton as an event visitor destination
- To create a positive image of Masterton to residents and visitors.

### **Link to Community Outcomes**

Two key outcomes are supported by events:

- *A Thriving and Resilient Economy:* Local events can attract visitors to Masterton that in turn provide economic benefits for the community.
- *An Engaged and Empowered Community:* Events provide opportunities for our community to connect and engage with each other.

A third outcome may also be supported by some events:

- *Pride in our Identity and Heritage:* Events can provide opportunities to celebrate and promote our cultural heritage and identity.

### **Categories of Funding**

This document provides options for classification of events and festivals that are summarised in the matrix in Appendix 1.

In summary events could be categorised into three categories:

1. Major Events with Economic Benefit;
2. Local Events with Community Benefit; and
3. Emerging Events

#### **1. Major Events with Economic Benefit**

This category covers a festival or event that attracts a large audience and participation, generates significant economic wealth, and contributes to the positive national and international profile of the Masterton district and the Wairarapa region.

A premier festival or event will fill the majority of local and regional accommodation and attract thousands of visitors from outside the region.

Such events are unique to the district or closely associated with it.

Elements of originality should be incorporated into these events to provide complementary activities, expand community involvement and attract a wider public. Major/Economic events will be supported by Destination Wairarapa and each will be able to be linked with Tourism New Zealand's 'What's On' campaign (or any future relevant international marketing campaign).

Such events may be one-off or may recur on an annual or biennial basis.

Events may have a naming rights sponsor. Some of these long-standing events will be expected to become financially independent of council grants or to receive council funding for value-added activities.

Current examples are Golden Shears, Wairarapa Balloon Festival and Wings Over Wairarapa.

A sub-group in this category (or a separate group) is Regional, North Island or National sports competitions that may bring a number of visitors and possibly attract fewer local participants. These may be held on an annual basis or be one-off events.

## 2. Local Event with Community Benefit

A festival or event that is staged for local people as a celebration of an occasion or for some reason that is significant to the wider community. Audience participation will vary, and admission will usually be free, although where a local event is also a fundraiser, this may not be so.

Local events generate civic pride, add to the district's vibrancy, make residents feel included and make visitors inclined to stay longer in a culturally rich environment.

A current example is the Waitangi Day event, Waifest.

## 3. Emerging Events

Emerging events may warrant a kick-start grant if they are seen to have potential to become significant events in the future that will benefit and involve the local community and attract visitors.

A current example is the Block Party.

In some instances, the council's role will be to provide seed funding that will enable the organisers to approach other funders.

In other instances, the Council will be a contributor to make up some, or all, of the difference between funding received and proposed expenditure.

## **Process for Lodging Applications**

The council sets aside a funding allocation in its Annual Plan to support events. In 2019/20 the total amount set aside is \$130,000, which includes funding for Council's Waitangi Day event, Waifest.

The application form is available on website or at our Council Queen Street office, 161 Queen Street, Masterton.

Applications are to be supported with a monthly financial statement of income and expenditure together with the organisation's latest financial accounts.

A one-page event description report is also required that covers the estimated participants and audience expected (noting how that figure is calculated e.g. manual count, ticket sales or estimate) together with any risks associated with the event. A brief summary of the previous event (if applicable) with similar information, should be noted in end of the report.

Applications for the 2019/20 year will close on the 28<sup>th</sup> June 2019.

### **Allocation Process**

All applications will be considered both collectively (with other applications) and independently upon their respective merit in order to ensure a balanced portfolio of event categories (types) and throughout the year.

Principal criteria and guidance for sponsorship assessment will vary depending on whether the event is major or local but could include;

- Strategic Alignment:
  - Aligned with community outcomes and priorities and relevant strategies for the Masterton district e.g. Wairarapa Economic Development Strategy and My Masterton: Our People, Our Land, *He Hiringa Tangata, He Hiringa Whenua*
  - Significant number of anticipated participants and future growth potential
  - Evidence of target audience/attendance at regional, national and/or international levels
  - Strong leverage opportunities for attracting other funders and sponsors and high level of economic return on the investment
  - Extension of the visitor calendar into periods where there is accommodation capacity i.e. late autumn and early spring.
  
- Organisational Capability:
  - Quality of Organisational capability
  - A balanced and realistic budget
  - Events are expected to work towards financial sustainability over the short and long term and the Council would not normally be the sole source of funding
  - Compliance with previous reporting requirements
  - Safety, security and risk management
  - Evidence of liaison with Destination Wairarapa, Sport Wellington Wairarapa and the Copthorne prior to setting dates to manage the events calendar to maximize availability accommodation and to maximize economic benefit.
  
- District Promotion:
  - Quantified/proven exposure benefits and distinctiveness for Masterton nationally (and internationally) and across business at large
  - Generation of overnight visitation to the district and region
  - Utilisation of district facilities and assets.
  
- Contribution to the Community:
  - Contributes to a sense of belonging to the community and opportunities for community involvement
  - Identifies target audience such as youth, older people, ethnic communities etc
  - Events are expected to have environmental sustainability practices such as separating recyclable material from rubbish to landfill. This reduces the cost of rubbish disposal for the event and meets the Council's targets of reducing solid waste to landfill.

### **Outcome and Reporting**

The Community Wellbeing Committee will consider the applications at a special meeting proposed for the 31<sup>st</sup> July 2019, which will be confirmed in due course. Applicants will be offered an opportunity to speak in support of their application at this meeting. This is allocated as seven minutes to present and three minutes for any questions from Elected Members.

Recommendations from the Committee will then be considered by Full Council for final decision on 7<sup>th</sup> August 2019.

Organisations that receive funding will be required to provide a GST Tax invoice (if they are GST Registered) and complete a Funding Agreement form prior to the grant payment being made. This form will be provided when the organisation is advised of the outcome of the application and should be returned with the GST Tax Invoice to receive payment.

Organisations that are not GST Registered will be paid the grant one month prior to the event taking place and will also be required to complete a Funding Agreement form and return this prior to receiving the grant payment.

Organisations that receive funding are required to complete and return an Accountability Form for the event as soon as practicable after the event or by 20 May 2020.

Applications will only be considered if the Accountability Form for the previous event has been received.

In some cases, events may not receive direct funding from the council, but may receive subsidised access to a council facility or have some charges waived. The Council may hold back some funding for potential late applications.

### **Definitions**

In this document:

- An event is defined as an exhibition, celebration, activity, or staged performance that is open to the general public for a limited time

*Note that 'open to public' does not necessarily denote 'free of charge' and may also be limited by venue capacity and ticketing*

- A festival is defined as a collection of events that celebrate a single or general theme and are promoted as one within this theme and occur within a defined timeframe

*For sake of brevity, the term 'event' is often employed in a general sense to include both festivals and individual events) capacity and ticketing]*

- Conferences are normally excluded from this
- Participants, attendees and audience refers to all people taking part in an event, whether in active or passive roles.

		PRIMARY BENEFIT OF EVENT	
		Economic	Community
<b>SCALE of EVENT</b>	<b>Large</b>	<p style="text-align: center;"><u>Major</u></p> <p>Large scale events that have economic benefit and attract national and/or international visitors to the District.</p> <p style="text-align: center;">e.g. Wairarapa Balloon Festival, Wings over Wairarapa, Golden Shears</p> <p style="text-align: center;">CONSIDER</p>	<p style="text-align: center;"><u>Local</u></p> <p>Events that primarily target the local community and offer opportunities for community, social and/or Arts, Culture or Heritage development</p> <p style="text-align: center;">e.g. Waitangi Day event</p> <p style="text-align: center;">CONSIDER</p>
	<b>Medium to Small</b>	<p style="text-align: center;"><u>Niche</u></p> <p>Smaller events with niche market appeal that will attract regional visitors and likely to generate some economic benefit</p> <p style="text-align: center;">e.g. Regional or age groups sports competitions, specialist events, car rallies</p> <p style="text-align: center;">CONSIDER</p>	<p style="text-align: center;"><u>Targeted</u></p> <p>Smaller local events that target specific sectors of the local community and offer opportunities for community, social and/or Arts, Culture or Heritage development for that sector</p> <p style="text-align: center;">REFER to Creative Communities Scheme; Community Development Fund or other funders</p>
	<b>Emerging</b>	<p>The event has potential to become a niche or major event</p> <p style="text-align: center;">e.g. Block Party</p> <p style="text-align: center;">CONSIDER</p>	<p>The event has potential to become an event with local community benefit</p> <p style="text-align: center;">CONSIDER or REFER</p>

# MY MASTERTON: OUR PEOPLE, OUR LAND STRATEGY

## HE HIRINGA TANGATA, HE HIRINGA WHENUA

*He Hiringa Tangata, He Hiringa Whenua* sets out the future direction for the Masterton/Whakaoriori district across four development areas: social, cultural, environmental and economic. For each of the four development areas, a framework has been created for the work we do to ensure that we are focusing on the right things for our community.

### SOCIAL DEVELOPMENT



#### OUR VISION

Masterton/Whakaoriori is a positive, strong, inclusive and self-determining community with equitable opportunities for everyone

#### OUR PRIORITIES

- Community-led, council-supported
- Opportunities for everyone
- Pride in 'our place'
- Engaged communities
- A masterton district designed to maximise social wellbeing

### CULTURAL DEVELOPMENT



#### OUR VISION

Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage

#### OUR PRIORITIES

- Iwi-Council relationships
- Language and culture

### ENVIRONMENTAL DEVELOPMENT



#### OUR VISION

Masterton/Whakaoriori has rivers we can swim in and drink from, clean air to breathe, green and blue spaces that we can enjoy and share with future generations

#### OUR PRIORITIES

- Clean air and water
- Protecting our natural heritage and biodiversity
- Climate change action
- Creating a culture of environmental sustainability
- Working together as kaitiaki

### ECONOMIC DEVELOPMENT



#### OUR VISION

Masterton/Whakaoriori has a strong, sustainable economy that supports our people and places

#### OUR PRIORITIES

- Business attraction and industry growth
- Population growth
- Education
- Supporting tourism
- Collaborative partnerships

### NGĀ MĀTĀPONO - PRINCIPLES

*Hapori Tahi* - A united community

*Mahi Tahi* - Working together

*Whakaaro Tahi* - Aligned thinking