



COMMUNITY EVENTS FUND

INFORMATION SHEET

GOAL OF THE COMMUNITY EVENT FUND

The aim of the Community Events Fund is to support diverse and exciting events that appeal to residents; contribute to the priorities identified in our Wellbeing Strategy, *He Hiringa Tangata, He Hiringa Whenua*; and celebrate our culturally rich and diverse district and region.

Masterton District Council will consider applications for events that:

- Optimise the economic contribution of events to Masterton.
- Support events to be of a high quality.
- Support events to grow and appeal to a wider audience.
- Promote Masterton as an event visitor destination.
- Create a positive image of Masterton to residents and visitors.

Council acknowledges that COVID-19 has impacted on the ability of our communities to hold large scale events. As our communities recover from the impact of the pandemic, we recognise there may be a growing need for grass-roots community events.

Consequently, we will consider applications for:

- Community-based events organised by community groups or individuals that help grow and enhance our sense of community and increase opportunities to engage and connect with each other safely.

Events in our community help support two key outcomes set out in the Wellbeing Strategy, *He Hiringa Tangata, He Hiringa Whenua*:

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

Some events may support a third outcome:

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

ELIGIBILITY

- Organisations and individuals are eligible to apply to the Community Events Fund.
- Applications by individuals must be co-signed by another person, who will retain equal responsibility for ensuring that the event is carried out and funds are spent appropriately.
- Any applicants under the age of 18 must have an adult signatory (support person) on their application; on which the responsibility for the event shall fall.

CATEGORIES OF EVENTS ELIGIBLE FOR FUNDING

Attachment 1 provides summarised options for the classification of events and festivals.

In summary events could be categorised into three categories:

1. Major events with economic benefit;
2. Local and targeted events with community benefit; and
3. Emerging events.

You will need to state which category your event falls under in your application form.

Council recognises that all events provided for under this fund, regardless of scale, may need to adapt to comply with physical distancing and other health and safety requirements associated with COVID-19 Alert Levels.

MAJOR EVENTS WITH ECONOMIC BENEFIT

- This category covers a festival or event that attracts a large audience and participation (more than 1,000 and possibly including international interest), 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 events with economic benefit 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.
- A sub-group in this category (or a separate group) is Regional, North Island or National sports competitions that may bring several visitors and possibly attract fewer local participants. These may be held on an annual basis or be one-off events.

Current examples of Major events include:

- Golden Shears, Wairarapa Balloon Festival and Wings Over Wairarapa.

LOCAL OR TARGETED EVENT WITH COMMUNITY BENEFIT

- A local event is staged for local people as a celebration of an occasion, for some reason that is significant to the wider community, or to contribute to a community's recovery following COVID-19.
- A targeted small event is aimed at a particular sector of the community e.g. youth, ethnic group, or a neighbourhood.
- The scale of local and targeted events will vary, and may range from a street BBQ, community fun day or open-day or event for a local club or organisation to a larger scale event like Waifest.
- 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, contribute to a sense of community and connectedness, and make visitors inclined to stay longer in a culturally rich environment.

	<p>Current examples include:</p> <ul style="list-style-type: none"> • Masterton Community Toy Library Open Day (small event). • Waitangi Day (Waifest) event (larger event).
EMERGING EVENTS	<ul style="list-style-type: none"> • Emerging events may warrant a kick-start grant if they are seen to have the potential to become significant events in the future that will benefit and involve the local community and attract visitors. • In some instances, MDC'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. <p>Current example:</p> <ul style="list-style-type: none"> • A current example of an emerging event is the Wairarapa Film Festival and Block Party.

FUNDING YEAR

The funding for the 2021/22 year will open on Thursday, 1 July 2021 and close on Friday, 30 July 2021.

HOW TO APPLY

An application form must be completed to be considered for a grant. The application form is available on our website, at the library or at our Customer Centre, 161 Queen Street, Masterton. Applications must be received by the closing date of Friday, 30 July 2021.

You or your organisation may be contacted by Council staff or the Awards and Grants Committee members for further information if required.

SUBMITTING YOUR APPLICATION

Completed applications can be returned to the Council by **ONE** of the following methods:

- Posting to PO Box 444, Masterton 5840; or
- Delivering to the Customer Centre, 161 Queen Street, Masterton; or
- Emailing to admin@mstn.govt.nz

For further information about this grant, please contact
Deanna Elwin, Grants Administrator
by telephoning (06) 370 6272
or email deannae@mstn.govt.nz

INFORMATION YOU WILL NEED FOR YOUR APPLICATION

- You will need to demonstrate the wellbeing area(s) that your event will contribute to. These are summarised in the table below, and in the extract from the Wellbeing Strategy at the end of this information sheet.

WELLBEING DEVELOPMENT AREA

 SOCIAL	 CULTURAL	 ENVIRONMENTAL	 ECONOMIC
Masterton/Whakaoriori is a positive, strong, inclusive, and self-determining community with equitable opportunities for everyone	Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage	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	Masterton/Whakaoriori has a strong, sustainable economy that supports our people and places

- Bank verified account details (for the account to which any grant will be paid)
- Latest annual accounts and latest monthly financial statement
- Relevant quotes.
- A one-page report is also required that covers the following information about your event:
 - When it will take place and the frequency
 - Where it will take place in the Masterton district
 - Anticipated number of active participants
 - Anticipated number of the audience attending
 - Where those people are expected to be coming from
 - Explain any risks associated with the event (financial, public safety etc.).
 - Total cost of the event with a breakdown of the major costs
 - Amount your organisation plans to contribute and from where e.g. reserves, other funders, sponsorship etc
 - Grant amount you are requesting from Masterton District Council
 - If you received council funding for this event in a previous year, a brief summary on that event, detailing the number of participants and audience, and a financial summary

Please note that an incomplete form or missing supporting documentation may result in your application being returned to you.

ASSESSMENT OF APPLICATIONS

All applications will be considered both collectively (with other applications) and independently upon their respective merit to ensure a balanced portfolio of event categories (types) and held throughout the year. In all cases, principal criteria, and guidance to assess an application for funding 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.

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.

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, Nuku Ora 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.

DECISION MAKING

Applications for \$3,000 or less will be assessed and determined by Council staff.

The Awards and Grants Committee will consider and determine applications for \$3,001 and above.

- For applications decided by the Awards and Grants Committee, 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.

If organisations that receive funding are GST registered, they will be required to provide a GST invoice for the grant allocated plus GST, one month prior to the event date, issued to Masterton District Council, PO Box 444, Masterton 5840.

A Funding Agreement will also be required to be completed and returned for any grants over \$500.00, 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 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.

ACCOUNTABILITY

Upon completion of the event, there is a requirement to show that the initiative was successfully completed (typically known as accountability). This can be done through variety of ways, including by email, news articles, accountability reports, and photos and videos of the event.

Major events and events that receive over \$3,001 in funding from MDC will be required to complete and return an Accountability Form for the event. All accountability requirements must be completed as soon as practicable after the event and no later than 31 May 2022.

Applications will only be considered if accountability 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.

DEFINITIONS

- An event is defined as an exhibition, celebration, activity, or staged performance that is open to the 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
SCALE OF EVENT	LARGE	<p>Major</p> <p>Large scale events that have economic benefit and attract national and/or international visitors to the District. e.g. Wairarapa Balloon Festival, Wings over Wairarapa, Golden Shears</p> <p>CONSIDER</p>	<p>Local</p> <p>Local events primarily target the local community and offer opportunities for community, social and/or Arts, Culture or Heritage development, e.g. Waitangi Day event.</p> <p>CONSIDER</p>
	MEDIUM TO SMALL	<p>Niche</p> <p>Smaller events with niche market appeal that will attract regional visitors and likely to generate some economic benefit e.g. Regional or age groups sports competitions, specialist events, car rallies</p> <p>CONSIDER</p>	<p>Local & Targeted</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>CONSIDER OR REFER to Creative Communities Scheme; Community Development Fund or other funders</p>
	EMERGING	<p>The event has potential to become a niche or major event e.g. Block Party</p> <p>CONSIDER</p>	<p>The event has potential to become an event with local community benefit</p> <p>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	CULTURAL DEVELOPMENT	ENVIRONMENTAL DEVELOPMENT	ECONOMIC DEVELOPMENT
 <p>OUR VISION Masterton/Whakaoriori is a positive, strong, inclusive and self-determining community with equitable opportunities for everyone</p> <p>OUR PRIORITIES Community-led, council-supported Opportunities for everyone Pride in 'our place' Engaged communities A masterton district designed to maximise social wellbeing</p>	 <p>OUR VISION Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage</p> <p>OUR PRIORITIES Iwi-Council relationships Language and culture</p>	 <p>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</p> <p>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</p>	 <p>OUR VISION Masterton/Whakaoriori has a strong, sustainable economy that supports our people and places</p> <p>OUR PRIORITIES Business attraction and industry growth Population growth Education Supporting tourism Collaborative partnerships</p>
<p>NGĀ MĀTĀPONO - PRINCIPLES</p> <p><i>Hapori Tahi</i> – A united community <i>Mahi Tahi</i> – Working together <i>Whakaaro Tahi</i> – Aligned thinking</p>			

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