

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.
- 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.

Funding Year and Amount

The 2023/24 funding year is open and will close on Monday, 31 July 2023.




As part of the consultation for this year's Annual Plan, we asked our community about several ways we could reduce the rates impact for them. Based on the feedback received following that consultation, Council adopted an Annual Plan that has reduced the events funding available to \$14,000. This is the total funding available for application for the 2023/24 funding year.

How to Apply

- An application form must be completed to be considered for a grant. The application form is available on our website, or at our Customer Centre, 161 Queen Street, Masterton.
- Applications must be received by the 4:30pm on the closing date of Monday, 31 July 2023.
- You or your organisation may be contacted by Council staff or the Awards and Grants Committee members for further information if required.

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	
 <p>Social</p>	Masterton/Whakaoriori is a positive, strong, inclusive, and self-determining community with equitable opportunities for everyone
 <p>Cultural</p>	Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage
 <p>Environmental</p>	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



Economic

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.).
 - 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.

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.

Event Categories

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 current example is the Wairarapa Balloon Festival.

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.

A current example is the Masterton Community Toy Library Open Day (small event).

Emerging Events

- 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.

A current example was the beginning of the Wairarapa Film Festival, a new emerging event.

Applications can 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.

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 mdc@mstn.govt.nz

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

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

The Awards and Grants Committee will consider and determine outcomes for all applications at a meeting to be held on 6 September 2023. Applicants will be offered an opportunity to speak in support of their application, via Zoom, at this meeting. This is allocated as seven minutes to present and three minutes for any questions.

Payment and Funding Agreement

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 \$1,000, prior to the grant payment being made. This form will be provided when the organisation is advised on 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 (if over \$1,000) and return this prior to receiving the grant payment.

Accountability

Upon completion of the event, there is a requirement to show that the event was successfully completed (typically known as accountability). Council requires the completion and return of the Accountability Form which will be provided with the outcome notification for any successful funding. The Accountability Form must be completed as soon as practicable after the event and no later than 31 May 2024.

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.

Attachment 1

Matrix of Events		
Scale of Event	Primary benefit of	
	Economic	Community
Large	Major 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 Consider	Local 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. Consider
Medium to Small	Niche 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 Consider	Local and Targeted 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 Consider or refer to Creative Communities Scheme; Community Development Fund or other funders
Emerging	The event has potential to become a niche or major event e.g. Wairarapa Film Festival	The event has potential to become an event with local community benefit Consider or refer

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</p> <p>Masterton/Whakaoriori is a positive, strong, inclusive and self-determining community with equitable opportunities for everyone</p> <p>OUR PRIORITIES</p> <ul style="list-style-type: none"> Community-led, council-supported Opportunities for everyone Pride in 'our place' Engaged communities A masterton district designed to maximise social wellbeing 	<p>OUR VISION</p> <p>Masterton/Whakaoriori values the place and role of tangata whenua and is proud of our cultural identity and heritage</p> <p>OUR PRIORITIES</p> <ul style="list-style-type: none"> Iwi-Council relationships Language and culture 	<p>OUR VISION</p> <p>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</p> <ul style="list-style-type: none"> Clean air and water Protecting our natural heritage and biodiversity Climate change action Creating a culture of environmental sustainability Working together as kaitiaki 	<p>OUR VISION</p> <p>Masterton/Whakaoriori has a strong, sustainable economy that supports our people and places</p> <p>OUR PRIORITIES</p> <ul style="list-style-type: none"> 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