Queenstown Lakes District Council Events Funding Guidelines

March 2017

QLDC Events Fund

The Queenstown Lakes district offers amazing locations for events and hosts a wide range including high profile sports, arts, cultural, commercial, community and family events. The Queenstown Lakes District Council (QLDC) aims to ensure these events are successful, use sustainable practices and have a positive impact on the district's communities, visitors, economy and environment.

The [QLDC Event Strategy 2015 - 2018](#) outlines our vision and goals for supporting events in the district. We are committed to providing significant investment to support both commercial and community events in the district. This includes the development of the annual QLDC Events Fund. Our vision for this strategy is to:

"Promote and support a balanced portfolio of sporting and cultural events that meet community objectives for the District as a whole in respect of recreational activities, community infrastructure and economic growth."

This guide outlines QLDC's event funding application process and eligibility requirements.

Applying for funding

Before you apply to the annual QLDC Events Fund, please make sure you:
- make contact with the QLDC Events Office to discuss your event and planned funding application (events@qldc.govt.nz)
- read the QLDC Events Strategy 2015 - 2018 to ensure you fully understand QLDC's objectives regarding this funding investment

- read this guide carefully to ensure you fully understand the eligibility requirements, assessment criteria and any post-event requirements
- Prepare all supporting information you need to provide with your application – refer to the Events Fund application form.

The current funding round opens on: Monday 20 March 2017.

Please submit your application by midnight, Friday, 21 April 2017.

Applications received after this date will not be eligible for consideration in this funding round.

Funding panel

The Events Office will evaluate the applications and prepare a list of applications that meet the criteria and recommendations for consideration by the QLDC funding panel. The panel will also be advised of applications that did not meet the criteria for consideration. The panel will review applications and submit them for consideration to the full Council.

The funding panel consists of:
- Mayor
- QLDC CEO or General Manager, Corporate Services
- Two Councillors selected by the Mayor.

Independent advice will also be sought by the panel as deemed necessary for events of national significance or subject to national funding.

Eligibility

To be eligible to apply for support from the QLDC Events Fund, the event and/or event manager(s) must meet the following criteria.

- Part or all of the event must be held within the Queenstown Lakes District.
- The event owner must be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested.
- The event owner must have no outstanding debt owing to QLDC.
- The event owner must fully declare any additional council or local board funding, grant or koha/ donation received for the event.
- The event owner and the event manager (if different from the owner) must comply with all QLDC regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
- The event must be held within the planned timeframe, and must be scheduled for after 30 June 2017.
- The event must have public liability insurance.

Ineligibility

Some types of events and event-related costs are not eligible for funding through the QLDC Events Fund, including:

- conventions, conferences and trade shows
- private functions, lunches or dinners
- marketing programmes
- events that denigrate, exclude or offend parts of the community
- events that present a hazard to the community or pose a significant risk to the public or council

- events that have already been held or are scheduled before 30 June 2017
- events that have breached previous funding and legislative agreements with the council, including post-event reporting criteria, and where no commitment has been made to rectify this.

Some event-related costs are not eligible for funding through the QLDC Events Fund, including:

- purchase of alcohol
- staff salaries and/or wages
- purchasing or leasing a motor vehicle
- purchase of assets
- rent or accommodation costs
- service and maintenance costs including utilities such as power and phone
- retrospective costs
- overseas travel
- debt repayments
- prize money or entrance fees
- legal expenses.

If you are unsure or have any queries about the eligibility criteria please contact the Events Office.

Key application requirements

1. Complete all sections of the application form and consider responses carefully. Incomplete forms will not be considered.
2. Clearly identify the items for which you are seeking council support. Once a funding decision is made and approved by council these details cannot be changed.
3. Clearly identify how your event aligns with the criteria of the fund.
4. Provide all supporting documents identified on the checklist.

The QLDC Events Fund is allocated across the four event categories (sports, arts, music and general). A primary goal of our support is to provide seed funding / development funding - available for up to three years. Funding may also be provided to established "anchor events" which provide significant economic or social benefit to the district.

QLDC will fund no more than six major events in excess of $30,000 per annum.

Some of the 2016/17 QLDC Events Fund has already been committed to applications made in the previous funding round. Each year's budget is agreed as part of the Council's Annual Plan budgeting process, and any pre-approved funding will be subject to overall budget approval.

There is no dollar limit on the amount that an event manager can apply for. However, QLDC will only fund up to a maximum of 25 percent of the total event cost.

Events are evaluated on their individual merits and how they combine with other events to contribute to our vision for a balanced event portfolio.

Supporting documents

Please refer to the funding application form checklist for the full list of documents that need to be provided along with the application form.

Event Business / Strategic Plan (essential for new or developing events)

An Event Business Plan / Strategic Plan lists the key steps you will take to stage a successful event and serves to guide your event towards achieving its objectives and vision.

Your Event Business Plan / Strategic Plan should set out and justify your event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders.

Marketing / Communications Plan

A Marketing / Communications Plan should outline your communications and marketing objectives. This must include all intended promotional and marketing activity, your media strategy, internal and external stakeholder communications activity, and a crisis management plan.

This plan should include dates and details about its implementation. Your plan will help the council to assess whether your event will be able to attract your target audience.

Event Budget

A detailed Event Budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes or estimates from suppliers you intend to use.

Ensure you include all the relevant regulatory costs involved in your event, including but not limited to resource consent fees, permits, costs for the preparation of traffic management plans by an approved contractor and building consents.

Please note that council will not fund some event-related costs – refer to Ineligibility Criteria.

Assessment criteria

The support provided by QLDC will be based upon the assessed benefits of the event to the district as a whole.

Depending on the nature and scale of the event and the level of funding being sought, different considerations will carry different weight in the evaluation process. Regardless of whether the event is of a community or commercial nature, all of the criteria will be taken into account.

The key assessment criteria are:
- economic impact
- event diversity
- positive community benefits
- event accessibility
- environmental sustainability
- financial sustainability.

Eligible applications will be prioritised for support from the contestable QLDC Events Fund based on the following criteria:

Economic impact

Will the event:
- stimulate economic activity?
- increase revenue and exposure for local businesses?
- increase national and international exposure for the district?
- contribute to long term economic growth and/or development of the regional event industry?
- reinforce the district's position as a tourism icon and key district objectives?
- generate media profile for the district?

Event diversity

Will the event:
- take place during any visitor seasonal low points?
- offer a new or unique experience?

- profile the district and its venues and open spaces?
- fill an identified gap in the event portfolio or priority area? For example:
- celebration of the different cultures within our community
- youth events
- music / arts events.

Positive community benefits

Will the event:
- bring people together to share memorable experiences and foster civic pride?
- build the capability of community organisations?
- provide talent development and capacity within the community?
- provide cultural expression and engage with the various local communities?
- celebrate diversity, culture, sport, participation and heritage?
- showcase the natural environment?
- show how events can work together to share resources?

Does the event have community support, involvement and/or active partnerships with:
- local or regional community organisations?
- local, national or international non-government organisations?
- volunteers?
- commercial sponsors?
- charitable trusts?

Financial sustainability

To what degree does the event show it can be financially sustainable, particularly in the areas of:
- overall cost of the event relative to its scale and benefits?
- proportion of funding contributed by the event owner?

- the event's ability to attract/leverage other funders and sponsors?
- the length of time the event has been run and its dependence on public funds?
- volunteer contribution, capacity and capability?
- distribution of profits generated by the event?
- retention of profits from any previous events to invest in the next event?

Event accessibility

How accessible is the event proposed to be in the areas of:
- universal accessibility?
- transport accessibility?
- cost and affordability in relation to the target market?
- community diversity? Is the event open to anyone who wishes to attend and not constrained to a particular sector of the community and is the event successfully marketed through appropriate channels?

Environmental sustainability

To what degree does the event use sustainable practices in the areas of:
- transport planning?
- sound environmental operations and promotion of green initiatives e.g. biodegradable packing for food products, "leave no trace" practices?
- respect for the environment and protection of key assets?

Existing events

If the funding application is for an existing event, does the event's past record show it:
- delivered a quality experience to the participants, volunteers and visitors?
- met the event's stated objectives?

- has been compliant with the event's consents, permits and licenses?
- is financially sustainable?

Other considerations

In addition to the above criteria, the following aspects of the event will also be considered:

What is the event's:
- anticipated level of attendance including volunteer support, performers and/or competitors?
- potential to grow, and does the event owner have a sound strategic plan for its development?
- impact on the district, businesses and local communities, in relation to its timing and location relative to other events in the calendar, and the tourism seasons?

Is the event:

- in the appropriate venue for its scale and type?
- promoting new and existing public spaces in the district?

Disclosure of interest

All applicants must disclose if a QLDC Councillor, local board member or employee, or their immediate family, has any interest or involvement in the event in any way. This should be outlined in the space provided on the application form.

The applicant should also detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise QLDC's decision or bring the process into disrepute.

Assessment process

Applications for funding will be assessed initially by the QLDC Events Office. All final recommendations are made by the Events Fund Panel prior to resolutions by Council.

Successful applicants

Once funding has been approved, all successful applicants will receive a Funding Agreement. This is a formal agreement which outlines what is expected of event managers, conditions of the funding and the amount of funding the council is granting. The funding agreement will also outline the post-event reporting requirements for event managers.

Post-event reporting is a critical commitment of the Funding Agreement. Failure to provide an adequate post-event report may impact on future funding decisions.

Terms & conditions of funding

The QLDC Events Fund is capped. The council is not obliged to allocate all of its fund in any year, nor to carry over unallocated amounts to future years.

If funds remain unallocated in any given year, they may be accrued for allocation in the following funding year. They can also be used towards further development of key objectives and goals of the QLDC Events Office.

QLDC has the right to share application details within all units of Council and to consult with them on applications.

All applicants must disclose to QLDC any other grants or funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.

Applicants must not directly or indirectly seek to influence QLDC's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so). Applicants must not attempt to solicit or garner non-public information from QLDC which might give an unfair advantage in the application process.

Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to QLDC's consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.

If circumstances or information change after making an application, or after the council awards funding, the applicant must immediately notify the QLDC Events Office.

Each applicant consents to QLDC carrying out due diligence on its application, including the organisations and personnel involved, and their relevant track records. The applicant consents to QLDC making due enquiries from third parties in this regard, and shall provide access to referees upon request.

The information contained in the funding application will be treated as confidential by QLDC. The material submitted for the funding assessment process will be

treated as "commercially sensitive material" and will be held in confidence.

Issuing funding

Should your application for funding be successful, the funding will only be paid out once all post-event requirements are met. This means that all council venue hire costs, permit and consent fees must be paid prior to receiving the approved funding.

QLDC reserves the right to withhold funding if it deems an event has fallen short of delivering what was committed to as part of the funding application.

QLDC reserves the right to withhold funding if it deems an event has not met the terms and conditions of the Funding Agreement, hire agreements, permits or consents issued by QLDC for the event.

Branding and support

QLDC expects that all successful applicants will clearly display the provided QLDC logo as a recognised supporter in all promotional materials. QLDC will provide a logo in the required format, with usage and design guidelines.

Post-event reporting

After the event, all successful applicants will be required to provide a Post-Event Report. A template will be provided for completion but will typically include:

- how the conditions outlined in the funding agreement have been met, including obtaining required permits

and consents in the advised timeframe
- how specific KPIs, inputs, outputs and/or outcomes as outlined in the Funding Agreement have been achieved
- an event evaluation by organisers (including feedback from event attendees) – this might include areas for event development or specific issues encountered at the event
- copies of receipts or audited accounts showing how the funding was spent
- detailed outline of all marketing and promotional achievements (i.e. list and include copies of newspaper ads or articles, schedule of broadcast advertising; copies of all promotional material produced, website statistics, and all other marketing material and achievements).
- audited attendance figures (spectators and event participants) including an outline of the methodology used and a breakdown of confirmed figures and estimated totals
- inventory of employment opportunities provided, list of full and part-time positions as well as staff hired for the implementation of the event
- assessment and insights into overall impact upon the community, economy and district as a whole.