

Event Fund Disbursement Policy

1. Commencement

This policy came into effect on 22 September 2021 and replaces all previous versions.

It is intended to operate for a further 5 years and be reviewed by Council no later than 2026.

2. Introduction

Upper Hutt City Council provides an annual Event Fund to support a diverse range of events that contribute to the local economy, enhance the City's vibrancy, have an environmental conscience, and provide cultural, safe, and accessible experiences that are of value to locals and visitors alike. This focus aligns with Council's Long Term Plan.

Event organisers may make an application to the annual contestable fund, which is assessed by Council for its alignment to the Events Strategy 2021-2026.

Events that are assessed to meet the fund criteria will be granted support by Council to aid in the successful delivery of the event and achieve the agreed outcomes.

See related document: Upper Hutt City Council Events Strategy 2021-2026

3. Purpose

The purpose of this Policy is to document the guidelines for administering the contestable pool of funds, to support a limited number of events each year.

4. Scope and exclusions

This Policy applies to the administration of the Event Fund.

5. Authority of the policy

- This Policy is issued under the authority of the Chief Executive of UHCC (Upper Hutt City Council) and will be reviewed and amended, at least every 5 years or sooner, if required.
- This policy is implemented under the purview of the Director Strategy, Partnerships and Growth by the Communications and Marketing Manager.

6. Policy Statements

6.1 Event Categories

To make sound support and investment decisions Council have identified four event categories, each with its own unique assessment criteria weighted to achieve desired outcomes. The categories are:

- Signature Events
- Large Events
- Regional Events
- Local Community Events

Signature Events

Council will take a partnership approach and support Signature Events. A Signature Event is one that aligns strongly with the Event Strategy 2021-2026 strategy objectives. Opportunities to secure a Signature Event will not come along every day, but when they do, Council may choose to provide increased support and/or investment to secure the opportunity and reap the benefits accompanying this event for the City.

Measurable key performance indicators will be set, and reporting requirements put in place to monitor delivery of progress and ensure Council support and investment is protected.

If at any time the City is not hosting a Signature Event, the Marketing and Promotions team will actively seek opportunities to present to Council for consideration.

These events will:

- Attract a minimum of 20,000 attendees for a free public event, or 10,000 for a ticketed or niche event
- Demonstrate a combined social and economic ROI of 20:1 or greater
- Have an existing out-of-town audience who would be attracted to attend
- Have the potential to attract positive regional, national and/or international media coverage
- Demonstrate a national promotional reach
- Align with Upper Hutt City Council and HuttValleyNZ's brand positioning

NOTE:

1. *Signature Event funding decisions are made by a resolution of Council.*
2. *The Signature Event category is included in the Policy to present the full range of event types, however they are treated on a case-by-case basis and not as part of the annual Event Fund round.*
3. *The remaining three event categories are administered by Council Officers by way of this Policy.*

Large Events

Attract at least 5,000 attendees; Demonstrate a combined social and economic ROI of 10:1 or greater; Have the potential to attract local and/or regional media coverage.

Regional Events

Be regionally significant; Have a physical presence in Upper Hutt and provide opportunities for Upper Hutt's community and/or local businesses and organisations; Demonstrate a combined social and economic ROI of 10:1 or greater; Have the potential to attract local and/or regional media coverage.

Local Community Event

Encourage active community participation and engagement, therefore getting locals and visitors to try new things and discover new places; Supporting the growth of local talent, as well as local businesses and organisations to benefit from events; A strong emphasis on Kaitiakitanga – guardianship of the land. Events that protect, enhance, and celebrate our City's natural environment; Generate positive legacy outcomes that benefit future generations.

6.2 Process

- The funding round is open for applications submitted electronically between 1 June and 30 June each year. Applications for Large, Regional and Local Community Events will be considered for events taking place during the fiscal year from 1 July – 30 June.
- At the end of the Event Fund period on 30 June, all applications are reviewed using Event Fund Assessment Criteria (6.3), Support Value Guidelines (6.4), along with consideration of the Upper Hutt events landscape at the time to make a decision on the level of financial and non-financial support Council can offer.
- A funding decision document is reviewed and approved by the Director, Strategy, Partnerships and Growth. Council is informed of applications approved and granted through regular reporting processes.
- Decisions are communicated to applicants. Within three months of the event date, the applicant can submit an itemised invoice to the Council for the amount approved.
- All associated assessment criteria will be reviewed as part of the Policy review or earlier if required to ensure best practice, continued alignment with Councils Long Term Plan and supporting strategies. Any updates to criteria or Policy will require Council approval.

6.3 Event Fund Assessment Criteria

At a minimum, all events receiving support from Council must:

- Support Councils Long Term Plan and principles identified in the Events Strategy 2021-2026
- Build a sense of community or city pride
- Commit to reasonable environmentally sustainable practices
- Demonstrate a good fit with the existing events calendar by way of event date, geographical spread, and event type/offering
- Take advantage of and highlight existing city infrastructure and/or natural assets

The Event Fund Assessment Criteria will be used to determine how well events align with the Event Strategy 2021-2026. This process removes bias from the assessment of applications. Information contained in the applications will be scored against the comprehensive criteria:

- Will the event increase local spend in the city?
- Will the event increase overnight visitors to the city?
- Will the event increase day visitors to the city?
- Will the event increase positive awareness of the city?
- Will the event use local or regional based suppliers/organisations?
- Will the event add strength to Upper Hutt City Council and HuttValleyNZ's brand positioning?
- Will organisers pitch stories of their event to media?
- Will the event increase foot traffic within the city centre?
- Will the event directly attract investment into the city?
- What is the estimated number of event attendees?
- How many members of the community are going to be actively involved in the delivery of the event experience?
- Will the event attract attendees to venue that is under-utilised or has recently been invested in?
- Does the event provide experiences or opportunities to attendees that are not already available in the city?
- Are there partnering and/or sponsorship opportunities provided by the event for local organisations?
- Will use local talent (amateur or professional) be utilised in the delivery of the event?
- Is the event free or ticketed?
- If ticketed, is the cost reasonable and does it deliver value for money for Upper Hutt residents?

- To meet community preferences, is the event any of the following?
 - Is the event of significance to the community?
 - Does the event make a commitment to zero waste?
 - Will the event have a waste minimisation plan with measurable/reportable results?
 - Will the event support the use of public transport?
 - Will the event educate attendees in some way about kaitiakitanga or the environment?
 - Will the event provide any tangible legacy outcomes?
 - Will the event provide any in-tangible legacy outcomes?
 - Will the event utilise Council, Community or Corporate assets in a mutually beneficial way?
 - Does the event help deliver a Council service?
 - Will the event take place during the off-season (May-November)?

6.4 Support Value Guidelines

Once the event is assessed, the Support Value Guidelines will be used to determine the appropriate level of funding. Support can take the form of financial support, Council Officer time (valued at \$50/hour), use of Council channels (at value) and venue hire (at value).

Assessed at		Very low	Low	Slightly low	Slightly high	High	Very high
Signature Event	Cash Investment	NA	NA	NA	By negotiation	By negotiation	By negotiation
	Support Investment	NA	NA	NA	By negotiation	By negotiation	By negotiation
Large Event	Cash Investment	NA	\$200-\$1000	\$1000-\$2500	\$2500-\$4000	\$4000-\$7500	\$5000-\$10,000 (max)
	Support Investment	NA	\$500>	\$1000>	\$2000>	\$2500>	\$5000>
Regional Event	Cash Investment	NA	\$200-\$1000	\$1000-\$2500	\$2500-\$4000	\$4000-\$5000	\$5000-\$7500 (max)
	Support Investment	NA	\$500>	\$1000>	\$2000>	\$2,500>	\$500>
Local Community Event	Cash Investment	\$250>	\$200-\$1000	\$1000-\$2000	\$2000-\$3500 (max)	NA	NA
	Support Investment	\$250>	\$500>	\$1000>	\$2000>	NA	NA

6.5 Terms and Conditions for Event Fund Recipients

- Event Support applications can only be received from legal entities; this excludes local and central government entities.
- Funding cannot be granted retrospectively.
- Council will not grant money for wages, salaries, capital works, asset purchases, underwriting, or event management and professional fees.
- Only one application can be considered for any single event during the funding year/period.
- If the post-event report is not submitted by the deadline the applicant will not be eligible for event funding the following year.
- Repeat applications for annual events may be scored lower to make way for new emerging events and to encourage events to become financially sustainable.
- If a higher than usual number of Event Support Applications are received, a reassessment of the Support Value Guidelines may be temporarily undertaken.
- Applicants who receive funding, qualify for other funding, or a project which is eligible to receive direct funding from central government, will not normally be considered.
- Fundraising events will not normally be considered for funding.
- Council may, at its discretion, decline any events not in keeping with the purpose of this Fund or Long Term Plan.

6.6 Reporting for Event Fund recipients

Each event that is successful in receiving event support from Council is required to submit a post-event report within six weeks of the last day of the event. The purpose of the report is to:

- Review the overall success of the event against the outcomes defined in the Event Fund Application and subsequent Event Fund Acceptance Form
- Determine key recommendations for future event support by Council
- Review the economic and social return on Council's support investment

Minimum reporting requirements for all events:

- Overview of the event experience that was delivered
- Attendance/participation numbers
- How the event supported Council's Events Strategy 2021-2026 vision and objectives
- Recommendations for improvement/future growth
- The social impacts/legacy outcomes achieved
- Marketing reach and highlights

- How community, local talent, suppliers, businesses and/or organisations were involved and benefited
- Details of actions to protect the environment
- How Council's support was acknowledged pre, during and post event

Additional reporting requirements for all events provided support to the value of \$5,000<:

- Breakdown of demographics, particularly local vs visitors for attendees
- Data and anecdotal examples that demonstrate social outcomes
- Media coverage and reach
- Details of zero waste and/or waste minimisation practices implemented, as well as landfill diversion rates achieved
- If legacy outcomes were sought, detail results and/or progress of this at time of reporting