

Mackenzie Regional Event Fund Application Guidelines

These Regional Event Fund Application Guidelines apply to the Regional Event Funding (REF) process and outline the objectives of the funding, eligibility requirements, and the application assessment criteria and process.

1. Introduction

Events provide a valuable platform to generate domestic tourism activity whilst also supporting local economic activity across the region. Events can also help to improve social cohesion, community spirit and pride, develop a stronger identity and sense of place, and generate national and global media profile.

2. Objectives of the fund

To support event organisers to deliver events that drive sustainable growth in domestic and future international visitation and promote Mackenzie's unique identity. The purpose of the Regional Events Fund (**REF**) is to stimulate inter and intra-regional visitation through funding events that will encourage expenditure missed by international visitor markets.

As part of the delivery of the Mackenzie Regional Events Fund programme, event organisers are invited to submit an application within funding rounds to secure partnership investment to host their event in the Mackenzie region.

Mackenzie REF investment will be targeted with a specific focus on events that:

- Demonstrate economic and social benefits to our district communities and be targeted to attract visitors from the wider region and beyond whilst ensuring high levels of community engagement.
- To support event organisers to deliver events that drive sustainable growth in domestic and future international visitation and promote the Mackenzie region's unique identity.
- Promote domestic and future international tourism – increasing visitor nights and promoting longer stays, encouraging increased tourism spend & stimulating economic activity
- Support the Mackenzie Region & Tourism New Zealand's Tiaki Promise & values
 - **Manaakitanga** - Hosting and looking after our visitors
 - **Kaitiakitanga** - Guardianship of natural resources
 - **Kotahitanga** - Strength is not that of an individual but that of the collective working together
 - **Whaihua** - Focus on Increasing Value
- Generate positive exposure for & opportunities to leverage the Mackenzie's profile
- Bring measurable economic benefit to the region
- Create long-term legacy for the Mackenzie region
- Help generate visitation in the domestic shoulder or low seasons

- Sustainability
 - Long term event sustainability, the ability to generate a sustainable funding model aside from this funding
 - Environmental sustainability, showcase strategies in place to mitigate the impact to our environment and reduce waste
- Events which bring significant benefits from outside of the Mackenzie region.

3. Applying for funding

Before submitting the funding application, please make sure you:

- Read these Mackenzie Regional Event Fund Application Guidelines carefully to ensure you fully understand the eligibility requirements and the assessment criteria
- Accept and agree to the Mackenzie Regional Event Fund Terms and Conditions
- Prepare the required information

Applications for funding will be assessed by the Mackenzie Regional Event Fund Independent Panel (MREFIP). Events will undergo a due diligence assessment prior to any referral to the Mackenzie Regional Events Fund Investment Panel (MREFIP). The MREFIP is made up of representatives from within the Mackenzie region and includes an independent member with event industry knowledge from outside of the region. This panel will recommend the allocation of the funds and then all investment recommendations are reviewed by Mackenzie District Council (MDC) for final approval and contracting.

Decisions on applications are expected within 4-6 weeks.

4. Preparing your application

Please provide as much detail as possible when preparing the funding application, because once the decision has been made and approved by the MREFIP, these details cannot be changed.

Key application requirements:

- Complete all sections of the funding application; incomplete forms will not be considered
- You must identify how your event aligns to the criteria of the fund

5. Assessment criteria

Eligible applications will be prioritised for events funding from the Mackenzie Regional Events Fund based on the following criteria:

- Visitation – attract visitors to the region by the events.
- Profile – enhance the regional profile through events.
- Legacy – generate legacy benefits for the region from the events.
- Sustainability/scalability – that the proposed event demonstrates a prospect for enduring legacy and stability

6. Key priorities for events

The extent to which the event:

- Builds positive district identity & has a region wide impact.
- Showcases the Mackenzie regions assets and what is special about the region.

7. Funding criteria

The degree to which the event delivers the desired impacts for events:

- Brings people together & attracts visitors to the regions to share memorable experiences
- Expresses the spirit of the Mackenzie region and its people and leaves a positive legacy for the community
- Profiles the Mackenzie region and its diverse offering
- Stimulate economic activity

8. Types of events funded

A wide range of events can be considered for funding:

- Strengthening Existing Events
 - Focus on events that have identified opportunities for increasing out of district visitor attraction that could be achieved through additional funding. Focus on strength of the region and build the Mackenzie region proposition
 - Utilise the profile of the event to enhance the profile, narrative and brand story of the Mackenzie region
- Seeding New Events
 - Create new annual events which form a legacy, which expands on our current offering to drive repeat visitation to the region. Events need to be fit for infrastructure and promote and leverage off the natural environment
 - Address seasonality during the shoulder and low seasons for the region. Consideration will be given to events that happen outside of domestic peak periods such as school holidays.

9. Considerations

The key factors considered for all events include:

- **Economic benefits** – the ability of an event to drive and stimulate benefits and/or future investment into the region:
 - The anticipated level of attendance including volunteer support, performers and/or competitors, out of region attendance as well as total attendance
 - Average length of stay and/or visitor nights
 - Daily expenditure per visitor.
- **Growth** - potential of the event to grow, possibly into a major event for the region

- **Seasonality** - organisers need to demonstrate how the timing of their event meets key visitation and economic drivers. Consideration will be given to events that happen outside of domestic peak periods, such as school holidays – helping to ensure a good spread of events during the year
- **Identity and genre** – so that we support a portfolio of events which includes a proportional blend and best complement our existing venues and facilities
- **Accessibility** - how accessible the event is proposed to be:
 - Universal accessibility with specific considerations for disabled persons and where appropriate for older adults and children
 - Transport accessibility
 - Cost, affordability relative to target market
 - Open to anyone who wishes to attend; not restricted to certain sectors of the community
 - Access to knowledge and information through appropriate channels
 - Any risk mitigation for holding an event in terms of a severe weather, CD Emergency, pandemic etc.
- **Strategic Plan** - whether the event is one-off or multi-year with a sound strategic plan for its development
- **Reach and Profile** - assessment of the event's ability to strategically align and drive brand & marketing outcomes that increase promotion of the Mackenzie and align with Mackenzie values
 - Allows visitors opportunity to explore the Mackenzie region and the opportunity to showcase our regions beauty
 - Generates marketing opportunities for the Mackenzie region
- **Engagement** - assesses the event's capacity to create positive engagement and generate community buy-in and pride
- **Sustainability** - the degree to which the event uses sustainable practices:
 - Financial (e.g., overall cost of the event relative to the scale and benefits of the event, working towards a strategy for events to become more financially sustainable including retaining profits from previous events)
 - Transport planning
 - Sound environmental operations and works to promote green initiatives
 - Respects the environment and promotes protection of key assets
 - Supporting local
- **Venue Infrastructure** - whether the event is in the appropriate venue for its scale and type, and/or makes the best use of the region's event infrastructure
- **Leverage & Legacy** - provides opportunities to leverage economic partnerships or leaves a legacy which enhances social, cultural, or environmental benefits
- **Cumulative Impacts** - extent to which the event adds to any cumulative impacts on local neighbourhoods and businesses, balanced against benefits to the Mackenzie region (relates to its timing and location relative to other events in the calendar)

10. Eligibility

To be eligible to apply for funding from the Mackenzie Regional Events Fund, the event and/or event organiser(s) must meet the following criteria:

- The event must take place in the Mackenzie region
- All application assessments will be considered, both collectively (with other applications) and independently upon their respective merit to ensure a balanced portfolio of event categories (types) and year-round weighting
- Consideration will be given to events that attract visitors from other districts/regions
- Demonstrate a prospect for enduring legacy and stability
- The organisation responsible for the event 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 organisation must have no outstanding debt owing to Regional/District Councils, Government Organisations or any Council Controlled Organisations, nor any other third-party debts
- The event/organiser must fully declare any additional Government, Council, Local Board, or Council-Controlled Organisation funding, grant or koha/donation for the event
- The applicant must comply with all Council regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents
- The event must demonstrate how they will meet the Covid-19 compliance & planning e.g. mandatory record keeping, contingency planning, cancellation policies
- Mackenzie District Council does not deliver the event; the applicant must have an event management plan in place
- Provide after the event to formally report to the MDC on the following:
 - An overall summary of the event addressing how the conditions outlined in the contract have been met including proof of delivery/success of the event for all measures stated in the application form
 - A description of the overall success/failure of the event via a post event economic/social impact evaluation
 - Copies of receipts showing the expenditure of the funding or verified event P&L
 - Attendance figures including an outline of the methodology used and a breakdown of confirmed figures and estimated totals
 - An analysis of how the Funding has enabled the Recipient to achieve the expected outcomes of investment
 - Any other information requested by MDC
- Provide (if appropriate) an economic impact assessment.
- Please note: All events will require public liability insurance; however, the amount of cover will be assessed on an individual event basis

11. Ineligibility

An event is unlikely to receive investment if.

- Applications that are incomplete or fail to meet the fund requirements/criteria
- Event seeking funding to substitute funding already committed (such as Council funds)
- Private functions, lunches, or dinners
- Is not supported by an experienced event management team
- Is seeking funding to underwrite an event
- Does not allow sufficient time to apply for and attain council consent- e.g., permits
- Events that in the view of the MDC are likely to advance and/or promote religious, ministry or political purposes
- Events that in the view of MDC are likely to denigrate, exclude, or offend parts of the community
- Events that in the view of MDC are likely to present a hazard to the community or pose a significant risk to the public
- Events that have breached previous funding agreements with Councils, including post-event reporting criteria, and where no commitment has been made to rectify this
- Does not attempt to mitigate, reduce, or offset its carbon footprint
- Events that fall within already busy periods for the region, where this is limited capacity to accommodate visitor growth

12. Supporting information

MREFIP will undertake due diligence on prospective events to ascertain the applicant's ability to deliver the event. Supporting documentation will be required as part of your application and as part of the funding contract process. The documentation will include:

- 1) Event budget
- 2) Event marketing plan (approx. 1-2 pages)
- 3) Event business plan – approx. 1-2 pages including information on:
 - The event vision, purpose and goals/objectives
 - A financial assessment and funding for the event
 - Governance and management of the event
- 4) Indication of timeline and implementation of Event Health & Safety, Risk Management, and the updated Covid-19 management requirements.
- 5) The outbreak of COVID-19 has, and will have, significant economic impacts on our country and city with many events and event organisers already being affected. Under the COVID-19 Alert Level system, the risk of exposure to COVID-19 and transmission in the community remains. You will need to identify what your plans are in relation to delivering your event within the current COVID-19 Alert Level system and how this could be affected if Alert Levels were to change. Please clearly identify any significant timelines that would impact the planning or delivery of your event and how risks will be mitigated.

- 6) Should your application for funding be successful, further information and documents may be required to facilitate your event through Mackenzie District Council, Iwi or other parties. For example, permits, consents, risk management plans and waste management plans. As an event organiser this is an essential requirement and will be requested prior to any funding being provided by Mackenzie region.

13. Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers and the amount of funding Mackenzie District Council is granting. The funding agreement will also outline the post-event reporting requirements for event organisers, which is also required as part of the funding process.

14. Event reporting

All successful applicants will be required to formally report to MREFIP on the use of monies granted.

An event report will be required within the stipulated time frame of the event or any single running of the event to formally report to MREFIP.

15. Privacy

The personal information that you provide in the funding application and any subsequent correspondence or discussions with us will be held and protected by MREFIP in accordance with the Privacy Act 2020, subject to LGOIMA.