

Roll-over of 2016-17 Major Events Sponsorship

TO	Economic Development Committee
FROM	Ben Dunbar-Smith - Economic Development Programme Manager
DATE	5 May 2016
SUBJECT	Roll-over of Major Events Sponsorship

1 Purpose of Report

The Economic Development Committee (EDC) are required to make decisions on the roll-over to the second year of several events which have been completed their first year's funding, and now request approval for their second year's funding. This is subject to performance reporting.

2 Background

At its meeting on 26 June 2013, the Council adopted the Thames-Coromandel District Events Strategy which established a major events sponsorship programme to grow existing events and to encourage new events to the district which would have positive economic outcomes for the district. The Council's Long Term Plan has allocated the following funding for Major Events Sponsorship Programme.

- 2015/16: \$128,188
- 2016/17: \$156,675
- 2017/18: \$186,288

3 Issue

In the 2015/16 funding round there has been \$128,188 to allocate. The first funding, which closed in July 2015, allocated the following funds at the Committee's 17th August 2015 meeting.

	Event	Recommended Funding	Conditions
1	Illume	\$15,000 Y1, \$10,000 Y2	<p>Three milestone payments in Year 1, with \$5000 in September 2015, \$5000 in February 2016 on receipt of a project plan update, and \$5000 at the successful conclusion of the July 2016 event.</p> <p>Year 2 funding subject to a performance measure being achieved at the 2016 event</p>
2	Brits on the Beach	\$12,500 Y1, \$10,000 Y2	<p>Two milestone payments in Year 1, with \$6250 paid in September 2015, and \$6250 paid at successful conclusion in October 2015.</p> <p>Year 2 funding subject to 15% increase in participation on previous year's event</p>

3	Steam Punk	\$15,000Y1, \$10,000 Y2	Two milestone payments in year 1, with \$10,000 paid in September 2015, and \$5,000 paid in October 2015 on receipt of a project plan update demonstrating the event is scheduled and on track to being delivered. Year two funding subject to a performance measure being achieved at the 2015 event
4	Thunder beach	\$10,000 Y1, \$7,000 Y2	Two milestone payments in year one, with \$5000 paid in September 2015, and \$5000 paid at the successful conclusion of the event in November 2015. Year two funding subject to hitting 1000 riders in 2015
5	Hotwater Brewing Company	\$4000 Y1	Funding for year 1 only
6	Mindsports	\$15,000 Y1, \$10,000 Y2	Two milestone payments in year one, with \$5000 paid in September 2015, \$5000 paid in February 2016 on receipt of a project plan demonstrating the event is scheduled and on track to be delivered, and \$5000 paid at the successful conclusion of the May 2016 event. Year two funding subject to 15% increase in participation on 2016 event.

Of the six events in the first round, three have now been completed and are seeking confirmation of their second year's funding. Two events - Mindsports and Illume - will complete in May and June 2016 respectively, and will be required to provide a Completion report before renewal of funding can be considered. The Hotwater Brewing Company event was a one-off grant, and has no roll-over funding available.

In the second round of funding, the three main events have yet to occur or to report - namely Mercury Bay Music Festival (4-6 June 2016), Coromandel Seafood Festival (7-8 May 2016), and K2 Cycle race (29 October 2016). The other event which has completed - Live on the Lawn music concert - was a one-off grant. The Completion Report is attached.

4 Discussion

A) Brits on the Beach: This event was held in October 2015 at Whangamata. In order to qualify for the next round of funding, the event was required to show a 15% increase in participation on the previous year's event. In 2014 the number of entrants was 550 entrants and general public attendance was estimated at 10,000 which was limited by the weather. At the October 2015 event organisers figures show that there were 1500 entrants in 550 vehicles with an estimated 10,000 public attending the grand parade, along with an additional 2400 estimated at the Grahamstown Gathering, and a further 1300 at the Tairua Day Tripper and 1400 at the Pauanui Party. The organisers estimate that more than 21,000 people attended the parades which were held in Thames, Tairua, Pauanui and Whangamata. The better weather, along with public support from tours to other towns, indicates a greater than 15% increase on the previous year's overall attendance figures.

B) Steampunk: This event was held in Thames from 13-15 November 2015. The funding was initially for a one-year period, but at the 17th August 2015 meeting the Economic Development Committee approved a second round of funding in 2016 of \$10,000 subject to the 2015 festival meeting sufficient performance criteria such as attracting tourists,

promoting the Coromandel brand and building additional event sector capability. Organisers state that the Steampunk Festival exceeded expectations in terms of artistic participation, audience numbers and media interest. For example the Bella Street Pumpouse Steampunk Ball sold out to a capacity of 200 attendees, the burlesque night sold out to capacity of 120, and the Steampunk street carnival attracted up to 2000 people. In addition there was significant media coverage of the event in the NZ Herald, Seven Sharp TV programme, and the local newspapers and radio. Survey data showed that the event attracted people from the wider region including Auckland, Hamilton and Tauranga, as well as international tourists.

C) Thunderbeach: This event was held between 27-30th November 2015. The funding was also initially for a one-year period, but at the 17th August 2015 meeting the Economic Development Committee approved a second round of funding in 2016 of \$7500 subject to the 2015 festival meeting the target of 1000 riders as proposed in the 2015 application. Previously the 2014 event had attracted 600 riders. The organisers had expected to reach the 1000 rider total, but the event was hit was bad weather which limited numbers of riders to 550. However the organisers still provided significant promotion for the Coromandel, with advertising in motorcycle magazines, and positive feedback from the participants.

D) Hot Water Brewing Company: This event was held in the weekend of 21-23 November 2015. The TCDC sponsorship of \$4000 was a one-off grant. The organisers have filed a completion report reporting that 350 people attended the music and craft beer event, which was however marred by bad weather.

5 Suggested Resolution(s)

That the Economic Development Committee:

1. Receives the ' Roll-over of second year Major Events Sponsorship' report dated 21 April 2016.
2. Agrees to allocate the Year 2 funding of \$10,000 to Brits at the Beach and Steampunk respectively and \$7500 for Thunderbeach
3. Delegates to the Deputy CE the authority to sign funding contracts with the successful Major Events applicants, where required.