

Major Events Fund July - October 2017 quarterly update

TO	Thames-Coromandel District Council
FROM	Kirstin Richmond - District Events Co-ordinator
DATE	24 November 2017
SUBJECT	Major Events Fund July - October 2017 quarterly update

1 Purpose of Report

To advise Council on the applications and funding decisions for the Major Events Sponsorship for the last quarter.

2 Background

The Council supported the continuation of a Major Events Fund, while making some amendments to the funding criteria at its meeting on 27 June 2017.

The Fund is used to grow and support existing events and to encourage new events to the district, which will have positive economic outcomes for the district

3 Issue

At the 27 June meeting Council advised it would like to have a quarterly update on the funding decisions. Council staff are delegated the responsibility to allocate funding and set out the process for decision-making.

4 Discussion

The following funding applications have been received to date;

Greenstone Summer Concert - Held annually at the Whitianga Waterways. The land that had been used previously to accommodate car parking is now being developed and the event organisers approached Council to see if the Mercury Bay Multisport fields could be used instead. This was declined as an assessment found the adverse effects on the sports field was too much of a risk and costly so the organisers submitted an application for \$20,000 towards free transport for event goers. The application was approved on 25 October 2017 and is to be used for a free shuttle bus service to move a sell-out crowd of 15,000 concert goers as quickly and safely as possible and to mitigate any drink driving, signage and marketing costs to advertise the bus and assistance with the TMP (traffic management plan). The event organisers then returned to Council on 23 November 2017 and advised that they will be charging for the shuttle bus service throughout the town. The amount of funding to be provided has now been reduced to \$8775.00 to cover traffic management, which honours this part of the contractual agreement. The concert meets all of the criteria of the Major Event Fund excluding the fact that it is being held in the peak season.

Whangamata Oceansports Club (Nauti Girls and Classic fishing tournaments) \$17,265.15. This application was unsuccessful as it did not meet the majority of the criteria for Major Events funding. -

- The event is held during the peak summer period, criteria is weighted towards events out of peak period to entice people to come to the Coromandel outside of already busy times..
- The event already has commercial sponsorship and ticketing sales which should be making the event viable.
- There was no evidence provided to show that the event has a strong national or international media profile.

Support has been offered to the event organiser in kind, using Council and Destination Coromandel's promotion and marketing channels, along with assistance and facilitation of any council-related requirements.

Corogigs - Whangamata New Year's Eve Concert - An application for \$20,000 received, \$10,000 granted. This application is for costs associated with extra fencing requirements the Police have requested for safety of the New Year's Eve concert at Williamson Park. The event meets the majority of criteria for funding, apart from one - that it is being held in peak period. The Major Event Funds commitment is to mitigate any risks around health and safety outside the event and police concerns.

Steampunk Thames - Funding of \$15,000 was approved by the Economic Development Committee at its August 2016 meeting - The funding is to be used for direct costs related to the planning and implementation of the Steampunk festival. The first funding payment of \$7,500 was paid to Steampunk prior to their event with the second payment due once the end report and expenditure declaration has been received, providing Steampunk meets the conditions of their contract. This report is due 12 December 2017.

K2 - Funding approved by the Economic Development Committee at its 14 March meeting. The grant was \$10,000 for the 2016 race and up to \$10,000 per year for the 2017 and 2018 years subject to the race meeting performance and sponsorship criteria (that Flight Centre committed to sponsoring the event). The funding for the 2017 event will be paid on receipt of an invoice also showing evidence of participation is above the current 1150 rider level. Funds must not be spent on prize-money. Support for the event must be demonstrated by audience photos from the event and estimates of spectator numbers.

The District Events Co-ordinator has also been coordinating and facilitating inquiries from the following event organisers

- Dare 2 Sweet - Spirited Woman Adventure Racing
- Pato Alvarez, music promotor
- Noddy Watts from Beach Hop
- Ron Morgan, Whitianga event organiser - discussing various event ideas for Mercury Bay.
- Creative Mercury Bay in relation to the Mercury 250 events
- HMNZS Manwanui Decommissioning Event to be held in January 2018
- Leadfoot
- Rally NZ
- Scallop Festival
- Coromandel Goodness Festival
- Coromandel Classic
- The Gathering - Harley Davidson Event
- Brits at the Beach
- Whangamata Summer Festival
- Whitianga Half Marathon
- Coromandel Town Illume Festival
- Taste of Matarangi

5 Suggested Resolution(s)

That Thames-Coromandel District Council:

1. Receives the ' Major Events Fund July - October 2017quarterly update' report, dated 24 November 2017.