

# **Major Events Fund July - October 2017 quarterly update**

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**TO** Thames-Coromandel District Council  
**FROM** Kirstin Richmond - District Events Co-ordinator  
**DATE** 22 March 2018  
**SUBJECT** **Major Events Fund December 2017 - March 2018 quarterly update**

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## **1 Purpose of report**

The purpose of the report is 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**

In this quarter one application has been received to date;

### **Dare2Sweat Events - Wahiora Spirited Women**

Funding of \$15,000, plus in kind assistance with TCDC marketing, has been approved.

The funding is to be used for direct costs related to the planning and implementation of the Wahiora Spirited Women event. The first payment of \$7,500 will be paid on receipt of an invoice prior to the event; the second payment will be paid once an invoice is received post the event subject to receipt of an end report and expenditure declaration and Wahiora Spirited Women meeting the conditions of their contract. The end report is due 30 April 2019.

Wahiora Spirited Women event moves to different locations each year, as part of their funding agreement. A commitment was sought from the event organisers that they would return to the Coromandel within 5 years. The 2018 event held in Ohope has drawn teams from all over New Zealand as well as international teams from Australia, Malaysia and Singapore.

The 2019 event is set to be a sell out with 1,560 competitors expected. Based on previous events the competitors bring an average of 2.7 support people and stay an average of 2 nights. The economic impact of this visitor spending is estimated between \$600,000 and \$800,000 based on surveys conducted post event.

The 2019 event will be held either 29-31 March 2019 or 5-7 April 2019 and will be based either in Coromandel, Mercury Bay or Thames. The organisers are currently working on the logistics and will advise Council once the venue is confirmed.

## **5 Suggested resolution(s)**

That Thames-Coromandel District Council:

1. Receives the 'Major Events Fund July - February 2018 quarterly update' report, dated 22 March 2018.