

# **Major Events Fund April 2018 - June 2018 quarterly update**

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<b>TO</b>	Thames-Coromandel District Council
<b>FROM</b>	Kirstin Richmond - District Events Co-ordinator
<b>DATE</b>	18 July 2018
<b>SUBJECT</b>	<b>Major Events Fund April 2018 - June 2018 quarterly update</b>

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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 2017 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, three applications have been approved to date;

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

Funding of \$15,000, plus in kind assistance with TCDC marketing, was approved in the previous quarter, however the event organiser has decided to move the event to outside the District this year, as they were unable to resolve issues around land they wanted to use in the timeframes they needed to meet. Therefore funding has now been withdrawn. The event organiser has advised they would like to return to the Coromandel in 2020. If the event organiser asks for funding for this event going forward this would be treated as a new application. Please refer to the previous quarterly report for further details of this event.

### **Greenstone Whitianga Summer Concert**

Funding of \$13,006 funding, plus in kind assistance with TCDC marketing was approved. Of this, \$12,006 is to provide a free shuttle bus service to and from the venue around Whitianga and the balance (\$1,000) is for directional signage. The event attracts a sell-out crowd of 15,000 people and meets all of the major event fund criteria, excluding the timing of the event, as it is held in the peak season.

The funding support provided for this event from Council assist with managing risk due to the volume of people that attend. It enables the crowds to move safely and quickly around the town and helps to discourage drink driving. Our event calculator showed for this event a direct spend of \$5,250,000.

### **Whangamata Adventure Race**

Funding of \$10,000, plus in kind assistance with TCDC marketing was approved for infrastructure for the event, medical crews and photographer. This event is in its fifth year and has not received any funding from Council. It has grown each year and this year has a total of 800 people entered with a further two months before entries close. Each entrant is required to bring a support crew with them, which is on average a further two people and stay up to three nights.

One of the conditions of this funding is that the event organisers continue to seek external funding sponsorship for their event. The event met all of the criteria. The visitor nights have been calculated as 800 entrants, along with two support crew, for an average two nights, which totals 4,000 people. Spending a conservative \$100 per person per day calculates to \$960,000.

### **NZ Rally**

Funding of \$5,000 was approved for competitor documentation and signage. Large signs have been produced to be put up around the course which will be another form of notification for residents. This event is in its fourth year in the Coromandel and the event entries have grown each year with entries for 2018 looking to be 80. The event organisers have not applied for Council funding in the past. This year NZ Rally has changed their major sponsor to Hyundai and are having to seek external funding to assist with their event. NZ Rally is a non-profit organisation which is run by volunteers. The signage portion for the event is health and safety criteria and providing another form of communication for the residents on the Northern Coromandel roads.

The event met all of our criteria excluding the 5000 visitor nights. However calculating support crews, sponsors and Rally NZ race officials, volunteers and media and marshalls totals approximately 2,500 visitor nights. Spending a conservative \$200 per head would calculate a direct event value to the District of \$420,000.

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

That Thames-Coromandel District Council:

1. Receives the 'Major Events Fund April - June 2018 quarterly update' report, dated 18 July 2018.