

# Economic Development

## Community Events Grant

### Scheme Criteria 2019-20

*Please read this information prior to completing your application.*

#### Introduction

Ashburton District Council believes it has a role to play in supporting new community events, and / or building the capacity of existing events, to become established in the District. Each year Council allocates funding for the 'Community Events Grants'.

#### Purpose

The purpose of providing Community Events Grants funding is to support new events and / or build the capacity of existing events in the district that are open to the public, and which enhance the community by contributing to its social and economic wellbeing. The events must have a wide public appeal.

#### Grant Eligibility

In order to be eligible to apply for funding, all events **must** meet the following criteria:

- 1 Take place within Ashburton District (with the boundaries of the Rakaia River to the Rangitata River from the Southern Alps to the Pacific Ocean).
- 2 Be a new event to the District, or build the capacity of an existing event in the District. Funding may be given to an event for up to two years, subject to event results and reporting requirements being met.
- 3 The event must take place after the application has been made.
- 4 The general public must be able to participate in, or watch the event.
- 5 Must have secured at least 50% of the total cost of the event for which they are applying.
- 6 Must not coincide with another major event in the District, unless compatible.
- 7 Be a smoke-free event, be sun-smart and working towards 'zero waste'.
- 8 Provide a detailed budget, including what the requested funds will be used for (refer to the 'Funding' Section).
- 9 Provide a detailed marketing / promotional plan, with the target market clearly identified.

#### Assessment Considerations

Council will consider the following:

- The number of anticipated attendees to the event.
- Accessibility of the event to the general public.
- The community contribution to the event (including volunteers, in-kind work or materials and financial support).
- Other sources of funding potentially available to the applicant.
- Any previous assistance provided by Council.

### Applicant Eligibility

Applicants must be:

- Based in the Ashburton District.
- The administering / governing body for the event.
- Applications will only be accepted on the **completed** Community Event Application form.
- Incomplete applications that do not provide all of the requested information will be excluded from funding assessment.

### Funding

The maximum individual grant available is \$6,000 and can be no more than 50% of the total event cost. The applicant's share of the event's cost can be in kind work or materials, or financial.

All grants must comply with Council's Community Grants and Financial Assistance Policy.

Grant funding may only be used for the following:

- Promotion (including but not limited to: advertising, signage, printed materials, online presence).
- Traffic management plans.
- Waste management measures.

### Ineligible Projects

The community event funding **cannot** be used for the following:

- Salaries
- Liquor and food licensing
- Entertainment fees
- Public liability insurance
- Equipment hire
- Event running costs (including power, water, phones, ticketing, IT charges).

### Funding Agreement

Successful applicants must complete and return an accountability form on the completion of the event, and within the financial year which funds were granted.

Receipts are required for all expenditure.

Organisations that do not return a completed accountability form will not be eligible for future Council grant funding.

### Disclaimer

The final funding decisions are made at the discretion of Ashburton District Council. Successful applicants' event details may be used for publicity purposes.

### Application Dates

The Community Events Grant is available through a single contestable process held in February of each financial year.

# Economic Development Community Events Grant Application Form

For office use only	#
Application received	
Funds requested	
Funds allocated	

## Organisation name

### What is the application for?

New Event Funding

*New event in its first or second year that has not received Council funding.*

Existing Event Funding

*For events that have been operating in the district for two years or more.*

### Organisation details

*Including purpose, membership, history in community.*

### Status (if applicable)

Charitable Trust

Charities Commission Number

Incorporated Society

*Please attach a copy of Certificate of Incorporation.*

### Postal address

### Contact person 1

Email address

Phone (daytime)

### Contact person 2

Email address

Phone (daytime)

Event dates Start date

Completion date

Event location

## About the event

1. Describe your event:

*Provide a description of the project to be funded and how it will be delivered, including how you will make your event smoke-free and sun-smart, and how you are working towards making it zero-waste. If you have a separate event plan (or similar), this can be attached and referred to.*

2. Who will mainly benefit from your event?

*Specific people, approximate numbers.*

3. How and where do you intend to advertise this event?

*How will you reach your target audience? You may attach a marketing plan if you have one.*

4. What is the main **outcome(s)** your event will achieve?

*The outcome should be written as a simple, clear and concise statement that describes the intended result to be achieved. Eg: XX number of people will attend the event; X% of attendees would attend the event if held again.*

a. How will you measure your success? Include what data you will use.

*E.g. Participation numbers, feedback forms, number of returning spectators assessed via survey etc.*

## Financial information

5. Have you secured at least 50% of the total funding required for the event?

6. Please complete this simple budget outline to show how the funding would be used.

Event budget	Council funding sought	Other funding for event	Total
Event promotion			
Advertising			
Signage			
Printed materials			
Online promotion			
Other (please specify)			
Traffic management			
Waste management measures			
Salaries / wages			
Administration			
Entertainment fees			
Travel			
Accommodation			
Equipment hire			
Public liability insurance			
Resources (please specify, e.g. stationery)			
Telephone, internet, IT costs			
Event running costs (please specify, e.g. power, waste)			
Other (please specify)			
Other (please specify)			
<b>TOTAL</b>			

7. Are you applying for any other funding for this event?

Organisation	Amount requested	Date results known

8. Briefly describe any voluntary effort and/or donated material provided for this project

Voluntary effort	Donated material

9. What will happen to the event if you do not receive the full amount of the grant you have requested, including how you propose to meet any funding shortfall, if applicable?

## Completing your application

To ensure that your application is complete, please check that you have attached the following:

- Quotes for the event costs.
  - Confirmation of bank account details (Eg. pre-printed bank slip).
  - Applications over \$50,000 require Annual Statement of Accounts, Balance Sheet and monthly Bank Statements.
  - Certificate of Incorporation (if applicable).
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**Declaration** *This must be completed by a Contact Person listed.*

I/We hereby declare that the information supplied here on behalf of myself /our organisation, to the best of my/our knowledge, is true and correct and that I/we have the authority to make this application on behalf of our group (if applicable).

I/We hereby declare that we have a Health and Safety Plan in place for the project / programme.

I/We consent to Ashburton District Council collecting the personal contact details provided above, retaining and using these details for the purpose of review of the Economic Development and Event Funding. I/We acknowledge my/our right to have access to this information. This consent is given in accordance with the Privacy Act 1993.

I/We understand that my/our project/programme details may be used for promotion of the Economic Development and Event Funding and that I/we will be contacted if Ashburton District Council wishes to use these.

I/We understand that the funds received as a result of this application may only be used for the purpose in which they were granted and that a report form with supporting invoices must be submitted to Ashburton District Council on completion of the project / programme.

**Name**

**Signature / Electronic Signature**

**Date**

Applications close 5pm on Thursday 28<sup>th</sup> February, 2019

Electronic applications are welcomed and can be **emailed to** [info@adc.govt.nz](mailto:info@adc.govt.nz)

Alternately please **drop a copy** at the Council office on 5 Baring Square West, Ashburton

Or **mail to:**

Community Grants  
Ashburton District Council  
PO Box 94  
Ashburton 7740

PH: 03 307 7700