

## Commercial Events Fund Information Sheet

### Background & Purpose

Council's Commercial Events Fund was established in 2014 to support events that increase visitation to Marlborough, bringing significant economic benefits to the region.

### Who Can Apply?

Any event organisers that run commercial events within the Marlborough District Council boundaries that meet the criteria of the fund.

### Annual Budget

There is \$130,000 available for allocation per annum. However, while this funding is available on an annual basis, it does not mean that all funds must be distributed each year.

### Application Process

There are two funding rounds per annum with allocation approved by the Commercial Events Fund sub-committee. This group has delegated authority to approve all funding requests with decisions reported to the Economic, Finance and Community (EFC) Committee.

Applications must be made online via Council's website.

Council's Regional Events Advisor will process all applications, attend funding meetings and provide further information and feedback as required but final funding decisions and recommendations will be at the discretion of the sub-committee.

### What Can't Be Funded?

The following are ineligible for funding:

- Community events
- Conferences, conventions, trade shows and exhibitions
- Events that have received funding for the same activity through other MDC funds
- Retrospective funding
- Prizes / trophies (including prize money)
- Gifts / koha / donations
- Alcohol and catering
- Private functions
- Events of a political nature
- Events promoting a religious doctrine
- Events that denigrate, exclude or offend any part of the community
- Reunions
- Local tournaments and fundraisers
- Salaries and wages
- Incentive programmes
- Purchasing or leasing a motor vehicle
- Purchase of assets
- Service and maintenance costs including utilities
- Debt repayments
- Legal expenses
- Subsidised tickets

### Funding Criteria

- Five year maximum funding period with the following conditions:
  - Applications for one to three years will be accepted with years two and three approved in principle following sub-committee's approval of post-event accountability reports each year
  - Applicants will be required to reapply for year four and five if funding is required
  - If applying for more than one year of funding, applicants will be required to provide a plan showing their path to financial sustainability
  - Multi-year funding will be approved at a decreasing scale
  - Five year funding limit will commence from Round 1 of 2024/2025 and will not be limited to consecutive years

- Applications for all event costs (excluding those listed above) will be considered e.g. infrastructure, waste management and consenting costs
- Applications will be scored against the criteria shown below. However please note, decisions are not based solely on these scores, other factors including an economic impact report are also considered
- Events receiving funding must complete an online Post-Event Accountability Report within three months of completing the event

Criteria	Min. Score	Definition	Max. Score	Definition
<b>Attract Visitors:</b> <i>% of attendees from out of region</i>	1	The event will attract 0% - 9% of visitors from out of the region.	10	The event will attract 95% - 100% of visitors from out of the region.
<b>Attract Visitors:</b> <i>number of attendees from out of region</i>	1	The event will attract 100 - 200 people from out of the region.	10	The event will attract 1,000+ people from out of the region.
<b>Economic Benefits</b>	0	Attendees will not stay in the region or are locals.	10	Attendees will stay in the region for 5+ nights.
<b>Event Spread</b>	2	The event is held between January and February.	10	The event is held between June and August.
<b>Event Identity</b>	1	The event is a copy of, or very similar to, an existing event in Marlborough.	5	The event is totally unique to New Zealand.
<b>Showcase Marlborough</b>	0	The event does not showcase the region in any aspect. Attendees at the event would not be able to distinguish what region they are in.	10	The event encourages participants to travel through some or part of the region, creates interactions with locals and promotes key industries.
<b>Enhance or Complement</b>	0	The event clashes with or takes place very close to an existing event and has the potential to erode participation to the other event.	5	The event does not clash or erode any existing events and perfectly complements the regional events calendar.
<b>Environmental Sustainability</b>	0	The event damages the surrounding area and has no plans for waste minimisation or recycling.	5	The event has no adverse effect on the surrounding area and full waste and recycling plans are in place with an aim for zero waste.
<b>Organiser Capabilities</b>	0	The event organiser has no previous event experience or has publicly failed at hosting events.	5	The event organiser can provide evidence of very successfully run events, meeting all targets from funding providers and sponsors.
<b>Event Potential</b>	2	The event has limited growth potential and no plans to develop further.	10	The event has strong growth potential and plans for future development have been demonstrated.

**For more information please contact:**

Samantha Young

Regional Events Advisor

Ph: 03 520 7400

Email: [events@marlborough.govt.nz](mailto:events@marlborough.govt.nz)