

## **COMMUNITY EVENTS FUNDING GRANTS CRITERIA & GUIDELINES**

*Please read carefully before completing the application form*

### **1. Introduction**

- 1.1 The Ashburton District Council believes it has a role to play in supporting community events to foster community identity, participation and to encourage the use of community facilities. Each year the Ashburton District Council sets aside a specific sum of money for the "Community Events Funding Grants".
- 1.2 The Ashburton District Tourism Development Board administers the "Community Events Funding Grants" scheme on behalf of the council with the recommendation that the fund be utilised for a specific cost for establishing new events, but at the Ashburton District Tourism Development Board's discretion may be applied to a specific cost for existing and/or one-off events.

### **2. Purpose**

- 2.1 The purpose of the "Community Events Funding Grants" is to support events that clearly demonstrate economic and community benefit to the Ashburton District. These events should provide a national profile and/or attract significant numbers of visitors to the Ashburton District and have wide public appeal.

### **3. Event Eligibility**

- 3.1 All events must meet the following criteria:
  - Take place within the Ashburton District boundaries
  - Not have started before an application for funding is reviewed by the Ashburton District Tourism Development Board
  - Ashburton District residents must be able to participate in or watch the event
  - Must have secured at least 50% of the total cost of the event.
  - Does not coincide with another major event in the district, unless compatible
  - Provide a realistic and balanced budget, and a detailed and realistic marketing / promotional plan
- 3.2 Additional preference criteria:
  - Preference may be given to events that attract visitors in the off or shoulder season
  - Preference may be given to events that can demonstrate successful financial support from other sources
- 3.3 Projects/activities that will be considered for funding include:
  - Event management and personnel to secure sponsorship
  - Event signage, advertising and promotional material
  - Economic Impact Studies

### **4. Funding Levels**

- 4.1 Community Events Funding Grant for current financial year (1<sup>st</sup> July 2009 to 30<sup>th</sup> June 2010): \$40,000.00
- 4.2 Funding may be provided for up to 3 years for annual and/or regular events
  - 1<sup>st</sup> Year funding up to a maximum of \$7,000.00
  - 2<sup>nd</sup> Year funding up to 75% of first year funding received

- 3<sup>rd</sup> Year funding up to 50% of first year funding received
- 4.3 Funding for one off events up to a maximum of \$3,000.00
- 4.4 The Ashburton District Tourism Development Board reserves the right to alter funding levels.

## **5. Applicant Eligibility**

- 5.1 It is preferred that the organisations are incorporated societies or trusts. However, applications from individuals and commercial organisations will be considered. Applicants should demonstrate the skills and experience to deliver the event successfully.

## **6. Ineligible Events**

- 6.1 The types of events ineligible for funding include:
- Events that have minimal economic or community benefit to the Ashburton District
  - Conferences/Annual General Meetings
  - Events solely run for commercial purposes
  - Events where the main purpose is to fundraise
  - Events promoting religious or political purposes

## **7. Terms of Agreement**

- 7.1 The Ashburton District Tourism Development Board needs to satisfy itself that public money distributed through the "Community Events Funding Grants" is being used for the purpose which it was provided. NB: Funding is not provided until the event has taken place.
- 7.2 If your event is successful in receiving funding, you will be sent a letter of confirmation, Terms of Agreement, and a form to complete as part of a Final Written Report.
- The Terms of Agreement must be signed and returned before the event takes place.
- 7.3 Before a cheque can be raised, the following must be received by Ashburton District Tourism:
- An invoice to Ashburton District Tourism for the funding amount awarded as per letter of confirmation (with copies of relevant invoices paid)  
NB: GST is not applicable on all Community Events Funding Grants.
  - Final Written Report and an income and expenditure report (actuals vs budget)
- In signing the Terms of Agreement, you are agreeing to meet stipulated conditions; please ensure that your organisation is able to agree to these before submitting your application.

## **8. Promoting Ashburton District Tourism Board Support**

- 8.1 The support of the Ashburton District Tourism must be acknowledged on publicity material. Ashburton District Tourism logos and banners/instands can be obtained from the Ashburton District Tourism office for this purpose.
- 8.2 Ashburton District Tourism's online event calendar is also available to promote all district events free of charge: [www.ashburtondistrictevents.co.nz](http://www.ashburtondistrictevents.co.nz)

## **9. Disclaimer**

- 9.1 The final funding decisions are made at the discretion of the Ashburton District Tourism Development Board.

## **10. Community Event Funding Grant Application Dates**

- 10.1 The Ashburton District Tourism Development Board will review applications during the last week of each month (except for the month of December where no meeting is held).
- 10.2 Ashburton District Tourism's Event Development Executive is available to answer any queries you may have regarding Community Events Funding Grants criteria or application.
- 10.3 Fully completed applications must be received by Ashburton District Tourism's Event Development Executive no later than the 15<sup>th</sup> of each month.

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