

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

July 2019

Applicant details

Event	Toot Suite Boutique Festival	Type	Signature \ Major
Date	Saturday February 1st 2020	Funding request	\$50,000
Applicant (business)	Plan BETA Limited	Frequency	1 year: <input checked="" type="checkbox"/> 2 years: <input type="checkbox"/> 3 years: <input type="checkbox"/>
Contact name	Joff Rae	Funding type	Event funding / Feasibility
Contact phone	022 3783253	Attendees	>2,500
Contact email	info@planbeta.co.nz	Recommended	\$25,000
Funding used for:	LED screen Staging and infrastructure Waste & rubbish management TMP		
Details provided	1. Introduction / business purpose / experience / areas of expertise	<input checked="" type="checkbox"/>	
	2. Proof of legally incorporated entity, Trust or business	<input checked="" type="checkbox"/>	
	3. Description of event or feasibility study (with expected economic outcome)	<input checked="" type="checkbox"/>	
	4. Risk assessment of proposed event/feasibility study	<input checked="" type="checkbox"/>	
	5. Project timeline detailing activities	<input checked="" type="checkbox"/>	
	6. Balanced budget and detailed marketing/promotional breakdown	<input checked="" type="checkbox"/>	
	7. A communication plan (showing acknowledgement of Council's contribution)	<input checked="" type="checkbox"/>	
	8. Organisation's environmental sustainability values.	<input checked="" type="checkbox"/>	
	9. Understanding of economic outcomes of events (thriving, vibrant and diverse District)	<input checked="" type="checkbox"/>	
	10. Business plan showing three-year self-sustaining funding approach	<input checked="" type="checkbox"/>	
	11. Track record of previous relevant work	<input checked="" type="checkbox"/>	
	12. References for similar projects	<input checked="" type="checkbox"/>	

Eligible:

The proposed major event:	
• take place in Kāpiti	<input checked="" type="checkbox"/>
• not have already occurred in the applicable financial year	<input checked="" type="checkbox"/>
• have confirmed at least 30% of total costs (not applicable to feasibility applications)	<input checked="" type="checkbox"/>
• show how residual costs after allowing for Council funding will be covered (not applicable to feasibility applications)	<input checked="" type="checkbox"/>
• confirmation of any consenting and land owner approval requirements and the status of any required consents / approvals.	<input checked="" type="checkbox"/>

Application criteria total score:

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).

(0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event: 15/18	Score (0-3)
• be a level 1 or 2 event as classified in the decision making support tool	3
• showcase the Kāpiti Coast and build the profile of the Kāpiti Coast and its community	3
• highlight the Kāpiti Coast as a destination for visitors, business and residents	2
• have long-term economic benefits for the district	2
• are able to generate at least a 5:1 return on Council's investment	3
• meet Tāngata whenua and community aspirations	1

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Preference criteria

The proposed major event:	
• attract visitors in the off season (April to October)	<input type="checkbox"/>
• can demonstrate successful financial support from other funding sources (not applicable to feasibility applications)	<input checked="" type="checkbox"/>
• show potential to be self-sustaining without Council funding in future years (not applicable to feasibility applications);	<input checked="" type="checkbox"/>
• have received less than three years of previous funding from Council, excluding feasibility funding	<input type="checkbox"/>
• do not coincide with any other major events in the Wellington region, unless compatible (not applicable to feasibility applications)	<input checked="" type="checkbox"/>

DECISION TO FUND:

yes	Notes: <ul style="list-style-type: none">Secured 30% of cost is dependent on ticket sales, sponsorship and other revenue
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