**Nelson City Event Fund Application Form**

Nelson City Council resources an Events Fund to strengthen the region and its identity, stimulate a prosperous, vibrant and engaged community and deliver value at the right time. The Fund has two components, one supporting events that foster community wellbeing and social outcomes, the other supporting economic objectives.

The application form clarifies where the majority of benefits fall and the assessment process will take all benefits into account.

Applicants need to complete all sections of this form, unless otherwise specified. Please contact the Events Lead at the Nelson Regional Development Agency if you need any assistance

(Rebecca Leach at [events@nelsontasman.nz](mailto:events@nelsontasman.nz)).

**Section 1: Applicant details**

|  |  |  |  |
| --- | --- | --- | --- |
| **1.1** | **Organisation name** |  | |
| **1.2** | **Contact person details** | **Name:** | |
|  | **Mobile:** | |
| **Email:** | |
| **Website:** | |
| **1.3** | | | |
| **a** | **Is your organisation a legal entity?** | **Yes** | **No** |
| **b** | **If yes, please indicate what type *(please circle)*** | **Incorporated Society** | **Trust** |
| **Association** | **Company** |
| **c** | **Is your organisation registered for GST?** | **Yes** | **No** |
| **d** | **If yes, please provide your GST number** |  | |
| **1.4** | **Name of event organiser *(if different to above)*** |  | |
| **1.5** | **Contact details of event organiser** | **Name:** | |
| **Mobile:** | |
| **Email:** | |
| **Website:** | |

**Section 2: Event details**

|  |  |  |  |
| --- | --- | --- | --- |
| **2.1** | **Name of event** |  | |
| **2.2** | **Brief description of the event (2 sentences maximum)** |  | |
| **2.3** | **Date(s) of Event** |  | |
| **2.4** | **Time(s) of day of the Event** |  | |
| **2.5** | **Event website address** |  | |
| **2.6** | **Is the event exclusive to Nelson?**  **i.e., only held in Nelson**  *Nelson City covers a land area from Champion Road, Stoke in the southwest, to the Bryant Range in the east and Cape Soucis (Raetihi) in the north*. | **Yes** | **No** |
| **2.7** | **Proposed venue or location of event** |  | |
| **2.8** | **Has the event been held before?** | **Yes** | **No** |
| **2.9** | **If yes, please provide a short outline of the events history, attendance levels etc.** |  | |
| **2.10** | **How often is, or will, your event be held?**  **e.g., One-off, biannual, annual, biennial** |  | |

**Section 3. Event description (briefly outline)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **3.1** | **Alignment with the Nelson City Events Strategy and Council Policy** | | | |
| **a** | **What is the purpose of the event and what do you hope to achieve?** |  | | |
| **b** | **How will your event meet the objectives of the** [**Nelson City Event Strategy?**](http://www.nelson.govt.nz/council/plans-strategies-policies/nelson-city-events-strategy)  ***How does it contribute to a rich events calendar?***  ***How does it contribute economic value?***  ***How does it give the local community a sense of pride in being a Nelsonian?***  ***How does it attract visitors to our city?***  ***How does it promote wellbeing and cohesion of our community?***  ***How do you expect to partner with the community and NCC through your event?*** |  | | |
| **c** | **Is the event primarily targeted at providing community wellbeing or economic outcomes?** | **Community wellbeing outcomes. How will these be achieved?**  ***such as improvements to belonging, identity and a sense of pride amongst our diverse community.*** | | |
| **Economic outcomes. How will these be achieved?**  ***such as number of nights attendees are likely to stay in Nelson.*** | | |
| **d** | **What will the impact on Nelson’s regional profile be as a result of the event?** |  | | |
| **e** | **If your event has an economic focus, what is the expected total economic impact of the event, if known ($ spend)?** |  | | |
| **f** | **Seasonality is important. Why are you holding the event at this time of the year? Are you aware of other events planned for this time?** |  | | |
| **g** | **How does your event align with relevant Council Policy? e.g. how do you plan to minimise waste at the event? How does your event support Council’s** [**Sugar Sweetened Beverages Policy?**](http://www.nelson.govt.nz/council/plans-strategies-policies/strategies-plans-policies-reports-and-studies-a-z/sugar-sweetened-beverages-policy) |  | | |
| **h** | **If your event has an economic focus, how does the it align with the** [**Nelson Tasman Destination Management Plan**](https://www.nelsontasman.nz/assets/PDFs/Nelson-Tasman-Destination-Management-Plan-2021-2026-Compressed.pdf)**?**  ***Nuture our environment?***  ***Enable our business?***  ***Benefit our communities?***  ***Celebrate our cultures and stories?*** |  | | |
| **3.2** | **Attendees** | | | |
| **a** | **What is your estimate of the number of expected attendees and where they are likely to be from?** | **Nelson Tasman** | **National** | **International** |
|  |  |  |
| **b** | **Do you expect any other attendees, other than ticket holders? E.g., exhibitors, media, support crew, officials.** |  | | |
| **c** | **How will you measure attendance numbers during the event?** |  | | |
| **d** | **If your event has an economic focus, what is your estimation of expected accommodation figures?** | **Number of nights** | **Accommodation type(s)** | **Accommodation location(s)** |
|  |  |  |
| **3.3** | **Marketing** |  | | |
| **a** | **How will you promote the event?** |  | | |
| **b** | **Will there be media coverage of the event and if so, what e.g. livestreaming, TV, radio, magazine, newspaper, event app, social media etc?** |  | | |
| **c** | **Marketing support is available from the Nelson Regional Development Agency including via the** [**It’sOn Website**](https://itson.co.nz/) **and** [**Facebook Page**](https://www.facebook.com/itson.nelsontasman/)**. Is there further marketing support the NRDA could provide?** |  | | |
| **d** | **If successful, how would you acknowledge NCC?** |  | | |

**Section 4. Funding**

|  |  |  |  |
| --- | --- | --- | --- |
| **4.1** | **What is the estimated total cost of running the event?** |  | |
| **4.2** | **What is the estimated total income for the event?** |  | |
| **4.3** | **Are you planning to charge entry fees? If so, please list what these are for the following: adult/child/student/family/senior.** |  | |
| **4.4** | **How much is sought from Council’s Events Fund?** |  | |
| **4.5** | **What will you use the money for?** |  | |
| **4.6** | **Do you have any other sources of grants and/or sponsorship you expect or have applied for? Please specify funder, amount and expected notification of decision date.** | **Within Nelson** | **Outside of Nelson** |
|  |  |
| **4.7** | **Has this event applied for Nelson City Council event funding before? If so, please provide the year, fund type and the level of funding received.** |  | |
| **4.8** | **If the event is a regular event, do you expect it to become financially self-sustaining?**  **If so, how and by when?**  **If not, what level of ongoing support do you think will be necessary and where will it come from?** |  | |
| **4.9** | **What is your organisation contributing to the event? *e.g.*  *money or volunteer time.*** |  | |

**Section 5. Declaration\***

**To the best of their knowledge, does the organiser, or any of the team involved in organising the event, have any perceived, potential or actual conflict of interest in applying for or using Nelson City Council events funding?**

|  |  |
| --- | --- |
| Yes | No |

**If you have answered ‘Yes’ please provide details below:**

|  |
| --- |
| Comment: |

*What is a conflict of interest?*

*A conflict of interest could arise where you (the applicant) have a responsibility as a result of receiving council monies. This could affect another responsibility, duty or relationship you may also have. For example*

* *Personal or family relationships you have*
  + *With council or NRDA employees*
  + *With council or NRDA contractors*
  + *Organisations or persons that you will procure services from with the sponsorship monies*
* *Financial relationships*
  + *For example, investments that you have in entities that you will procure services from with the sponsorship monies*
* *Employment relationships or memberships of clubs*
  + *For example, you intend to procure services with the sponsorship monies from your employer or a club you are a member of, who will then benefit financially from the arrangement.*

*For guidance on whether you have a perceived, potential or actual conflict as a result of applying for and using NCC Event funding you should consider the above matters. If in doubt you should declare the conflict.*

*\*Disclosure of interest*

*All applicants must disclose if a Nelson City Council elected member or employee, or their immediate family, has any interest or involvement in the event in any way. This should be outlined in the space provided on the application form. Any elected member involved can be present at any meeting where event sponsorship or funding is considered. However, they may not partake in the decision process. This disclosure of interest aligns with the Guide to the Local Authorities (Members’ Interests) Act 1968 and Non-pecuniary Conflicts of Interest 2004.*

**Section 6.** **Confirmation**

**Have you considered all relevant elements in the “**[**Event Planning Guide**](https://venues.nelson.govt.nz/planning-an-event/event-planning-guide/)**”?**

|  |  |
| --- | --- |
| Yes | No |

**Privacy Statement\***

**To the best of your knowledge, is the information contained in this application true and correct?**

|  |  |
| --- | --- |
| Yes | No |

**Signed by:**

**Name(s):** ……………………………………………………………………………………………………………

**Position(s):** ……………………………………………………………………………………………………………

**Signature(s):** …………………………………………………………………………………………………………

**For and on behalf of:**

**Organisations Name:** ………………………………………………………

**Date:** ……………………………………

***\*Privacy***

*Any personal information that you provide in this form will be held and protected by the Nelson Regional Development Agency and Nelson City Council in accordance with the Privacy Act 2020. Our privacy policy explains how we may use and share your personal information in relation to any information in relation to any interaction you have with Council, and how you can access and correct that information. We recommend you familiarise yourself with this policy.*

**Documentation**

Please send the completed application form and supporting documentation to:

Events Lead

Nelson Regional Development Agency

[Rebecca.leach@nelsontasman.nz](mailto:Rebecca.leach@nelsontasman.nz)

Mobile: 027 5777 158

PO Box 788

Nelson 7040

**Successful applicants**

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers, the amount of funding the council is granting, and any in-kind support that the council will provide. The funding agreement will also outline the post-event reporting requirements for event organisers.

**Terms and conditions of funding**

1. The Nelson City Council’s Event Fund is capped. The council is not obliged to grant all its fund in any year, nor to carry over unallocated amounts to future years.
2. Nelson City Council has the right to share application details with council-controlled organisations (CCO’s), and to consult with them on applications.
3. The applicant should detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute.
4. All applicants must disclose to Nelson City Council any other central government or local government funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.
5. Applicants must not directly or indirectly seek to influence Nelson City Council’s funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Nelson City Council or CCO sources which might provide an unfair advantage in the application process.
6. Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Nelson City Council’s consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.
7. If circumstances or information changes after making an application, or after the council awards funding, the applicant must immediately notify Nelson City Council.
8. Each applicant consents to Nelson City Council carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Nelson City Council making due enquiries from third parties in this regard, and shall provide access to referees upon request.

**Appendix: Supporting Documentation**

Please provide copies of each of the following with your application form.

|  |  |
| --- | --- |
| **Documents**  *Please note: some of the following may not be required for Community Events.*  *If you have any questions please contact the NRDA for advice on what is required for your event application* | **Included (Tick)** |
| **Three-year Business Plan\***   * Business goals and objectives * Project Plan, including milestones and timeframes * Organisation structure, including roles and responsibilities of key people * Budget information (funding sources, projected costs and profits) * Evidence of the event organisers experience |  |
| **Please provide the Event Budget**   * Income and expenses including all sources * Profit and loss forecast * Potential and confirmed sponsors (financial and in-kind)   **Specify whether this is GST inclusive or exclusive** |  |
| **Marketing and Promotions Plan**   * Marketing objectives * Marketing strategies including advertising and promotional activities and timelines (local, national and international if applicable) * Person responsible and previous experience in events/marketing/PR |  |
| **Environmental Management Plan**   * Waste minimisation plan and targets, including plans for complying with any relevant environmental regulation or legislation. * How this will be communicated to employees, customers, suppliers, attendees and other stakeholders * If you need help with planning waste out of your event:   + please see Nelson City Council’s ‘[guidelines for avoiding or reducing waste at events’](https://www.nelson.govt.nz/services/rethink-waste/rethinkreducereuse/reducing-waste-at-events/)   + You can also get an hour of free advice is also available from Nelson City Council’s waste advisor – email [rethinkwaste@ncc.govt.nz](mailto:rethinkwaste@ncc.govt.nz).   + An additional grant to help you with this may also be available. See [here](https://www.nelson.govt.nz/services/rethink-waste/waste-minimisation-grants/grants-to-avoid-or-reduce-waste-at-events/) for more information. |  |
| **Health and Safety Plans**   * Health and Safety Plan * Covid19 Plan (as required within current government guidelines). To be submitted no sooner than 1 month prior to the event. |  |
| **Resources and consents**  Including but not limited to:   * Alcohol licence * Road closure * Traffic management Plan * Resource consents (noise, light, hours, placement and size of structures, parking) * Building consent (if erecting a structure larger than 10m2) * Fire / explosives permit |  |
| **Certificate or documentation confirming legal entity**   * Evidence of the legal status of the organisation |  |
| **Certificate or documentation confirming insurance and its value**  **•** Evidence of event insurance e.g. Public Liability |  |

**\*Not required if you are applying for funding under $25,000 or have provided this within the previous 3 years.**