



Impact Fund Policy



Wanganui District Council policy

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1. Introduction

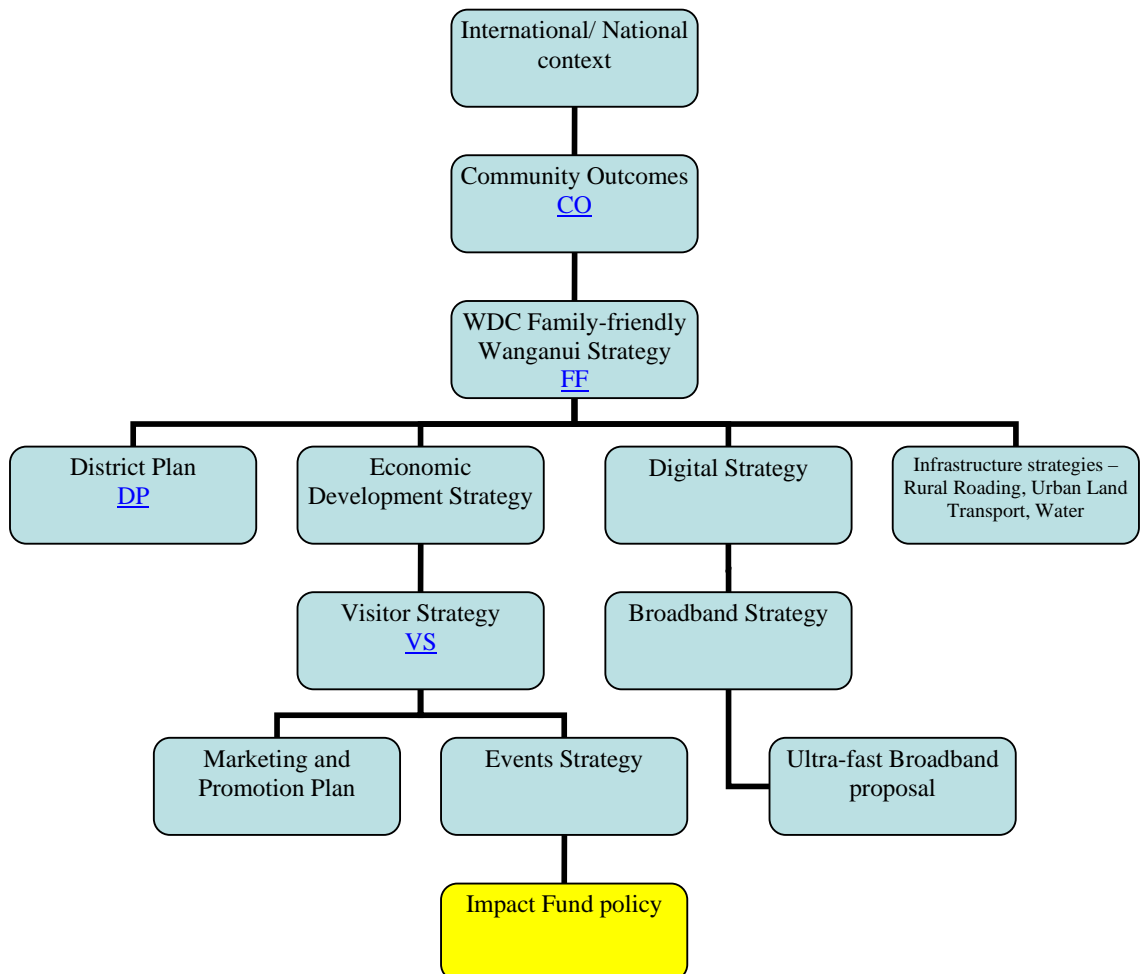
This policy provides guidance to both applicants and the Council on applications for, and subsequent allocation of, Impact Funding. Refer Appendix ii. This policy aligns with the Wanganui District Council's strategic direction - Family-Friendly Wanganui Policy, Council's Economic Development Strategy and the Wanganui District Visitor Strategy.

This policy provides opportunities for the funding of events, conferences and business development with clear criteria for assessing each category. It also sets out the expectations of Council.

The policy will be delivered through the allocation of funding for this purpose in the Council's Annual Plan.

The effectiveness of this policy will be monitored by Council staff carrying out an Economic Impact Analysis after each event, conference or business initiative being undertaken.

2. Context



3. Background

On the 14 December 2009, Council resolved:

that a Review Committee comprising Cr Vinsen (Chair), Cr Westwood and Cr Anderson will be established to review the Impact Fund criteria and make recommendations to the 2010/11 Annual Plan.

This policy is a result of a policy review conducted in 2010. The previous policy was developed in 2005 when the Impact Fund was split from Community Contracts. Following this split, the administration of the fund was allocated to Wanganui Incorporated (WINC). This saw community groups, businesses and event organisers applying for funding with assessment given under the following general criteria:

- The ability to attract visitors and their economic impact
- The projected dollars spent within the Wanganui District
- The organisation's ability to deliver the project
- Sustainability and repeatability of the event and/or project
- The national profile/exposure the project will give to Wanganui

The major points considered as part of this review included:

- Linkages with the draft Economic Development Strategy and the Events Strategy
- Identification of Purpose
- Criteria
- Approval Processes
- Accountability

4. Purpose

The purpose of the Impact Fund is:

- | |
|---|
| <ul style="list-style-type: none">• <i>To provide financial assistance, by way of grant, seeding finance or loan, to events (sports, recreational, cultural, arts, entertainment), business development initiatives and conference initiatives that benefit the Wanganui District economically.</i> |
|---|

A key component is the need for a full calendar of events and the development of an events strategy together with a plan around the outcomes being sought in respect to conferences.

5. Objectives and policies

5.1 To cater for Events, Conferences and Business Development opportunities (refer to Appendix i)

- 5.1.1 That the Impact Fund be initially allocated 50% to Events, 37.5% to Business Development and 12.5% to Conferences.
- 5.1.2 That the allocations within these three categories be treated as a guide only and final allocations be made where demand falls.

5.2 To have clear criteria against which to assess applications

5.2.1 Event/Conference organisers eligible for funding include but are not restricted to:

- Private individuals and/or event managers
- Commercial organisations
- Not for profit organisations
- Clubs and societies
- Regional and national sporting and arts organisations
- Wanganui venues

5.2.2 Funding will not be provided in the following circumstances:

- Where full payment is required prior to the start of the event/conference or first day of trading.
- Where payment is required for establishment costs for new organisations.
- Where payment is required for ongoing overhead expenses for event/conference organisers or businesses.

5.2.3 Funding will primarily be given for the bidding for, and attraction of, Conferences to Wanganui. Preference will be given to conferences utilising Wanganui District Council's venues, and subsidising rental costs for these venues will be a priority criteria.

5.2.4 Proposals shall, where appropriate, meet the following criteria:

5.2.4.1 Category Common Criteria

1. Economic Benefit Have a positive economic benefit for the District (to be measured by an economic assessment model to be developed).
2. Long Term Viability Have potential to have long term viability
3. Organiser/Founder Capability and Credibility Be managed by people with the expertise and capability to realise the proposal's objectives (included in the application will be an assessment of track record, background checks etc)
4. Overall Business feasibility Be feasible in terms of its ability to meet the set objectives, have realistic budgets,

achievable targets and realistic time lines.
5. Ratio of Funding Support requested as a percentage of overall budget Be financially viable with the majority of the overall income coming from other sources e.g. sponsors, gate revenue, external funding sources.
6. Community Support Be able to demonstrate a high level of community support and/or involvement
7. Developing Event/Conference/Business Capacity Contribute to the development and support of existing events and event organisers.
8. Existing Funding by Council Not be in receipt of other sources of Council funds for the same event.
9. Risk Profile Not expose the Council to undue financial and/or public image risk.
10. District Profile Will enhance the profile of the city as a leading events/conferencing/business hub.

5.2.4.2 Category Specific Funding Criteria – Events

1. Strategic Fit (District Council) Match with the key strategic directions of the Wanganui District Council
2. Strategic Fit (Events Strategy) Meet the outcomes of the Events Strategy
3. District boundaries Be located within Wanganui District boundary, unless it can be shown that the proposal being located outside Wanganui will still result in significant benefits to the district.
4. Venue Usage Contribute to greater or more effective use of key Council owned venues
5. Event Calendar Fill a gap in the events calendar (seasonal low points such as long weekends, school holidays).
6. New Peak Time events Deliver additional benefits during peak periods
7. Uniqueness Be unique to Wanganui
8. Media Coverage Generate national or international media exposure that will promote the Wanganui District destination profile

5.2.4.3 Category Specific Funding Criteria – Conferencing

1. National Profile Result in a nationally focused conference or meeting taking place in Wanganui.
2. Uniqueness Be unique to Wanganui or is to be only held in Wanganui
3. Conference Size Conference organisers must demonstrate a minimum of either 200 Bed Nights in the

district or 100 visiting delegate registrations.

5.2.4.4 **Category Specific Funding Criteria – Business Development**

1. Strategic Fit (District Council)

Match with the key strategic directions of the Wanganui District Council, that is, the application should demonstrate an alignment with the Economic Development Strategy, Family Friendly Strategy, Events Strategy and/or other WDC policy directions.

2. District boundaries

Be located within Wanganui District boundary, unless it can be shown that the proposal being located outside Wanganui will still result in significant benefits to the district.

3. Purpose

The funding should be to assist existing or proposed businesses in completing feasibility studies, marketing plans, sector development etc.

4. Benefit

The business proposal should result in a business or extension to an existing business with an annual forecast turn over of no less than \$250,000 per annum.

5.3 To provide a number of opportunities throughout the year for applications to be assessed

5.3.1 Funding rounds to assess and approve applications will be held in July, October – except for the Triennial Election year when they will be held in November, and February.

5.3.2 The deadline for funding applications shall fall on the final day of the month immediately preceding that of each funding round.

5.4 To ensure a robust consideration process of applications

5.4.1 An Impact Fund Assessment Committee, consisting of a minimum of three elected members plus staff advisors, shall assess the applications and where appropriate, have interviews with the applicants and site visits¹.

5.4.2 The IFAC will make recommendations on applications to Council for decision.

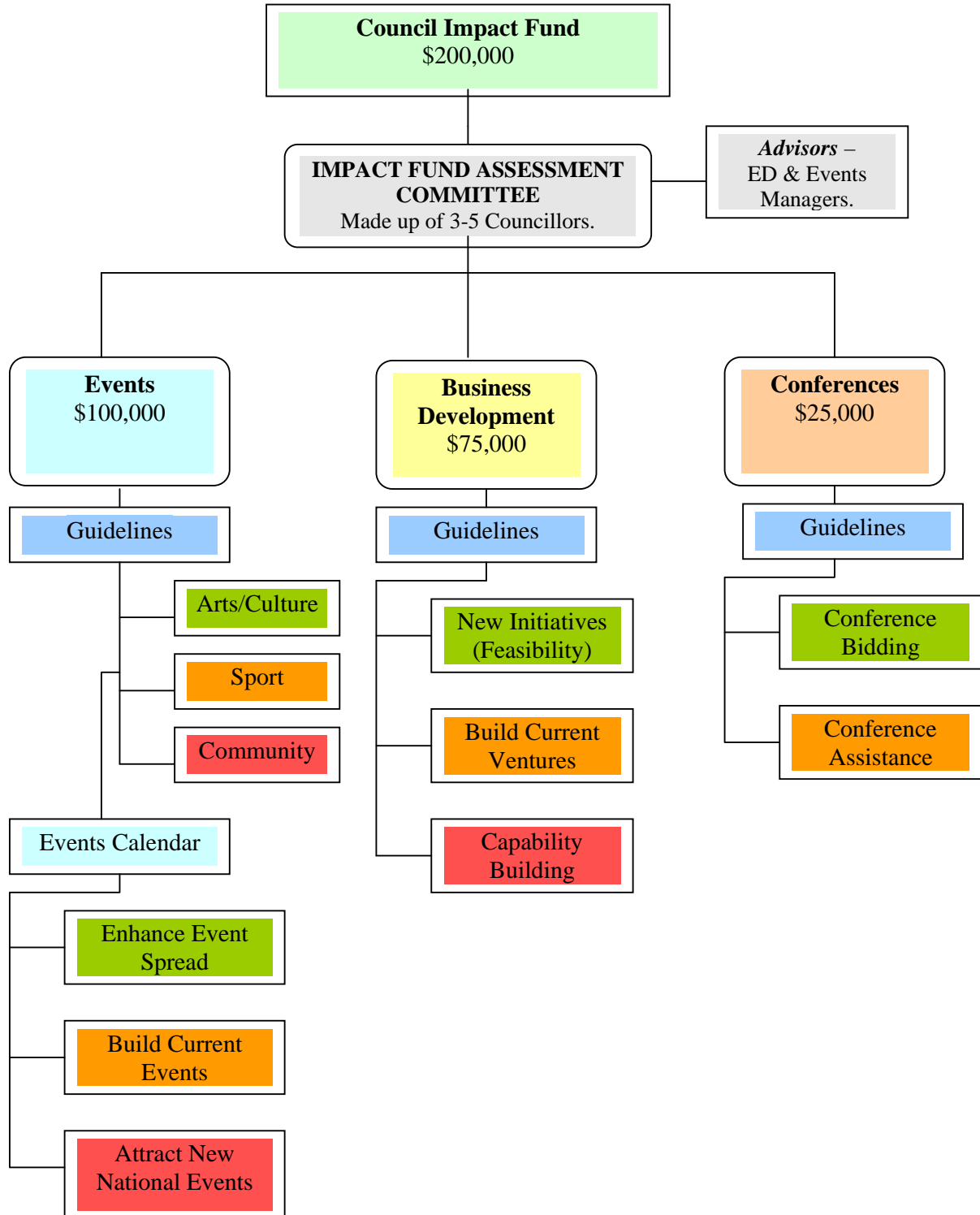
5.5 To ensure successful applicants are accountable to Council for the funding received to enable the Council to accurately assess its Return on Investment.

¹ Reviewed 13 July 2011.

- 5.5.1 Applicants must supply with their application, a full budget, marketing plan, annual accounts where they are produced, and an outline of expected economic benefits for the district their particular undertaking will bring.
- 5.5.2 **Reports – Events and Conference Funding:** Within 20 working days of the completion of the Impact Funded event or conference, applicants must supply a full report on the activity including amongst other things, a financial report detailing income and expenditure, summary of staff time and costs, including volunteer time, ticket sales, number of attendees broken down into participants and spectators, a break down of from where attendees came from, future directions, including long term plans and any future involvement of the Council, and any unexpected outcomes (positive and negative). The report should also summarise the event’s performance against that detailed in the application.
- 5.5.3 **Reports - Business Funding:** Within 60 working days following funding business applicants must furnish a full report detailing how the grant was expended together with any business funds expended on the project, whether the project achieved what was predicted to be achieved (as detailed in the application), any unexpected outcomes future direction of the development.
- 5.5.4 At the completion of the event/project and upon receipt of the information required from the applicant, Council will undertake an assessment of the economic impact of the Impact Fund grant.
- 5.5.5 Payments will only be made to organisations on receipt of an approved invoice for the amount approved.
- 5.6 To ensure the Wanganui District Council, Discover Wanganui and Wanganui.com receive appropriate acknowledgement by those receiving Impact Funding.**
- 5.6.1 Funded activities must acknowledge Wanganui District Council support on all collateral and advertising material relating to the activity. This is to include the Council’s official logo and the words ‘Supported by The Wanganui District Council...’. Should the activity be promoted via a media comprising audio, the above words shall be included in any copy.
- 5.6.2 For all events and conferences all visual media, including web based media, is to include the Discover Wanganui logo and the Wanganui.com logo (both linked on web based media) and all promotional activities are to include a presence on Wanganui.com.

Appendix i:

Indicative overview of Impact Funding allocation structure



Appendix ii:
Funding Decision Process

