

Minutes of a meeting of the District Promotions Committee held in the Council Chambers, Waipa District Council Offices, 101 Bank Street, Te Awamutu on Wednesday 19 September 2007 commencing at 10.35am.

1 PRESENT

His Worship the Mayor AD Livingston - Chairperson

Members

AJH Empson, PL Lee

Staff

Group Manager Policy and Strategy (R McNeil), Economic Development Facilitator (P Huitema), Secretary – C Plowright

Public - Nil

2 APOLOGIES

Nil.

3 LATE ITEMS

In addition to the two late applications circulated with the agenda (from Waikato Basketball and Hamilton Kart Club) a further late application was received from the Paint Horse Association of New Zealand.

4 DISTRICT PROMOTION FUND 2007/08 – CONSIDERATION OF APPLICATIONS

File: 02-03-03

Report of Economic Development Facilitator dated 23 August 2007 was included in the agenda. The Schedule of applications for the District Promotion Fund 2007/08 had been distributed separately to the Committee.

The Committee was advised that 29 applicants (including the late applications) have sought sponsorship through Council's District Promotion Fund in the 2007/08 funding round. The available fund for this financial year is \$80,000.

Group Manager Policy and Strategy, Ross McNeil, said staff have assessed the applications against the criteria and made funding recommendations accordingly. He indicated that this approach would not see the fund fully allocated, which would provide funding capacity as several key events were known to be taking place but applications yet to be received. The Committee is able to consider applications for funding at any time, and allocate funding in accordance with stated criteria and available funds.

The Committee considered the District Promotion Fund applications and the following funding levels were suggested -

Proposed Event	National, International or Regional Focus	Recognised District Strength	Strategically Important Council Facility	Previous WDC sponsorship	Participants/ Spectators *	Event Timeline	Funding sought	Recommended level of funding
2008 Volkswagen Nationals	Regional / National	N	N	N	250P 500S	March 2008	5,000	2,500
2008 NZ Powerboat Nationals / 2008 Trans Tasman Grand Prix Hydroplane Series	Regional / National / International	Y	Y	Y	300P 6,000S	Feb 2008	7,000	5,000
Cambridge Chess Club	Local	N	N	N		Throughout the year	1,600	Nil
2008 Parachute Music Festival	Regional / National	N	N	N	1,700P 30,000S	Jan 2008	50,000	2,500
Judgement Day - International Kickboxing Show	District / Regional / International	N	Y	Y	25P 1,700S	Sept 2007	2,500	1,000
Waikato Firework Fiesta	Regional / National	N	N	N		Nov 2007	4,000	Nil
Mitavite Horse Trial – FEI Eventing World Cup Qualifier	District / Regional / International	Y	Y	Y	120P 10,000S	Apr 2008	10,000	5,000
Christmas at the Lake '07	District / Regional	N	N	N	10,000S	Dec 2007	5,000	2,000
31 st National Appaloosa Show	Regional / International	Y	Y	Y	100P ?S	Mar 2008	3,000	500

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Proposed Event	National, International or Regional Focus	Recognised District Strength	Strategically Important Council Facility	Previous WDC sponsorship	Participants/ Spectators *	Event Timeline	Funding sought	Recommended level of funding
Waipa Weekend – Waikato/Bay of Plenty Netball Franchise	Regional / District	Y	Y	Y	?P ?S	To be confirmed	-	5,000 Subject to the confirmation of the event taking place
Balloons over Waikato 2008	District / Regional	N	N	N	30P 1,500S	Apr 2008	10,000	3,000 Subject to the confirmation of the event
Netball Waikato Secondary School Camp	District / Regional	N	N	N		Apr 2008	5,000	Nil
Armistice in Cambridge	District / Regional	Y	Y	Y	150P 12,000S	Nov 2007	5,000	5,000
Mayoral Fun Cycle Challenge	District	N	N	N	500P ?S	Feb 2008	1,000	500
The NZ National Golf Expo	District / Regional / International	N	N	Y	250P 40,000S	Mar 2008	25,000	Nil
AVEX	International	Y	N	Y	?P ?S	Oct 2008	5,000	5,000 Subject to the confirmation of the event
2007 North Island Show Jumping Championship	District / Regional	Y	Y	N	280P 500S	Nov 2007	4,000	3,000
Sarah Ulmer SUB Event	District / Regional / National	Y	N	Y	650P 300S	Feb 2008	6,000	2,500
Netball Waikato Volunteer Awards	District	N	N	N		Oct 2007	5,000	Nil
North Island Pony Club Show Jumping Championship	Local / Regional / National	Y	N	N	360P 800S	Jan 2008	5,000	2,000

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Proposed Event	National, International or Regional Focus	Recognised District Strength	Strategically Important Council Facility	Previous WDC sponsorship	Participants/ Spectators *	Event Timeline	Funding sought	Recommended level of funding
Lions Club of Te Awamutu Food & Wine Festival	Local / Regional / National	Y	N	Y	?P 6,000S	Mar 2008	5,000	2,000
New Zealand Polo International Day	Local / Regional / National / International	Y	Y	Y	75P 6,000S	Feb 2008	6,000	5,000
Tainui Waka Kapa Haka Festival	Local / Regional	N	N	N	650P 6,000S	Feb 2008	5,000	2,500
Waipa Networks SCREAM Rosetown Rose Festival	Local / Regional	Y	N	Y	?P 12,000S	Nov 2008	5,000	4,000
Maungatautari 100K Classic and Fun Run	District / Regional	N	N	N	300P 200S	Nov 2007	3,000	2,000
Harness Jewels Day	District / Regional / International	N	N	N	1,300P 14,000S	May 2008	10,000	4,000
Waikato Pistons 2008 NBL Games	District/ Regional/ International	?	Y	Y	??	March 2008	5,000	5,000
Hamilton Kart Club CIK Trophy of NZ	District/ Regional/ International	?	N	N	150P ??	January 2008	10,000	2,000
Paint Horse Association of NZ 2008 National Show	????	?	Y	N	???	???	1,000	1,000
Total							\$193,100	\$72,000

* Figures have been provided by applicants.

During consideration of the funding applications the following comments were noted –

- Mr McNeil said the organisers of the 2008 Parachute Music Festival will be advised that funding will be provided subject to Council being able to have a stand at the event as that is where Council would derive the most benefit.
- It was noted that funding for the Waipa Weekend netball event is contingent on it taking place at the Te Awamutu Events Centre.
- It was explained that the major sponsor has decided to withdraw its funding for the “Balloons on Tour” component of the Balloons over Waikato 2008 event and a funding contribution of \$30,000 (\$10,000 each) is being sought from Matamata-Piako, Waikato and Waipa District Councils in order for it to go ahead. Mr McNeil said a grant of \$3,000 has been recommended by staff, to recognise the value of the event, and it will be suggested that the balance of \$7,000 be sought from the local business community. It was also noted that there is an added cost to Council of approximately \$500 in hosting the balloonists. Local services groups will be asked to assist with this.
- It was explained that if events do not go ahead Council can decide to carry over any unused funds into next financial year’s District Promotion fund.
- It was noted that, aside from their District Promotions grants, the organisers of the Mayoral Fun Cycle Challenge and the Maungatautari 100K Classic receive support from Council through other avenues such as with traffic management.
- Funding for the AVEX event will be subject to confirmation that the event takes place and this will be carefully explained in the letter to the organisers.
- Councillor Empson said the Te Awamutu Community Board has provided a grant of \$400 for the Lions Club of Te Awamutu Food & Wine Festival which will fund a temporary fence around Selwyn Park and consequently allow them to charge an entry fee.
- Mayor Livingston said the Harness Jewels event would also receive support from Council, through a civic event, in addition to the funding provided.
- As the Hamilton Kart Club Event overlaps with Parachute it was felt funding support would provide a good opportunity to promote Waipa at both events.

RESOLVED

11/07/01

That -

- a) *The report of the Economic Development Facilitator dated 23 August 2007 be received.*
- b) *The District Promotions Committee confirms that \$72,000 be approved for the 2007/08 District Promotion Fund grants and allocations be made in accordance with the schedule*
- c) *Council's Economic Development Facilitator liaises with successful applicants to finalise sponsorship recognition details, general conditions of funding and reporting requirements.*

Cr Empson/Cr Lee

Schedule of District Promotion Fund Grants 2007/08	
Proposed Event	Recommended Level of Funding
<i>2008 Volkswagen Nationals</i>	<i>\$2,500</i>
<i>2008 NZ Powerboat Nationals/2008 Trans Tasman Grand Prix Hydroplane Series</i>	<i>\$5,000</i>
<i>Cambridge Chess Club</i>	<i>Nil</i>
<i>2008 Parachute Music Festival</i>	<i>\$2,500</i>
<i>Judgement Day – International Kickboxing Show</i>	<i>\$1,000</i>
<i>Waikato Firework Fiesta</i>	<i>Nil</i>
<i>Mitavite Horse Trial – FEI Eventing World Cup Qualifier</i>	<i>\$5,000</i>
<i>Christmas at the Lake '07</i>	<i>\$2,000</i>
<i>31st National Appaloosa Show</i>	<i>\$ 500</i>
<i>Waipa Weekend – Waikato/Bay of Plenty Netball Franchise</i>	<i>\$5,000 (subject to confirmation event taking place)</i>
<i>Balloons over Waikato 2008</i>	<i>\$3,000 (subject to confirmation event taking place)</i>
<i>Netball Waikato Secondary School Camp</i>	<i>Nil</i>
<i>Armistice in Cambridge</i>	<i>\$5,000</i>
<i>Mayoral Fun Cycle Challenge</i>	<i>\$ 500</i>
<i>The NZ National Golf Expo</i>	<i>Nil</i>
<i>AVEX</i>	<i>\$5,000 (subject to confirmation event taking place)</i>
<i>2007 North Island Show Jumping Championships</i>	<i>\$3,000</i>
<i>Sarah Ulmer SUB Event</i>	<i>\$2,500</i>

	<i>Proposed Event</i>	<i>Recommended Level of Funding</i>
	<i>Netball Waikato Volunteer Awards</i>	<i>Nil</i>
	<i>North Island Pony Club Show Jumping Championships</i>	<i>\$2,000</i>
	<i>Lions Club of Te Awamutu Food & Wine Festival</i>	<i>\$2,000</i>
	<i>New Zealand Polo International Day</i>	<i>\$5,000</i>
	<i>Tainui Waka Kapa Haka Festival</i>	<i>\$2,500</i>
	<i>Waipa Networks SCREAM Rosetown Rose Festival</i>	<i>\$4,000</i>
	<i>Maungatautari 100K Classic and Fun Run</i>	<i>\$2,000</i>
	<i>Harness Jewels Day</i>	<i>\$4,000</i>
	<i>Waikato Pistons 2008 NBL Games</i>	<i>\$5,000</i>
	<i>Hamilton Kart Club CIK Trophy of NZ</i>	<i>\$2,000</i>
	<i>Paint Horse Association of NZ 2008 National Show</i>	<i>\$1,000</i>
	Total	\$72,000

There being no further business the meeting was declared closed at 12.00pm