

8.2 Events Assistance Period 1 - 2022/23

REPORT BY THE EVENTS COORDINATOR

TO 18 MAY 2022 ORDINARY MEETING
 GOV400088, ECO800009, GOV400098

RECOMMENDATION

That Council:

1. receive the report by the Events Coordinator on the Events Assistance Period 1 - 2022/23;
2. provide Events Assistance to the below applicants (includes cash and in-kind amounts) for Period 1, July – December 2022;

Mudgee Bridge Club	\$500
NSW PSSA Softball	\$1500

3. provide multi-year Events Assistance funding to the below applicants (includes cash and in-kind amounts) for the period 1 of 2022, 2023 and 2024;

	2022	2023	2024
Mudgee Gulgong Wolves FC	\$2000	\$2000	\$2000
Mudgee Race Club	\$2000	\$2000	\$2000

4. approve the transfer of allocated funds for the below events from Period 1 2021/22 to Period 1 2022/23, if the same event is to be held in 2022/23, due to the cancellation of these events impacted by COVID-19;

	Cash	In-Kind
Gulgong Swap Meet	\$2,000	-
NSW PSSA Rugby Championships	-	\$2,500
Mudgee Junior Rugby League	-	\$1,174

5. approve \$2,500 of funds provided by Council in 2021 towards Cudgegong Cruisers bi-annual event not be requested to be returned and funding is to be rolled over into the 2023 event due to event not taking place.

	Cash	In-Kind
Cudgegong Cruisers	\$1,000	\$1,500

Note a number of events are scheduled to take place in the same period with funds approved under multi-year funding or previous approved funds transferred from events that were cancelled due to COVID in the previous period.

Executive summary

This report considers applications for Events Assistance under Council's Events Assistance Policy. It relates to 4 new applications in Period 1 (July – December 2022). A total of 4 complete applications were submitted.

This report also provides a recommendation to transfer funds that were previously approved for events that did not take place in Period 1, due to COVID-19 restrictions.

Disclosure of Interest

Nil

Detailed report

Council's Events Assistance Program is designed to assist local community events that benefit the local economy and attract visitors to the Region. A maximum of \$2,500 per event per year is recommended. Under this program, the highest priority should be for events which:

1. Attract the largest number of visitors to the Region; and
2. Extend the duration of visitation to the Region (i.e. occur over a number of days).

A summary of requests and recommendations can be found in Attachment 1. Full applications for each event can be found in Attachment 2.

Mudgee Bridge Club

2022 Mudgee Bridge Club Congress will be held on the 12th and 13th of November in the Main Pavilion, AREC. The proposed event has an expected attendance of 200 players (both local and visiting) over the 2 days. \$1,000 of cash support is requested to cover the cost of venue hire and support event operations. It is recommended that if Council wishes to support the event in 2022 the recommended amount of funding based on the scoring scale is \$500 of cash assistance. Council has previously supported the event (2017, 2018, 2019), with \$500 in Events Assistance Funding.

NSW PSSA Boys Softball

The proposed event is to host the 2022 NSW PSSA Boys Softball Championships in August. The three day event has an expected attendance of 300, with school sporting teams competing for the NSW PSSA State Title. \$2,500 of in-kind support is requested to contribute to the cost of venue hire, (Westend ground hire and waste delivery \$1,343). It is recommended that if Council wished to support the event in 2022 the recommended amount of funding based on the scoring scale is up to \$1,500.

MULTI-YEAR FUNDING

Mudgee Gulgong Wolves Mudgee Masters

The proposed event is a fun and friendly over 35s 11v11 football tournament to be played on 17 - 18th Sept 2022 at Glen Willow Sports Stadium with an expected attendance of 350, made up of locals and visitors over the 2 days. \$2,500 has been requested to contribute to the cost of the hire of Glen Willow Stadium (two day hire of Stadium, Field 2 and Soccer/Touch Amenities \$2,872). It is recommended that if Council wishes to support the event in 2022, 2023 & 2024 the recommended amount of funding based on the scoring scale is \$2,000 of in-kind assistance. Council previously supported the event in 2019 with in-kind assistance to cover venue hire of Glen Willow \$2,344.

Mudgee Race Club Mudgee Cup

The proposed event is the annual Mudgee Cup, with an expected attendance of 3,000 spectators made up of locals and visitors. \$2,500 of support is requested made up of \$2000 in cash to contribute to the cost of advertising and \$500 in-kind for Traffic Personnel. It is recommended that if Council wishes to support the event in 2022, 2023 & 2024 the recommended amount of funding based on the scoring scale is \$2,000 of cash assistance. Council supported the event in 2019 & 2021, with \$2,000 in Events Assistance Funding.

A number of events have previously received multi-year funding for this assessed period or previous approved funds transferred from events that were cancelled due to COVID in the previous period:

	Cash	In-kind	Multi-Year
Small Farm Field Days	\$2500		Yes
Rylstone Street Feast	\$741	\$1759	Yes
Mudgee Junior Rugby League		\$1174	
Mudgee Veterans Week	\$500		
Sculptures in the Garden	\$2500		
Gardens of Mudgee	\$1000		
Mudgee Running Festival		\$2500	Yes
Gulgong Swap Meet	\$2000		
NSW PSSA Event Rugby Championships		\$2500	
Gulgong Polocrosse Carnival	\$672	\$328	Yes
Totals	\$9913	\$8261	

Cancelled events Period 1 – 2022/23

It is recommended to approve the transfer of allocated funds for the below event who have received multi-year funding for Events Assistance, from Period 1 2022/23 to extend funding by 1 additional year, if the same event is to be held in subsequent years, due to the cancellation of these events impacted by COVID-19;

Mudgee Motorfest

Cudgegong Cruisers bi-annual event was allocated \$2,500 of funds in cash by Council towards the event in 2021. This funding was released to the organiser, however the event did not proceed due to COVID-19. The Cudgegong Cruisers have again decided to not proceed with their event as planned for 2022 and have requested the funds remain with them for 2023. It is recommended that the monies are not requested to be returned and funding is to be rolled over into the 2023 event.

The Events Assistance scoring system below was used to score applications against set criteria.

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE DEFINITIVE ANSWERS VALUE JUDGEMENT

0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 residents)

CAPACITY TO ENSURE EVENT CONTINUES AND DEVELOPS IN THE FUTURE

SCORE DEFINITIVE ANSWERS VALUE JUDGEMENT

0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application

2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

ECONOMIC ACTIVITY GENERATED FROM EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	\$0-\$25K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)

ADDITIONAL POINTS IN-KIND REQUESTS

SCORE	VALUE JUDGEMENT
10	All events requesting 100% in-kind assistance receive 10 bonus points. Noting only up to cost of in-kind services will be funded

Attachment 1 outlines the requests and recommendations for funding.

Community Plan implications

Theme	Building a Strong Local Economy
Goal	An attractive business and economic environment
Strategy	Promote the Region as a great place to live, work, invest and visit

Strategic implications

Council Strategies

Applications for Events Assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this increases visitation to the region and provides social and economic benefits to the region.

Council Policies

Events Assistance Policy – applicants are required to meet the eligibility criteria of the policy including attracting visitors the region.

Legislation

The *Local Government Act 1993*, Section 356, states: (1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

Financial implications

Funding of \$50,000 was provided in the 2022/23 Operational Plan for Events Assistance. Based on the scoring system above, the recommendation of staff is to provide \$6,000 in Events Assistance. An additional \$20,674 has been previously allocated through multi-year funding and from events previously approved but had events rescheduled due to COVID. This leaves a balance of \$23,326 in Events Assistance.

Associated Risks

If Council does not support these events, there is a risk that they may not go ahead in the future or that they are held at another location and therefore, there is the potential of lost economic benefits to the Mid-Western Region.

There is also a risk that an applicant provides false or fraudulent information in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

JOANNA LINDSAY
EVENTS COORDINATOR

ALINA AZAR
ACTING DIRECTOR DEVELOPMENT

14 April 2022

Attachments: 1. Events Assistance Period 1 Applications. (separately attached)
2. Events Assistance Period 1 Summary of Applications. (separately attached)

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER