

8.8 Events Assistance Period 2 - 2021/22

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT
TO 03 NOVEMBER 2021 ORDINARY MEETING
GOV400088, ECO800009

RECOMMENDATION

That Council:

1. receive the report by the Manager Economic Development on the Events Assistance Period 2 - 2021/22;
2. provide Events Assistance to the below applicants (includes cash and in-kind amounts) for Period 2, January – June 2022;

Gulgong Show Society	\$481
Gem & Lapidary Council of NSW	\$2,000

3. provide multi-year Events Assistance funding to the below applicants (includes cash and in-kind amounts) for the period 2 of 2021, 2022 and 2023;

	2021	2022	2023
Kandos Museum	\$500	\$500	\$500
Mudgee Endurance Riders	\$1000	\$1000	\$1000
Gulgong Turf Club	\$1000	\$1000	\$1000

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	-
NSWPSSA	-	\$2,500
Mudgee Junior Rugby League	-	\$1,174

5. approve the transfer of allocated funds for the below events who have received multi-year funding, from Period 1 2021/22 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;

	Cash	In-Kind
Gulgong Polocrosse Carnival	\$672	\$328
Mudgee Triathlon Club	-	\$2,500
Rylstone Street Feast	\$741	\$1,759
Cudgegong Cruisers	\$1,000	\$1,500
AREC	\$2,500	-

6. note Rotary Club of Mudgee have spent \$1,000 of funds provided by Council towards Gardens of Mudgee event, however the event did not take place.

Executive summary

This report considers applications for Events Assistance under Council's Events Assistance Policy. It relates to 5 events in Period 2 (January – July 2022). A total of 5 complete applications were submitted, with an additional 1 application being passed to Finance to be submitted under Community Grants.

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.

Gemboree 2022

The 58th National Gem & Mineral Show is to be held in April 2022 with a projected attendance of 5000 - 7000 people across the 4 day event. \$2,500 in cash assistance is requested to put towards marketing the event. If Council wishes to support the event in 2022, the recommended amount based on the scoring scale is \$2,000.

Showgirl Zone Final 2022

The proposed Showgirl Zone Final 2022 is to be held in January 2022 with a projected attendance of less than 500 participants. \$2,500 is requested, made up of \$2,019 cash funding and \$481 in-kind assistance. Based on the scoring system, in-kind assistance of \$481 is recommended to cover the cost of the weekly venue hire of Gulgong Memorial Hall.

Multi-Year Funding

Gulgong Gold Cup

The proposed Gulgong Cup is to be held in June 2022 with a projected attendance of 2,200 people. \$2,500 is requested to be used towards marketing the event. If Council wishes to support the event in 2022, 2023 and 2024, the recommended amount based on the scoring scale is \$1,000 for each year. Council supported the event in previous years with \$1,000 in Events Assistance Funding.

Mudgee Ray Gooley Memorial Endurance Ride

The Mudgee Ray Gooley Memorial Endurance Ride is an annual event attracting approximately 300 attendees across two days in May 2022. Events Assistance of \$1,000 in cash funding is requested. If Council wishes to support the event in 2022, 2023 and 2024, the recommended amount based on the scoring scale is \$1,000 for each year.

Kandos Bush Dance

The Inaugural Kandos Bush dance is to be held in June 2022 with an expected attendance of less than 500 people. Events Assistance of \$2,500 is requested made up of, in-kind hire fees for Kandos Community Hall (\$194) and cash for marketing and other costs (\$2,306). If Council wishes to support the event in 2022, 2023 and 2024, the recommended amount based on the scoring scale is \$500 for each year (\$194 in-kind, \$306 cash).

A number of events have previously received multi-year funding for this assessed period:

	2020	2021	2022
Henry Lawson Society	\$2000	\$2000	\$2000
Rylstone Kandos Street Machine Club	\$2000	\$2000	\$2000
Gulgong Prince of Wales Eisteddfod	\$2500	\$2500	\$2500
Cudgegong Cruisers	\$491	\$506	\$521
Cudgegong Valley Antique Machinery Club	\$500	\$500	\$500
Arts Council Gulgong	\$1000	\$1000	\$1000
Gulgong Folk Club	\$1000	\$1000	\$1000

Cancelled events Period 1 – 2021/22

It is recommended to approve the transfer of allocated funds for the below events who have received multi-year funding for Events Assistance, from Period 1 2021/22 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;

	Cash	In-Kind
Gulgong Polocrosse Carnival	\$672	\$328
Mudgee Triathlon Club	-	\$2,500
Rylstone Street Feast	\$741	\$1,759
Cudgegong Cruisers	\$1,000	\$1,500
AREC	\$2,500	-

Gardens of Mudgee

Rotary Club of Mudgee were allocated \$1,000 of funds in cash by Council towards Gardens of Mudgee event 2021. This funding has been spent on marketing materials dated 2021, however the event did not proceed due to COVID-19. It is recommended that the monies are not requested to be returned, however funding is not rolled over into a future year as it has been spent by the organiser.

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 \$52,000 was provided in the 2020/21 Operational Plan for Events Assistance. \$20,892 has been allocated to events in the Period 1 applications. Based on the scoring system above, the recommendation of staff is to provide \$4,981 in Events Assistance. An additional \$9,506 has been previously allocated through multi-year funding. This leaves a balance of \$16,621 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.

ALINA AZAR
MANAGER ECONOMIC DEVELOPMENT

JULIE ROBERTSON
DIRECTOR DEVELOPMENT

11 October 2021

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

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER