



# ART EVENTS FUND

## GUIDELINES

## 1. The purpose of the fund

To support operational costs for national and regional art events hosted in Palmerston North that have an economic benefit. Note: events not hosted in the city may also be considered if they meet the fund criteria (please refer to section 4).

The grants will be 'one-off' project grants for the delivery of standalone events or a related programme of events.

This fund will open at the start of the financial year and will remain open until it is fully allocated. Applicants are recommended to submit their application at least two months before the planned event date.

An applicant may apply for one year initially but can re-apply for the same project the following year. There are no guarantees that a project will receive funding in subsequent years.

## 2. Fund priorities

Arts-focused event proposals that demonstrate these factors:

- contribution towards outcomes to achieve goals 1 and 2 of Council's [strategic direction](#);
- promotes domestic tourism and increases visitor nights (i.e. promoting longer stays and increased tourism activity, and generating visitation in the shoulder or low seasons);
- showcasing Palmerston North's unique story; and
- generation of positive media exposure for the region.
- In addition to the above factors, proposals will receive a greater weighting if the initiative demonstrates:
  - the ability to generate opportunities to leverage the city's profile and/or create a long-term legacy for the city;
  - contribution to a diverse range of events across the region's wider event landscape; and/or
  - contribution to outcomes that achieve goals 3 or 4 of Council's strategic direction.

## 3. Application criteria

The assessors will look at:

- The viability of the proposed event, including whether the applicant has the capability, capacity and experience to deliver it.
- Whether the event aligns with the Arts Event funding priorities, which includes consideration of:
  - Accessibility of the event;
  - How the event promotes the arts to regional, national or international audiences;
  - The opportunities the event provides for participation in the arts;
  - How the event adds to the variety and cultural diversity of events on offer in Palmerston North; and
  - The number of bed nights and meals out likely to be booked by participants and attendees.

## 4. Who can apply

Open to local communities and legal entities (trust, company, or incorporated society) who have a finalised proposal to host a public-facing arts event preferably in Palmerston North (wider Manawatū will also be considered if the event organiser can provide evidence of how Palmy will benefit from the event economically and strategically.).

Groups with no formal legal structure may apply for funding, provided they are able to nominate an 'umbrella' organisation that has agreed to receive and administer the grant on their behalf – the umbrella organisation will be legally accountable to Council for the expenditure of the funding.

### **Ineligible Applicants:**

- Political parties;
- Internal applicants (for example to fund projects, programmes, or facilities run by Council or its employees);
- Palmerston North City Council CCOs (Council Controlled Organisations); and
- Other local authorities, government agencies, or public sector entities.

## 5. Eligible expenses

Applicants will be asked to provide an overall budget for the event. In most cases, Council will be one of several sources of funding for the event rather than the sole funder, and this should be reflected in the budget.

The budget for the event is likely to include a range of costs. Examples include:

- Salaries, wages, professional fees (e.g. artists' fees), and volunteer expenses;
- Travel and accommodation expenses (e.g for Artists, Organisers to Palmerston North);
- Marketing, advertising, printing costs; and
- Programme expenses such as materials, equipment hire, venue hire, and tutor's fees.

Applicants will need to indicate how they plan to spend their council grant including details of the event and how it will be used to fund specific components of the budget, or to help offset the overall cost. Appropriate outcomes for the level of funding Council provides will be negotiated with recipients, and any special conditions for how the grant can be spent will be reflected in the funding agreement.

### **In a competitive funding environment, the following may be a lower priority for funding:**

- Travel and accommodation outside Palmerston North, unless Council is convinced there will be a tangible benefit for Palmerston North communities;
- Retrospective costs (where the activity has already taken place), unless this is necessary as a condition of the grant or Council is satisfied there are other mitigating circumstances; and
- Fundraising events or activities, especially where the beneficiary is a third party (e.g. charity events, sponsored walks), unless we determine the event has a wider community benefit beyond its primary purpose as a fundraiser.

## Ineligible Expenses:

- Private functions where the public is unreasonably restricted from attending;
- Trade shows or conventions;
- Capital or equipment costs;
- Purchase of alcohol;
- Prize money or awards; and
- Full-time or permanent employment.

## 6. Conflicts of interest

Organisations affiliated in some way to elected members or employees of Council can still be considered for grant funding. However, organisations in this category should note any possible conflict of interest (or perception of a conflict of interest) in their application to ensure any necessary steps can be taken to mitigate this.

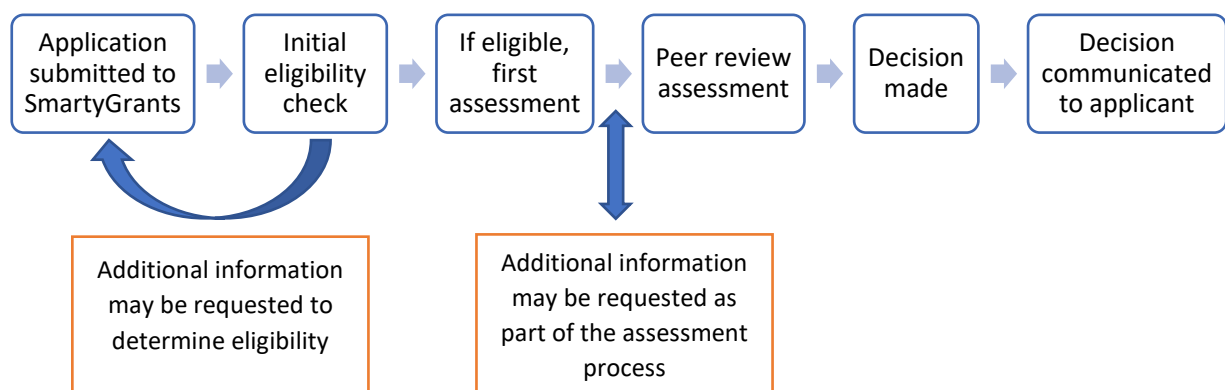
Elected members or council employees involved in funding decisions are also required to note any possible conflict of interest (or perception of a conflict of interest) and will not be involved in any assessment or decision-making related to these applications.

## 7. Allocation process

Applications must be submitted online via [Smartygrants](#). There is no cost to apply.

For help accessing the application form, applicants should contact [communityfunding@pncc.govt.nz](mailto:communityfunding@pncc.govt.nz) or 06 356 8199.

The assessment and allocation of funds is carried out by Council officers according to the process above.



Decisions usually take two weeks. Final funding decisions are at the discretion of Council officers.

Council provides funding in the form of a grant. Funding will be subject to a letter of agreement or contract, depending upon the size of grant allocated.

Payment of allocated funds will be made when the applicant submits an invoice for the granted amount. Applicants will be provided with a purchase order number which should be included on the invoice. If it is the first payment the applicant has received from Council, a deposit slip or screenshot (in PDF/Word format) of the bank account details, including the bank logo and a contact phone number, should also be supplied.

We ask that the successful recipients positively acknowledge the support of the Palmerston North City Council in all relevant media and promotional activities, including the incorporation of Council's logo in line with the provided identity guidelines.

All successful recipients are required to submit a report after the event has been delivered detailing the event outcomes with supporting data and financial budget. You will be asked to submit your report by logging into SmartyGrants and filling out the template. This report will be due two-months after your event is completed.

## 8. Council policies for events

Council has policies to help ensure funded events are safe and healthy for our communities. Please review the following policies and ensure your event complies, where relevant:

[healthy-beverage-policy-2017.pdf \(pncc.govt.nz\)](#)

[Sun protection policy – PNCC](#)

[auahi-kore-smokefree-and-vapefree-policy-2020.pdf \(pncc.govt.nz\)](#)