

Arts Event Fund

Through the Arts Event Fund, Palmerston North City Council will invest in events that contribute to Council's vision for the City, in particular, Goal Two: A creative and exciting city. Council recognises the opportunities that arise from hosting a range of culturally diverse and significant events in Palmerston North, both in terms of economic growth and in developing the city as an arts powerhouse.

a) Funding Priorities

Through the Arts Event Fund Palmerston North City Council will invest in events that contribute to Council's vision for the City, in particular, Goal Two: A creative and exciting city. Council recognises the opportunities that arise from hosting significant events in Palmerston North, both in terms of economic growth and in developing the city as an arts powerhouse.

To be considered for funding the event must:

- Have the arts as a central focus.
- Be of significant regional, national or international importance.
- Be accessible to the community.
- Positively profile the city of Palmerston North; and
- Provide an economic benefit for Palmerston North.

b) Funding Opportunities

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

Grants will be awarded through a contestable process throughout the year, until all the funds have been allocated. Please submit your application at least two months before your planned event.

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

c) Allocation Process

Potential applicants will complete an online application form. An allocation panel of council staff will assess the applications and may seek advice on aspects of the application from independent experts before determining the funding allocation. Funding allocations will be reported to Council annually.

d) Assessment Criteria

The assessors will look at:

- The viability of the proposed event, including whether you have the capability, capacity and experience to deliver it.
- Whether your event aligns with the Art 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, meals out likely to be booked by participants and attendees.

Eligible Applicants

a) Community organisations

The primary beneficiaries of Arts Event Fund grants will be not-for-profit, charitable and voluntary organisations. These groups are often referred to collectively as ‘community organisations’ because they are established with the primary purpose of providing a benefit to the wider community.

Community organisations generally display the following characteristics:

- A not-for-profit organisation, or an association of individuals whose primary aim is providing services and benefits to the community at large.
- Membership or participation is available to anyone who wishes to join; and
- May be a special interest or advocacy group for a particular section of the community, but the group or organisation should not impose unreasonable restrictions upon membership (such as setting fees at a level that exclude most people who might want to participate).

Most community organisations have a formal legal structure and founding documents (e.g. a constitution) which set out governance and management arrangements consistent with their charitable mission. Having a recognised structure enables Council to enter into a formal legal agreement with the organisation and ensures appropriate accountability for how grant funds will be managed.

b) Groups with no formal legal structure

Groups with no formal legal structure may apply for funding, provided they are able to nominate an ‘umbrella’ organisation which 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.

c) Social innovation and social enterprise

Council welcomes funding applications from social enterprises delivering outcomes for our communities. Social enterprises exist in a hybrid space, where social, environmental or cultural goals and commercial objectives come together. There are a variety of legal structures which social enterprises can adopt, including but not limited to:

- Charitable Trusts
- Limited Liability Companies
- Incorporated Societies
- Cooperatives or Unions.

To be classed as a social enterprise for the purposes of grant applications an organisation needs to demonstrate three elements:

- A social, cultural or environmental mission.
- A substantial portion of its income derived from trade; and

- The majority of its profits/surplus is reinvested in the fulfilment of its mission.

Ineligible Applicants

Community grants as covered by this policy are not available to:

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

Eligible Expenses for Grant Funding

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.
- Administration and office expenses.
- Accommodation expenses including rent, leases, maintenance, insurances and utilities.
- Costs integral to service delivery (e.g. vehicle expenses for a mobile social service).
- Marketing, advertising, website and 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.

Ineligible Expenses for Grant Funding

The following activities will not be funded:

- Debt servicing or repayment.
- Legal expenses.
- Activities that promote religious ministry or political purposes and causes.
- Medical expenses.
- Public services that are the responsibility of central government (e.g core education, primary health care).
- Physical works – e.g. improvement to community buildings – that require consents or permits, prior to the necessary consents or permits being obtained (grants may be awarded in principle, but funds will not be released until all conditions are satisfied); and
- Purchase of alcohol.

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.

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.