
REPORT 5

**ARTS AND CULTURE AND BUSINESS IMPROVEMENT
DISTRICTS DEVELOPMENT FUND - MARCH 2014**

1. Purpose of report

Provides recommendations for the distribution of the Council's Arts and Culture Fund and the Business Improvement Districts Development Fund.

2. Executive summary

The Council provides grants to assist community groups to undertake projects that meet community needs. Grants are also a mechanism for achieving the Council's objectives and strategic priorities, especially those priorities that rely on community organisations carrying out specific activities.

The 2013 review of the grant criteria proposed a move away from generic criteria in favour of specific criteria for each fund. The review highlighted the need to move away from generic criteria in favour of specific criteria for each grant fund. While each pool may share a number of criteria, others would be tailored to suit the particular demands of that community of interest and relevant Council outcomes.

3. Recommendations

Officers recommend that the Economic Growth and Arts Committee:

- 1. Receive the information.*
- 2. Agree to fund the applicants as listed in Appendix 3.*

4. Background

The Arts and Culture Strategy and Events Policy provided the strategic framework to establish criteria for the Arts and Culture Fund. The funds focus areas are- the city as a hothouse for talent, Wellington as a region of confident identities, active and engaged people, and our creative future through technology. The criteria and focus areas for the Arts and Culture Fund are included as Appendix 1.

The Business Improvement District Development Fund aims to support the strategic planning and provide assistance with local businesses to establish a business improvement district. This fund will operate for a two year pilot period (13/14 and 14/15) and will support the Council's Business Improvement District (BID) policy.

The criteria and focus areas for the Business Improvement District Development Fund are attached as Appendix 2.

5. Discussion

These funds provide grants to community organisations for projects that meet the criteria for the funds (Appendix 1 and 2). These are the third of the three funding rounds for 2013-14. The next funding round for these two funds will close in July 2014.

5.1 Arts and Culture Fund

There are 38 applications to the Arts and Culture Fund requesting a total of \$314,586. Funding available for allocation for the Arts and Culture Fund for the remainder of 2013/14 is \$93,900.

Appendix 3 includes one recommendation for support from the Arts and Culture Fund for the 2014/15 financial year, subject to approval the Council's annual plan.

5.2 Business Improvement District Development Fund

The total funding available for the Business Improvement District Development Fund in 2013/14 was \$50,000. Enterprise Miramar Peninsula were supported with a grant of \$32,947 in July 2013. Funding available for allocation for the Business Improvement District Development Fund for the remainder of 2013/14 is \$17,053.

There is one application to the Business Improvement District Development Fund in this round, seeking \$8,000.

Any balance of funding within the Business Improvement District Development Fund can be allocated to projects with a significant economic development component in the final round of the year.

5.3 Application Assessment

Officer's recommendations (Appendix 3) are based on evidence of need, alignment with the Council's strategic goals, the fund criteria (Appendix 1 and 2) and the likely effectiveness of funding the project.

Officers also take into account the management of previous funding (through accountability reports).

The assessment process may include consultation with; the applicant, persons or organisations referred to in the application, Council officers, and persons operating or knowledgeable about similar services to that of the applicant. Applicants are given five working days where possible to respond to a request for more information, so some recommendations may be subject to change depending on responses received after this report has been written.

To ensure funds are used appropriately, conditions may be suggested in certain circumstances should funding be approved. This is usually in cases where applicants need to use funds for a specific aspect of their budget or they are awaiting confirmation of sufficient funds from other sources to proceed with their project.

The original information provided through online application has been made available to members of the Committee.

The recommendations (Appendix 3) give each applicant's organisation name, a brief project description, the total project cost, amount requested and general comments from Council Officers.

6. Conclusion

The Economic Growth and Arts Committee is asked to consider the applications received for the Arts and Culture and Business Improvement District Development Funds and decide whether or not it is appropriate to fund applicant organisations, and at what level.

Contact Officers: *Mark Farrar, Senior Advisor- Funding and Relationships, Natasha Petkovic-Jeremic, City Arts Manager, and Phil Becker, Business Relations Manager*

SUPPORTING INFORMATION

1) Strategic fit / Strategic outcome

Wellington City Council Grants support communities to deliver on Council's strategic outcomes.

2) LTP/Annual Plan reference and long term financial impact

The Long Term Plan makes provision for community grants in several places - 2.1.6 - Community environmental initiatives, 3.1.4 - Grants and creative workforce, 4.1.4 – (Arts and) Cultural grants, and 5.2.4 - Grants (Social and Recreation). The Arts and Culture Fund come under project C661 and Business Improvement District Development Fund come under project C647.

3) Treaty of Waitangi considerations

Any grants application that could have implications for Maori are referred to WCC Treaty Relations Office for recommendations.

For the Arts and Culture Fund there are specific criteria and questions relating to Maori- this question focuses on projects that enhance visibility of Maori cultural practice and/or contemporary applications.

4) Decision-making

This is not a significant decision.

5) Consultation

a) General consultation

Council Officers engage and consult widely with a range of groups and organisations before funding applications are made and throughout the assessment process.

b) Consultation with Maori N/A

6) Legal implications

N/a

7) Consistency with existing policy

Council funds have been created to assist community initiatives in line with Council strategy.

Arts and Culture Fund

This fund has four focus areas that can be supported - the city as a hothouse for talent, Wellington as a region of confident identities, active and engaged people, and our creative future through technology.

Fund objectives

- To support the city as a hothouse for talent
- To reinforce Wellington as a region of confident identities
- To support active and engaged people
- To encourage our creative future through technology.

Criteria

Your project makes a positive contribution to achieving the Council's Strategic outcomes:

Towards 2040: Smart Capital strategy

- People Centred City: Contributes to healthy, vibrant, affordable and resilient communities, with a strong sense of identity and 'place' expressed through urban form, openness and accessibility.
- Connected City: Supports a city with easy physical and virtual access to regional, national and global networks.
- Eco-City: Allows the city to proactively respond to environmental challenges and seize opportunities to grow the green economy.
- Dynamic Central City: Supports a central city of creativity, exploration and innovation, helping Wellington to offer the lifestyle, entertainment and amenity of a much bigger city.

Long Term Plan 2012-22 priorities:

- An inclusive place where talent wants to live
- A resilient city
- A well managed city
- Annual Plan priorities for the relevant year.

The project is Wellington-based and mainly benefits the people of Wellington. (exceptions may be made for projects based elsewhere in the region, but which significantly benefit Wellington City residents).

The applicant is a legally constituted community group or organisation.

The applicant provides evidence of sound financial management, good employment practice, clear and detailed planning, clear performance measures, and reporting processes.

The applicant outlines how physical accessibility has been built into project development.

The applicant outlines how pricing has been set to ensure access by a wide range of people or by the intended users.

Appendix 1

The project should show evidence of community support, collaboration, and building partnerships with other organisations (e.g. social media interest, letters of support from other organisations/leaders).

The applicant must show that the project discernibly improves community wellbeing and adds value to the range of similar types of services in the community.

The Council acknowledges the significance of Māori cultural practice. Demonstrate how your project values and increases the visibility of Māori cultural traditions and contemporary applications.

New and developmental arts projects. We can support new and developmental arts projects. Applicants will need to demonstrate the formative nature of the project.

Focus Areas

The city as a hothouse for talent

Priority will be given to projects that:

- Ensure there is an appropriate range of platforms for local talent to present their works
- Value new talent and connect it with support networks

Wellington as a region of confident identities

Priority will be given to projects that:

- Recognise and celebrate the role of mana whenua and Māori history in the city
- Enable all ethnic, demographic and suburban communities to explore, celebrate and share their own cultural identity
- Enable suburban and other geographical communities to undertake projects that explore, celebrate and share their own identity

Active and engaged people

Priority will be given to projects that:

- Support arts practitioners to work with communities to develop work of, by and for that community
- Ensure the sustainability of organisations that facilitate and/or undertake activities within communities
- Maximise the potential of arts and cultural activities to increase community connectedness, resilience and participation in community/city decision-making

Our creative future through technology

Priority will be given to projects that:

- Increase access to technology for use in the creation, distribution and marketing of creative products and services

Business Improvement District Development Fund Criteria

Fund objective

To support the strategic planning for the establishment of a business improvement district which provides a vehicle for local business-led initiatives that support key city objectives of vibrant centres, business creation and development, and increased employment.

Criteria

Your project makes a positive contribution to achieving the Council's Strategic outcomes:

Towards 2040: Smart Capital strategy

- People Centred City: Contributes to healthy, vibrant, affordable and resilient communities, with a strong sense of identity and 'place' expressed through urban form, openness and accessibility.
- Connected City: Supports a city with easy physical and virtual access to regional, national and global networks.
- Eco-City: Allows the city to proactively respond to environmental challenges and seize opportunities to grow the green economy.
- Dynamic Central City: Supports a central city of creativity, exploration and innovation, helping Wellington to offer the lifestyle, entertainment and amenity of a much bigger city.

Long Term Plan 2012-22 priorities:

- An inclusive place where talent wants to live
- A resilient city
- A well managed city
- Annual Plan priorities for the relevant year.

The project is Wellington-based and mainly benefits the people of Wellington.

The applicant is a legally constituted community group or organisation that represents businesses in the location of the proposed Business Improvement District.

The applicant provides evidence of sound financial management, good employment practice, clear and detailed planning, clear performance measures, and reporting processes.

The applicant outlines how physical accessibility has been built into project development.

The applicant outlines how pricing has been set to ensure access by a wide range of people or by the intended users.

The project should show evidence of community support, collaboration, and building partnerships with other organisations (e.g. social media interest, letters of support from other organisations/leaders).

Appendix 2

The applicant must show that the project discernibly improves community wellbeing and adds value to the range of similar types of services in the community.

The Council is committed to the principles of the Treaty of Waitangi – partnership, participation, and protection. Outline how your project can progress these principles, particularly in relation to economic participation by Māori.

Focus Areas

Supporting local business groups to:

- Develop a business plan outlining the proposed activities that will be funded by the targeted rate and which comply with BID policy
- Agree a constitution and establish a legal entity to administer the BID. The Council should be consulted on the constitution.
- Undertake full consultation on the targeted rate and the planned activities and complete an establishment vote with a majority vote supporting the BID.