

New Years Eve Events Incentive Framework for Businesses

Tuesday, 1 August 2023
City Community Services and Culture Committee

Strategic Alignment - Strong Economies

Public

Program Contact:
Greg Ratsch, Acting Managing Director Adelaide Economic Development Agency

Approving Officer:
Clare Mockler, Chief Executive Officer

EXECUTIVE SUMMARY

The City of Adelaide has delivered an annual New Year's Eve event and fireworks displays for many years.

In response to the impacts of COVID-19 on public health and safety Council's New Year's Eve events in 2021 and 2022 were redesigned to disperse crowds around the city instead of being held in a single location.

This decentralised model featured a series of 'Midnight Moments' events whereby the City of Adelaide facilitated street parties in multiple locations in partnership with local businesses.

In 2023 Council resolved that the Lord Mayor's New Year's Eve event will return to Elder Park / Tartanya Wama. The reinstatement of the event to a single location does not include scope for the delivery of other events including 'Midnight Moments.'

At the City Community Services and Culture Committee workshop on 2 May 2023 Council sought advice on how to spread New Year's Eve activity across the city in a similar way to the 'Midnight Moments' initiative.

At its meeting on 13 June 2023, Council resolved in part to: '*request AEDA to submit to Council the grant funding framework and assessment criteria for the New Year's Eve activities within a budget of no more than \$100,000*'. This will exclude the provision of fireworks by Council at various points throughout the city.

The purpose of this report is to present the *New Year's Eve Events Incentive Framework for Businesses* which has been designed to encourage and support new or existing business-led activity/event in the public realm on New Year's Eve as well as the framework to govern the administration of the program.

RECOMMENDATION

The following recommendation will be presented to Council on 8 August 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL:

THAT COUNCIL:

1. Approves the *New Year's Eve Events Incentive Framework for Businesses* to govern administration of the program.
 2. Approves delegation for Acting Managing Director of AEDA to approve final funding recommendations.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Strong Economies This funding program delivers on Council’s Strong Economies theme particularly activation of main streets and laneways for economic growth and attraction of visitors as well as supporting creative use of the public realm.
Policy	Not as a result of this report
Consultation	Assessment of grant submissions will be undertaken by a representative of AEDA and City of Adelaide.
Resource	Administration of the program will be undertaken within existing AEDA resources. However an additional \$100k will be required to fund the grant program
Risk / Legal / Legislative	Not as a result of this report
Opportunities	The reinstatement of New Year’s Eve to Elder Park / Tarntanya Wama does not include scope for the delivery of other events including ‘Midnight Moments.’ This program provides an opportunity to continue to support businesses to deliver activity on New Year’s Eve.
23/24 Budget Allocation	\$100,000
Proposed 24/25 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	2023/24 financial year.
23/24 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

1. The *New Year's Eve Events Incentive Framework for Businesses* has been designed to encourage and support new or existing business-led activity/events in the public realm on New Years Eve.
2. The City is already a multi-focal point for New Years Eve celebrations in South Australia. Much of the activity provided and attended by people is delivered by private venues. The philosophy of this fund is to support those venues or organisations with an interest in activating a part of the city, to expand what they might otherwise have offered to attract additional patrons or enhance the liveliness of an area.
3. This framework was developed with consideration of existing guidelines such as Events and Festivals Sponsorship, Streetside Activation Guidelines, and Strategic Events Fund (including event expansion) where relevant.

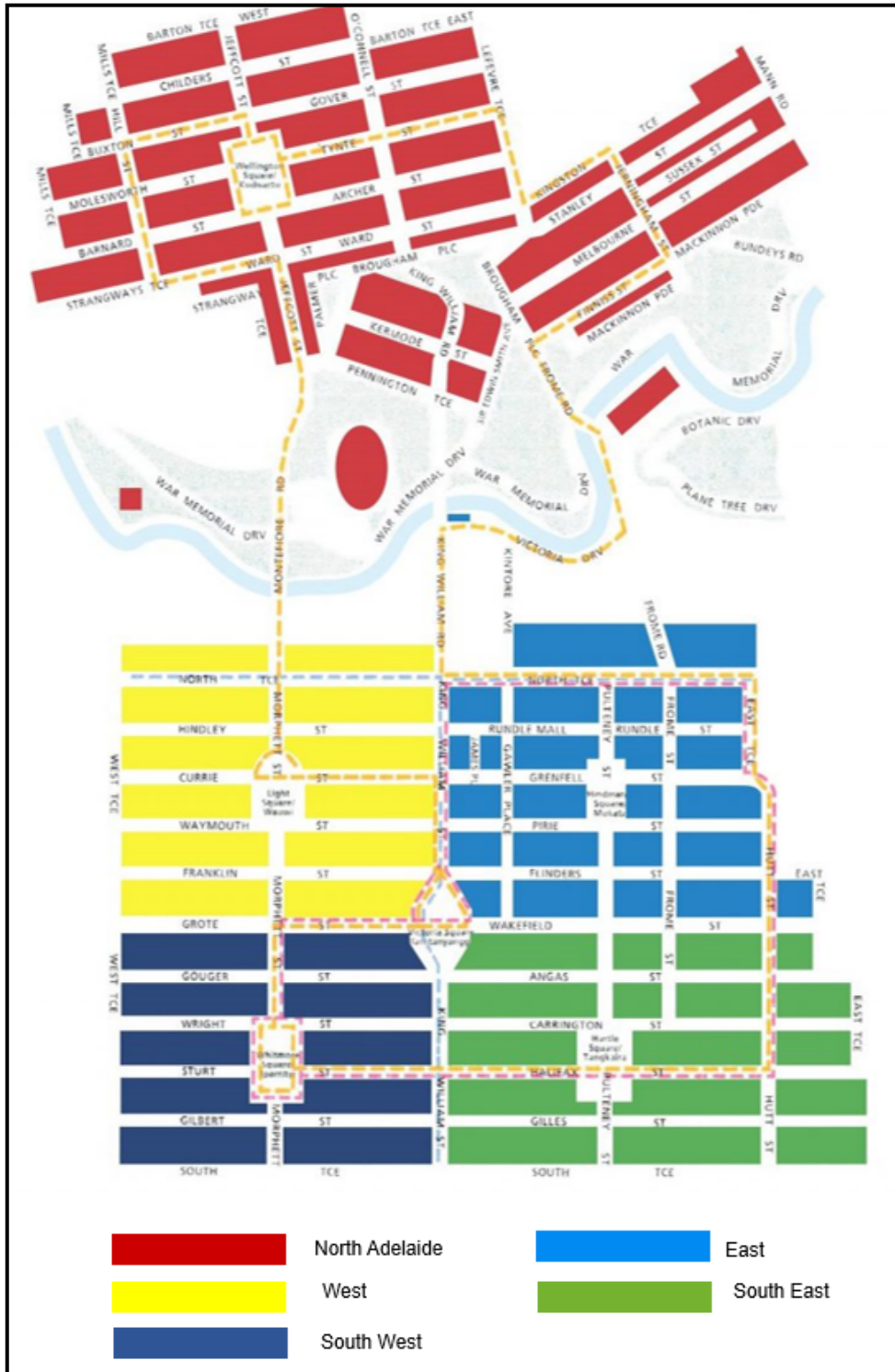
Grant Funding Framework

4. Eligibility for applications:
 - 4.1. Not-for-profit organisations including:
 - 4.1.1. Incorporated associations
 - 4.1.2. Companies limited by guarantee
 - 4.1.3. Aboriginal and Torres Strait Islander Corporations (under the *Aboriginal and Torres Strait Islander Act 2006*)
 - 4.2. Individual, sole trader and commercial organisations / businesses
5. Funding to be used for:
 - 5.1. Events that occur on New Year's Eve 31 December 2023
 - 5.2. Activity within the City of Adelaide boundary
 - 5.3. Events accessible to the general public, and not private or invitation only. To assist venues to manage numbers venues may choose to ticket the event
 - 5.4. Expanding activity/event that occurs in the public realm and/or above regular business operations with the objective of attracting people into the city, including:
 - 5.4.1. Event operating costs, including but not limited to, entertainment, outdoor furniture, event production and event facilitation.
 - 5.4.2. Costs for fees associated with public realm events, including but not limited to, road closure, traffic management. (Any application that requires a City of Adelaide road closure must have submit a road closure application at the same time as the grant application is submitted.)
6. Funding will not be used for:
 - 6.1. Applicants who have applied for or received funding from City of Adelaide for the same event on New Years Eve 2023 as this proposed application
 - 6.2. A request that is 100% of the cost to deliver the activity/event
 - 6.3. The funding request contravenes an existing City of Adelaide Policy or Operating Guideline
 - 6.4. The application is for an activity/event that denigrates or excludes any groups in the community
 - 6.5. An activity/event where safety and/or environmental hazards are identified
 - 6.6. Capital expenditure e.g. purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers, playground etc
 - 6.7. An applicant with outstanding debts with the City of Adelaide or its subsidiaries and/or incomplete reporting on previous funding awarded
 - 6.8. Reimbursement of funds already spent
 - 6.9. Award ceremonies or commemorative events
 - 6.10. Travel and/or accommodation expenses
 - 6.11. General fundraising activities and events

6.12. An applicant that undertakes canvassing or lobbying of Elected Members and/or employees of the City of Adelaide and its subsidiaries in relation to the sponsorship request

7. Funding allocation:

7.1. Up to \$20,000 of the total budget of \$100,000 has been allocated to five areas within the city, South West, South East, East End, West End, North Adelaide, as shown below, with the ability for multiple events to be funded within each precinct.



7.2. If no application is received for a particular precinct or applications are received and assessed unfavourably, AEDA staff can speak/actively approach potential businesses to encourage them to apply. If still no applications are submitted and/or applications do not meet the assessment criteria in a selected precinct, the respective funding will be distributed/redirected to other precincts.

8. Funding approval process:
- 8.1. Applications will not be assessed until after the closing date. Assessment will be undertaken by a representative from AEDA and the City of Adelaide for recommendation to the Managing Director AEDA for determination.
- 8.2. The Managing Director AEDA will review and provide approval of funding recommendations per applicant, ensuring the total program value does not exceed the allocated \$100,000 (excluding GST).
9. Program Timeline:
- 9.1. Subject to Council's approval of the *New Year's Eve Events Incentive Framework for Businesses* the following timeline will be used:
- 9.1.1. Applications open on 14 August 2023 and will close on 3 September 2023
- 9.1.2. Assessment of applications will occur between 4 September 2023 and 15 September 2023
- 9.1.3. Recommendations provided to Acting Managing Director for approval of funding
- 9.1.4. Applicants notified of outcomes
- 9.1.5. Council will be advised of the funding outcomes via an E-news.
- 9.2. If there are delays in approving the draft guidelines, this may impact the viability of the funding program as businesses if successful in receiving funding will need sufficient time to develop and implement their proposed events. If the business proposal includes public realm approvals including road closures or Park Lands use, these applications require up to 3 months lead time.
10. Assessment Criteria and Weightings

Criteria	Consideration	Weighting
Economic benefit	Evidence the activity will provide a measurable economic benefit to the city through increased visitation, and increased expenditure.	30%
Dynamic City Culture	The activity; <ul style="list-style-type: none"> • activates public realm • leverages City of Adelaide designation as a UNESCO City of Music • supports creative industries 	25%
Local benefits & connections	Activity that complements the area and illustrates collaboration with surrounding businesses	25%
Innovation	The activity demonstrates something new or different for the location or area, unique to New Year's Eve that is different to the rest of the year	10%
Event Viability	Evidence the activity/event and/or the business(es) is financially viable. Evidence of how the activity/event will be marketed.	10%

ATTACHMENTS

Nil

END OF REPORT -