

OPBID1819-0300002

Hunters Corner Town Centre Soc. Inc.

Project Title: Holi Papatoetoe 2019

Current Stage: Submitted

Grant Round: Otago-Papatoetoe Contestable
Fund for Business Improvement Districts
2018 (Discretionary round)

Applicant: Hunters Corner Town Centre Soc.
Inc.

User: Donna Lee

papatoetoe.mainstreet@xtra.co.nz

Organisation office address * Required

129 Great South Road
Hunters Corner
Papatoetoe Auckland 2025

Website and/or facebook page

Primary contact person * Required

Donna Lee

Position held in organisation * Required

Town Centre Manager

Daytime phone number * Required

(02) 7374 5351

Mobile Phone Number

(02) 7374 5351

Email address * Required

papatoetoe.mainstreet@xtra.co.nz

Decision: Undecided

Decision Date: 29TH January 2019

Amount Requested: \$29,500

Total Allocated: \$0.00

Total to be paid: \$0.00

Total Paid: \$0.00

**Project/activity contact person (must be a
different person from the admin contact and
needs to be a signatory designated for the
organisation or group. * Required**

Raj Chand

Position held in organisation * Required

Chairman - Hunters Corner Town Centre

Daytime phone number

(02) 1279 1233

Mobile phone number

(02) 1279 1233

Email address

raj.abc@xtra.co.nz

What is the legal status of your group/organisation? *
Incorporated Society

Where is the project/activity taking place? *
Required

Kolmar Sports Centre (No 2 & No 3 Rugby fields)

Project/Activity Title:
Holi. Celebrations

Proposed start date * Required

02/03/2019

Please describe your project/activity in three to four sentences *

Various colours and water are thrown on each other, amidst loud music, drums etc to celebrate Holi. Like many other festivals in India, Holi also signifies a victory of good over evil. This is a fun family event and already very popular in West Auckland where it attracts big crowds.

Assessment Criteria**Assessment Comments****Funding conditions
(information as provided
in application and grant
assessment)**

<p>1. How the expression of interest positively contributes to support and grow the local economic development of its town centre.</p> <p>Yes/No</p>	<p>Yes</p> <p>The proposed event aligns with Hunters Corner Strategic Plan 2016-2021, strategic thrust “Auckland’s Indian Precinct”. It would be a signature event on the Hunters Corner calendar with an Indian flavour that appeals to the wider community as well.</p> <p>Target audience: families, young people, diverse cultures</p> <p>Expected numbers: 2,000 to 10,000. As the event would be the first of its kind in the South, it is difficult to predict numbers. A similar event in West Auckland attracts thousands, as did the Diwali event held in Hunters Corner in 2018.</p> <p>[Source: telephone conversation BID manager & Specialist Advisor]</p>	<p>Revitalised town centres in Otara, Old Papatoetoe and Hunters Corner will reinforce their place at the core of our communities</p> <p>Celebrate heritage and cultural diversity of our communities</p> <p>Promote community economic wellbeing</p>
<p>2. Contribution towards the achievement of the Local Board Outcomes.</p> <p>Yes/No</p>	<p>Yes</p>	<p>Celebrate heritage and cultural diversity of our communities in Papatoetoe</p> <p>[Source: Application OPBID1819-0300002]</p>

<p>3. Viability of the project including the ability of the project delivery entity to successfully complete the project.</p>	<p>Awaiting project plan which will address:</p> <ul style="list-style-type: none"> • Proposed date – Saturday, 2 March (Holi is 20 and 21 March) • Infrastructure – may need port-a-loos • Health and safety planning – in talks with West Auckland organisers <p>[Sources: telephone conversation BID manager & Specialist Advisor, face-to-face conversation Events Coordinator & Specialist Advisor]</p>	<p>Project plan incomplete – BID Advisor to request information</p>
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<p>4. Total cost of the project, funding requested and if there is evidence of other investment or fundraising. "In kind" contributions are also valued as a valid contribution.</p>	<p>Advertising costs are high due to it being the inaugural event.</p> <p>[Sources: telephone conversation BID manager & Specialist Advisor, face-to-face conversation Events Coordinator & Specialist Advisor]</p>	<p>Total Cost: \$29,500</p> <p>Table one: Expenses/Costs for each project/activity \$</p> <p>Amount</p> <p>Stage</p> <p>\$12,000.00</p> <p>Advertising - flyers</p> <p>\$2,000.00</p> <p>Advertising - Radio Advertising</p> <p>\$3,000.00</p> <p>Advertising - Online Publicity</p> <p>\$1,000.00</p> <p>Advertising - Manukau Courier</p> <p>\$1,000.00</p> <p>Performances</p> <p>\$5,000.00</p> <p>DJ and Kids Entertainment</p> <p>\$4,500.00</p> <p>Colour for event</p> <p>\$1,000.00</p>
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<p>5. Financial assistance will only be available for a specific development project that either directly benefits businesses or increases connections with the neighbourhood through event or activities.</p> <p>Grants are not for the payment of:</p> <ul style="list-style-type: none"> • Staff salaries and/or wages, except contractor or wage costs that are direct costs of the proposed project/activity • Debt servicing • Purchasing or leasing of a motor vehicle • Rent or accommodation costs • Service and maintenance costs including utilities such as power and phone 	<p>The proposed event aligns with Hunters Corner Strategic Plan 2016-2021, strategic thrust “Auckland’s Indian Precinct”. It would be a signature event on the Hunters Corner calendar with an Indian flavor that appeals to the wider community as well.</p> <p>[Source: telephone conversation BID manager & Specialist Advisor]</p>	
<p>6. Evidence of collaboration with organisations, volunteers and other groups in the area for events or workshops</p>	<p>Organisers are seeking advice from West Auckland Holi event organisers</p> <p>The Food Hub has indicated interest in supporting this event</p> <p>[Source: telephone conversation BID manager & Specialist Advisor]</p>	<p>The application OPBID1819-0300002 does not identify collaborating organisations or individuals.</p>

<p>7. All successful applicants must acknowledge the support of the Otara-Papatoetoe Local board on any, advertising or other publicity material.</p>	<p>The Local Board logo will be on all printed material and event signage. The Local Board will be sent invitations to the event. All online publicity will also include the major sponsor i.e the Local Board.</p> <p>On the day of the event we will have the Otara-Papatoetoe Local Board banners out</p> <p>[Source: OPBID1819-0300002]</p>	<p>The Local Board logo will be on all printed material and event signage. The Local Board will be sent invitations to the event. All online publicity will also include the major sponsor i.e the Local Board.</p> <p>On the day of the event we will have the Otara-Papatoetoe Local Board banners out.</p>
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8. Final Score

The proposed Holi event fits well with the agreed criteria of the BID Contestable Fund.

Its timeframe does not.

The previous funding round for the BID Contestable Fund closed in November 2018. The next funding round closes on 15 March for a decision on 21 May which is too late for a 2 March Holi event. There are reputational and relationship risks if OPLB approves an application from HC which is over two months late. Papatoetoe Main Street Society's application to the first round of the BID Contestable Fund was declined last year due to lateness. See Resolution number OP/2018/236, OPBID1819-02, Papatoetoe Main Street Society, Towards the costs of the "Papatoetoe Christmas In the Park" event, \$20,000, Ineligible – Retrospective Event application.

[Source: Senior Grants Advisor and Specialist Advisor]