

2009.43 POLICY TOURISM AND ECONOMIC DEVELOPMENT (TED) FUND

1.0 INTRODUCTION

- 1.1 This policy provides a systematic approach for allocating the Tourism and Economic Development Levy to eligible projects.

2.0 PURPOSE

- 2.1 Council is accumulating \$150,000 per annum from a special rates levy to be expended on Tourism and Economic Development in the Shire. This policy will formalise an effective system for the prioritisation and assessment of projects and allocation of this funding to those projects.

3.0 SCOPE

- 3.1 The policy applies to the process to be used by the General Manager and Council to identify and report on potential projects for funding out of the annual TED levy.

4.0 RESPONSIBILITIES

- 4.1 The General Manager will be responsible for the implementation of this Policy.
4.2 Tourism Moree is to coordinate on tourism projects for consideration under this policy.

5.0 POLICY STATEMENT

5.1 TED Policy

This policy is guided by a set of agreed principles (guidelines).

Mandatory


Projects must fit under the category as described in the rate variation request *Part A – Tourism and/or Economic Development*:

"It is proposed to supplement (tourism and economic development) activities by funding festivals and events...in an attempt to showcase Moree Shire's attractiveness to both tourists and investors."

"Council wishes to provide ongoing additional funding of \$150,000 per annum to support tourism and economic development through the funding of festivals and event coordination."

Guidelines

- The fund where possible should :

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- o be used to a leverage fund, to attract further funding for identified projects
 - o provide seed funding to commence a project and
 - o any surplus fund generated from projects is to be used for future events or returned to the fund.
- Preference is for, but not limited to, new projects (dated from the inception of fund)
 - Maximum of \$25,000 per individual project per annum
 - Maximum of three years funding per project based on an annual timely review on the viability and sustainability of the project
 - Funds to be acquitted by written report from the recipient
 - A business plan has to be submitted for each project

An annual report on the expenditure of the funds is to be included in the Council's Annual Report.

A written report is to be submitted to Council within 60 days of completion of the project.

5.2 Procedure

Eligible projects will be presented to Council for approval in the prescribed format (a *pro forma* assessment matrix). Council will then make a decision based on the ranking of the proposed project. Attachment 2 further illustrates the process.

5.3 Structure

The structure of the annual fund is as follows:


- \$50,000 Tourism related projects
- \$50,000 Economic Development projects
- \$50,000 Strategic/Discretionary projects (related to Tourism & Economic Development)

6.0 DELEGATION

- 6.1 The General Manager is authorised, pursuant to Section 377 of the Local Government Act 1993, to allow a matter that does not conform with a policy to proceed to Council if the General Manager is of the opinion that the variation from the Policy is of a minor nature.

7.0 Attachments


- 7.1 Attachment 1. Explanation of the TED Fund Principles (Guidelines)
- Attachment 2. TED Fund Process

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Attachment 3. Assessment Matrix pro forma
Attachment 4. TED Fund Structure

8.0 Review

- 8.1 This policy is to be reviewed on an annual basis from the date of its original adoption by Council and in accordance with Section 4.4 of this Policy.

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Attachment 1. TED Policy Guideline Explanations

- The fund should be used as/for:
 - a leverage fund, to attract further funding for identified projects
 - seed and gap funding for identified projects
 - promotion of successes in the use of the funds (publicity)

leverage refers to government programs which offer dollar for dollar funding (or another ratio eg 75 percent to 25 percent)
seed funding refers to initial funding that helps to establish a project (eg feasibility investigations, business/strategic plans etc.)
gap funding refers to helping a project become established by covering a shortfall in identified funding that would threaten the project

- Funds should attract dollar for dollar minimum leverage but may be used as seed funding, or gap funding if a project can not proceed due to a shortfall of funds

Many government funding opportunities are dependent on dollar for dollar contributions from the local stakeholders, therefore provision of this matching funding guarantees at least a doubling of the project funding. Some other projects fall short of matching funding and the projects could go ahead if gap funding was available. The same applies for seed funding eg a small feasibility study or other investigation. All of these are high-leverage uses of the fund.

- Preference for, but not limited to, new projects (dated from the inception of fund)

New project means projects not formerly funded under any other program. The project idea, or the unfunded project, may pre-exist the levy start date. The intent of this principle is to initiate new economic and tourism activity. Established events that have not made the transition to sustainability could also be considered eg Moree on a Plate, Mungindi Music Festival.


- Maximum of \$25,000 per individual project per annum

The intent of this threshold is to maximise the number of projects funded each year. Council may waive this funding ceiling for high priority, high-scoring strategic projects, using the assessment criteria.

- Maximum of three years funding per project

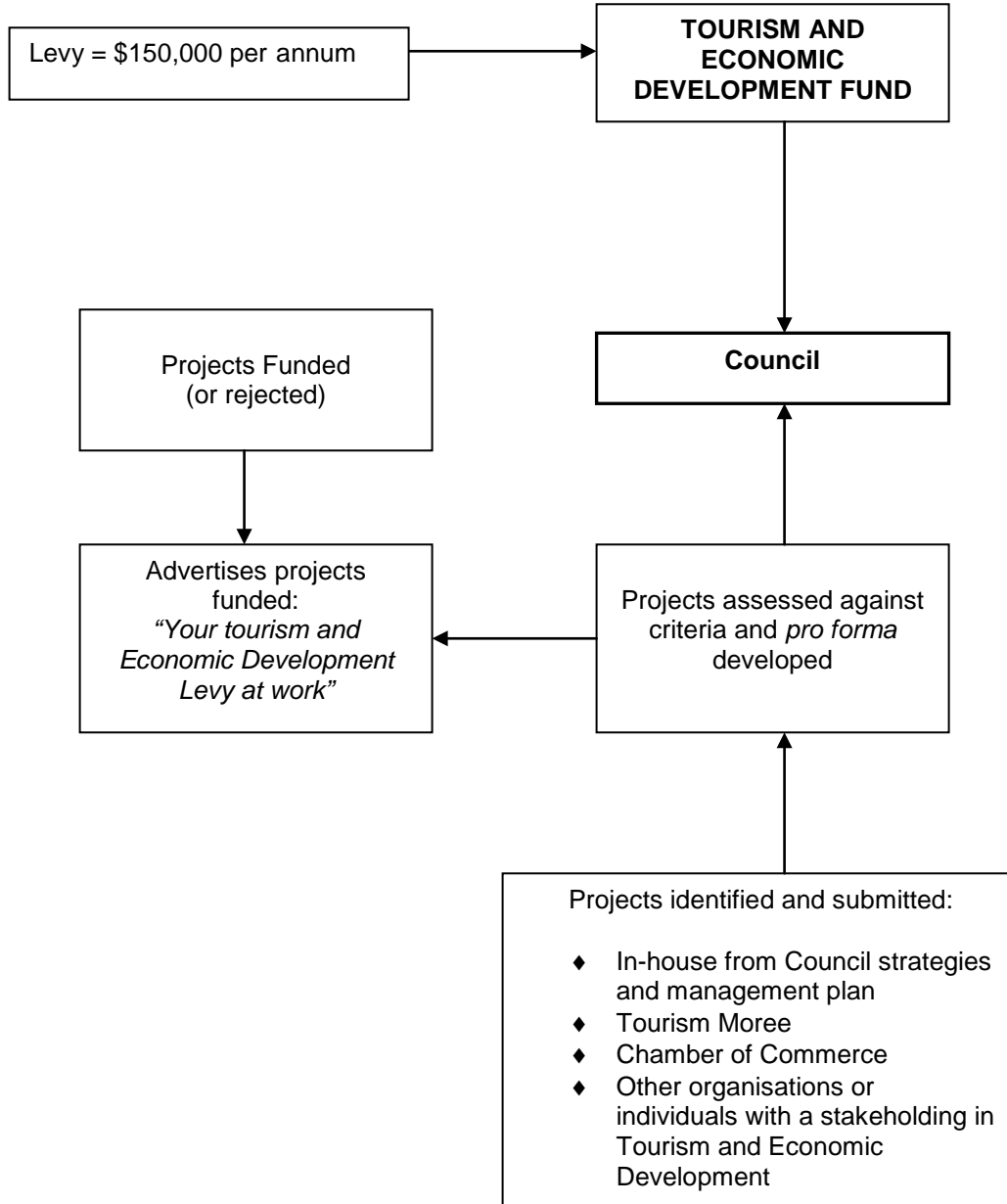
Some projects may justify funding over a three year period but should have other sources of funding or be financially sustainable after that period.


- Funding to be acquitted by written report from the recipient


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Attachment 2. TED Fund Process

Flow Chart of Tourism and Economic Development Fund




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Attachment 2. Assessment Matrix *pro forma*

Request for Funding of a Project from the Moree Plains Shire Tourism and Economic Development Levy Fund (TED)


		Comment			
Project name					
Description					
Proponents					
Funds sought					
Links to strategic plans					
Fit with Management Plan					
Responsibility					
Marketing/promotion					
Suggested Priority	High		Urgent		
	Medium		Moderate		
	Low		Timeless		
RECOMMENDATION					

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Quadruple Bottom Line Analysis


Community	Economy
Environment	Governance

TED Assessment Criteria	Score (Lowest To Highest)				
Criteria	1	2	3	4	5
1. General					
Any project that stimulates tourism or economic activity "funding festivals and events (including co-ordination)...showcase attractiveness to tourists and investors"					
2. New Project					
Project has not been previously funded from any source					
3. Leverage funding					
Leverage funding attracts other sources of funding eg dollar for dollar from government					
4. Seed or gap funding					
Gap funding is a contribution to cover an identified shortfall that if not found would jeopardise the project Seed funding is a contribution towards establishing a new project or initiative					
5. Funding thresholds					
Project is under \$25,000					

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Project funding is required over three years or less

Overall Assessment	1	2	3	4	5
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Attachment 4. TED Fund Structure

Tourism related projects
\$50,000

+

Economic development related projects
\$50,000


+

Discretionary/ Strategic projects
\$50,000

=

\$150,000 per annum

The intent of the discretionary/strategic funding allocation is to allow for funding strategic priorities or opportunities that arise. This can allow for short notice funding of opportunistic projects or ongoing strategic projects. These would still be subject to approval by Council.

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