

Council

Meeting of 010 - 18/02/2026: Council

Business Unit: Community
Date Created: November 3, 2025

Feilding & District Promotion - Six-month Report

Purpose Te Aronga o te Pūrongo

To present the Feilding & District Promotion six-month report for the period 1 July 2025 to 31 December 2025 for acknowledgement, in accordance with the letter of agreement to Feilding & District Promotion for the annual \$500,000 grant funding received from Manawātū District Council.

Recommendations Ngā Tūtohunga

That the Council acknowledge receipt of the Feilding & District Promotion Six-Month Grant Funding Performance Report for the period ending 31 December 2025.

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Approved for submission by:
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General Manager - Community

1 Background Ngā Kōrero o Muri

- 1.1 Council has funded Feilding & District Promotion (FDP) for many years to deliver events, business support and advocacy, district promotion, and information centre services.
- 1.2 At the Council meeting on 6 June 2024, Council asked that Officers bring back a paper for Council to consider with options for the future delivery of events, business support and advocacy, district promotion, and information centre services beyond June 2025. At this time FDP was operating under a Priority Services Contract with Council valued at \$436,000 per annum.
- 1.3 A paper was presented to Council on 5 December 2024 with options and Council agreed that:

- An operational grant be allocated to FDP of \$500,000 plus CPI, for a 3-year period from 01 July 2025 – 30 June 2028.
- The operational grant was increased from \$436,000 from the previous year by \$64,000 to include new specific initiatives within the Town Centre that aim to activate the space.
- FDP continue to develop, and provide, the information service collateral but that Council’s Manawatū Community Hub Libraries (MCHL) team deliver the customer facing information centre services (effective from March 2025).
- The grant is provided for FDP to deliver the following four areas of focus:

Description	Activities supported by an operational grant
Community Events	Support community run events through: <ul style="list-style-type: none"> • Advocacy: Encouragement to promote in the right places and the right mediums; • Event Promotion: Helping to put community events on EventFinda, posters put up around town, promoting events on social media, a monthly events calendar in the Feilding & Rangitikei Herald, manage the What’s On section of the feilding.co.nz website, manage the information signs at the entrances to Feilding, and any other actions to support event promotion; • Design: Help with design if required by community events; • Coordination and/or delivering a minimum of 5 events that bring the community together, support economic development, and celebrate the uniqueness of our district. Some examples include: <ul style="list-style-type: none"> o Rural Day o Christmas Carnival and Parade o Have a Go Days o Manawatū Hunt event o Biennial Business Awards o Kids ‘N Country (in conjunction with Rural Games); and • Coordination of the Saleyard Tours (managing volunteers, etc).
Town Centre Activation	As a minimum, activate the Town Centre by: <ul style="list-style-type: none"> • Coordinating and/or delivering a minimum of 6 events that bring the community to the Town Centre; • Management of the Friday Farmers Market in the Square; • Encouraging bookings in the grassed quadrant and market quadrant throughout the year, and coordinate events at Manfeild Park, Feilding Civic Centre, Manawatū Community Hub Libraries, Coach House Museum, etc to flow into the Town Centre; • Organising regular Eat Street events; • Coordinating shop local campaigns; • Managing the MDC supplied street flags in the CBD; • Encouraging more buskers to play on the footpath outside businesses (with Council and the business’ approval);

	<ul style="list-style-type: none"> • Administering removable furniture (e.g. bean bags) and games for use in the Square; and • Encouraging building owners and tenants to show pride for Feilding.
Networking Support	<p>As a minimum, support the local businesses in the Manawatū District by:</p> <ul style="list-style-type: none"> • Delivering a Bi-Annual Business Awards; • Organising/coordinating monthly networking events (including Biz@5 events); • Coordinating shop local campaigns; • Administering the CBD Security contract on behalf of Council; • Leading the security camera project for Feilding; • Helping businesses navigate the services and training that CEDA and the Chamber of Commerce provide; • Helping to attract new businesses to the Manawatū District; • Celebrating new businesses in the Manawatū District; and • Developing a relationship with the businesses to understand their needs, aspirations and concerns, and advise Council on topics of concern.
District Promotion	<p>Promote the Manawatū District through:</p> <ul style="list-style-type: none"> • Social media campaigns; • Coordination of information about the District (what’s on, where to eat, where to stay) to inform the Feilding Information Centre at Te Āhuru Mōwai; • Develop promotional material (e.g. flyers) to advertise what to do, where to stay, where to eat, etc to stock the brochure stand at the Feilding Information Centre at Te Āhuru Mōwai; • Managing the feilding.co.nz website, including the databases of businesses and clubs/groups in the district; • Facilitate, encourage and maintain a “what’s on” calendar of events and activities for the community to consume; • Create an annual advertising programme across all mediums promoting our town centre – key messages are shop local, free parking, no traffic lights, friendly service etc.

2 Strategic Fit Te Tautika ki te Rautaki

2.1 The services delivered by Feilding & District Promotion align with all six of Council’s strategic outcomes.

2.1.1 FDP supports a place to belong and grow by enabling and promoting community events and activities that bring people together and support social and cultural wellbeing.

2.1.2 FDP works alongside Council, community groups, businesses and partner organisations, contributing to a future planned together through collaborative planning and delivery of events, business support and district promotion activities.

- 2.1.3 Town centre activation, event delivery and promotion support an environment to be proud of by encouraging positive use of public spaces and enhancing the overall vibrancy of Feilding's town centre.
- 2.1.4 By activating existing town centre, FDP supports infrastructure fit for future by helping maximise the use and value of Council-owned assets and public spaces.
- 2.1.5 FDP's business support, networking, events and district promotion activities contribute to a prosperous, resilient economy by supporting local businesses, increasing visitation and encouraging economic activity within the district.
- 2.1.6 FDP's delivery of agreed services through a clearly defined operational grant and reporting framework supports value for money and excellence in local government by providing transparency of outcomes and accountability for the use of public funding.

3 Discussion and Options Considered Ngā Matapakinga me ngā Kōwhiringa i Wānangahia

- 3.1 Council officers acknowledge and appreciate the efforts of the FDP Board and Manager in maintaining open communication and working collaboratively with Council in particular providing advice and support for the Town Centre Refresh project. For example FDP supported the Flagtrax replacement and flag design, Coreflute temporary signage project which highlighted events in the district and the support on the introduction of the pedestrian crossing between the Market and Grass quadrants.
- 3.2 Council also notes the efforts of FDP to engage with other partner organisations such as Manfeild Park, the Feilding Civic Centre, Coach House Museum, and the Central Economic Development Agency (CEDA) to collaborate efforts to the benefit of the community. An example is supporting Manfeild Park to promote their Manfeild Live event.
- The FDP Board and team have worked hard to develop more events for the community to enjoy and to use their promotional services to support events managed by others.
 - Some highlights of the last six months include:
 - 156 community events supported which is an increase of 51 compared with the same timeframe last year
 - growth across digital platforms, including a 51.86% increase in website engagement and a combined social media reach of 2.47 million views
 - delivered or collaborated on 12 major events in addition to the weekly operation of the Feilding Farmers Market and Sale Yard Tours
 - Biz@5 events and the very successful and sold out Business Impact Awards.

4 Risk Assessment Te Arotake Tūrarū

- 4.1 There are no risks that Council are aware of at present associated with the recommendation to receive this report. Feilding & District Promotion has fulfilled its

reporting obligations and no decision is being sought that would alter service delivery or create new risk.

5 Engagement Te Whakapānga

Significance of Decision

- 5.1 The Council's Significance and Engagement Policy is not triggered by matters discussed in this report. No stakeholder engagement is required.

Māori and Cultural Engagement

- 5.2 There are no known cultural considerations associated with the matters addressed in this report. No specific engagement with Māori or other ethnicity groups is necessary.

Community Engagement

- 5.3 While there is no community engagement associated with this report for Council, FDP's services involve engagement with the community and seeking feedback to understand satisfaction with the services delivered.

6 Operational Implications Ngā Pānga Whakahaere

- 6.1 There are no operational implications with this report.

7 Financial Implications Ngā Pānga Ahumoni

- 7.1 The funding for the annual operational grant of \$500,000 plus CPI is budgeted through to the end of the agreed period of 30 June 2028.

8 Statutory Requirements Ngā Here ā-Ture

- 8.1 FDP has provided a satisfactory 6-month report that outlines its performance against the agreed areas of focus set by Council for the 3-year period.

9 Next Steps Te Kokenga

- 9.1 FDP will present their annual report for the period 01 July 2025 to 30 June 2026 to a Council meeting in Aug 2026.

10 Attachments Ngā ĀpitiHanga

- FDP Six Monthly report from July 2025 to December 2025.