



Presentation to MDC
Wednesday 18th February 2026

Who is FDP

- ▶ FDP is a grassroots, not for profit, community-driven organisation making Feilding & Districts a great place in to live, work, play, eat, shop, and stay.
- ▶ Guided by an executive board of local volunteers (currently 12 plus 2 elected members), supported by an operations team of FTE 3.75.
- ▶ Primarily funded by MDC
- ▶ Purpose: delivers high-impact events, drives business engagement, promotes the district, and builds a connected, vibrant Feilding & District, in partnership with MDC and our community.

Strategic Vision

- ▶ FDP is the driving force behind a more vibrant, connected and resilient Feilding & District, recognised as the trusted facilitator, that turns shared priorities into outcomes, fosters community pride and elevates Feilding & District profile nationally.

Our work is grounded in five principles: connection, celebration, facilitation, sustainability and growth, and pride.

Core Funding Streams

- ▶ **Primary Funding Streams:**
 - ▶ MDC Annual Grant (Core operational support)
 - ▶ Sponsorship & Partnerships (Sponsors of key community and business events)
 - ▶ Event Revenue (stallholder fees & ticketing)
 - ▶ Grants & External Funding (CCTV Project and community events)
 - ▶ In-kind Support (volunteer hours, donated services)
- **Income from MDC 75%, Other income 25%**

MDC funding provides the foundation, FDP leverages this to attract additional revenue and community contribution.

Key Strategic Pillars



Community Events & Activation

Deliver and grow strategic community and town centre events, that activate the district

Creates pride, connection, vibrancy and economic development

FDP Budget Spend 55%



Business Support & Engagement

Supporting, connecting, celebrating & advocating for local business

A connected & confident business community

FDP Budget Spend 20%



District Promotions & Visibility

Amplifying district activity and keeping people informed

Stronger community engagement, pride, economic development and connection

FDP Budget Spend 20%

Underpins MDC's Strategy of Growing Great Communities

Admin Budget Spend 5%

What We Do

The Outcome

What's New for 2026

- ▶ *Light Up Feilding* – July winter activation
- ▶ Create a 'Rural Month' with new rural-identity initiatives throughout October.
- ▶ Incentive painting scheme for building owners

Closing

- ▶ Feilding & District Promotion is a trusted local partner to Manawatū District Council.
- ▶ Together, we are strengthening Feilding as a vibrant, connected and resilient district.
- ▶ Thank you for your continued support