

## Weymouth Business Improvement District Ltd Project Funding Application



Name and address of your organisation and correspondence address:  
(Including email address and contact telephone number if possible)

Arkadia Events  
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Weymouth  
DT4 8BT  
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Describe your organisations activities and objectives:

Design, deliver and setting up and co-hosting large-scale high-end festivals and events, such as Larmer Tree, South Coast summer fayre and many more, along with artisan and local markets and independent festivals for families.

3 large festivals last year.

**Our objectives for this year are to:**

Introduce an artisan food market ten times across the season - followed into the early evening by a street food evening with live music and family entertainment at Lodmoor park.

Organise and produce a family food and drink event based around the harbour and peninsula

Plan and put on further events including Christmas based events for 2020.

Look at the redesign and up-grade of the up-take of the Weymouth carnival.

How will your project benefit the Town?

Attracting locals and tourists to the town for the whole level of day and night plus utilising surrounding areas, aiding footfall and keeping the 'local pound' in the right radius.

Helping visitors and aiding in local knowledge. getting to know more about local trade and retailers, experience the sites and sounds of this vibrant town, utilising retailers as a dual or triple aspect sales spots.

The project will benefit the town, through increased footfall to both events, attracting people to spend money in the town.

We also aim to benefit the town through making our events the place to go especially the street food festivals and the harbour-based festival.

Extending the season


Describe how your project fits within the Weymouth BID business Plan:

<p>Our project fits in with the business plan by providing events and festivals to attract visitors to the town to spend money with the local businesses. Our aim is to extend the season and keep visitors returning due to larger scale events and regular events in the areas finer spots.</p>
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Where do you get the majority of your funding from each year to run your organisation?

<p>Our funding comes from balancing the costs of charging the traders and running stalls ourselves. In some instances, the funding also comes from ticket sales and sponsors.</p>
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What do you aim to achieve with the funding you are requesting in this application?

<p>We are aiming to run a variety of family friendly festivals and the supporting finance will be used to secure the locations with the council, as well as closing the roads for the harbour-based music and food festival.</p> <p>The funding will also be used to advertise and market the events. Along with sourcing insurance for the events.</p>
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How much will your project cost in total?

<p>The Street food and Artisan market will cost £10000 The Harbour based festival has a projected cost of between £70k to £80k</p>
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How much funding are you asking for from the Weymouth BID Ltd?

<p>£30,000</p>
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What percentage is this of the total project costs?

30%

Where will the rest of the funding come from?

The rest of the money will come from raising money through sponsors, and the traders who will pay to be at the sites.

How much of this money have you secured?

We have traders ready to commit to all of the events we have planned, and we have some sponsors who are interested.

What is your organisation's reconciled bank balance as at today's date?

We have a reconciled bank balance of 12.5k

How will you spend the funds you are asking for? Please itemise the costs (use another sheet if necessary)

£10000 to close roads for the harbour festival  
£6000 for the traffic  
£500 for hire of market, street food venue x 10 events so £5000  
Marketing and Advertising £10000  
Insurance we are awaiting quotes back but roughly £2000

What benefits do you aim to achieve with this project? List at least three benefits.

Increase footfall and therefore spending in Weymouth.

Extend the season with a variety of events starting in April.

Attract people to the town throughout the year.

Increase turnover for local retailers through event participation.

Additional Information you wish to submit in support of your application for consideration:

We want to put the beautiful town and its passionate traders and locals back on the map in the best way possible utilising local media partners, local artisan trades and local retailers, we have the support of everyone in Town that we've discussed this with and we have a massive audience of traders ready and raring to go.

We want to work as closely as possible with everyone concerned and make this a fun and beautiful set of events that will keep people coming back to Weymouth again and again.

**DECLARATION:**

I declare that this funding application has been authorised by:

Name of organisation: Arkadia Events – Delicious

Name of Applicant: Daniel Nash – Carl Mac

Signature of applicant:

Position: Managing Director

Date: 21/01/2019