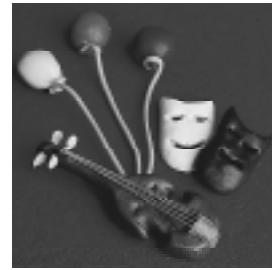


# Events, festivals and the City centre



<b>Users:</b>	All residents, visitors, City Centre retail businesses
<b>General Benefit:</b>	Economic, recreational and social

## Rationale for assigning benefits

General benefit is received by the whole community from the wide range of festivals and events held in the City through the contribution these activities make to the identity of Christchurch.

Direct benefit is provided to festival goers who attend the events. Businesses also receive direct benefit from increased economic activity generated by them. Proportionate costs are therefore allocated to commercial ratepayers.

The commercial sector as a whole gains general benefit from central City marketing activities. The whole community gains from a high standard of information from the City Council.

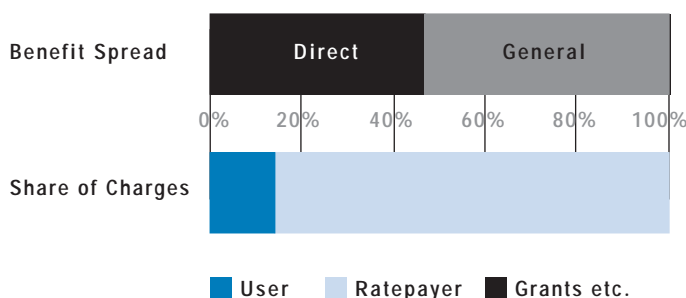
## Other considerations

Charging patrons direct for festivals and events would be impractical as controlled access to most is not feasible. Many festivals and events are in the community interest. For example, free, supervised fireworks displays enhance community safety; and free theatre, concerts and children's events enhance community development.

Council policy is to protect and enhance the viability of the central City in the best interests of the community.

Christchurch City Council co-ordinates four annual festivals — SummerTimes, Kidsfest, the Festival of Dance and Showtime Canterbury — along with weekly central City entertainment, including markets and concerts. Some of these activities receive cash sponsorship from businesses. Around \$150,000 per year is also provided through "in kind" contributions from various businesses. In addition, Council core funds a programme of festivals and events through the year, which also receive cash and "in kind" sponsorships. As part of its service to Christchurch, the Council also promotes retail activity in the central City, working in partnership with the retailers concerned to standardise and extend opening hours, produce shopping guides, advertise the City centre as a shopping destination and co-ordinate parking promotions. Costs for these programmes are shared between the Council and participating retailers. Events, festivals and City centre activities cost the City Council \$2.8 million each year.

## Who should pay?



## Who benefits?

