

6. FESTIVALS AND EVENTS FUNDING

Officer responsible
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The purpose of this report is to recommend confirmation of funding for a number of festivals/events in the 2002/03 programme following discussions with the organisers on aspects of them.

BACKGROUND

In February 2002 the Festivals and Events Subcommittee presented the results of its strategic review of existing festivals and recommended funding for the In-house, SummerTimes and Contracted Events for 2002/03. As part of this report the Festivals and Events Subcommittee recommended funding for most of the festivals and events but left some unallocated funding to be subsequently allocated subject to negotiations being undertaken with several of the festivals.

The Festivals and Events Subcommittee has been continuing to progress those negotiations and has reached a point where they are finalised for the 2002/03 year. Consequently, the Festivals and Events Subcommittee would like to confirm funding levels for these festivals.

BOOKS AND BEYOND FESTIVAL

In its February report to the Arts, Culture and Heritage Committee the Festivals and Events Subcommittee indicated that it was discussing various aspects of the Books and Beyond Festival with the organiser. The Subcommittee consequently made no funding recommendation with the intention of subsequently recommending funding from the unallocated sum.

Discussions have now taken place with the event organiser with the conclusion that the festival is likely to become biennial from 2004 working in coordination with the Auckland book/literature festival. The intention is to cooperate and share the costs of attracting overseas authors and programme content to make the operation of both festival more efficient. The Books and Beyond Festival is largely focussed on local people with little visitor attendance, particularly from the North Island. Consequently having common programme elements in Auckland in Christchurch is not viewed as a major concern. The event organiser has indicated that a lower level of annual funding will be required to operate the biennial festival.

The first time the Books and Beyond Festival can synchronise with the Auckland Festival in 2004. Consequently the Subcommittee is recommending funding of \$71,651 for 2002/03 to produce the last of the annual book festivals.

COMBINED FESTIVAL OF FLOWERS/FESTIVAL OF ROMANCE

As reported to the Arts, Culture and Heritage Committee last month a close relationship between the Festival of Flowers and the Festival of Romance had been identified in terms of theming and timing in the year. Potential benefits from merging the two festivals were identified and the Subcommittee has previously indicated a desire to facilitate discussions/negotiations between the two trusts with a view to developing a merged festival.

The Festivals and Events Subcommittee has been working with the two trusts towards the development of a merged festival. The Festival of Romance is a biennial festival with only the Valentine's Day Dance taking place in the off year. As 2003 was due to be one of the Valentine's Day Dance only years, the Festival City Trust has indicated that the time available does not allow for the development of a fully integrated festival next year. Consequently the two trusts have worked on developing linkages between the Festival of Flowers and the Valentines Day Dance for 2003 with a fully integrated festival to be developed for 2004.

The Festivals and Events Subcommittee has now received confirmation of the linkages between the Festival of Flowers and the Valentine's Day Dance 2003 and is now ready to recommend funding for these festivals/events as follows:

- Festival of Flowers \$70,000
- Valentines Day Dance \$20,000

In its report to the Arts, Culture and Heritage Committee in February 2002 the Festivals and Events Subcommittee clearly indicated that it viewed the Festival of Flowers as a primarily community event ie focussed on providing for the needs of local people. During its consideration of festivals funding the Subcommittee was presented with feedback from Christchurch and Canterbury Marketing of the Festival not meeting overseas visitors expectations and damaging the City's reputation as a visitor destination. The Subcommittee has concerns that the Festival is still being billed the 'International' Festival of Flowers and marketed to overseas visitors. Consequently the Subcommittee would like to attach a condition that the word 'international' be omitted from any publicity material not already produced.

TEDDY BEAR'S PICNIC AND KIDSPLAY

In its February report to the Arts, Culture and Heritage Committee the Festivals and Events Subcommittee indicated a desire to explore the possibility of making Teddy Bear's Picnic an element of Kids Play in the SummerTimes festival. The Subcommittee has subsequently worked with the in-house events team on this suggestion but concluded that the two events should remain separate for the following reasons:

- The two events are aimed at different audiences – Teddy Bear's Picnic at families particularly those with younger children; Kidsplay at older children.
- Having one large Teddy Bear's Picnic event has advantages in attracting a range of attractions and organisations because of the critical mass of people, that would not be attracted to a series of smaller Teddy Bear's picnics in Kidsplay.
- There is a danger that the public's expectations will be that the six Teddy Bear's Picnics in Kidsplay would each be of a similar scale as the previous centralised Teddy Bear's Picnic. The likely outcome of this would be disappointed members of the public and potentially numbers of attendees that could not be catered for safely in the smaller format.
- It has not been possible to stage the Teddy Bear's Picnic as planned in each of the last two years due to inclement weather. The event was cancelled in 2001 and held in a modified form inside at Pioneer Stadium in 2002.
- By refocussing the programme to some degree there are opportunities to utilise the Teddy Bear's picnic as a means to introduce children to a range of active play opportunities and encourage them to take part on an ongoing basis.

Consequently the Subcommittee recommends funding for Teddy Bear's Picnic of \$20,000 and Kidsplay \$6,000 for the 2002/03 year.

OVERALL FUNDING PROGRAMME FOR 2002/03

The funding recommendations made in this report and the report received by the Committee last month are all achievable within the \$2.5 million funding 'envelope' approved in the Annual Plan.

Appendix 1 summarises the funding decisions made to date in the Corporate Plan pages for In-House Events, SummerTimes and Contracted Events.

Note: Discussions concerning a merger between the Adventure Festival and the Montana Winter Carnival are continuing.

Staff

- Recommendation:**
1. That funding of \$71,651 be allocated to the Books and Beyond Festival in 2002/03.
 2. That the Festival of Flowers receive funding of \$70,000 in 2002/03 subject to any publicity material not yet produced having reference to the festival being an 'international' festival removed.
 3. That the Valentine's Day Dance receive funding of \$20,000 in 2002/03.
 4. That funding of \$20,000 be allocated to the Teddy Bear's Picnic in 2002/03.
 5. That funding of \$6,000 be allocated to Kidsplay in the 2002/03 year.

Chairman's

Recommendation: The Subcommittee's recommendations be approved.