

14. EXTENSION OF WORLD BUSKERS FESTIVAL TO INCLUDE NEW BRIGHTON

Officer responsible Leisure Manager	Author Lesley Symington - Team Leader Recreation and Arts, DDI 941-8879 and Clare Quirke - Funding and Relationships Co-ordinator - Festivals and Events, DDI 941-8916
---	--

The purpose of this report is to respond to a request by the Board at its 27 May 2002 meeting to investigate options for an extension to the World Buskers Festival to include New Brighton.

BACKGROUND

The World Buskers Festival is core-funded by the Christchurch City Council and runs in January each year. The core-funded amount contributed by the Council amounts to just under 40% of the total cost of operating the festival, with other funding coming from commercial sponsorship, and various trusts.

A set of festival objectives is agreed between the Council and the trust which operates the World Buskers Festival and attached to the core-funding contract (see attached objectives for 2002 Festival).

QUOTE TO EXTEND WORLD BUSKERS FESTIVAL TO INCLUDE NEW BRIGHTON

The Festival Organiser, Jodi Wright, has been approached with regard to an extension of the 2003 Festival to include New Brighton and has forwarded a quote of \$13,210 to make this happen. Details of the quote are listed below:

“Re: Buskers at Brighton - 25 and 26 January 2003 (or 18 and 19 January)

Quote: to supply talent and produce weekend of talent

Saturday, 25 January or 18 January 12 noon to 3.30 pm

<i>International Act - One hour show</i>	\$450.00
<i>International Act - One hour show</i>	450.00
<i>International Act - One hour show</i>	450.00
<i>National Act - Solo</i>	350.00
<i>National Act - Duo</i>	400.00
<i>Local Act - Statue</i>	250.00
<i>Local Act - Performance</i>	200.00
	<hr/>
	\$2,550.00

Sunday 26 January or 19 January, 12 noon to 3.30 pm

<i>International Act - One hour show</i>	\$450.00
<i>International Act - One hour show</i>	450.00
<i>International Act - One hour show</i>	450.00
<i>National Act - Solo</i>	350.00
<i>National Act - Duo</i>	400.00
<i>Local Art - Statue</i>	250.00
<i>Local Act - Performance</i>	200.00
	<hr/>
	\$2,550.00

Event Management

<i>Local Co-ordinator</i>	1,000.00
<i>Event Security - 30 hours @ \$17p/hr</i>	510.00
<i>Sound Equipment/PA rent of</i>	500.00
<i>Transport from City to Mall & back - 10 trip</i>	200.00
	<hr/>
	\$2,210.00

Advertising/Publicity

<i>One full page in World Buskers Tabloid Programme (includes Artwork) (110,000, 16 page, distributed with the Press in January)</i>	1,500.00
<i>Two Banners - in Mall</i>	1,000.00
<i>1,000 Posters and distribution of</i>	1,200.00
<i>Two Event inclusion in World Buskers Festival Press and Star Ad Campaign (adding 12cm to 18 ads @ \$10.50 per cm)</i>	2,200.00
	<hr/>
	\$5,900.00

Total \$13,210.00”

Jodi Wright comments that the reason she has included high performance fees is because few performers will be interested in giving up a weekend show in the City/Arts Centre to play the New Brighton Mall, as she does not expect crowd sizes or hat donations will be as good as they are in the Central City.

The event would be staged in the amphitheatre area and the small apron area between the mall and Beresford Street.

Should the Board decide to accept this quote, Jodi Wright would need to know by 1 September 2002 so that this can be included in contracts with the performers.

OPTION OF ONE-DAY PERFORMANCE

The organiser would be prepared to consider a smaller extension of the festival to New Brighton, provided that the Board fund \$5,000. This would involve a one-day performance with six to seven acts, preferably on a Sunday, including three international acts and two or three national acts. Jodi Wright would like to work in with the New Brighton Project and have three or four local acts complete the bill. Additional funding may be sought from the New Brighton Project or from pub charity funding from a New Brighton hotel.

FESTIVALS AND EVENTS SUBCOMMITTEE

As Board Members will be aware, the above Subcommittee of the Arts, Culture and Heritage Committee, is now in place to advise the Council on a calendar of events for the City. Should the Board wish to have New Brighton performances included as an objective of Council's core-funding, this would need to be discussed with the Festivals and Events Subcommittee with a view to inclusion in the 2004 Festival contract.

CONCLUSION

Should the Board wish to extend the January 2003 World Buskers Festival to New Brighton it would need to fund this as per the above quote or negotiate a smaller event. An extension to New Brighton would be a pilot and could be continued on an annual basis with continued funding from the Board. The organiser would wish to run and market the event professionally and well the first time with the aim of "growing" it over time.

Alternatively, the Board may wish to discuss this issue with the Festivals and Events Subcommittee to ascertain whether the Subcommittee would consider including this request as part of its 2004 core-funded agreement for this festival.

NATURAL + PEOPLE + ECONOMIC STEP ASSESSMENT

#	CONDITION:	Meets condition ✓✓0x	HOW IT HELPS MEET CONDITION:
The Natural Step			
N1	Reduce non-renewable resource use	✓✓0x	
N2	Eliminate emission of harmful substances	✓✓0x	
N3	Protect and restore biodiversity and ecosystems	✓✓0x	
N4	People needs met fairly and efficiently	NA	NA - See People Step + Economic Step
The People Step			
P1	Basic needs met	✓✓0x	
P2	Full potential developed	✓✓0x	
P3	Social capital enhanced	✓✓0x	Community well-being enhanced.
P4	Culture and identity protected	✓✓0x	Local performers reflect Christchurch culture.
P5	Governance and participatory democracy strengthened	✓✓0x	Extension to local communities and identity.
The Economic Step			
E1	Effective and efficient use of all resources	✓✓0x	
E2	Job rich local economy	✓✓0x	Employment for local performers.
E3	Financial sustainability	✓✓0x	Spin-offs to city economy.

Staff

Recommendation: For discussion.

Chairperson's

Recommendation: For discussion.