

5. FESTIVALS AND EVENTS FUNDING DECISIONS

Officer responsible Leisure Manager	Author Clare Quirke, Funding and Relationships Co ordinator- Festivals and Events Leisure Planning on behalf of Festivals and Events Subcommittee, DDI 941-8916
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The purpose of this report is to inform the Committee of the activities of the Festival and Events Subcommittee.

1. Festival of Flowers and Romance

A deputation comprising Fred Hollingsworth, Warwick Scadden and Tony Paine outlined their proposal for the 2004 Festival of Flowers and Romance at the Festival and Events Subcommittee meeting on 6 March 2003.

The deputation expressed that there was a need for the city to sell itself as a romantic destination and their festival entitled "Petals, Passion and Possibilities" would reflect this by providing a focus on flowers and romance. The festival would be located principally in the Cathedral Square to Botanic Gardens areas.

Details of the proposed programme included:

- Floral carpet,
- Flower plantings,
- Performance of fabric flowers by Jenny Gillies,
- Children's Fiesta Day,
- Botanic Gardens events,
- Garden Club displays,
- Love Walk,
- Outdoor dances over three nights,
- Flower Fairies Magical Garden,
- Birthday Flowers,
- Floral Designer of the Year,
- Perfume Paradise,
- The Erotic Wardrobes,
- Garden of Love.

The combined Trust was seeking a Council Core funding grant of \$181,500 which was approximately 50% of the festival total cost. The proposed festival would be significantly larger and the naming rights could be potentially sold.

The Festival and Events Subcommittee indicated to the Trust that the proposed amount is significant which if agreed would mean the exclusion of another part or whole festival.

The Festival and Events Subcommittee reiterated to the Trust that it is very supportive of the "Petals and Passion" concept and continues to see an opportunity for a combined focus festival at this time of the year and that the Subcommittee considered the festival as a community festival and as such any Council Core Funding would be within the Community festival funding band of between \$50,000 and \$90,000.

The Chairperson of the Festival and Events Subcommittee requested a revised proposal for the festival, which includes festival components that fit within the funding band and further reflects the combined theme.

The revised proposal has been received by the Chairperson and Subcommittee and will be considered as part of the overall funding of the festival programme within the next two of months.

2. **New Zealand Garden Festival Trust**

Cam Moore, the Interim Chairman of the Trust reported back to the Festival and Events Subcommittee on the work done to date by the new Trust. This included:

- Developing a long term vision,
- Analysing various successful festivals and events,
- Timing issues,
- Consultation,
- Financial planning.

Discussions had been held with the event organiser of Gardenz. The employment of an event organiser/initial planner was being addressed. It was confirmed that the festival was expected to become self-supporting in time.

Further progress reports would be made to the Festival and Events Subcommittee at appropriate intervals.

3. **Analysis of the Festival and Events Programme**

The Subcommittee is progressing through the analysis of the festival programme in order to provide funding recommendations to the Arts, Culture and Heritage Committee within the next two months.

The process considers the conclusions from the analysis to the festival programme overall with no process components considered in isolation. Individual festival funding is decided upon after consideration of the whole process and overall programme.

The analysis process includes:

- Background familiarisation and review of festival post show material and research.
- Programmes fit with the ideal festival programme picture.
- Participation/audience analysis.
- Lifecycle analysis.
- Festival content analysis.
- Target market analysis.
- Council funding per attendee analysis.
- Proportion Council funding.
- Policy outcomes analysis for each festival.
- Conclusions/overall summary of findings.
- As a result of conclusions revisit strategy.
- Consideration of longer term funding.
- Deciding on funding for individual festivals.

Following the conclusion of the process recommendations will be made to the Arts, Culture and Heritage Committee. A seminar on the overall festival programme will be presented to the Arts, Culture and Heritage Committee in July 2003.

Festival and Events Subcommittee

Recommendation: That this report be received for information.

Chairman's

Recommendation: That the information be received.