

## 2. EVENT SEEDING REQUESTS

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The purpose of this report is to seek approval of seven requests received for financial support from the Event Seeding Fund.

### 2.1 CLOTHESLINK CANTERBURY

The Council has received a further request from ClothesLink Canterbury for support for a Canterbury Fashion and Catwalk Parade to showcase the region's leading fashion and outdoor wear design talent.

As Councillors will recall earlier this year the Event Seeding Fund provided \$15,000 for the Canterbury Fashion Collections and Awards which is being held in association with the Showtime Canterbury event.

The initial request from ClothesLink Canterbury was for \$30,000 to assist with an event which was to be held in September 2003 and because of the timing and the fact that funding had already been committed to a similar event this request was declined. They then requested support for the event in March/April 2004 and this was also declined with questions being raised over the roles of CDC and the Council and it was felt that the Showtime event needed to happen and be evaluated prior to making any further commitments to this project.

The most recent request from ClothesLink Canterbury is for a grant of \$10,000 and an underwriting of \$10,000 for the event scheduled for 26 February 2004 to be held in the Cathedral Junction complex.

#### Proposed Budget

##### Expenditure

Sponsor agreement/PR strategy/Planning and Management	\$30,000
Staging lighting etc	\$13,000
Show producer	\$5,000
Models	\$7,000
Make up/hair	\$5,000
Entertainment/ food etc	\$20,000
Tickets posters brochures etc.	\$10,000
Gift bags VIP air fares and accommodation	\$30,500
Venue hire	\$7,000
Complimentary tickets	\$5,000

<b>Total</b>	<b>\$132,500</b>
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##### Revenue

Donated materials and labour	\$33,500
Requested funding	\$69,000
Confirmed funding (CDC)	\$10,000
Requested from CCC	\$20,000

<b>Total</b>	<b>\$132,500</b>
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The request to the Council is for \$10,000 grant and \$10,000 underwriting.

They note that any ticket sales will be used to fund the following year's event and will be charging \$50 for front row seats and \$20 for students.

Council staff still have some concerns with this proposal. There is no study showing why the event is being held, no business or marketing plan and no direction longer term for the event. There have also been some questions as to the suitability of the proposed venue for such an event. Should the Council decide to support this event then it may be appropriate for Islay McLeod, the Events Team Leader, to meet with the steering group to attempt to address some of these issues.

- Recommendation:**
1. That the Council support this event with \$10,000 from the Event Seeding Fund.
  2. That the Events Team Leader meet with the steering group to look at addressing some of the issues raised.

## 2.2 JOHN BRITTEN MEMORIAL SUPERBIKE EVENT 12, 13 AND 14 MARCH 2004 RUAPUNA

The Red Rackhams Treasure Company Ltd through Peter Fenton the Managing Director has approached the Council for support for this event. The event will be over three days with three support classes and the superbikes. Friday unofficial practice Saturday Qualifying and Sunday Race finals.

The aims of the event are to:

- Honour the memory of John Britten
- Lift the profile of NZ motor cycle road racing
- Promote Ruapuna as an international venue
- Promote Christchurch as the motor sport capital of NZ
- To provide an event for motor cyclist enthusiasts and families
- To make the event a "must be seen there" event

The event will have total prize money of \$68,400 and they have a comprehensive marketing plan in place. The programme is also to include a black tie dinner; the profits of which are to go to cancer research. Mr Fenton has letters of support from Kirsteen Britten, Motorcycling NZ, Motorcycling Canterbury and the Canterbury Car Club. A range of budgets (these will be available at the meeting) have been supplied responding to different situations and all show the need for significant sponsorship (\$50,000) and all show a best case scenario profit. Mr Fenton has advised that he is prepared to support this event from his own resources while it is establishing. While a specific request has not been made, any support would assist especially in the first years while the event is being established.

- Recommendation:** That the Event Seeding fund support the John Britten Memorial event in 2004 with \$10,000.

## 2.3 IRONMAN PRODUCTIONS LTD, SPEIGHT'S COAST TO COAST

Ironman Productions has approached the Council for support in getting television coverage of the event, which would be shown in New Zealand in 2004 on Sky TV and then in the following year the aim is to get international coverage which is currently being negotiated. The cost to produce the coverage is \$70,000.

This event is the longest running (2004 will be the 22nd event) and biggest multisport event in New Zealand. The first event in 1983 had 79 competitors and now the 900 places have over 1,100 participants wanting to apply each year. This is probably the only icon event that is associated with Christchurch and the South Island. Over the 22 years of the event some 62 television documentaries have been made and overseas film companies from England, Australia, Germany, Japan, France, America and Wales. This event won the Best Special Event in 1990 (NZ Tourism awards) and the Most Outstanding Event Promotion in 1991 (Canterbury Sports Person of the Year Awards). During the years this event has been held the Council has never been asked for any significant contribution towards the operating costs with small Event Seeding contributions being made to assist with local publicity and promotion each year.

Because of the nature of this event and its significance to Canterbury, support has also been sought from Canterbury Development Corporation, Christchurch and Canterbury Marketing, West Coast Development Trust and the Selwyn District Council. The aim is to provide advertising opportunity during the documentary which could be used to promote the regions involved.

Subject to the live television coverage the following commitments have been made:

Christchurch and Canterbury Marketing	\$15,000
Canterbury Development Corporation	\$5,000
West Coast Development Trust	\$
Selwyn District Council	\$
Christchurch City Council	\$20,000

- Recommendation:**
1. That the Event Seeding Fund provide up to a maximum of \$20,000 in support of this proposal.
  2. That this funding be subject to the availability of sufficient funding to allow the project to proceed.

#### 2.4 JADE STADIUM LTD NRL FIXTURE WEST TIGERS VS NZ WARRIORS

Jade Stadium Ltd has requested \$17,500 per annum for the duration of the contract (three years) with the West Tigers. The proposed budget for this event shows that they will require attendances of around 15,000 to break even with a 50% house (16,886) showing a \$27,000 profit.

The event is set down for June 2004 and will be the first regular NRL fixture to be held in the South Island. They see the benefits as visitors to the city, it is a quiet time for accommodation in Christchurch and being held at a time between a Super 12 game and a Rugby Union test.

If the Council was to support this event as requested they would be acknowledged as one of five key partners in all promotional material and during the event the Council would also receive key signage acknowledging Council support for events held at the Stadium. In real terms this is a business venture being undertaken by Jade Stadium and they should be taking the risk for this venture. Because the event does have the potential to become a significant local sporting fixture it could be supported from the Event Seeding Fund.

The Chief Executive Dean McKenzie will attend the meeting to provide additional details.

- Recommendation:** For discussion.

#### 2.5 CANTERBURY OPERA

Canterbury Opera has written to the Council seeking support for bringing a singer to Christchurch for a recital in January 2005. They have requested \$30,000 from the Council, \$10,000 now, \$10,000 in August 2004 and \$10,000 by 29 January 2005.

As for the venture by Jade stadium this is a business venture that Canterbury Opera should be taking the risk for. If the Council supported this venture they would be acknowledged as follows:

- The Mayor's presence at the announcement function
- Council logo on all promotional material
- Up to 40 tickets for the recital for the Council to gift to low income families.

This recital will be of major international significance and should provide ongoing benefits for Canterbury Opera. The budget shows the need for \$60,000 in sponsorship (this includes the request to the Council) with a break even if 69% of seats sell. A full house would result in a \$60,000+ profit on the venture.

The Chief Executive from the Opera, Elizabeth Owens, will attend the meeting to provide additional details.

- Recommendation:** For discussion.

#### 2.6 SUPER 12 AND CRICKET INTERNATIONAL WEEKEND

The Leisure Manager will be in attendance to discuss this proposal concerning a clash of fixture dates early next year at Jade Stadium.

## 2.7 MANA IN THE PARK 2003

A request for support has been received from the organisers of this event which is held in Linwood Park. They have included a budget that shows a \$10,000 shortfall. Last year's event resulted in a small loss (\$1,200+) and was attended by around 7000 people. They have confirmed funding from 4YP of \$5,500 and expect \$5,900 from stall holders. They have applications in with Lotteries Youth for \$19,820.50 and a \$10,000 request with the Community Trust.

### **Budget**

Staging, sound system, stage manager and crew, generator etc	\$10,950
Management fee, security, fencing, portaloos, tables, chairs, marquees etc	\$11,564
Promotions	\$9,521
Performers	\$19,250
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Total	\$51,285
Income estimated at	\$41,220

The objectives of the event include:

- Promotion of health and employment
- Promote life and healthy choices
- Help youth identify positively with their culture
- Bring together and showcase Maori and Pacific Island talent
- Provide positive Maori role models
- Expose young emerging artists in the music industry
- Encourage youth participation in music
- Make a difference

While the budget provided shows a loss of \$10,000 the organisers need to take a more positive approach to controlling expenditure to help minimise any potential cost over runs. With 7,000 people attending last year's event this response would indicate a good level of local support and the event is obviously meeting a need for many younger people.

**Recommendation** That the Event Seeding Fund provide \$4,000 towards Mana in the Park 2003.