

1. ENHANCING OF GARDEN FESTIVALS

RR 9449

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Corporate Plan Output: Festivals & Events	

The purpose of this report is to make a recommendation to the Council on the use of \$50,000 allocated in the 1999/2000 budget for the enhancement of Garden Festivals.

BACKGROUND

On Tuesday 26 May 1998, Mr Iain Clark made a presentation to the Parks and Recreation Committee on behalf of the Canterbury Horticultural Society, seeking an arrangement of support which included a cash grant of \$20,000. The project: 1999 Canterbury Horticulture Society's Annual Flower and Garden Show. The aim: to support Christchurch's position as the Garden City of the World.

The Committee decided that the Canterbury Horticultural Society and the Garden City Trust prepare, in conjunction with Council staff, a joint proposal for a major garden show providing for Council funding of up to \$100,000.

The report was presented to the Annual Plan Working Party which recommended to the Council that \$50,000 be allocated in 1999/2000 to enhance garden festivals; the allocation to competing organisations to be subject to an officer report. This recommendation was adopted by the Council at its Annual Plan meeting on 26 June 1998.

HORTICULTURAL SOCIETY JOINT VENTURE WITH PARKS UNIT

A proposal was tabled at the 10 February 1999 meeting of the Parks and Recreation Committee, outlining what is in essence a joint venture between the Canterbury Horticultural Society and the Parks Unit, for The Garden City Garden Show – 150 year celebration.

Comparing the proposals to the Council by Iain Clark in May 1998 with Warwick Scadden's in February 1999, a conclusion could be drawn that support 'in kind' from the Parks Unit be worth approximately \$30,000 to the Horticultural Society.

GARDEN CITY TRUST MILLENNIUM FLORAL CARPET

The Garden City Trust meanwhile have embarked on planning a Millennium Floral Carpet which will be on display in Victoria Square from Friday 18 February through to Monday 6 March 2000. This project will see cameos of famous Cantabrians incorporated around the centrepiece of the first four

ships. The budget is estimated at \$110,000, with contributions coming from the Community Trust and Lottery Millennium Fund.

As a secondary project, the Garden City Trust would like to raise funding for the theming of all six inner city bridges, from Colombo through to Worcester, utilising creative artists and floral materials. An additional component would be the installation of hanging baskets around the City Mall/Colombo Street area. The bridge & hanging basket project is estimated at \$40,000.

EVALUATION OF CONCEPTS

The Council's initial vision was to create an International Garden Show, with both organisations working closer together in order to minimise overheads. It is a difficult merger considering the diverse organisational structure and objectives of both parties. They are, however, working more closely, with each party being represented on the other's board.

The Festival of Flowers umbrellas the Garden Show and creates a situation whereby they each complement the other, to such an extent, that an 'International Focus' of activity is created, which appropriately supports the Garden City of the World image. The future funding allocation will reinforce and secure this 'International Focus' for year 2000.

The Flower and Garden Show in 1999, requested initial cash injection of \$20,000. Considering the contra arrangement with the Parks Unit, the estimated cash equivalent in kind should be considered when the distribution of cash is allocated between the two parties.

The Festival of Flowers has not included any Council contributions in its revenue target for the Floral Millennium Carpet. However considering the subjective nature of acquiring funds, the Council only should support the project if the group's funding requirements have not been achieved. Secondly that support should be transferred to the Bridges and Baskets project if the revenue targets are exceeded or the Millennium Carpet does not come to fruition.

The year 2000 brings together many vibrant ideas. The Council needs to foster constant innovation and development. The \$50,000 funding should be allocated yearly on a 'special project by project basis', with relevant parties bidding for this funding. This would keep the 'Garden City of the World' image at the forefront of innovation.

- Recommendation:**
1. That \$10,000 be allocated to the Canterbury Horticultural Society for the Gardens City of the World Garden Show Project at Mona Vale; this

funding to be in addition to the 'in kind' support from the Parks Unit, estimated at \$30,000.

2. That \$40,000 be allocated to Festival of Flowers for the Millennium Carpet subject to conditions outlined, with funds otherwise transferring to the Bridges and Hanging Baskets project.
3. That funding for the projects referred to in recommendations 1 and 2 above be for the 1999/2000 financial year only.
4. That funding of \$50,000 be allocated annually on a project by project basis, to projects which enhance the garden city image, subject to monitoring and evaluation of past and future projects.