

## 5. APPLICATIONS FOR EVENTS SEEDING FUNDING

<b>General Manager responsible:</b>	General Manager Community Services
<b>Officer responsible:</b>	Community and Recreation Manager
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### PURPOSE OF REPORT

1. The purpose of this report is to consider a number of applications for funding from the Council's Events Seeding Fund.

### EXECUTIVE SUMMARY

2. As part of its annual grants to community organisations the Council sets aside funding for the assistance of the establishment of new events in the city. This fund is called the Events Seeding Fund and its primary purpose is to assist new events to establish themselves during the first two to three years of existence.

3. There is \$160,000 available annually and applications can be received at any time throughout the year. Applications are assessed under the following headings:

Direct economic return to the city  
Potential for future events  
Media exposure for Christchurch  
Potential for self-sufficiency  
Support from relevant organisations (parent body etc)  
Other available resources and confirmed support  
Compatibility with existing events

4. Funding is usually provided for one to three years and often on a decreasing scale. This is to encourage the event organisers to obtain funding from other sources such as commercial sponsorship or from possible increased income from patronage.

5. Six funding applications are to be considered:

- Methven Big Air festival. Request: \$5,000-\$30,000
- Asia:NZ Lantern Festival Request: \$40,000
- Christchurch Cycling Festival Request: \$20,000
- VJ Day 60<sup>th</sup> Anniversary Celebrations: confirmed: \$5,000
- South Island Salsa Festival Request: \$10,000
- Canterbury Rose Society Request: \$1,248

### STAFF RECOMMENDATIONS

It is recommended:

- (a) That the request from the Methven Big Air festival for 2005 be declined.
- (b) That the Council support the Asia:NZ Lantern Festival Request to the value of \$30,000.
- (c) That the Council support the request from Mainland Cycling Limited for the Christchurch Cycling Festival to the value of \$20,000
- (d) That the Council support the South Island Salsa Festival to the value of \$7,500.
- (e) That the report on the approval of funding of \$5,000 for the VJ Day celebrations be received.
- (f) That the Council support the Canterbury Rose Society's request for funding of their 75th Jubilee to the value of \$1,248.

## **BACKGROUND**

### **Methven Big Air Festival**

6. The Methven Big Air 2005 event is a ski and snowboarding competition held in the centre of the town of Methven on Saturday 24 September. The organisers truck in snow from Mt Hutt and build a large ramp in the middle of Methven's main street on which competitors perform tricks on snowboards and skis to win the event. There are live bands and fireworks which take people into the post event celebrations.
7. The Methven Big Air is in its seventh year and is a well-established event for the town and within the skiing and snowboarding community. It attracts around 9,000 spectators and is well covered through television and other media.
8. The event is organised by NZski (the governing body for snowsports in New Zealand) and Mount Hutt. An Auckland based PR company called Pead PR is managing sponsor liaison for the event and has been involved for the past three years.
9. The Council has been offered the opportunity of one of three sponsorship packages ranging from a supporting sponsor for \$5,000 through to naming rights sponsor for \$30,000.
10. Although the event is well-run and publicised nationally and will no doubt involve a lot of participants and spectators from Christchurch, there are a number of reasons for it not to receive support from Christchurch City Council.
11. Firstly, the event is being run outside of Christchurch so obviously there will be no direct returns to the city from visitors to the event. Further, many people will travel to the event from Christchurch.
12. Christchurch has recently invested in a similar event as part of the Winter Carnival which involved a ramp and snow in the Square in 2004. The events seeding fund made a small investment in this event, the effect of which would be reduced if the Council then supported a similar event out of the city.
13. Thirdly, there is the consideration of control of the event from a distance. Generally, with Council funded events, part of the support involves the advice and assistance of the Council Events Team and the relevant regulatory areas to assist the organisers to ensure they are complying with the necessary safety and other requirements. If the Council decided to support the Methven Big Air event it would be difficult to maintain overview of the planning, consent and regulatory preparations for the event which would all be conducted under another local authority's jurisdiction.
14. It is therefore recommended that the Council decline the application for funding of the Methven Big Air Event.

### **Asia NZ Foundation Lantern Festival**

15. The inaugural Chinese Lantern Festival was run by the Asia New Zealand Foundation and was held in Victoria Square in February 2005. The Festival was supported by the Council from the Events Seeding Fund to the value of \$20,000. The event was a huge success and the Square was full over the duration of the event. It is estimated that 35,000 people attended over the two days.
16. Discussions are being held with the organisers for next year's event and the date has been set for 25 and 26 February 2006. This date is slightly later than this year's event in order not to clash with the Council's ASB Bank Starry Nights event which is planned for 18 February. The timing of the festival is linked to the Chinese New Year and therefore there are a limited number of suitable weekends available.

17. As the Christchurch event is tied to the Auckland event, this move to a two week gap between the two events has resulted in further costs associated with keeping performers in the country and has therefore pushed the total cost of the event higher.
18. In order to keep costs down for the 2005 event, Asia:NZ did not engage a local event manager for the event. Their feedback on this decision is that whilst this was a cost saver it made the organisation of the event significantly more onerous for their own staff. They have indicated a desire to employ an independent events manager for the 2006 event which will obviously have an impact on the event budget.
19. Given the success of the first event, it can only be assumed that the support and turnout for 2006 will be even stronger and the event itself will be bigger and better. The Chinese Lantern Festival has a strong future in Christchurch.
20. The 2005 event was possible only through the support the organisers received from the Council and other funding organisations. This included a grant of \$60,000 from the Southern Trust. However, indications are that given the decline in the amount of funding available from the various Gaming Machine and other Charitable Trusts that this level of funding may not be available again for the 2006 event.
21. Organisers also indicate that they struggled to secure local sponsorship for the 2005 event from the Chinese Community and that their initial approaches for 2006 would indicate a similar response for next year's event. They have, however, confirmed corporate sponsorship of \$50,000 to date and will work towards re-confirming the support in-kind from transport firms for the lanterns and performers as per last year.
22. Given these factors the applicants have requested an increase in support from the Council for the 2006 event to \$40,000 and have also made initial approaches to eventually move the event from a seeded event to a Council core funded event in the longer term. This latter request may be considered in the future.
23. The events seeding fund is, as its name suggests, a fund to support events to "get off the ground" in their initial years whilst they become more widely known and hopefully more attractive to other support from sponsors and other funders. Generally the seed funding decreases over the two or three years of Council support to the point where Council may not support the event financially at all or the event becomes core funded by Council with a longer term commitment. With the Lantern Festival it may be that this approach is not the best way to ensure the longevity of what looks to be a significant event for the city.
24. From discussions with the organisers, there were of course significant learnings to take from the first event which will be applied to the 2006 event and will ultimately mean a better event which will draw more people. However the event has not established itself significantly yet to enable the organisers to be confident of being able to replace the Council support. To this end it would be wise to at least support the 2006 event to the same level as was given in 2005.
25. The question remains as to whether Council should increase its support to assist with the two main areas that the organisers say will affect their budget: the engagement of an independent event organiser and the possible reduction in the funding from other grant organisations.
26. An independent event organiser would enable Asia:NZ to dedicate more time to the securing of sponsors and supporters through the reduction of their input into the event management. It could also be the catalyst to allow the event to grow into what looks like will be a major item on the events calendar for the city.
27. It is therefore recommended that pending the agreement on a suitable date, the Council increase the funding from the Events Seeding Fund for the 2006 Chinese Lantern Festival to \$30,000.

## **Christchurch Cycling Festival**

28. The Armstrong Prestige Festival of Cycling is a new two day cycling festival comprising a Harbour Ride on the Port Hills and a Criterium race in the inner city. It is planned for Saturday 3 and Sunday 4 December 2005 and it is hoped it will be an annual event for the city.
29. The Harbour race will take on a course incorporating a well-known circuit in the cycling community called "long bays" which starts and finishes at Centennial Park and rides through Halswell, Tai Tapu, Gebbies Pass to Lyttelton over Evans Pass and back through Sumner to Centennial Park – a total of 75km. It is expected that the Harbour Ride will attract 1,000 competitors from serious through to recreational riders.
30. The Criterium will be the showcase for the weekend and will attract around 200 riders in a number of categories from a "crazy commuter race" and a celebrity tandem race through to elite representative riders. The circuit will be a short 1km loop up and down Oxford and Cambridge Terrace crossing the Avon at Gloucester Street and Durham Street. It is set up to pass down the Strip on Oxford Terrace and will allow a very close view of fast exciting racing as well as entertainment from celebrities and other novelty races.
31. The organisers have recently confirmed that they have secured the rights to the 2006 New Zealand National Criterium Championships, of which the 2005 event will be an ideal warm-up. It is envisaged that the festival will be an annual event incorporating the National Champs each alternate year – pending a successful tender and allocation from the National Body.
32. The festival is organised by a Mainland Cycling Limited, a limited liability company set up primarily to promote the sport of amateur cycling in New Zealand whose directors are Graham Paul and Simon Hollander, who is the event manager. Simon has had a long involvement in cycling in New Zealand and the events have the support of Cycling New Zealand Canterbury – the regional body for cycling in Canterbury.
33. They have set up a second company called Hairy Dog Events Ltd which was set up for the sole purpose of management of the festival.
34. Mainland Cycling Limited have put a sponsorship proposal to Council with options for support as follows:
  - Premier Sponsorship - \$20,000
  - Major Sponsorship - \$5,000
  - Affiliated Sponsorship - \$2,000
35. Given that the organisers have already secured the naming rights sponsorship, an appropriate level of funding from Council for the inaugural year of an event like this would be as the Premier Sponsor to the level of \$20,000. It is hoped that with the success of the 2005 event a private company or other organisation will then take up the premier sponsorship for 2006 and the Council may be able to decrease its level of support or withdraw altogether.

## **VJ Day 60<sup>th</sup> Anniversary Celebrations**

36. An application was received from Clint McInnes from the New Zealand Red Cross and Lt Colin Kirby via the Deputy Mayor for some Council support for a celebration/commemoration of the 60<sup>th</sup> Anniversary of VJ day in World War II which was held on Sunday 14 August 2005.
37. The event included a parade into the Square, an ecumenical service by the Christchurch Cathedral, a wreath laying and Cathedral bell peeling plus speeches and other festivities with the emphasis on a celebration of the end of World War II. There was also a display at Hagley Park of military machinery and associated memorabilia and stands.
38. As this application was within the delegated limit for approval by the Community and Recreation Manager and was received rather close to the event date, approval was given for support from the Events Seeding Fund of \$5,000 which will be given partly by way of a grant and partly by way of support for printing of marketing material.

### **South Island Salsa Festival**

39. The South Island Salsa Festival is a festival of Latin Dance. It aims to bring together enthusiasts of Latin music and dance from all over the South Island for three days of workshops, performance and parties. There will be programmes for beginners through to performances by world-class dancers each night.
40. The festival is being established in Christchurch following the success of similar events already running successfully in Wellington and Rotorua. The proposed dates are from 28-30 October, 2005. The organisers have not yet settled on a venue but it is likely that there will be more than one location used.
41. The festival is organised by the Jambalaya Education Charitable Trust which has a full time staff of two and up to 10 during production of events. The aim of the Trust is to promote dance and music with a focus on Latin music and dance. They also run the New Zealand Tango Festival in Wellington which has been running for five years and Jambalaya, New Zealand Festival of Rhythm Dance and Carnival in Rotorua.
42. The organisers are confident but realistic about the Christchurch event in the first few years as they have experience in the establishment of new events. They expect to attract about 500 participants in the first year, of which about 200 will come from outside Christchurch. These are not significant numbers but given the success of their other Jambalaya event which tripled in size in its first few years and now numbers 2,000, it is not unrealistic to expect the Christchurch Festival to do the same – especially given the recent television exposure of dance through shows like Dancing with Stars.
43. It is intended that the 2007 Jambalaya Festival will be realigned to coincide with the South Island Salsa Festival so that the international artists are able to attend both events and initial discussions with organisers have indicated a willingness to investigate the option of moving the event further into the winter to assist with the spreading of events throughout the year.
44. The total cost of the event is \$60,000 and they are requesting \$10,000 from the Council. An appropriate level of funding for such an event would be between \$5,000-\$10,000.

### **Canterbury Rose Society**

45. The Canterbury Rose Society is an incorporated society with the aim of promoting the interest in the cultivation of roses. It holds exhibitions, shows, meetings and educational opportunities for its members and other interested members of the community.
46. Each year the Society holds an annual show. This year in conjunction with the Canterbury Horticultural Society they are planning a larger show to celebrate the Rose Society's Diamond Jubilee. The show will be held on the weekend of 25, 26 and 27 November 2005 at the Great Hall in the Arts Centre in Rolleston Avenue.
47. It is unclear exactly how many people the Diamond Jubilee show will attract but about 10 years ago the Canterbury Rose Society staged a convention in Hagley Park which attracted over 1,000 registrants and 50,000 members of the public over the eight days. This convention was supported by the Council with a grant of \$9,500.
48. Although it is unlikely that the Diamond Jubilee show will attract as many visitors, given the three day duration of the event it is reasonable to assume there will be quite a large turnout including a number of out of town visitors.
49. The total cost of the show is anticipated to be \$6,548 with the society originally requesting a grant of \$5,000 which has now been revised to \$1,248. The balance of the income will come from the Society, door sales, other grants and sales of merchandise and trade sites and the organisers are anticipating making a profit of \$1,000 from the show.

50. The Society is currently in a good position financially with current assets and investments totalling over \$46,000 and it made a small surplus of \$2,442 in the last financial year.
51. The Society has also recently received a grant of \$1,000 from the Mayor for the Jubilee but the group wish to confirm its application for \$1,248.
52. It is requested that the Subcommittee support the group with the cost of the Jubilee - \$1,248 and that the Mayor's contribution be in recognition of the group's contribution over the 75 years.

#### **Events Seeding Budget**

53. The Events Seeding budget is considered for approval each year by this Subcommittee as part of the Annual Grants funding round which will be considered at this meeting. Should the Subcommittee approve the budget as recommended there will be a total of \$160,000 in the budget for the 2005/06 financial year.

54. Summary of Events Seeding Budget:

2005/06 Budget:	\$160,000
Forward Commitment (4 Square Festival):	\$10,000
Approved (VJ Day Commemoration):	<u>\$5,000</u>
Balance:	\$145,000