

## 11. APPLICATION TO THE DISCRETIONARY RESPONSE FUND FOR AKAROA DISTRICT PROMOTIONS

<b>General Manager responsible:</b>	General Manager, Community Services DDI 941-8607
<b>Officer responsible:</b>	Unit Manager, Community Support
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### PURPOSE OF REPORT

1. The purpose of this report is to present a request for funding from the Akaroa District Promotions to the Akaroa/Wairewa Community Board's Discretionary Response Fund. There is currently a balance of \$8,614 in the Board's Discretionary Response Fund (including the \$2,000 for Youth Development).
2. The request is for \$2,000 as a contribution towards materials for an exhibit at the Ellerslie International Flower Show in 2010.

### EXECUTIVE SUMMARY

3. The Akaroa District Promotions entered an exhibit in the National Flower Bed Competition at last year's Ellerslie International Flower Show and were successful in winning a gold medal.
4. The Board contributed \$2,966 from their Discretionary Response Fund for the cost of flowers for that display.
5. This year the organisation is supporting another exhibit from Akaroa by acting as an umbrella organisation for the community group of volunteers who intend entering the National Flower Bed competition. The Promotions group is also donating money to cover the cost of accommodation and travel for local volunteers who will be erecting the display and manning the exhibit throughout the Show.
6. The gardens entered in the National Flower Bed competition should reflect the region whether by a specific feature or by using creative design to demonstrate the 'spirit' of the area and its people.
7. The central focus of the new exhibit will be the Akaroa lighthouse and the group are seeking a funding contribution towards building materials for this, particularly the timber required for the construction, and also the glue, wire and paint.
8. The objective of entering the competition is to enhance the profile of Akaroa to Canterbury people. Akaroa's largest visitor numbers come from the local domestic market.
9. While Christchurch and Canterbury Tourism is the primary marketing organisation for Christchurch, including Akaroa, the group tends to concentrate on international visitors who are encouraged to come to Christchurch and its surrounds, with little focus on the potential of the domestic visitor.
10. Akaroa is reliant on its visitors for the economic survival of the local businesses without whom there would be no community. Without tourism there are risks that businesses will close, school rolls will drop, employment opportunities will disappear, health services will be reduced, even emergency services will be limited as the population further declines.
11. The Marketing Manager for the Akaroa District Promotions has been developing a collaborative relationship between the resident community and the business community. The manager has endeavoured to ensure that this year's exhibit is community driven and supported by both sectors. In difficult economic times sponsorship has been slowly coming in to meet the design costs for the project.
12. There is no marketing, event, or tourism budget available to contribute to the project as Christchurch City Council already has considerable financial commitment and input into the Ellerslie International Flower Show.
13. There is evidence of community commitment to the project with ten volunteers involved in the building of the components with a list of volunteers prepared to help out as public relation's people at the show itself.

## FINANCIAL IMPLICATIONS

14. There are no financial risks associated with the delivery of this project.

The total cost of this project is estimated at \$6,000. There is currently a balance of \$8,614 in the Board's Discretionary Response Fund (including the \$2,000 for Youth Development).

Akaroa District Promotions is requesting \$2,000 towards the project.

Project Costs:

Expenditure	Amount	Source of Funding
Materials	\$3,000	Council part-funding
Jodie Nichols – design and labour	\$1,000	Sponsorship (currently at
Sundry 'building' and other costs	\$1,000	\$800 from community
Accommodation and travel costs for people on the ground at exhibit	\$1,000	Akaroa District Promotions
Total Cost	\$6,000	

### Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

15. Yes

## LEGAL CONSIDERATIONS

16. Yes, under the Community Board delegations, the Board has absolute discretion over the implementation of the discretionary funding allocation of \$14,124 (subject to being consistent with any policies or standards or resolutions adopted by the Council).

### Have you considered the legal implications of the issue under consideration?

17. Yes, as above.

## ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

18. Aligns with Community Board Funding – Pages 176 to 177 and Pages 182 to 183 of the 2009/19 LTCCP.

### Do the recommendations of this report support a level of service or project in the 2009-19 LTCCP?

19. Yes, as above

## ALIGNMENT WITH STRATEGIES

20. This application meets the following Council Community Grants Funding Outcomes:

- Support, develop and promote the capacity and sustainability of community, recreation, sports, arts, heritage and environment groups.
- Increase participation in and awareness of community, recreation, sports, arts, heritage and environment groups, programmes and local events.
- Reduce or overcome barriers to participation.
- Foster collaborative responses to areas of identified need.

It also helps meet the following Community Board objectives:

- Promote the participation of Banks Peninsula Residents in recreation and cultural events/programmes.

### Do the recommendations align with the council's strategies?

21. Strengthening Communities Strategy 2007.

## **CONSULTATION FULFILMENT**

22. Not applicable.

## **STAFF RECOMMENDATION**

It is recommended that the Akaroa/Wairewa Community Board agree to grant \$1,000 from its 2009/10 Discretionary Response Fund to Akaroa District Promotions towards the cost of materials for the National Flower Bed exhibit at the Ellerslie International Flower Show in March 2010.