

## 10. CONSIDERATION OF APPLICATIONS FOR EVENTS SEEDING FUNDING

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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 few years of existence.
3. There is \$160,000 available annually and applications are able to 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 increased patronage.
5. Three funding applications are to be considered:
  - For the establishment of a fringe arts festival called Foursquare which is requesting a grant of \$20,000.
  - For a National Stamping and Scrapbooking Expo called SENZSouth who are requesting \$7,500.
  - For the Canterbury Jockey Club for support of their main event at their 150<sup>th</sup> Anniversary Celebrations. They are requesting \$20,000.

### STAFF RECOMMENDATIONS

It is recommended:

1. That the Council:
  - (a) Support the Foursquare Fringe Festival to the value of \$10,000 from the 2004/05 Events Seeding Budget and make provision for a further \$10,000 from the 2005/06 events seeding budget providing a suitable date for the festival is agreed upon.
  - (b) Support the 2005 SENZSouth expo to the value of \$3,000 from the Events Seeding Funding for 2004/05.
  - (c) Decline the application for support from the Canterbury Jockey Club for the sponsorship of the Canterbury Gold Cup but make a grant of \$5,000 to the club for support and promotion of the carnival overall.
2. That staff continue to work with the organisers of the Foursquare Festival to agree on a suitable date for the festival.

## BACKGROUND

### Foursquare - A Christchurch Fringe Festival

6. Foursquare will be an annual fringe arts festival to provide a stage for artists who do not conform to the requirements of festivals such as the Body Festival and the Christchurch Festival of the Arts. Fringe Art is the presentation of non-mainstream art of all types including visual, performing, music, dance and theatre.
7. Foursquare will be organised by Creation which is located in Worcester Street behind Cathedral Square. Creation are a non-profit arts institute run by the Therapeutic Arts Trust which provides training and performance space and services for artists such as those for whom Foursquare is to showcase. The event organiser will be Adam Heywood who has run many other successful events in Christchurch, including the very successful Body Festival which has now established itself in the City.
8. The festival will be a major public interface for all Christchurch fringe artists (and particularly those who are based at Creation) to show their work. It will be used as a stepping stone for some artists who wish to participate in the Body Festival and the Christchurch Arts Festival by providing these artists with public exposure of their work. This is normal practice overseas - for example the Edinburgh Fringe Festival has been instrumental in launching new performance artists.
9. One of the objectives of the Festival is to become part of an artists touring circuit in Christchurch, New Zealand and Australasia and hence the organisers propose to hold the festival from 13 September 2005 to 9 October 2005. However, this date may not be satisfactory as there are a number of other major arts and art-related events on around that time which must also be considered. One major consideration is that the proposed date is after the Christchurch Festival of the Arts. Consideration should be given to holding the Fringe Festival before the Christchurch Festival of the Arts as is done in other places in the world. It would also be useful to have the festival in the winter as this time is traditionally less busy for events and would avoid clashes with many other events. The timing of the Festival is yet to be agreed but should the Council funding be approved the timing will be such that it fits in with the major arts and other significant events in the city.
10. The proposed fringe festival is supported in principle by the Council's Marketing, Arts and Events staff as an appropriate addition to the City's events and arts annual programme.
11. Creation are requesting a grant of \$20,000 from the Council for the first year of the festival. The applicant has submitted a detailed budget based on experience in costing arts events and conservative but realistic estimates for attendances. This shows a small surplus including the provision for a Council grant. They will be contributing approximately \$26,000 themselves in staff and other costs and they have a number of funding applications with other agencies currently for consideration or which will be submitted following the decision from the Council. These include Creative New Zealand - \$22,000, Creative Communities - \$4,000 and Gaming Machine Trusts - \$10,000.
12. Ticket sales provision show figures based on 30% capacity which as stated above is a conservative but realistic expectation. Estimated audiences for the ticketed events show approximately 2,500 people based on these figures. It is difficult to estimate what percentage of these people will be from out of town and how long they might stay in the city but until the festival is up and running and has established itself nationally or internationally it would be likely that the majority of attendees will be local.
13. Currently Christchurch has no fringe festival but there have been previous attempts to establish this sort of festival. Considering the success of the Body Festival which was also developed by Creation and Adam Heywood, this might be the best chance to successfully achieve the establishment of a fringe festival. By aligning with the other major cities which currently do have fringe festivals, Foursquare can fill a gap in the City's Arts calendar and become part of the New Zealand fringe circuit.

14. The Foursquare festival actually falls within the 2005/06 financial year so could be provided from that year's Events Seeding budget. However, the organisers will need some indication of support from the Council as soon as possible in order for them to continue to plan the event for later this year. The Council therefore could make provision of \$20,000 for the Foursquare festival from the 2005/06 Events Seeding budget pending the agreement of a suitable date and final approval of the Council budget for 2005/06.
15. An alternative is to make a smaller grant of \$10,000 from the 2004/05 budget and make provision for an additional \$10,000 from the 2005/06 budget. This would then leave some funding available in the 2004/05 Events Seeding Fund for future applicants.

### **SENZ South**

16. SENZSouth is the New Zealand Stamping, Scrapbooking and Craft Expo. It will be held over three days in April 2005 at the Riccarton Racecourse. The event is a combination of exhibits, learning and socialising within the industry and is as much for those in the commercial side as it is for those who participate as a hobby.
17. The show was instigated by Fiona Caldwell and Donald Hurley who are both involved in the commercial side of the industry. The idea came from the success of a similar expo held in Australia. Fiona and Donald decided to run the expo as a limited liability company rather than along the lines of the Australian model of a committee in order to avoid the politics that were experienced in the organising of the Australian event.
18. Previous events have been held successfully in 2003 and 2004 in Hamilton but it is planned to now make the Christchurch event a biennial event which will cater for the whole country. The aim is to attract over 1,000 exhibitors and crafters from around the South Island and New Zealand for the three days.
19. The applicants are requesting funding of \$7,500 for advertising and promotion of the event in various major publications and on major radio stations. Their budget shows provision for marketing of \$4,250 which already includes some print and radio advertising plus a website and advertisement in the NZ Scrapbooking magazine. The \$7,500 will be for further media exposure especially in other parts of the Island to encourage people from out of town to attend. Direct marketing in this way to encourage visitors to attend is probably the best way to maximise Council Events Seeding Funding and achieve the aim of encouraging visitors to the city. Given the size of the event and the Events Seeding funding available, it is recommended that the amount of funding be limited to \$3,000.

### **Canterbury Jockey Club**

20. The Canterbury Jockey Club is celebrating its 150th Anniversary with an Anniversary Carnival. The Club approached the Council to offer naming rights sponsorship to the Council for the main race event for the carnival; the Canterbury Gold Cup. The Gold Cup race is the principal event of the 150th celebrations and features on day four of the four day Autumn Carnival, 28 March 2006, 2, 16 and 30 April 2006.
21. The Jockey Club is requesting sponsorship of \$20,000. Sponsorship of the event was not able to be accommodated within the Marketing Unit of the Public Affairs Group so the application was referred to the Events Seeding Fund for consideration.
22. It is expected that twenty horses and connections will travel from the North Island with double that from the Otago/Southland region. Many of those involved with the events will remain in Christchurch for much of this time and the total number of participants would be in the region of 400 to 500. Hospitality and accommodation would be the obvious major beneficiaries.
23. The Autumn Carnival is structured to make best use of the available horse population spread across a workable timeframe within defined industry parameters. It dovetails in with other Christchurch racing/sporting events.

24. Media coverage is on a national scale with newspapers and magazines picking up on the significance of the celebration. Television coverage is confirmed for the Trackside channel (300 plus viewers weekly) with news coverage expected via TV1 and TV3.
25. The Club has sought support from a number of sources including gaming machine grants, commercial sponsors and club members. Of the total stakes of approximately \$580,000 the club has budgeted for sponsorship and grants of \$145,000.
26. Sponsorship of the Canterbury Gold Cup race would not normally be considered from the Events Seeding Fund. However, as the 150<sup>th</sup> Anniversary can be considered a 'one-off' event which would reasonably be expected to draw additional people to the event, the Council may like to consider some support for the carnival as opposed to sponsorship of the race.
27. To this end it is recommended that the Council considers a small grant to the Jockey Club of \$5,000.

#### **Events Seeding Budget**

28. Currently there is \$35,000 remaining in the events seeding budget for the 2004/05 financial year.
29. Officers are aware that there is an application pending for assistance with an event linked to the upcoming Lions Rugby Tour of New Zealand. The details have not yet been received but the Council may wish to make a provision of \$10,000 for this application from the remaining \$35,000.
30. There have also been initial approaches for the Anglican Diocese 150<sup>th</sup> anniversary celebrations and from the Christchurch Bird Club for a national bird show. Both of these groups are yet to put in detailed applications hence there is no indication of anticipated amounts.
31. Should the Council wish to leave some funding in the Events Seeding Fund for the Lions Tour event this would leave \$25,000 to consider the three applications received and detailed above.