

## 8. ICON FESTIVAL AND EVENT FUNDING 2007-2010



<b>General Manager responsible:</b>	Acting General Manager Public Affairs, 941-8637
<b>Officer responsible:</b>	Events Development Manager
<b>Author:</b>	Jo Naish

### PURPOSE OF REPORT

1. To consider two Icon Event Funding applications and decide on funding allocations for Icon Events for 2007/08 and the following two years
2. To reconsider the label of 'Icon' Event funding criteria.

### EXECUTIVE SUMMARY

3. The Events Strategy aims to develop two 'Icon' level events for Christchurch by 2010. It is important to remember that events take time to develop and two Icon events are not required immediately this financial year. If so, we may close off future opportunities.

4. Goals in the Events Strategy directly linking to Icon Events are:

*Goal 1: Events attract visitors and strengthen the distinctive identities and lifestyle qualities of Christchurch.*

*Objective 1.1.*

*Support the development of two events to an Icon 'level' which reflect the character of Christchurch and Banks Peninsula lifestyles and will attract significant visitor numbers.*

5. This strategic direction will enable two events over the next three years to attract visitors to Christchurch in the off or shoulder season, supporting the 'Four Seasons BeThere.co.nz campaign' and provide a substantial economic return to the city via the events. It requires that the Council provides two events with enough support and focus to really succeed.

### FUNDING

#### Funding Label

6. The Events Strategy aims to reallocate funding within the Events and Festivals budget to develop two 'icon' events. Following the 20 March Council seminar, the Council asked staff to reassess the name of the 'funding level' considered in this report. The current name 'icon' is purely a label to describe particular funding criteria. However, it causes confusion. An event described as 'iconic' to Christchurch may be an event which receives only a small amount of funding from the Council, like the Coast to Coast. Classical Sparks may be an iconic event to Christchurch residents. However, when considered for funding, we would assess it under the Metropolitan Community Funding level. The challenge is to find a more specific name.
7. Based on the criteria (outlined below) it is proposed to change the name to 'economic'.
8. The Events Strategy Funding Framework lists the Icon (or 'economic') criteria as:
  - Unique to Christchurch
  - Economic Driver - \$10m plus in direct expenditure to the local economy
  - Has significant international and national media profile
  - Attracts at least 10,000 visitor days to the city
  - Strong marketing support of the event by CCT
  - Reinforce the city's visitor marketing brand identity
  - Annual event
  - Aim for one per shoulder or off shoulder season and link to the Four Seasons BeThere.co.nz Campaign
9. For the purpose of this report this level of funding will continue to be addressed as 'icon' until a decision is made based on the recommendation to change the label at the end of this report.

## THE APPLICANTS

10. Only two events applied for Icon event funding this year.

### New Zealand Cup and Show Week

11. This event is an established festival, project managed by the Council. The Council will handle all New Zealand Cup and Show Brand marketing. The 2006 New Zealand Cup and Show Week contributed \$27m economic impact to the city. \$21m of new money came into the city as direct expenditure from outside Canterbury. When looking at the criteria analysis the festival delivers on all criteria. A total funding package is suggested at \$360,000 with various allocations to events.

### Fashion Events

12. During the Council seminar on Tuesday 20 March, the Council provided direction on fashion event funding. It was confirmed that it was important to fund fashion events as part of the festival. Although the Canterbury Collections is an established event and a good opening event for the week, the Council expressed concerns about how the existing fashion event is performing. As a consequence, the Council asked staff to look at other ways to develop the fashion experience and promote Christchurch through fashion during the week.
12. After consideration, the following changes (shown in bold) have been made to the NZ Cup and Show Week event funding allocations.

Event	Initial Recommended Funding	Funding Recommendation following Seminar
Royal NZ Show	\$100,000	\$100,000
Canterbury Collections (to launch the event – possibly held at Addington)	\$70,000 + marketing support	<b>\$50,000</b>
A central city fashion show and small salon and street shows	\$30,000 + marketing support	<b>\$50,000</b>
'Binding' Festival events in the city – think music 'zones'	\$70,000	\$70,000
Local marketing and signage	\$70,000	\$70,000
Addington Racing Events	\$10,000	\$10,000
Riccarton Racing Events	\$10,000	\$10,000
Southern Amp Concert	Receives \$35,000 from old seed funding budget	
		<b>Totals \$360,000</b>

13. An additional **\$200,000** of the BeThere.co.nz funding to promote Christchurch nationally will go towards promoting New Zealand Cup and Show nationally under the BeThere.co.nz banner. This funding was confirmed at the Annual Plan seminar and will be adopted shortly as part of the draft annual plan.

### The Christchurch Arts Festival (run by the Arts Festival Trust)

14. The Festival is biannual and Christchurch will see significant development of the event in 2007. 'Festival Square' will be held in Cathedral Square and will host many of the events and hospitality. The Arts Festival Trust's objectives aim for the event to become 'iconic' to Christchurch, a key event for the winter season, and is accessible to the community while remaining attractive to the art initiated.

15. The event is requesting **\$300,000** per annum to run the Arts Festival and a Cabaret Festival on the off year. The Cabaret Festival (which began last year) could be held in Cathedral Square or at the Art Gallery as in 2006. It would be the only Cabaret Festival in New Zealand and run on the back of the very successful Cabaret Festival run in Adelaide the month before.
16. Attachment 1 shows an analysis of the two events based on the criteria. The Christchurch Arts Festival does not fulfil the economic impact and visitor days criteria. It is also debateable how 'unique' the event is to Christchurch as it is not a national event – Wellington is the national International Arts Festival.

#### **FINANCIAL IMPLICATIONS**

17. The allocated budget for Events and Festivals in the 2007/09 Annual Plan is \$1.67m. Icon Event funding will come out of this budget as well as other contracted events and in-house events which will be considered in the next funding round.

#### **Do the Recommendations of this Report Align with 2006-16 LTCCP budgets?**

18. Yes

#### **LEGAL CONSIDERATIONS**

19. Contracts for each event receiving funding will be developed for one to three years depending on the event. As part of the contract, event organisers will be legally obliged to use NZ Cup and Show Week branding when marketing their own events.

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

20. Yes

#### **ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS**

21. Yes

#### **Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?**

22. Yes

#### **ALIGNMENT WITH STRATEGIES**

23. The Events Strategy and the Visitor Strategy

#### **Do the recommendations align with the Council's strategies?**

24. Yes – see Goals and objectives above.

#### **CONSULTATION FULFILMENT**

25. Consultation was taken during the Events Strategy to look at possible icon events. New Zealand Cup and Show Week was nominated as a potential 'icon' event in the strategy.
26. Christchurch and Canterbury Tourism, the Canterbury Development Corporation and the Art Gallery Director were also consulted on the suitability of the two proposals as 'icon' events.

#### **STAFF RECOMMENDATION**

It is recommended that the Council:

- (a) Fund New Zealand Cup and Show Week as an 'icon' event from existing Events and Festivals budgets to the amount of \$360,000 annually for the next three years.
- (b) Change the name 'icon' funding level to 'economic' funding level when communicating funding decisions.

## **BACKGROUND (THE ISSUES)**

### **Current Situation**

27. The Christchurch City Council has been seen as a leader in events within New Zealand and as a consequence, Christchurch has a very established calendar of metropolitan community events and festivals. However as other Australasian regions and cities gear up their events proposition and marketing dollars to attract visitors, Christchurch's events product has continued to deliver mostly to residents. Our largest, most popular and established events such as Classical Sparks (25 years old), Festival of Flowers (18 years old), The World Buskers Festival (14 years old) and New Zealand Cup and Show Week (100 years old in parts), help create an identity for the city and deliver well on community outcomes. The challenge now is to develop some of these events into world class events which will help change the perception of Christchurch through media leveraging and attract visitors and future residents.
  
28. The Christchurch Arts Festival's proposal shows the event has a good future as a possible winter 'icon' event in three years time. The Cabaret Festival and new 'Festival Square' would need to be proven before a move into the 'icon' level could be made. It will be considered again in the following funding round in May as a 'Major' event.