

## 11. FESTIVAL AND EVENTS FUNDING 2007/08 AND 2008-2010

<b>General Manager responsible:</b>	Acting General Manager Public Affairs, DDI 941-8637
<b>Officer responsible:</b>	Events Development Manager
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### PURPOSE OF REPORT

1. This report presents the recommended funding programme for festivals and events in Christchurch and Banks Peninsula, for 2007/08 and up to 2010.

### EXECUTIVE SUMMARY

2. The Council has made provision for the funding of festivals and events produced in-house, and externally in the 2007/08 Draft Annual Plan. In total this commitment is \$2,153,465 of direct funding.
3. Funding recommendations made in this report have been analysed by staff and the Council at three Council seminars. They are for Major, Metropolitan Community and Small Community Event and Festival applications, totalling \$1,793,465.
4. In addition to the funding recommendations presented in this report funding for 'icon' events was confirmed on 5 April 2007 at \$360,000 taking the total direct funding commitment to \$2,153,465.
5. Funding recommendations have been based on achieving the vision and objectives of the Christchurch Events Strategy, which was adopted in December 2007.
6. In line with the Events Strategy, some decisions have been made for three years to ensure development of the event.

### FINANCIAL IMPLICATIONS

7. The funding of \$2,153,465 is part of the 2007/08 Draft Annual Plan, and while events can be ratified to be included in the final list the funding cannot be confirmed until after the adoption of the draft Annual Plan at the 28 June Council meeting.
8. The Draft Plan currently indicates the following funding:
  - \$1,793,465 from rates,
  - An additional \$360,000 for two years from the Capital Endowment Fund

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

9. Funding is aligned with the LTCCP with additional funding being provided via the Civic and Community portion of the Capital Endowment Fund, to ensure the purchasing power of Events is maintained over the next two years.

### LEGAL CONSIDERATIONS

10. All funding will be delivered with a sponsorship agreement to secure mutual benefits for the Council and the event supplier.

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

11. Yes – new contracts are being developed to ensure that some events are secured for at least a three year term.

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

12. Events funding aligns with the following Community Outcomes:

- A Safe City
- A city of Inclusive and Diverse Communities
- A Prosperous City
- A Healthy City
- A City for Recreation, Fun and Creativity
- An attractive and well designed city

13. There are also many Marketing KPIs in the Marketing Unit's Activity Management Plans.

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

14. Yes

## **ALIGNMENT WITH STRATEGIES**

15. Events Strategy, Visitor Strategy

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

16. Yes

## **CONSULTATION FULFILMENT**

17. No consultation was required. However, all applications were consulted on with the Council. Event suppliers who wished to consult on their application were given an opportunity to discuss their applications with staff.

## **STAFF RECOMMENDATION**

It is recommended that the Council ratify the funding allocations proposed in Schedule A

## **BACKGROUND (THE ISSUES)**

18. Schedule A (attached) shows the recommendations for funding. Most of the event providers will be contracted for three years under a sponsorship agreement. This means that in return for Council funding, they will need to provide the Council with benefits, such as signage at the event and other leveraging activity. Some events rely on funding from the CEF fund, which is not in the current LTCCP, and these events are only guaranteed funding provided they perform, for two years. Other events may only be contracted for one year, depending on the possible future development of that event.
19. International sports bids will continue to be made by the Recreation and Sports Unit.
20. The 'Events Seeding' budget from 2006/07 has been incorporated in the overall budget. All previous commitments from this budget will be honoured for their contracted term.