

A Proposal to Christchurch City Council

‘Free Music in Parks Series’

presented by Ayliss Ripley of Ripple Productions Ltd
(producer of Shore Sounds & Waitakere Sounds free music series’).



4th May 2006

To Whom it May Concern

LTP Submission – Music In Parks

I would like to submit a proposal to produce, for Christchurch City Council, a free summer music in parks series similar to the established and successful Shore Sounds (North Shore City), Waitakere Sounds (Waitakere City) and Music in Parks (Auckland City).

The ‘Garden City’ boasts some of New Zealand’s most beautiful parks and reserves, as well as developing some of the countries top musical talent. This presents a perfect synergy for hosting a series of free concerts in parks. Music is a proven art form that can cross all cultural boundaries and bring all variety of community closer together. In this modern day, opportunities to bring communities together in a positive and natural environment, is more valuable than ever.

I propose to produce a free summer music in parks series of up to 11 concerts (one per week) between January 13th – March 25th 2007. The series would be produced for Christchurch City Council with the following objectives:

Objectives:

- To produce an event series that contributes to making Christchurch an enjoyable place to live.
- To produce a quality event series that is professionally managed.
- To profile local bands and musicians of all genres
- To profile and celebrate Christchurch parks and open spaces in each council ward.
- To deliver a free concert programme for ratepayers of all demographics.
- To provide a quality event programme that can be used as a tourism & marketing tool.

Proposed programme brief

<i>Date & time</i>	<i>Location</i>	<i>Music genre</i>	<i>Audience demographic</i>
January	Park 1	Popular (high profile name bands)	14 – 35years old
January	Park 2	Variety music	Family and 50+
January	Park 3	Jazz	Family & 35+
February	Park 4	Blues	Family & 35+
February	Park 5	R ‘n B/soul	Youth 14 – 35years
February	Park 6	Variety	family
February	Park 7	classical	Family & over 50’s
March	Park 8	Pop/rock	Youth 18 – 35 years
March	Park 9	Rock n roll	Family & over 50’s
March	Park 10	Theme concert	Family
March	Park 11	variety	Family

Recommended Financials

Production costs	\$150,000
Marketing costs	\$ 50,000 (supported by CCC marketing network)
Event Management costs	\$ 50,000
Total	\$ 250,000 +gst

Base funding will need to be secured by Christchurch City Council to ensure the delivery of concerts, marketing and management.

Support funding may be sourced from sponsorship and grants but is not guaranteed.

Costs could be absorbed or shared across various council departments such as; arts, events, parks, community projects, marketing, tourism or, through partnerships with other council affiliations ie: youth council etc.



An entire community does the Macarena! Greenhithe 05.

Strategic Plan

Proposal presented to Christchurch City Council to produce a free summer music in parks series.

Ripple Productions Ltd, contracted as Event Manager

Budget established.

Create partnerships and consult with local community networks including: community, youth, music, arts, independent & established events etc.

Consult and liase with applicable CCC departments ie: events, arts, community advisors, marketing, parks & facilities.

Establish a concert series name and brand.

Produce a concert programme and implement.

Create and implement a marketing & publicity plan



Crowds ready to see the Rodger Fox Big Band. Devonport 05

Implementation

Ripple Productions Ltd proposes to implement all of the above, delivering on all objectives professionally and within budget.

Ripple Productions Ltd

Ripple Productions Ltd is an independent event management company. Ayliss Ripley is the sole director and has over 10 years experience as a professional event manager. Ripple Productions is supported by an established and professional production team. Ayliss currently produces the popular and successful free music series 'Shore Sounds' for North Shore City Council and 'Waitakere Sounds' for Waitakere City Council.

Previously, Ayliss worked as an event organiser for Auckland City Council for four years, two of them as Project Manager of NZ's largest one day event, Pasifika Festival (2002/2003).

Ayliss has also worked on various events in Christchurch including the World Firefighters Games, World Wheelchair Games, International Paralympic Swimming. She has a well-established network in the event industry and extensive experience and understanding of council processes and unique 'needs'.

To discuss this proposal further or if you have any queries please contact:

Ayliss Ripley
Ripple Productions Ltd
P: 09 837 3154
F: 09 837 3164
M: 0274 474 775
rippleproductions@pcconnect.co.nz