



Christchurch City Council

PARKS AND RECREATION COMMITTEE AGENDA

SPECIAL MEETING

TUESDAY 21 APRIL 1998

AT 12 NOON

IN THE NO 3 COMMITTEE ROOM, CIVIC OFFICES

Committee: Councillor Gordon Freeman (Chairman), The Mayor, Ms Vicki Buck, Councillors Carole Anderton, Graham Berry, David Buist, Graham Condon, David Cox, Ishwar Ganda and Gail Sheriff.

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1. APOLOGIES

2. SHOWTIME CANTERBURY ECONOMIC IMPACT STUDY

RR 7422

Officer responsible Communications and Promotions Manager	Author Julie Battersby
Corporate Plan Output: City Promotional Activity	

The purpose of this report is to present the findings of the Showtime Economic Impact Survey initiated by the Communications and Promotions Unit in November 1997.

BACKGROUND

Of the annual key festivals core funded by the Christchurch City Council, it has always been believed that Showtime Canterbury, and previously Cup Carnival Week, has provided the greatest economic value to the city. The Communications and Promotions Unit, as co-ordinators of the festival, commissioned researchers to identify the economic impact to the city and seek information on behaviour and visitation patterns of attendees at the 1997 Showtime Canterbury events.

This research was conducted by Stephen Espiner and Anne Hindson who had previously completed an economic impact study on the World Golden Oldies Rugby Festival in 1995 for the City Council.

The authors of the report will be present at the meeting to discuss the findings of their research and to answer Councillors' questions.

RESEARCH OBJECTIVES

The objectives of the research were to evaluate economic impact and assess the potential for enhancing the economic impact to the city.

The research included:

- Determining the profile of those attending the hallmark events of Showtime Canterbury
- Providing an assessment of the behavioural and visitation patterns of both local and out of town visitors around Showtime Canterbury events
- Determining event expenditure at the Showtime hallmark events by both locals and visitors
- Estimating total expenditure by out of town visitors and to evaluate the economic impact of the Showtime Hallmark events on the Christchurch economy.

KEY FINDINGS

The number of people surveyed was 1151, with just over thirty per cent from outside metropolitan Christchurch.

2 Cont'd

Of the 32% of visitors from outside the Christchurch metropolitan area, the greatest representations were from:

- Central Canterbury (31.5%)
- South Canterbury (15.6%)
- North Island (14.0%)

65% of visitors were between 15 and 44 years of age.

Results showed overwhelmingly (80%) that visitors from outside Christchurch visited the city specifically to attend the Showtime Festival.

The direct value added impact, which represents the actual income retained in the community after cost, is calculated at 13.5 million dollars.

The direct economic output generated by the Showtime events surveyed is estimated at 28.6 million dollars. (The multiplier effect represented by applying a multiplier to the direct economic output is 53.5 million dollars).

CAPITALISING ON THE OPPORTUNITY IN FUTURE

The specific findings from this survey indicate that Showtime Canterbury provides a vehicle to encourage greater visitation to the city during the month late October to mid November each year.

Accommodation: There is still accommodation room capacity available in the city during Showtime Canterbury to attract out of town visitors. By encouraging the growth of the festival we can increase occupancy.

International Linkage Opportunity: At the December meeting of the Council, Councillors agreed in principle to the alteration of the annual date definition for Canterbury anniversary day. Assuming this becomes reality, the hallmark events of Showtime Canterbury will fall immediately following the annual Melbourne Cup. This will provide opportunity to develop packages between Melbourne and Christchurch to take in both racing carnivals.

Domestic Tourism Opportunity: Research indicated that a total of 32% of attendances at Showtime Canterbury hallmark events were from outside of Christchurch, with 14% being from the North Island. To grow this figure, additional promotion of Showtime Canterbury will need to be targeted outside of the Christchurch area.

Industry Partnerships: The growth of Showtime Canterbury could be encouraged through initiating greater joint venturing with the hallmark events and the local retail and business sector.

A copy of the report is attached.

2 Cont'd

- Recommendation:**
1. That the report be received.
 2. That staff develop for the Council's approval a marketing plan to capitalise on opportunities for growth.

Chairman's

Recommendation: For discussion.

3. MONTANA WINTER CARNIVAL ADVANCE FUNDING REQUEST

RR 7222

Officer responsible Communications and Promotions Manager	Author Julie Battersby
Corporate Plan Output: Events Management	

The purpose of this report is to provide additional information in support of the report presented to the March meeting of the Parks and Recreation Committee regarding funding for the Christchurch Winter Carnival Trust.

BACKGROUND

At the March meeting, the Communications and Promotions Unit presented a report that outlined the difficulty the Christchurch Winter Carnival Trust has experienced each year in the timing of the core funding payments made by the Council. The report explained that the Montana Winter Carnival takes place in early August each year, and funding is not guaranteed until July of the same year.

The report recommended that the core funding grant to the Christchurch Winter Carnival Trust be forwarded in an early payment plan, in advance of the Annual Plan decision process to allow planning and promotion to commence earlier and thus allow a more professionally run carnival.

The report on March included the following information:

Background

The Christchurch Montana Winter Carnival brings ten days of winter fun to Christchurch each year in early August. The Carnival received its first core funding grant of \$10,000 in the 1994/95 financial year. It now receives an annual core funding grant of \$60,000 per year. Funding is agreed through the Annual Plan process and confirmed in July each year, immediately prior to the carnival taking place.

Funding Request

To assist the Winter Carnival development strategy the organisers have requested that the core funding grant is forwarded in an early payment plan.

3 Cont'd

The request has been received following the establishment of the Christchurch Winter Carnival Trust, a new organisation developed to direct the Montana Winter Carnival. The Trust has decided to enact a development strategy consisting of the introduction of a permanent management structure, offering the Winter Carnival a higher level of management. This will allow planning to be implemented at an earlier stage and will result in additional funding being secured through sponsorship and other revenue streams and a higher quality Winter Carnival being presented.

The core funding grant for the Winter Carnival is currently received in a short timeframe (eg 1997/98 year: in three equal instalments between July '97, August '97 and September '97 for the August '97 event) which does not match the cashflow requirements of the new management strategy.

Key benefits of securing early funding is to resource a permanent management structure which will effect substantial benefits including a higher level of sponsorship, elevation in quality of events, increased professional organisation of the Winter Carnival, earlier release of promotional material, improving national and international media attention and thus providing a better return on investment for the Christchurch City Council.

The results of having a permanent management structure in place for the Winter Carnival is already showing positive results with new commercial sponsors geared for specific events and additional funding sources tapped.

Staff propose that a funding system similar to KidsFest is implemented. KidsFest is another festival which falls at the turn of the financial year. As KidsFest is managed in-house, staff are able to apportion the budget accordingly between each financial year. In reality this means that 50% of costs are met pre festival within one financial year and 50% met post festival in the next financial year.

In August 1997 the Council agreed that "festivals receiving core funding in the 1997/98 Annual Plan are given funding on a three year rolling basis subject to satisfactorily meeting Council objectives, as defined in its evaluation and monitoring strategy".

Given that a minimum funding amount for existing core funded festivals is now agreed in advance, the Winter Carnival like other core funded festivals is guaranteed funding for the following year's festival. It is possible therefore, to advance 50% of the funding for next year prior to agreement of the forthcoming Annual Plan, thus allowing the Winter Carnival to budget in the same way as KidsFest - 50% of funding from each of two years. This system would not commit to an increase in funding, but would provide a better cashflow system.

Within the Events Funding Strategy there is a commitment to monitor and evaluate the core funded festivals and events annually. This system allows staff to better protect the investment of the Council by making any recommendations in terms of a funding reduction or withdrawal should there be any variance from the stated objectives outlined within the Events Funding Strategy. It is therefore possible to guarantee that advance funding to Winter Carnival is used in line with stated objectives.

3 Cont'd

The KPMG monitoring and evaluation system has been tested against the 1997 KidsFest and the 1997 Montana Winter Carnival. The test cases are included within this agenda as an amendment to the Events Funding Strategy report. It is not appropriate to compare these two festivals against others within the calendar at this stage as others have not been evaluated under the same evaluation and monitoring system.

Should the Winter Carnival cease to exist or no longer be reliant on Council provided core-funding, Council funding would balance out in the last year of the festival.

During the meeting members requested the additional following information be provided:

- The membership of the Trust Board.
- The number of events held in the city.
- Previous year's accounts

1. **Trust Membership**

Membership of the Christchurch Winter Carnival Trust is as follows:

Jonathan Elworthy (Chairman)
Sue Harrison-South
Norman Chan
Councillor Graham Condon
George Rowley
Janine Morell
Richard Parkes
Rae Knutson

2. **1997 Winter Carnival Events Held Within the City Environs**

There were 44 Winter Carnival events held within the city. This included one event that was held between the Port Hills and the city and some events that were held at Sumner Beach.

Inclusive of the events was a Snow Park in Cathedral Square providing opportunity to participate in snowboarding, snowman building, a treasure dig and snow volleyball; a senior citizens concert; a "Tram Jam" (which received international media coverage); and the Air and Style Snowboard Competition.

3. **1997 Montana Winter Carnival Accounts**

The 1997 Carnival accounts have been provided and are contained in the public excluded agenda.

3 Cont'd

- Recommendation:**
1. That the report be received.
 2. That the Council approve a conditional grant of 50% of the Christchurch Winter Carnival Trust core funding in advance, within the 1997/98 financial period to assist the Christchurch Winter Carnival Trust through the planning stage for the 1998 Montana Winter Carnival.
 3. That the Council continue to provide the Christchurch Winter Carnival Trust with 50% of core funding in advance each year to allow the Winter Carnival to continue annually in the month of August.

**Chairman's
Recommendation:** For discussion.

4. RESOLUTION TO EXCLUDE THE PUBLIC

Attached.

TUESDAY 20 APRIL 1998

AT 12 NOON

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PARKS AND RECREATION COMMITTEE

RESOLUTION TO EXCLUDE THE PUBLIC

Section 48, Local Government Official Information and Meetings Act 1987.

I move that the public be excluded from the following parts of the proceedings of this meeting, namely item 5.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

	GENERAL SUBJECT OF EACH MATTER TO BE CONSIDERED	REASON FOR PASSING THIS RESOLUTION IN RELATION TO EACH MATTER	GROUND(S) UNDER SECTION 48(1) FOR THE PASSING OF THIS RESOLUTION
PART B 5.	CHRISTCHURCH WINTER CARNIVAL TRUST - FINANCIAL REPORT) GOOD REASON TO WITHHOLD EXISTS UNDER SECTION 7	SECTION 48(1)(a)

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public are as follows:

Item 5 Prejudice Commercial Position (Section 7(2)(b)(ii))

Chairman's

Recommendation: That the foregoing motion be adopted.

Note

Section 48(4) of the Local Government Official Information and Meetings Act 1987 provides as follows:

“(4) Every resolution to exclude the public shall be put at a time when the meeting is open to the public, and the text of that resolution (or copies thereof):

- (a) Shall be available to any member of the public who is present; and
- (b) Shall form part of the minutes of the local authority.”