

### 3. FESTIVAL OF ROMANCE PROPOSAL

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Corporate Plan Output: Events - Contracted	

The purpose of this report is to consider a proposal submitted by the Festival City Trust for the Festival of Romance.

#### **PROPOSAL**

The trust would like to turn the Festival of Romance from an annual event to a biennial event, while maintaining an annual grant at its current level with the next festival being run in February 2002. The trust proposes to continue to produce the Valentine's Day Dance annually to maintain a regular presence for the festival. The proposal is requesting effectively twice the current funding for the same output plus Valentine's Day Dance. The proposal is attached.

#### **BACKGROUND**

The Festival of Romance was first held in 1991 and currently receives funding of \$86,955 per annum. The Festival runs for approximately ten days in early February and sits between the Buskers' Festival and Festival of Flowers. SummerTimes is also happening during this period.

This is a well-established festival, which has developed a large attendance level. Information collated in the 1999 Monitoring Report, which was supported by statistics taken from the visitors' survey, shows that the festival attracted in excess of 80,000 people and achieved a satisfaction level of 93%. Council funding distributed per attendee worked out to 96 cents per person.

In the 1999/2000 year the Council made the decision to remove the Valentine's Day Dance budget in an effort to recover some of the additional costs created by 2000 celebrations. This budget was not reinstated in 2000/01. The 2000 Valentine's Day Dance was produced for the first time by Festival City Productions as part of the Festival of Romance. No extra funding was allocated to Festival City Production when they took over the responsibility for producing this event. This event attracts audiences of between 8,000 and 10,000.

The Events Team's budget for the 1999 Valentine's Day Dance was \$8,700. However it should be noted that this figure does not include marketing budget, salaries or overheads. Taking these expenses into consideration a reasonable cost to run the event would be \$20,000. If no extra funding were allocated to the 2002 Festival it would be anticipated that the festival would have to be reduced in size if a Valentine's Day Dance is included. In addition to this, the festival income has reduced sharply over the last three years.

Finally this proposal needs to be considered in relation to the Events Strategy and particularly in terms of the role of the Interim Advisory Board. Any decisions made now for 2001/02 year limits the Interim Advisory Board's ability to take a strategic view of all core funded festivals and any funding recommendations made on that basis.

Therefore it is recommended that \$20,000 be allocated from the current year's budget for the 2001 Valentine's Day Dance and the funding allocation for the 2002 Festival be considered by the Interim Advisory Board.

**Recommendation:** That the funding allocation for the Festival of Romance be altered as follows:

1. That \$20,000 be allocated from the 2000/01 budget for Valentine's Day Dance 2001.
2. That 2001/02 funding be considered by the proposed Interim Advisory Board as part of its recommendations for the annual funding package.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.