

13. ART IN THE PARK

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Corporate Plan Output: Events and Festivals - Contracted	

The purpose of this report is to support our Annual Plan Bid for a further \$30,000 for the Biennial Art in the Park event, for which \$45,000 is budgeted for in the draft Leisure budget for 2001/2002.

The event organiser is seeking funding of an additional \$30,000 for the 2002 event. The organiser has identified the need for this additional funding to (a) ensure the process of identifying a suitable long-term sponsor is adequately resourced and can begin in good time, and (b) to enable the event to offer much more to a sponsor by way of significantly increased exposure through promotional activities. The longer-term intention (assuming a significant sponsor can be secured) is that the level of Council support can reduce.

The additional funding would allow a website for the event to be developed and increased advertising and promotion. It would also allow greater resources to be devoted to the planning of the event, reduce the reliance on volunteers both during the day and as security at night and would provide the necessary additional assistance with travel and accommodation to attract high quality professional sculptors.

The event is free to the public, consequently none of the expenses are recovered through entry fees, and attendance was estimated at 45,000 people over the three weeks of the festival. The Council's current core funding covers approximately 45% of the overall cost of the event.

Leisure Unit Ranking 3