

12. TV2 INTERNATIONAL LAUGH FESTIVAL

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Corporate Plan Output: Events and Festivals - Contracted	

The purpose of this report is to support our Annual Plan bid for \$12,000 for the TV2 International Laugh Festival.

The International Laugh Festival, originally called the Comedy Fest, is a national event delivering a programme in Auckland, Wellington and Christchurch. The first Comedy Fest was held in Christchurch in 1997.

The Laugh Festival has received the following funding from Christchurch City Council:

Total from Christchurch City Council		Total from all Councils	
1996/97	\$5000	1997 Festival	
1997/98	\$10,000	1998 Festival	
1999/00	\$10,000	1999 Festival	\$70,000
2000/01	Declined	2000 Festival	\$62,000

The current application is for \$12,000 which, because of time frames, will be for the production of the 2002 festival rather than the 2001 as the organisation anticipated.

The Laugh Festival, which runs over a 12-day period, is a very popular and well-patronised event that receives considerable publicity both nationally and locally, giving sponsors extensive exposure.

This grant would allow the organisers to offer Christchurch an expanded programme similar to that offered to audiences in Wellington and Auckland. It is recommended that the Council support this application.

Leisure Unit Ranking 2