

4. FESTIVAL OF FLOWERS

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Corporate Plan Output: Events - Contracted	

The purpose of this report is to present the recommendations of the Festival and Events Interim Advisory Board regarding a proposed change to the funding of the Festival of Flowers.

Since its establishment the board has considered several promising proposals for new festivals. Following a preliminary review of these proposals the board has concluded that there is a need to undertake a strategic review of current and proposed festivals. Accordingly the board proposes to investigate options for a larger garden and lifestyle festival that incorporates both the needs of the local community and visitors to the Garden City. A proposal for such a festival will be developed for the committee's consideration in consultation with key stakeholders, including representatives from the Christchurch Garden City Trust.

In order to achieve this strategic development, the Board proposes:

1. That the 2002 Festival of Flowers be scaled down to a community-focused festival, with reduced Council funding of \$44,782 (50% of budgeted funding) for the following events:
 - Floral Carpet
 - Community Concert
 - Cookie Time
 - Birthday Flowers
 - Magic Garden
2. That the balance of the funding provided for the Festival of Flowers in the 2001/2002 budget be made available to the board for the development work for the proposed new festival.

Recommendation: The Festival and Events Interim Advisory Board recommends the following:

1. That funding of \$44,782 be allocated for the 2002 Festival of Flowers to fund the scaled-down festival.
2. That the balance of the funding provided in 2001/02 for this festival be made available for development work for the proposed new festival.
3. That no commitment be given for funding the festival beyond 2002.

Chairman's

Recommendation: That the above recommendation be adopted.