

5. FESTIVALS AND EVENTS FUNDING DECISIONS

Officer responsible Leisure Manager	Author Clare Quirke, Funding and Relationships Co ordinator- Festivals and Events Leisure Planning on behalf of Festivals and Events Subcommittee, DDI 941-8916
---	---

The purpose of this report is to seek approval for festivals and events funding recommendations for:

- The allocation of core funding for 2002/03 to the Christchurch Winter Carnival Trust Board,
- The request for innovation funding of \$9,500 for the Super**Ice** outdoor rink,
- Declining the request for core funding for The Canterbury Adventure Festival.

INTRODUCTION

In the report approved by the Arts, Culture and Heritage Committee in February 2002 the desire to encourage a merger between the Montana Winter Carnival and the Adventure Festival was indicated. Subsequently the Trusts decided not to merge the festivals but to each submit separate festival proposals for consideration by the Festival and Events Subcommittee. Proposals were presented to the Festival and Events Subcommittee by both Trusts on 6 November 2002.

THE CHRISTCHURCH WINTER CARNIVAL TRUST

The proposal received from the Trust outlined the future direction for the Montana Christchurch Winter Carnival and stated that the carnival includes new events focusing on satisfying the criteria set out by the Council and other major stakeholders.

"The Montana Christchurch Winter Carnival has been a part of Christchurch for ten years. From small beginnings on a budget of \$25,000 the festival quickly became an institution in the winter offering free events for youth, families, children and seniors based around a winter fun theme. Events are held both indoors and outdoors and have included some very popular innovations such as:

- *The Montana Big Air,*
- *The Snow Park,*
- *The Seniors Concert,*
- *The Parade of Lights,*
- *Fire and Ice Night,*
- *The Winter Night Markets,*
- *The Fun X Snow Challenge,*
- *The Waiters Race,*
- *The High Street Fashion Show,*
- *Charitable Events (Celebrity Hearts, Degustation Dinner, Evening with Edmund Hilary),*
- *Celebrities: Eddie the Eagle Edwards, Sir Edmund Hilary, Devon Harris (Cool Runnings), Robbie Deans,*
- *The High Street Party.*

The ten day carnival has been core-funded by the Christchurch City Council with a \$60,000 grant per year (a total investment of over \$600,000 to date). Sponsorship and fundraising has increased the budget to \$250,000. Of particular note is the sponsorship from Montana Wines who have supported the event and have a contract in place until the 2005 events series."

The festival will continue to receive significant sponsorship from Montana Wines in 2003 (\$55,000 plus \$5,500 contra). This level of sponsorship shows considerable commitment from the sponsor which the Festival and Events Subcommittee would like to support. The event organiser has also developed other successful sponsorships. The Trust considers its relationship to the Council as a very successful partnership.

The Subcommittee decided to allocate core funding of \$60,000 towards the Montana Christchurch Winter Carnival 2003.

A request was included in the proposal for funding from the innovation fund for an artificial outdoor ice rink made from SuperIce to be located in a central park or Cathedral Square. The ice rink would be a significant festival focus component. The innovation fund request was for seed funding towards the cost of a feasibility study for revenue, research, proposals and fundraising for the rink. Once in Christchurch, it was suggested that the rink could be an asset that may be re-used each year and hired out.

The Subcommittee decided to grant \$9,500 to the Trust for the feasibility study for an outdoor ice rink made from SuperIce on the condition that a breakdown with the component parts, including cost, is required prior to allocation of the funding. Additionally, that it be made clear to the Trust that the Subcommittee would not entertain any application for capital funding by shortfall in operating revenue for the ice rink project.

ADVENTURE FESTIVAL

The proposed festival programme included a Fashion Show/Cocktail party, and an Expo for seven days which included adventure operators providing specialised activities for show and participation and finishing with a Masked Ball.

The Expo would offer adventure operators within the Canterbury region the opportunity to showcase their exciting activities with the target audience being the people of Canterbury. The Expo is designed to appeal to people of all ages at all activity levels – active, passive and family.

The Subcommittee was impressed with The Canterbury Adventure Trust's festival proposal and the skills, commitment and expertise of the Trust. However, it was resolved that the funding application be declined for the reason that based on the information provided, it did not sufficiently meet the definition of a festival or event, in terms of the Council's criteria for such. It was agreed that the festival concept was essentially a trade expo and as such, could not be supported through core funding.

The Chairperson reported that discussion had taken place with Chief Executives of both the Canterbury Development Corporation and Christchurch and Canterbury Marketing, as to their support of the Trust's festival.

Canterbury Development Corporation was not prepared to put time and money into the project, but would offer a small level of support through the introduction of some people to the Trust etc.

It was noted:

1. That the Canterbury Adventure Trust is able to apply for funding from the Innovation fund, should one of its festival components meet the criteria.
2. That the Subcommittee continue to communicate with both CDC and CCM, as to their role in supporting festivals and events.
3. That following the Council's determination of the future of the Festival and Events Subcommittee, Ian Bougen be approached as to his membership of the Subcommittee.

Festival and Events Subcommittee

- Recommendation:**
1. That funding of \$60,000 be allocated to the Christchurch Winter Carnival Trust from core funding.
 2. That funding of \$9,500 be allocated to the Christchurch Winter Carnival Trust from the Innovation Fund subject to the conditions mentioned above.
 3. That core funding is declined for the proposed Canterbury Adventure Festival.

Deputy Chairman's

Recommendation: That the Committee support the Subcommittee's recommendations.