

16. PIER LIGHTING EVENT

General Manager responsible:	General Manager Community Services, DDI 941-8534
Officer responsible:	Recreation and Sports Manager
Author:	Jacqui Miller, Community Recreation Adviser

PURPOSE OF REPORT

1. The purpose of this report is to request funding assistance from the Board for the Pier Lighting event to be held on Thursday 21 June 2007 at the New Brighton Pier.

EXECUTIVE SUMMARY

2. The Artworks in Burwood/Pegasus Working Party is requesting funding support from the Board to the value of \$2,435 for the Pier Lighting event which will mark the date of the lights being turned on and will recognise the contributions and support from key community stakeholders, local and metropolitan VIPs.
3. The total cost of the installation of the Pier lighting is \$53,344, the contract is held with Grant Robertson of The Light Site. Grant is an internationally recognised lighting technician and is happy to be supporting this project. The \$50,000 was allocated by Council from the 2005/06 Art in Public Places budget towards an artwork for the revitalisation of New Brighton. The additional \$3,344 project costs are being met by the Pier and Foreshore Society. The power costs are \$698 per year, the Board will be approached to fund this cost from their Discretionary funding, the ongoing power costs will be transferred to the Transport and Greenspace Unit as part of the ongoing maintenance and running costs.
4. The Artworks in Burwood/Pegasus Working Party, which comprises of four Board members and four community representatives, has the brief of ensuring the delivery of the funds which had been allocated from the metropolitan integrated arts funding in 2004/05. \$50,000 had been allocated for an artwork in New Brighton.
5. The Board was approached by local businessman Doctor John Cook several years ago with the idea of lighting the pillars of the Pier to make the Pier a feature at night in New Brighton. Marlene Le Cren, the Arts Adviser, organised a demonstration of the lighting effects through Grant Robertson for the working party to assess the options of LED or exterior 600 lights. The Board and Working Party recommended that the LED option be chosen as the future running costs were considerably cheaper and the overall effect more dramatic. Grant Robertson was commissioned to work with Council staff to install the lighting.
6. The key objective for the event is to turn the lights on, recognise stakeholders, and promote the lights and New Brighton as a destination to the local community, Christchurch and Canterbury.
7. The Artworks in Burwood/Pegasus Working Party discussed the main objective of the event and how to best achieve them with the restrictions of funds and time facing this project (refer to the meeting minutes **Attachment 1** and options paper **Attachment 2**). With the objectives in mind the committee discussed three options:

Option 1: Large Metropolitan Event - attracting between 1,000 to 10,000 people, costing approx \$20,000

Option 2: Local Bur/Peg event - attracting between 1,000 to 2,000 people, costing \$5,000

Option 3: Small VIP event - inviting approx 100 people, costing approx \$1,500
8. Staff have liaised with the Communications Adviser and discussed the three options above and possible communications/promotion opportunities. The Communications Adviser felt that the objective of this event could be achieved through an extensive communications plan, which includes discussing the event with TV One News. The approach has been made and the producers have expressed an interest in this event.

FINANCIAL IMPLICATIONS

9. The Pier and Foreshore Society have contributed \$1,000 of funding towards this event, a further \$500 of arts operational funding makes up the total of \$1,500 currently available.

The total budget for the event is:

Income Item	Income Amount	Expenditure Item	Expenditure Amount
Arts Operational	\$ 500	Food and Beverages 180 people at \$8 per head	\$1,440
Pier and Foreshore Soc	\$1,000	Beverages 180 people at \$4.00 per head (1x complimentary drink)	\$845
		Special Liquor Licence	\$63
		Sound System	\$1,000
		Security	\$400
		Lighting	\$100
		Printing Invitations	\$150
Total	\$1,500	Total	\$3,935

Do the Recommendations of this Report Align with 2006-16 LTCCP budgets?

10. Yes.

LEGAL CONSIDERATIONS

11. No.

Have you considered the legal implications of the issue under consideration?

12. Yes.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

13. Yes.

Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?

14. Yes.

ALIGNMENT WITH STRATEGIES

15. This project aligns with the Arts in Public Places Strategy.

Do the recommendations align with the Council's strategies?

16. Yes.

CONSULTATION FULFILMENT

17. Not required.

STAFF RECOMMENDATION

It is recommended that the Board support the Pier Lighting event by providing funding assistance for the event totalling \$2,435 from its 2006/07 Discretionary fund.