



21. EVENTS AND FESTIVALS FUNDING ALLOCATION 2012-13

<b>General Manager responsible:</b>	General Manager Public Affairs, DDI 941-8587
<b>Officer responsible:</b>	Marketing Unit Manager
<b>Author:</b>	Richard Attwood, Events Development Manager

**PURPOSE OF REPORT**

1. To seek the Council's approval for allocation of Events and Festivals funding for the 2012-13 financial year.

**EXECUTIVE SUMMARY**

2. Applications to the Events and Festivals Fund are received by 20 March each year. These are assessed against criteria from the Christchurch Events Strategy 2007-17 and considered within the bounds of funding available. The level of funding available for allocation in 2012/13 is the same as 2011/12.
3. The available funding for allocation in 2012/13 is \$282,000. The total requested through applications totalled \$737,500 resulting in the fund being oversubscribed by \$455,500.
4. In addition to applications received, staff have put forward a recommendation for increased funding to cover costs of traffic management for the Santa Parade.
5. Recommendations for allocation of the \$282,000 available in 2011/12 are in **Attachment 1**.
6. The 2011-12 funding round included eight events contracted for three years of funding, with 2012-13 being the third year of these contracts, therefore a legal obligation exists to honour these. Please see **Attachment 2** for details. These are budgeted within Festival and Events funding.
7. The 2012/13 year completes a three year cycle of Events and Festivals funding. All events that receive funding from the Events and Festivals Fund will complete the term of their contracts in 2012/13.

**FINANCIAL IMPLICATIONS**

8. The event recommendations are in line with the budget provided for in the Events and Festivals Fund within the 2012/13 Annual Plan.

**Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?**

9. Yes.

**LEGAL CONSIDERATIONS**

10. Eight events are in their third year of three year funding contracts (**Attachment 2**).

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

11. Yes.

**ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS**

12. Events funding aligns with the following Community outcomes:
  - A city of inclusive and diverse communities
  - A prosperous city
  - A healthy city
  - A city for recreation, fun and creativity
  - A safe city
  - An attractive and well designed city
13. Events and Festivals Activity Management Plan, 7.2.6 - Manage the Events and Festivals Grant fund.

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**Do the recommendations of this report support a level of service or project in the 2009-19 LTCCP?**

14. Yes.

**ALIGNMENT WITH STRATEGIES**

15. Events Strategy, Visitor Strategy.

**Do the recommendations align with the Council's strategies?**

16. Yes.

**CONSULTATION FULFILMENT**

17. No consultation was required.

**STAFF RECOMMENDATION**

It is recommended that the Council approve the recommendations for allocation of 2012/13 Events and Festivals funding as detailed in **Attachment 1**.

Note: The previous commitment made by the Council for the contracted events is listed in **Attachment 2**.

**ATTACHMENT 1 TO CLAUSE 21 COUNCIL 12. 7. 2012**

**Events and Festivals for Recommendation (2012-13)**

Speight's Coast to Coast	\$10,000
Festival of Flowers	\$45,000
SCAPE	\$70,000
CHARTFest	\$12,000
Le Race	\$10,000
Christchurch Airport Marathon	\$5,000
Festival of Cycling	\$15,000
Lyttelton Harbour Festival of Lights	\$20,000
The Christchurch Writers Festival	\$25,000
The Great Chch Community Dinner	\$10,000
FrenchFest	\$45,000
Santa Parade	\$15,000
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Total	\$282,000

**Events and Festivals Contracted Events (2012-13)**

Diwali	\$20,000
Chinese Lantern Festival	\$70,000
Christchurch Arts Festival	\$150,000
Coca Cola Christmas in the Park	\$65,000
The NZ Int. Jazz & Blues Festival	\$57,000
Santa Parade	\$70,000
The Body Festival	\$40,000
YMCA Carols by Candlelight	\$14,000
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Total	\$486,000