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CHRISTCHURCH CITY COUNCIL

Draft LTCCP 2009-19

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Submissions close on 16 April 2009

I wish to talk to the main points in my written submission at the hearings to be held between Monday 11 May 2009 and Monday 18 May 2009.

Are you completing this submission:	On behalf of a group or organisation
If you are representing, how many people do you represent?	2
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Organisation Name:	Twilight Cinema
Organisation Role:	Managing Director
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Date:	16 April 2009
Your Submission:	<p>For the last four years my Company Twilight Cinema has sought approval to operate an Outdoor Cinema either in the Botanic Gardens or in close proximity to the Gardens, for the first three years we were denied the use of the Gardens, or anywhere near it and were even denied a meeting with gardens management to even discuss our proposal and concept. After much endeavour, needless expense frustration on our part we finally managed to be granted a trial screening in Hagley Park this last summer. Although denied good weather during our screening period we demonstrated the fruitful relationships that we could build through commercial sponsorships and alliances with local establishments including the Canterbury Museum "Night at the Museum" screenings and local radio station, ZM, ZB and Newstalk with articles in The Press as well as Avenues. We are endeavouring to start a local film makers competition as well.</p> <p>Outdoor Cinemas are established in every major city in Australia and are located primarily within the Botanic gardens of each city and have been successfully established for over 13 years in Melbourne Botanic Gardens, one of the premiere gardens in the World. They are well established in major centres all around the world including New York, London, Dresden etc. Dresden with a population of 500,000 people has an outdoor cinema that attracts over 170,000 people in it's season of 60 nights. Outdoor cinemas are one of the most loved cultural activities in each of these places with the Sydney Open Air Cinema being one of the 10 most popular summer activities attracting audiences in the thousands per night.</p> <p>I would like to ask the council to show some support for this concept that will not only render Christchurch a more tourist and resident friendly city by offering more night time activities during summer as well as offering</p>

employment for well over 20 part time and full time staff during the summer period when we would like to operate. The Botanic Gardens management plans make specific mention of allowing appropriate commercial activities throughout the plan and make specific references to Outdoor Cinemas esp on Page 109. I can unfortunately say that for many years our concept was not given the light of day even with these references in your own management plans. I would like the council to support us as I fear that your bureaucrats although well intentioned are lacking significant doses of vision as well as commercial sensitivity in their obstruction of our attempts to launch our enterprise in this beautiful city and its green surrounds.

As a commercial enterprise we seek no council funding but will actually contribute to council coffers by leasing the ground that we utilise and at a time when there is no other activity that the ground is used for (early to late evening) and otherwise add life and entertainment to an area that has historically had a bad reputation for lack of safety. We firmly believe after having done extensive analysis on the potential of outdoor cinema in Christchurch that we can benefit the local economy by several million dollars over a 5 year period by bringing this concept to Christchurch and having it wholeheartedly supported by the council just as you have supported Ellerslie Flower Show but at no cost to yourselves.

I implore the council to give its full support to Twilight Cinema in its bid to establish itself in Christchurch after struggling for 4 years to secure a reasonable commercially viable location and obstructed and discouraged by your bureaucrats. We ask that the council allow us to operate in one of our two identified locations that we believe have commercial viability and will be a success for Christchurch, within the Botanic Gardens itself or within the disused RSA bowling Club in North Hagley Park. We believe the RSA bowling Club is a grossly under utilised asset and we would love to utilise the location for our summer night screenings and bring community life back to this neglected area by the showing of summer films and other small scale events for audiences of several hundred people. We were not allowed to use this space this summer as it was thought that it would be more appropriate to house half a dozen 60 foot containers found living quarters for 2 Ellerslie gardens staff rather than host hundreds of people being entertained by summer films and other great entertainment per night. My mind truly boggles how this could be a better use of what was originally a community and social space and is now used as container storage space for Ellerslie over summer.

Council support at this critical juncture will make Twilight Cinema a viable concern and bring a much needed and well loved summer activity for Christchurch, and show that Christchurch is truly a cosmopolitan centre for the Arts. The lack of support will unfortunately mean that we will no longer attempt to screen within New Zealand and therefore manifest significant lost potential for this new industry that we are attempting to establish as well as lost employment and ancillary economic activity. We simply do not have anymore funds in our seemingly endless attempts to bring this concept to Christchurch and New Zealand after 4 years of almost fruitless effort.

Sincerely,
Mark Sokacic
Managing Director
Twilight Cinema