

Item: 10. Review of Summerdaze Festival

Purpose – Decision Making

- 1 To make a decision on the future of the Summerdaze Festival.

Executive Summary

- 2 The Summerdaze Festival has been supported by Council for ten years. The festival spans 31 December to 31 January. It includes 13 targeted events (including two on New Year's Eve). The New Year's Eve events attract up to 18,000 visitors and locals must have crowd control (see attachment A: Memo from Senior Sergeant John Fookes). The remaining events are small by comparison and community oriented, with the best attended being the Teddy Bear's Picnic. Many larger independent events are scheduled to occur during this peak period.
- 3 Summerdaze attracts approximately \$37,000 in sponsorship with \$20,000 of this tagged to the New Year's Eve celebrations. The New Year's Eve celebrations cost approximately \$85,000 (not including consenting, sponsorship and event management). The cost includes fireworks, band hire, stages, traffic management, security and clean up. The budget for the other 11 events is \$74,000 (including event management, advertising, brochures, independent website etc). The Summerdaze cost is picked up from the Events Budget (\$700,000).
- 4 Given the relatively low attendance and the nature of the events, the Events Office recommends that Council should not continue to fund the wider Summerdaze programme, instead freeing up the funding for the contestable Event Fund. Council has received an indication that many of the small events can be picked up by alternate providers. It should also be noted that a significant number of alternative events already occur over the same peak period.
- 5 The current contract for Summerdaze event management has now expired and eveNZ (Summerdaze contractor) has advised it will not be retendering.

Recommendation

1. ***That Council disestablishes the Summerdaze Festival;***
2. ***That Council continues to fund the New Year's Eve events in Queenstown and Wanaka from the Events Fund; and***
3. ***That Council notes the Director of the Chief Executive Office will issue a Request for Proposal for a three year contract for the delivery of New Year's Eve Events in Queenstown and Wanaka for the years 2014-2016 inclusive.***

Prepared by:



Jan Maxwell
Arts and Events Facilitator

Reviewed and Authorised by:



Meaghan Miller
Director, CEO's Office

Discussion

- 6 With a significant number of independent events already scheduled during the peak time of December through January, the Events Office considers that with the exception of the New Year's Eve events, event funding could be freed to support events outside the peak time as per the Events Strategy objective:

- *Encourage the development of events in the shoulder seasons.*

- 7 Some of the small but popular events (ie Teddy Bear's Picnic) can be supported by Council to be delivered at an alternative time of year, with potential to become fundraising opportunities for community groups.

- 8 Christmas Show

A separate budget of \$107k is tagged to the delivery of the Christmas Show. This budget does not sit within the Event Fund. The Council contribution to this event is \$35K with the event attracting significant sponsorship to the extent that it is delivered on a completely cost neutral basis i.e. \$72k is raised through sponsorship and ticket sales.

The show was held for the first time at the Queenstown Recreation Ground in 2013 and attracted an audience of 1400, despite inclement weather. The show specifically includes performers from the Upper Clutha area and has always been promoted as a district-wide celebration. It is proposed that the Christmas Show continues to be delivered by QLDC.

The remaining \$15K is used to install and coordinate the existing Christmas decorations and community events in Wanaka, Arrowtown and Queenstown.

Options

Option 1

That Council continues to fully fund the Summerdaze Festival in its existing format via the Event Fund.

Option 2

That Council disestablishes the Summerdaze Festival to enable other community funding opportunities but continues to support the New Year's Eve event in both Queenstown and Wanaka as essential crowd control mechanisms, via the Event Fund.

Local Government Act 2002 Purpose

- 9 The author has reviewed Section 10 of the LGA. This matter gives effect to the purpose of local government because:

Activity (local democracy, infrastructure, local public services, or performance of regulatory functions)	
Quality (efficient, effective and appropriate to present and future circumstances)	
Economic (most cost-effective for households and businesses)	The Event Strategy supports the delivery of events in the district in the most efficient, affective and appropriate way, benefitting both businesses and households (economically and culturally).

Significance of Decision

- 10 The decision sought through this report, is not significant under Council's significance policy.

Consultation - Interested or Affected Persons

- 11 No consultation is required for this decision.

Relevant Council Policies and Plans

- The Queenstown Lakes District Plan (2009)
- The 10 Year Plan 2012-22
- Queenstown Lakes District Council Events Strategy 2013-17

Risk Management

- 12 No strategic risks have been identified in regards this decision.

Attachments

A: Email from John Fookes, Queenstown Police

From: FOOKES, John [mailto:John.Fookes@police.govt.nz]
Sent: Monday, 10 March 2014 3:49 p.m.
To: Jan Maxwell
Subject: RE: New Year's Events Queenstown and Wanaka

Afternoon Jan

I'm happy to advise that the planned New Year's Eve events run at both Queenstown and Wanaka make the policing of the large number of people who attend much more effective than it would otherwise be. We have good communication from, and cooperation with, the organisers, QLDC and other involved parties. The events at each location are essentially very similar each year and those involved know their roles well. I am sure that this factor alone is important in striking the right balance between providing good quality entertainment and a safe environment.

Each year Police hold an internal debrief on New Year's Eve policing for the various holiday locations across Otago. To date there have been no significant issues raised that relate to the organising of the public entertainment events.

Hope this helps.

Regards

J F

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