

## Eden Arts Maungawhau Mt Eden Community Arts Trust

<b>Legal status:</b>	Charitable Trust	<b>Activity focus:</b>	Arts and culture
<b>Conflicts of interest:</b>	None identified		

### Project: Mt Eden Chamber Music Festival

<b>Location:</b>	Mt Eden Village Centre, 449 Mt Eden Rd, Mt Eden Village		
<b>Summary:</b>	Weekend of 3 concerts featuring some of the finest professional chamber musicians from around the country. Bringing a high calibre classical music event into the heart of Mt Eden and audiences from all over Auckland (and beyond) into Mt Eden Village. Launched last year to great acclaim this festival is based on models from around the world.		
<b>Dates:</b>	27/10/2017 - 29/10/2017	<b>Rain dates:</b>	-
<b>People delivering:</b>	30	<b>People reached:</b>	500 or more
<b>Promotion:</b>	Not stated Community notice boards, local billboards/ banners, news media including What's On websites (Eventfinder/ The Big Idea), Facebook, mailing lists and data bases, via music shops/ music departments, NZSO, APO		

### Community benefits

#### Identified need:

No such existing event, brought to us as a concept by a local musician now that there is a suitable local venue (the methodist church).

Last year's inaugural event was a resounding success with feedback asking for more to come.

#### Identified community outcomes:

Bringing excellent musicians into the community, audiences grew over the three nights of the festival (and was pretty full on the first night) with evident support and enjoyment from those who came, including standing ovations. Comments included "this community has needed an event like this".

Bringing people into Mt Eden from all over, so direct benefit to local businesses especially cafes and restaurants with programmes designed to be pre-dinner events.

Local businesses happy to be involved eg loan of grand piano

#### Alignment with local board priorities:

Albert-Eden

- innovative and exciting arts and events build our identity
- projects that involve community volunteers

Exciting musical opportunity on our doorstep, created by professional artistic director (Simeon Broom) and trusted local arts organisation (Eden Arts). Project run by volunteers sourcing the best facilities and musicians, just one of many community initiatives our volunteers are involved in (such as Young Artists Awards)

Collaborating organisation/individual	Role
Local business association	Promotion among Mt Eden businesses
Wallace Foundation	Patron of our trust

## Demographics

**Māori outcomes:** None identified

**Target ethnic groups:** All/everyone

**Promoting SmokeFree:** There is a no smoking policy at the venue.

Percentage of males targeted	Percentage of females targeted	All - not targeted male/female
-	-	100%

0-5 years	< 15 years	15-24 years	25-44 years	45-64 years	>65 years	All ages
-	-	-	-	-	-	100%

## Financial information

**Amount requested: \$6,000.00**

**Requesting grant for:** The advertising in the form of public billboard/ cross-street banner, design and print of posters/ programmes, costs associated with promoting the event.

**If full amount requested is not able to be funded:**

Advertising/ venue hire

**Cost of participation:** Tickets are \$30 per concert or \$75 for all three concerts, with concessions for students/ seniors

Total expenditure	Total income	Other grants approved	Applicant contribution
\$23,000.00	\$6,500.00	\$8,500.00	\$2,000.00

Expenditure item	Amount
Venue hire (3 days church/ kitchen/ foyer)	\$1,300.00
Mt Eden street advertising	\$3,000.00
Poster design and print	\$2,000.00
Community notice boards x 6	\$400.00
Musician payments 14 @ \$500	\$7,000.00
Catering (wine and food)	\$400.00
Piano hire/ cartage	\$1,500.00
Programme design and print (x 200)	\$1,000.00
Piano tuner (2 tunings)	\$400.00
Newspaper advertising	\$500.00
Website update	\$500.00
Admin + expenses (inc flights/ thank yous/ volunteers)	\$5,000.00

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Income description	Amount
\$30 basic ticket price or \$75 for 3 night package. 90 tickets x 3 concerts inc comps	\$6,500.00

### Funding history

Application ID	Project title Round - Stage	Decision Allocation
<i>No previous funding history</i>		