

March 5, 2019

Mayor Phil Goff  
Office of the Mayor of Auckland  
Level 27, 135 Albert Street  
Auckland

Dear Mayor Goff

### **Santa Parade**

At our meeting with you on Thursday 21 February, Nick Hill and I undertook to review ATEED's funding for the Santa Parade.

The ATEED Board at its meeting last week discussed the importance of the Parade to Aucklanders, its long history, and the level of ongoing public support for the event. It also noted that ongoing Council responsibility for funding for the event had passed to ATEED.

While the event does not materially contribute to the visitor economy (ATEED's principal focus underpinning its explicit events funding criteria), the Board nevertheless accepts the event provides important public good benefits for Auckland.

Accordingly, given these wider benefits to Auckland, ongoing support for the event from Aucklanders and the legacy funding history, it is suggested that the pragmatic solution is that ATEED will transfer \$45,000 – the amount budgeted by ATEED for the event in 2018 – to the Auckland Council Events Community Grants Fund. Auckland Council will be able to treat the application against the criteria applied to community events with no financial impact to the Council family as a whole.

It is also proposed that facilitation of the event be handed to Auckland Council as previously agreed between ATEED and ACE, with ATEED providing support and advice as needed.

We trust this is a solution which provides ongoing support for this event.

Ngā mihi nui,  
Kind regards,



**Mark Franklin**  
Chairman

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