

Memo

DATE 03.09.19

To: Hibiscus and Bays Local Board
 cc: Matthew Kerr - Local Board Advisor, Saskia Coley - Event Facilitator
 From: Mike Banks, Team Leader Event Facilitation North-West

Subject: Event surveying 2019-2020 season

Request:

To seek direction from the board on which event they would like to participate in the Colmar Brunton event surveying program for the 2019/2020 financial year.

Action required:

The board to advise their preference on one of the below options.

Background:

With the summer events season fast approaching, we have been asked to compile a list of community events, funded by the Local Board, who could be part of the Colmar Brunton led annual event survey programme. The results of these surveys are used for annual plan reporting.

Below are the events and satisfaction ratings achieved over the past six seasons for the board:

Event Surveyed	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14
Sir Peter Blake Regatta – Dec '18	95%					
Sir Peter Blake Regatta – Dec '17		90%				
Orewa Lions Big Dig – Jan '18		54%				
Weetbix Tryathlon – March '17			96%			
Hibiscus Hot Rodders Beach Festival – Jan '16				88%		
Cairo To Cape Town – March '16				71%		
Orewa Boulevard Festival – Feb '15					79%	
Mairangi Bay Wine, Food & Art Festival – March '15					75%	
Cairo To Cape Town – March '14						85%
Brightside Road – March '14						80%

We are now seeking feedback from the board on which event they would like surveyed in 2019/2020. The questions asked are very generic but if the Board have anything they particularly want feedback on please pass the details across and a request can be made for it to be included amongst the survey questions.

Options:

The board could:

- 1) Advise a list of up to three events, in preference order the board would be interested to have surveyed. One of these will be surveyed. Some of the events that the board fund and may wish to consider including are:
 1. Movies in Parks (two – February or March) - \$30,000
 2. Sir Peter Blake Regatta (Torbay Sailing Club) \$5,000
 3. Orewa Christmas Parade (Main Street Orewa trading as Destination Orewa Beach) \$10,000
 4. Browns Bay Christmas Parade (Browns Bay Business Association) \$10,000
 5. Mairangi Bay Food & Wine Festival (Mairangi Bay Business Association) \$10,000
 6. Mairangi Christmas Parade (Mairangi Bay Business Association) \$5,000
 7. East Coast Bays Community Project (ECBCP) Events \$20,500
 8. Torbay Christmas Parade (Torbay Business Association) \$4,000
 9. Rodders Beach Festival (Hibiscus Coast Rodders Club) \$13,800
 10. Orewa Signature Events - Sandcastle, Arts & Buskers (Destination Orewa) \$20,000

 - 2) Chose not to survey an event for the 2019/2020 financial year.
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Attachments:

1. 18.19 – Survey results for Sir Peter Blake Regatta