

EVENT PROPOSALS TO LONG TERM PLAN

Blenheim CBD
Summer
Market

&



Savour in Marlborough

FROM

 Pure
Events
Marlborough



Pure Events Marlborough

This year Pure events Marlborough, with the financial support of the MDC TEAM funding took on the organization of what was the Wine & Food Festival Market now known as the Blenheim CBD Summer Market. We also developed from inception the first Savour in Marlborough event – again supported by TEAM funding.

My experience and expertise has always represented council professionally and to a high caliber in previous roles and in all events I have run with MDC support, both commercial and community. Fourteen years as Manager/CEO of Marlborough 4 Fun, then working on Tuia 250 as Event Organiser of the concert/foreshore activities, Multi-cultural Festival and stepping in to take on the Blenheim CBD Market Day and create Savour in Marlborough 2021.

Events like the Market Day and Savour are a key driver to Marlborough's economy as well as offering quality free events to the community, whilst an advantage with both these proposals on a cost front is that each can benefit from the other in terms of structure costs and staff time to organise.

As we have run these events already for the first time this year, we have a strong blue print to work from. As per our reports to TEAM, we have developed and grown the market and established good relationships with the market stall holders. We created and delivered Savour in Marlborough and have established strong relationships with the beverage and food stall suppliers as they have already experienced a successful, well run event that has been a viable and good business opportunity for them. I worked in with the Blenheim CBD businesses who are supportive of events I am managing as they see them as beneficial.

In my vast event management experience I also already have strong relationships with key contractors, marketing contacts, emergency service and suppliers to ensure a safe, well run, well attended events.

The only way these events can continue is with some council funding support – it would be a true loss to the region and previous money and time invested if these successful and iconic events were to no longer able to take place.

The Events

Blenheim CBD Summer Market

The Blenheim CBD Summer Market was a long standing, well established event that was popular but needed revitalising. However, it was no longer viable for the previous organisers (a volunteer group) to continue. It provided a good platform to work from and already in this first year of Pure events Marlborough organizing the event has already grown and improved substantially.

We changed the name (in discussion with Wine & Food Festival organisers) as it has always been somewhat confusing to be called the Wine & Food Festival Market as most people presumed it was affiliated and organised by the festival organisers. This meant they had to field a lot of calls and misconceptions. With the cancellation of Wine & Food it became even more apparent and good timing for a name change. Whilst the organisers are very supportive of the event and to have activities for their visitors going forward the day prior, we both wanted to ensure that visitors and participants alike understood clearly it was a separate event, organised by a different company.

Savour in Marlborough

This event was a new concept which I proposed to the TEAM fund, created & developed from inception to deliver a professional, well organised and well received event in its first year. The event has so much potential to develop further and it is very apparent that it is wanted in this timeline. Particularly going forward with Wine & Food Festival back on the agenda its really going to offer a well supported event that will be able to take advantage of all the visitors in town and ensure we are showcasing Marlborough and the Blenheim CBD at its best to them as well as offering a free event for locals to sample some of the wonderful produce we have on our doorstep.

Both Blenheim CBD Summer Market & Savour in Marlborough were very successful events. The Market Day was significantly improved in terms of variety and new stalls and totaling 90 stalls. It was also the highest attendance with an estimated 4000 people over the day. Feedback from visitors was that there was a much improved variety and quality of stalls and the entertainment on offer created a great, enjoyable atmosphere – the previous event had had very little or some years no entertainment or music.

Almost all stall holders (only 2 out of 90 had complaints) were very happy with the organization, the number of attendees (numbers based partly on their feedback) and the atmosphere. We had constructive feedback on a few areas such as timing of the start/finish and pack up. With any event there are always ways to improve or learn from and its really good to have stall holders offer advice from their side of things to help us improve.

Savour in Marlborough was very well received and as a new event well attended with an estimated 1500 – 2000 over the evening. We had 6 alcohol sites and 12 food/soft drink (1 x coffee and 1 x juice) operators. Both food and alcohol providers were happy with business done and numbers attending. Our attendance numbers based partly on their feedback of product sold – some sold out at approx. 7.30pm.

The Market was very busy from the get go at 9am. The variety, number of and quality of stalls was the best visitors had seen.

Highest attendance most stall holders had seen.

CBD Businesses – those I spoke to were happy and had good sales.

Majority of stall holders happy – only 2 complained that they saw no marketing and not sold any products versus the rest being very happy with business and/or selling out of products.

Ambiance was markedly better too – I would either have speakers or a permanent busker up Market street next time. Had 1 at lunchtime this year and permanent one on Charles street as well as main stage and roving entertainment.

We do need to look at start/end times – difficulty in stall holders leaving without using Wynen but this can be resolved by either not having market stalls down Charles Street or changing timing of market finishing.

Earlier crowd wanted drinks before 5pm – so we would like to look at an earlier start for Savour.

Some food stalls ran out of some products by 7.30pm (as did 1 cider)– we had a good variety and yes people had to que a little at the key times, however, I think for the numbers attending it was good balance. Going forward I now know the crowd would increase (especially being the Friday before Wine & Food Festival) so we would increase number of food stalls to 15 and potentially add 1 more alcohol vendor thus creating more local business opportunities.

We had a very short lead in time – 3 months to organize the event – which meant a few of the food vendors approached either had other projects on – especially the seafood such as Regal Salmon, Cloudy Bay Clams and Mills Bay Mussels. However, some of the food vendors utilized their products to ensure we had seafood elements. Also due to covid many had cut down staff. All have indicated they want to be involved in the next event.

The events also offered business opportunities for local and national performers as well as suppliers of kids entertainment, sound & technicians and other contractors.

There were no alcohol issues to report – all went very smoothly in that area. With the confirmation of funding in December it only gave me 2 weeks to sign up the alcohol providers and get their and the events alcohol license in. Due to the good, long term relationships that I have developed over my event management time here in Marlborough it enabled me to facilitate this but it was very pressured and rushed for all involved.

No issues with any alcohol on the day – worked well no alcohol in pocket park but allowing in Wynen Street. Parents appreciated being able to sample all products but still be able to keep an eye on their children enjoying themselves in the pocket park. We had a lot of kids activities – shows, visual aspects, inflatables, face-painting which offered a great combination for families to enjoy the event together.

Alcohol sites reported that some broke even, some good sales and some sold out. I would consider 1 additional winery for a future event with more numbers. Also with a longer lead in time I would like to facilitate more food and beverage matches – we had some this year and they worked well for pre-promotions as well as on the day.

I would also like to secure a chef and have demonstrations during the event, in conjunction with some of the food operators.

Water worked very well having the backpacks kindly sponsored by Liquid Action and a water site. We will put signs on backpacks saying water for next event.

Entertainment was absolutely spot on – we had so many positive comments. Created the right atmosphere and enjoyed by all attending so we would look along similar lines for future events. However, as many artists and sound & tech crews significantly reduced their rates we have to be mindful that these will almost certainly increase.

Fulton Hogan – I understand the process by council needs to be different – liaising with Marlborough Roads First. We had no major issues – all went smoothly, the staff were very helpful especially at pack in and pack out times which had its difficulties in the market packing up and leaving as Savour participants arriving but everyone worked well together and it worked reasonably well. Ways of improvement such as changing timings will help this. We liaised with Marlborough Roads in a timely manner for advertising.

Promotion

We spent significantly on radio, however this gave us a large sponsorship and thus much bigger reach – More FM & Breeze. Ran competitions with them as well as ads, interviews and social media.

Spent across the board with Marlborough Media – we had icon on Marl Ap and listed in Events, ran full page editorial in Marlborough Magazine and adverts. Ran adverts and editorials in Marlborough weekly and the Sun. Marlborough Express ran editorial.

We produced posters of each event and all were given out – despite being very supportive of the events it was harder getting retailers engagement with this so something to work on building engagement with them in this area – possible window display competitions etc. However, motels and other venues very happy to display. Also sent to all stall holders and participants to promote. Also handed out leaflets at key events such as farmers markets, artisan market and cheese festival which had a good response and we would look at increasing this type of marketing to outside the region with stall holders that attend other events (in particular in regards Savour with the alcohol providers).

Had road signs and car magnets – would increase those.

High level campaign on social media including paid ads, sharing with other pages and competitions. Entertainers and stall holders also shared/promoted. I think with a longer lead in time and such successful events we will get even more engagement from the participants to promote the event through their various channels as well – such as when they attend other events we can provide marketing materials and also in the lead up to run more competitions involving the stall holders for Savour as examples.

Follow-me and other calendars. Should have been included in Summer Feast campaign as we were assured it would by them, but wasn't until intervention by Sam Young.

Still had a few saying they hadn't seen promotions but we feel we had covered most areas. Given more lead in time I have already engaged with Wine & Food Festival organisers who are fully supportive of the events – particularly with regards Savour in Marlborough. See letter of support. We have discussed cross marketing and other ways they can support the event which they feel is very important to offer to visitors in the region for the Festival and showcase Marlborough as a vibrant place to be. We have already discussed that there is little cross over ie very few same food or beverage operators involved.

Both the Market Day & Savour in Marlborough events are important to showcase Marlborough to the significant number of tourists in the region particularly with Wine & Food Festival back on the agenda and would encourage visitors to arrive earlier with good, professional events being organised the day before. This will benefit the economy.

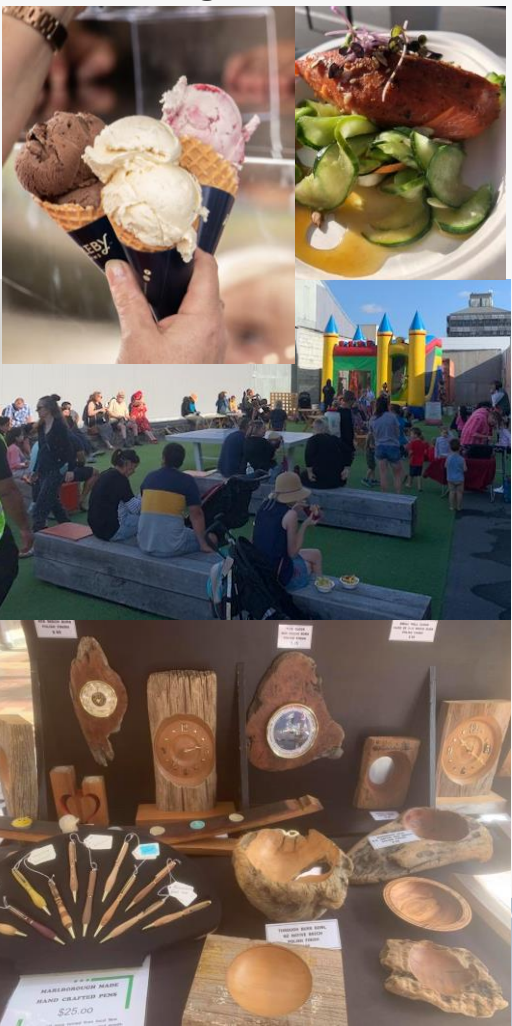
These events are of economic benefit to the region in terms of bringing people into town and spending, not only at the Market & Savour stall holders but also the retailers, café's and restaurants in town.

It keeps the CBD alive on what is a very busy weekend in terms of tourists who may not venture into town if there is not some sort of event and entertainment on offer, as well as attracting locals into town and offering them a free event as many may not afford to be part of W & F Festival. From feedback received both the Market & Savour events were very popular with locals, visitors, stall holders and local businesses alike and it would be to the detriment of the region were they not to go ahead.

I believe by securing some funds towards entertainment costs, enhanced the market significantly and drew much larger crowds as well as Savour bringing a festive atmosphere to town. Going forward this will be even more important in the build up to our biggest festival in the region.

With a much longer lead in time I will be able to develop both these events still further to show the region and the wonderful variety of world class produce and industries that we have in the region to our visitors and locals alike. With a lot of time invested in creating a strong established platform that I now have to work from, it would be disappointing to see these events lost from the Marlborough calendar of events, particularly with Wine & Food Festival back on the agenda.

We should also be making the most of Wine & Food visitors to showcase the region and have professional, enjoyable events to attend the day before. Majority of visitors will be arriving on the Friday and if these events don't continue the CBD will not be showcased as a vibrant happening place to be. It should also encourage visitors to arrive earlier and thus spend more in Marlborough region if there are good events on offer for them to attend. These events assist the local economy enormously – not only market stalls, food and alcohol providers but also CBD retailers. As well as offering great family events for local community to attend and share in all our region has to offer.



Blenheim CBD
Summer
Market

9am-5pm
FRIDAY 12th
FEBRUARY
MARKET ST

Offering a variety of over 80 stalls
& a diverse selection of food carts

✦ Clothing

✦ Wooden Furniture

✦ Garden Sculptures

✦ Ice-cream & Coffee Carts

✦ Kids Activities after 3pm
in Wynen St Pocket Park

✦ Jewellery

✦ Arts & Crafts

✦ Tasty Honeys & Cheeses

✦ Music & Street Entertainers

Brought to you by
Pure
Events
Marlborough

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For details follow us on
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Kindly supported by
MARLBOROUGH
DISTRICT COUNCIL

MORE FM

Enjoy!

Savour in Marlborough

Savour: To taste (good food or drink) and enjoy it to the full!

FEBRUARY 12TH 2021, 5PM – 8PM
MARKET SQUARE, BLENHEIM CBD

SHOWCASING DELICIOUS
MARLBOROUGH BEVERAGES
MATCHED WITH A VARIETY OF TASTY FOOD OPTIONS

◆ TWO RIVERS WINES

◆ BOOMTOWN BREWING

◆ ENTERTAINMENT INCLUDING THE CASS & TEE CREW PLUS HEADLINE ACT EDEN KAVANAGH FROM THE VOICE UK

◆ SUGAR LOAF WINES

◆ ADAM & EVE CIDER

◆ KIDS FUN IN WYNEN STREET POCKET PARK – MAGIC SHOWS, INFLATABLES, GIANT BUBBLES & MORE!

◆ RIOT & ROSE GIN

FOLLOWS ON FROM THE BLENHEIM
CBD SUMMER MARKET DAY

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COSTS

In the current climate there would still be no opportunity to source large sponsorship or other funding opportunities. I would want to keep the stall fee levels reasonable as I want this to be an opportunity for market stalls, food stalls, wineries and other alcohol sites to benefit commercially.

Therefore, it would not be viable without some financial support from MDC TEAM or MDC Long term Plan. There are no other options for securing funding for Community Events to be funded and thus a potential loss of these 2 beneficial events to the region. All community event funding is tied up with Marlborough 4 Fun contract. I understand this contract is coming up for renewal/tender and so it may be a good time to re-look at how the funding is allocated. Several of the events produced have reduced in attendance numbers or size/activities offered in the last few years and some events are possibly no longer relevant to the region or such a good option to be offering to our community.

However, again this is not a certainty at this stage of course. We have applied again to TEAM but this is not certain for this year and will no longer be available past 2022. In order to properly implement both events I have requested from TEAM \$26,500 towards organization, entertainment and other costs (\$17,500 for market and \$9000 to Savour). This is \$4500 less than requested across both events last year. Although some costs such as the organization time should come down there are additional costs such as electrics (community events no longer supported/funded by Marlborough Lines), Sound and tech crew were significantly reduced this year due to Covid and needing to have some income rather than none. The same regarding performers. I have attached a detailed breakdown of actuals and forecast budgets for next 3 years.

If only one event was to be funded it would require \$18,000- \$20,000 for each event as there is a substantial amount of cost reduction sharing costs across both events and staff time.

We would be requesting from MDC Long-term Plan the shortfall or full amount for 2022 should TEAM not be able to fund it and ongoing reducing to \$26,250 in 2023 and \$25,250 in 2024. Going forward from there adjusting annually to CPI.

INFRASTRUCTURE/LEVERAGE OF BOTH EVENTS RUNNING SEQUENTIALLY

With the market infrastructure and organization in place we would be reducing the costs significantly for Savour in Marlborough both in terms of staff time and infrastructure. We will be able to add to the sound/stage lighting/ technicians already in place and set up as we did this year. The same with the rubbish bins/clean up we will just extend this timing. The road closures and TMP plan would reduce down to occupy the same footprint of this year's Savour of Market Place and Wynen Street, thus opening up streets that have been closed during the full Market Day. Organisation costs are significantly reduced spread across both events.



THANK YOU

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