

ETHEKWINI MUNICIPALITY

REPORT TO THE EXECUTIVE COMMITTEE (EXCO)

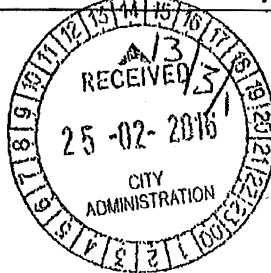
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Date: 26 January 2016

Report No: Int. Tour - 02



TO : THE EXECUTIVE COMMITTEE (EXCO)

FROM : ECONOMIC DEVELOPMENT AND PLANNING CLUSTER

SUBJECT : REQUEST TO AUTHORIZE FOR EVENT LEVERAGING AND DESTINATION PROMOTION THROUGH EVENT FUNDING AND PARTNERSHIP IN THE INTERNATIONAL ARTISTS MUSIC TOURS WITH LINK GIBSON: TI AND NICKI MINAJ DURBAN TOUR FOR 2016

1. PURPOSE OF THE REPORT

The purpose of the report is as follows:

- a) Obtain funding authority for the Unit to partner with the Link Gibson in a partnership for the International Artists Durban Music Tour
- b) Request authority for the City Manager to enter into contracts with Link Gibson as the event organizer for the tours. .
- c) To request authority from Council for the Head Business Support, Tourism, and Markets Unit to:
 - a. Negotiate appropriate partnership mileage, commensurate with the investments towards the various events.
 - b. Facilitate, coordinate and monitor the event execution by the event organizers on these various events mentioned in the report and keep the Council updated on the progress and outcome.
- d) With regards to event sponsorship, no funds will be transferred until contracts have been vetted and approved by Legal Services Department.

The City of Durban strategically positions itself as premium tourism and events' City within the global space. The approach in event partnership is aligned to the Durban Tourism Visitor strategy in taking Durban to the World. The key focus is to leverage on events for territorial marketing and promotion, economic development and job creation in enabling the City to achieve its objective of the IDP, plan 2. Events have the ability to attract visitors: in-bound tourism specifically for an event, which results in continued rapid visits. With this fundamental objective, the City has identified an opportunity of leveraging in partnering with the T.I Durban Tour that will take place on the 11 March 2016 at Botanic Gardens and the Nicki Minaj South African tour that will take place on the 20th March 2016 at Moses Mabhida.

2. THE OBJECTIVE OF EVENT COLLABORATION WITH THE CITY AND THE CONCEPT FOR 16 YEARS CELEBRATIONS

2.1 Objective of event and collaboration with the City:

The primary objective is to ensure maximum City Return on investment (ROI), to negotiate and maximize City leverage opportunities, and to ensure efficient and effective City support in the facilitation, staging and management of events.

To ensure that the City secures maximum benefit and that council funds are not provided to enhance event organizers profitability we take the policy view that investments are only made under one of two circumstances:

2.1.1 The events that are noteworthy, central to strategy execution and can deliver future benefit but, are adjudicated as not being commercially viable. In such cases, there may be justification for investment until sustainability is achieved.

2.1.2 The event provides media and other destination promotional opportunity which can be made relevant to the wider visitor market.

The following key considerations have been taken, when evaluating this proposal:

2.1.3 The City assesses that the list contains a core set which events that are aligned with the visitor strategy. Those not on the core 'visitor list' are not unimportant but rather are more important for other 'non-visitor' outcomes.

2.2 Concept for 16 years celebration:

2.2.1 The Journey Timeline from 2000 – we will tell the story of where we come from and the process which led us to where we are today. We have transformed communities by ensuring the delivery of services and provision of opportunities for prosperity.

2.2.2 The Durban Skyline Timeline from 2000 – the City has been transformed with private sector developments and growth in public infrastructure – housing developments, commercial developments, community infrastructure such as the stadium, convention centre, theme park and much more.

2.2.3 Social Transformation Timeline from 2000 – How far have we gone to transform our society and deal with the triple challenge of unemployment, poverty and inequality? How has our society grown over the years and what challenges should we fight together to ensure that we remain on track to achieve our vision.

2.2.4 Innovation Timeline from 2000 – there are a number of innovative thinking and "firsts" that have emerged from and pioneered in eThekweni which have transformed the lives of the people and are being adopted elsewhere by our peers, in terms of governance, environmental management

3. PARTNERSHIP BENEFITS TO THE CITY

The Shows will bring together scores of young fans with whom the City leadership will engage in a relaxed, fun environment. Edutainment is an important element of civic education and it is crucial for the government brand to be aggressively visible in the market with which it seeks to communicate.

- 3.1 The event will give the City an opportunity to strategically position its brand throughout the venue on the day of the event.
- 3.2. The City will be the official sponsor and partner to the event and receive such prominent inclusion and naming in all marketing campaigns through:
 - 3.2.1 Print, outdoor and digital event advertising
 - 3.2.2 In the announcement and operational emailers to event and promoter database hence robust brand awareness.
 - 3.2.3 Inclusion of the logo on ticketing agent website
 - 3.2.4 Mention and inclusion of the logo in the event press releases
- 3.3 The City will have the right to conduct above the line and below the line media and promotional campaign to support the event through in their marketing platforms.
- 3.4 The City will have the opportunity to use event photography, imagery, video material and advertisements in the marketing platforms.
- 3.5 The City will have the right to setup experiential branded displays and consumer activation within a prominent location of Moses Mabhida, excluding the stage, to showcase their services or products.
- 3.6 The City will have the opportunity to loop its logo and play a vignette in the stage screens at the event.

6. FINANCIAL IMPLICATIONS

The financial implication for the City's partnership with the Link Gibson International artists is as tabulated in TABLE A.

Financial Year: 2015/2016

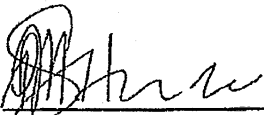
Financial Commitment by the partners

In terms of accounting for the partnership funds, a contractual agreement will be drawn up between the City and the event organizers of the T.I Durban tour and Nicki Minaj South Africa Tour to ensure the utmost delivery on the City's benefits and terms and conditions. The event planning, implementation, delivery of contractual obligations and overall management will be closely monitored by the City. Event debrief meetings with documented reports by the Event organizers will be carried out post the event to determine City's return on investment.

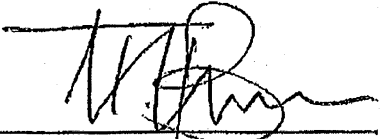
7. RECOMMENDATION

It is recommended that:

- 7.1 The Council approves the City's partnership funding with Link Gibson.
- 7.2 The Council approves the event partnership financial commitment respectively as stipulated in TABLE A.
- 7.3 The Head: Business Support, Tourism and Markets Unit and the Head of Communications are granted authority to negotiate and conclude contracts with the Link Gibson and also facilitate and monitor the execution of these events.
- 7.4 Subject to the approval of 7.1, 7.2 and 7.3 both the Head: Business Support, Tourism and Markets Unit and the Head of Communications will keep the City's leadership informed of progress and ultimate outcome.



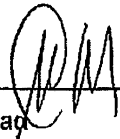
Head
Business Support, Tourism and Markets Unit
Date: 2016-02-19



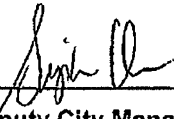
Acting Deputy City Manager
Economic Development and Planning Cluster
Date: 19-02-2016

PP 

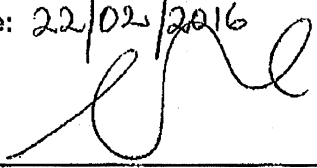
Head
Expenditure
Date: 24/02/2016



Head
Communications
Date: 19-02-2016



Deputy City Manager
Governance and International Relations
Date: 22/02/2016



City Manager
EThekweni Municipality
Date: 24/02/2016

