



## **CROMWELL MALL CHRISTMAS DECORATIONS 2008-09**

### **Report to Management Committee**

#### **Background**

For a number of years, the Cromwell Promotion Group, and its subcommittee 'Cromwell Town Centre Committee', have been requesting that the Cromwell Community Board (Central Otago District Council) purchase new Christmas decorations for The Mall, Cromwell. The original decorations were some 22 years old and not worthwhile erecting because of their poor condition. In the previous Christmas (2007) they were not erected and there was much adverse public reaction to the 'less than joyful Mall'.

The Cromwell Community Board had been investigating the provision of new Christmas decorations for about five years. The item had been included in the Long Term Council Community Plan but, because of other priorities, the task was never completed and the funding was 'carried over' each year. Some \$10,000 was allowed for in the 2008-09 budget for Cromwell, and remained available for the project.

Following the adverse criticism in Christmas 2007, the Promotion Group offered to assist the Cromwell Community Board in investigating the best method of providing an integrated scheme for The Mall. The provision of Christmas decorations for a largish outdoor Mall is a specialist job with few people in the country interested or capable of undertaking the task. A firm Mai & Picchi (Oswald Sealy), initially approached by the Board in 2003, were contacted again but had stopped trading. The Group then were told to contact another firm 'Catlor' in Auckland. Their catalogue was studied but, in the end, what the Group required was someone to provide the complete service ie design, supply and installation of a total package.

Catlor then provided information about a suitable person who was based in Dunedin. In February 2008 Trish Willocks of Visual Effects was approached to prepare a scheme for the Mall. Trish had undertaken a number of large commercial Christmas projects in Dunedin such as Meridian Mall, The Golden Centre, Dunedin Casino and The Cadburys Christmas Grotto. Following a site visit a plan was submitted on 8<sup>th</sup> July and received approval from the Promotion Group, Cromwell Town Centre Committee and the Cromwell Community Board. It formed the basis for an application for funding from Pub Charity.

#### **Funding**

The Group therefore decided to proceed with the proposed Christmas decorations project for The Mall. The estimated project cost was \$35,000 and it was proposed that sum be funded as follows:

- Cromwell Community Board - \$10,000
- Pub Charity donation - \$20,000
- Cromwell Promotion Group - \$5,000.

The application for funding was successful in part only – with a \$10,000 donation available from Pub Charity. Therefore, because the project had been committed (due to necessity to order supplies from China etc), the Group were required to ‘carry the can’ for the remainder of costs ie about \$15,000. At that stage nothing had been estimated for the provision of electrical points nor the ‘packdown’ following the Christmas period – and they became ‘extras’.

### **Actual Costs**

The actual costs (exclusive of GST) associated with the project are as follows:

• Visual Effects (1/7/08)	
Meeting, discuss with Group, travel	\$1,500
• Visual Effects (31/7/08)	
40% deposit on supplies	\$14,000
• Visual Effects (17/11/08)	
Progress and installation	\$8,888
• Visual Effects	
Balance	\$12,112
• Aotea Electrical	
Install electrical points (\$2,766 + \$36+\$608)	\$3,410

Therefore the total cost to supply and install decorations was \$39,910. With the \$10,000 grant/donation from Council and Pub Charity each, the total cost to the Group was \$19,910. That amount was not allowed for in the annual budget. Further, Group time taken in organising the contractor, seeking funding and ‘overseeing the project, has not been incorporated into any costs.

In addition, Visual Effects undertook the ‘packdown’. This was because they were the experienced people who knew how to handle the various items and it was considered that they should undertake the work in the first ‘year’. A local contractor was ‘alerted’ to the possibility that someone other than Visual Effects could undertake the installation next season as it was considered their costs were ‘high’. The Visual Effects cost of the ‘packdown’ was \$1,800.

Therefore the total cost to the Group was \$21,710.

Note that ‘fairy lights’ located on the three pergolas were not removed – but some maintenance damage was undertaken. The remainder of the items will be stored in a stable at the Racecourse Reserve.

### **Further Extensions and Annual Costs**

It was always envisaged that the scheme provided this season was stage one and further items would be added, should funding be available. Notwithstanding that, it is considered that the existing scheme was sufficient to ‘lift’ the Mall and to provide a sense of ‘Christmas Cheer’. Should funding become available it is considered that ‘fairy lights’ should be installed on large Plane trees at (say): centre of Mall x2; one outside The Bakery; and one outside the eastern entrance. These lights should also assist in livening up the Mall in winter – as most of the effects of ‘fairy lights’ are not visible during the summer months. An indicative price for these

is \$6,600 and it is expected that they will form part of an application for funding from gaming machine trusts this year.

Visual Effects were requested to provide a cost to erect the decorations again in the 2009/10 season. Their estimate was \$5,000 but this has not been committed because other local contractors may be asked for a price later on in the year. Therefore the estimated costs to allow for Christmas decorations in the Cromwell Mall are:

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|--|---------|
| 1. Pick up and install existing garlands and trees | \$5,000 |
| 2. 'Packdown' and return to store (say)            | \$2,000 |

Therefore the total annual estimated costs associated with The Mall Christmas decorations is \$7,000.

Terry Emmitt  
Secretary

20 January 2009  
R1 – February 2009