

9 May 2018

[REDACTED]

Dear [REDACTED]

Local Government Official Information and Meeting Act (LGOIMA) request for information about the cost of the Ed Sheeran visit

I refer to your e-mail of 9 April 2018 requesting the total cost to the DCC of all activities, labour, and preparations relating to Ed Sheeran's visit to the city.

Please note that the majority of street furnishings and materials sourced for *The Octagon Experience* have been retained as DCC assets and can be re-used in future projects. As such, roughly half of the total costs can be considered a longer-term investment rather than a one-off expenditure.

Please find below a table providing the costs of the Ed Sheeran concert.

Activity	Activity Costs	Labour
Octagon Pedestrianisation	\$60,700 – includes traffic management, furniture, contractors, and lighting.	DCC staff labour costs were met through existing budgets.
City Marketing and Promotion	\$18,000 – includes media, social media and the Ed Sheeran mural cost.	DCC staff labour costs were met through existing budgets.
City Activation	\$142,300– includes costs for entertainment along the walking route, funding of events such as Autumn Lights, Octagon entertainment and Otago Sounds Amazing Museum event. Costs also covered traffic management, additional public toilets, transport, waste management and volunteer and technical support for city activity.	DCC staff labour costs were primarily met through existing budgets. Additional event, transport and volunteer coordination assistance was contracted at a total cost of \$16,000. The contracted figure is included in the \$142,325.14 City Activation activity cost.
Total Costs	\$221,000	

Yours faithfully



Jennifer Lapham
Governance Support Officer