



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Belfast Taste and Music Fest 2009
Date:	10 April 2008
Reporting Officer:	Andrew Hassard, Director of Parks and Leisure
Contact Officer:	Reg Maxwell, Parks Area Manager

Relevant Background Information

The first 'Taste Fest' event took place in the Botanic Gardens in 1991. The concept was based on the Chicago Taste Fest and was organised by Connie Cunningham. This successful event ran for nine years and was a leader in new style events in Belfast.

Key Issues

A request has been made by Connie Cunningham Associates to put on a Belfast Taste & Music Fest in Botanic Gardens on 7 -10 August 2009. This is a new style food and music festival using the best of Northern Ireland food with a Chicago twist in presentation and style. The Mayor of Chicago will fly over 20 chefs who will daily prepare and present Chicago style menus using local produce. The timing of the event will be before the Tall Ships event. A further element of this festival will be the promotion of tours from Chicago to visit Belfast Taste & Music Fest and Northern Ireland visitor attractions finishing at the Tall Ships before returning to the USA. There is the potential for a partnership between the Botanic Gardens and the Chicago Botanic Gardens which has a membership of 50,000. The objective would be to develop a major event in the city and to increase tourism and to build a long term relationship with a major USA city.

This event is a different style to that of the Garden Gourmet event.

Resource Implications

Financial

The project will be financed by the promoter and the payment of a fee to the Council will be negotiated based on the time spent on site.

Human Resources

The impact on the site for staff will be no more than for other events.

Asset Implications

Restoration of the site will be the responsibility of the event organiser.

Recommendations

That the Committee agree to allow the Belfast Taste & Music Fest to take place in Botanic Gardens in 2009 subject to the conditions of use of the site and all legal agreements are made.

Key to Abbreviations

None.

Documents Attached

None.