



The Tall Ships Races 2010 Kristiansand



1 Key Statistics



- Economy
- Visitors
- Fleet
- Media
- Royal Patron



Economy



• Total income entered	€ 2 364 000
• Estimated sponsor income not entered	€ 498 000
• Estimated value of city services	<u>€ 394 000</u>
• Total budget	<u>€ 3 256 000</u>
• Total value of sponsor income	€ 1 354 000
• Total value of city and port contributions	€ 1 511 000
• Sales	€ 128 000
• Other contributions	<u>€ 263 000</u>
• Total budget	<u>€ 3 256 000</u>

Visitors



- Estimated number of visitors during the event:
400 000

- Estimated number of visitors attending the opening ceremony:
30 000



- Estimated number of visitors at the stage the first night:
20 000

The Fleet



- Class A 24
- Class B 20
- Class C 18 Total 71
- Class D 9

- Number of trainees recruited (2008 – 2010): 200
- Number of trainees recruited 2010: 80

- Number of corporate hospitality bookings: 22
- Total value for the ships: € 96 000 (catering not included)



Media



- Number of accredited journalists:
101
- National TV coverage:
5 companies and approx. 30 min.
- Radio coverage:
6 companies
- Press coverage:
approx. 15 000 column cm
- Website visitors during event :
19 250
- Website visitors the last 12 months:
54 400



Royal Patron



- HRH Crown Princess Mette-Marit was the Royal Patron of The Tall Ships Races in Kristiansand.
- She participated in the opening ceremony and did the count-down together with a choir of 200 children.
- TRH Crown Princess Mette-Marit and Crown Prince Haakon attended the Captain's Dinner.
- They invited 60 trainees for lunch at their summer house.



2 What we did right



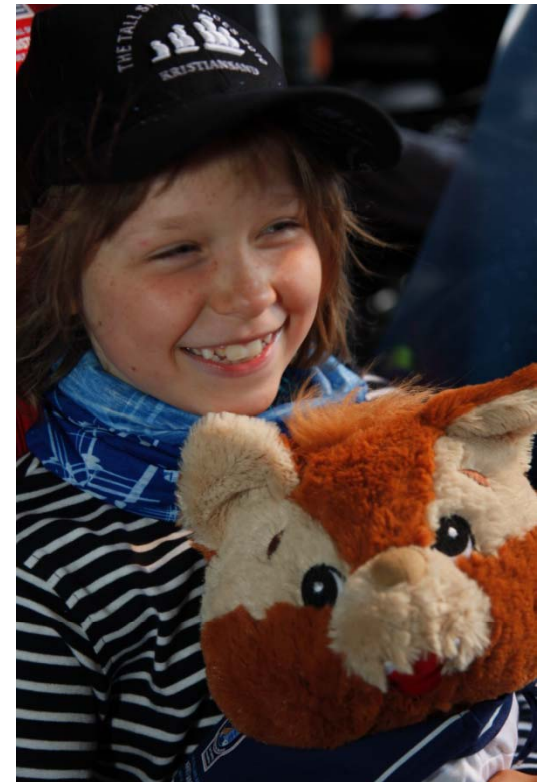
- An event for people of all ages
- Cooperation with the Kristiansand Chamber of Commerce and establishing a limited company, TSR Kristiansand AS
- How we organized the volunteers
- Environment
- Berthing plan and short distances



An event for people of all ages



- Teaching material for kindergartens and schools regarding coastal culture on our web site.
- An extensive children's program and a special play park.
- Cooperation with the Zoo and Leisure Park in Kristiansand.
- Children's shows on 4 stages every event day.
- Our special Tall Ships Races song and a DVD. Sung by, among other artists, a choir of 200 children.
- Our mascot, a ship's cat named Max Knop after a competition in the newspaper
- Drawing competition in the newspaper
- Corporate hospitality for the elderly



Cooperation with the Kristiansand Chamber of Commerce



- Cooperation with the KCC started when the bidding process started.
- The city established a limited company, TSR Kristiansand AS . The KCC became a part owner in this company.
- All activities, all income and all costs were registered to this company.
- Cooperation with KCC on meetings with sponsors
- KCC was responsible for trainees.
- KCC was responsible for obtaining advertisements for two magazines
- In total: A perfect cooperation between the city and the private sector

How we organized the volunteers



- The volunteers were organized into five geographically divided groups, called Meeting points.
- Each group was fully responsible for its own area, regarding ships, crew, the public, environment, traffic and security (reporting to the head of security or head of medical services).
- Liaison officers were also part of these groups.
- Worked in 3 shifts.



Environment



- The event was awarded an Eco-Lighthouse certificate.
- The biggest event in Norway to ever receive such a certificate.
- Waste was divided into three sections. 220 bins, 15 containers and 2 compressors were placed in the area.
- Public transport. All passengers paid children's fare on buses. Extra parking areas outside the city centre with a shuttle bus.
- Only electric power.
- All consumables were to have an eco-friendly profile.



Berthing plan and short distances



Fortøyningsskute / Skute / Kategori*

1	Astrid	A	13	Wyde Swan	A	23	Alexander		32	Rona II	D		of Durham	C	
2	Morgenster	A	14	Thor Heyerdahl	A		von Humboldt	A	32	Lietuva	D		38	Viyaz	D
2	Loa	A	15	Tecla	B	23	Pelican of London	A	32	Dasher	D		38	Rzesowiak	D
3	Golden Leeuw	A	15	Kapitan Glowacki	A	24	Hawila	B	33	Challenger 1	C		39	Spaniel	C
2R	Stad Amsterdams	A	16	Foule	B	24	Wyewes	B	33	Challenger 2	C		39	Offshore Scout	C
2R	Sjokurs	A	16	Mutin	B	25	Iskra Orp	A	33	Steppe	D		40	Ocean Scout	C
2R	Stavos S Ntareos	A	17	De Gallant	B	26	Statraad Lehmkuhl	A	34	John Laing	C		40	Gaudeamus	C
4	Seslandet	A	17	Brabander	B	27	Rupel	B	34	Dar Szczecina	B		41	Brego	C
5	Shabab Oman	A	17	Aglata	B	27	Moosik	B	34	Hansa	D		41	Miles to Go	D
6	Transions	A	18	Pegasus	B	28	Utania	D	35	James Cook	C		42	Newa	C
7	Dewa Ruci	A	18	Morning Star	C	28	Maybe	C	35	Faramir	C		42	Williwaw	C
8	Shtandart	A		of Revelation	B	28	Wyvern av Aalesund	C	35	Tomidi	D		43	Thermopylae Clipper	C
9	Dar Miodziery	A	19	Redningssekkskapet	B	29	Provident	B	36	Eudorfina	D		43	Utopia	B
10	Christian Radich	A	20	Svanhild	B	30	Swan	B	36	Hebe III	D		44	Queenian	C
11	Mir	A	21	Jens Knop	B	30	Jolie Britse	B	36	Zayve	B		45	Zvezda	C
12	Endracht	A	22	Georg Stage	A	31	Zenobe Gramme	C	37	Houzika	D		45	Tondenkjold	B
13	Pogoria	A	22	Constantia	B	31	Trinovante	B	37	Bleak Diamond	D				

*Materialegrupper: A: Seltaker på mer enn 40 meter; B: Tradisjonelle seltaker under 40 meter, med en vante på min. 3,64 meter; C: Moderne seltaker under 40 meter, med en vante på min. 3,64 meter; D: Moderne seltaker under 40 meter, med en vante på min. 3,64 meter - med spinnaker

3 What we will do differently next time



- Better training of the volunteers
- More human resources, especially working towards ships and sponsors
- Separate cultural work directed at ships and crews from that directed at the public
- Traffic in the area



Better training of the volunteers



- We had volunteer gatherings one evening each month from November.
- The training should have been more clearly directed towards duties during the Tall Ships Races.
- Leaders at the 5 Meeting points should have had more intensive training.



Resources



- The last year we had approx 3 man-labour years in the company
- We could have used at least 1 more
- We were especially shorthanded when it came to corporate hospitality and serving our sponsors
- It would have been wise to split the responsibility for cultural and social events in two
 - Stage programs, exhibitions, children's program and other cultural programs for the public
 - Social program for the captains and crews



Traffic in the area



- 400 000 was a lot of people
- Some of the streets into the main area were too narrow to handle that many people



The event's legacy to the city



- To the inhabitants: Pride – We did it! The event was a success. We had 4 days of free fun.
- To the sponsors: Satisfaction – We were part of a successful event, well worth our contribution. We'll be there next time.
- To the owners (City, Port and KCC): We delivered as promised – Both the City and the Port have shown what services they can deliver to a big event. We got the publicity we'd hoped for. The public and the private sector have experienced what we can do when we cooperate.



Welcome back

