



# Economic development

**Users:** Businesses, community organisations, tourists, tourist operators

**General Benefit:** Economic and social

## Rationale for assigning benefits

**Direct benefit from the City's** economic development services is gained by those who use the advisory services provided. General benefits arise from increased employment potential and opportunities created by the advisory and promotional services, and from increasing the employment potential of young people and older people who may have been displaced by the economic changes of the past few years. The residential and commercial sector are seen as sharing almost equally in these general benefits.

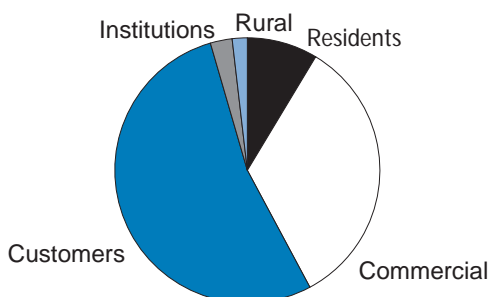
## Other considerations

**The majority of costs for this service** are allocated to ratepayers due to the importance society attaches to employment. Some charges are made for small business assistance programmes. To increase the charges for these services would make them less accessible, eroding the general benefit they provide — which supports the Council's policy of stimulating Canterbury's economy. In addition, Christchurch is in competition with cities which provide such services entirely free of charge to their business communities.

It is also important for Christchurch to gain the maximum possible share of benefit from the tourist industry. The Council's contribution to assisting visitors to Christchurch is additional to substantial contributions to the Canterbury Tourism Council made by the tourist industry. Charging visitors for general information would defeat the purpose of a visitor information centre.

*Christchurch City Council funds the Canterbury Development Corporation, which provides employment opportunities and training for young people and adults, assists with employment creation and provides services to develop small businesses. As part of its services focused on economic development, Council also contributes to the work of the Canterbury Tourism Council, which provides services to visitors to the City, including convention marketing, tourism marketing and visitor information services. These services are provided at an annual cost of \$6.4 million, offset by \$1.4 million in grants from Government.*

## Who benefits?



## Who should pay?

