

7. CENTRAL CITY MARKETING PROMOTIONAL CAMPAIGN

General Manager responsible:	General Manager Strategic Development
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PURPOSE OF REPORT

1. The purpose of this report is to provide for information and monitoring purposes the outcomes from the 2004/05 expenditure on the Central City Marketing and Promotional Campaign and to inform Councillors about the 2005/06 programme and objectives. The detailed information is provided in the attached two documents.
2. The team from the Canterbury Employers' Chamber of Commerce (CECC) who are managing the project will be available to answer questions and provide further information on the initiatives undertaken and planned.

EXECUTIVE SUMMARY

3.
 - A vibrant central city is important to all of Christchurch.
 - The central city has been in steady decline for many years with a loss of businesses to other parts of the city.
 - Following representations from Mayoral Forum and staff CECC was contracted to deliver and manage a promotional campaign and facilitate the formation of a strong central city business group.
 - \$850,000 pa was allocated for three years funded from an increase in parking revenue.

FINANCIAL AND LEGAL CONSIDERATIONS

4. Funding has been allocated for the three financial years 2004/05–2006/07.

STAFF RECOMMENDATION

That the Central City Marketing and Promotional Campaign report for the 2004/05 year and Business Plan for the 2005/06 year be received.

BACKGROUND ON CENTRAL CITY MARKETING AND PROMOTIONAL CAMPAIGN

5. A vibrant central city is important for all of Christchurch. The area is the business and cultural heart of the city and contains a significant number of hotels with increasing visitor numbers.
6. In addition to the cultural and business aspects it is important from a community perspective in many other ways.
 - More than 30,000 people work there.
 - More than 7,000 people live there with efforts underway to significantly increase this number.
 - More than 50% of the city heritage buildings are in the central city.
7. But, the news is not all good.
 - The central city share of retail has been in decline for many years.
 - Pedestrian numbers have reduced by 33% since the 80's.
 - Between 1994 and 2002 a net loss of 249 businesses to other parts of the city occurred.
8. Following representations from the Mayoral Forum and staff, the Council resolved to fund a marketing and promotional campaign for three years to attract the Christchurch community back to the central city to try and arrest the declining trend.
9. Funding of \$850,000 was allocated for the financial years 2004/05–2006/07 and was sourced from an increase in parking fees so there was no direct impact on rates.
10. The Canterbury Employers' Chamber of Commerce was appointed to manage and deliver the programme and to facilitate the formation of a strong central city business group.

DISCUSSION

11. This is the first report back on progress and is in two parts.

(a) Progress against the 2004/05 Business Plan and budget with key achievements identified as:

- co-ordination and launch of Central City – *Always Different*
- co-ordination and support to ensure maximum central city opportunities from the Lions Tour
- co-ordination of central city market research
- co-ordination of central city market businesses
- key performance indicators and measurement are also provided

(b) Outcome focus and budget for the 2005/06 year”

- continuation of generic campaign and brand awareness
- building on the campaign to reinforce central city points of difference
- more focus on supporting specific events and targeted PR.
- medium/long term KPIs also provided.