

23. ECONOMIC DEVELOPMENT INITIATIVES FUNDED FROM THE CAPITAL ENDOWMENT FUND INTEREST

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PURPOSE OF REPORT

1. The purpose of this report is to recommend allocation of the interest available from the Capital Endowment Fund for economic development and civic and community projects for the financial years 2006/07, 2007/08 and 2008/09 to align it with the current Long Term Council Community Plan (LTCCP). It is proposed that the economic development portion be allocated for a three year period following the decision made last year to fund some projects brought forward by the CDC for a two to three year period and in some cases provide ongoing funding. The amount available for civic and community projects is identified in the report but will be the subject of a separate report to the Council, following completion of the Strong Community Strategies.

EXECUTIVE SUMMARY

2. (i) The amount available from the Capital Endowment Fund interest for economic development is \$2.354m in 06/07, \$2.410m in 07/08 and \$2.569m in 08/09 and for civic and community projects \$1.409m inclusive of \$.401m brought forward in 06/07, \$\$1.024m in 07/08 and \$1.101m in 08/09..
- (ii) It is proposed that the funds be allocated for the three years to align it with the LTCCP where it is logical to do so.
- (iii) All economic initiatives will contribute to the Economic Prosperity Strategic Directions agreed by Council.
- (iv) The civic and community initiatives will be subject to a separate report following additional research and completion of the Strong Community Strategies scheduled for later this year.
- (v) The recommendation provides for a range of economic initiatives across sectors and retains a significant amount for the Canterbury Economic Development Fund.
- (vi) The table showing the recommended allocation for the 3 years is shown below.
- (vii) Some funds have been held back in 06/07 and 08/09 for future allocation to new initiatives.

Table 1A. Allocation of Capital Endowment Fund Interest (\$ million)			
	06/07 \$3,763m	07/08 \$3,434m	08/09 \$3,670m
Interest Balance Available for Expenditure			
Proposed Allocation			
▪ Economic Development (70%)	\$2,354	\$2,410	\$2,569
▪ Civic and Community (30%)	\$1,409	\$1,024	\$1,101

Table 1B. Proposed Expenditure of Capital Endowment Fund Interest to Economic Development (\$ million)			
	06/07	07/08	08/09
Funding Current Committed:			
CDC Project	.510	.510	.250
CEDF	1,200	1,000	1,000
Proposed Funding Incentives:			
▪ PGA Golf	.100	.400	.400
▪ CCM Projects (includes replacement CCHL Funding)	.100	.350	.350
▪ Ferrymead Historic Park	.200	.150	
▪ CDC Project Implementation			.260
Total Allocated	2,110	2,410	2,260
Retained for future allocation	.224	-	.309
Total Economic Development Fund	\$2,354m	\$2,410m	\$2,569m

Table 1C. Proposed Expenditure of Capital Endowment Fund Interest to Civic and Community Projects (\$ million)			
	06/07	07/08	08/09
Canterbury Museum	.733	.250	-
Retained for future allocation	.676	.774	1,101
Total Civic and Community Project Fund	\$1,409m	\$1,024m	\$1,101m

3. The Canterbury Museum funding has been confirmed as part of the earlier LTCCP deliberations with agreement that it remain, but not be paid over at this time, pending discussions with the Museum Board.

FINANCIAL AND LEGAL CONSIDERATIONS

4. The funds identified are provided for in the LTCCP and available for allocation.

STAFF RECOMMENDATIONS

It is recommended:

- (a) That the Council resolve to sponsor the NZ Professional Golf Association Championship (NZPGA) for the three years 06/07 \$100,000, 07/08 \$400,000 and 08/09 \$400,000 as set out above subject to:
 - (i) the event continuing to be sanctioned by the United States PGA;
 - (ii) the status and profile of the event being maintained;
 - (iii) organisers securing a title sponsor on at least the same level as the 2006 event.
- (b) That the Council note the ongoing project funding for the Canterbury Development Corporation (CDC) as approved in 05/06, at \$510,000 for the years 06/07, 07/08 and \$250,000 for 08/09 in order to continue the projects started in 05/06. CDC will prepare progress reports on the specific projects annually.
- (c) That the Council resolve to allocate \$260,000 to CDC in the 08/09 year to fund the implementation of the projects currently being researched and developed.
- (d) That Ferrymead Park Limited be allocated \$50,000 in 06/07 to prepare a sustainable business plan linking to the other attractions being developed in the area and that, subject to the Council receiving and endorsing the proposed business plan, a further \$150,000 for 06/07 and 07/08 be allocated, to assist with the implementation of the plan and carry out any essential works associated with implementation. This funding to go to the company for their use and not the Trust.
- (e) That Christchurch and Canterbury Marketing (CCM) be allocated \$100,000 in 06/07 for Banks Peninsula marketing and to plan for the implementation of initiatives identified in the Visitor and Events strategies and \$350,000 in 07/08 and 08/09, for continuing the initiatives and to replace the Christchurch City Holdings Limited (CCHL) long haul destination funding.
- (f) That the grant for Canterbury Economic Development Fund allocation be reduced to \$1.2m for 06/07 and \$1.0m for the years 07/08 and 08/09 to enable the other initiatives to be fully funded and retain some funds for future allocation.
- (g) That the Council defer allocation of the civic and community portion of the interest, amounting to \$.676m in 06/07, \$.774m in 07/08 and \$1.101m in 08/09, to a future meeting of the Council to enable a full range of potential projects to be identified and researched and to be aligned with the Strong Communities Strategies currently being developed.

BACKGROUND ON THE DISTRIBUTION OF THE CAPITAL ENDOWMENT FUND INTEREST

5. The Capital Endowment Fund has been in place for several years now with its interest, after provision for the inflation adjustment, available for economic and civic projects on a 70/30 split. Of the 70% available for economic development historically \$1.5 million has been allocated to the Canterbury Economic Development Fund managed by CDC with the balance available for Council, CDC and CCM initiatives. The \$873,000 remaining in 05/06 was allocated to the CDC \$510,000, Christchurch City Council to lead Visitor Strategy \$100,000, Christchurch City Council projects \$63,000, with \$200,000 unallocated following the Council decision not to continue with the CCM domestic marketing campaign. In earlier years the funds were allocated on an annual basis apart from the Museum funding but last year the Council altered its approach and committed to fund some CDC initiatives acknowledging the funding was required over several years.
6. The 30% civic and community component has in the past been used primarily to provide funding to the Museum to assist with the redevelopment process.
7. The total funds available in the 06/16 LTCCP for economic development are 06/07 \$2.354m, 07/08 \$2.410m, 08/09 \$2.569m and for civic and community projects \$1.409m in 06/07, \$1.024m in 07/08 and \$1.101m in 08/09, although the Museum has sums earmarked in 06/07 and 07/08.

Discussion

8. The Council goals and objectives under economic prosperity state the Council will:
 - (a) Develop business and other links to promote economic development that is consistent with the needs of Christchurch people and environment.
 - (b) Encourage business that provides high value jobs.
 - (c) Enhance business activity in the city by investing in managing and encouraging provision of infrastructure.
 - (d) Work in partnership with the business and education sectors to attract and train people with diverse skills that meet business needs.
 - (e) Use Christchurch's special qualities to enhance economic activity and attract skilled workers.
 - (f) Promote environmentally sustainable business priorities.
9. During the LTCCP discussions the New Zealand PGA tournament was identified as a potential event that could be funded from this source following submissions to retain the event in Christchurch. This is a departure from previous years when it was funded directly from the Council and will require a three year commitment of \$900k in addition to the \$300k already provided for. Also, as part of the deliberations last year the Council committed to fund some specific CDC projects acknowledging that funding at the same level would be required for several years. There are also a number of potential initiatives that staff have been doing some preliminary work on which may require future funding investment, possibly over several years.
10. With a number of competing calls on the available funds, many with more than one year timeframe, it is proposed that the Council review the allocation of the total economic development portion of the Capital Endowment Fund interest for a three year period to align it with the LTCCP review process. This will provide certainty of funding and enable the projects to be appropriately planned and delivered. As part of this process it would be prudent to hold a sum in reserve to provide for new opportunities and initiatives identified.
11. The civic and community component of the Capital Endowment Fund interest was set up to enable progression of worthy community projects. While there are no detailed requirements it has generally been agreed that any allocation should be for a minimum of \$100,000 and not a proliferation of small amounts to a number of projects. The original intent was for the funding to be used for projects that would have a longer term impact, rather than a short term benefit and could include provision of community facilities. Historically these facilities have been funded by loan or rates.

12. Since the fund was established, the bulk of the civic and community portion has been used to assist the Museum with its significant redevelopment proposal. In the financial year 05/06 \$401,000 was not allocated and was carried forward for future use.
13. In addition during the 06/16 LTCCP discussion the \$733,000 identified for 06/07 and \$250,000 for 07/08 for the Museum was left intact but agreement reached that it would not be paid over at this time, pending further discussion with the Museum Board.
14. The amount available from this source for potential civic and community project allocation is \$676,000 in 06/07, \$774,000 in 07/08 and \$1.101m in 08/09.
15. Current and proposed initiatives and funding required:

(a) **Economic**

- (i) NZPGA Championship - A request has been received for ongoing funding to secure this major international event for Christchurch. At the time of the initial approach three years ago it was thought commercial sponsorship arrangements would in time replace the Council contribution. This has proved to be optimistic with the reality that if the Council wishes to retain this international event for Christchurch it will need to provide some sponsorship funding, although over time this may be able to be reduced rather than eliminated.

The requirement of funding from this source is \$100,000 for 06/07 (\$300k already in LTCCP), \$400,000 for 07/08 and \$400,000 for 08/09. The background and rationale are contained in Appendix A (attached).

- (ii) Canterbury Development Corporation - During last year's LTCCP process the Council allocated \$510,000 from this source for projects identified by CDC as having potential significant impact on the Canterbury economy. The funding was granted on the basis that to achieve the expected results funding needed to be provided for more than one year. This funding has been included in the table to enable Councillors to see the total picture of economic project funding. CDC have requested an ongoing commitment to this level of funding to enable implementation of the projects currently under development. It is worth noting that the base funding for CDC has reduced from \$3.957m in 03/04 to \$3.227m in 06/07. As part of the 06/16 LTCCP the Council resolved to further reduce CDC base funding by \$360,000 which has had a significant impact on some initiatives.
- (ii) Ferrymead Historic Park - Following representations from the directors of Ferrymead Park Limited, a commercial board set up by the Council to oversee the operations, I set up a small project group to review the current operation and future potential of the park. Councillors will be aware of the history and ongoing struggle to make the park a success, due to the current Trust structure and associated challenges, with ongoing funding being insufficient to maintain and enhance the attraction. It is clear from the project team review and discussions with the Board that if this attraction is to succeed, as a significant part of the Ferrymead Recreational area and be attractive to locals and visitors, it needs an immediate cash injection to enable the Board to develop a viable business plan and to be in a position to negotiate with the other attractions. It is recommended that funding be made available to the commercial board specifically to enable it to prepare a long term business plan to leverage off the other attractions being developed in the area. The amount required is \$50,000 in 06/07 to prepare the business plan and \$150,000 in the years 06/07 and 07/08 to implement it. The Board will report back to the Council on the business plan once it is completed and the balance funding should only be committed by the Council once it is satisfied as to the achievability of the proposals. The current operational grant which goes to the Trust is already provided for as part of the 06/16 LTCCP.

- (iv) Christchurch and Canterbury Marketing Limited (CCM) - The Council will be completing two major strategies this year which will have significant impact in the visitor area, the Visitor Strategy and Events Strategy. In addition following amalgamation CCM has now assumed the responsibility for marketing the Peninsula as a destination in addition to Christchurch. For the last nine years CCHL has funded specific long haul destination marketing which has positioned Christchurch and Canterbury well in the New Zealand market by enabling CCM to partner with key organisations and leverage the funding to provide a strong Christchurch and South Island presence. CCHL has advised that the \$250,000 p.a. will cease at the end of the 06/07 financial year. To ensure continuity and ongoing leadership of the region CCM need to be in a position to contribute to funding initiatives and leveraging this funding with joint venture partners. The loss of the \$250,000 would be significantly detrimental to the position that Christchurch and Canterbury has established over the last few years focussing on Christchurch and the South Island as a destination. It is recommended that \$100,000 for the 06/07 year and \$350,000 for both the 07/08 and 08/09 years be made available from this source.
- (v) Canterbury Economic Development Fund - The fund has been going for some years now with an annual contribution of \$1.5m. This initiative has been very successful in helping new ventures get off the ground and start making a contribution to the economy. As projected the fund is starting to receive dividends and also interest on loans, with some of the earlier loans due for repayment over the next couple of years. To enable the new initiatives to be funded from the capital endowment fund interest it is proposed that the annual grant to the CEDF be reduced to \$1.2m in 06/07, \$1.0m 07/08, and \$1.0m in 08/09.

(b) **Civic and Community Projects**

There has been a number of discussions on potential use of these funds but to date no firm decisions made. The options discussed have ranged from accumulation of the interest to deliver the aquatic strategy earlier to the community or to assist with other Council facilities. During the LTCCP a request was received from the Cathedral for up to \$1.0m to fund essential maintenance for this icon building. An option is for the Council to use some of the available funds to assist this project over several years. There are probably many other worthy projects that would benefit the community that could be funded from this source. To enable projects to be put forward, time to gather information and also to ensure alignment of the projects with the Strong Communities Strategies under development. It is proposed that the allocation decision be referred to a future meeting of the Council for consideration and final decision. Again it is proposed that the allocation be for a three year period to align it with the LTCCP.