

41. CITY CENTRE PROMOTION

General Manager responsible:	General Manager Public Affairs, DDI 941 8982
Officer responsible:	Marketing Manager
Author:	Ben Day, Marketing Services Manager

PURPOSE OF REPORT

1. To recommend to the Council an increase of up to \$100,000 to the Council's Marketing budget to promote Christchurch city centre businesses to the public. This is to match the \$100,000 recently announced by the government for promotional and marketing activities for Christchurch and Kaiapoi to attract customers back into their shopping areas.

EXECUTIVE SUMMARY

2. Work with central city stakeholders to develop and deploy a multi-levelled marketing and communications campaign with the single objective to drive more patronage and spending in the central city.

The campaign will be deployed from mid December until the end of February 2011 and be managed by the Public Affairs Group, in consultation with central city stakeholders.

The campaign will compliment existing Council central city marketing activity such as the ongoing free parking campaign, general Stronger Christchurch marketing and communications, Summertime events and the Ron Mueck exhibition.

FINANCIAL IMPLICATIONS

3. If the Council agrees to increase the Council's marketing budget by up to \$100,000 for this purpose, staff recommend this is funded from the Earthquake Recovery Fund created by Council as a result of the deferral of \$56 million in capital renewals from the 2010/11 Annual Plan capital works programme. This funding was set aside by Council to provide for the Council's contribution towards the capital costs of remediation of the city's infrastructure, as well as increased operating costs as a result of the earthquake.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

4. Activity 5.1, Regional Economic Development, Business Support and Workforce Development
Activity 13.6, Public Affairs Internal Service – marketing planning, production and delivery

STAFF RECOMMENDATION

It is recommended that the Council:

Increase the Council's marketing budget by up to \$100,000 to match the Government's contribution for the purpose of promoting the central city to attract customers back into the shopping area over the December-February period.