

ECONOMIC DEVELOPMENT

Overview

The Economic Development activity covers promotion for the whole city area, including the visitor industry and business liaison services. A stand alone i-SITE Visitor Centre (within the Tourism NZ Network) is part of the operation. These activities are administered by the Business Development Division.

The division actively works with the business sector and its representatives, within Upper Hutt and externally, to identify and support initiatives to foster economic growth and to promote the city, its events and attractions.

Level of Service Objectives and Performance Measures

Indicator	Performance Measure	Target 2008/09
Objective:	Council will provide support to local businesses by:	
	<ul style="list-style-type: none"> Establishing strong working relationships with local and regional businesses. Identifying and addressing business needs and opportunities. Funding regional marketing initiatives, except those now covered by the Wellington Regional Strategy and funded by Greater Wellington Regional Council rates. 	
1	ROLE	Community satisfaction with the focus of Council in supporting economic development
		80% of respondents are satisfied or very satisfied ¹
2	BUSINESS LIAISON	Business satisfaction with liaison between Council and the sector
		85% of businesses are satisfied or very satisfied ³
Objective:	Council will actively promote Upper Hutt as a great place to live.	
3	PROMOTION	
3a	i-SITE Visitor Information Centre	Community satisfaction with services provided by the i-SITE Visitor Information Centre
		90% of respondents are satisfied or very satisfied ¹
3b	Promotion of City	Community satisfaction with Council's promotion of Upper Hutt
		85% of respondents are satisfied or very satisfied ¹
Objective:	Council will stimulate revitalisation of the city centre.	
4	MAIN STREET PROGRAMME	
4a	Liaison	Stakeholders' satisfaction with liaison between Experience Upper Hutt and the CBD
		90% of respondents are satisfied or very satisfied ²
4b	Focus	Stakeholders' satisfaction with Experience Upper Hutt's focus on CBD revitalisation
		90% of respondents are satisfied or very satisfied ²

¹ Annual Community Survey

² Stakeholder Survey

³ Annual Business Survey

Work Programme	Forecast LTCCP Year 3 2008/09 (\$ 000)	Forecast Annual Plan Year 3 2008/09 (\$ 000)	Forecast Variation Year 3 2008/09 (\$ 000)	Source of Funding 2008/2009
Projects				
New Promotion Campaign	32	32	0	Rates
CBD project	53	50	(3)	Special Funds Property Sales
Main Street Programme	43	80	37	Rates
Total Economic Development Work Programme	128	162	34	

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Cost of Services Statement	Forecast Annual Plan Year 2 2007/08 (\$ 000)	Forecast LTCCP Year 3 2008/09 (\$ 000)	Forecast Annual Plan Year 3 2008/09 (\$ 000)	Forecast Variation Year 3 2008/09 (\$ 000)
Operating Costs	757	869	792	(77)
Interest	0	0	0	0
Depreciation	1	1	1	0
Operating Income	(26)	(28)	(27)	1
NET OPERATING COST	732	842	766	(76)
Capital Expenditure	0	0	0	0
Loan Repayments	0	0	0	0
Transfers to Funds	0	0	0	0
Less				
Depreciation and Other Unfunded Items	(4)	(4)	(3)	1
TOTAL FUNDING REQUIRED	728	838	763	(75)
Funded by :				
General Rates	628	785	713	(72)
Loans Raised	0	0	0	0
Transfers from Funds	100	53	50	(3)
TOTAL FUNDING	728	838	763	(75)