

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 and leisure services department.

The division actively works with the business sector 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 2010/11
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; and • 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 87% of respondents are satisfied or very satisfied ³
2 BUSINESS LIAISON	Business satisfaction with liaison between Council and the sector	86% 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	87% of respondents are satisfied or very satisfied ¹
Objective:	Council will stimulate revitalisation of the city centre.	
4 MAIN STREET PROGRAMME		
4a	CBD business owners satisfaction with liaison between Experience Upper Hutt and the CBD	90% of respondents are satisfied or very satisfied ²
4b	CBD business owners satisfaction with Experience Upper Hutt's focus on CBD revitalisation	90% of respondents are satisfied or very satisfied ²

¹ Annual Community Survey

² CBD Retailers' Survey

³ Annual Business Survey

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WORKS PROGRAMME	Forecast	Forecast	Forecast	Source of Funding 2010/11
	LTCCP	Annual Plan	Variation	
	Year 2	Year 2	Year 2	
	2010/11	2010/11	2010/11	
	(\$000)	(\$000)	(\$000)	
Primary projects (new and ongoing)				
Accommodation development study	21	0	(21)	Rates
Major promotional campaign	64	0	(64)	Rates
Experience Upper Hutt	82	80	(2)	Rates
Smartlinx3	7	3	(4)	Rates
Total works programme expenditure	174	83	(91)	

Cost of Service Statement	Forecast	Forecast	Forecast	Forecast
	Annual Plan	LTCCP	Annual Plan	Variation
	Year 1	Year 2	Year 2	Year 2
	2009/10	2010/11	2010/11	2010/11
	(\$ 000)	(\$ 000)	(\$ 000)	(\$ 000)
Operating Statement				
Rates	741	854	747	(107)
Operating Income	27	29	28	(1)
Total Operating Revenue	768	883	775	(108)
Operating Costs	772	887	777	(110)
Interest	0	0	0	0
Depreciation	23	23	23	0
Total Operating Costs	795	910	800	(110)
Operating Surplus/(Deficit)	(27)	(27)	(25)	2
Capital and Reserves Funding Statement				
Capital Expenditure	0	0	0	0
Loans Repayments	0	0	0	0
Operating (Surplus)/Deficit	27	27	25	(2)
Transfer to Funds	0	0	0	0
Total Funding Required	27	27	25	(2)
Funding from Non-Cash Expenses	27	27	25	(2)
Loans Raised	0	0	0	0
Transfer from Funds	0	0	0	0
Transfer from Funds Applied	27	27	25	(2)