

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

Objective

Council will provide support to local businesses by:

- 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

Indicator	
Performance Measure	Community satisfaction with the focus of council in supporting Economic Development
Target 2011-12	80 percent of respondents are satisfied or very satisfied ¹

2. Business liaison

Indicator	
Performance Measure	Business satisfaction with liaison between council and the sector
Target 2011-12	

Objective

Council will actively promote Upper Hutt as a great place to live.

3. Promotion

Indicator	3a. i-SITE Visitor Information Centre
Performance Measure	Community satisfaction with services provided by the i-SITE Visitor Information Centre
Target 2011-12	90 percent of respondents are satisfied or very satisfied ¹

Economic development

Indicator	3b. Promotion of City
Performance Measure	Community satisfaction with council's promotion of Upper Hutt
Target 2011-12	87 percent of respondents are satisfied or very satisfied ¹

Objective

Council will stimulate revitalisation of the city centre.

4. Main Street programme

Indicator	4a.
Performance Measure	CBD business owners satisfaction with liaison between Experience Upper Hutt and the CBD
Target 2011-12	90 percent of respondents are satisfied or very satisfied ²

Indicator	4b.
Performance Measure	CBD business owners satisfaction with Experience Upper Hutt's focus on CBD revitalisation
Target 2011-12	90 percent of respondents are satisfied or very satisfied ²

¹Annual Community Survey

²CBD Retailers' Survey

³Annual Business Survey

Works programme	Forecast LTCCP Year 3 2011-12 (\$000)	Forecast Annual Plan Year 3 2011-12 (\$000)	Forecast Variation Year 3 2011-12 (\$000)	Source of Funding 2011-12
Primary projects (new and ongoing)				
Major promotional campaign	65	0	(65)	Rates
Experience Upper Hutt	84	80	(4)	Rates
Smartlinx3	7	0	(7)	Rates
Total economic development works programme	156	80	(76)	

Economic development

Cost of service statement	Forecast Annual Plan Year 2 2010-11 (\$ 000)	Forecast LTCCP Year 3 2011-12 (\$ 000)	Forecast Annual Plan Year 3 2011-12 (\$ 000)	Forecast Variation Year 3 2011-12 (\$ 000)
Operating statement				
General rates	747	854	815	(39)
Operating income	28	29	28	(1)
Total operating revenue	775	883	843	(40)
Operating costs	777	888	844	(44)
Interest	0	0	0	0
Depreciation	23	21	6	(15)
Total operating costs	800	909	850	(59)
Operating surplus/ (deficit)	(25)	(26)	(7)	19
Capital and reserves funding statement				
Capital expenditure	0	0	0	0
Loans repayments	0	0	0	0
Operating (surplus)/ deficit	25	26	7	(19)
Transfer to funds	0	0	0	0
Total funding required	25	26	7	(19)
Funding from non-cash expenses	25	26	7	(19)
Loans raised	0	0	0	0
Transfer from funds	0	0	0	0
Transfer from funds applied	25	26	7	(19)