

TO: COUNCIL
FROM: CITY CENTRE CO-ORDINATOR
MEETING DATE: TUESDAY 26 SEPTEMBER 2017

UPDATE OF INITIATIVES AND UPCOMING ACTIVITIES

Report Prepared by: Kari Graber - City Centre Co-ordinator

SUMMARY

This report provides Council with an overview of initiatives and projects taking place in the City Centre and a review of CBD activities and an overview of upcoming events.

RECOMMENDATIONS

That the Report be received.

IMPLICATIONS

1.	<i>Has this been provided for in the Long Term Plan/Annual Plan?</i> N/A
2.	<i>Is a budget amendment required?</i> N/A
3.	<i>Is this matter significant in terms of Council's Policy on Significance?</i> No.
4.	<i>Implications in terms of other Council Strategic Documents or Council Policy?</i> None.
5.	<i>Have the views of affected or interested persons been obtained and is any further public consultation required?</i> N/A
6.	<i>Has the Child, Youth and Family Friendly Policy been considered?</i> Yes.

FINANCIAL IMPLICATIONS

No

CITY CENTRE CO-ORDINATOR INITIATIVES

Designability

The City Centre Co-ordinator recently brought two members of the design company Designability to town to visit local restaurants, retailers and businesses to offer low cost solutions for displays and store frontages. The duo interviewed the business owners and

managers to help provide low cost solutions for making shop frontages and layouts more appealing to consumers. These solutions included cut vinyl graphics, illuminated signage, merchandising aids, lighting and more. The service was provided free of charge to any business that wanted to use their expertise. The plans and feedback for businesses will be available for the retailers later this week.

Brand Unveiling and Launch

The brand launch and unveiling has been hailed a major success. The feedback from the community and local business has been extremely positive with a number of them asking to use the new brand in a variety of ways, these include:

- Skelts Jewellers on Esk Street manufacturing the Invercargill earrings and acting as a distributor to other businesses wishing to carry them.
- Fad Bastard Pies staff are wearing the new Invercargill shirts as their staff uniforms.
- Retailers including, Toi Toi Maori Gift Shop, E Hayes and Sons, Southland Museum and Gift Shop and the Airport gift shop are all carrying the new Invercargill branded products.
- Seriously Good Chocolate Company is struggling to keep up with the sales demands for the new branded chocolate boxes.
- Numerous other businesses have made contact to look at incorporating the branding in their marketing campaigns.

It is imperative for the branding to be successful, that Council continues to support the implementation of the branding through funding and messaging. The national and international attention from the brand has been extremely positive and has had a very large reach. The latest article about the brand features in the magazine Idealog, with a readership of over 10,000.

Key to the City for Mark Richardson

The City Centre Co-ordinator in conjunction with Venture Southland and the support of the Invercargill Airport General Manager Nigel Finnerty, organised a key ceremony held at the airport for the arrival of Mark Richardson and the crew from the AM Show. Venture Southland had been working for months to bring the trio from the AM Show down for a visit to Southland and to surf at Curio Bay. Mark Richardson has been a supporter of Invercargill and Southland for a number of years, singing its praises on national television it seemed fitting to give him a key to the city as a token of our appreciation. The event at the airport had the following reach:

The AM Show

- Followers: 248,000 (ish)
- Views of Livestream: 79,000
- Shares of Livestream: 125
- Reactions (likes etc) of Livestream: 1,900

ICC

- Followers: 4,907
- Views of Livestream: 10,700
- Shares of Livestream: 36
- Reactions (Likes etc) of Livestream: 303

Whats on Invers

- Followers: 15,500
- Views of livestream: 10,000

- Shares of Livestream: 39
- Reactions (likes etc) of Livestream: 354

This does not include the publicity we received on the show the following Monday that reached hundreds of thousands of viewers. This event was a success due to the collaboration of our local businesses and agencies and showcases how collaboration is the key to our successes.

UPCOMING EVENTS

Food Truck Fridays

Food Truck Fridays were hailed as a major success last year and will be coming back again this year. A variety of businesses and food operators have requested this event continue as it increased sales for them. This was initially meant to start on Friday 22, September, however with the ice skating rink operating at the same time and many of the vendors setting up on site for 3 weeks the event has been moved to a start date of Friday 6, October.

Halloween Trick or Treating

Again the Council will be sponsoring Trick or Treating in the city centre. This will be taking place on Saturday 28, October. Last year was far more successful than staff could have anticipated with an estimated 1000 children taking part in this activity. This year 95% of the retailers have agreed to take part again with new businesses also coming on board. The event will run for two hours from 1pm -3pm and again will be targeted to children preschool to primary school age accompanied by their parents. There will be candy alternatives on offer such as balloons, stickers, swim passes, carrots and apple slices. This year businesses that had a hard time coping with the large numbers will be offered volunteers to give out the treats.

Gingerbread House Contest

As part of our focus to help build economic stability in the city centre Christmas will be a big focus to help drive patronage of the city centre retailers and hospitality operators. The Council will be holding the second annual Gingerbread House Competition. This year we are hoping to increase the number of entries by encouraging school classes to get involved and enter a house. Last year's entries showcased the diversity in talent amongst our community and drew hundreds of visitors into the city centre. One of the long term goals for the City Centre Co-ordinator is to make the city centre a focus for Christmas and for the community to view this as a place to be to get into the holiday spirit and enjoy a variety of activities relating to Christmas. The houses will be on display in the Cambridge Arcade from December 9 to January 2.

Christmas Festival and Market

The Esk Street Christmas Festival and Market will take place on Saturday, 9 December this year and will feature live music, a craft market, and activities for children like gingerbread man decorating, a bouncy castle and a wandering Santa. Retailers will be having special one day sales and local attendance in the past has been in the hundreds, with an increase projected for this year.

City Centre Scavenger Hunt

The Christmas scavenger hunt was a great success last year and gave families a reason to walk around and engage with local business. This activity will be happening again this year

and will start on Saturday 2, December, the same day as the Santa Parade. It is hoped that by kicking this family activity off on the same day as the Santa Parade, patronage numbers for local businesses will increase as this is generally a fairly flat day for retailers.

CONCLUSION

The City Centre Co-ordinator is striving to achieve the KPI's in the Retail Strategy while continuing to bring more events into the city such as the Matariki Festival. There never seems to be shortage of event ideas for the city centre so each year we will work to try and support the community in making these happen. A lot has been achieved in the past year and staff will soon have access to economic data on spending within Invercargill and a far. Now that a number of activities are already in place for the city centre, the focus for the next year will shift to working on getting a more focused view on economic drivers for the city centre so the Council has more decision making collateral moving forward.

