

YEAR 3 REPORT

City Centre Co-ordination Agreement 2020-2023

REPORT TO INVERCARGILL CITY COUNCIL FROM GREAT SOUTH FOR
THE PERIOD 1 JULY 2022 – 30 JUNE 2023

1. Background

- Invercargill City Council (ICC) collects a targeted rate for the delivery of a City Centre Co-ordinator position and activities as a part of the information exchange and event management service with retailers and inner-city businesses to promote a positive, sustainable, engaging city centre shopping, business, and leisure environment.
- The City Centre Co-ordinator position has continued to be situated at Great South throughout the reporting period with the duties to Great South as reflected in the City Centre Coordination Agreement 2020-2023.
- This Agreement details the roles and responsibilities of Great South in delivering City Centre Co-ordination on behalf of ICC and this report provides insights into activity for the period 1 July 2022 to 30 June 2023.
- For delivery of services in the period 1 July 2022 to 30 June 2023, ICC paid Great South \$159,955.05 (excl GST).

2. Financial Reporting Year end 30 June 2023

Funding of **\$159,955.05** was received by ICC for the delivery of the agreement for the 22/23 financial year. Funds carried over from the 2021/22 **\$35,649.00**, and income received from Esk plore your City Street Fest **\$12,992.00** gave a total spend for the 2022/23 year of **\$208,596.00**.

2022/23 Spend

- **\$57,603.00** for internal costs
- **\$107,283.00** towards delivery and/or support of 11 events between 1 July 2022 and 30 June 2023

Total spend \$167,206.00

Income remaining **\$43,710.00 to be carried over to the 2023/24 financial year.**

Note: Internal cost spend for 2022/23 was reduced due to the city centre coordinator having a period with the position vacant, including a reduction of hours from 40 hours per week to 20 hours per week for a 5 month period.

3. Key Highlights

The focus has been to develop and build communication and maintaining relationships with businesses and retailers in the CBD (Central Business District). This was particularly important during the streetscaping work/City Streets. As the winding up of streetscaping stage began to happen, we shifted focus to the process of delivering activations and events within the CBD.

Events and Activations:

During this period, 10 events were delivered by or supported by Great South in the CBD (please see the list below in point 4). These activations were well attended and received positive feedback from retailers and members of the community. Activations and spend campaigns were designed to encourage foot traffic and spend in the CBD as well as provide an increased level of vibrancy within the CBD.

CBD Database:

The database developed by Great South currently includes contact details for 683 businesses and retailers and is regularly maintained by the City Centre Coordinator. It has also been shared with Council and is an asset in communicating with the CBD at large.

Collaboration with Invercargill Central

The City Centre Coordinator has continued to collaborate with Invercargill Central and maintains contact with retailers who have relocated to the mall, as well as new retailers within the mall.

The role has evolved from one of communication facilitation and information into one of communication and activation as the street scaping shifted into completion phase. (See section 4 below).

Beyond 2025 Southland – Regional Long-Term Plan

Great South and the City Centre Coordinator supported the delivery of this plan which was launched end of June 2023. The Invercargill rejuvenation was a key area of focus in terms of understanding how it has benefited locals as well as how to leverage commitment to date to achieve further positive outcomes for Southlanders. We supported with the roll out of two surveys which sought to understand this (to retailers and to wider public) and of interest was that 80% of the public who responded were more likely to speak positively about Invercargill now, compared to before the redevelopments and the main reason is 'because it looks good'. This was consistent across all age groups but pleasingly 91% of 15–39-year-olds. Other findings included the desire from locals that Invercargill continue to prioritise the CBD revitalisation and the vision of "Our City with Heart – He Ngakau Aroha." Future areas of concern identified were around 'retail' in general and changing consumer spending behaviour as well as increasing costs to do business and lack of workforce/difficulty to find staff.

4. City Centre Co-ordination Activity Summary 1 July 2022 – 30 June 2023

Deliverable (from CBD Agreement)	Progress Report
Representing City Centre Stakeholders <ul style="list-style-type: none">• Provide effective communication and event organisation for the city centre.• Provide support and liaison between city centre businesses/retailers, Council departments/services and other stakeholders.	<p>This has been a key area of focus with the on-going change and development within the CBD. An effort has been made to continue to develop and maintain relationships with businesses/retailers as well as the following:</p> <ul style="list-style-type: none">• Continue to update the CBD business database to ensure accuracy and share regular updates with the ICC.

<ul style="list-style-type: none"> Identify opportunities or issues that affect the city centre and develop and communicate appropriate messages to city centre businesses and retailers. 	<ul style="list-style-type: none"> Provide updates to businesses/retailers around streetscape work and upcoming activations as well as providing updates to ICC on these activities. Great South took ownership of the city centre update from March 2023.
<p>City Centre Retailer/Business Communications</p> <ul style="list-style-type: none"> Providing relevant ‘on the street’ communication and guidance and support to help city centre retailers and businesses in their interaction with Council, its services, and regulations. Providing referral to information, training, and expertise to assist retailers/businesses. 	<ul style="list-style-type: none"> With the completion of the Streetscape the regular communication via a monthly e-newsletter has shifted from ICC communications team to the City Centre Coordinator with the first bi-monthly newsletter sent to the CBD business database May 2023. Ensure relevant training opportunities and workshops are promoted in the bi-monthly e-newsletter for retailers and businesses to register and plan for, in a timely manner.
<p>Encouraging Collaboration</p> <ul style="list-style-type: none"> Fostering collaboration to help city centre retailers/businesses and economic/regional development projects achieve more together. Identify, communicate, and facilitate opportunities where appropriate. Encourage networking amongst and between sectors. Align with City Centre Governance Group outcomes. 	<ul style="list-style-type: none"> Delivered collaborative communication, activations, and project scoping with ICL (Invercargill Central Ltd), NRG, Downer, ICC, CCCG, Invercargill Public Library and the City Centre Promotion Steering Group. City Centre Promotion Steering Group meetings attended by the City Centre Coordinator. Sharing schedule events occurring in the City Centre and encouraging businesses to leverage the opportunity. Alignment with Beyond 2025 Southland long term plan.
<p>Advocacy between Council and City Centre Retailers/Businesses</p> <ul style="list-style-type: none"> Listening and communicating to Council on behalf of city centre retailers and businesses and vice versa. Working with Council staff to improve customer service and internal processes relevant to matters affecting the city centre. 	<ul style="list-style-type: none"> Promotion of the wider CBD to the public, and attendance by the City Centre Coordinator at ICC led public meetings including COIN Think Tank held February 2023 at SIT. Communication with ICC around information to share in CBD e-newsletter. Supporting Beyond 2025 Southland regional long-term plan with delivery of two surveys – one targeting businesses and one targeting local Southlanders (all targeted at understanding the benefits of the CBD upgrade to date).
<p>City Centre Events Management and Promotions</p> <ul style="list-style-type: none"> Identifying, creating, and managing suitable events and activities that enhance the retail and city centre environment. Identifying, co-ordinating and communicating suitable promotional opportunities. 	<p>Great South has been pleased to deliver and support 10 events and activations as below.</p> <ol style="list-style-type: none"> July 2022 – Marketing campaign was delivered with a ‘Winter Getaway, Stay, Play eat and Shop’ giveaway. July 2022 – Delivery of rock painting and treasure hunt activation in the School Holidays.

<ul style="list-style-type: none"> • Activating the City Centre in line with the Council Strategy ‘Our City with Heart, He Ngākau Aroha.’ 	<ol style="list-style-type: none"> 3. October 2022 – Saturday ‘Popup’ activation led by Great South, this encouraged families into the CBD with a magic show. 4. October 2022 – Delivery of Halloween ‘Spooky Play Trail’ which encouraged families to explore and learn the location of new and relocated businesses. 5. November 2022 – Radio campaign to promote Invercargill CBD as the ‘place to be’ to Dunedin residents. 6. December 2022 - Delivery of a Christmas themed marketing campaign, led by the Steering Group. 7. February 2023 – Delivery of a community event ‘Esklore your city Streetfest’ to encourage foot traffic, participation, and engagement in the CBD. 8. March 2023 – Supported the delivery of ‘Hidden Markets’ food experience, lifting foot traffic in the CBD. 9. June 2023 – Delivery of ‘Flames on Esk’ fire dance performance to encourage public into the CBD in the evening and to linger in bars and restaurants including the ICL food court. 10. June 2023 – Supported the delivery of ‘Night of the Arts’ with Arts Murihiku to support our local Southland artists and encourage the community into the CBD for a winter evening to see our CBD in new and vibrant ways.
<p>Communication</p> <ul style="list-style-type: none"> • Regular face-to-face communications with retailers/businesses in the city centre. 	<ul style="list-style-type: none"> • Monthly meetings with the Neighboring Retailers Group with catch ups in between. • Approx 6-8 hours face to face focused CBD visits a week. • Continued scheduling of regular meetings and communication with Downer throughout the Streetscape work. • Face to face visits with approximately 90 CBD businesses/retailers during the period 1 July 2022 to 30 June 2023. These visits support regular communication via email and phone, supporting and encouraging retailers to connect.
<p>Informing Council</p> <ul style="list-style-type: none"> • Keeping Council informed about the city centre retailing and business community. • Providing the appropriate information to Council to assist in decision making that affects the city centre. • Ensuring city centre retailers/businesses are considered and/or supported by other strategies and goals set by Council. 	<ul style="list-style-type: none"> • Regular contact with ICC staff including Roading and Assets Manager, the Communications Team, Project Manager, Downer, and the Engagement Officer.

5. Looking Forward

Great South Wider Approach re CBD:

Ensuring an ongoing program to support a vibrant CBD is important for both our communities and visitors. These visitors are not just domestic and overseas tourists from but those who visit from within our region or across town.

The Langlands opened at the end of September 2022 and Distinction Hotel opening second half 2024, will ensure foot traffic around the CBD will grow. Our visitors will be exposed to our vibrant CBD which helps Invercargill stay front and centre in their thinking as a place to live, work, invest and educate themselves.

Strategic planning within the role over the next 12 months”

- Implementation and regular updating and circulation to CBD retailers and businesses of the 12-month City Centre Activity Calendar.
- Continue to collaborate with individuals and groups on ideas to activate the CBD, that encourage foot traffic and vibrancy in the CBD.
- Continue collaboration with Invercargill Central leads and the City Centre Promotion Steering Group.
- Identify and act on opportunities for bringing vibrancy to the CBD.
- Assist with concerns affecting the city centre, continue to communicate with CBD businesses and retailers on how to raise concerns and send requests for service to the ICC.
- Continue to be a point of communication between ICC and the CBD retailers and businesses by ongoing relationship building and communication with ICC staff to improve customer service and internal processes relevant to matters affecting the CBD.

6. Further Information

For more information on this report, please contact Great South;

Karen Witham, Conference and Events Manager,
Mark Froud, GM Tourism & Events.