

CITY CENTRE ACTIVATION OVERVIEW 1 JULY 2023 – 30 JUNE 2024

A4802360

QUARTER 1 (JULY – SEPTEMBER 2023)

Activations Confirmed	Date	Location
Upstage: Invercargill Festival of Cabaret	11-18 August	City Centre
FIFA Women's World Cup Final	20 August	Don St
Night Food Market	8 September	Don St
Maori Language Week Resources	11-18 September	City Centre

Activations in Development	Date	Location

Investigating Partnership	Date	Location

Quarter 1 estimated spend: \$21,000

QUARTER 2 (OCTOBER – DECEMBER 2023)

Activations Confirmed	Date	Location
Rugby Fan Zone (RWC)	14-28 October	ICL
Halloween - Lunchtime	31 October	City Centre
Night Food Market	November	Don St

Activations in Development	Date	Location

Investigating Partnership	Date	Location
Diwali Celebration		Esk St
SIT Graduation		City Centre

Quarter 2 estimated spend: \$23,500

QUARTER 3 (JANUARY – MARCH 2024)

Activations Confirmed	Date	Location
Southland-Made Product Showcase		ICL

Activations in Development	Date	Location
Arts & Music Activation		Esk St
Night Food Market	January	Esk St
Music Event	February	Esk St
Family Event	March	TBA

Investigating Partnership	Date	Location

Quarter 3 estimated spend: \$31,000

QUARTER 4 (APRIL – JUNE 2024)

Activations Confirmed	Date	Location

Activations in Development	Date	Location
Performance Event	June	TBA
Retail Campaign		City Centre
Food Event	April	TBA

Investigating Partnership	Date	Location
Art Event		City Centre
Music Activation		City Centre

Quarter 4 estimated spend: \$42,000

Budgeted spend: \$202,500 (Internal costs: \$85,000, activation spend: \$117,500)

Targeted rate activation goal: To identify, create and deliver activity within the CBD aligned with council's goal of Our City with Heart, He Ngakau Aroha, supporting the development of vibrancy in the City Centre and increasing the number of people visiting.