### CITY PROMOTIONS, EVENTS AND ATTRACTIONS

Events and visitor attractions add to our sense of shared identity, make the city vibrant, and bring economic benefits.

Through our involvement in city promotions, events and attractions, we aim to position Wellington as an internationally competitive city, attractive to residents and visitors alike.

In this work, we help the city maintain its edge as a prime tourist and conference destination, maximise economic value from promoting and hosting high-profile events, support the development of a thriving retail sector, and build on the city’s strengths – such as its compactness and its strong sense of identity – to enhance prosperity and contribute to higher quality of life for all Wellingtonians.

We support a wide range of events, attractions, and city promotions.

We:
- provide funding support for Positively Wellington Tourism, the city’s official tourism marketing organisation, so it can run its highly successful domestic and international visitor attraction campaigns support Te Papa – with more than one million visitors each year, it is one of the city’s major attractions
- provide funding support for the Carter Observatory, which is being redeveloped into a leading science-based visitor attraction
- operate an events development fund, which contributes to the city’s buzz by supporting a huge range of events – including the World of WearableArt Awards, Rugby Sevens, Chinese New Year festivities and more
- manage the Wellington Convention Centre, which provides venues for entertainment and sports community events, and attracts out-of-town visitors to conventions
- help keep the city centre lively over the weekend by providing free parking
- carry out work to maintain and enhance Herdman Village in Karori
- promote the city as Creative Wellington – Innovation Capital.

In 2008/09, we’ll complete the first stage of the upgrade of the Cable Car precinct – a significant visitor destination at the top of Wellington Botanical Gardens and continue with the revitalisation of the Carter Observatory. We’ll also develop our plans to promote the city as part of the 2011 Rugby World Cup.

From 2008/09, we’re increasing our funding for Positively Wellington Tourism.

In the last few years, people have become less likely to select tourism products and services through books and magazine articles and purchase those products through travel agents. Instead, they have embraced research and purchasing of tourism products and services online.

Positively Wellington Tourism is proposing to create a fully interactive online experience where users can research, plan and book their visits to Wellington and interact with previous visitors via blogs and forums. We’re budgeting $650,000 in 2008/09 and more in future years for this project.

Wellington has a tight labour market and retaining skilled and experienced staff is a priority for Positively Wellington Tourism. We’re proposing to increase Positively Wellington Tourism’s salary funding by $80,000 per year and trustee fees by $4,000 per year.

Funding for Positively Wellington Tourism comes from the downtown levy, which is paid by central city businesses – not from general rates.

### What it will cost

- **Tourism promotion**
  - 3.11: $7,290 per year (2008/09 to 2010/11)
  - 3.2.1: $1,430 per year (2008/09 to 2010/11)
  - 3.3.1: $2,300 per year (2008/09 to 2010/11)

- **Visitor attractions**
  - 3.1.3: $5,201 per year (2008/09 to 2010/11)

- **Convention venues**
  - 3.1.2: $1,223 per year (2008/09 to 2010/11)

- **Event attractions and support**
  - 3.3.1: $1,856 per year (2008/09 to 2010/11)

- **Creative workforce**
  - 3.6.1: $1,440 per year (2008/09 to 2010/11)

**Total for 2008/09:** $16,010
## BUSINESS SUPPORT

We want Wellington to be an internationally competitive, prosperous city. Through our business support work, we aim to enhance residents’ quality of life by raising overall levels of prosperity. We aim to encourage innovation and entrepreneurship, and to enhance Wellington’s competitiveness as a world-class location for talent, business, industry and investment. We also aim to support the city centre’s development as the region’s premier retail, manufacturing, and biotechnology sector, along with positive growth in Wellington’s location quotients for each sector. We also support a range of projects that enhance economic development.

- Provide grants for one-off projects that bring economic benefits to the city.
- Run a move to Wellington campaign aimed at attracting and retaining skilled, creative people.
- Support Positively Wellington Tourism and Wellington International Airport in their bid to attract at least one daily long-haul air service to the city from an Asian destination.
- Work on a policy that aims to enhance the city’s communications infrastructure and build ICT skills.
- Represent Wellington’s interests to central government and other agencies, the business community, and sister cities.
- We also advocate for our community’s interests through Grow Wellington – the new regional economic development agency.

### Measuring our Performance

Our targets for 2008/09 are:

- At least one long-haul airline is flying daily to Wellington (we are reviewing the performance target for the long-haul project as the production of the aircraft being targeted in this initiative, Boeing’s new 787 and Airbus’ A350, were delayed and are initially being allocated to existing routes)
- Positive growth in the number of businesses and jobs in Wellington’s education, ICT, professional engineering, creative and film, manufacturing, and biotechnology sectors, along with positive growth in Wellington’s location quotients for each sector
- At least 15 events/activities (unchanged from our 2007/08 target) held with our formal international partnership cities (both in Wellington and overseas)

We record the number of economic grant applications we receive, the number receiving grants, and the total budget allocation. Our target is for all economic grants to be distributed in accordance with eligibility criteria.

We will also report on our work with stakeholders to enhance the city’s information and communications infrastructure.

### Economic Development

#### What it will cost

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<tr>
<th>Activity</th>
<th>Operational Spending</th>
<th>Capital Spending</th>
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<tr>
<td></td>
<td>User charges and other revenue (£000)</td>
<td>Net expenditure / increase (£000)</td>
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<tr>
<td>3.4.2 Transport gateway connections</td>
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<td>3.5.2 Economic grants</td>
<td>– 165 165 –</td>
<td>– 165 165 –</td>
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<tr>
<td>3.7.1 Regional and external relations</td>
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<td><strong>Total for 2008/09</strong></td>
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