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**ORDINARY MEETING**

**OF**

**ECONOMIC GROWTH AND ARTS COMMITTEE**

**AGENDA**

**Time:** 9.15am  
**Date:** Tuesday, 10 February 2015  
**Venue:** Committee Room 1  
Ground Floor, Council Offices  
101 Wakefield Street  
Wellington

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**MEMBERSHIP**

Mayor Wade-Brown

Councillor Ahipene-Mercer  
Councillor Coughlan (Chair)  
Councillor Eagle  
Councillor Lester  
Councillor Marsh (Deputy Chair)  
Councillor Peck  
Councillor Young

**Have your say!**

*You can make a short presentation to the Councillors at this meeting. Please let us know by noon the working day before the meeting. You can do this either by phoning 803-8334, emailing [public.participation@wcc.govt.nz](mailto:public.participation@wcc.govt.nz) or writing to Democratic Services, Wellington City Council, PO Box 2199, Wellington, giving your name, phone number and the issue you would like to talk about.*

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## **AREA OF FOCUS**

The Economic Growth and Arts Committee will focus on delivering sustainable long-term economic growth, increased employment, promote the city's visitor attractions, deliver high-quality events and support the development of smart businesses in the city. The Committee will also work to build Wellington's unique identity, bolster business confidence, raise the city's international profile, and ensure Wellington continues to be New Zealand's arts and culture capital by supporting a range of opportunities for entertainment and expression. There will be a continuing focus on the ICT and Digital sector.

**Quorum:** 4 members

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**TABLE OF CONTENTS**  
**10 FEBRUARY 2015**

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<b>Business</b>	<b>Page No.</b>
<b>1. Meeting Conduct</b>	<b>5</b>
<b>1.1 Apologies</b>	<b>5</b>
<b>1.2 Conflict of Interest Declarations</b>	<b>5</b>
<b>1.3 Confirmation of Minutes</b>	<b>5</b>
<b>1.4 Public Participation</b>	<b>5</b>
<b>1.5 Items not on the Agenda</b>	<b>5</b>
<b>2. General Business</b>	<b>7</b>
<b>2.1 Business Improvement District Development Fund-         January 2015</b>	<b>7</b>
<b>2.2 Update on Major Projects</b>	<b>13</b>



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## **1 Meeting Conduct**

### **1.1 Apologies**

The Chairperson invites notice from members of apologies, including apologies for lateness and early departure from the meeting, where leave of absence has not previously been granted.

### **1.2 Conflict of Interest Declarations**

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

### **1.3 Confirmation of Minutes**

The minutes of the meeting held on 18 November 2014 will be put to the Economic Growth and Arts Committee for confirmation.

### **1.4 Public Participation**

A maximum of 60 minutes is set aside for public participation at the commencement of any meeting of the Council or committee that is open to the public. Under Standing Order 3.23.3 a written, oral or electronic application to address the meeting setting forth the subject, is required to be lodged with the Chief Executive by 12.00 noon of the working day prior to the meeting concerned, and subsequently approved by the Chairperson.

### **1.5 Items not on the Agenda**

The Chairperson will give notice of items not on the agenda as follows:

***Matters Requiring Urgent Attention as Determined by Resolution of the Economic Growth and Arts Committee.***

1. The reason why the item is not on the agenda; and
2. The reason why discussion of the item cannot be delayed until a subsequent meeting.

***Minor Matters relating to the General Business of the Economic Growth and Arts Committee.***

No resolution, decision, or recommendation may be made in respect of the item except to refer it to a subsequent meeting of the Economic Growth and Arts Committee for further discussion.



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## 2. General Business

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### **BUSINESS IMPROVEMENT DISTRICT DEVELOPMENT FUND- JANUARY 2015**

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#### **Purpose**

1. To provide recommendation for the distribution of the Business Improvement District Development Fund.

#### **Summary**

2. Council provides grants to assist community groups to undertake projects that meet community needs: these grants are also a mechanism for achieving the Council's objectives and strategic priorities, especially those priorities that rely on community organisations carrying out specific activities.
3. The 2013 review of the grant criteria proposed a move away from generic criteria in favour of specific criteria for each fund. The Business Improvement District Development Fund aims to support the strategic planning and provide assistance with local businesses to establish a local business improvement district.

#### **Recommendations**

That the Economic Growth and Arts Committee:

1. Receive the information.
2. Agree to fund the applicant organisation as listed below.

Appl No.	Organisation Name	Project Description	Total Cost	Amount requested	Recommended Amount
1	Kilbirnie Business Network Incorporated	Kilbirnie BID	\$39,563	\$39,563	\$39,563

#### **Background**

4. This fund was established to operate for a two year period (13/14 and 14/15) with the aim of supporting the Council's Business Improvement District (BID) policy.
5. The criteria and focus areas for the Business Improvement District Development Fund are attached (Attachment 1). A list of allocations from 2013/14 is attached (Attachment 2).
6. The total funding available for the Business Improvement District Development Fund in 2014/15 is \$50,000. Funding available for allocation for the remainder of 2014/15 is \$50,000.

## **Discussion**

7. The funds provide grants to community organisations for projects that meet the criteria (Attachment 1). The next funding round for this fund will close on 22 March 2015. Any balance of funding within the Business Improvement District Development Fund can be allocated to projects with a significant economic development component in the final round of the year.
8. There is one application from Kilbirnie Business Network Incorporated in this round seeking \$39,563 for a project which will engage with local businesses and community on the development of a business improvement district in Kilbirnie.
9. The original information provided through the online application has been made available to members of the Committee.
10. The recommendation is based on evidence of need, alignment with the Council's strategic goals, the fund criteria (Attachment 1) and the likely effectiveness of funding the project. The application is based on learning from the Miramar BID process.
11. The assessment process includes consultation with: the applicant, persons or organisations referred to in the application, Council officers, and persons operating or knowledgeable about similar services to that of the applicant. Applicants are given five working days where possible to respond to a request for more information, so some recommendations may be subject to change depending on responses received after this report has been written. To ensure funds are used appropriately, conditions may be suggested in certain circumstances should funding be approved.

## **Next Actions**

12. The Economic Growth and Arts Committee is asked to consider the application to the Business Improvement District Development Fund and decide whether or not it is appropriate to fund the applicant organisation, and at what level.

Contact Officers: Phil Becker; Business Relations Manager, CCO's and City Growth Projects and Mark Farrar; Community Services

## **Attachments**

Attachment 1.	Business Improvement District Development Fund Criteria	Page 10
Attachment 2.	Past Allocations- Business Improvement District Development Fund	Page 12

Author	Mark Farrar, Team Leader Funding and Relationships
Authoriser	Greg Orchard, Chief Operating Officer



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## **SUPPORTING INFORMATION**

### **Consultation and Engagement**

The application being considered is based on the successful development of the BID in Miramar. Officers have worked closely with local businesses, NGO's and the community on the development of the application which sets out an engagement plan for the proposed project.

### **Treaty of Waitangi considerations**

Any grants application that could have implications for Maori are referred to WCC Treaty Relations Office for recommendations.

### **Financial implications**

The Long Term Plan makes provision for community grants in several places - 2.1.6 - Community environmental initiatives, 3.1.4 - Grants and creative workforce, 4.1.4 – (Arts and) Cultural grants, and 5.2.4 - Grants (Social and Recreation). The Business Improvement District Development Fund comes under project C647.

### **Policy and legislative implications**

Council funds have been created to assist community initiatives in line with Council strategy, in particular the BIDs Policy (October 2013).

### **Risks / legal**

N/A

### **Climate Change impact and considerations**

N/A

### **Communications Plan**

Availability of Council grants are promoted through a range of channels: the application being considered includes detailed processes for engaging with and communicating the principles around the development of a Business Improvement District.

## **Attachment 1**

### **Business Improvement District Development Fund**

#### **Fund objective**

To support the strategic planning for the establishment of a business improvement district which provides a vehicle for local business-led initiatives that support key city objectives of vibrant centres, business creation and development, and increased employment.

#### **Criteria**

The project makes a positive contribution to achieving the Council's Strategic outcomes:

##### **Towards 2040: Smart Capital strategy**

- **People Centred City:** Contributes to healthy, vibrant, affordable and resilient communities, with a strong sense of identity and 'place' expressed through urban form, openness and accessibility.
- **Connected City:** Supports a city with easy physical and virtual access to regional, national and global networks.
- **Eco-City:** Allows the city to proactively respond to environmental challenges and seize opportunities to grow the green economy.
- **Dynamic Central City:** Supports a central city of creativity, exploration and innovation, helping Wellington to offer the lifestyle, entertainment and amenity of a much bigger city.

##### **Long Term Plan 2012-22 priorities:**

- An inclusive place where talent wants to live
- A resilient city
- A well managed city
- Annual Plan priorities for the relevant year.

The project is Wellington-based and mainly benefits the people of Wellington.

The applicant is a legally constituted community group or organisation that represents businesses in the location of the proposed Business Improvement District.

The applicant provides evidence of sound financial management, good employment practice, clear and detailed planning, clear performance measures, and reporting processes.

The applicant outlines how physical accessibility has been built into project development.

The applicant outlines how pricing has been set to ensure access by a wide range of people or by the intended users.

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The project should show evidence of community support, collaboration, and building partnerships with other organisations (e.g. social media interest, letters of support from other organisations/leaders).

The applicant must show that the project discernibly improves community wellbeing and adds value to the range of similar types of services in the community.

The Council is committed to the principles of the Treaty of Waitangi – partnership, participation, and protection. Outline how your project can progress these principles, particularly in relation to economic participation by Māori.

### **Focus Areas**

Supporting local business groups to:

- Develop a business plan outlining the proposed activities that will be funded by the targeted rate and which comply with BID policy
- Agree a constitution and establish a legal entity to administer the BID. The Council should be consulted on the constitution.
- Undertake full consultation on the targeted rate and the planned activities and complete an establishment vote with a majority vote supporting the BID.

Item 2.1 Attachment 2

WELLINGTON CITY COUNCIL FUNDING  
BUSINESS IMPROVEMENT DISTRICT  
DEVELOPMENT FUND

Past allocations (2013/14)

<b>March 2014 Round – Economic Growth and Arts Committee date 29 April 2014</b>		
<i>Organisation name</i>	<i>Support for</i>	<i>Amount granted</i>
Khandallah Cornerstone Resource Centre Trust Board	Khandallah Business Improvement District	\$8,000.00
Wellington Independent Arts Trust T/A Urban Dream Brokerage	Urban Dream Brokerage	\$9,053.00
	<b>Total:</b>	<b>\$17,053.00</b>

<b>July 2013 Round – Grants Sub-Committee date 4 September 2013</b>		
<i>Organisation name</i>	<i>Support for</i>	<i>Amount granted</i>
Enterprise Miramar Peninsula	Miramar Business Improvement District	\$32,947.50
	<b>Total:</b>	<b>\$32,947.50</b>

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## UPDATE ON MAJOR PROJECTS

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### Purpose

1. The Committee will receive an update on the major projects work underway.

### Recommendation

That the Economic Growth and Arts Committee:

1. Receive the information.

### Discussion

2. The Director of City Growth and Partnerships will update the Committee on a number of projects currently underway.

### Attachments

Nil

Author	Derek Fry, Director City Growth & Partnerships
Authoriser	Derek Fry, Director City Growth & Partnerships