

### **3. TEAM COVID-19 Economic Recovery Group Update**

(Clr Peters) (Report prepared by Neil Henry)

C500-005-010-03

#### **Purpose of Report**

1. To update the committee on the activities of the TEAM COVID-19 Economic Recovery Group.

#### **Executive Summary**

2. A number of meetings have taken place of the Governance and working groups, as well as engagement with the Expert Panel. The meetings have enabled current information on impacts and possible interventions to be discussed. Several projects have been submitted for consideration by TEAM since the last update.
3. TEAM published its phase two interim report on 21 December. The report summarised the latest information in terms of known and projected impact, and a summary of the 23 projects that have been funded to date, as well as progress on the projects identified in phase 1.
4. TEAM held an event to update the local community on 8 December on progress with the TEAM project. The presentation included progress with the TEAM project, a summary of the updated Infometrics report by Brad Olsen and Alistair Schorn, and information on the range of products and services to support businesses and individuals from Michelle Martin of the Ministry of Social Development.
5. A number of Covid-19 economic recovery projects funded by Council are ongoing, with some completed.

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#### **RECOMMENDATION**

**That the information be received.**

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#### **Background/Context**

6. An Economic Recovery Group called 'TEAM' (The Economic Action Marlborough group) was established in April 2020 as part of the overall Marlborough COVID-19 Recovery Plan. A report was presented to the Planning, Finance and Community committee on 30 April 2020 detailing the structure of TEAM and its approach.
7. An interim second phase report was published on 21 December 2020 detailing the known impact to date, and progress with the projects that have been funded.
8. TEAM has recommended a number of projects for funding by Council to help address the impact of Covid-19 on the local economy. Some of the projects have been completed, and others are in progress or due to get underway.

#### **TEAM Economic Recovery Group**

- 8.1 The TEAM Governance Group meets monthly, with the most recent meeting at the time of writing held on 2 February. The Group discussed a number of project proposals for funding, recent data and the survey of business that recently got underway.
- 8.2 In December, Infometrics provided an update report on the known and projected impact of Covid-19 on Marlborough's economy. This report indicated that the impact to date had not been as severe as was projected in their first report (May 2020) and that the future impact is also more positive than previously thought. The report can be viewed in the Council website:

<https://www.marlborough.govt.nz/civil-defence-emergency-management/covid-19-novel-coronavirus/the-economic-action-marlborough-team-group/reports>

- 8.3 TEAM held an event to update the local community on 8 December on progress with the TEAM project. The presentation included progress with the TEAM project, a summary of the updated Infometrics report by Brad Olsen and Alistair Schorn, and information on the range of products and services to support businesses and individuals from Michelle Martin of the Ministry of Social Development.
- 8.4 TEAM published its phase two interim report on 21 December. The report summarised the latest information in terms of known and projected impact, and a summary of the 23 projects that have been funded to date, as well as progress on the projects identified in phase 1. The report can be viewed on the Council website (same link as above).
- 8.5 The working groups completed their meetings in November (see last TEAM report to committee) and will be reconvened in February and March 2021.
- 8.6 Data working group – two key data projects are progressing:
- i) A survey of 400 Marlborough businesses will get underway in February. The purpose of the survey is to understand the past and expected future impact of Covid-19 on business, and to provide the opportunity for businesses to suggest ways in which this can be mitigated. The survey will cover businesses from all industries, and has been timed towards the end of the summer to enable the impact on the significantly affected tourism, retail and hospitality sectors to be understood.
  - ii) Marketview will be providing monthly reports of electronic card spend in Marlborough from February 2021. These reports will help inform the impact of events, town activation days and visitors in terms of spend.

## Expenditure to date

9. A budget of up to \$865,000 was agreed at the Council meeting on 14 May for a number of specific projects, and a contingency amount for projects not identified at that stage. The following expenditure and commitments have been made as at 26 January 2021 from this funding:

### Expenditure

Project support .....	\$53,547.50
Infometrics reports 1&2 .....	\$13,500.00
Make it Marlborough.....	\$113,938.00
Domestic marketing funding.....	\$75,000.00
Business support vouchers/admin .....	\$50,000.00
Business webinars series.....	\$32,000.00
Saint Clair Vineyard Half Marathon .....	\$10,000.00
Career Navigator 18-24 year olds .....	\$30,000.00
Blenheim CBD Summer Market .....	\$10,000.00
TEAM Governance Fees .....	\$3,100.00
South Marlborough Tourism Project 'Maunga to Moana' .....	\$2,500.00
Marlborough's summer feast.....	\$34,195.00
Savour in Marlborough night market .....	\$5,000.00
Film+Feast outdoor cinema.....	\$5,663.75
TEAM Event 8 December.....	\$1,157.31
<b>Total .....</b>	<b>\$439,601.56</b>

## Commitments

Saint Clair Vineyard Half Marathon .....	\$5,000.00
Blenheim CBD Summer Market .....	\$10,000.00
Havelock Mussel and Seafood Festival (underwriting) .....	\$30,000.00
South Marlborough Tourism project 'Maunga to Moana' .....	\$12,162.00
Garden Marlborough (underwriting) .....	\$0.00
Marlborough Boys College Gateway programme .....	\$10,000.00
Make it Marlborough phase 2.....	\$60,000.00
Marlborough's summer feast.....	\$15,750.00
Marketview consumer spend data.....	\$25,000.00
Blenheim Business Association .....	\$55,000.00
Summer Sounds events (underwriting).....	\$40,000.00
Marlborough Girls College Youth Employment Programme	\$10,000.00
Savour in Marlborough night market .....	\$5,000.00
Film+Feast outdoor cinema.....	\$5,663.75
Queen Charlotte College Gateway programme .....	\$7,000.00
The Plant music venue relocation .....	\$5,000.00
Covid-19 impact - survey of businesses.....	\$20,000.00
Jacksons Road wine event.....	\$10,000.00
<b>Total .....</b>	<b>\$325,575.75</b>
<b>Total Expenditure + Commitments.....</b>	<b>\$765,177.31</b>

### 10. Council funded TEAM projects:

#### 10.1 Completed projects:

- i) Chamber of Commerce webinars/follow up
- ii) Career Navigator programme
- iii) Garden Marlborough (underwrite was not required)
- iv) Make it Marlborough Phase 1
- v) Infometrics reports

#### 10.2 Projects approved since last update:

- i) Blenheim Business Association – quick wins
- ii) Savour in Marlborough night market (February 2021)
- iii) Film+Feast outdoor cinema
- iv) Summer Sounds event (underwriting) – Linkwater (Dec 2020 and Jan 2021)
- v) Marlborough Girls College Youth Employment Programme
- vi) Queen Charlotte College Gateway programme
- vii) The Plant music venue relocation
- viii) Jacksons Road wine event (February 2021)
- ix) Covid-19 impact - survey of businesses
- x) TEAM Project support – Phase 2

#### 10.3 South Marlborough Tourism Project 'Maunga to Moana'

- i) The first episode has been filmed, and the remaining six episodes are due to be completed by April.

#### 10.4 Marlborough's summer feast

- i) To date 24 separate date events (some are multiple date events) have been created with several more awaiting confirmation. These are either new events or events being considered and later confirmed following discussions with the Summer Feast team. Events include South Island Cheese Festival, Film+Feast and Forrest Sunday sessions. Feast social media stats show that event related post have reached hundreds of people per event.
- ii) All key food and beverage operations in Marlborough have been contacted, with universal positive support received. A food and beverage hui was held in November 2020.

#### 10.5 Business Trust Marlborough – business support vouchers

- i) 61 x \$500 vouchers have been issued for business advice to 31 January 2021 (40 reported at last meeting) across a range of sectors with another two businesses currently determining preferred service provider. Marketing assistance is the main service requested for advice.

### Next steps

11. The second phase of TEAM is underway, and the revised group structure has been implemented. A number of projects are underway or have been approved.
12. Further reports on progress with implementation will be provided at future meetings

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