

6. TEAM COVID-19 Economic Recovery Group Update

(The Chair) (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. TEAM Governance and working groups continue to meet monthly to discuss and address the impact of Covid-19 on the local economy.
3. A survey of 400 local businesses on the impact of Covid-19 was recently completed, and a summary will be presented at the meeting.

RECOMMENDATION

That the information be received.

Background/Context

4. 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.
5. 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. Phase Two is expected to culminate with a report in June 2020.
6. 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. The majority of the original budget of \$865,000 has been allocated to a wide range of projects, and an additional allocation of \$100,000 was agreed at the Council meeting on 1 April.

TEAM Economic Recovery Group

7. The TEAM Governance Group meets monthly, with the most recent meeting at the time of writing held on 10 May. The Group received a presentation from Destination Marlborough on the Make it Marlborough campaign, considered an application for project funding, reviewed the latest Marketview data and received progress reports from funded projects. Consultation with each of the major local industries took place in late April/early May to share the results of the recent survey of local businesses and to confirm impacts and future needs. This information is a further key input into the Phase 2 report. A workshop was held on 31 May to discuss the Phase 2 report.
8. Labour and business support working group met on 12 May. The group various recent and upcoming labour and business support events including the Marlborough hiring day, pruning training, Future of Work conference, BCITO workshop and aged care hui. The group updated the communications calendar accordingly. The group agreed to continue to meet monthly to co-ordinate actions.
9. Tourism, retail and hospitality working group met on 13 May. The group discussed the latest Marketview and jobseeker data and provided an update of the sector from around the region.

Expenditure to date

10. A budget of up to \$865,000 was agreed at the Council meeting on 14 May 2020 with an additional \$100,000 provided by Council on 1 April 2021. The following expenditure and commitments have been made as at 12 April 2021 from this funding:

Expenditure

Project support	\$72,805.50
Infometrics reports 1&2	\$13,500.00
Make it Marlborough.....	\$164,438.00
Domestic marketing funding.....	\$75,000.00
Business support vouchers/admin	\$50,000.00
Business webinars series.....	\$12,250.00
Saint Clair Vineyard Half Marathon	\$15,000.00
Career Navigator 18-24 year olds	\$30,000.00
Blenheim CBD Summer Market	\$20,000.00
TEAM Governance Fees	\$4,608.00
Maunga to Moana'	\$7,700.00
Marlborough's summer feast.....	\$49,845.00
Savour in Marlborough night market	\$10,000.00
Film+Feast outdoor cinema.....	\$11,677.50
TEAM Event 8 December.....	\$1,157.31
Covid-19 impact - survey of businesses.....	\$19,000.00
Queen Charlotte College Gateway programme	\$7,000.00
Summer Sounds events (underwriting)	\$20,000.00
Blenheim Business Association	\$11,952.75
Jacksons Road wine event.....	\$8,695.65
Methode Marlborough progressive dinner event.....	\$4,000.00
Garden Marlborough (underwriting)	\$0.00
Havelock Mussel and Seafood Festival (underwriting)	\$0.00
Total	\$608,629.71

Commitments

Project support	\$31,430.00
South Marlborough Tourism project 'Maunga to Moana'	\$6,962.00
Marlborough Boys College Gateway programme	\$10,000.00
Marketview consumer spend data.....	\$25,000.00
Blenheim Business Association	\$43,047.25
Marlborough Girls College Youth Employment Programme	\$10,000.00
The Plant music venue relocation	\$5,000.00
Event guides.....	\$45,000.00
Marlborough Film Studios Feasibility Study	\$25,595.00
Total	\$202,034.25
Total Expenditure + Commitments.....	\$810,663.96

11. Council funded TEAM projects:
- 11.1 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 and 2
- v) Infometrics reports
- vi) Queen Charlotte college Gateway project
- vii) Savour in Marlborough night event
- viii) Summer market in Blenheim CBD
- ix) Summer Sounds events in Linkwater
- x) Jacksons Road wine event
- xi) Film+Feast outdoor cinema
- xii) Marlborough's summer feast
- xiii) Covid-19 impact survey of businesses
- xiv) Methode Marlborough progressive dinner
- xv) Havelock Mussel and Seafood festival (underwrite was not required)

11.2 Projects approved since last update:

- i) None

12. Business Trust Marlborough – business support vouchers

- i) To date 85 of the 93 available vouchers have been issued for business support, with a further seven expected to be taken up soon.

13. Maunga to Moana South Marlborough tourism project

- i) The filming of the series is complete and post production is underway. A premiere of the film project is planned to be held in Seddon in late July.

14. Havelock Mussel and Seafood festival

- i) The event took place on Saturday 13 March and was a success. The organisers have confirmed that the \$30,000 underwrite agreed by TEAM is not required but confirmed that it provided confidence to the organisers to put the event on.

15. Marketview consumer spend data

- i) TEAM has purchased a one year subscription to Marketview. A summary of the latest data will be presented to committee.

Next steps

16. The TEAM governance and working groups will continue to meet and identify impact and interventions to mitigate the impact of Covid-19 on Marlborough's economy. A second phase report is expected in June 2021 and significant work is underway to prepare the report.

17. Further reports on progress with implementation will be provided at future meetings.

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