

4. TEAM COVID-19 Economic Recovery Group Update

(Clr Peters)

C500-005-010-03

Purpose of Report

1. To request an additional \$100,000 budget for TEAM COVID-19 Economic Recovery Group projects from the Emergency Events Reserve
2. To update the committee on the activities of the TEAM COVID-19 Economic Recovery Group.

Executive Summary

3. TEAM has largely allocated its budget of \$865,000 for economic recovery projects, and is seeking a further \$100,000 from the Emergency Events Reserve for the Phase 2 period that is due to be completed in June 2021.

RECOMMENDATIONS

1. That information be received.
 2. That Council provides \$100,000 for TEAM Economic Recovery Group projects from the Emergency Events Reserve.
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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 2021.
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.

TEAM Economic Recovery Group

7. The TEAM Governance Group meets monthly, with the most recent meeting at the time of writing held on 8 March. The Group discussed a number of project proposals for funding, recent data and received progress reports from funded projects.
8. Labour and business support working group met on 3 March. The group identified upcoming actions being undertaken, such as a Picton jobs event in March by MSD and Chamber of Commerce. The group agreed to continue to meet monthly to co-ordinate actions.
9. Data working group – the group met on 2 March and received training on how to use and interpret the Marketview tool, and also discussed the survey of businesses currently underway. Further industry level discussions are planned.
10. Tourism, retail and hospitality group is due to meet on 11 March.

Expenditure to date

11. 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 11 March 2021 from this funding:

Expenditure

Project support	\$56,495.50
Infometrics reports 1&2	\$13,500.00
Make it Marlborough.....	\$143,938.00
Domestic marketing funding.....	\$75,000.00
Business support vouchers/admin	\$50,000.00
Business webinars series.....	\$13,000.00
Saint Clair Vineyard Half Marathon	\$10,000.00
Career Navigator 18-24 year olds	\$30,000.00
Blenheim CBD Summer Market	\$20,000.00
TEAM Governance Fees	\$3,408.00
Maunga to Moana'	\$2,500.00
Marlborough's summer feast.....	\$34,195.00
Savour in Marlborough night market	\$10,000.00
Film+Feast outdoor cinema.....	\$11,327.50
TEAM Event 8 December.....	\$1,157.31
Covid-19 impact - survey of businesses.....	\$9,000.00
Queen Charlotte College Gateway programme	\$7,000.00
Total	\$490,521.31

Commitments

Project support	\$47,740.00
Saint Clair Vineyard Half Marathon	\$5,000.00
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.....	\$20,000.00
Marlborough's summer feast.....	\$15,750.00
Marketview consumer spend data.....	\$25,000.00
Blenheim Business Association	\$55,000.00
Summer Sounds events (underwriting)*	\$20,000.00
Marlborough Girls College Youth Employment Programme	\$10,000.00
The Plant music venue relocation	\$5,000.00
Covid-19 impact - survey of businesses.....	\$10,000.00
Jacksons Road wine event.....	\$10,000.00
Event guides.....	\$45,000.00

Methode Marlborough progressive dinner event.....	\$4,000.00
Film+Feast outdoor cinema.....	\$350.00
Marlborough Film Studios Feasibility Study	\$25,595.00
Total	\$350,597.00

Total Expenditure + Commitments..... \$841,118.31

Note: * items are underwrites and may not be required

12. Council funded TEAM projects:

12.1 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
- 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

12.2 Projects approved since last update:

- i) Methode Marlborough progressive dinner
- ii) Events guides
- iii) Project support
- iv) Marlborough Film Studios Feasibility Study

13. Support local campaign 'Make it Marlborough' Phase 2:

- i) Phase Two campaign commenced in November 2020.
- ii) Pre-Christmas retail campaign '12 days of Christmas' launched 1 December. Launched collection of consumer database – 621 new contacts
- iii) Post-Christmas regional campaign launched 12 January 2021 'Great Bingo Bonanza'
- iv) Make it Marlborough promotion through radio, local influencers, regional posters, targeted social marketing. 10,682 reach and 80,602 impressions. Campaign is ongoing.

14. Queen Charlotte College Gateway programme

- i) Funding was provided to enable dive training, day skipper and life guard training for Gateway programme students in late 2020 and early 2021. This was not possible earlier in the year due to Covid-19 removing the opportunity for work placements. Students that received the training have already benefitted via holiday or voluntary work.

15. South Marlborough Tourism Project 'Maunga to Moana'

- i) The first episode has been filmed, and the remaining six episodes were due to be completed by the end of February. A promo video has been completed with some early footage:
<https://youtu.be/j56A2hrhy2s>

16. Marlborough's summer feast
 - i) To date 51 separate date events (some are multiple date events) have been created with several more awaiting confirmation. The project is due to end in March
17. Business Trust Marlborough – business support vouchers
 - i) To date 69 vouchers have been issued for business support, with 25 vouchers remaining
18. Covid-19 impact – survey of businesses
 - i) The survey of 400 Marlborough businesses got underway in February, and data collection is expected to be completed in late March. The report will be available in late March and will inform the future actions required to support affected sectors.
19. Marketview consumer spend data
 - i) TEAM has purchased a one year subscription to Marketview, which provides detailed information of electronic card spend in Marlborough. This will be particularly useful in understanding the impact of Covid-19 on the tourism, retail and hospitality sector in the past twelve months, and on the impact of some of the interventions funded by TEAM such as events.

Assessment/Analysis

20. Paragraph 11 above indicates that \$841,118.31 of the original \$865,000 budget has been allocated. \$50,000 of the allocated funds relates to event underwriting (Summer Sounds and Havelock Seafood and Mussel Festival) and it is not yet known whether the funding is required.
21. Phase 2 of TEAM is due to be completed in June 2021 with the publication of the Phase 2 report.
22. It is projected, based upon the size and number of applications received to date, that the remaining \$23,881.69 funding (plus any underwriting funding that is not required) is insufficient to fund TEAM funding applications over the next three months, and is it therefore requested that a further allocation of \$100,000 is made from the Emergency Events Reserve as a contingency.
23. An application process and criteria is on the Council website and are used to guide decision making. The fund is designed to be responsive to need. The process and criteria are detailed here: <https://www.marlborough.govt.nz/civil-defence-emergency-management/covid-19-novel-coronavirus/the-economic-action-marlborough-team-group/project-funding>
24. The allocation of funding is currently delegated to the Chair of TEAM (Clr Peters) and the Mayor. The TEAM Governance Group considers most applications and makes recommendations on projects.

Option One (Recommended Option)

25. That Council provides an additional \$100,000 for TEAM economic recovery projects from the Emergency Events Reserve. The funds will be allocated using the existing process.

Advantages

26. That funds can be allocated to projects to mitigate the economic impact of COVID-19 in a responsive manner.

Disadvantages

27. That additional funding is required.

Option Two – Status Quo

28. That no additional funding for TEAM economic recovery projects is provided from the Emergency Events Reserve.

Advantages

29. That no additional funding is required

Disadvantages

30. That some projects to mitigate the economic impact of COVID-19 in Marlborough may not be able to go ahead.

Next steps

31. 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.
32. Further reports on progress with implementation will be provided at future meetings.

Author	Neil Henry, Manager, Strategic Planning and Economic Development
Authoriser	Dean Heiford, Manager, Economic, Community and Support Services