

4. 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 12 April. The Group received a presentation from SIL Research on the recent survey of 400 local businesses on Covid-19 impacts, Marketview data and received progress reports from funded projects.
8. Labour and business support working group met on 7 April. The group identified upcoming actions being undertaken, discussed the SIL Research survey and Marketview data, and the shared communications calendar. The group agreed to continue to meet monthly to co-ordinate actions.
9. Tourism, retail and hospitality working group met on 8 April. The group discussed the latest Marketview data, the SIL Research survey 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

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|---|---------------------|
| Project support | \$60,305.50 |
| 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..... | \$49,845.00 |
| 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 |
| Summer Sounds events (underwriting) | \$20,000.00 |
| Total | \$529,981.31 |

Commitments

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|--|---------------------|
| Project support | \$43,930.00 |
| 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 |
| 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 |
| Methodo Marlborough progressive dinner event..... | \$4,000.00 |
| Film+Feast outdoor cinema..... | \$350.00 |
| Marlborough Film Studios Feasibility Study | \$25,595.00 |
| Total | \$326,787.00 |

Total Expenditure + Commitments

Note: * items are underwrites and may not be required \$856,768.31

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
- 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

11.2 Projects approved since last update:

- i) None

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

12.1 Campaigns undertaken – pre-Christmas Retail **COMPLETE** and post-Christmas Regional campaign **COMPLETE**

- i) Result Dec 1st 2020 – 04 April 2021
- ii) Business Listings – 208
- iii) Consumer database: 1033 contacts
- iv) Organic Social: Follows 2139, Engagements 6,805
- v) Website: Unique page views 1,896, Total page views 8,677
- vi) Paid Social - Make it Christmas and Marlborough Bingo Bonanza:16,724 reach, 127,229 impressions
- vii) Radio and print advertising: Print results: Stuff -Impressions: 273,851, CTR: 0.40% (benchmark 0.07%) Radio wrap up TBC

12.2 Town activation undertaken. Picton and Blenheim Spend and Win activations **COMPLETE**

- i) Blenheim – Multiday activation – 18-21 March, 1843 Entries (equivalent to 1843 purchases)
- ii) Picton – 27 March, 865 Entries (equivalent to 1843 purchases)

12.3 Pre-Christmas Retail Campaign Launched 01 December

- i) 12 days of Christmas promotion (24-day promotion)
 - 1. 12 businesses randomly selected through Make it Marlborough business listings.
 - 2. 10 x \$20 vouchers provided as giveaways for each business to stimulate awareness of local businesses and additional purchases.
 - 3. Launched collection of consumer database

12.4 Post-Christmas Regional Campaign launched 12 January 2021

- i) Make it Marlborough Great Bingo Bonanza (three month campaign)
- ii) Two Make it Marlborough Bingo cards created that include 46 paid products (business, retail, tourism and non-tourism) and free products around Marlborough encouraging regional spread and spend. Eg Beachcomber, Hendersons, ITM, Tupari Wines, Harling Park, Paper Plus, Cullen Point etc.
- iii) Make it Marlborough promotion through radio, local influencers, regional posters, targeted social marketing and leveraging Great Kiwi Bingo Bonanza promotion.

13. Marlborough's summer feast

- i) The project completed at the end of March, and the final event report is awaited at the time of writing. Dion Brown of Feast March will provide a verbal report at the committee.

14. Methode Marlborough progressive dinner

- i) Twelve wineries and a number of local suppliers and contractors participated, and the event was sold out with 103 attendees. An estimated 30% of attendees were from outside of the region including Auckland, Wellington, Nelson and Taupo. A number of sales at the event and online were reported by the wineries. The event hosted five wine media people with good social and print media coverage achieved/expected.

15. Business Trust Marlborough – business support vouchers

- i) To date 75 of the 93 available vouchers have been issued for business support, with a further seven expected to be taken up soon.

16. Covid-19 impact – survey of businesses

- i) The survey of 400 Marlborough businesses on the impact of Covid-19 was recently completed. A summary will be presented at the committee meeting, and the full report is expected to be published soon. The report will provide a key data input to the Phase 2 report due in June.

17. Marketview consumer spend data

- i) TEAM has purchased a one year subscription to Marketview, which provides detailed information of electronic card spend in Marlborough. A summary of the February 2021 data will be presented at the meeting.

Next Steps

- 18. 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.
- 19. Further reports on progress with implementation will be provided at future meetings.

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