

# Economic Development

*Waimate 2020*

## Economic Development

### What Do We Do Now?

Maintain and operate an Economic Development Policy in order to provide Grants to businesses and individuals who meet Council criteria and who will further our local economy by providing jobs and bringing improved services here. These Grants are ultimately repaid to council for use of other applicants.

Provide advice about the regulatory environment and land use possibilities to prospective new businesses wishing to set up in our District.



Council's Promotions Department – a manager, two assistants (who job share) and several voluntary workers, operate the promotions department out of the former post office building. The Promotions Department provides support for tourism within the

Waimate district, promotes Waimate outside the district, and assists with festivals and events in the district e.g. Waimate Strawberry Fare. We organise the South Canterbury Busking Festival and the Waimate Christmas Lights Spectacular.

### Tasks

Tasks are the routine matters that Council will attend to every year, in order to maintain service levels set in agreement with our community.

- Use local services as first preference where prudent stewardship guidelines permit.
- Maintain an effective Economic Development Policy with criteria that best serves Community Outcomes.
- Maintain an Economic Development assistance fund.
- Facilitate the exchange of information and assist prospective investment by advising on legal and regulatory matters.
- Organise the South Canterbury Busking Festival.
- Provide Grants to encourage increased job opportunities and improved services.
- Ensure that infrastructural development meets the needs of the accommodation industry.
- Support the 'Bushtown Heritage Park' Project.
- Maintain and staff the Information Centre for visitors and residents' information.
- Provide financial and staff assistance to support major events such as Strawberry Fare.
- Maintain a supply of tourist maps and information brochures at the Council Information Centre, covering the District.
- Maintain and operate a Promotions Department that encourages Economic Development within the District.

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- Organise, promote and judge the Christmas lights competition in conjunction with Meridian Energy.
- Market the District using appropriate events and opportunities beyond our District.
- Provide retailing of local souvenirs, books, calendars etc. at the Information Centre and the Library.
- Provide a booking service for local and regional tourism operators.
- Maintain and develop a District photo library.
- Provide Economic Development Grants in accordance with the Council's policies.
- Analyse Economic Development Grant applications and prepare a report to Council assessing the social, cultural and environmental suitability of the proposals.
- Assist in the promotion of local tourism businesses through encouraging operators into annual membership in the Council's Information Centre.
- Monitor existing loans and advances made under economic development and grant policies, to ensure compliance with conditions of funding.
- Assist community-based Economic Development initiatives by providing the appropriate Council-managed infrastructure.
- Maintain signage that provides coverage of a range of tourist and special interest locations and activities.

## Why Do We Do It?

In order to enhance well being and opportunities for all residents of our district.

Council's Promotions Department contributes to the economic, social and cultural objectives of Council by encouraging tourism, and by assisting with festivals and events for our residents and visitors to enjoy.

## Our Service Levels

Opening Hours:

**Information Centre** - Monday - Friday 9.00am to 5.00pm - Saturdays and Public Holidays 10.00am to 2.00pm - Sundays (December to April only) 10.00am to 2.00pm.

Grants made strictly in accordance with Council Policy.

Annual Economic Development Grant funding is set at a maximum of \$50,000, but this amount may be subsidised by repayment of earlier grants.

Active grants are reviewed annually for compliance with any re-payment provisions

## Outcomes Supported By This Activity

This activity supports the following Community Outcomes as described in the second volume of this plan.

- The wealth of the District has increased.
- The well-being of all age-groups is achieved.
- The community is positive about its continued well-being.
- The District has successfully fostered non-agricultural growth as part of a complete buoyant community.
- Sustainable development is a feature of the District.
- Economic development has enhanced the community.
- The economic infrastructural needs of the District are met.
- Increases in quality of life, well-being and prosperity are shared and accessed by all citizens.

## How Do We Get There?

The Council will play its part in achieving the above outcomes by continuing to conduct the relevant tasks that we do now and by extending into new projects as agreed with the community.

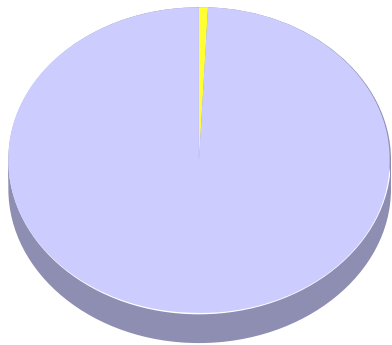
## Projects

Projects are special works that are initiated by Council which by their development and ongoing maintenance will enhance community outcomes.

- Provide more low-end tourist flat style accommodation at the Councils camping facilities. No Consultation needed - Project is in progress.
- Partner with private enterprise to create tourist and conference facilities within the region. Consultation required - Still requires public Consultation.
- Erect and maintain Wallaby beacons at State Highway 1 turnoffs and Waimate Gorge. No Consultation needed - Council has decided to proceed.
- Lobby for improved Signage at Kurow turnoffs to Waimate. No Consultation needed - Project has not started.
- Promote routes other than State Highway 1 for tourist bus traffic within the District. No Consultation needed - Project has not started.
- Increase the number of Waimate township public toilets to meet tourist bus needs. Consultation required - Project has not started.
- Produce and maintain an Economic Development Strategic Plan. Consultation required - Project has not started.
- Review Council's Economic Development funding criteria to maximise the economic benefits of Grants to the wider Community. Consultation required - Council has decided to proceed.
- Provide cadetships for new employees who wish to develop skills and a career in local government. No Consultation needed - Project has not started.
- Produce and maintain a policy for financial and development contributions. No Consultation needed - Statutory requirement.
- Identify preferred plans for infrastructural development to accommodate new residential growth. No Consultation needed - Project is in progress.
- Partner with appropriate providers to provide coverage of Broadband data services to as many parts of the District as financially viable. No Consultation needed - Project is in progress.
- Make a strategic study of all community funding available to the Waimate District with a view to maximising community benefits from such funding. Consultation required - Still requires public Consultation.

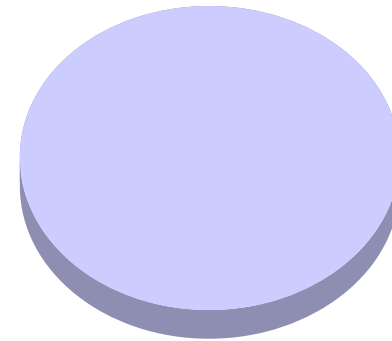
# Waimate 2020

**Share of Operating  
Expenditure = \$68,000**



**\$8,589,000**

**Share of Capital  
Expenditure = \$0**



**\$3,291,000**

**Expected Levels of Expenditure for 2005/2006**

PROSPECTIVE FINANCIAL PERFORMANCE FOR THE YEAR ENDING 30 JUNE 2006													
GROUP - ECONOMIC DEVELOPMENT	ACTIVITY :	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	
	<b>ECONOMIC DEVELOPMENT</b>	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	
		\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	
	<b>Revenue</b>												
	Targeted Rate												
	Land Transport NZ Subsidy												
	Revenue from Activities												
	Other Revenue	(35)	(35)	(35)	(35)								
	<b>Total Revenue</b>	<b>(35)</b>	<b>(35)</b>	<b>(35)</b>	<b>(35)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>Expenditure</b>												
Expenditure on Activities	49	36	36	36	36	36	36	36	36	36	36	36	
Interest	36	32	32	32	(3)	(3)	(3)	(3)	(3)	(3)	(3)	(3)	
Depreciation													
Taxation													
<b>Total Expenditure</b>	<b>85</b>	<b>68</b>	<b>68</b>	<b>68</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	
<b>NET COST OF SERVICE</b>	<b>50</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	
<b>Funded by:</b>													
General Rates	(58)	(33)	(33)	(33)	(33)	(33)	(33)	(33)	(33)	(33)	(33)	(33)	
<b>Shortfall (surplus) to balance</b>	<b>(8)</b>												