



Our Plan 2016-17

Officers' Responses to

Submission Points Received in Relation to

Business Hawke's Bay and Tourism Hawke's Bay

Funding

Business Hawke's Bay Funding

Submission 9	Susan White Business Hawke's Bay	increase BHB funding from \$100k to \$250k pa for 3 years
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Officers' Response to Submission 9

1. Council has funded BHB at a rate of \$100,000 per annum according to a three year agreement which ends on 30 June 2016. The primary purpose of that funding was twofold. First, so that BHB can play a central role in driving regional collaboration across economic development initiatives. Second, to lead and support regional business attraction projects. These priorities were established by the 2011 Regional Economic Development Strategy (REDS).
2. With limited resources and material support from the business community BHB has achieved a great deal of success in these areas while at the same time delivering across a number of other projects funded by central and local authorities. HBRC's specific interest is that BHB is able to lead projects of Regional significance and the Business Hub is one such project that has earned Hawke's Bay national interest and attention.
3. With the pending conclusion of the expanded REDS refresh it is likely that BHB will be expected to continue as the lead agency required to co-ordinate across a range of collaborative projects and actions. This is a logical 'next step' for BHB as it builds on its experience of the last 3 years, grows in influence within Hawke's Bay and continues to build networks at a national level.

Recommendation

*That Council considers the submission points received relating to **Business Hawke's Bay**, and any comments and proposals made by Council officers.*

Hawke's Bay Tourism Funding

Submission 20	Neil Barber Art Deco Masonic Hotel	increase HB Tourism funding
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Submission 22	Zoe Barnes Napier City Business Inc	increase HB Tourism funding
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Submission 94	Liz Read & Jonathan Rees The Country Apartment	increase HB Tourism funding
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Officers' Response to Submissions 20, 22 and 94

1. Council has previously resolved to increase Hawke's Bay Tourism's funding by \$300,000 per annum in each of the next three years. HBT is a professionally led organisation that works closely with other agencies and authorities to fulfil its function as the region's destination marketing and management authority.
2. HBT is working closely with HBRC to support opportunities in the Wairoa District, with a particular focus on understanding the broader opportunities that will follow the establishment of Rocket Lab.
3. With the tourism industry experiencing strong growth throughout New Zealand, and with many traditional destinations experiencing capacity restraints, it is in our Region's interest to maintain its continued support of HBT to ensure Hawke's Bay continues to share in that growth.

Recommendation

*That Council considers the submission points received relating to **Hawke's Bay Tourism Funding**, and any comments and proposals made by Council officers.*