

Miccio4mayor

Nelson On The Map

Making Nelson stand out as a premier events and conference destination

The promise:

To set up a de-politicised organisation called *Go Nelson*, to market and cost-effectively run and manage our event venues, so Nelson becomes a premium event and conference destination. To ensure the current and future capital investments in our public event infrastructure offer a revenue return for the city. To bring forward to 2012/13 the Trafalgar Centre northern end upgrade. To decide in 2011 our conference and performing arts and civic needs once and for all.

Why it needs to happen:

Nelson holds some spectacular events in various council-owned venues, but in addition to providing enjoyment, our assets need to be managed, marketed efficiently and run cost effectively to maximise their potential revenue return, so these venues don't keep costing us down the line. We need a strategic bird's eye view of all existing venues and event-related projects, including Trafalgar Park, Saxton Field, the Trafalgar Centre upgrade and the potential Conference Centre and Civic Town Hall. Refreshed consultation on our conference and performing arts and civic needs as of 2011 can then inform a cost benefit analysis that councillors and the public can evaluate and decide on.

Making it happen:

1. Council staff to meet in November 2010 with Christchurch's VBASE, and Dunedin Venues Management Ltd to analyse these management models.
2. The *Go Nelson* structure to be developed (separate to current "Arms-length organisations" review) and workshopped with appropriate councillors, and key industry and economic development stakeholders and a recommended model presented to Council by April 2011.
3. *Go Nelson* to consult initially and then regularly with stakeholder councillors and relevant tourism, conference, and economic development agencies and businesses on all existing and potentially new venues, including conference facilities and a new Town Hall/Civic Centre.
4. By the end of FY11, *Go Nelson* to review and develop a gap analysis that informs both the management and marketing strategies of existing venues and the cost benefit analysis of any new infrastructure.

What this means to ratepayers:

- Well marketed and utilised council-owned venues, reducing the impact on rates
- The timely completion of the Trafalgar Centre
- A decision on the required conference facilities in 2011
- A decision on a Nelson Town Hall/Civic Centre in 2011
- Increased economic development due to an increase in events and conferences
- Nelson becomes known nationally and internationally as a region offering premium conferences and events