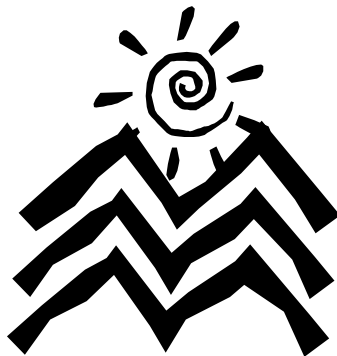




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***13 May 2009***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 13 MAY 2009 IN  
MEMORIAL HALL SUPPER ROOM, ESPLANDE,  
KAIKOURA.**

**Agenda**

1. *Apologies*

2. *Matters to be raised as Urgent Business*

3. *Matters Arising from Report of 8/4/2009* *page 1*

4. *Minutes Action List*

| Meeting   | By Whom    | Progress    |
|---|------------|-------------|
| <b>12 NOVEMBER 2008</b>   |            |             |
| Obtain concept plan for Christmas decorations/lights for the town centre and bring back to committee. | L Buurman  | In Progress |
| <b>11 FEBRUARY 2009</b>   |            |             |
| Investigate having a VIP tent at Seafest.   | Committee  | In Progress |
| <b>8 APRIL 2009</b>   |            |             |
| Investigate marketing opportunities in key destinations around New Zealand.                           | A Paterson | In Progress |
| Investigate hosting a forum in Kaikoura.  | A Paterson | In Progress |
| Research economic development funding avenues mentioned by H Miller of Enterprise North Canterbury.   | A Paterson | In Progress |

5. *District Wide Marketing Campaign*

- **A representative from Imajic will be in attendance to present this item**

6. *Tourism & Development Statement of Accounts* *page 7*

7. *Urgent Business*

# Tourism & Economic Development

Financial Report to 30 April 2009

|  | Budget<br>(Year)<br>2008/2009<br>\$ | Actual<br>(10 Months)<br>2008/2009<br>\$ | Actual<br>(Year)<br>2007/2008<br>\$ |
|--|-------------------------------------|--|-------------------------------------|
| <b>Expenses</b>                                    |                                     |  |                                     |
| Personnel & Personnel Related                      | 56,040                              | 43,460                                   | 55,427                              |
| Advertising & General Expenses                     | 5,500                               | 3,762                                    | 3,367                               |
| Overhead Charges                                   | 6,342                               | 5,230                                    | 6,380                               |
| TRENTZ   | 8,400                               | -  | 18,482                              |
| Green Globe  | 3,500                               | 3,158                                    | 3,311                               |
| Christchurch & Canterbury Marketing                | 5,000                               | 5,000                                    | 5,000                               |
| Christchurch I-Site Display Space <sup>1</sup>     | 13,000                              | 5,359                                    | 5,293                               |
| Visitor Research & Surveys                         | 3,500                               | -  | -                                   |
| Events (Moa Hunt, Spring Challenge, etc)           | 15,000                              | 5,412                                    | 5,000                               |
| Alpine Pacific Joint Ventures                      | 25,000                              | 22,623                                   | 10,500                              |
| Visitor Guide                                      | 3,000                               | 11,261                                   | 10,200                              |
| Image Library/Website/Displays                     | 6,700                               | 270                                      | -                                   |
| AA Tourism Domestic Campaign                       | -                                   | 2,500                                    | 2,500                               |
| Air NZ In-flight Production                        | -                                   | 3,594                                    | 2,387                               |
| Canterbury Economic Development Corp               | -                                   | 2,400                                    | -                                   |
| Radio Advertisement Development                    | -                                   | -  | 11,423                              |
| Destination NZ TV Series                           | -                                   | -  | 1,750                               |
|  | <b>150,982</b>                      | <b>114,029</b>                           | <b>141,020</b>                      |
| <b>Funded by:</b>                                  |                                     |  |                                     |
| Trade Show Participation Fees                      | -                                   | -  | 356                                 |
| Visitor Guide Subscriptions                        | -                                   | -  | 679                                 |
| Christchurch I-Site Advertising Space <sup>2</sup> | -                                   | -  | 6,445                               |
| General Rates                                      | 100,982                             | 84,152                                   | 99,573                              |
|  | <b>100,982</b>                      | <b>84,152</b>                            | <b>107,053</b>                      |
| <b>Activity Surplus/(Deficit)</b>                  | <b>(50,000)</b>                     | <b>(29,877)</b>                          | <b>(33,967)</b>                     |

## Tourism & Economic Development Funds Held

|                                | Budget<br>(Year)<br>2008/2009<br>\$ | Actual<br>(10 Months)<br>2008/2009<br>\$ | Actual<br>(Year)<br>2007/2008<br>\$ |
|--------------------------------|-------------------------------------|--|-------------------------------------|
| <b>Opening Balance</b>         | <b>52,100</b>                       | <b>58,565</b>                            | <b>90,110</b>                       |
| Activity Surplus/(Deficit)     | (50,000)                            | (29,877)                                 | (33,967)                            |
| Interest Applied to Fund       | -                                   | -  | 2,422                               |
| <b>Closing Balance in Fund</b> | <b>2,100</b>                        | <b>28,688</b>                            | <b>58,565</b>                       |

<sup>1</sup> Revenue from Christchurch I-Site Display Advertising is shown under Funding (see Note 2)

<sup>2</sup> Note that the display advertising revenue for Christchurch I-Site display was received in the 2007/2008 financial year (\$6,445 as shown).