MINUTES ATTACHMENTS
ECONOMIC DEVELOPMENT COMMITTEE
ECONOMIC DEVELOPMENT COMMITTEE MEETING

9 September 2019

5 Presentation - The Factory
1. Presentation - Factory

6 Presentation - Central Palmerston North Business Improvement District Inc
1. Presentation - BID

8 Summary report on the June 2019 Manawatū Quarterly Economic Monitor, Major Developments, the Quarterly Retail Report for July 2019, and major economic events held during the year to June 2019 and update to the economic impact models
1. Presentation - Manawatu Quarterly Economic Monitoring
What we do

We build economic growth through:
• Stimulation and development of an entrepreneurial culture and eco-system.
• Finding, funding and growing high growth start ups.

We operate regionally, nationally and internationally
Manawatu is home and HQ
Our programmes
Our Partners

1500+ entrepreneurs and start-ups
The Last 4 yrs

1,397
Start-ups identified

$23m
Investment

71
Start-ups intensively supported

150+
Events

79%
Start-ups are still trading

4000+
People attended events
Current focus

- National position in agritech – grow international market
- Support town and campus connectivity and Food HQ bid
- Work intensively with 50+ start-ups
- Attract 1,000+ to our entrepreneurial events
The Last 8 Years

1,506
Entires into the programme

50+
Grown local Manawatu mentor pool

120+
New Zealand & International Mentors

8 Finalists
2019 Programme

Cash & Tech Tour
2019 Prizes

25
Manawatu Stakeholders
2019

- 8 Finalists (up from 5)
- 8 New Stakeholders (up from 17)
- 12 Week Programme (up from 10)
- More Weekly Structure and Support for Finalists
- Tech Tour added as Prize
2018 Finalist

Ruby Mainwaring

getagrip
ITEM 5 - ATTACHMENT 1

2018 Finalist

Kylie Love

View all author's posts further down below.
Paul Simpson

2017 Winner
ITEM 5 - ATTACHMENT 1

2017 Winner

Paul Simpson

StockTrim
SMARTER INVENTORY PLANNING
ITEM 5 - ATTACHMENT 1
Central PN Business Improvement District (BID) Inc
Introducing the Team

Rob Campbell – Interim Chair
Robin Fischer – BID Development Manager
Amanda Linsley – CEO Manawatu Chamber of Commerce (apology)
The Executive Committee (various business owners from the CBD)
Key Supporters (prominent businesses/landlords)
PNCC (David Murphy)
A partnership between the occupants of the CBD and Council.

A vehicle that allows the CBD community to influence the evolution of the central business district environment.

Just about all cities in New Zealand and across the world have some form of BIDS. Often there are multiple BIDS in a single city.

What is a BID?
ITEM 6 - ATTACHMENT 1
Engaged with in excess of 575 businesses, established a database of CBD businesses and began analysis of this to get a picture of the CBD landscape.

Held a series of open meetings to establish both the key objectives and the BID Leadership Group.

Formally incorporated as Central Palmerston North Business Improvement District Inc.

Initiated development of a business plan for the BID, including a funding plan, branding and a promotional plan.

A Facebook Group is being established to encourage participation. You will be invited to join.

Begun actively working alongside Council on the Streetscape Project, Bus Routes, City Safety and Security.
ADVOCACY

To work collaboratively with Council to promote quality urban planning, delivered with minimal disruption.

To enhance the social, cultural and economic wellbeing of the community.

To promote crime prevention awareness and cleanliness.

To assist and guide the development of commercial interests.

To advocate for the preservation of heritage appropriate to the CBD.
To beautify and develop the CBD to attract trade, tourists, visitors and new residents.

To undertake promotional activities and market the CBD as a preferred place for the local community to shop, be entertained and carry out their daily work.

To work with retailers and property owners in improving their premises to make the CBD an attractive place to be for themselves, customers and clients.

To assist the strengthening of existing businesses by creating opportunities for growth and improvement.
To facilitate the development of a strong community within the CBD.

To work with organisations that have a role within the BID – Iwi, Chamber of Commerce, CEDA, Horizons, NZ Police and other community groups.

To act as a conduit for communication both to and from Council.
Completion of the Business Plan (last quarter 2019).

Formal launch and final acceptance by the BID Community (provisionally first/second quarter 2020).

Establishment of operational structure and commencement of operations (provisionally second/third quarter 2020).
The Executive Committee

Rob Campbell – Forsyth Barr
Steve Williams – The Professionals
Mark Inman – Blacksheep Design
Hamish Pryde – Coombe Smith
Sam Rowe – Fitzherbert Rowe
Bernice Adlam – Speights Ale House
Ryan James – Burger Fuel
Greg Key – Downtown Mall
Vern Wilson – Coffee Club

Amanda Linsley (Chamber)/ Robin Fischer (Business Development)
Manawatū Economic Outlook

June 2019 quarter
Key Manawatū Region data

Filled jobs – (June 2018)
2.6% of national filled jobs

3.2% annual increase (NZ 2.6% increase)
Palmerston North – (3.3% increase)
Manawatu District – (2.6% increase)
### Key Manawatū Region data

<table>
<thead>
<tr>
<th>Earnings (salaries and wages) – $3,029 million (December 2017)</th>
<th>2.4% of national earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palmerston North – $2,596 m. (6.0% increase)</td>
<td>6.3% annual increase (NZ 6.5% increase)</td>
</tr>
<tr>
<td>Manawatu District – $433 m. (8.5% increase)</td>
<td></td>
</tr>
</tbody>
</table>
Employment and earnings growth

Manawatū region jobs and earnings growth

- Annual average earnings increase
- Annual jobs increase

Jun 15 | Sep 15 | Dec 15 | Mar 16 | Jun 16 | Sep 16 | Dec 16 | Mar 17 | Jun 17 | Sep 17 | Dec 17 | Mar 18 | Jun 18

7% 6% 5% 4% 3% 2% 1% 0%
June 2019 quarter

Annual change in job seeker benefits

- New Zealand
- Manawatū Region

Quarter:
- Mar 14
- Jun 14
- Sep 14
- Dec 14
- Mar 15
- Jun 15
- Sep 15
- Dec 15
- Mar 16
- Jun 16
- Sep 16
- Dec 16
- Mar 17
- Jun 17
- Sep 17
- Dec 17
- Mar 18
- Jun 18
- Sep 18
- Dec 18
- Mar 19
- Jun 19
- Sep 19
- Dec 19
Latest data

Retail Overview
For Period Ending July 2019 Quarter

Quarterly Activity
Changes over same time last year

Spending
$341,513,186

Transactions
8,226,007

Market Share
Your share of spending in the market
(13.6%) vs last year

Fastest Growing Store Types
In your Region
20.8%

In Competitor Locations
5.1%

Takeaways
Takeaways had the largest growth in key competitor locations, up 20.9%.

Loyalty and Outflow

Cardholder Origin

Locals
72.9%

Rest of Horizons
13.3%

Rest of NZ
13.3%

International Cardholders
0.0%

Value spent in your region
$251,076

Value spent in your region
$44,690

Value spent in your region
$45,050

Value spent in your region
$2,16

Compared to the same period last year, spending grew by 3.5%, transactions grew by 2.6%, and transactions grew by 2.1%.
Latest data

Quarterly change in electronic card retail spending (change from same quarter previous year)

Manawatu Region — New Zealand
### Latest data

#### Retail cashflow in the Manawatū region ($ million)

<table>
<thead>
<tr>
<th></th>
<th>Jul 18</th>
<th>Jul 19</th>
<th>$ m</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locals spending locally</strong></td>
<td>940.0</td>
<td>1,004.4</td>
<td>64.4</td>
<td>6.8%</td>
</tr>
<tr>
<td><strong>Locals spending in other regions</strong></td>
<td>305.8</td>
<td>300.0</td>
<td>-5.8</td>
<td>-1.9%</td>
</tr>
<tr>
<td><strong>Locals spending online</strong></td>
<td>85.9</td>
<td>112.9</td>
<td>27.0</td>
<td>31.4%</td>
</tr>
<tr>
<td><strong>Total spending by locals</strong></td>
<td>1,331.7</td>
<td>1,417.2</td>
<td>85.5</td>
<td>6.4%</td>
</tr>
<tr>
<td><strong>Visitor spending in region</strong></td>
<td>382.1</td>
<td>385.4</td>
<td>3.3</td>
<td>0.9%</td>
</tr>
<tr>
<td><strong>Net flow</strong></td>
<td>76.3</td>
<td>85.4</td>
<td>9.1</td>
<td>11.9%</td>
</tr>
<tr>
<td><strong>Total spending in region</strong></td>
<td>1,322.1</td>
<td>1,389.7</td>
<td>67.6</td>
<td>5.1%</td>
</tr>
<tr>
<td><strong>In-store spending loyalty by local residents</strong></td>
<td>75.5%</td>
<td>77.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Visitor share of total local merchant revenue</strong></td>
<td>28.9%</td>
<td>27.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Latest data

Annual building consents for new residential dwellings

- Palmerston North City
- Horowhenua District
- Manawatū District
- Whanganui District
- Rangitīkei District
- Ruapehu District
- Tararua District

Number of consents

<table>
<thead>
<tr>
<th>Year</th>
<th>Palmerston North City</th>
<th>Horowhenua District</th>
<th>Manawatū District</th>
<th>Whanganui District</th>
<th>Rangitīkei District</th>
<th>Ruapehu District</th>
<th>Tararua District</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>500</td>
<td>285</td>
<td>214</td>
<td>138</td>
<td>56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>411</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>350</td>
<td></td>
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<tr>
<td>2009</td>
<td>300</td>
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<tr>
<td>2010</td>
<td>250</td>
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<tr>
<td>2011</td>
<td>200</td>
<td></td>
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</tr>
<tr>
<td>2012</td>
<td>150</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Latest data

Palmerston North Housing Market Trends (annual increase in property values and rents)

- Property value change
- Average annual rent

Year:
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019

Annual change:
- 20%
- 15%
- 10%
- 5%
- 0%
- -5%
- -10%
Latest data

Annual value of non-residential consents

Manawatū District
Palmerston North City
Outlook

- Strong export conditions continue
- Growth in residential construction
- Major non-residential construction projects
- Transfer of jobs into the region
- Short-term pressure from banks on dairy sector
# Long-term outlook

<table>
<thead>
<tr>
<th>Development</th>
<th>$ million</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manawatū Gorge</td>
<td>650</td>
<td>start 2020</td>
</tr>
<tr>
<td>Linton and Ohakea regeneration plan</td>
<td>397</td>
<td>2018 - 2030</td>
</tr>
<tr>
<td>Mercury Energy - Turitea</td>
<td>256</td>
<td>start August 2019</td>
</tr>
<tr>
<td>Massey University capital plan</td>
<td>184</td>
<td>2016 - 2025</td>
</tr>
<tr>
<td>Powerco growth and security projects</td>
<td>150</td>
<td>2017 - 2024</td>
</tr>
<tr>
<td>Hokowhitu campus redevelopment</td>
<td>90 - 135</td>
<td>start 2019</td>
</tr>
<tr>
<td>P-8A Poseidon aircraft - infrastructure</td>
<td>300</td>
<td>finish by 2022</td>
</tr>
<tr>
<td>NZTA regional roading investment</td>
<td>cost and timing to be confirmed</td>
<td></td>
</tr>
<tr>
<td>BUPA retirement village</td>
<td>40</td>
<td>started 2017</td>
</tr>
<tr>
<td>KiwiRail regional freight hub</td>
<td>cost and timing to be confirmed</td>
<td></td>
</tr>
<tr>
<td>MidCentral DHB investment plan</td>
<td>282</td>
<td>timing uncertain</td>
</tr>
<tr>
<td>PNCC urban growth capital projects</td>
<td>48</td>
<td>2018 - 2028</td>
</tr>
<tr>
<td>PNCC city centre streetscape upgrade</td>
<td>29</td>
<td>2018 - 2028</td>
</tr>
<tr>
<td>Arena Master Plan</td>
<td>25</td>
<td>2018 - 2028</td>
</tr>
<tr>
<td>Te Manawa upgrade</td>
<td>58</td>
<td>2023 - 2028</td>
</tr>
<tr>
<td>Palmerston North wastewater plant</td>
<td>110</td>
<td>2024 - 2027</td>
</tr>
</tbody>
</table>
Long-term outlook

New Zealand's Annual International Terms of Trade

Index: June 2002 = 1000

Years ended June
