

1. *Slide presentation to Joint Strategic Planning Committee on 25 March 2021 – **Central Economic Development Agency Update***

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# CEDA UPDATE

**PALMY**™

PAPAIOEA  
PALMERSTON  
NORTH  
CITY



# REMINDER

- Late 2020 PNCC confirmed in-house delivery of destination marketing for Palmy and 3 economic events (Agri-food, Business Awards and Sort It)
- CEDA Statement of Intent deadline extended to 1 April
- Amended CEDA Statement of Expectations being finalized at present
- Delegation for amendments to Statement of Expectations sits with Mayors and CEs

# PROGRESS

- PNCC has signaled a \$200,000 reduction in funding to address destination marketing.
- MDC will maintain current funding.
- Despite resolutions, the 3 economic events will stay with CEDA as these are joint events with MDC.
- CEDA does not spend \$200,000 on destination marketing for Palmy

# PROGRESS

- CEDA identified a range of functions to stop / transfer to PNCC:
- International Education \$57,500
- Business Conference and Events \$65,000
- Marketing and Communications Activities (Palmy specific) \$80,000
- Innovate Sponsorship \$17,200 (CEDA contribution)
- Agtech Hackathon Sponsorship \$20,000
- CEDA stakeholder survey \$13,500 (biennial)
- Total \$253,200
- Other options identified include running deficits and a gradual reduction in levels of service across current functions (do the same with less)

# PROGRESS

- MDC, CEDA and PNCC negotiations have identified the following functions to be delivered by PNCC (approx. \$200,000):
  - International Education \$57,500
  - Business Conference and Events \$65,000
  - Marketing and Communications Activities (Palmy specific) \$80,000

# CONSIDERATIONS

- International Education \$57,500
  - Will require internal resourcing
  - Need to understand new strategy and ensure Council activities align with expectations of the sector. Strong focus on pastoral care and positive experience. Activities include marketing, welcoming communities, skills & talent and international connections.
- Business Conference and Events \$65,000
  - Consistent with intent of recommendations.
  - Need to be mindful PNCC runs its own facilities that compete with the private sector.
- Marketing and Communications Activities (Palmy specific) \$80,000
  - Consistent with intent of recommendations

# NEXT STEPS

- Mayors and CEs to approve amendments to CEDA statement of expectations
- JSPC to receive and consider CEDA statement of intent