

Thames Town Promotion Services

TO Thames Community Board
FROM Greg Hampton - Area Manager
DATE 4 September 2015
SUBJECT **Thames Town Promotion Services**

1 Purpose of Report

For the Board to delegate authority for awarding the tender for the Thames Town Promotion Services

2 Background

As part of the 2015-2025 Long Term Plan the Thames Community Board responded to a community request for a resource to be dedicated to the promotion and marketing of Thames and its surrounds.

As a result, the provision of the role and associated budget was consulted on in the 2015-2025 Long Term Plan (LTP) with unanimous support from Thames based submitters.

As part of the Deliberations process Community Board and Council decided to confirm the creation of the role and allocate \$90,000 per annum in years one, two and three of the LTP to cover the cost of the role (eg salary or contract cost) and associated marketing resources. It should be noted that of the \$90,000 allocated, \$15,000 is expected to be allocated annually for purchasing of main street flags, leaving an actual operating balance of \$75,000 for the role and marketing.

3 Issue

At its workshop of 22 June 2015 the Thames Community Board confirmed the procurement of services to be outsourced by way of seeking request for proposals through an open tender process.

As part of that process the tender is to be awarded in mid-October which is before the next scheduled Thames Community Board meeting being held on 2 November 2015.

4 Discussion

On 28 August 2015, Request for Proposals were invited by public notice seeking interest for all or part of the following potential scope of:

1. Develop and promote a visitor attraction strategy and "brand" that reflects Thames unique character through its attributes of culture and history, architectural heritage, significant natural landscapes, tourism products, community assets and local values.
2. Provide promotion and facilitation support contributing to a vibrant Thames town centre business community.
3. Provide promotional and coordination support to the Thames events community.
4. Development and management of a "Destination Thames" website.
5. Promotion of the Thames Civic Centre as a cultural and business events centre.

Desired Outcomes

- The lifting of Thames profile as a preferred place to visit, live, work and play – thereby

attracting both visitors and investment in the community

- Thames has a widely recognised place brand – place-brand programmes are potentially undertaken across the 4 Thames+ precincts
- A coordinated events calendar optimises event opportunity and success
- The further development of a unique and attractive town centre that optimises the value of Thames heritage and locality assets
- The Destination Thames website is a "go to" website for tourism operators and visitors to Thames.
- Increased awareness and utilisation of the Thames Cultural and Commercial Hub (Thames Civic Centre)

Potential Service Deliverables

- Develop a marketing and promotion strategy and implementation plan including “quick wins”
- Coordinate events and activities that attract people to town
- Development of a Promotional Plan to support visitor products
- Development of visitor information hubs and signage plan
- Facilitate the development of visitor products – i.e. Visitor concession offers (Museums, Galleries, Cafés...)
- Promotion of Thames Civic Centre - promotion and hosting of local and regional business activities / events
- Contribute towards implementing the vision of the Thames Urban Development Strategy

Budget

Year One - Current Year to 31 July 2016:

- \$75,000 - Town Promotion Services (Total available project budget including resource and materials)
- \$ 15,000 - Town Centre Flags budget

Note: Following Year 2 and 3 budgets are conditional upon Thames Community Board approval of annual contract/s and programmes.

Year Two - 01/07/2016 to 31/06/2017

- \$90,000 - Town Promotion Services (Total available project budget)

Year Three - 01/07/2017 to 31/06/2018

- \$90,000 - Town Promotion Services (Total available project budget)

Project Structure

Project Sponsor is the Thames Community Board.

Project Committee is the Thames Promotions Stakeholder Working Group represented by;

- Members of the Thames Community Board
- Totally Thames - a community events organisation
- Thames Business Sector
- Thames Heritage Sector
- Transition Town Thames - community resilience group

Note: The Thames Promotions Stakeholder Working Group is an informal committee with no decisional or financial delegations but is formed for the intention of representing community interest and making recommendations to the Thames Community Board in relation to this project.

Project Manager is the Thames Area Manager - Greg Hampton

The service provider will report to the Project Manager minimum of weekly and to the

Project Committee monthly.

Additional Functional Relationships

The service provider will have functional relationships with:

- Thames business community
- Thames event organisers
- Destination Coromandel - regional tourism operator
- Thames i-SITE
- Iwi
- Department of Conservation
- TCDC Economic Development Committee
- TCDC Thames Community Development Officer - Marlene Perry
- TCDC Community Coordinator - Larissa Doherty

Procurement Process

- 28 August - RFP Issued
- 18 September - RFP closes - 3 weeks
- 21-25 September - RFP assessments
- 28 September to 2 October - Interviews with shortlisted tenderers
- 1-9 October - Contract negotiation and refinement
- November 2015- Service Commencement

Project Programme

The project programme will be negotiated with successful tenderer/s.

RFP Disclaimer

The lowest or any tendered proposal will not necessarily be accepted.

5 Suggested Resolution(s)

That the Thames Community Board:

1. Receives the Thames Town Promotion Services report dated 4 September 2015.
2. Delegates the Area Manager and Board Members to award the Thames Promotion Services contract for a one year term.