

# **Reallocation of funding - Thames Business Association**

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<b>TO</b>	Thames Community Board
<b>FROM</b>	Brian Robson - Thames Community Manager
<b>DATE</b>	7 May 2018
<b>SUBJECT</b>	<b>Reallocation of funding - Thames Business Association</b>

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## **1 Purpose of Report**

For the Thames Community Board to approve the reallocation of funding from the Thames Promotion Budget for the establishment costs of the Thames Business Association, covering consultancy fees for the remainder of the 2017/18 financial year from the Thames Promotion fund.

## **2 Background**

In late 2016 Council management supported and encouraged the Thames Business Association working group to set about forming a formal Thames Business Association.

Council provided funding for the engagement of a consultant who undertook the set up phase of the project; identifying a suitable model, legal requirements and consultation.

The Thames Promotions project, approaching the anniversary of its second full year of funding and spearheaded by Craig Jones of Visitor Solutions, has largely completed the 2017 work program, leaving approximately \$35,000 unspent.

Focus Area Five of Thames Visitor Promotion and Optimisation Plan September 2016 was 'Optimised CBD Experiences'. Although it stressed developing Grahamstown and Shortland Wharf precincts, Strategy One was to advocate for the implementation of existing urban development strategies, a key function identified by the Working Group of the Thames Business Association.

## **3 Discussion**

If the broad remit of the Thames Business Association is viewed as advancing Focus Area Five of the Thames Visitor Promotion Plan, and contributing to the over-arching framework of general exposure and promotion of Thames visitor experiences, then formation of a Thames Business Association is consistent with the stated intention of the Thames Promotion fund.

There is a shortfall of \$11,500 for the consultant to complete Phase One of the setup for the Association. The Thames Community Board has discussed and agreed to fund this shortfall as it will take the project to the end of Phase One and, in doing so, allow the new Business Association to move onto the next phase, which is recruitment and preparation for long term funding.

## **4 Suggested Resolution(s)**

That the Thames Community Board:

1. Receives the 'Reallocation of funding - Thames Business Association' report, dated 7 May 2018.
2. Approve the funding of \$11,500 from the Thames Promotions budget for the completion of the Thames Business Association establishment.