



# 2018/19 CITYPROM PROPOSED BUDGET



10 April 2018

For City of Launceston Approval

# 2018/19 Cityprom proposed budget

INCOME	BUDGET 18/19	BUDGET 17/18
<b>Income</b>		
<i>General Income</i>		
Rates Levy <sup>1</sup>	\$ 516,000	\$ 504,000
Interest Income	\$ 1,000	\$ 1,000
<b>Total Income</b>	<b>\$ 517,000</b>	<b>\$ 505,000</b>
<b>EXPENSES</b>		
<b>Member Support/Marketing/Development</b>		
Advertising		
Social Media Campaigns		
Hawthorn Initiatives		
Harmony Day		
Launceston Retail Partnership		
Digital Campaigns		
Member Recog.Program		
Member Survey		
Members Function/Forums		
Newsletters		
Database development/Interactive Map		
Online Busking portal		
<b>Total Member Support/Marketing/Development<sup>2</sup></b>	<b>\$ 40,000</b>	<b>\$ 30,240</b>
<b>Events/VIBE/Precinct Activation</b>		
<b>Cityprom Managed<sup>3</sup></b>	<b>\$ 137,500</b>	
Christmas in the City		
Crazy Day		
Fiesta On George		
Winterlicious		
Targafest		
<b>VIBE Supported<sup>4</sup></b>	<b>\$ 50,000</b>	
Sawtooth Street Art Festival		
Monaro Club 50 <sup>th</sup> Anniversary		
Blooming Tasmania Central Activation		
Youth Skate Comp and Art Festival		
Day in the Kingsway		
Launceston Night Markets		
<b>Precinct Activation/Beautification<sup>5</sup></b>	<b>\$ 15,000</b>	
CBD Expansion		

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Brand of Place			
Inner Precinct Scoping Strategy			
Sculpture trail			
Inner City Living Strategy			
Connectivity/Walking City Strategy			
Night-Time Economy			
CityHeart connecting infrastructure			
Parklet Project			
<b>Total Events//VIBE/Precinct Activation</b>	<b>\$ 202,500</b>		<b>\$ 217,500</b>
<b>Leveraging from Existing Events</b>			
Christmas Parade Sponsorship			
New Year on Royal Sponsorship			
Junctions ArtsFestival Sponsorship			
Tourism Northern Tasmania Awards			
BOFA <sup>6</sup>			
<b>Total Leveraging Events</b>	<b>\$ 19,500</b>		<b>\$ 13,500</b>
<b>Administration Expenses</b>			
Rent and Outgoings			
Repairs, Maint. & Safety			
Cleaning			
Accounting/Audit/Legal			
Bank Charges			
Bad Debts			
Legal Expenses			
IT			
Filing Fees Asic			
Insurance			
Membership Subscription			
AGM costs (notices, meeting)			
Meetings & Function Costs			
Stationery/Office Supplies			
Strategic Planning			
Telephone, Mobile & Internet			
Travel & Accommodation			
Staff Costs			
Office move			
<b>Total Administration Expenses<sup>7</sup></b>	<b>\$ 63,000</b>		<b>\$ 60,000</b>
<b>Staff Costs</b>			
Wages and Salaries/Contractor			
Superannuation			
<b>Total Staff Costs<sup>8</sup></b>	<b>\$ 192,000</b>		<b>\$ 184,000</b>
	.		
<b>Total Budget</b>	<b>\$ 517,000</b>		<b>\$ 505,240</b>

## NOTES TO THE PROPOSED BUDGET

General: The proposed budget outlines an expanded operation of Cityprom as detailed in the strategic direction proposed at CoL workshops in November 2017 and more specifically in February 2018, without increase in the Central Launceston Area levy outside the CoL AAV increase. The implementation of the VIBE initiative allows for a more diverse range of activities without significant increase in contribution from members. Budget controls on existing Cityprom administrative activities will allow for the focus on evidence-based strategies for city revitalisation to occur.

1. **Rates Levy \$516,000** – Figure provided by Officers from CoL calculated at 1.50% of AAV (a decrease of 0.092% on the 17-18 rate ), as proposed at CoL workshop dated 26 February 2018.
2. **Member Support, Marketing and Development \$40,000** - increase on 2017/18 budget of \$10,000. Total increase attributed to an upgrade of the member database and website.

The database drives an interactive website map that hosts information about member businesses, amenities and infrastructure. Additional resources allocated to upgrade the database to increase security, improve the robustness of the architecture and allow for partial client editing which will enable unique search and filter operations for local users and visitors to streamline directional usage of the interactive map. An example would be enabling a user to identify a café that would be open on Sunday, offering gluten free options and that is pram friendly.

An opportunity has arisen to partner with CoL and TNT to streamline the consumer content of the Cityprom website to significantly increase reach and user functionality within the 'Destination Launceston' platform, whilst segregating information for members.

3. **Cityprom Managed Events \$137,500** - transfer of Christmas tree installation, repair and security costs to CoL -\$30,000.

Consultation with CoL has identified streamlining benefits of CoL managing the entire Christmas tree installation budget instead of splitting the costs across the two entities, as well as the appropriateness of Christmas theming of the CBD having a wider community benefit. Ownership of the tree asset will remain with Cityprom. Cityprom will maintain all event activation costs surrounding the support of Christmas in the City.

4. **Vibe Supported Events \$50,000** - the VIBE initiative has been trialed in 2017/18 to great success. The initiative allows greater engagement from members and 3<sup>rd</sup> parties to create activations in Central Launceston that build a vibrant and revitalised space. The benefits include more diverse ideas and concepts for activations, greater ownership of events by members with financial interests and the ability to leverage off more events without increasing overall member contribution. Particular successes have been the Launceston Night Markets and A Day in the Kingsway. Note, the events listed have made initial approaches to Cityprom, the budget allocation includes capacity for these and additional events/activations.

5. **Precinct Activation and Beautification \$15,000** - identifies the new focus on longer-term strategic development for a revitalised Central Launceston. 2018/19 will include a case study in to the expansion of the Central Launceston zone.
6. **Expenditure on leveraging from existing larger events \$19,500** - budget increase of \$6,000 to include additional events in Central Launceston and the support of the TNT awards, customer service section, to promote a focus on improved customer experience as one of the contemporary measures to attract visitation to Central Launceston.
7. **Administration Expenses \$63,000** – increase of \$3,000 based on 2017/18 actuals, predominantly rent and outgoings.
8. **Staff and Contractor budget \$192,000** – based on full-time Executive Officer, Project and Marketing Officer 0.8 FTE, Project Support Officers 0.7 FTE. Total 2.5 FTE plus allowances for contract specific roles.