

Nowra CBD Revitalisation Strategy Committee

Meeting Date: Wednesday, 16 February, 2022

Location: Council Chambers, City Administrative Centre, Bridge Road, Nowra

Minutes Attachments

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Christmas Promotions Committee Evaluation Report

Submitted by: Cllr Patricia White – Subcommittee Events & Promotions

Recommendation

That CBD Revitalisation Committee receive this Report for Information.

Details

This report is an evaluation report for the Christmas Promotions in Junction Court from the 13th December to the 23rd December 2021.

The Promotion Committee met on the 1st February 2022 to discuss the successful outcome of the event, to establish issues with the event, to ensure we have continuous improvements in coming years and the financial costs for the event.

The event was a huge success with many positive comments on Facebook and in person during the event. The official opening drew large continuous crowds of families, young people and groups. No negative comments were received. Speaking to people they came from Berry to as far south as Ulladulla. This gave great representation across the whole city. There was a lot of foot traffic during the whole event both during days and nights.

This year we added a Santa Post box for children to write to Santa. There was fantastic engagement with children with over 1,500 letters or cards posted to Santa in 10 days. It was enjoyable each night to open the Santa Postbox to see all of the letters.

Thank you must go to Nowra Rotary for their daily attendance and assistance. This was truly appreciated.

Additionally, thanks go to Dale Wells, South Coast Life Church and the Nowra Mens Shed for the Nativity Scene. There was lots of foot traffic around the Nativity Scene and admired by many.

Details who assisted:

- Hoorah Events - were engaged under contract to undertake the project including installation to “bump in and bump out” of decorations; purchase of new decorations.
- Social media - Think Tank were engaged to create and social media site and undertake daily social media for the event and promotion of CBD Businesses.
- Entertainment – Ali organised buskers, Danceworks dancing events, music, Choirs, Ukulele
- Rotary Nowra – Members attended daily for security, to talk to people and take photo's for them.
- Nowra Lions – provided BBQ's on different nights
- Security – provide security from 8pm to 8am each day

- Radio – 2UUU broadcasted live from the Event
- Santa – most important!
- Council Staff – excellent service from Council staff prior to and during event.
- Committee members who assisted daily

Feedback:

- Once event is set up we require to undertake a complete checklist prior to opening:
 - ✓ Safety check of all electricals,
 - ✓ Ensure street lights and paving lights are working;
 - ✓ Wires covered correctly;
 - ✓ Wet weather covers;
 - ✓ Ensure all decorations including trees are secured correctly
- Santa was a great success with everyone both young and old. Cleaning of the Santa suit during the event will need to occur. Also on hot days we need to look at personal hygiene.
- Security require detailed instructions for whilst they are on duty overnight.
- Better communications with event provider

Planning 2022

Improvements:

- Council coordination of cleaning Junction Court and bin collection
- Increased number of sand bags
- One person both from Committee & Contractor to liaise during the event
- Rotary & Lions engaged again for the event and food nights
- Helpers to assist during the day and nights prior to security
- Budget
- Decorations – purchase new decorations by May
- Aprons – purchase red aprons and screen print to identify helpers
- Media to use both social and radio
- Review of existing decorations to ascertain if needing replacement
- Additional engagement with South Coast Life Church on Nativity scene as children wanted to see more.

2022 Promotions Committee will require to issue an EOI for the Event Contractor/coordinator. This should be arranged in May.

All equipment and decorations have been stored at Bomaderry Depot previously in a Container. During 2021 the Container leaked and there was damaged to decorations which had to be replaced at the last minute. Committee members (Promotions Committee) agreed that due to the value of the decorations that a permanent storage facility in the CBD is required and approved for the decorations to go into secure storage. The decorations have been relocated to the secure storage and the promotion's fund will meet the cost of storage. James Caldwell declared a Conflict of Interest and did not vote.

Below are detailed costings for the 2021 event totalling \$53,915.23 with a couple of small accounts to come. We had savings this year, comparing the 2020 event costs, noting that we purchased new equipment and decorations this year.

Currently there are grants available up to \$30K for these types of events. The Promotions Committee has approved for Ali (Committee member) to be paid for writing the grant for next Christmas. If we are successful with the grant will be able to increase the budget to around \$80K in 2022.

Finally, the 2021 Christmas Events proved to be a great success, engaging with our residents and communities.

A special thank you to Melissa Dunn and her team at Council for their great assistance for the event. Problems we had during the event were resolved very quickly and the Promotion Committee appreciate their assistance.

Costs Wash Up Christmas 2021			
Item	Invoice	Amount	Comments
Hooray	1100	\$ 27,553.87	All works except Bump Out days yet to be invoiced once props sto
Security	6013	\$ 12,775.45	
UUU	Triple U 5	\$ 500.00	
NuKam		\$ 200.00	
Rotary		\$ 2,500.00	
Bom Lions		\$ 750.00	
Photos		\$ 227.27	
Buskers		\$ 545.45	
Think Tank		\$ 3,150.00	
Choire		\$ 200.00	
PA		\$ 2,088.19	
Incidentals		\$ 200.00	
Santa		\$ 425.00	
Sub Total		\$ 51,115.23	
Bump Out		\$ 2,200.00	Subject to Invoice
Bump Out		\$ 600.00	Subject to Invoice
Final		\$ 53,915.23	Excluding GST

Nowra CBD Revitalisations Committee – Food Markets

Submitted by: Cllr Patricia White

Recommendation

That Nowra CBD Revitalisation Committee endorse:

1. The establishment and the evolution of Food Markets in Jelly Bean Park;
2. Funding option of up to \$50,000 for installation in Jelly Bean Park of:
 - (a) Commercial Festoon lighting and strip Lighting
 - (b) WIFI
 - (c) CCTV cameras
 - (d) Additional power outlets

Should the allocation of \$50,000 not cover the above, a report will be brought back to the Committee.

3. Preparation of Traffic Management Plans for both Jelly Bean Park & Junction Court closures – budget \$2,000 that can be used for the next 5 years, including the closure of the taxi rank and laneway behind Beta Electrical Building.
4. Costs of \$500 per month to hold the markets
- 5.

Details

At the recent CBD Committee Email Meeting it was resolved: -

RESOLVED (James Caldwell / Wesley Hindmarch)

That the Nowra CBD Committee:

1. *Formally partner with the Shoalhaven Food Network to deliver a monthly food event in Jellybean Park and Egans Lane for 6-12 months, in line with Action A13 and A14 in the Revitalisation Strategy. Noting there are some changes from Action A13 Monthly Fresh Food Market, including the proposed day and nature of food market.*
 2. *Create a working group of the Nowra CBD Revitalisation Committee to work with the Shoalhaven Food Network and act as a liaison until the Placemaker is appointed to take over the role.*
 - a. *Allocate the following two members to the working group:*
 - i. *James Caldwell*
 - ii. *Brendan Goddard*
 3. *Request that the working group negotiate a funding agreement in line with the adopted budget to support event delivery and report back recommendations to the next meeting.*
- CARRIED*

As per the resolution, the working group and Shoalhaven Food Network have met twice to discuss the way forward and next steps in terms of agreement, event planning and budget.

There was agreement to establish the Food Night Market subject to approval by the CBD Revitalisation Committee.

Details from meetings are as follows:

1. Food Markets to be held in Jellybean Court on Wednesday evenings

2. First market to be held 16th March 2022 and then on the third Wednesday of each month
3. Food Vendors – 8 to 10 to commence
4. Vendors to provide Public Liability insurances to Council
5. Vendor fees to Shoalhaven Food Network
6. Traffic Management plans to be undertaken
7. Nil charges from Council for Jellybean space
8. Music for the night to be organised by Shoalhaven Food Network
9. Marketing by radio and social media
10. Template checklist required for each event
11. Event approvals from Council to be obtained by Shoalhaven Food Network

The Chair and Cllr White met onsite with staff to establish the costs for the lighting, WIFI, CCTV cameras and up-grade of power outlets. We are waiting for a quote for supply and installation by Council.

The budget for the markets has been broken into two parts – Capital investment and monthly costs.

Monthly Costs

Music	\$300.00
Marketing	\$100.00
Contingency	<u>\$100.00</u>
Total	\$500.00 per month

Capital Investment

CBD Revitalisation Committee provide a capital investment budget of \$50,000 for the installation of lighting/WIFI/CCTV Cameras and additional power outlets. If the quotes are greater than \$50,000 a further report will be provided to the Committee.

The Chair has had initial discussions with the Police who are fully supportive of the investment of infrastructure in Jellybean Court and the Market event.