

Nowra CBD Revitalisation Strategy Committee

Meeting Date: Wednesday, 17 May, 2017
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 4.00 pm

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Agenda

1. **Apologies**
2. **Confirmation of Minutes**
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3. **Declarations of Interest**
4. **Presentations**

CBD17.28 Junction Street Markets - Update by Peter Russell
5. **Reports**

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6. **General Business**

Membership

Mr Ben Stewart or delegate
Mr Warwick Papworth or delegate
Ms Annie Aldous
Mr James Caldwell
Mr Scott Baxter
Mr Brendan Goddard
Mr George Parker
Ms Sivan Agam

Non-voting members

All Councillors

Quorum – Five (5) members

Purpose

- To direct the development and implementation of the Revitalisation Strategy for the Nowra CBD and review as appropriate.
- To determine overall capital works programs established by the Nowra CBD Revitalisation Strategy, as amended from time to time.
- To agree an annual capital works budget with council
- To identify and approve all expenditure of funds identified in the Nowra CBD Revitalisation Strategy, additional funds allocated by council for capital expenditure in the Nowra CBD including any loans, grants or from funds from any other source.
- To act as a communication conduit between Council and the CBD stakeholders in respect to the Nowra CBD Revitalisation Strategy with appropriate support from council as required.
- Assist council in advocating the adopted CBD Revitalisation Strategy to the community.
- Provide a report to council each year outlining progress towards achieving the goals set out in the CBD Revitalisation Strategy together with any recommendations for updating the Revitalisation Strategy.
- Consult with relevant stakeholders as needed.

Delegated Authority

- To expend funds allocated to the CBD Nowra Revitalisation Strategy Committee by Council within the approved budget.
- To establish sub Committees as deemed appropriate.
- To promote the advantages of the CBD inside and outside the area, including making press releases and promoting the Nowra CBD Revitalisation Strategy project.
- To raise funds other than rates and loans to fund the objectives of the Committee.
- To expend funds raised outside of Council as the Committee deems appropriate, e.g. promotions, entertainment etc.

MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE

Meeting Date: Wednesday, 19 April 2017
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 4.00 pm

The following members were present:

Clr White
Clr Pakes
Clr Guile
Clr Cheyne – arrived at the meeting at 4.11 pm
Clr Watson – arrived at the meeting at 4.22 pm
Mr Ben Stewart - Director Assets & Works – arrived at the meeting at 4.11 pm
Ms Annie Aldous
Mr James Caldwell - Chairperson
Mr Scott Baxter
Mr Brendan Goddard
Mr George Parker
Ms Sivan Agam

Others present:

Gordon Clark – Section Manager, Strategic Planning
Jessica Volkanovski – Strategic Planner
Ros Holmes – City Design & Support Unit Manager
Melissa Andrews – Community Development Officer
Michael Jarman – Unit Manager, Ranger Services
Colin Wood – Section Manager, Building and Compliance

Apologies / Leave of Absence

Apologies were received from Clr White

Confirmation of the Minutes

RESOLVED (By consent)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 15 March 2017 be confirmed.

CARRIED

Declarations of Interest

Nil

CBD17.25 Nowra Mall and Shopping Trolleys - Update

HPERM Ref:
D17/115276

Nowra Mall

Colin Wood, Section Manager Building and Compliance, noted that Mayor Findley has written to the owner of the Nowra Mall to encourage him to address the issues raised regarding the declining appearance of the Mall.

It has been identified that a wall in the Nowra Mall is in disrepair and an engineer's assessment has been requested.

It was noted that Council continues to work with managing agents, owners and tenants when issues such as these are identified. An update will be provided at the next Committee meeting regarding the Nowra Mall.

Shopping Trolleys

Michael Jarman, Unit Manager Ranger Services, provided the Committee with an update on Council's processes with regard to abandoned shopping trolleys. It was noted that supermarkets are charged an impounding storage and release fee when trolleys are claimed and Council continues to work with stores with regard to the issue of abandoned shopping trolleys. Contact has been made with both Coles and Woolworths regarding collection of their trolleys.

CBD17.26 Additional Item - Applications for Membership Interview Panel

Nominations close at 5.00pm on Friday 5 May 2017. Three applications have been received to date.

The selection process for new members to the Committee wasn't clear and advice from Council's Governance Unit will be requested.

The membership selection process was discussed and it was agreed that a member of the Committee should participate on the interview panel.

Recommendation (By consent)

1. That appointments to the Nowra CBD Revitalisation Strategy Committee be made by the Council following recommendation from the Committee.
2. Recommendations for appointment as members will be made to the Nowra CBD Revitalisation Strategy Committee by a Membership Appointment Panel comprising of:
 - Chairperson or Nominee of the Chairperson
 - Council staff Committee member or staff nominee
 - Governance Unit Business Manager
3. Update the Committee's Terms of Reference to reflect the changes.

PRESENTATIONS

CBD17.19 Update - Junction Street Market - Peter Russell

**HPERM Ref:
D17/106508**

Item deferred to the May meeting.

REPORTS

CBD17.20 ACCESS IMPROVEMENTS TO CBD PREMISES

**HPERM REF:
D17/77943**

Item dealt with later in the meeting.

CBD17.21 Nowra CBD Revitalisation Strategy - Budget and Projects Update

**HPERM Ref:
D17/112038**

The Committee discussed the budget and it was noted that \$48,239 potentially remains unspent at this time.

The Façade Improvement Program was also discussed including participation of property owners and the amount currently offered. It was noted that the amount offered is at the discretion of the Committee. The Committee agreed that the maximum allocation should be increased from \$3,000 to \$5,000.

A copy of the flyer for the upcoming murals was tabled.

The Committee was advised that staff are waiting on more information regarding the Lismore Eat the Street project and an update will be provided at the next meeting.

Recommendation (Item to be determined under delegated authority)

That the Committee receive the report for information.

RESOLVED (By consent)

That

1. The Committee receive the Budget and Projects Update report for information.
2. The financial assistance provided under the Nowra CBD Façade Improvement Financial Assistance Program be amended to 50% of the total cost of works (labour and materials) up to a maximum dollar value allocation of \$5,000 (excl. GST) per property.
3. A Budget of \$15,000 be allocated under the Nowra CBD Façade Improvement Financial Assistance Program in the 2017/2018 financial year.
4. The Program guidelines be updated to reflect the changes.
5. The Program to be reviewed in April 2018.

CARRIED

CBD17.22 Parks and Leisure Australia Seminar - Pop Ups, Parklets and Streetscapes

**HPERM Ref:
D17/112044**

The Committee discussed options with regard to parklet size and costs associated with trialling or buying a parklet. It was noted that the single size parklets are registered as a trailer and can be towed by a car.

Recommendation (Item to be determined under delegated authority)

1. That the Committee endorse a budget of \$10,000 in 2017/2018 for a trial parklet to be placed in Nowra CBD.
2. Council staff commence an Expressions of Interest process with the Nowra CBD business owners.

RESOLVED (Annie Aldous / Brendan Goddard)

1. That the Committee endorse a budget of \$20,000 in 2017/2018 to purchase a single parklet to be placed in Nowra CBD.
2. Council staff commence an Expressions of Interest process with the Nowra CBD business owners.

CARRIED

CBD17.23 Shop Closure Kinghorne/CBD**HPERM Ref:
D17/115633**

Sivan Agam advised the Committee that retailers in the CBD had expressed concerns, such as empty shops and rental costs and questioned what strategies were in place.

Clr Gash noted that shopkeepers have an obligation to open when tourists are about, for example, over the Easter period.

Discussion followed regarding how to attract businesses/retailers to the CBD and the benefits that pedestrian counters may provide to retailers.

Recommendation (Item to be determined under delegated authority)

That the Nowra CBD Revitalisation Strategy Committee consider:

1. Strategy to bring tourists/students into the CBD
2. Strategy to bring in a diverse range of shops
3. Rates and rental
4. Feedback from shop owners

RESOLVED (Brendan Goddard / George Parker)

That:

1. The Committee purchase an additional three (3) pedestrian counters.
2. Annie Aldous and Brendan Goddard to liaise with Ben Stewart with regard to the location of pedestrian counters.
3. Council staff to investigate making data from pedestrian counters accessible via Council's website.

CARRIED

**CBD17.24 Cultural and Community Revitalisation Plans for Nowra
CBD 2017-2021****HPERM Ref:
D17/115519**

Clr Watson – left the meeting at 5.30 pm

Sivan Agam outlined some of the recent activities and projects undertaken by Mr McNeilly, Director of HumanMatters.

James Caldwell advised the Committee that he phoned Mr McNeilly with regard to his activation program concepts for the CBD and noted that at present there is no business or project plan regarding the suggested budget required to fund a program.

It was suggested that Mr McNeilly be invited to address the Committee.

Recommendation (Item to be determined under delegated authority)

That the Nowra CBD Revitalisation Strategy Committee consider the letter (attached) from Human Matters regarding cultural and community revitalisation plans for the Nowra CBD 2017-2021.

RESOLVED (By consent)

The Nowra CBD Revitalisation Strategy Committee invite Mr Alex McNeilly, Director of HumanMatters to attend a future meeting to discuss his Nowra CBD Activation proposal.

CARRIED

GENERAL BUSINESS**CBD17.27 Additional Item - CBD Lighting Site Layout Plan**

Ros Holmes, City Design & Support Unit Manager, tabled the CBD lighting site layout plan. It was noted that a structural engineer will need to be engaged for modification to the supporting light poles.. Quotes will be obtained for fairy, festoon and fibre optic lighting. It was noted that fibre optic lighting is more expensive but has a greater lifespan and requires less maintenance.

CBD17.25 SHOPPING TROLLEYS - UPDATE**HPERM REF:
D17/115276**

Item dealt with earlier in the meeting.

CBD17.20 Access Improvements to CBD Premises**HPERM Ref:
D17/77943**

Melissa Andrews, Community Development Officer advised that some premises in the CBD require access to be improved for people with disabilities. In some premises, there are other issues such as difficulty in moving around the store or approaching the counter.

It was noted that where streetscapes have been improved, these areas have been made fully disability access compliant.

Recommendation (Item to be determined under delegated authority)

That the committee

1. Allocate \$30,000 from the 2017/2018 Nowra CBD Revitalisation Committee budget to offer landlords an incentive to improve physical access to retail businesses in the CBD.
2. Offer to fund 75 percent of the cost to improve physical access to premises capped at \$5,000 per landlord.

RESOLVED (By consent)

That the Nowra CBD Revitalisation Strategy Committee

1. Allocate \$15,000 from the 2017/2018 Nowra CBD Revitalisation Committee budget to offer land owners an incentive to improve physical access to retail businesses in the CBD.
2. Offer to fund 50 percent of the cost to improve physical access to premises capped at \$3,000 per land owner.
3. Develop similar guidelines to that of the Nowra CBD Façade Improvement Financial Assistance Program.

CARRIED

There being no further business, the meeting concluded, the time being 6.16pm.

Mr James Caldwell
CHAIRPERSON

CBD17.29 Lighting of Nowra CBD Berry St

HPERM Ref: D17/38405

Group: Assets & Works Group
Section: Project Delivery & Contract

Attachments: 1. Plan - CBD Festoon Lighting [↓](#)
2. Deco Lighting Festoon Globes [↓](#)

Purpose / Summary

The following report is provided to detail cost options as requested

Recommendation (Item to be determined under delegated authority)

That the Committee support the combination of Berry Street Fairy Lighting – Options 3,4,5 within the report and commit the \$34k allocation for these works.

Options

1. Accept the recommendation as written

Implications: The Revitalisation Committee elect to proceed with a combination of Berry Street Fairy Lighting – Options 3,4,5 = \$27,608.

2. Propose an alternative.

Implications: The Revitalisation Committee may choose to allocate a budget with contingency and identify an alternative preferred option for works to proceed

Background

Included below is a response to the request by the Committee for further investigation into supplying festoon and fairy lighting in the Nowra CBD. The two designated streets for investigation are Junction Street (refer to plan, attachment A) and Berry Street.

Two lighting specialist companies have supplied cost estimates for the supply and installation for the works, which is detailed below. Further to this a fee proposal is being obtained from a local engineering consultant for design and certification of the extension poles, fittings and catenary wire for Junction Street specifically. In addition a cost estimate for a local electrician to complete the 240v connection between LED lights and existing SCC supply has also been included.

The Junction Street costings are based on a road width of 15m, product meterage of approx. 195m, pole height at centreline of road 5.5m. Requested was a lighting system capable of multiple colour scenes and chase patterns enabling SCC to operate a several preset events (colours) at the push of a button.

1. Option 1 Junction St Festoon lighting (between Kinghorne St and Berry St)

1.1 Limelight Sound and Light Entertainment – Supply & install = \$79,930 (inc GST)

Includes the following;

- 13 sets x LED Festoon cable loom with 750mm lamp spacing
- 260 x LED luminaire 65mm sphere
- 200watt/24v LED driver x13
- Wireless transceivers x 14
- 3.5mm stainless steel catenary wire
- Touch screen controller / colour controlled from ground level
- Traffic management & equipment to work at heights in **day time**
- 240v power to existing pole & power supply x 13

Excludes the following; Existing light pole modification & extension (structural engineer).
Repairs & modifications to existing 240v supply.

1.2 Deco Lighting & Display Pty Ltd – supply & install = \$30,945 (incl GST)

Includes the following;

- 13 sets x LED festoon cable @ 750mm spacing
- 13 x sets of LED cable with 750mm lamp spacing
- 221 x LED 60mm RGBWW luminaire @ 750mm spacing
- 240-24V 150watt power supply
- Stainless steel guide catenary wire (designed by structural engineer)
- Remote control / colour controlled from ground level
- Power supply & extension leads
- Traffic management, boom lift & **working at night**

Excludes the following; 240v electrical service connections into existing power supply, SCC road permits, site establishment

1.3 Structural Engineering design and certification – allow approximately \$5,000

Further to the cost estimates for the supply and installation of festoon lighting to Junction Street there is a requirement to obtain detailed structural engineering design and certification of design for the extension pole which will be located at specified points to either an existing lamp post or bannerette pole.

1.4 Manufacturing – allow approximately \$10K-\$15K to manufacture, powdercoat and install extension poles.

1.5 Refer to Decorative Lighting Company RGBWW Festoon Globes colour examples (attachment B)

2. Option 2 Fairy Lights (Berry Street 2 x fig trees in front of library)

2.1 Deco Lighting & Display Pty Ltd – Supply & install = \$13,954 (inc GST)

Includes the following *;

- *24v LED warm white light strings (fairy lights), connectors, extension lead
- *240v – 24v power supply
- *Boom lifter

*Excludes the following; 240v electrical service connections into existing power supply, SCC road permits, site establishment.

3. Option 3 Fairy Lights (5 x London Plane Trees, Berry Street (west side in front of SCC carpark)

Deco Lighting & Display Pty Ltd – Supply & install = \$12,017 (inc GST) includes; all items noted above and marked with *.

4. Option 4 Fairy Lights (4 x trees to Post Office cnr. Junction St)

Deco Lighting & Display Pty Ltd – Supply & install = \$9306 (inc GST) includes; all items noted above and marked with *.

5. Option 5 Fairy Lights (3 x trees to United Church cnr. Junction St)

Deco Lighting & Display Pty Ltd – Supply & install = \$6285 (inc GST) includes; all items noted above and marked with *.

Consideration

The Committee discuss the various costings options listed above, noting however that SCC have previously dealt with Deco Lighting. This company was responsible for the installation of fairy lights to both Jelly Bean Park and Junction Street trees. Deco's cost estimates are significantly lower than Limelight's.

The current available budget is \$34K.

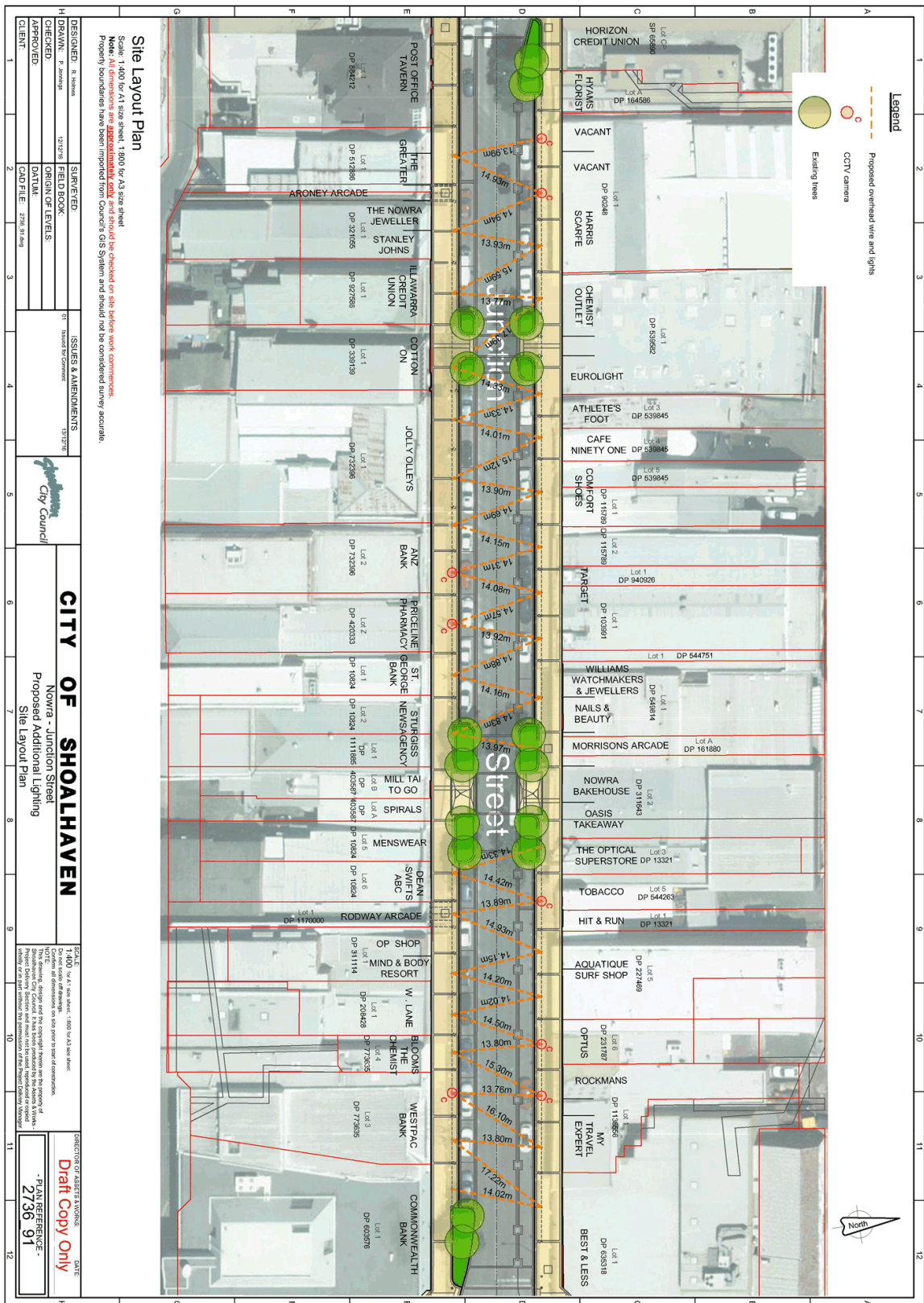
Regarding Junction St the potential outlay in excess of \$51K (and poses significant delays due to structural engineer design work, metal fabrication and powder coating). Full cost estimates can be supplied to the committee once a recommendation to proceed has been given. At this point a project plan including installation timing can be provided.

Whereas for Berry Street the outlay is significantly lower and a fairy lights could be installed if the committee selects to go with any combination of Option 5, 4 and 3 (Berry St Post Office cnr northward to the SCC carpark and still fall within the available budget.

The option to place fairy lights to the western side of Berry Street was also investigated however with no access to existing power supply it is recommended not to proceed at this stage and incorporate street tree lighting into future footpath upgrade works.

Recommendation

It is recommended that the committee proceed with a combination of Berry Street Fairy Lighting – Options 3,4,5 = \$27,608. The remaining options 1 and 2 be funded in financial years 17/18 when the full cost and implications are understood.



RGB

Festoon Globes

DECORATIVE LIGHTING COMPANY
www.decolight.com.au








RGB colour controllable festoon globes. These festoon globes are equipped with an E27 fitting and is compatible with our festoon lighting systems. Capable of achieving red, green, blue and mixed colour ways with adjustable brightness by remote. The globes can also be set to animated feature such as; static, step, fade, flash, and random with adjustable speed settings.

- Memory function
- Low voltage
- Shatterproof
- Outdoor quality
- Standardised E27 fitting
- UV stabilised coating
- RF Remote controllable
- Adjustable brightness
- Adjustable speed controls

Colour Examples



PRODUCT SPECIFICATION

Power requirement	24 Volt	Globe Fitting	E27
Globe Diameter	60mm	Remote Type	Radio frequency 5 metre range
Watt requirement	8 Watts per globe	Waterproofing	IP44

CBD17.30 Council Policy (POL 14/48) - Events Road Closure - Junction Court, Nowra

HPERM Ref: D17/123197

Group: Planning Environment & Development Group
Section: Strategic Planning

Attachments: 1. Policy - Event Road Closure - Junction Court - Nowra [↓](#)

Purpose / Summary

To obtain support to rescind Council Policy: POL14/48 – Road Closure – Events – Junction Court.

Recommendation

That the Committee support rescinding POL 14/48 – Road Closure – Events – Junction Court.

Options

1. Support the rescinding of POL 14/48 – Road Closure – Events – Junction Court

Implications: There would be minimal implications as a result of rescinding this policy, as there are other mechanisms to enable Junction Court to be closed for the purpose of 'one off' future events.

2. Provide further direction and propose an alternative, this could include retaining or refining the existing policy.

Implications: The implications of any alternate option would need to be considered and reviewed.

Background

Following the reopening of the road to traffic, Council adopted a Policy in late 2014 which allowed the closure of Junction Court, Nowra to traffic to enable large community events to take place within the CBD.

The Policy (POL 14/48 – Road Closure – Events – Junction Court) was written after Junction Court was re-opened to traffic in June 2014 and there was minimal replacement public open space within the Nowra CBD to host events. Since then the Jelly Bean Park upgrade (Egans Lane) has been completed and the new laneway (adjacent to the Arts Centre) completed. These now provide two new attractive civic spaces within the CBD which have the ability to host regular events.

Where necessary, Junction Court is still able to be utilised for temporary events and, if necessary, closed to traffic on a one off basis. As such it is no longer considered that a dedicated and enduring policy is required in this regard.

Should a potential event, requiring road closure, be proposed for Junction Court, a traffic management plan will be required to be submitted along with a temporary event application.

This will be referred to Council's traffic unit, who will advise of necessary traffic measures for the event. This is the process for all other temporary events requiring road closure across the city. On this basis, it is not considered necessary to maintain this standalone specific Policy and it is recommended that it be rescinded.

Relevant Sections within Council (Traffic and Economic Development) have been consulted in this regard and they have no concerns with the policy being rescinded.

Community Engagement

This report seeks the Committee's view on rescinding this policy. The rescinding of this policy, if supported by the Committee, will also need to be reported to Council for formal resolution.

There is no requirement to undertake community engagement should this policy be rescinded given that it is essentially an operational policy of the Council.



City Administrative Centre
Bridge Road (PO Box 42), Nowra NSW Australia 2541 - DX 5323 Nowra
Phone: (02) 4429 3111 - Fax: (02) 4422 1816

Southern District Office
Deering Street, Ulladulla - Phone: (02) 4429 8999 – Fax: (02) 4429 8939

Email: council@shoalhaven.nsw.gov.au

Website: www.shoalhaven.nsw.gov.au

For more information contact the Planning & Development Services Group

Event Road Closure - Junction Court - Nowra

Policy Number: POL14/48 • **Adopted:** 28/10/2014 • **Minute Number:** MIN14.776 • **File:** 1637E, 42111E •
Produced By: Planning & Development Services Group • **Review Date:** Thursday, 1 December 2016

1. PURPOSE

To facilitate the use of Junction Court, Nowra as a civic space for significant community events while managing vehicle and pedestrian movements in a road environment.

2. STATEMENT

Junction Court forms part of a road between Kinghorne Street and O'Connell Lane while providing a popular civic space in the Nowra CBD that hosts community events. This policy recognises that Junction Court is primarily a road used for vehicular movements that may also be closed on occasions and used for significant community events.

3. PROVISIONS

To facilitate a consistent approach to vehicle and pedestrian management, the following provisions apply to the temporary closure of Junction Court to traffic:

- a) Junction Court is predominantly for vehicular traffic, therefore community events are encouraged to operate in Junction Court without having to always activate a traffic closure.
- b) Closure of Junction Court is permissible for significant community events only (e.g. River Festival). Significant events will be determined on a case by case basis and in consideration of Council's *Guidelines to Booking Junction Court*.
- c) The temporary closure of Junction Court to traffic for significant events will be controlled by a standard traffic management plan which Council will provide to an event applicant.
- d) In the circumstance where multiple booking applications are made for a significant event on the same day, and one or more application seeks exclusive use of Junction Court, a priority will be given to those with a greater community benefit.

4. IMPLEMENTATION

This policy will continue to operate in association with Council's Guidelines to Booking Junction Court which is administered by Council's Economic Development Office.

Shoalhaven City Council - Event Road Closure - Junction Court - Nowra

5. REVIEW

The application of this policy will be monitored and where appropriate reviewed to ensure that it adequately facilitates a consistent approach to vehicle and pedestrian management in Junction Court.

6. APPLICATION OF ESD PRINCIPLES

The policy encourages the hosting of significant community events in Junction Court and the immediate surrounding area.

DRAFT

CBD17.31 Possible CBD Activation - Event Example - Lismore Eat the Street Food Festival

HPERM Ref: D17/133728

Group: Planning Environment & Development Group
Section: Strategic Planning

Purpose / Summary

To report back on the investigations into the Lismore 'Eat the Street' Festival and seek a decision from the Committee with respect to a similar annual event in Nowra CBD.

Recommendation (Item to be determined under delegated authority)

That the Committee:

1. Support a future out of season event/festival to be held in Nowra CBD, potentially similar to the Lismore "Eat the Street" festival.
2. Allocate funding in 2017/18 year to provide for consultation with relevant stakeholders (including food businesses in Nowra CBD) to advance planning for an event of this nature.
3. Request a further report be provided following this consultation with an aim to set a date and funding for an initial event.

Options

1. Support a future out of season event/festival to be held in Nowra CBD, potentially similar to the Lismore "Eat the Street" festival and allocate a budget in the 2017/18 Financial Year to commence work with relevant stakeholders to advance the planning for an event of this nature.

Implications: Holding an event similar to Lismore's 'Eat the Street' could have positive benefits for the Nowra CBD through increased patronage and subsequent visitor expenditure. It could also provide any opportunity for a significant activation event outside normal peak seasons (e.g. winter).

2. Receive this report for information only.

Implications: This would mean that no further action would be taken at this stage to arrange a possible annual, out of season event in Nowra CBD. The Committee could however determine at a later date whether a budget should be allocated towards an annual event/festival within Nowra CBD.

Background

On 15 March 2017 the Committee received an initial information report on the Lismore 'Eat the Street' Festival and it was resolved that staff investigate further and report back to the Committee in relation to the cost to run an annual activation event/festival in the Nowra CBD, potentially outside normal peak periods.

Council staff contacted Lismore City Council in relation to the successful Lismore 'Eat the Street' Festival and a summary of how the event is funded, resourced and the role played by Lismore City Council is provided below.

Funding

The event is funded through the Lismore Business Promotion Program (similar to the Nowra CBD Revitalisation budget). The budget for the program is funded through a special business rate variation levy and as such provides the seed capital for 'Eat the Street' and other events and marketing initiatives.

The annual operational budget for the 'Eat the Street' festival is approximately \$70,000 with an additional \$10,000-15,000 in kind contributions and the like. Additional revenue is raised through sponsorship, stall holder revenue, exclusive alcohol sales and a \$10,000 event grant from Lismore City Council's Tourism and Events Department.

Patronage`

In 2015, the festival's first year, approximately 10,000 patrons attended the 'Eat the Street' festival. In 2017 approximately 22,000 patrons visited Lismore for the duration of the festival. Stallholders have increased the number of plates sold from 550 to 1,200 plus per festival, in this time.

It was estimated by Lismore City Council that the total visitor spending at 'Eat the Street' and within the CBD as approximately \$630,000 per annum.

Due to the popularity and success of the festival, a number of businesses and residents have called for the event to be held on a more frequent basis. Due to the potential of the festival losing its impact and patronage through an increase in frequency, Lismore City Council is investigating a regular smaller scale food event with limited number of food trucks.

Marketing

An extensive marketing campaign is utilised for 'Eat the Street' which involves print, television, web and social media advertising. Campaigns are generally run for a period of four weeks with several publications produced around the Northern Rivers region from Tweed to Grafton.

Resources

Lismore City Council engaged the organisers of another festival held in Bangalow, Sample Food Festival, to coordinate the first 'Eat the Street' Festival. The festival is now managed in-house through Lismore City Council's City Centre Manager. The organisation of the event has proved demanding due to limited resources, if the event were to increase in scale or frequency there would be a need for outsourcing event coordination which would result in an increase in operational costs.