

Proposal #2 Night Market

What has been proposed

The Rotorua Night Market started in March 2010 and was established to add vibrancy and activity to the inner city and provide opportunities for CBD businesses.

It currently costs the ratepayers of Rotorua around \$200,000 per year to run the Night Market.

It's now time to review the Market to determine whether change is needed, if savings can be made, and to consider what the options for change might be.

Some of the infrastructure which enables the market will require future investment to replace.

Options being considered

Option 1 - Night Market remains in Tūtānekai st location, held weekly (weather permitting), year-round.

This option is to keep the Night Market in its current location on Tūtānekai Street and to hold it weekly all year round (weather permitting). The Market currently costs Rotorua Lakes Council approximately \$200,000 annually to run on a weekly basis and investment will be required in future to upgrade some of the infrastructure for the Market.

This option would increase the average rates by approximately 0.02%.

Option 2 - Move the Night Market to seasonal, run six months of the year.

This option would see the Market run over the warmer summer months with less chance of weather-driven cancellations. This is estimated to save approximately \$100,000 per year.

This option would reduce average rates by approximately 0.1%.

Option 3 - Move the Night Market to an alternative location.

This option would explore alternative locations for the Night Market to be held. This option assumes that the Market would be held all year round. Moving the Night Market may require some additional set-up costs initially. By exploring alternative locations there is an estimated saving of \$25,000 due to less traffic management requirements.

This option does not impact the average rates increase of 7.95%.

Option 4 - Investigate potential for someone else to take over running the market with RLC providing \$80,000 in sponsorship.

This option explores the opportunity of someone else running the Night Market on behalf of the Council. Council would still provide \$80,000 by way of sponsorship to assist with the Market's continued success.

This option would reduce rates by approximately 0.12%.

Analysis of Feedback

The question asked of the community during the consultation on the Annual Plan was:

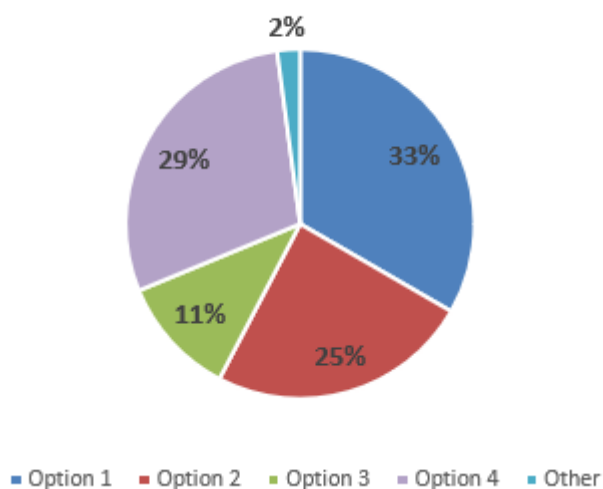
Rotorua Night Market

Which option do you support?

- ☐ Option 1 - Night Market remains in Tūtānekai st location, held weekly (weather permitting), year-round.
- ☐ Option 2 - Move the Night Market to seasonal, run six months of the year.
- ☐ Option 3 - Move the Night Market to an alternative location
- ☐ Option 4 - Investigate potential for someone else to take over running the market with RLC providing \$80,000 in sponsorship.

Total feedback on this topic	Option 1	Option 2	Option 3	Option 4	Other
189	63	46	21	55	4

Night Market



The following themes are from the comments from those that support option 1:

- The Market brings vibrancy and economic benefits to the inner city and to the wider community. Keeping the night markets as they are, will continue to bring these benefits to Rotorua.
- The market attracts both locals and tourists into town and having the regularity of every week is good for both locals and tourists.
- The markets are a positive community experience and are an opportunity to support local businesses, they also provide an opportunity to celebrate different cultures in Rotorua.

The following themes are from the comments from those that support option 2:

- The summer months are better suited to running markets due to the weather.

The following themes are from the comments from those that support option 3:

- Exploring a new location may be good, parking can be an issue in town
- The lakefront should be explored as a better suited location

The following themes are from the comments from those that support option 4:

- An external group running the market is better suited than the council.
- Running the market is not council business
- Reducing the impact on rates is good

Other Night Market themes:

Keep it run locally to keep it affordable for the stall holders and support local businesses.

Recommendation

Councils resolves to:

- a. Make no change to the Rotorua Night market, the market will remain in Tūtānekai st location, held weekly (weather permitting), year-round and increase average rates by approximately 0.02%.

OR

- b. Move the Night Market to seasonal, running six months of the year, increasing the average rates by approximately 0.1%.

OR

- c. Investigate moving the Night Market to an alternative location having no impact on the average rates increase.

OR

- d. Investigate potential for someone else to take over running the market with RLC providing \$80,000 in sponsorship, reducing the average rates by approximately 0.12%.

Submissions Received on this proposal

2-6	10	12	15-16	21	24-25	28-29	34-35	40
43-44	49-51	53-54	56-58	60	62	68-69	72-73	77-80
83	86	89	93	95	97	100	102-104	106
110-114	117	122	124	126	129	132	138-140	142
144-147	151-155	157	159-160	162	165	168	170	172-187
189-192	194-201	203-219	221	225	227-228	231	233	236-237
240	244	247	259	261-264	266	269	273-275	277-278
281-283	286	289-293	297-298	300-302	309	311	314	316
317-319	330	338	340	342	345	347	351	354-355
357-362	364-366	370-373	391	393				