

EVIDENCE OF ELIZABETH HEGARTY

1. My full name is Elizabeth Hegarty and I am the Development Manager of the Nelson Regional Economic Development Agency. The Agency is charged with encouraging the development of sustainable business activity in the Nelson/Tasman region and of necessity many businesses that seek to site in Nelson eventually find themselves expanding into or at least serving the Tasman district.

2. The Agency has been provided with estimates of the proposed events and their attendance, and has used these estimates to forecast the potential economic impact of the events on the regional economy.

3. An analysis was done for the proposed Tapawera Motorsport Park working on the basis of a large meeting and a small meeting. An example of the large meeting would be something like the V8 racing competition, the numbers would be local residents (10,000), outside the province attending (1,000), overseas attendees (400), those staying overnight (1,000), number of events per year (4).

For a large meeting our model indicates:

Credited visitor spend: \$454,592.90.

Indirect benefits: \$174,782.49

Total Income generated by event: \$629,275.39

Total GDP generated by event: \$290,030.89

Total full time equivalent generated by the event: 7.42

For a small meeting which we define as something like drag racing which would define as number attending (1500), locals (1200), people outside the province (300), staying overnight (estimate – 300), number from overseas (nil), number of events per year (4).

The model indicates:

Credited visitor spend: \$64,070.00.

Indirect benefits: \$2,434.80

Total Income generated by event: \$8,819.80

Total GDP generated by event: \$41,269.07

Total full time equivalent generated by the event: 1.05

4. Putting the two models together:

Credited visitor spend: \$2,07,85.59;

Indirect benefits: \$796,529.18

Total Income generated by combined events: \$2,872,380.76

Total GDP generated by combined events: \$1,325,199.73

Total full time equivalent generated by combined events: 33.87

The \$2.8 million plus total income constitutes the revenue including second and third round spending.

The generation of income in this district from a proposal such as the Motorsport Park would be significant.

5. I am happy to answer any questions.