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## **ART DECO TRUST INFORMATION SHEET 15**

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# **ART DECO TRUST OPERATING FUNCTIONS**

The Art Deco Trust operates in the following ways to achieve its preservation and tourism goals:

## **1 BUILDING PROTECTION**

- Working to discourage demolition or unsympathetic alteration preserves the tourist and heritage asset.
- The image of a preservation precinct is in harmony with the conservation ethos of the 1990s and appeals to eco-tourists.
- Effective preservation requires vigilance, networking and liaison with the NZ Historic Places Trust and the Napier City Council.

## **2 BUILDING ENHANCEMENT**

- Advising building owners on colour schemes and refurbishments provides the Trust with income and enhances the tourism product.
- Colour schemes give the city a vibrant quality which draws attention to the architecture.
- Colour schemes emphasise the living and dynamic qualities of Napier's business area which is not an historic enclave but a busy commercial and retail centre.
- The enhanced CBD improves the image of the city to all visitors, not just Art Deco Tourists, and increases civic pride among residents.
- The Art Deco Improvement Grant Scheme provides an opportunity to work in cooperation with the Napier City Council in a successful enterprise.

## **3 PROMOTION**

- The Trust promotes Napier as a unique tourist destination, in order to make people aware that the city's heritage has a dollar value.
- Every advertisement promoting the Art Deco Product also promotes the city.
- The Art Deco story is attractive to journalists whose articles earn publicity for Napier at minimal cost.

## **4 ART DECO WALKS & TOURS**

- Guided Walks and Tours provide income, as do Freedom Walks through the sale of the walk leaflet.
- The walk guides enhance the educational experience, which for many tourists is important.
- The guides interpret the buildings, making inanimate objects come to life.
- The walks provide an opportunity to extend Napier hospitality and create social contact for tourists, enhancing their experience.
- The walkers sometimes yield information to the guides.
- Opportunities arise for special emphasis walks to suit special tourist needs.
- Special Art Deco Walks for local organisations help to educate local people about Art Deco.
- Tours provide a wider range of special interest opportunities and can extend beyond Napier.
- Organised tours encourage more people to visit Napier.
- Tours provide opportunities to network with other tour operators, (eg garden tours).

## **5 THE ART DECO SHOP**

- The Shop provides income. The 1992 Tourism Business Plan predicted that the net profit from the Shop and from wholesaling would be \$10,000 in 1994/95. The actual profit in that year was \$38,000.
- A large proportion of the merchandise sold in the Shop promotes Napier -
  - promotional clothing
  - coffee table books
  - Napier's best quality postcards
  - posters
  - walk and tour guides
  - note-cards, note-paper, gift-wrap, pens etc.
- The production of souvenir merchandise stimulates local business activity -
  - design
  - clothing manufacturing
  - screen printing
  - printing and publishing
  - pottery, painting and crafts.
- The shop meets a consumer need for quality souvenirs.
- The Shop is an informed information point for Art Deco Tourists.
- The Shop provides an opportunity for the Art Deco Tourist to experience Napier hospitality - (Quote from visitors' book - "Friendly people make such a difference to your experience of a place. Thanks").
- The Shop gives the Art Deco Trust and Art Deco Tourism a public profile.
- The Shop enables the Trust to set a example to other businesses in the sensitive and effective use of an historic building.

## **6 ART DECO EDUCATION SERVICE**

- The Trust believes that it is important that young people learn about our heritage during their formal education.
- The Trust provides Guided Walks for school groups, using trained teachers as guides.
- The Trust provides special programmes for tertiary institutions, providing a speaker for a tutorial either in Napier or elsewhere.
- The Trust provides an information service for students working on research projects, in which a wide range of Information Sheets and publications can be ordered to suit specific requirements.

## **7 PUBLICATION & DISTRIBUTION**

- The Art Deco Trust publishes books, chiefly about the Art Deco product but also for purely commercial gain.
- Books are extremely profitable, with a low unit cost, an attractive wholesale margin and a doubly attractive retail margin.
- The Trust's books sell not only in The Art Deco Shop but in all local bookstores, providing the Trust with useful cash flow.
- The Trust's books promote Napier on coffee tables around the world.

## **8 THE ART DECO EVENTS**

- Our annual events (GEON Brebner Print Art Deco Weekend & Bluewater Hotel Deco Decanted) provide opportunities to promote Art Deco Napier.
- The 'personal contact' hosting of the events is a distillation of the Trust's 'user friendly' tourism philosophy.
- The events increase the local profile of the Trust and of Art Deco Tourism.
- The events create and expand business opportunities for local businesses and also for The Art Deco Shop.
- The events provide a different emphasis from the usual educational focus, as 'not-too-serious celebrations of the city's style'.
- The events provide some income for the Trust.