

## Appendix A: Mainstreet Monitoring Report to Finance, Audit and Risk Committee, 25 February 2020

For period 1 July to 31 December 2019

| Organisation        | Issues for Council attention  | Summary of activities   | Looking forward   |
|---------------------|---|---|---|
| Mount Mainstreet    | <ul style="list-style-type: none"> <li>• Car parking – seeking to increase availability for visitors</li> <li>• Bus-stop and signage outside Bayleys</li> <li>• Signage for Te Papa o Nga Manu Porotakataka</li> <li>• General street appeal – palm holder-boxes are messy</li> <li>• Directional Signage to the shopping centre from Pilot Bay and Marine Parade (note that Transportation has previously provided Mount Mainstreet a reasoned decline to this proposition)</li> </ul> | <ul style="list-style-type: none"> <li>• Financials for FY2019 show an operating surplus of \$33,442 and positive equity of \$228,427</li> <li>• Rebranding for Mt Mainstreet “Love the Mount”, collateral rebranding in progress</li> <li>• Change of name from “Mount Maunganui Mainstreet Incorporated” to “The Mount Business Association Incorporated” to reflect and support a wider business environment</li> <li>• Business engagement – competitions, surveys and emails</li> <li>• Busking Festival in October 2019</li> <li>• Friday night events in Te Papa o Nga Manu Porotakataka</li> </ul>                          | <ul style="list-style-type: none"> <li>• Continuing with “Love the Mount” brand engagement strategies</li> <li>• Mount Pride</li> <li>• Evening Light Art exhibition</li> <li>• Friday night events in Te Papa o Nga Manu Porotakataka</li> <li>• ANZAC Day commemorations</li> <li>• Valentine’s Day</li> <li>• Partnerships with external events</li> </ul> |
| Tauranga Mainstreet | <ul style="list-style-type: none"> <li>• Disruption to city centre from increasing construction activity, showing a significant decline in foot traffic (Devonport Road counter). This is challenging for businesses. Collaborating with TCC Urban Spaces team to develop a city centre strategy</li> </ul>   | <ul style="list-style-type: none"> <li>• Financials for FY2019 show an operating surplus of \$35,490 and positive equity of \$118,479</li> <li>• Taste Tauranga, 30+ events promoting dining</li> <li>• Cruise Ship shuttle bus service, challenges to sustain the service</li> <li>• Trustpower photographic exhibition, a 10-week exhibition attracting people to the CBD</li> <li>• Trustpower Christmas Parade 70 floats with 780 participants, attracting 30,000+ people</li> <li>• Christmas activations, shopping spree promotion, Wearable art exhibition, advent calendar, “Stuff the Bus” charitable donations</li> </ul> | <ul style="list-style-type: none"> <li>• Implement Activate Vacant Spaces strategy in CBD</li> <li>• Trustpower photographic exhibition January to April 2020</li> <li>• Look Fashion Month – May 2020</li> <li>• Growth workshops via the PoweringOn programme</li> <li>• Ongoing marketing and member engagement and advocacy</li> </ul>                    |

| Organisation                | Issues for Council attention  | Summary of activities   | Looking forward  |
|-----------------------------|---|---|--|
|                             |   | <p>collection, street decorations, Carols on the waterfront</p> <ul style="list-style-type: none"> <li>• Smart Digital Strategy rollout to improve Downtown Tauranga brand, showing ongoing significant increases in a variety of measures</li> <li>• Tourist map refreshed</li> <li>• Springfest – Labour weekend promotion</li> <li>• Marketing campaigns including “more than meets the eye”, Hidden Gems, business videos, and the Durham St promotion</li> <li>• Downtown Tauranga membership engagement activities</li> <li>• Activation of vacant spaces – aiming to increase vibrancy in CBD</li> </ul>   |  |
| Greerton Village Mainstreet | <ul style="list-style-type: none"> <li>• Greerton Village members are keen to be involved in consultation with TCC – prior to any decisions or further work undertaken</li> <li>• Homelessness and begging is still present but significantly improving, hope to see bylaw retained</li> <li>• The tidying up of Greerton Village. Some work completed but very keen to see remaining work completed</li> </ul> | <ul style="list-style-type: none"> <li>• Financials for FY 2018/19 show an operating surplus of \$5,498 and positive equity of \$60,362</li> </ul> <p>Highlights include:</p> <ul style="list-style-type: none"> <li>• The biggest ever Cherry Blossom Festival</li> <li>• Kids Book Reading day celebrating our Yarn Bombing installations</li> </ul> <p>Marketing and promotional initiatives include:</p> <ul style="list-style-type: none"> <li>• Yarn Bombing</li> <li>• Mid-Winter Madness promotion</li> <li>• Cherry Blossom Festival and Street Car Show was held in September attracting a 5,500+ crowd</li> <li>• Giant Christmas Hamper Promotion</li> <li>• Christmas Carols around the Tree</li> </ul> <p>Ongoing</p> | <ul style="list-style-type: none"> <li>• Ongoing programmes continue, such as “Let’s Grow Greerton” which seeks to improve perception of Greerton, e-newsletters, Greerton business closed Facebook page, BA5 meetings, and ongoing relationship building</li> <li>• Yarn Bombing in June</li> <li>• January – Random Acts of Kindness</li> <li>• February – Valentines chocolates</li> <li>• March - St Patrick’s Day family events</li> <li>• April – Easter Egg Hunt</li> </ul> |

| Organisation      | Issues for Council attention  | Summary of activities  | Looking forward   |
|-------------------|---|--|---|
|                   |   | <ul style="list-style-type: none"> <li>• Greerton Village Website, Sun Media Partnership and bi-monthly feature, NZME Radio, Media Works (The Breeze), newly printed and revamped Greerton Village map distributed, Bay Waka, Town signage, Social Media (up to 3200 likes for Facebook page), Random Acts of Kindness, Greerton Village branded bags</li> </ul>                         | <ul style="list-style-type: none"> <li>• May and June – yet to be decided after feedback from January to March events</li> </ul>  |
| Papamoa Unlimited | <ul style="list-style-type: none"> <li>• No issues for Council attention</li> </ul> | <ul style="list-style-type: none"> <li>• Financials for FY 2019 show an operating surplus of \$8,727 and positive equity of \$50,247</li> <li>• 28 July – Polar Plunge, 500+ participants</li> <li>• 29 September – Pedal Papamoa, 600+ participants</li> <li>• 24 November – Santa Parade 36 floats, attended by 16,000+ people and was “the best Papamoa Santa Parade ever”</li> </ul> | <ul style="list-style-type: none"> <li>• Reviewing all events to ensure relevance to the local community</li> <li>• Possibility of replacing Hunt for Gold with “Papamoa’s Got Talent” event</li> </ul> |