

Mainstreet Monitoring Report – Papamoa Unlimited

Reporting Period: 1 July 2019 – 31 December 2019

This section will only need to be updated when there are changes to report on

Vision:

Core Purpose / Focus areas of Mainstreet Business Plan:

Membership overview:

Summary of highlights:

Selecting 3 – 6 activities to highlight, also include anything else that should be highlighted to Council

Key Activity and Achievements (previous 6 months):

Additional tables can be added if needed

Activity Area: for example: events		
Activity	Explanation	Results / Status / Outcome
<i>28 July Polar Plunge</i>	<i>Community engagement to celebrate mid winter in the sunshine capital!</i>	<i>Around 500 hardy souls braved the surf at Papamoa and enjoyed a warming meal at retailers within Papamoa.</i>

Activity Area: for example: initiatives, marketing		
Activity	Purpose	Results / Status / Outcome
<i>29 September Pedal Papamoa</i>	<i>Highlight the beautiful waterways around Papamoa and encourage cyclists to get out and about</i>	<i>Around 600 cyclists enjoyed a magnificent day out with refresher stops, quizzes and a hearty breakfast along the waterways of Papamoa.</i>

Activity Area: for example: member communication		
Activity	Purpose	Results / Status / Outcome
<i>24 November Santa Parade</i>	<i>Engage the local Papamoa Community into a celebration of “Kiwiana” and all thing “Papamoa”!</i>	<i>A record 36 floats took part and record crowds attended (approximately 15,000) what was acknowledged as the “best Papamoa Santa Parade ever”.</i>

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Key issues:

Are there any particular current issues that need to be highlighted to Council? What is happening to resolve these issues, if the issues relate to Council activity what is the next step? On a rolling basis close issues that were raised in previous reports.

Issue	Explanation	Status
<i>Review all events to ensure relevance to the local community.</i>	<i>Events that do not change to meet local objectives need to be reviewed.</i>	<i>Currently reviewing the “Hunt for Gold” activity from March 2019 and looking to step it up with a “Has Papamoa got talent” competition.</i>

Future activities (coming 6 months):

More community engagement, roll out new activity and engage with stakeholders...

Financials:

On budget and looking to maximise returns to stakeholders by delivering high participation events.