

Appendix A: Mainstreet Monitoring Report to Finance, Audit and Risk Committee, 11 August 2020

For period 1 January to 30 June 2020

Organisation	Issues for Council attention	Summary of activities	Looking forward
Mount Mainstreet	<ul style="list-style-type: none"> • 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) • Car parking and public transport proposal (as per submission 133 by Scott Brundell) • Bus stop signage and route board • Seeking more use of Te Papa o Nga Manu Porotakataka • General street appeal 	<ul style="list-style-type: none"> • No financials were supplied • Two new stores have opened in the area and three have left <p>Activity highlights include:</p> <ul style="list-style-type: none"> • Weekly farmers market • ANZAC Day event • Flames of Plenty live entertainment • Collaborating with Mainstreets Tauranga and Greerton regarding Covid 19 <p>Marketing highlights include</p> <ul style="list-style-type: none"> • Massive impact from Covid 19 • Social, radio and electronic media promoting the Mount • Business engagement – visits, surveys and emails 	<ul style="list-style-type: none"> • Continuing with “Love the Mount” brand engagement strategies • Partnerships with external events • Continuing to campaign strongly for our members post Covid 19 • Radio promotions • Christmas promotions
Tauranga Mainstreet	<ul style="list-style-type: none"> • Seeking a clear vision and strategy from TCC for the city centre in collaboration with Mainstreet Tauranga • Seeking ongoing support and collaboration on <ul style="list-style-type: none"> ○ Covid 19 impact on business ○ Vacancies ○ Funding for shuttle bus service should cruise season relaunch 	<ul style="list-style-type: none"> • Draft Financials for FY19/20 show an operating loss of \$21,625 however Mainstreet Tauranga retain positive equity of \$96,854 • Intensive Covid 19 programme of support initiatives for members • Buy Local Buy Tauranga collaborative campaign across Mainstreets with significant success and positive feedback from members • Launch of Activate Vacant Spaces initiative – to increase vibrancy in CBD 	<ul style="list-style-type: none"> • Buy Local Buy Tauranga campaign continues in collaboration across all three Mainstreets • Activate Vacant Spaces continues with intensification of activations/installations and securing medium- and long-term retail tenancies • Taste Tauranga Festival • Additional support initiatives for businesses post lockdown

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	<ul style="list-style-type: none"> ○ Funding and support for events and new initiatives 	<ul style="list-style-type: none"> • Cruise ship shuttle service and challenges given Covid 19 • Trustpower photographic exhibition, a 10-week exhibition attracting people to the CBD • PoweringOn digital enablement for local businesses with Venture Centre • Smart Digital Strategy gains in audience reach and engagement for city centre and businesses • Downtown Tauranga membership engagement activities 	<ul style="list-style-type: none"> • Christmas Parade and Christmas in the city • Ongoing marketing and member engagement and advocacy
Greerton Village Mainstreet	<ul style="list-style-type: none"> • Greerton Village Traffic Safety work • Persistent begging by two people • Disagree with proposed commercial rates • Painting of bollards, replacing timber and varnishing seats 	<ul style="list-style-type: none"> • Draft Financials for FY19/20 show an operating surplus of \$14,338 indicating positive equity of approx. \$74,700 • Note cancelation of events due to Covid 19, including Vintage & Retro Fayre, Easter Egg Trail and Midwinter Madness Promotion <p>Highlights include:</p> <ul style="list-style-type: none"> • The success of Random Acts of Kindness - #Greertonhasheart • Our “Home-made” video announcing Greerton as Open for click and collect during Covid 19 • St Paddy’s Fun Day • Street entertainment <p>Marketing and promotional initiatives include:</p> <ul style="list-style-type: none"> • Buy Local campaign • Greerton Village Website, Sun Media Partnership and bi-monthly feature, NZME Radio, Media Works (The Breeze), newly printed and 	<ul style="list-style-type: none"> • Note that the Greerton Village Action Plan and City Safety Plan will continue with other Mainstreets, Police and TCC <p>Marketing and promotions</p> <ul style="list-style-type: none"> • Buy Local Buy Tauranga campaign continuing through July and August • Street entertainer mornings • Random Acts of Kindness • Yarn Bombed Trees until August • “Aotearoa – what it means to me” • The Cherry Blossom Festival and Street Car Show, September 19 • Working in with the Garden & Arts Festival in November • A “celebrity” Christmas Show in December

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		<p>revamped Greerton Village map distributed, Bay Waka, Town signage, Social Media (up from 3200 to 3400 likes for Facebook page), Random Acts of Kindness, Greerton Village branded bags</p> <ul style="list-style-type: none"> • Member communications including support during the lockdown, BA5 network events 	<ul style="list-style-type: none"> • Christmas Tree and lights
Papamoa Unlimited	<ul style="list-style-type: none"> • No issues for Council attention 	<ul style="list-style-type: none"> • Draft Financials for FY19/20 show an operating surplus of \$9,216 and positive equity of \$59,450 • Due to timing of events and Covid 19 all events timetabled for this period have been postponed until later in 2020. 	<ul style="list-style-type: none"> • Re-inventing delayed events and analysing Post Covid 19 impacts. • Pedal Papamoa now 27 September (unchanged) • Polar Plunge now 18 October • Santa Parade confirmed for 22 November • “Papamoa’s got Talent” moved to April 2021.