Mount Business Association

Destination Marketing Plan 2021 – 22

EXECUTIVE SUMMARY

The Mount Business Association Incorporated is allocated a targeted rate from Tauranga City Council annually. This rate is paid by the Association's members in their annual rates and is used in part to promote the main street of Mount Maunganui, to drive revenue back to its members.

This Destination Marketing Plan outlines how this targeted rate will be spent for the remainder of 2021/22 financial year, ending 30 June 2022 on marketing, activations, and member engagement. This plan will be executed by the Destination Marketing Manager, with the guidance of the Chair(s) and approval of the Board.

Mount Business Association is currently in a rebuilding phase. Since May 2021 events and promotions have been rolled out to test the appetite from the public and our members.

These activations have proved there is demand from the public for events to be held down the Mainstreet, especially those that are family focused. We will run several of our own events as well as leverage off other events being organised in our area, that align with our plan and will benefit our members.

Engagement with members needs to be a major area of focus for the coming year. Rebuilding trust with old members, while making new members aware of the Associations role in supporting their business, with the overarching aim of creating a connected community of Mount Mainstreet Businesses. This will be done through regular member catch ups, in person and on zoom, as well as face to face meetings with the Destination Marketing Manager.

"Welcome to Paradise", a marketing campaign to drive a hyper local approach to promoting Mount Maunganui and it's Mainstreet to our identified target audiences, The Family, The Couple, The Active Retiree, The Girls. The aim of this campaign is to grow brand awareness and promote the Mount as the go to destination to live, work, play, shop and eat.

The proposed budget for the remainder of the financial year, is per below. This is made up of the current FY targeted rate, as well as spending some of the built-up funds held from previous years.

BUDGET		
Member Strategy		**$4,500**
Member events	$4000	
CRM	$500	
Marketing		**$20,000**
Advertising	$10,000	
Visitor Guide	$2,500	
Social Media	$7,500	
Events & Activations		**$59,500**
Outdoor Cinema (4)	$12,000	
Christmas Festival	$4,000	
Jazz Festival	$10,000	
Family Adventure Race	$10,000	
School Holiday Porotakataka	$10,000	
Sunday	$1,000	
School holiday winter activation	$12,500	
From built up funds		**$71,000**
Member upskilling	$6,000	
Website	$30,000	
Furniture	$15,000	
Signage	$10,000	
Flavours of Plenty	$10,000	
TOTAL	155,000	

VISION

“Mount Maunganui Mainstreet; a unique and lively downtown that enriches the business community, embraces history, celebrates the arts, preserves our natural environment and promotes quality events to instill a ‘sense of place’ in our community”

MISSION

“Grow the economic return for our members.”

VALUES

Passionate – about our place, our members, and our community.
Approachable – an open-door policy for our members to engage with the Association and feel represented.
Professional – represent our members in a profession manner through all forms of activities undertaken.
Improvement – continually trying to improve the way we operate, communicate, and deliver benefit to our members.
Community – to build a well-connected community of members and local Mount community.

GOALS

A hyper local approach, positioning Mount Maunganui and the Mainstreet as the go to destination locally, to live, work, play, shop and eat.

1. Increase the number of people/foot traffic coming to the Mainstreet.
2. Hero for our members; through their products and service offering.
3. Grow ‘Mount Mainstreet’ brand awareness.
4. Create a fun and vibrant atmosphere in the Mainstreet.

OBJECTIVES

As stated in the Association's constitution.

1. To **assist and guide** the development and advancement of the **commercial interests** of business people and businesses in Mount Maunganui through a **co-ordinated and structured communications, marketing and economic development programme.**

2. To **foster and promote generally the welfare of the business community** of Mount Maunganui, and, in particular, to **provide a forum for networking and collaboration of members.**

3. To enhance the safety and security of Mount Maunganui and **to attract and retain business** in an effort to **drive employment growth and economical, social, cultural and environmental wellbeing.**

4. To **capitalise on the unique assets and profile of Mount Maunganui** and to use that as a means of establishing an identity and positioning for the area.

5. To **make arrangements with and/or advocate** to the Government, local authorities and/or persons, corporations or associations for **the improvement of amenity, streetscapes, utilities, transport, services or other infrastructure, and for lighting, surfacing, security and cleaning in the business area of Mount Maunganui.**

6. For the purposes and objects stated in these Rules, to administer in conjunction with the Council, the Mount Maunganui Targeted Rate.

7. To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

INITIATIVES

To achieve the Associations objectives, the Destination Marketing Manager will work alongside the Chair(s) and Board to implement the below initiatives. Progress will be reported on at Board Meetings.

Initiative	Objective	Details	Next Steps
Website	1, 2, 4	• Build a new website to elevate the Mount Mainstreet offering. • Include a member portal to increase member engagement. • Generate better SEO outcomes for our members. • To better showcase what the Mainstreet has to offer. • Robust analytics for reporting purposes.	• Approval required at AGM • $30,000 spend • Sign agreement with web developer
New members onboarding	2	• Develop a process for new members to the Association • Connect with Landlords to support this initiative	• Connect with Landlords
People movement data	1	• Investigate ways of measuring movement in and out of the Mainstreet to analyse the success rates of events and activations, across different times of the year.	• Discuss options with Council in conjunction with other Mainstreet organisations. • Continue to seek external providers for this using available data sets
Sales Data	1	• Investigate if current sales data available can ringfence Mount Business Association boundaries to show accurate sales trends, to be used as a tool to measure event and promotional success.	• Continue discussions with Tourism Bay of Plenty and Priority One • Involve TCC
Emergency Management – Readiness Working Group	3	• Destination Marketing Manager to attend and represent members on a working group for emergency management readiness of our community. • Communication of plan cascaded to members.	• First meeting scheduled for Wednesday 29th September 3.30pm – 4.30pm

		• Utilising MBA marketing channels to share message with wider community.	
Crisis Management Plan	3	• Develop a crisis management plan for Mount Business Association and clearly communicate this to members.	• Discuss with Council if any exciting plans are in place
Health & Safety Review	3	• Review current Health & Safety procedures to ensure we are in line with Government standards.	• Review to commence
HR Review	3	• Review current HR policy and procedures to ensure we are in line with Government standards.	• Review to commence
Murals	5	• Two wall spaces have been identified as possible locations for new murals to brighten the street scape. Conversations have commenced with owners and TCC. • Funded by TCC.	• Awaiting response from TCC City Arts Team for design briefs to go out to artists for tender.
Iwi Relationships	3	• Build relationships with local Iwi / hapu	• Connection to be made
Community Hall Committee	2	• The Destination Marketing Manager is now a member of the Mount Community Hall committee, to support with the success of the Hall and showcase our community events.	• Underway
Te Papa o Ngā Manu Porotakataka placemaking	5	• To create a vibrant atmosphere in Porotakataka through activations. • Investigate the possibility to create an outdoor meeting space in summer for our members. • Advocate to TCC for the Resource Management Act be amended to increase the number of annual 'events with amplification'.	• Reconnect with TCC
Mount Maunganui Spatial Plan	5	• TCC have a Mount Spatial Plan work programme proposed. Intended to commence in 21/22 and carry through 22/23. • The Association will be a key stakeholder in this process. • Members to be kept up to date on this programme and how they can contribute.	• Continue open communication with TCC on this, provide updates to Members as information comes to light.
Transportation	5	• Investigate alternative public transportation options during peak season which can be promoted to the public eg park n ride, water ferry	• Discuss with Council the need to park n ride during peak season for busy events.

			• Follow up with Tauranga Water Taxi to discuss their summer business plans.
POD	1, 5	• iSite POD to be decaled with Mount Mainstreet new branding • Develop summer schedule for staffing and activation Te Papa o Nga Manu Porotakataka	• Confirm date of wrap
Mount Mainstreet Gift Card Concept	1	• Investigate the opportunity to roll out a Mount Mainstreet gift card scheme.	• Investigate options • Canvas members
Signage	5	• Invest in long lasting signage to be used for events and activations.	• Investigate signage options
Partnerships with key stakeholders	1,4	• Develop and grow relationships with key stakeholders; Tourism Bay of Plenty, Priority one	• Identify key stakeholders and make contact to meet • Attend regular TBOP catch ups with other tourism providers
Partnerships with existing service providers	1,4	• Develop and grow relationships with existing service providers; Little Big Events, V8 Tikes, Mauao Adventures to cross promote	• Identify existing service providers and make contact to meet
Mount Mainstreet Entrance	4,5	• Revitalise the look and feel of the Mount Mainstreet entrance on Maunganui Road - at the pedestrian crossing outside the Community Hall – to showcase our unique identity.	• Consult with Paora Stanley and Peter Fraser to develop a plan of action
Incentive/discount card for MBA Members / staff	2	• Investigate the idea of a members discount card or “entertainment Book” which is given to each member organisation down the Mainstreet to encourage them to shop and spend with other members. Discount, special deals etc.	• Is there buy in for this type of initiative
Connect with Taonga Tū | Heritage Bay of Plenty	4	• Connect with this local independent charitable trust to see where they are at on their heritage strategy and get more info around their direction	• Connect

MEMBER STRATEGY

To achieve the Associations objective no. 2, the Destination Marketing Manager will deliver on the Association's Member Strategy, in consultation with the Chair(s) and Board. Progress will be reported on at Board Meetings.
Member engagement will be tracked and reported on, along with any feedback from members.

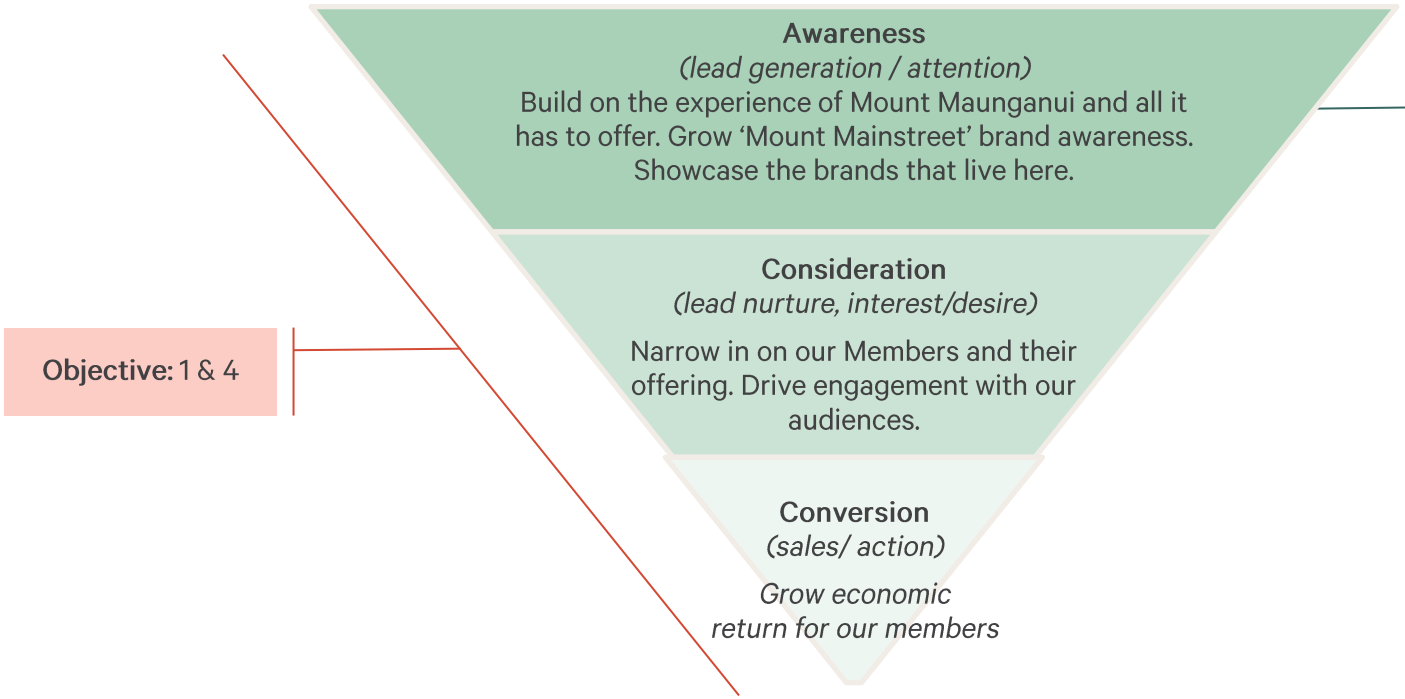
ACTIVITY

BUDGET $10,500

Activity	Date	Type	Budget	Details
Member Communications	Fortnightly	Mailchimp Email	$0	An EDM will be sent every 2 weeks to communicate key information to members.
Member Networking Events	Bi-monthly	Event – in person	$4000 *($500 per event + extra $1000 for AGM)*	"Off the Clock" An informal chance for members to network outside of their business hours. Each event will showcase a member's business in some way. 2021: May, July, September (AGM), November 2022: January, March, May
Hitting the Street	Ongoing	Face to face	$0	The Destination Manager will pop into member locations to introduce themselves, with face-to-face catchups. Capture member feedback.
Member Zoom Meetings	Bi-monthly – alternating with in person events	Event – online	*$6000* *($1000 for a key speaker per event)*	Members will be invited to attend a bi-monthly zoom meetings, which add value to their business. Topics of discussion may vary from guest speakers, to brainstorming promotional activity to resolving challenges being faced by Members. *(Spend from built up funds)*
CRM system		Database	$500	Use CRM system to help manage member database

MARKETING STRATEGY

To achieve the Associations objectives, the Destination Marketing Manager will deliver on the Association's Marketing Strategy, in consultation with the Chair(s) and Board. Progress will be reported on at Board Meetings.



Marketing campaign **'Welcome to Paradise'** builds on the unique experience the Mount has to offer. With the beach, Mauao, the Mainstreet and Pilot Bay, all stunning locations to explore, all within walking distance to each other. Leveraging off these attractions to entice customers to the Mount Mainstreet.

This campaign highlights difference experiences for each target audience.

Welcome to Paradise

Nau mai haere mai ki te whenua Taurikura

TARGET AUDIENCE

Four target audiences have been identified. All our marketing initiatives will work to satisfy at least one of our 4 audiences.

The Family

- Family of 5 - parents are in their 40's.
- Kids go to school locally and are aged 7, 12, 15.
- Kids are active and love the beach, surfing and skateboarding.
- The kids like to be on trend with fashion and surf gear.
- The family own their own business, it's small-medium but supports the family well.
- Live is always busy, from school, sports, work.
- School holidays are a juggling act, with keeping the kids entertained, while still working.
- The parents like to be social, but time is limited.
- They don't often get a babysitter, so do things as a whole family, or one parent goes while the other stays home with the kids.
- Tech savvy, keep up to date on Facebook, Instagram, and email.

The Couple

- No kids just yet.
- Social couple, both together and with friends.
- Lives a balanced life - work, exercise, adventure, travel.
- Enjoy going out and enjoying dinner and drinks together.
- Higher disposable income.
- 25-35 years old and lives local.
- Enjoys their rituals togethers - Mount walks, weekend brunches.
- Environmentally conscious, loves the beach / ocean - tries to bring reusable cups as much as possible for their coffees, wants to reduce their impact where they can, but also likes convenience.
- Stylish and house proud.

The Active Boomer

- Retired and lives local.
- Has grandkids they like to spoil and do fun activities with.
- Set in their habits and routine.
- Likes to avoid the crowds.
- 60 - 75 years.
- Still trying to figure out Facebook, but like it as they can see what their family is doing.
- Newspaper reader, especially on the weekends.
- Enjoys passive exercise, walks around the Mount or on the beach, thinking about getting an e-bike.

The Girls

- Loves a chance to catch up with their gal-friends.
- Message over a group chat to arrange catch ups.
- Likes a walk, coffee, hit the shops, wine or dinner.
- A great way to stay in touch with their peers and catch up on life.
- Likes to try the newest bar/restaurant in town.
- A chance to get a little dressed up and have a bit of 'me' time.
- Can be persuaded to spend with the gals - be it a new dress or pair of shoes "it looks great on you", "you deserve it" the gals will help to justify the purchase.
- 35 years +

PROMOTION / ADVERTISING

BUDGET $12,500

Activity	Date	Type	Strategy	Audience	Budget	Details
"Welcome to Paradise" Campaign	Ongoing	Hero Promotion	Awareness	All	TBD	Build promotional activity for each target audience through website, social media - both organic and paid. Some traditional media will also be considered if it fits. • Focus on content creation • Video campaigns • Showcase the experience • Try and drive user generated content as well
Dine on a Lime	Ongoing	Leverage	Consideration	Couple	TBD	Promote the existing Dine on Lime trail, through website, blog post, content via social media. Share user generated content.
Flavours of Plenty	Ongoing	Leverage	Awareness	Couple	TBD	Showcase our member food offering and linking it in with Flavours of Plenty, through website, blog post, content via social media. Utlising: #flavoursofplenty
Monthly hospo Offering	Ongoing	Promotion	Consideration	Couple, Family	TBD	Promote members regular monthly deals eg 2:1, happy hours, meal deals.
Gold Card	Ongoing	Promotion	Consideration	Active Boomer	TBD	Review which members offer gold card discount and promote on website and to retirement villages. Potential for print.
Visitor guide (revamp)	Ongoing	Promotion	Awareness	Active Boomer, Family	$2500	Refresh the visitors guide inline – make this available to download online from website.

SOCIAL MEDIA STRATEGY

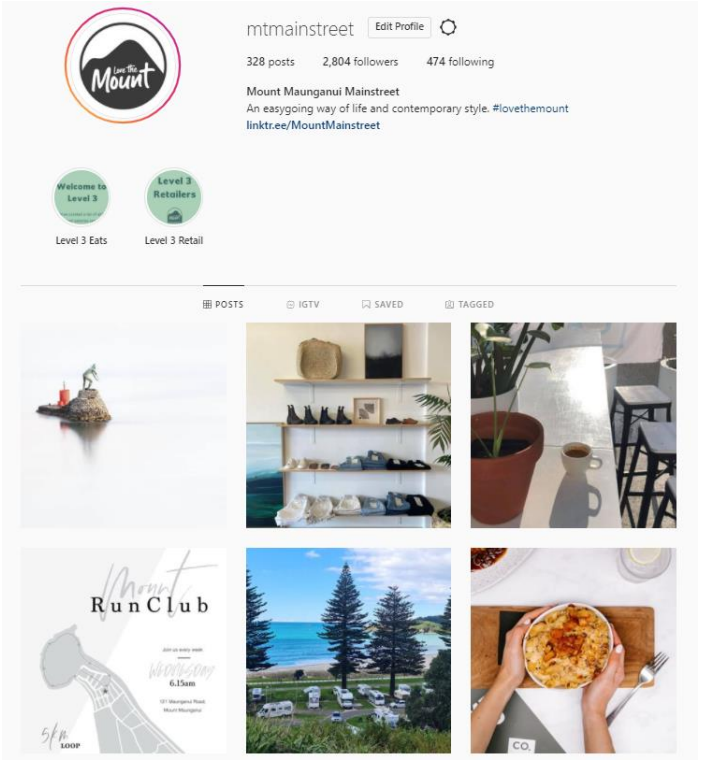
BUDGET $7500

Goals

- Grow brand awareness – reviewed monthly and measured by:
  - Follow count for Instagram & Facebook
  - Reach of social posts
- Build Community engagement – reviewed monthly and measured by:
  - Reactions, shares and comments on posts

Posting Strategy - Built around the wider campaign of "Welcome to Paradise"

- 1/3 of content to directly promote members
- 1/3 of content to events, activities, stories behind the brands
- 1/3 of content place related, e.g. beach, pilot bay, the Mount experience



The type of original content that we will create, and post is:

- Through our "Welcome to Paradise" campaign, we will create content around the full Mount's experience. "Brunch to beach", "Surf to beers", "Picnic on Pilot Bay", "walk to coffee's", "Shopping to champagne" "Beach to cocktails" "hot pools to a massage". Create the ultimate day experience.
- Original content will also include coverage of MBA events, the Sunday Market, outdoor cinema, skate pump track, park activations.
- Social media take overs will also be used – capturing how people spend their time in the Mount - from foodies to surfer and families.

The type of related content we will share is:

- Member's content will be shared, via posts and stories.
- There is a high demand for hospitality focused content.
- Place based imagery of the Mount.

We will post to the following channels this frequently:

- Facebook & Instagram
- At least one post at day – alternating posting times from mid-morning 9am -10.30am to late afternoon 3.30pm – 5.30pm
- Stories can be posted at any time of day, with no limited on posts.

Key Hashtags

#LOVETHEMOUNT #WELCOMETOPARADISE

#MOUNTMAUNGANUI #BAYOFPLENTY #BAYOFPLENTYNZ

#FLAVOURSOFPLENTY

#NOPLACELIKEHOMEBOP #SURETOMAKEYOUSMILE

EVENTS/ACTIVATIONS

BUDGET $69,500

Ongoing / Open

Activity	Date	Type	Strategy	Audience	Budget	Details
Mount Farmers Market	Every Sunday	Own activation	Awareness	Family, Active Retiree, Couple	Cost recovery based on stall holder fees.	• Market processes are under review to ensure efficiencies • Look to revitalise the event with new stall holders. • Roll out of new market manager roster. • Drive social media promotions • Showcase stalls better on website
Workshops / special events / product trials	TBC	Collaboration with Members	Consideration	All	TBD	• Collaborate with Members to showcase their offering through bespoke events for target audience so they 'consider' purchasing with them: • Art lessons in gallery • Interior styling session • Fashion styling session • VIP evenings

October, November, December

Activity	Date	Type	Strategy	Audience	Budget	Details
School Holidays Free outdoor movie	Sun 10th Oct Rain date Wed 13 Oct	Own activation	Awareness	Family	$3000	Screening Lords of Dog Town
Christmas Festival	Sunday 19th Dec	Own activation	Awareness	Family, Active Retiree, Couple	$4000 Festival $3000 Cinema	Free outdoor cinema – screening Christmas movie. Carols, Santa, gift wrapping, collection for charities.
Porotakataka activations - Skate pump track - Staff for POD	18th – 24th Dec	Own activation	Awareness	Family		During school holidays – bean bags, table tennis, chess out for families to enjoy.

January, February, March

Activity	Date	Type	Strategy	Audience	Budget	Details
VW Run to The Sun	12th Feb 22	Leverage Event	Awareness	Family & Active Boomer	TBD	• 7th Annual charity event which comes to the Mount over 3 day period – 180 pax, camp at Mount Camp Ground. • Supporting Wish for Fist • Sat's show and shine, approx 100 cars. 10am – 2pm – short pack in. out window as drive in / out. • Potential to link in with radio station for coverage on the day • Key sponsor: Village Farmer Auto
Porotakataka activations - Skate pump track - Staff for POD	January	Own activation	Awareness	Family		• During school holidays – bean bags, table tennis, chess out for families to enjoy.
Outdoor Cinema	6th March	Own activation	Awareness	Family	$3,000	• Free outdoor cinema
Family Adventure Race	Sat 19th or 26th March	Own activation	Awareness	Family	$10,000	• Host a family adventure race around the Mount. • Link in with TCC for event funding • Outsource organisation - Total Sport? • Teams to register

April, May, June

Activity	Date	Type	Strategy	Audience	Budget	Details
Flavours of Plenty Festival	7th – 10th April 22	Leverage Event Own Event within Festival	Awareness	Active Boomer, Couple, Family	$10,000 *(allocated from build-up funds)*	Theme: Plentiful Produce 4 day Festival made up of 3 corner stone events, along with smaller micro events which are based on event submissions. Event Submission: Market brunch & Farmers Market
Tauranga Jazz Festival	Easter Monday	Sponsored Event	Awareness	Active Boomer	$10,000	Event sponsorship Tauranga Jazz Fest to organise event Held in Porotakataka
Outdoor Cinema	Sun 1st May	Own activation	Awareness	Family	$3000	Free outdoor movie
Porotakataka activations - Skate pump track - Staff for POD	April	Own activation	Awareness	Family		During school holidays – bean bags, table tennis, chess out for families to enjoy.
Activate Porotakataka	24th Jun	Own activation	Awareness	Family		If weather is fine, activate Porotakataka to celebrate our first Matariki holiday

Photographer: Katie Cox. Image supplied by Tourism Bay of Plenty