Our Vision

A vibrant, diverse, and thriving city centre that is proudly the commercial, cultural, and civic hub of the region. A city centre that boasts remarkable attractions, amenities, and offerings that enrich, inspire, and meet the needs of the people who choose to live, work, and visit our city centre.

Our Purpose

To attract more people into the city centre, who stay longer and spend more.

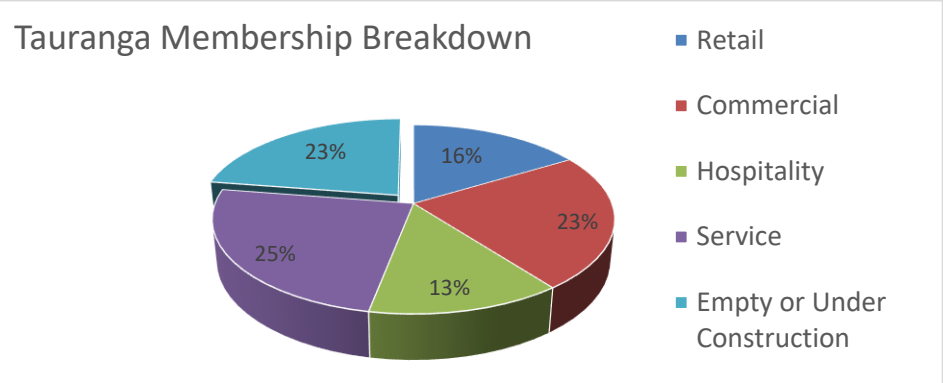
Our Mission

Externally: To initiate, facilitate, and support events, activities, activations, and promote the offerings that make our city centre a more desirable place and demonstratively contribute to our purpose.

For our members: To support and nurture the growth of our members, to advocate and lobby on their behalf and to champion their right to do business, profitably, and with ease in our city centre.

Membership Tauranga overview:

Our membership comprises a mix of commercial, retail, hospitality, and service businesses from (the city side of) Monmouth Street to (the city side of) Second Avenue and (the city side of) Cameron Road. We currently have 679 total occupiable sites.



Our structure

Under the governance of the Mainstreet Tauranga Board, Tuskany Agency is contracted to deliver the management and marketing services of Mainstreet Tauranga. Monthly Board meetings, audited accounts, monthly reporting and clear KPIs ensure the integrity and transparency of the contract along with the accountability of Tuskany Agency to deliver above and beyond expectation.

Our Day-to-Day Focus

Mainstreet Tauranga/Downtown Tauranga's mandate is to demonstratively contribute to the revitalisation of our city centre by way of:

- Being a strategically competent contributor around the table with stakeholders in the development of our city centre
- Effectively developing, initiating, facilitating, and supporting events, activations and placemaking initiatives that add vibrancy and diversity of offerings in the city centre
- Delivering strong support and advocacy for our membership
- Driving tangible, outcome-focussed stakeholder collaboration
- Developing and delivering an effective marketing strategy and communications plan to profile the city centre and its offerings to contribute to foot traffic and economic growth

Summary of Mainstreet Tauranga's Core Focus – Six Months in Review – Working with Covid:

Covid continued to play a major part during the review period. August saw the country plunged back into Level 4 lockdown with events, festivals and activities cancelled nationwide. This played a significant role in the postponement and then ultimate cancellation of the much advertised and planned Taste Tauranga Winter Festival planned for the first part of the reporting period. With the unpredictability around Covid levels and uncertainty around the new traffic light system it was a pragmatic decision, made in consultation with our hospitality sector, for financial and public health and safety reasons.

Throughout lockdown, level 3 and 2 we spent a lot of time speaking with as many businesses as possible to help them navigate through, often initiating or brainstorming ideas on how they could increase their online presence and, if needed, adapt to a new way of doing business.

As the dust settled and we moved into finalising Christmas planning, we pragmatically considered the various scenarios living with Covid would entail and felt it was important that we were able to deliver something over the Christmas period, regardless of traffic light colour, that would support the retail, hospitality and service sectors who had been impacted so negatively with lockdowns and trading restrictions.

We would like to acknowledge and thank Tauranga City Council, in particular James Wilson, for the continued support for Christmas in the city centre and the addition of the curated collection of light sculptures and installations by internationally acclaimed artist, Angus Muir flanking The Strand. This level of collaboration and support made the city centre a destination, as seen in the increased patronage around the city and on the Strand, especially at night. The installation had a visible presence during the day culminating in the wow-factor show piece at night. That, alongside the Mainstreet installations and decorations resulted in a dynamic visual offering in the city centre for Christmas. Something our members would love to see more of.

SIX MONTH HIGHLIGHTS:

- Trustpower Toi Tauranga Christmas
- Member Promotion & Support – Covid Lockdown
- Activate Vacant Spaces – Continued Achievements
- Mainstreet Tauranga Review

KEY ACTIVITY AND ACHIEVEMENTS

EVENTS, INITIATIVES, & COLLABORATION

The below is in descending order through the reporting period (December to July).

Activity Area: *Trustpower Toi Tauranga Christmas – Christmas in the City*		
This initiative was scoped with Covid lockdowns in mind, and we worked hard on the logistics for the successful roll out and implementation of its many facets. We had a strong and productive collaborative partnership with Tauranga City Council, Trustpower, Black Chilli, Quality Building Services Ltd, Graceful Lighting, Mainstreet Members, and N.E Events to deliver Trustpower Toi Tauranga Christmas – Christmas in the City.		
Activity	**Explanation**	**Results / Status / Outcome**
Christmas Decorations & Installations - repurposed from previous years into a red and white theme for the street decorations creating a cohesive look across the city centre. We delivered a giant gingerbread house installation in Red Square together with the trees lit with	The Advent calendar structure was repurposed and transformed into a Giant Gingerbread House set in Red Square, complete with whimsy garden of giant toadstools and planter boxes with brightly coloured spinning flowers.	The decorations looked cohesive and festive throughout the city centre. The Gingerbread House was a standout attraction and frequently used as a photo backdrop as were the Christmas tree boxes. Businesses commented that the decorations looked better this year and

fairy lights at the end of Devonport Road. Additional giant lit Christmas Tree boxes were placed in Wharf Street and Masonic Park and oversized Christmas Crackers on the streets.	The Giant Christmas boxes were wrapped and stacked into tree structures and the four were strategically placed around the city for maximum attention. The Giant Christmas crackers were rewrapped and placed strategically along Devonport Road, Grey Street and Spring Street to add to the festive feel and to liven the streets.	they were not fielding complaints from customers on the lack of festivities, as in previous years. The bright red and white colour theme could be seen easily drawing your eye down the street. The Christmas tree boxes were a hit as they made a visual statement and were a popular photo backdrop.
Trustpower Hononga Exhibition – The large-scale outdoor photographic exhibition profiled known and little-known local heroes under the theme of "Hononga' (connections).	This partnership exhibition, with UNO Magazine, celebrated the connections we have with people, places, cultures, and experiences. We remain immensely appreciative of our partnership with Trustpower. Their unfailing and passionate support of the work we do in the city centre is extremely appreciated.	After being postponed from August with the nation going into lockdown, the exhibition was moved from the cancelled Trustpower Taste Tauranga Winter Fest and added into the Trustpower Toi Tauranga Christmas replacing the Rena exhibition at its conclusion. As always, the exhibition received positive feedback and good public engagement on The Strand.
The Great Gingerbread Hunts – The public registered to attend the Gingerbread Hunt, walking around the city centre following the clues to find the missing Gingerbread Men over three consecutive Saturdays.	The hunt was designed to bring families into the city centre and then get them to move around the streets, to attract people that may not have visited for a while and to get them to have a fresh look at the city centre and what it has to offer. It ran as follows: • A ticketed event to adhere to the change from level 2 to orange in the new government traffic light system • 19 stops including 15 city centre retailers • 900 tickets booked in total over the x3 Saturdays • Spot prizes donated by the businesses given out over the course of the day • All entries went in the draw to win prizes • Partnered with N.E Events to run the three Saturdays • Tickets were grouped into 50 per half hour time slots to control numbers	Due to orange traffic light restrictions the planned live performances and music component of this event were cancelled to ensure pockets of crowd gathering did not occur. A very successful event. Feedback from the businesses was positive with respondents to the debrief questions we sent them noting increased numbers in the city centre and a definite movement of people around the city centre with comments including: "….I loved the idea of the Christmas promotions. It was an excellent way to get people back into the city centre at such a challenging time for us all…..it really did bring a lot of people into the city centre."
Spot Prize Saturday – Public rewarded for visiting the Angus	Downtown Tauranga purchased $50 vouchers from	It was reported as one of the busiest nights on the Strand. A big group of

Muir installations on the night of Saturday 18th December with $50 vouchers from Downtown Tauranga retail businesses	retail businesses in the city centre and gave them out between 8pm and 9.30pm on the Strand. This was extensively publicised to bring people into the city centre. The promotion was designed to encourage people who visited the lighting installation on that night to return in the following days and go shopping.	people came down to win a spot prize. Of all the recipients of the approximately 34 spot prizes given away only two were unaware of the promotion. The rest had come down specifically to see if they could win. A good way to turn night trade into day trade with retail businesses having the opportunity to upsell from the voucher value. Four businesses added to the prize pool by donating added value vouchers • Breathe Salon & Spa • Hammon Diamond Jewellers • Molyneux Jewellers • Tranquillo Beauty
Santa's Grotto – A small grotto in Craniums on Devonport Road to wish kids a Merry Christmas and have their photo taken with Santa.	Originally Santa was to be sitting at the Gingerbread House, in Red Square, as the last stop on the Great Gingerbread Hunt. Due to the late introduction of the orange traffic light system the decision was made to move him and his Elf into a retail store where access and crowds could be easily controlled, and no one would need to be turned away for not being vaccinated.	Santa became more and more popular as the word of his new location spread. Always a favourite for the city centre. Social distancing for photos was maintained with Santa's desk being the barrier so that photos could still look intimate. Lots of smiling faces and happy kids which is what Christmas is all about.

Activity Area: *Member Promotion & Support - Covid Lockdown*		
With the onset of the Covid lockdown, we again swung into action to best support our members as we moved from level 4 to level 3 and then level 2. Communication was key. Getting messages and information out quickly, being informative, timely, and importantly being heard through the myriad of digital chatter.		
Activity	**Explanation**	**Results / Status / Outcome**
Immediate Covid Lockdown Support - We quickly updated the Downtown Tauranga website to support level 3 Click and Collect – with profiling of the businesses operating during level 3. Once in level 2 we maintained this support with regular posts across our social media channels, email newsletters to our customer database, emails to our members and website profiling.	The message was 'Your City Centre Is Open, Support Local!' It was important that not only did the members feel supported as they actively tried to navigate out of lockdown but that the messaging was clear and concise for the public to understand. We promoted individual businesses via social media, especially those who came up with cleaver package initiatives like Sugo's offer of "Father's Day Sugo at Home'...delivering a three-course meal to your door.	We provided a one stop location for businesses providing click and collect, online ordering and contactless deliveries. This allowed businesses that were not known for this service to be seen immediately at no further cost to them at a time when selling product was imperative. Many members reached out to say that they appreciated the promotion and support during this time. It was amazing to see how proactive, driven and determined businesses in the city centre were during the lockdown and how they pivoted and adapted to the changing environment. A testament to

	Oscar & Otto did similar. This proved to be both invaluable and efficient with personalised 'shout-outs' and updated information on who was still operating and when.	the resilience of businesses in the city centre.
'We've Got What You Want' and 'Buy Local, Buy Tauranga' – Profiling actual items that you can purchase in the city centre and connecting the dots between the slogan of buying local with the face behind the businesses	These two campaign platforms continued to be an effective way to build awareness and profiling around our member businesses and their offerings. This was initially set up in the previous reporting period but continued to be utilised for its effectiveness in this reporting period with the second lockdown. We proactively monitored the social media pages of our members, sharing information to our database and social media platforms to build profile awareness, including writing articles and blogs on our latest news section on the website and we continued to add faces behind the businesses to the Buy Tauranga website We photographed items in store for promotion in the press advertising backing up the 'we've got what you want' tagline.	Consistently keeping Downtown Tauranga and the messaging of buying local and showing what sorts of shops were open for business kept the city centre top of mind. The consistent messaging gave us good cut through, and the members were visually profiled, giving then tangible support. Check out the Buy Tauranga Buy Local website here https://www.buytauranga.co.nz/shop-downtown-tauranga

Activity Area: *Trustpower Taste Tauranga Winter Fest*		
A large marketing and PR campaign was based around this festival and had been launched prior to the event being postponed in August. It is worth mentioning in this report, as like a lot of cancelled events around this time, all the work had already been done and the event advertised as we were just days short of the festival launch with tickets presold to the plethora of events on offer. We eventually were forced to cancel the festival because of the uncertainty as we neared October, the postponement date.		
Activity	Explanation	Results / Status / Outcome
In its fifth year and second year cancelled due to Covid – Taste Tauranga Winter Festival was a festival to delight your tastebuds and awaken your senses.	A collection of tapas trails, degustation dinners, tasting events, movie and meal date nights, specialty menu events, and more to tempt the public. A	This event was postponed and eventually cancelled due to Covid. Unfortunately, this still came at a cost with a lot of the prelaunch marketing already undertaken.

Exclusive events, tapas trails, burger competition, cocktail competition, and date nights etc, photographic exhibition and live musical performances - all in Downtown Tauranga, over two weeks.	key new addition for 2021 was Culture Fest programmed to run the two Saturday mornings of the festival with cultural and community pop up performances in Wharf Street. The marketing campaign around this event was extensive in support of the hospitality sector that had been hit so hard with lockdowns. The campaign included advertising across multi-media platforms including: • Radio • Newspaper • Bus Backs • Billboards • Digital Banners • Social Media • Website • PR	Two pieces of the festival were able to be salvaged 1. Date Night eventually went ahead in November as a continued sell out event with 24 people enjoying a cocktail and canape at The Tauranga Club, a meal at Barrio Brothers and a movie at Event Cinemas. 2. The Trustpower Hononga Exhibition was moved to the Christmas festivities with the images and event boards already printed Although cancelled a number of the Taste Tauranga events can be replicated to be part of 'Flavours A Plenty' in 2022.

Activity Area: *Activate Vacant Spaces*		
Despite no further funding stream for this initiative, we were still able to facilitate some further activity under the programme. Activate Vacant Spaces remains an integral part of the city centre for filling vacant spaces short and medium term, we just need to take an innovative and adept approach to maintain some momentum and activity where we can. Promotion of the installations/activities is done through the Mainstreet marketing budget		
Activity	**Explanation**	**Results / Status / Outcome**
Remaker relocation from Our Place to Red Square – connecting a landlord with a prospective tenant ACTIVATE VACANT SPACES	Mainstreet Tauranga facilitated this move by connecting Jackie and John with Gifford Enterprises who were able to negotiate terms to take over a large vacant space in Red Square as Our Place was coming to an end.	Remaker was able to find a permanent home in the city centre repurposing their model to include a café and other sustainable enterprises in the mix as a hub environment, which should add value to Red Square and allow them to utilise the square for spill out public events.
Photographic Exhibition (Devonport Rd) – connecting a photographer wanting to show their work with a vacant space	Located in Devonport Road the photographer covered the OPEX expenses for the site	One less empty store frontage during September and a photographer given the opportunity to exhibit their work
The Pop-Up Art Gallery (Devonport Rd) – Extension of tenancy	Scheduled to end at the end of August the artists involved approached us to extend their tenancy. They agreed to cover the OPEX expenses as they had seen a lift in art sales which gave them a modest funding stream to cover the costs.	Artists given the opportunity to test their model for displaying and selling art pieces as an informal art consortium.
The Ceramics Gallery (Devonport Rd) – Moved from Activate Vacant Spaces support	In August the Ceramics Gallery started paying the OPEX contributions without Activate Vacant Spaces support. They	A permanent tenant taking over a vacant space – an exemplar of what the Activate Vacant Spaces programme can achieve.

to going concern and permanent tenancy	then negotiated a permanent site further up Devonport Road and are now a permanent member of the Downtown Tauranga business family.	

MARKETING & PROMOTION

Activity: *SMART DIGITAL STRATEGY*		
Our Smart Digital Strategy has a key objective to reach, engage and influence a significant audience base across the region and beyond. It allows us to profile the city centre, events and initiatives, our member sectors (hospitality, retail, commercial, service) and drill down to individual member profiling of their brands and products/services/offerings. This helps influence consumer buying behaviours and social behaviours. It also assists in showcasing our creative and culture identity in the city centre and in showcasing our unique offerings and experiences.		
Activity	**Explanation**	**Results / Status / Outcome**
Our smart digital strategy utilises our website, social media platforms, email, and multi-media formats.	We also enjoy strong and proactive collaborative digital sharing communication channels with key stakeholders including Creative Bay of Plenty, Priority One, Chamber of Commerce, Tauranga Art Gallery, The Incubator, The Kollective, Tauranga City Council and Tourism BOP.	Increasing audience reach, engagement, and loyalty: - We have over 10,560 Facebook Followers - We average 7,202 visits per month on our website - We have over 2,300 Instagram followers - We have over 7,000 people on our public customer emailer database - We have achieved a total Facebook reach in excess of 133,119 and Instagram 31,863

Activity: *TRADITIONAL & OUT-OF-HOME MARKETING*		
Our Marketing & Promotion Strategy has a key objective to reach a broader audience through traditional and out-of-home advertising ensuring best practice and a truly responsive and robust marketing plan. This allows us to test and measure effective mediums for different campaigns engaging with our audience in the most effective way possible.		
Activity	**Explanation**	**Results / Status / Outcome**
Our marketing strategy utilises newspaper, radio, bus backs, billboards, and magazine advertising to complement our smart digital strategy 	Utilising not only traditional advertising but also radio personalities to talk about Downtown Tauranga which is reinforced through the advertising. We negotiate partnership deals with our media partners to include a greater reach and we look for promotional deals throughout the year that match our campaign timing to get the best value for money.	Greater exposure for campaigns creating awareness in the community including: - Trustpower Taste Tauranga Winter Fest - We've Got What You Want Campaign - Buy Local, Buy Tauranga Campaign - Trustpower Toi Tauranga Christmas Campaign - Trustpower Hononga Exhibition promotional campaign - Christmas Gift Guides through traditional and digital medias

Activity: *PR & EDITORIALS*		
PR is one of the most effective ways to spread our stories. It is an efficient way to disseminate information to the public in order to affect public perception. This is an important component of our marketing as it allows us to set the tone and influence the outcome of the reporting, which for a city centre going through such an upheaval has been important.		
Activity	**Explanation**	**Results / Status / Outcome**
Sending out press releases with positive stories about the city centre.	Free and invaluable advertising. Because of the good relationship that we have the various media organisations our press releases are consistently taken up.	- Greater media exposure - Factual positive stories - Influencer marketing - Regular news stories on digital news sites and in newspapers

MEMBER COMMUNICATION & ADVOCACY

Activity:	MEMBER COMMUNICATION
Purpose:	To keep members informed of all activity in the city centre across all sectors and ranging from TCC infrastructure developments to events and activities happening.
Structure:	Email updates to members - Generally, at least 1-2 times per week with news, event and initiative updates and information for members, including the foot traffic data available. Our key stakeholders also use this communication channel, within our newsletters, to update members on their initiatives and events. We now receive regular inclusions for the business and customer newsletter from Emma Cottin – Strategic Community Relations Advisor. Members-only section of the Downtown Tauranga website - Providing information and resources to new and existing members including Webinar's on 'The Secret to Business Survival – Weather the Storm, 'Building Your Business and Personal Resilience', tips on 'Business Planning – 6 Things You Should Be Doing Now!', 'How to Build Your Business Strategy in the Face of Uncertainty', 'Stand Out and Attract Foot Traffic', 'Marketing & Sales' and '9 Retail Marketing Strategies' just to name a few. Introductory meetings with new members - To inform members of the services, profiling, and networking opportunities available to them through Downtown Tauranga, to deliver the 'Welcome Pack' and to ensure their business is added to the member communications platforms and database. Events and initiatives - To engage our members and where possible seek collaborative ways to integrate our members into initiatives and events to build the city centre offerings, attract more people and achieve stronger outcomes. Regular interaction - Via meetings, workshops, planning sessions and brainstorms allowing Mainstreet Tauranga/Downtown Tauranga to continue to develop and grow a strong, collaborative network across our membership. Through daily visits, event management and facilitation we work with members to develop new ideas, promotions, and events to drive foot traffic and promote their business offerings through the myriad of communication channels that Downtown Tauranga either drives or collaborates with others on.
Outcomes:	**Engagement Growth:** - We enjoy strong engagement with our members - Open rates on our email newsletters are high against industry standards - Members enjoy immediate and responsive communication channels with us **Member Representation:** - Members see us as their voice and facilitator of solutions

Activity:	MEMBER ADVOCACY
Purpose:	This is a pivotal role for Mainstreet Tauranga. Our focus is to understand our member's needs and views on city centre developments, initiatives, and happenings and to advocate on their behalf to TCC and other stakeholders.
Structure:	We maintain strong relationships and open communication with our members through regular contact, phone and email communications and surveys.
Outcomes:	- Participation in the Tauranga City Council review of Mainstreets - Exploring stronger collaboration with Tourism BOP with the appointment of new General Manager - Draft Tauranga Parking Strategy Submission - Proposed Changes to the Local Alcohol Policy Submission - Attendance at the Tauranga City Council City Centre Strategy Workshop - Spoke to the Tauranga City Council Civic Plan - Facilitating meetings, mediation and resolution of issues as required

KEY ISSUES

Seismic Strengthening of Elizabeth and Spring Street Car Park Building

We have been advised that these are both scheduled for the first six months of 2022 and will be done as staged works. Although understanding the need for this work to be undertaken, we are sure you can appreciate the apprehension among our members on the impact that this will have, especially with parking supply already at capacity. We are interested to know what mitigating plans will be in place to support the city centre while this work is undertaken, like free buses to the city centre for commuters, park n ride options etc, all that have been discussed at length in the past. Could these for example be prioritised and progressed to coincide with the seismic work.

Lack of Foot Traffic Counters

With the changing landscape of the city centre, including new developments attracting different tenants, foot traffic counters are as important today as they were when we first requested their installation. We are continually asked for our figures by council staff for use in their reporting which is only a very small snippet of the city centre (one counter), which incidentally been impacted due to its vicinity to some of the demolition work. It would be beneficial to have benchmark figures from various points around the city centre prior to the upcoming revitalisation, hence this request remaining on our six-month report as one of the key issues for the city centre. We await an update from TCC on the scheduled installation programme for the foot traffic counters.

City Centre Parking Data Collection

Mainstreet Tauranga has for many years advocated for accurate data collection on parking supply and use in the city centre as we see this as an integral part of short, medium, and long-term decision making on parking management. We acknowledge and support that the introduction of digital information on the number of available spaces in the parking buildings has been beneficial to commuters, customers, and visitors alike, but we would also like to see technology used to gain a better understanding of how on-street parking spaces are being used and the introduction of space availability shown for on-street parking. With the upcoming consultation work to begin on the City Centre Parking Management Plan (as advised by Peter Siemensma, Senior Transport Planner) Mainstreet is concerned that this has still not been addressed. The PMP needs ensure that businesses can be economically viable, and visitors and customers access to parking spaces and for any PMP to be effective it needs to be planned rather than reactive, something that has consistently fallen short in the CBD to date, mainly due to no up-to-date and relevant data collection. For full details on this please refer to our submission to the Draft Tauranga Parking Strategy.

Activate Vacant Spaces Replacement

Activate Vacant Spaces plays/played a significant role and was the impetus behind reactivating parts of the city centre, at ground level, that looked and felt forgotten. For the city centre to be what the public and visitors

expect, and to fulfil its potential, a continued combination of strategic economic development, investment attraction and a strong planning framework together with solid governance needs to be maintained together with a combined focus on activating visible sections of the city both today and as the city evolves over time. The Commissioners when considering the request for continued funding felt that the void left if Activate Vacant Spaces was not supported was being replaced within Council initiatives like them developing some of the spaces themselves with $100k towards the Taonga exhibition. The philosophy behind the Activate Vacant Spaces program was further reaching than simply filling vacant spaces, but we accept the decision made. However, Mainstreet are interested to know how council sees the ongoing needs of the city centre being met in this regard and what progress is being made in relation to the Taonga exhibition spaces.

Rough Sleeping

Although there have been immense improvements in this area with housing those who find themselves living on the streets, we do have one person who has permanently camped out in front of a vacant store on Devonport Road and who has been there for at least 3 months. This is causing not only distress for the businesses in this area but also for the public who are worried for the person concerned. As his 'treasures' continue to increase around him, we understand that this is a complicated case. However, the businesses in the immediate vicinity continue to field concerns from the public around this person's health and safety as well as some feeling it is now affecting foot traffic past into their premises. We continue to work with Paul Mason (TCC) to hopefully get this person the help that they need.

KEY OPPORTUNITIES

City Partnership Specialist

We welcome and look forward to working with the new City Partnership Specialist when they are engaged. Whilst we enjoy good collaboration with the events team and other departments within TCC, having a designated strategic lead at TCC to work alongside Mainstreet to facilitate more productive and effective outcomes, to achieve commonality of purpose, and to keep Mainstreet abreast of things affecting the city centre will be invaluable.

Open Communication & Collaboration

In the interests of having open communication and working collaboratively together the Mainstreet Tauranga Board would like to extend an open invitation to Tauranga City Council representatives to present at their monthly board meeting on all things relating to the city centre, at a governance level. The board minutes are public record for members and published on the member only page of the Downtown Tauranga website, however for any items that are confidential the board can put the meeting 'in committee' which means that section of the meeting would not be included in the minutes. With a number of large projects, policy and bylaw changes, redevelopments etc scheduled for the city centre, and Mainstreet being a key stakeholder, it would be a productive and efficient way of moving forward in 2022.

Proposed Changes to the Local Alcohol Policy

Tauranga is a growing city, the fifth largest in New Zealand, and as such should reflect this in what decisions are made, especially in relation to local policy. As a developing city, with plans for a hotel and possible expansion into conference centres, casinos, and nightclubs we need to ensure that we make pragmatic decisions taking all facets of the city into consideration. It is for this reason that when the proposed blanket reduction in trading hours and earlier one way door system was suggested prior to Christmas, Mainstreet asked for a meeting to be convened with all the stakeholders to understand the issues and look for solutions without having to resort to earlier closing times. After consultation with Rebecca Gallagher, Mainstreet Tauranga has successfully facilitated a meeting with our hospitality sector, TCC, police and other stakeholders for the beginning of February to allow all parties to hear their voices and discuss a way forward together. We appreciate TCC's openness to agreeing to this meeting.

FUTURE ACTIVITIES (coming 6 months)

- Partnership and sponsorship of After Dark Urban Light Festival
- New Marketing Strategy and Plan for 2022
- Family focus including school holiday program
- City Centre Parking Management Plan
- Local Alcohol Policy Meeting with stakeholders

Financials

On the following page you will see our financial update.

For more information

To discuss any aspect of this report or the work of Mainstreet Tauranga please contact the following:

Mainstreet Tauranga/Downtown Tauranga Management & Marketing:
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Mainstreet Tauranga/Downtown Tauranga Board:
Brian Berry - Chairperson
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DOWNTOWN
TAURANGA

Profit and Loss

Mainstreet Tauranga Incorporated

For the 6 months ended 31 December 2021

	Account	YTD	Budget Full Yr
Income			
	Council Levies	176,967	353,934
	Dividends Received	0	350
	Interest Received	18	30
	Member Subscription	0	2,055
	WS Friday Night Live Income	200	200
	Total Income	**177,185**	**356,569**
Operating Expenses			
	Operational Costs		
	Promotions and Management Contract	138,460	276,920
	Sponsorship	2,831	12,900
	Total Operational Costs	**141,291**	**289,820**
	Administration Costs		
	Accountancy Fees	3,162	3,162
	Annual General Meeting	485	1,500
	Annual Report	1,691	2,100
	Audit Fees	0	5,300
	Bank Fees & Charges	25	60
	Consultancy Fees	1,107	2,215
	Depreciation	0	940
	Events Costs	0	1,500
	General Expenses	100	740
	Insurance	2,509	4,000
	Rent	2,333	4,670
	Storage Fees	3,730	7,464
	Xero Fees	366	720
	Total Administration Costs	**15,509**	**34,371**
	Events		
	Activate Vacant Spaces	3,250	3,250
	Activate Vacant Spaces Exp	(1,240)	(13,250)
	Christmas Installation	77,919	0
	Christmas Installation Expense	(93,189)	(10,000)
	Taste Tauranga/Hononga Exhibition	21,000	0
	Taste Tauranga/Hononga Exhibition Expense	(19,143)	(10,000)
	Vouchers Issued	0	50
	Vouchers Expense	0	(50)
	Total Events	**(11,404)**	**(30,000)**
	WS Friday Night Live Expense	0	2,200
Total Operating Expenses		**168,204**	**356,391**
	Net Profit	**8,981**	**178**

Operating within budget.
Administration is under budget in two areas. The AGM is under budget as Covid restrictions meant no refreshments were served and insurance as we did not have to insure any added installations for Christmas this year.
Sponsorship is tracking under budget due to cancelled events.