



ATTACHMENTS

**Strategy, Finance and Risk Committee
Meeting
Separate Attachments 1**

Monday, 12 September 2022

Table of Contents

8.1	Mainstreets' Monitoring Reports for the period to 30 June 2022	
	Attachment 1 Mainstreet Monitoring Summary - 1 January to 30 June 2022	4
	Attachment 2 Greerton Village Community Association - Monitoring Report to 30 June 2022 and draft financials.....	6
	Attachment 3 Greerton Village Community Association - Annual Plan and Budget 2022/23	27
	Attachment 4 Mount Business Association - Monitoring Report to 30 June 2022 and draft financials	37
	Attachment 5 Mount Business Association - Annual Plan and Budget 2022/23	45
	Attachment 6 Mainstreet Tauranga - Monitoring Report to 30 June 2022 and draft financials	62
	Attachment 7 Mainstreet Tauranga - Annual Plan and Budget 2022/23.....	81
	Attachment 8 Papamoa Unlimited - Monitoring Report to 30 June 2022 and draft financials	109
	Attachment 9 Papamoa Unlimited - Annual Plan and Budget 2022/23	117
8.3	Refreshed outline plan of Committee's upcoming work programme	
	Attachment 1 Outline of topics to SFR Committee 2022-23 (Sept 2022)	125
8.7	Long-term Plan 2021-31 actions tracker	
	Attachment 1 LTP Actions Tracker - August 2022	128
0.0	Annual Residents' Survey 2021/22	
	Attachment 1 TCC Residents Survey 2022	175
0.0	Growth & Land Use Projects Progress Report - September 2022	
	Attachment 1 Appendix A - Quarterly Update - Growth, Land Use Planning and Transport Strategy Projects - September 2022.....	250
8.8	Housing Sufficiency and Affordability, Tauranga City	
	Attachment 1 Independent Review of TCC Land Supply Updates, July 2022, Veros Ltd	283
	Attachment 2 Impact of a housing shortage, an update of the effects on Tauranga City, August 2022, NZ Institute of Economic Research (NZIER).....	289

Appendix 1: Mainstreet Monitoring Report Summary to the Strategy, Finance, and Risk Committee, 12 September 2022

For period 1 January to 30 June 2022

Organisation	Issues for Council Attention	Summary of Activities	Looking forward
Greerton Village	<ul style="list-style-type: none"> • Cleaning contracts, annual pavement cleans • Streetlamps in need of cleaning and LEDs installed • Audit date completion - due date puts a lot of pressure on the Association 	<ul style="list-style-type: none"> • Julio the Latin Lover – chocolate hearts on Valentine’s Day • Easter Egg Window Trail and Easter Bunny street entertainer • Yarn bombing programme planning • Website refreshed • Collaboration marketing ‘what matters most’ with Downtown Tauranga • Bi-monthly feature in the weekend sun • Advertising of initiatives and events • Social media (public and business) • Regular newsletters to businesses • Networking events returned in June with great turnout • Visits to businesses • Participating in Maarawaewae Study, events strategy workshops, city vision launch, Cameron Road Project Team, and meetings with City Partnerships Specialist 	<ul style="list-style-type: none"> • Yarn Bombing Event • Welcome Pack for Businesses • Implement Business Plan • Plan community ‘Christmas Around the Tree’ Show • Giant Christmas Hamper Promotion in December • Commence planning for Vintage, Retro & Steampunk Fayre, February 2023
Mount Mainstreet	<ul style="list-style-type: none"> • Street safety including break ins and ram raids • Street cleaning schedule and deep clean • Increase in graffiti 	<ul style="list-style-type: none"> • Sponsorship of Jazz Festival • Matariki Education Posters • Free outdoor movie – Girls Can’t Surf • Micro activations <ul style="list-style-type: none"> ○ mini putt in Porotakataka ○ Mount Music Trail ○ Easter music and games in Porotakataka ○ Easter themed Sunday Market ○ Anzac Day Circus Workshop ○ International Record Store day DJ and Facepainter • Drafting Annual Plan for 22-23 Financial Year • Welcome to Paradise video creation 	<ul style="list-style-type: none"> • Contracting Digital Marketing Manager • Mental Health event for businesses • Return of cruise ships • Outdoor Cinema for Aims Games • Ice rink for October School Holidays and additional promotions around this • New website and videos launch

		<ul style="list-style-type: none"> • New Website build • AED installation • Member newsletter and networking events 	<ul style="list-style-type: none"> • Installation of multi-modal cameras to track pedestrian trends
Mainstreet Tauranga	<ul style="list-style-type: none"> • Awaiting access to data from foot traffic counters • Awaiting update on City Centre parking data and Parking Strategy • Increase in graffiti • Increase in criminal activity • Staff shortages 	<ul style="list-style-type: none"> • Rediscover your City Centre Marketing Campaign <ul style="list-style-type: none"> ○ Repurposed Website and social media ○ Advertising in UNO, Nourish, and Our Place Magazines • The People Behind the business marketing campaign • City Centre Photo and video shoots • Buy Local Buy Tauranga ‘what matters most’ campaign • PR Campaigns • School Holiday Programme Package • Easter Kiwi Hunt • Mother’s Day Promotion • Sponsorship and support of MoreFM Mount Everest Challenge, After Dark Urban Light Festival, and Jazz Festival • Member Support <ul style="list-style-type: none"> ○ Emails to members ○ Introductory meetings with new members ○ Member engagement via meetings and workshops ○ Integrate members into events and initiatives ○ Member advocacy ○ Collecting member feedback 	<ul style="list-style-type: none"> • Continuation of Rediscover your City Centre Campaign • Proposed collaborative initiative ‘discover your city library’ • Championing the new Civic Development • Collaborative work on City Centre Activations and events • School Holiday Programmes • Christmas in the City Centre • Mainstreet AGM
Papamoa Unlimited	<ul style="list-style-type: none"> • None raised 	<ul style="list-style-type: none"> • Pedal and Pump – community activity on the Papamoa Waterways • Matariki – Light up the Waterway 	<ul style="list-style-type: none"> • Identify, adapt, and deliver four iconic events to the Papamoa community, and build on the success of the events held in the past i.e., Matariki and Santa Parade

Mainstreet Monitoring Report – Greerton Village

MAINSTREET NAME

Reporting Period: 1 January – 30 June 2022

Vision: To create a vibrant, thriving centre for our Businesses and Community

Core Purpose / Focus areas of Mainstreet Business Plan: To provide events, promotions and marketing to encourage locals and visitors alike

Membership overview: 115 approx.

Summary of highlights:

- Biggest Buy in for our Midwinter Madness Promotion this year
- Web site upgrade completed and live
- “What Matters Most” colab. campaign with Downtown Tauranga

Key Activity and Achievements (previous 6 months):

Activity Area: Events		
Activity	Explanation	Results / Status / Outcome
Julio the Latin Lover Feb 14th	Returned to Greerton for another successful street entertainment session, handing out chocolate hearts to anyone who wanted them	Always popular with the public and business owners alike, creates a fun, something for nothing feel good factor
Vintage, Retro & Steampunk Fayre February 26	Annual event, celebrating all things Vintage, Retro & a bit of Steampunk. Stalls, Music, cars etc	Cancelled due to covid restrictions
Easter Egg Window Trail April	A fun promo for the kids to walk a window trail, counting the eggs they see	Good level of entries. Some businesses noting an increase of shop awareness
Easter Bunny, street entertainer. April 14th	Easter Bunny in Greerton for 2 hours, handing out chocolate eggs to kids, old and young	A lot of photo opps. Here. Good Face book results. Feel good fun factor for public and shop keepers alike
Yarn Bombing work commences	Although our Yarn Bombing displays do not go up until July, work is started by most from October - June	The results will be reported on in next report, after installation in July

