



ATTACHMENTS

**Community, Transparency &
Engagement Committee meeting
Separate Attachments 1**

Tuesday, 10 September 2024

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MAINSTREET MONITORING REPORT

MAINSTREET Tauranga Inc. (Downtown Tauranga)

Reporting Period: 1 Jan 2024 – 30 Jun 2024

Chair Comments

This report outlines the results and achievements that have occurred between January to June 2024, signifying the progress and momentum starting to build operating under a new business model. During this reporting period, the appointment of a new Chair has also been made, with Ash Gee stepping down in June 2024 to focus on her business and personal interests. We thank Ash for her unwavering commitment and time to Downtown Tauranga. She has made an incredible contribution and has been instrumental in shaping and fostering the new business model for the organisation.

Downtown Tauranga continues to focus on the most prevalent tasks at hand - **to support the city centre members and businesses to ensure there is increased foot traffic and revenue for the benefit of the entire city centre**. This however is not without its challenges as the city centre continues to tackle ongoing construction in key areas directly impacting businesses profitability and demeanour.

Mainstreet is made up of the Board, Mainstreet Manager, and Admin and Events Co-ordinator, supporting 592 members and businesses in the city centre. The board members give their time and skills on a voluntary basis to support the Mainstreet Team to execute the Annual Plan to ensure that the members and businesses benefit utmost. It is at times a fine balancing act between the needs of the businesses, the requirements and commitments to Tauranga City Council and stakeholders as well as the resources and capacity of the Mainstreet Team.

This reporting period reflects the good progress in the last six months in terms of building a sense of community, trust, and transparency, as we re-write the narrative and outlook for the city centre:

- **Strategy** – 2024-25 Annual Plan finalised & draft Long-Term Plan (LTP).
- **Transparency & communications** – Notable uptake in signups and interaction via e-news and whatsapp platform.
- **Increased marketing, promotions** – Large increase in engagement/followers via social media
- **Increased city centre activations** – Increase in events and activations to draw people into the city centre.
- **Advocacy** – Acting as the 'voice' for our members on a number of subjects.

Thank you for the opportunity to provide this 6-month update. We are excited for the future of the Tauranga city centre and look forward to working together to achieve a thriving city centre.

Kind regards,

John Dewes-Hodgson – Chair – Mainstreet Tauranga

Membership

Mainstreet Tauranga is a membership organisation spanning the area bounded by the Tauranga Harbour to the east, Cameron Road to the west, 1st Avenue to the south, Harrington Street, and part of McLean Street to the north. We interface with and represent the property owners, business owners and operators (along with the staff) that live, work, and conduct business within these geographic boundaries. Mainstreet Tauranga is proactively inclusive in our day-to-day operations and seeks to involve as many of our members as possible as we strategise and make decisions.

Vision

Tauranga City Centre: The best City Centre in New Zealand

We envision the Tauranga City Centre to be vibrant, diverse, and thriving, and definitively known as the region's commercial, cultural, and civic hub. A City Centre that boasts remarkable attractions, amenities, and offerings that enrich, inspire, and meet the needs of the people who live, work, learn, eat, shop, and play there.

This Vision is encapsulated in both our long-term (3-5 year) strategy, and our short-term strategy (Annual plan).

Our Mission

Externally: Mainstreet Tauranga initiates, facilitates, and supports events, activities, activations, and other offerings that have been purposefully chosen to ensure our City Centre is viewed as a highly desirable place to live, work, learn, eat, shop, and play. We actively promote the City Centre as a destination to the greater community and region. We proactively communicate positive news stories about the City Centre, including the vibrant, engaging, and progressive activities that are occurring, and the transformational change that is already underway.

Internally: We support and nurture our members, advocate on their behalf and champion their ability to do better and more profitable business in our City Centre.

KPIs

Our KPIs for the current financial year are:

- **An engaged membership** – Measurably grow an inclusive and united membership that is informed & supported.
- **Advocacy** – Submit on areas of concern, provide feedback on behalf of our members & instigate change.
- **Effective promotions & marketing** – Effectively promote our city centre, support and communicate to our members using efficient marketing tools, events, and promotions.

This report illustrates how we are working towards these KPIs.

Reporting Timeframe: January – June 2024

KEY HIGHLIGHTS & ACHIEVEMENTS

1. Annual plan & budget for 2024-25

This was completed at the end of June with the goal of immediate implementation from July onwards. The new annual plan has a strong member focus identifying that the businesses needs and desires are at the forefront of what we are here for. The focus continues to be: **GROW – SUPPORT - TELL** as we re-build the positive narrative of the city centre.

2. Ongoing transparency & Communications

Our overarching goal is still to proactively support the members and businesses of the Tauranga City Centre. A requisite part of this is to ensure there is increased (and increasing) transparency and communications between us and our members. The following activities have been pursued to improve communications:

- **E-newsletters & database uptake** – We are continuing to see an upward trend with e-news open & engagement rates for our city centre which has also been assisted by the TCC walking tours that we have promoted in our e-news and which is helping to change the narrative. We have sent weekly emails to **10,698 recipients** between January & June 2024 (more than doubling the last reporting period) on key activities, events, and areas of interest to our members. We have achieved an **open rate of 57%**, which is a 4% increase on the previous reporting period.
- **Downtown Tauranga whatsapp group** – In the past two months we have seen a significant increase in sign-ups to our whatsapp group which now has **73 members**. The platform is a channel to directly message Downtown Tauranga and stay connected on topics relating to events, promotions, safety & security, and gain support from fellow members. We are getting positive feedback on this group and are excited to watch it grow.

3. Promotions & Marketing

- **Social media presence** – Since the introduction of Design Juice in March as our social media provider, we have seen a substantial increase in engagement & followers. Notable success includes the May 'Mother's Day' promotion more than quadrupling our typical engagement levels, as well as offering several city centre businesses spotlight with prizes for the winner, as well as the 'favourite place for lunch in the city centre', reel reaching nearly 10k views. Our Facebook page currently has **13,650 likes** and **3400 followers** on Instagram (up by **10%** since the last reporting period). We are frequently tracking progress with Design Juice and continue to meet with them regularly to ensure the city centre promotions strategy is featuring a variety of businesses across hospitality, retail & services.
- **NZME media strategy** – The board approved a six-month media campaign with NZME in June, for immediate instigation. This campaign involves working across three different platforms to market and promote the city centre, including digital radio, press and online presence. Thorough research & discussions have taken place to finalise this and includes a clear, strategic timeline that will look to spotlight businesses, spaces, and events in the city centre to the entire Tauranga region, and nationally via the online presence to support a positive narrative.

4. City Centre Activations

While always having the overarching goal of drawing more foot traffic and revenue into the city centre, two very successful digital, in person activations have been implemented for the school holidays and Matariki in this reporting period.

- **Explorer Trail** - Downtown Tauranga organised an Explorer Trail over the April school holidays (12-29th April) using the STEM app with support from the Tauranga City Council (TCC) CCDIF to enable prizes to be included in the event. Nine Locations around the CBD, including community spaces that support creative and physical well-being had posters with a QR code. Participants opened the explorer trail link, scanned QR codes and answered multi-choice questions relevant to the location. Correctly answered questions put participants in the draw to win amazing prizes from local businesses. This created an engaging environment in the city centre and supported cultural and economic growth by promoting it as a vibrant fun place to be and encouraging further foot traffic & revenue for the city centre.

We received excellent feedback on the activation:

“Fantastic – thanks so much. My kids really enjoyed the explorer trail and will be thrilled to hear they’ve won a prize” – Natalie (winner of The Pottery Studio)

“So far it’s been really successful, and we’ve had good feedback” – Baz Mantis (Music Works)

146 people activated the trail, which does not include families participating at the same time, therefore equating to even higher participation rates. There was also a feature in [Sunlive](#) on 12 April as well as promotions via our social media and our e-news. This extra coverage and marketing encouraged families into the city centre during the April School Holidays.

Matariki – This is the first time Downtown Tauranga has celebrated Matariki and it was exciting to see businesses keen to either be involved or get on board with window decorations. Using the not-for-profit STEM app and in collaboration with Tuatara Collective, a star trail through the city centre telling the story of the stars of Matariki was unveiled. The activation included nine city centre locations, of which six were local businesses with some great prizes up for grabs. Participants opened a link, scanned the QR code and were presented with multi choice questions relating to each star they come across. The intention was to educate the wider community and connect people to spaces that speak to the intention of the Whetu (star) while also showcasing the city centre as it transforms.

The Matariki trail was even more successful than the explorer trail with 179 people activating the trail. We received fantastic feedback from participants and businesses involved who appreciated the extra foot traffic and being able to celebrate the cultural significance of Matariki and the opportunity for community to come together.

We enjoyed the trail - I know the CBD quite well but the kids were pretty unfamiliar with it, so it was fun to see them explore a bit.

5. Advocacy

One way traffic system – With the announcement in late January of TCC’s decision to push forward with one-way traffic systems in the city centre, Downtown Tauranga took swift action to advocate for the businesses considering the financial ramifications and construction disruption that this would cause. We asked for member feedback via our e-news platform and highlighted our concerns about

the speed, pace, and lack of consultation for the introduction of this traffic system, which was fed back to TCC within 48 working hours.

- **City centre revitalisation strategy** – Led by KPMG and funded by the TCC, over the last two months, Downtown Tauranga, in conjunction with key stakeholders, has been giving input into a City Centre revitalisation strategy to address the commercial & retail challenges. Downtown Tauranga asked for member feedback on these issues via a short survey which 11% of businesses completed and has assisted to shape the strategy document. The final document will be completed by the end of August.

IN PROGRESS PROJECTS

CRM database, governance, member engagement & marketing

- **CRM Database** – We have started the first phase in our CRM database upgrade project which has included researching and consulting with various companies to understand the most appropriate system to support Downtown Tauranga and the multitude of businesses here. We recognise this project is of the highest priority with our 2024-25 Annual plan to ensure we can utilise and maximise the support we offer to our members. The board is currently reviewing a CRM database proposal for immediate implementation.
- **Engagement with iwi** – Recognising the need to develop & interweave the maori narrative & story into Downtown Tauranga and our strategy, discussions have started with the Strategic Maori Engagement Unit at the Council. We are now looking to set up meetings with local iwi as we refine our LTP and gain their insights and feedback. We have also taken steps to increase the use of maori words in our communication channels across a number of platforms and received excellent feedback on our first Matariki activation in June.
- **Quarterly Business networking sessions** – In order to build a strong community amongst the members and businesses, trust, connection, and transparency are key. We have budgeted for a minimum of four business/member focused events a year. These will act as a chance to talk directly with the chair, Manager, and board of Downtown Tauranga, share and connect with other members and share news on upcoming events, promotions, and relevant topics for the city centre.

SPECIFIC AREAS OF INTEREST: Analysing City Centre foot traffic

Downtown Tauranga gains insights into foot traffic for the City Centre via Bellweather data. The data from these reports is from Devonport Road, and while it only reflects one section of the City Centre, it provides valuable insights about trends & patterns for current activities and future projections. Please note that the TCC data received for foot traffic has not been referenced as there were noticeable gaps and variables making it difficult to draw conclusions from the provided dataset.

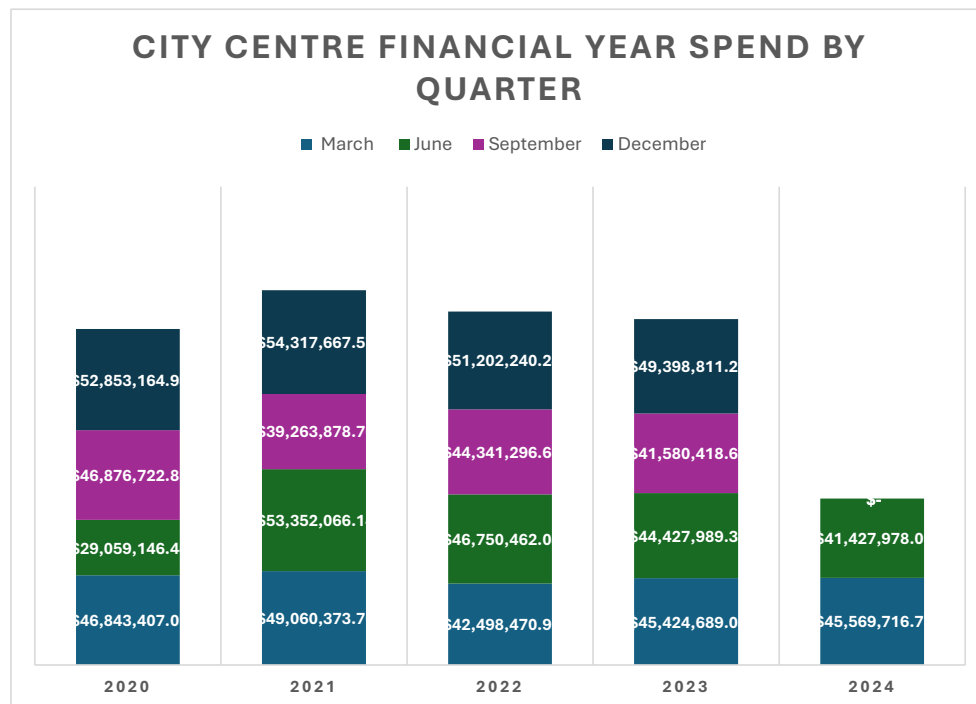
Of note: Foot traffic data for Devonport Road reflects a small increase for this reporting period with a 4% rise compared to this period in 2023 (350,148 verses 351,648). While this is small it does represent the slow but steady interest in the city centre which is also matched by the onset of several new businesses choosing to move here with the potential they see coming. However, what's important is to assess this foot traffic in line with the sales data.

SALES DATA

The total revenue spend for the city centre to date for 2024 is \$86,997,695. If we take this value and project for the whole of 2024, we are looking at around \$173 million. This potentially reflects a

decline from 2023. While it is too early to make full predictions, the following factors do influence the spend data:

- NZ is now in a recession.
- Slow recovery from COVID and/or the perception of a disrupted City Centre as a destination for spending/activities.



Note: The statistics provided to us by Tauranga City Council does not exactly match the Mainstreet (rateable) area. This report includes an overview of the total City Centre which is larger than our management area. We are still investigating options to gain more accurate data that will be included in future reports.

The trends for this reporting period show an uptake in spend for **Department Stores & Leisure** which could be related to a post covid society and the desire to get out and about, however hospitality spending is down by 5.67% in comparison to the same 6-month period last year. It has been recognised nationally for hospitality as we sit in a recession. Accommodation has also dipped, potentially due to cost to travel at present and being winter, however we have taken an active stance to try and give greater visibility nationally to promote Tauranga city centre as a destination, by collaborating with [Neat Places](#), a nation-wide marketing platform. Any city around the country can advertise commercial businesses on this platform. They have 185k worth of visits a month and a reach of over 100k on social media platforms.

- Department Stores & Leisure - total revenue spend for this reporting period is \$18,672,647.57 **up by 11% since** the same 6-month period last year.

Downtown Tauranga will be involved in a number of city centre events & activations in the coming months which will offer hospitality businesses the opportunity to capitalise on extra foot traffic, in order to try and address the hospitality concerns.

CHALLENGES AND ACTIONS

Construction & road works – With the ongoing development of Te Manawataki o Te Papa, Masonic Park, the waterfront playground, and the recent construction of the one-way traffic system, the businesses in the city centre are still trying to operate in less than ideal circumstances. Entrance ways are compromised meaning foot traffic is reduced and opening hours are therefore under jeopardy. Downtown Tauranga recognises that as a city centre, these developments are key, but the pace at which they have been undertaken has been challenging not only to the local businesses, but to the economy. We have taken steps to either mitigate the damage or offer support through the following means:

- Circulating communications to our members via a number of platforms (e-news, whatsapp & at times social media) to ensure they are as well informed as possible to be able to make any necessary adjustments.
- Ongoing discussions with the TCC City Centre Revitalisation team feeding back direct messages we have received from businesses and looking for ways to mitigate disruption, which has resulted in some construction work taking place at night.
- Business mentor workshops – Working in conjunction with TCC and the Tauranga Business Chamber we arranged a series of workshops between March & April for local businesses to support them with 'strategy, finances, marketing and promotions'. We are looking to offer more in this space for 2024-25 to ensure as many businesses as possible can access these free resources.

Vacant spaces – This was mentioned in our previous reporting period and continues to be an ongoing challenge identified by all major city centre stakeholders. A recent workshop held with KPMG funded by TCC looking at a 'City centre revitalisation strategy – commercial & retail' is looking to tackle this very issue taking into account the 'perception' that the public holds about the city centre. It is vital as part of this process to consider the types of shops that the City Centre needs, and the strategic blend of businesses that are required to support long term growth, promote regional health, and increase value for our members. Downtown Tauranga will be supporting and activating where possible including:

- Downtown Tauranga is looking at a number of 'short term' & 'long term' activations to support filling these spaces including the opportunity for 'pop ups' for 1-5 day events or activations as well as short term leases for certain businesses.
- Completing our CRM database project will enable Downtown Tauranga to scrutinise the exact number of landlords in the city centre to develop further discussions in this space as well as real estate agents, TCC, and other parties and considering the type of services appropriate to fill the spaces.
- Utilising a strong marketing and promotions strategy to support interest in the City Centre and these spaces.
- Potential for short term pop ups or alternative uses of vacant spaces beyond business services, promoted through social media and direct marketing channels.

LOOKING AHEAD

Implementation of the 3-5 year strategy – The draft LTP for Downtown Tauranga was presented to the board at the June monthly meeting and now requires further critiquing and analysis before open consultation with the businesses and members. There are many facets to consider with this first draft including taking into account the current resources of Downtown Tauranga, and we are looking forward to sharing with our members for further evaluation in the coming months.

Adopting a new constitution: Under the new requirements of the Incorporated Societies NZ, Downtown Tauranga is currently adopting a new constitution which will be presented to our members at the 2024 October AGM.

Financials

Profit & Loss (refer to table below)

Items to note:

1. We have a carry-over of 145k for the 23-24 financial year. This is largely due to navigating our way with a new business model, and three months without a Manager or staff. We anticipate seeing this reduce considerably with a full time Manager, Part time Admin & Events Co-ordinator, and a succinct Annual Plan.

Profit and Loss

Mainstreet Tauranga Incorporated For the year ended 30 June 2024

	YTD	BUDGET YTD	BUDGET FULL YR
Income			
Council Levies	375,488	375,492	375,492
Sundry Income	21,000	-	-
Interest Received	4,303	-	-
TCC Mentor Programme Funding	10,000	9,996	9,996
Priority One - Website support	10,000	9,996	9,996
Total Income	420,791	395,484	395,484
Operating Expenses			
Staff & Board			
ACC Levies	-	504	504
Car parking	542	3,000	3,000
Computer expenses	-	2,496	2,496
Computer & I.T.	4,400	-	-
Rent	11,117	20,004	20,004
Staff Costs	10,800	15,500	15,500
Wages	110,386	142,704	142,704
Telephone & Tolls	875	1,200	1,200
Phone Reimbursement (Admin)	-	240	240
Payroll Processing Fees	226	600	600
Board Training	-	2,496	2,496
New board member induction programme	-	1,000	1,000
IT Support	-	2,004	2,004
Training Courses & Conference (staff)	1,785	2,496	2,496
Total Staff & Board	140,131	194,244	194,244
Events & Activations			
Art Festival	-	5,000	5,000
Christmas in the City	19,637	20,000	20,000
Flavours of Plenty	-	5,000	5,000
Jazz Festival	5,000	5,000	5,000
School Holiday Promotions	4,709	10,000	10,000
STEMFest	5,000	5,000	5,000
City Centre Activations Expense	1,722	-	-
Total Events & Activations	36,068	50,000	50,000
Promotion & Subsidies			
Advertising	41,104	15,000	15,000
Website Hosting Expenses	1,275	612	612
Electronic Mail Distribution	-	2,040	2,040
Rebrand	2,000	2,000	2,000
City Safety Programme	-	20,000	20,000

Profit and Loss

	YTD	BUDGET YTD	BUDGET FULL YR
Membership Pack	-	996	996
Bi-Monthly Newsletter	-	10,000	10,000
Member Engagement	-	5,000	5,000
TCC Mentor Programme to member	517	9,996	9,996
Eat, Shop, Play guide	-	10,000	10,000
Website Maintenance	33	10,000	10,000
Mainstreet Members Database	-	2,496	2,496
Member Subsidies	-	12,000	12,000
Social Media Marketing	6,050	5,000	5,000
Strategic Plan Programme	7,130	5,000	5,000
Total Promotion & Subsidies	58,110	110,140	110,140
Administration Costs			
Accountancy Fees	4,200	3,000	3,000
Annual General Meeting	2,028	2,000	2,000
Annual Report	-	1,800	1,800
Audit Fees	6,002	6,000	6,000
Bank Fees & Charges	49	48	48
Consultancy Fees	2,560	2,196	2,196
Depreciation	1,580	-	-
Entertainment - Staff	22	-	-
General Expenses	579	1,548	1,548
Insurance	2,576	3,504	3,504
Interest - Other	38	-	-
Legal Fees	4,494	6,500	6,500
Photocopying	152	-	-
Postage	243	-	-
Printing & Stationery	410	-	-
Storage Fees	12,790	6,648	6,648
Subscriptions & Licences	2,179	1,692	1,692
Xero Fees	837	684	684
Total Administration Costs	40,739	35,620	35,620
Total Operating Expenses	275,048	390,004	390,004
Net Profit	145,743	5,480	5,480

Balance sheet

Balance Sheet

Mainstreet Tauranga Incorporated
As at 30 June 2024

	30 JUN 2024	30 JUN 2023
Assets		
Bank	279,959	153,856
Fixed Assets	13,364	66
Total Assets	293,323	153,922
Liabilities		
Current Liabilities		
Accounts Payable	2,099	9,304
GST	11,539	10,677
Total Liabilities	13,639	19,981
Net Assets	279,685	133,941
Equity		
Current Year Earnings	145,743	(1,136)
Retained Earnings	133,941	135,077
Total Equity	279,685	133,941

Accounts Receivable - All current

Accounts Payable - All current.



DOWNTOWN TAURANGA

Mainstreet Tauranga Incorporated Society Annual Business Plan 2024-25

EXECUTIVE SUMMARY

Mainstreet Tauranga (MT) is allocated a targeted rate by Tauranga City Council annually. This rate is paid by the Association's members in their annual rates and is used to support, advocate, and promote Tauranga city centre and the businesses, to drive revenue back to its members.

A new business model for our organisation was deployed on 1st July 2023 and with that comes change and a new vision for the city centre – a bold and ambitious vision of making Tauranga City Centre 'the best city centre in NZ' – one we see with incredible potential, but not without some challenges, as MT makes considerable changes to the way we operate; to ensure we are working effectively for our members, are proactive with planning for our vibrant future and with this vision in mind.

Core to this new business model is for MT to be an effective conduit and advocacy arm between our members, TCC and the city centre stakeholders, and act as leading voice in the aspirational narrative around the city centres' future keeping in mind this vision of being 'being the best city centre in NZ'. With significant work underway by TCC on the future civic precinct, and the Priority One Blueprint that profiles the other significant and numerous developments planned for the city, the vision and future of our city have immense substance. Mainstreet Tauranga's ability to communicate effectively, consistently, and authentically with members and the public means we can be a valuable support, PR and promotional platform for telling the story of our developing city centre.

Our ability to connect and engage with members through a variety of ways allows us to keep members up-to-date and informed on developments and initiatives across the city centre in an efficient and timely manner. As we continue to deepen the relationship with our members this also ensures MT is a trusted source of information and is respected as their support arm for advocacy issues.

While TCC, Priority One and other city centre stakeholders focus on the large infrastructure logistics, Mainstreet Tauranga's focus is on the impact of these on our members, and on the public, to mitigate issues, seek solutions and ensure the city centre remains positioned as a welcoming, vibrant, and accommodating hub for members and the public, both regionally and nationally.

The key focus areas to support our business community right now is effective advocacy and support for businesses, events, activations & promotions that support a perception change for the city centre. This includes bringing vibrancy to our city centre, with increased foot traffic and in turn generating more revenue and encouraging people from far and wide to stay longer.

This Annual Business Plan outlines how Mainstreet Tauranga anticipates using the targeted rate (proposed levy increase of 3%) for the 2024-2025 budget year. This plan will be executed by our Mainstreet Manager, with the guidance of the Chair and approval of the Board.

Operationally, we will continue to improve our processes to ensure the smooth running of the organisation. A key project this year is the development of our strategic plan in consultation with our members, which MT will aim to implement in 2025. This annual plan will take us through to 30th June 2025, in which our core objective is to work towards either initiating, instigating or

completing the projects and objectives reflected in this plan, which focus around our member's requirements and expectations. The draft budget for 2025/26 will be reviewed and approved at the AGM in October 2024

PURPOSE

To support, promote and advocate for our members. To attract more people and businesses to our developing and growing city centre who want to stay longer, spend more and visit more often. To create a city 'community', bringing members together to connect, collaborate and thrive.

OUR MISSION

Externally: Mainstreet Tauranga initiates, facilitates and supports events, activities, activations, and other offerings that have been purposefully chosen to ensure our City Centre is viewed as a highly desirable place to live, work, learn, eat, shop and play. We actively promote the City Centre as a destination to the greater community and region. We proactively communicate positive news stories about the City Centre, including the vibrant, engaging and progressive activities that are occurring, and the transformational change that is already underway.

Internally: We support and nurture our members, advocate on their behalf and champion their ability to do better and more profitable business in our City Centre.

Membership: Pro-actively engaging with all eligible or existing members *and* potential new members.

OUR ASPIRATIONAL VISION

Tauranga City Centre: The best City Centre in New Zealand

We envision the Tauranga City Centre to be vibrant, diverse, and thriving, and definitively known as the region's commercial, cultural, and civic hub. A City Centre that boasts remarkable attractions, amenities, and offerings that enrich, inspire, and meet the needs of the people who live, work, learn, eat, shop and play there.

Mainstreet's aspirational vision has evolved into a vision of Tauranga achieving its potential as a city of both regional and national significance and for the wider community to recognise the city centre as a community asset (for all) because of its ambience, activities, inner-city living opportunities, business opportunities, educational facilities, culture and as the key location to learn about and celebrate the history of Tauranga Moana.

GOALS

SUPPORT: Foster and facilitate a safe & inviting community environment that enables the businesses of MT to be collaborative, connected & thrive. To advocate for our members, and at times the wider community.

GROW: Welcome new members AND measurably grow an inclusive and engaged membership that is informed, proactive, and highly-profitable.

TELL - Be a leading voice in advancing and promoting a thriving, culturally-engaged, and sustainably-productive City Centre with attractive and transparent promotions & communication across a multitude of platforms.

KPIS

Focus Area	KPI	Measures
An engaged membership and community	Measurably grow an inclusive and united membership that is informed & supported	An accurate membership database encompassing eligible members Increased attendance and engagement at member events & AGM Member EDM open rate increase Engagement with new members sign-ups and new member packs distributed
Advocacy	Submit on areas of concern, provide feedback on behalf of our members & instigate change	Communicate interruptions to members caused by developments and city centre transformation Monitor, share, report and seek feedback on outcomes of advocacy initiatives Transparent and consistent communication between MT and city centre stakeholders including TCC & Priority One Attendance at relevant meetings, participation in public forums and provide platforms for members voice to be considered
Effective promotions and marketing	Effectively promote our city centre, support and communicate to our members using efficient marketing tools, events, and promotions	Strategic & calculated communications, advertising and branding strategy promoting the city centre, members & businesses Established & refined 12-month plan of events and activations seeking member 'buy in' with engagement measures Regular EDM marketing to public database Collaboration with TCC, stakeholders, event promoters and businesses to ensure success & optimal opportunities for members to leverage

INITIATIVES

Activity	Actions	Success Criteria
Strategic Plan (3-5 year plan)	<ul style="list-style-type: none"> Develop a strategic plan with consultation from members Consultation through planning workshop and survey Engage external facilitator to support this process Stakeholder engagement to support unified approach for MT Engage with local iwi for support and feedback on LTP 	<ul style="list-style-type: none"> A strategic plan developed and implemented in 2025 which embodies and captures the essence of Te Manawataki o Te Papa 'The heartbeat of the city'
Advocacy	<ul style="list-style-type: none"> Continue to develop & enhance strong relationships with TCC & all stakeholders Continue to advocate in the interests of businesses in the rateable area Continue to submit feedback on behalf of the businesses Advocate for services in our city centre to be up to a high standard in terms of pavements, cleaning, gardens and transportation Establish strong relationship with local landlords to support incentives and opportunities to fill empty spaces 	<ul style="list-style-type: none"> Advocate for our members on changes in bylaws, policies and other proposals by Tauranga City Council Continue to feedback on issues & opportunities relating to our city centre
Transparency	<ul style="list-style-type: none"> Regular, relevant and consistent information circulated in EDMs, social media, push notifications & face to face meetings to our members Attend community/TCC & stakeholder meetings that are relevant to the objectives of MT Key information about MT to be accessible on the website for the public to view Increase face to face engagement with community and businesses to support and create stronger relationships 	<ul style="list-style-type: none"> Number of meetings attended where learning is gained Feedback from learnings relayed to members via EDM or face to face engagement Website updated via blog posts & exclusive member only area to inform members Greater levels of engagement and sense of connection established Increase in EDM open & click rates & social media followers,
Events & promotions	<ul style="list-style-type: none"> Continue to develop, initiate & promote events in the city centre Continue to market & promote the city centre Continue to work with members & businesses to enable opportunities for event, marketing and promotion involvement Continue collaboration with TCC & stakeholders to market & promote the city centre 	<ul style="list-style-type: none"> Number of events held and promotional campaigns delivered Greater levels of engagement and sense of connection established with stakeholders, businesses & members Increase in foot traffic and revenue for city centre Perception of city centre positive

MEMBER FOCUS

Activity	Actions	Success Criteria
Member Engagement	<ul style="list-style-type: none"> • Provide opportunities for businesses to network or learn • Advise businesses of opportunities to network or learn • Host quarterly informal member networking events • 2024 AGM adequately promoted to membership • Survey members to gain requirements for advocacy or event requests • Attract, grow and retain a diverse, committed board membership to reflect the membership 	<ul style="list-style-type: none"> • Events held • Number of attendees • Member feedback • Number of networking opportunities promoted • AGM to see increase in members attending & board nominations/members reflecting diversity • Members surveyed and areas of advocacy established
Quarterly Business Networking events	<ul style="list-style-type: none"> • Establish quarterly business members networking sessions to support collaborations between businesses & create better opportunities for engagement • Invite motivational/influential speakers with city centre focus to motivate businesses • Promote via EDM channels • Use events as opportunity to update on MT & TCC transformation projects and any interruptions 	<ul style="list-style-type: none"> • Good uptake and consistent attendance numbers • Members feel informed of MT & TCC transformation projects and other developments • Collaborations between businesses increases • Greater sense of community established amongst city centre businesses
Landlords Communications & vacant spaces	<ul style="list-style-type: none"> • Review and update landlord database • Develop relationship with stakeholders tasked with communicating with landlords • Provide insights and 'good news' stories to keep landlords aware of city movements • Work with landlords to encourage POP UP stores to support perception change with city centre • Encourage landlords to lease their buildings to short & long term to ensure the city centre success • Access to sales data through TCC / Priority One and TBOP 	<ul style="list-style-type: none"> • All landlord contact details received • Good communication with stakeholders providing to the minute information • Regular EDM communication to landlords about recent leases or building upgrades • MT up to date with sales and movements in city centre
Member Communications	<ul style="list-style-type: none"> • Review the current member database to ensure it reflects the membership • Create a system to ensure the database is kept up to date at all times • Segmented database to ensure the right members are made aware of information most important to them • Ensure new constitution requirements are communicated with members Consider all forms of communication to effectively connect with as many members as possible 	<ul style="list-style-type: none"> • Number of meetings attended, where knowledge is gained • Responses to EDM and good open rate achieved • Increase number of website visits* • Uptake on private whatsapp group continues to grow • Increase in EDMs sign up rate

Business Mentors Subsidy	<ul style="list-style-type: none"> • Utilisation of existing subsidies • Develop system to easily allocate funding for members • Design how the subsidy will work – seek guidance from Tauranga Business Chamber and Tauranga City Council • Develop system to track funding allocated to provide to TCC for clarity and show success • Design and promote programme to members • Collaborate with Tauranga Business Chamber to ensure success of the programme 	<ul style="list-style-type: none"> • Utilisation of existing TCC funding System developed and implemented to track distribution • Business Mentor Subsidy advertising create and distributed to members to raise awareness • Collaboration with Tauranga Business Chamber • 100% of funding disbursed to members by 30 June 2025
Member subsidy	<ul style="list-style-type: none"> • Create a list of initiatives for members that they can apply for subsidies • Subsidies to include options such as marketing, business consulting, safety, shop front tidies, signage redesign– encourage businesses to upskill or upgrade to transform city centre • Create marketing to inform members of subsidies • Develop system to track funding requests • Create good news stories from businesses that have taken up the subsidy to promote • Pool money to be used as members request 	<ul style="list-style-type: none"> • List of initiatives developed • System is developed and implemented to track applications and fulfilment of subsidies • Good uptake of businesses tapping into funding • Marketing and promotion of subsidies are communicated to members • Good new stories created and promoted to members regularly
New Member Pack	<ul style="list-style-type: none"> • Revise new member pack to ensure information is relevant and represents board direction • Distribute new member pack to all new businesses joining membership and ALL members to generate re-engagement • Include links for members to easily find information on board annual plan and direction 	<ul style="list-style-type: none"> • New Member Pack revised and updated to reflect board direction • New member pack distributed to all new members & existing members • Prospectus developed and distributed for attracting new businesses
Ferry service (Mount & Tauranga)	<ul style="list-style-type: none"> • Support TBOP, TCC & businesses to promote & encourage locals and cruise ships passengers into city centre via ferry & to promote heritage sites/trails • Work closely with ferry services & Mount Mainstreet to encourage & promote easy, aesthetic travel to city centre via ferry • Work with local iwi to promote maori cultural attractions in city centre • Work with businesses & members to develop a flyer/QR code to be readily available to cruise ship traffic passengers • Collaborative 'ferry service' event to celebrate reinstallation of service 	<ul style="list-style-type: none"> • Update in ferry service passengers with consistent foot traffic • City centre foot traffic & revenue numbers increase • Strong cohesive relationships developed with major stakeholders & iwi • Increased awareness by city centre of maori cultural attractions & heritage • Successful attendance & feedback of ferry service event

COMMUNICATIONS, MARKETING & PROMOTIONS

Activity	Actions	Success Criteria
Communications and advertising strategy	<ul style="list-style-type: none"> Enhance & further develop annual communication and advertising strategy for consistency in delivering information to members and the public Promote our city centre to our public EDM subscribers and greater area via social media, sponsored ads, digital radio, digital displays and influencers campaign Promotion of 'positive news stories' for city centre to support perception change both locally & nationally Enhance interactions with the public to increase awareness of member business capabilities, events and promotions Market our city centre as a destination to eat, shop, work, learn and play Members kept updated with TCC transformation projects and any interruptions MT information and strategic plans available for members to view online Encourage collaborations between stakeholders and businesses to create better city-wide promotions 	<ul style="list-style-type: none"> Communication strategy planned and implemented Advertising & branding strategy planned and implemented Member engagement increases Member database reviewed & up to date Annual business plan & LTP /Strategy available to view online Strategic plan includes voice of members Members kept informed with TCC transformation projects and interruptions via EDM, whatsapp group & website Increase of member & Stakeholder collaborations Media strategy implemented while building strong relationships with local media sources
Website	<ul style="list-style-type: none"> New website that is up-to-date and easy to use Link to all member businesses on site Share member promotions, events and sales Monthly member business spotlights Provide information or links to council projects to help 'tell the story' of our changing city centre – working alongside TCC and Priority One Blueprint Create incentive for new business to choose the city centre for their business location – working alongside TCC and Priority One 	<ul style="list-style-type: none"> New website created and deployed Links to all businesses on website 100% of all members businesses loaded to website Members utilising promotions function of website Member business spotlights raise visibility of key service offerings & draw traffic to MT Up to date links to relevant information about the changing city on website Website creates interest in positioning business in city centre Regular meetings with stakeholders to ensure incentives shared & understood
Electronic Direct Mail (EDM) & monthly professional EDM'	<ul style="list-style-type: none"> Weekly EDMs sent to member database Develop and collate 'positive' news stories sharing success and vibrancy in our city centre 	<ul style="list-style-type: none"> Positive EDM distributed weekly

	<ul style="list-style-type: none"> • Gather information from TCC & stakeholders to ensure members are kept up to date • Develop aesthetically attractive EDMs that increase engagement and promote MT branding • Bi-monthly professional EDM's featuring key initiatives, positive news stories & business/member highlights 	<ul style="list-style-type: none"> • Good news stories, promotions and events included • Information from TCC provided • Increase in open rate & click rate • Increase in engagement rate
Social Media Marketing	<ul style="list-style-type: none"> • Continue contract with social media company to further enhance social media strategy to promote the city and member businesses • Work with social media company to feed material & content for posting to ensure posts are enticing, engaging and drawing people to city centre • Short videos/reels showing member business experience to promote via social media • Establish relationship with appropriate influencer to support city centre promotions 	<ul style="list-style-type: none"> • Social media updated regularly • Good interaction with positive comments • Professional look with branding and cohesiveness • Promotion of members and their business offering • Increase of social media followers • Videos developed to promote businesses • Increase in foot traffic and revenue in city centre

EVENTS & ACTIVATIONS, and SPONSORSHIP

Note: Sponsorship subject to criteria being met and approval via Mainstreet Tauranga board

Activity	Actions	Success Criteria
School Holiday Promotions	<ul style="list-style-type: none"> Plan school holiday promotions and events to encourage families into the city during holidays Investigate options that would be highly popular such as interactive displays, VR simulations, workshops, creative outlets Design school holiday initiative to run for several days during school holidays Promote school holidays via EDMs, social media & NZME channels to generate interest Measure uptake to provide feedback to TCC Engage with stakeholders for potential for collaboration and support for school holiday initiatives Survey attendees to gain an understanding of the events and what we can work on 	<ul style="list-style-type: none"> School holiday programmes implemented – at least at Easter & July breaks Survey sent out and feedback received and data analysed. School holiday programmes innovative and popular Members relevant to school holidays see increase in sales Coverage of events in local and or national media
Matariki	<ul style="list-style-type: none"> Create an engaging, culturally impactful matariki event for all members and the public Encourage businesses to decorate their businesses to build overall vibrancy & atmosphere Consult with local iwi and the Strategic Māori Engagement Unit at TCC for consultation and support Promote Matariki via EDMs, social media & NZME channels to generate interest Collaborate with sponsors re funding 	<ul style="list-style-type: none"> Matariki events / activations are well attended Increase in foot traffic & revenue for period that matariki event is held Positive coverage of events in local and or national media Good relationship established with local iwi Good relationship established with sponsors
Escape Festival <i>Potential sponsorship</i>	<ul style="list-style-type: none"> Provide funding to Escapes Festival to ensure success Collaborate with Escapes Festival to get excellent involvement from members Promote Escapes Festival via EDMs, social media & NZME channels to generate interest Collate with business to encourage involvement with festival, either through extended opening hours, special offerings/promotions to increase ticket holders experience Work closely with Escapes Festival to ensure heavy promotion and success of the event Businesses/members choosing to offer specials or promotions during the festival to be included in promotions and given signage so patrons can easily see involved businesses 	<ul style="list-style-type: none"> Escape Festival is heavily attended Member businesses see increase in sales throughout the duration of the Festival if they choose to be involved Escape Festival are impressed with MT promotion of festival Cast and performers feel a sense of belonging throughout the festival Increased foot traffic & revenue in city centre Positive coverage of events in local and or national media
Tauranga Maker Festival	<ul style="list-style-type: none"> Provide funding to Tauranga Maker Festival to ensure success 	<ul style="list-style-type: none"> Tauranga Maker Festival heavily attended

<i>Potential sponsorship</i>	<ul style="list-style-type: none"> Promote Tauranga Maker Festival via EDMs, social media & NZME channels to generate interest Collate with business to encourage involvement with festival, either through extended opening hours, special offerings/promotions to increase ticket holders experience Work closely with Tauranga Maker Festival to ensure heavy promotion and success of the event 	<ul style="list-style-type: none"> Member businesses see increase in sales through duration of Festival if they choose to be involved Tauranga Maker Festival are impressed with MT promotion of festival Increased foot traffic & revenue in city centre Positive coverage of events in local and or national media
Garden & Arts Festival <i>Potential sponsorship</i>	<ul style="list-style-type: none"> Provide funding to Garden & Arts Festival to ensure success Collaborate with Garden & Arts Festival to get excellent involvement from members Promote Garden & Arts Festival via EDMs, social media & NZME channels to generate interest Work closely with Garden & Arts Festival to ensure heavy promotion and success of the event Collaborate with businesses to encourage involvement with festival, either through extended opening hours, special offerings/promotions to increase ticket holders experience Businesses/members choosing to offer specials or promotions during the festival to be included in promotions and given signage so patrons can easily see involved businesses 	<ul style="list-style-type: none"> Garden & Arts Festival is well attended Member businesses see increase in sales throughout duration of event Garden & Arts Festival are impressed with MT promotion of festival Good relationship established with Garden & Arts Festival Increased foot traffic & revenue in city centre Positive coverage of events in local and or national media
Christmas in the City	<ul style="list-style-type: none"> Create a cohesive Christmas in the City experience for all members of the public Collate and promote all members Christmas offerings via website, EDM and social media Create children-focused activation to encourage families into the city centre – Santa focus Develop 'shop in the city' initiative to encourage public to do their Christmas shopping in the city Work with TCC & stakeholders to create ambience in the city for all of December Encourage businesses to decorate their businesses to build overall vibrancy and incentives to do this Collaborate with sponsors re funding Investigate Christmas tree installation Work with the retail and hospitality sectors to potentially host late night shopping nights with entertainment and vibrancy Promote Christmas via EDMs, social media & NZME channels to generate interest 	<ul style="list-style-type: none"> Increase foot traffic in city centre during day for shopping Children focused initiative is popular, tracked by number of attendees Shop in the city initiative planned and deployed mid-November Collaboration between TCC and MT on city ambience for December achieved Businesses get involved with Christmas decorations adding towards overall city vibrancy Businesses trial late-night shopping Sponsor funding secured Increased foot traffic & revenue in city centre Coverage of events in local and or national media

Buskers Festival <i>Potential sponsorship</i>	<ul style="list-style-type: none"> • Provide funding to Buskers Festival to ensure success • Collaborate with Buskers Festival to ensure Downtown Tauranga sponsorship requirements are met • Promote Buskers Festival via EDMs, social media & NZME channels to generate interest • Work closely with Buskers Festival to ensure heavy promotion and success of the event • Collaborate with businesses to encourage involvement with festival, either through extended opening hours, special offerings/promotions to increase ticket holders experience 	<ul style="list-style-type: none"> • Buskers Festival is well attended • Member businesses see increase in sales throughout duration of event • Buskers Festival are impressed with MT promotion of festival • Good relationship established with Buskers Festival • Increased foot traffic & revenue in city centre • Positive coverage of events in local and or national media
Flavours of Plenty <i>Potential sponsorship</i>	<ul style="list-style-type: none"> • Provide funding to Flavours of Plenty to ensure success • Build strong relationship with TBOP and Flavours of Plenty • Obtain information and provide to all members to generate participation • Encourage members to get involved • Provide EDM marketing for businesses taking part in the festival • Promote Flavours of Plenty via EDMs, social media & NZME channels to generate interest • Promote city centre based event as part of the festival 	<ul style="list-style-type: none"> • Positive relationship between MT, TBOP and Flavours of Plenty achieved • Excellent uptake of member businesses in the festival • EDM promotion of member events and promotions sent • Social media marketing of member events and promotions sent • Increased foot traffic & revenue in city centre • Coverage of events in local and or national media • City centre based event created and implemented
Jazz Festival <i>Potential sponsorship</i>	<ul style="list-style-type: none"> • Provide funding to assist with creation and implementation of the festival • Meetings required with MT, TCC and Jazz Festival to discuss LTO requirements and member involvement • Assist businesses with requirements relating to Jazz festival • Investigate further options to grow the festival to ensure the success for our members and longevity of the event • EDM and social media marketing provided to promote involvement with festival by members • Promote Jazz Festival via our social media & NZME channels to generate interest 	<ul style="list-style-type: none"> • Funding provided to Jazz Festival upon collaboration and revision of festival • Members are happy and willing to be involved with festival • Members generate good sales over the duration of the festival • Festival is attended by larger numbers than previous years • Hotels see good numbers of guests over the weekend • Increased foot traffic & revenue in city centre • Coverage of events in local and or national media
Mini Promotions	<ul style="list-style-type: none"> • Plan and implement mini promotions throughout the year to fill in gaps & support increasing city centre foot traffic & revenue: <ol style="list-style-type: none"> 1. One day street festivals 2. Free coffee vouchers week 	<ul style="list-style-type: none"> • 3-4 mini promotions designed and implemented • Success measured and documented to show performance

	<ol style="list-style-type: none"> 3. Roses for valentine's day 4. Clothing swap extravaganza 5. Quarterly business networking events <ul style="list-style-type: none"> • Engage with members to seek interest in promotions • Provide EDM, social media marketing & NZME channels to public for awareness of mini promotions • Measure performance to report to board • Provide good news stories on successful events and promotions to generate more member uptake 	<ul style="list-style-type: none"> • Participating businesses receive increase in sales due to promotion • Uptake in member involvement • Annual promotions developed based on success
AGM	<ul style="list-style-type: none"> • Notice of AGM given to all members & businesses atleast 14 days prior to meeting • To receive from the board a report, balance sheet and statement of accounts • To elect the board for the next financial year and appoint an auditor • Fix any subscription for the next financial year • Decide any resolution that must be submitted to the Secretary not less than 21 days prior to the AGM 	<ul style="list-style-type: none"> • Members well informed in timely manner of AGM • Members receive appropriate information & and confirm appropriate papers, subscriptions and resolutions at AGM • Board confirmed for next financial year • AGM well attended by members & stakeholders

PARTNERSHIPS

Activity	Actions	Success Criteria
Tauranga City Council	<ul style="list-style-type: none"> Develop & extend relationships with teams relevant to MT goals and plans Work together to achieve city vibrancy including installations, events, promotions, clean-ups, safety Provide submissions and feedback on bylaws, policy changes and projects 	<ul style="list-style-type: none"> Excellent communication between MT and TCC Consultation, collaboration and support on projects, events and activations
Tourism Bay of Plenty	<ul style="list-style-type: none"> Develop & extend relationships with teams relevant to MT goals and plans Where appropriate, cross collaboration to promote the city centre and Tauranga region as a desirable destination regionally and nationwide Alignment of goals for drawing people to Tauranga as destination 	<ul style="list-style-type: none"> Excellent communication between MT and TBOP Consultation, collaboration and support on projects, events and activations Increase in awareness of Tauranga and BOP & foot traffic & revenue reflect this
Priority One	<ul style="list-style-type: none"> Develop & extend relationships with Priority One Work together to work on vacant spaces and economic projects Encourage workers back into the city with promotions and collaborations Create videos and marketing in collaboration to target new business in certain areas Utilise Blueprint to tell the story of our changing city 	<ul style="list-style-type: none"> Excellent ongoing communication between MT and Priority One Consultation and collaboration on events, promotions, and initiatives Alignment of goals within the economic development of our membership
Tauranga Business Chamber	<ul style="list-style-type: none"> Develop & extend relationships with Tauranga Business Chamber Work together to provide business opportunities to our members Gain access to Chamber programmes for our MT members Encourage business to locate in city centre Collaboration on projects, videos and events 	<ul style="list-style-type: none"> Excellent ongoing communication between Downtown Tauranga and Tauranga Business Chamber Member access to TBC tools and initiatives Cross-promotion of MT and TBC events to both databases
Partnerships with existing providers	<ul style="list-style-type: none"> Create a list of existing service providers Create opportunities to cross promote 	<ul style="list-style-type: none"> Number of cross promotions executed
Partnerships with other key stakeholders	<ul style="list-style-type: none"> Develop and grow relationships with other key stakeholders such as CBOP, BOPRC and Baycourt 	<ul style="list-style-type: none"> Consultation / Collaboration / Support on projects, events or activations
Partnerships with other Mainstreets Organisations	<ul style="list-style-type: none"> Continue to develop and grow relationships with other Mainstreets – Mount, Papamoa & Greerton Collaborate on similar events, work in with each other 	<ul style="list-style-type: none"> Relationship with all Mainstreets Attend regular Mainstreet collaboration meetings
Landlords	<ul style="list-style-type: none"> Work with leasing agents tasked with filling vacant spaces in our city centre 	<ul style="list-style-type: none"> Communication between contractors and MT to stay up to date on landlords and member movements

	<ul style="list-style-type: none">• Investigate and design potential activations that can utilise vacant spaces• Gain ideas from members and board	<ul style="list-style-type: none">• Provide activation ideas to TCC for consideration
Maori/Iwi	<ul style="list-style-type: none">• Develop and grow relationships with local iwi in line with the vision of 'Tauranga Moana Tauranga Tangata - Our place our people'• Develop and grow relationships with Strategic Māori Engagement Unit at TCC• Weave the narrative of Te Reo into all elements of and ethos of the story, development and promotion of Downtown Tauranga	<ul style="list-style-type: none">• Excellent ongoing communication between MT, local Iwi & Strategic Maori Engagement Unit• Consultation and collaboration on appropriate events, promotions, and initiatives• Improved cultural inclusion & appreciation

MAINSTREET TAURANGA BUDGET 2024-25													2024-25 budget		23-24 YTD + June forecast	
BUDGET																
Annual Income estimate	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Income - Rates Levies	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 386,752.63	\$	\$ 375,488.00	
Total Income	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 32,229.39	\$ 386,752.63	\$	\$ 375,488.00	
Less																
Administration & Legal Expenses	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Administration Fees	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 333.33	\$ 4,000.00	\$	\$ 4,000.00	
Annual Report & 6 Month Report	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 51.89	\$ 622.67	\$	\$ 150.00	
Audit Fees	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 541.67	\$ 6,500.00	\$	\$ 6,000.00	
Bank Fees & Charges	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 7.67	\$ 92.00	\$	\$ 90.00	
Consultancy Fees	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 319.82	\$ 3,837.84	\$	\$ 2,740.00	
Depreciation	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 41.67	\$ 500.00	\$	\$ 500.00	
General Expenses	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,500.00	\$	\$ 1,259.00	
Insurance	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	\$	\$ 2,868.00	
Interest	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 3.80	\$ 45.60	\$	\$ 44.00	
Legal Fees	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 5,000.00	\$	\$ 4,994.00	
Storage Fees	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 1,265.00	\$ 15,180.00	\$	\$ 12,444.00	
Xero Fees	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 71.00	\$ 1,000.00	\$	\$ 997.00	
Telephone & Tolls	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	\$	\$ 1,194.00	
Photocopying	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 360.00	\$	\$ 350.00	
Postage (annual fee)	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00	\$	\$ -	
Printing & Stationery	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 16.60	\$ 500.00	\$	\$ 500.00	
Subscriptions & licences	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 2,500.00	\$	\$ 2,322.00	
Mainstreet Members Database (Hubspot)	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 2,500.00	\$	\$ 208.00	
Total Administration & Legal Expenses	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 4,015.78	\$ 48,631.11	\$	\$ 39,018.00	
Staff Expenses	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Management Wages/retainer	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 7,939.58	\$ 95,275.00	\$	\$ 111,960.00	
Administration Wages/retainer	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 2,530.71	\$ 30,368.52	\$	\$ 42.00	
AAC Levies	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 41.66	\$ 500.00	\$	\$ -	
Office rent	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 1,370.00	\$ 16,440.00	\$	\$ 11,592.00	
Payroll Processing Fees	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00	\$	\$ -	
Training Courses & Conference (staff)	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 208.33	\$ 2,500.00	\$	\$ 1,993.00	
Board Training	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	\$	\$ 2,095.00	
Car parking	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	\$	\$ 715.00	
Computer & IT	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 658.33	\$ 7,900.00	\$	\$ 4,595.00	
Total Staff Expenses	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 13,298.61	\$ 155,633.52	\$	\$ 131,105.00	
Recruitment Fees	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Employment Agreements	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$	\$ 10,800.00	
Total Recruitment	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$	\$ 10,800.00	
Promotion	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Advertising (NZME + magazines)	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 2,141.66	\$ 25,700.00	\$	\$ 21,604.00	
Referral	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$	\$ 2,000.00	
Website maintenance	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 416.00	\$ 5,000.00	\$	\$ 6,283.00	
Eat, Shop, Play guide	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 10,000.00	\$	\$ -	
Website Hosting	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 86.25	\$ 1,035.00	\$	\$ 7,371.00	
Email Hosting	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 21.83	\$ 262.00	\$	\$ -	
Domain Name	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 10.33	\$ 124.00	\$	\$ -	
Electronic Mail Distribution	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 29.16	\$ 350.00	\$	\$ 170.00	
Monthly newsletter	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 330.00	\$ 3,960.00	\$	\$ -	
Social Media Marketing	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 16,200.00	\$	\$ 4,120.00	
Total Marketing & Collateral	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 4,385.24	\$ 52,631.00	\$	\$ 43,548.00	
Member Subsidy Funding	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Member Subsidies	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 10,000.00	\$	\$ 1,000.00	
Mentor Programme (to work with chamber)	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 112.50	\$ 1,350.00	\$	\$ 2,350.00	
Total Member Subsidy Funding	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 945.83	\$ 11,350.00	\$	\$ -	
Membership Focus	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Membership Pack	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 166.67	\$ 2,000.00	\$	\$ 83.00	
Member Engagement	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 5,000.00	\$	\$ -	
Total Membership Focus	\$ 166.67	\$ 1,416.67	\$ 166.67	\$ 166.67	\$ 1,416.67	\$ 166.67	\$ 1,416.67	\$ 166.67	\$ 1,416.67	\$ 166.67	\$ 1,416.67	\$ 166.67	\$ 7,000.00	\$	\$ 83.00	
Board Focus	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Strategic Plan Programme	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 6,000.00	\$	\$ 7,130.00	
New board member induction programme	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$	\$ -	
Total Board Focus	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 7,000.00	\$	\$ 7,130.00	
Events & Activations	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total			
Christmas in the City	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	\$	\$ 19,637.00	
Market	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 1			



Mainstreet Monitoring Report Mount Business Association

Reporting Period

January to July 2024

Vision

The place to be.

Purpose

To support our business community to thrive.

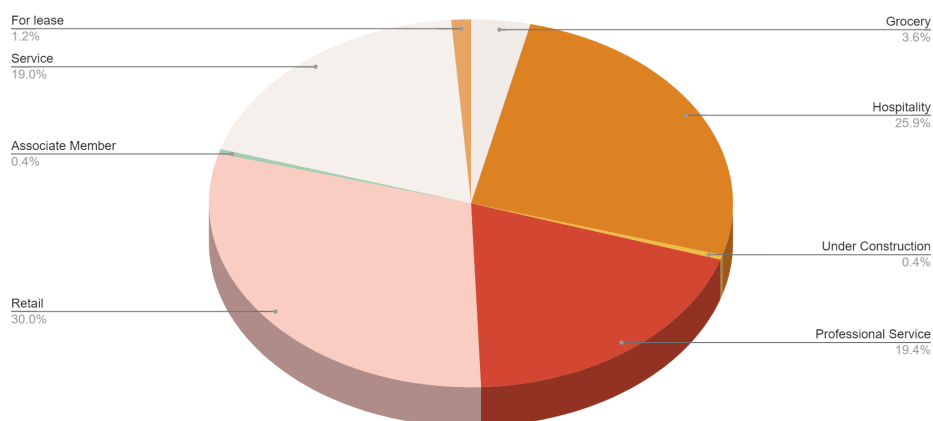
Membership Overview

Our membership is a mix of retail, hospitality, services and professional service businesses along Maunganui Road from Pacific Avenue to Tawa Street. We also include landlords in our membership, but they are not represented in the below graph.

We currently have 248 businesses operating within our boundaries.

We have had an increase in businesses operating due to growth in the service and professional service sectors, who share premises.

Mount Mainstreet Member Breakdown



KPI's

Our KPI's for 2024-25 are detailed in our Strategic Plan 2023-28 and align across our "5 Pillars".

The initiatives used to achieve these KPI's will be based on our Final Annual Plan 24/25.

Our Five Pillars are below, with a key initiative from the approved final annual plan 24/25. For an exhaustive list of initiatives please see our final annual plan on the TCC website.

1. **Safety & Security**

- a. **Continue to add members into our street WhatsApp group**

Progress: We are currently at 148 members out of 248 businesses in our group security chat. We have excellent engagement and support within this group.

2. **Member Community:**

- a. **Member Engagement:** increase our level of member engagement to 30% by the end of the year. * *Measures as per strategic plan.*

Progress: We are currently sitting at 26% member engagement based on our measures. This is due to the increase in service and professional service operating on the street, and also a slightly lower open rate of our emails. Attendance at member networking events has risen from 9% to 10.7% despite the increases in overall business numbers.

3. **Advocacy**

- a. **Membership Sign Ups:** Begin to seek external funding opportunities to boost initiatives. First year seeking 30k in additional budget.

Progress: We have engaged and hired external support from Socialink and SOS to provide additional admin support to apply for external funds, to assist the capacity of current staff. First applications to be sent away in August.

4. **Placemaking**

- a. **Mural & Sculpture installation:** Bring more colour to our streets with murals and paintings, potentially funded through event funding, and delivered through our buskers festival.

Progress: Sites identified, funding applications to begin in August.

5. **Promotion:**

- a. **Winter Promotion:** Hold creative and cost effective winter marketing campaigns to drive sales through quiet months.

Progress: Street Market Sale (24th & 25th of August), Winter wellness giveaway (late August), School holidays (late September) treasure hunt giveaway, and an informative members event.

Highlights

- Advocacy Projects
- Jazz at the Mount
- Busking Fest Revival
- MatARiki Art Installation

In Review:

Key Events & Promotions

Activity	Purpose / Details	Result / Status / Outcome
Busking Festival Revival	<p>Brought back the community event "Busking Festival" that was stopped due to covid.</p> <p>This engaged the local community to participate.</p>	<p>Great turnout on the Saturday. A survey was sent out to the performers and business with many reporting a good day out.</p> <p>The feedback we received will inform how we grow it for next year, with the intention of bringing in some mural painters (funding dependant)</p>
MatARiki Art Installation	Mt Mainstreet hosted an Augmented Reality art installation in Porotakataka . This groundbreaking exhibition, the first of its kind in Aotearoa, uses augmented reality (AR) technology to breathe life into digital artworks by renowned New Zealand artists.	Higher than expected engagement and promotional work was undertaken (photo and video content) with the intention of growing it next year.
School Holiday Winter Carnival	A giant slide, face painting, sweet treats and a kombi train were moved into Porotakataka to bring families down over the weekend.	Over 1400 entries onto the rides were counted not including the families that came down. This is a great turnout.
Jazz Festival	Mt Mainstreet sponsored "Jazz at the Mount" on Easter Monday, and a / the vintage car parade.	<p>An estimated 5000 people attended on Easter Monday, 3000 attending the event in Porotakataka, and another 2000 the vintage car show.</p> <p>Next year we are trying to add more value by having a "night trail" where we put Jazz musicians on our</p>

		street to draw people into our hospitality venues.
Customer EDM	Continue to provide value through our customer database.	Our customer database has grown to 2766 from our last reporting of 2140.

Security & Governance

Activity	Purpose / Details	Result / Status / Outcome
Final Annual Plan 24/25	Approve the draft annual plan and budget	The board have approved our 2024/25 annual plan and budget, as it applies to our strategic plan.
WhatsApp Group Chat for Members on Street Safety & Security.	Ongoing communication with members.	Membership in the group has increased to 148 from 129 since last reporting.

Advocacy

Activity	Purpose	Result / Status / Outcome
Plan Change 33	MBA's voice on Plan Change 33 and the impacts for our town centre.	We provided a formal submission and also spoke to our submission at the hearings. We held community events on the topic and have spoken to incoming councillors about our position.
Mount Maunganui Parking Management Plan	MBA's voice on parking management for the Mount Mainstreet.	We have successfully submitted not to have paid carparking on our mainstreet. Council agreed to enforce the current time limits which is a great result for us.
New toilets proposed for Porotakataka	MBA's voice on new toilets proposed for Porotakataka	We invited neighbouring businesses to attend a session to learn about the options. We attended and provided our feedback to the design team. We are looking forward to this project starting to make the area safer and more user friendly for customers and visitors.
New Wayfinding around Mt Maunganui North	MBA's voice on the new wayfinding strategy around Mt Maunganui North	Working with the TCC Urban Design team to create a cohesive and consistent wayfinding solution. Work is ongoing.

Member Community

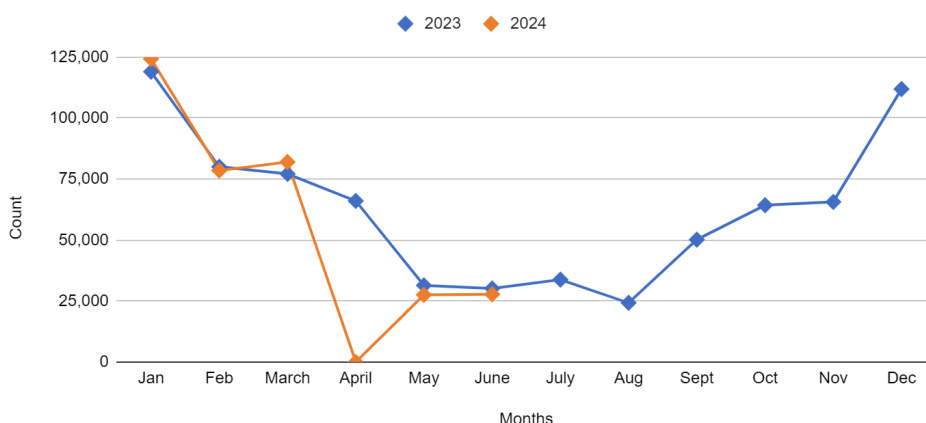
Activity	Purpose	Result / Status / Outcome
Member EDM newsletter	Keep members up to date with news and events	Four member newsletters were sent with an average open rate of 59.2%.
Member events	Networking, upskilling, or information sharing opportunities for members.	Four events have been held: Mount Matters - Plan Change 33 community event supported. Meet the Candidates event supported. Two member events, one with safety and security and the other a relaxed networking opportunity.
Mauao Trust Hikoi	Connect Mauao Trust to the business community to educate and advocate for Mauao.	6 cultural walks to be held in August for Mt Maunganui Businesses to connect with, and learn about Mauao and its history.

Key Foot Count Data

Looking at the overall trend using the Awa Design camera, as it has been consistently providing data since installation in December 22.

We had a very strong peak with 4.2% increase in year-on-year (YOY) footfall in January, and 6% up in March (likely due to Easter starting in March), but heading into the off-peak season we have seen a very significant drop in footfall of 14% and 8.7% in May and June respectively. April had a camera outage so no comparison can accurately be drawn.

Foot Traffic Count Awa Design

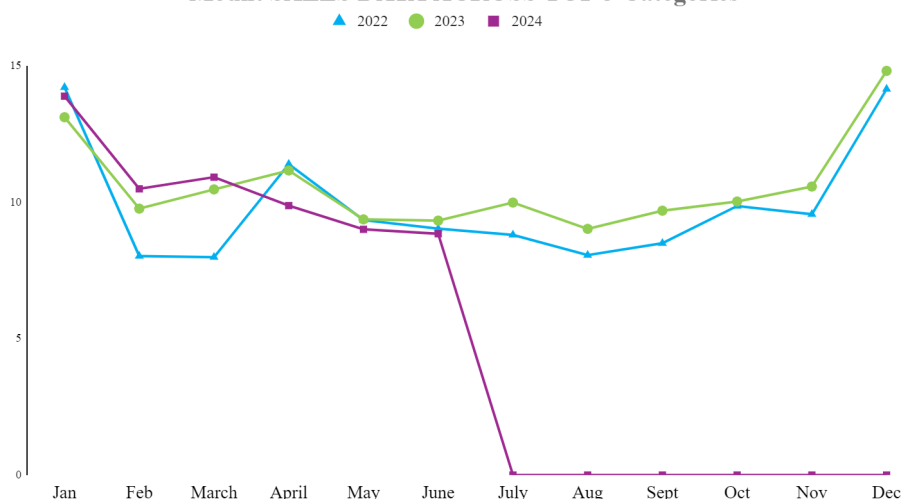


Spend Data

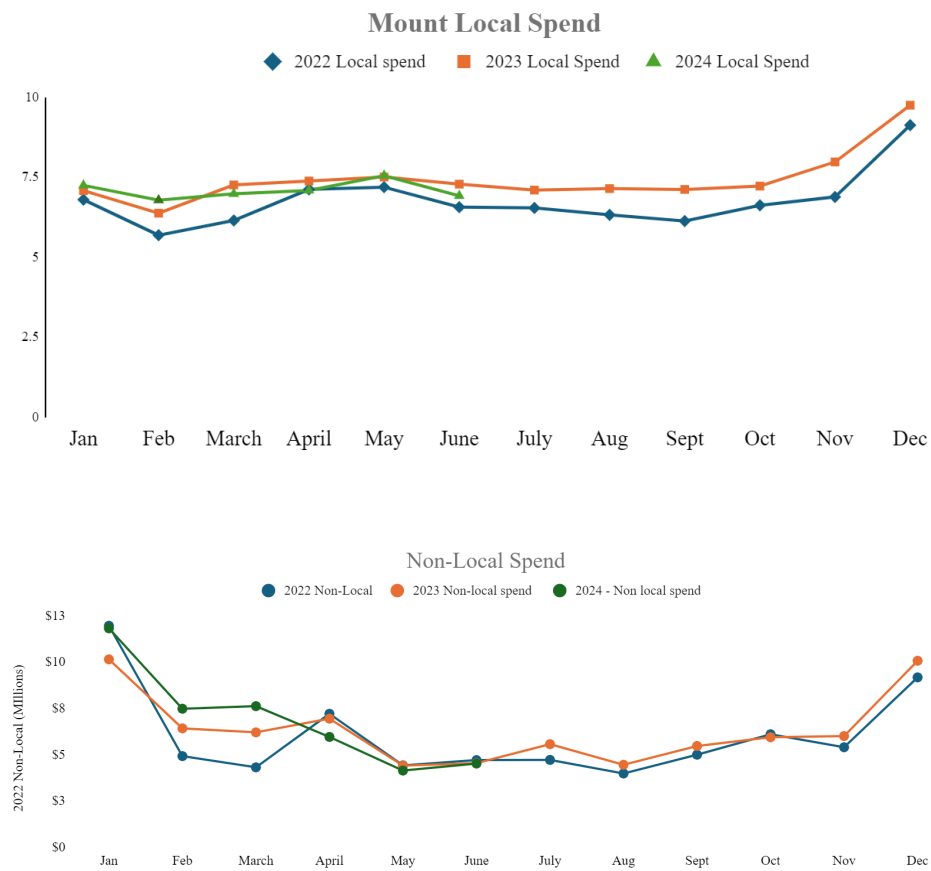
When looking at the significant drop in foot traffic in May & June, we can see this has translated directly to a reduction in spend. April had a large drop of 11%, however this can be attributed to Easter weekend being in March this year, and accounts for the 5% increase YOY for March. Q2 as a whole is 7.2% down YOY. NZ average was down 3.2% for this quarter, so we've performed worse than the national average, on account of mostly discretionary spending businesses, such as a heavy clothing, hospitality and professional service industry.

Local Spend is aligned closely with previous years, with increases over the first quarter, but decreases during winter, and Non-Local Spend is up massively in Q1, with a disproportionate drop in Q2.

Mount SALES DATA ACROSS TOP 3 Categories



Note Top 3 categories: Hospitality, Apparel & personal & Department Store & Leisure.



Note: this is across all categories of spending for the Mount Maunganui area.

Financials

At the end of the 23/24 financial year we closed out in a great position. We have a net loss of \$10,239, however, this takes into account our approved spending of built-up funds. Without the use of built-up funds our budget would have finished with a surplus of \$4063.17, which is a significant saving on the \$209 surplus we had budgeted for.

Profit and Loss

The Mount Business Association Incorporated T/A Mount Mainstreet For the year ended 30 June 2024

	2024
Trading Income	
Interest Income	2,650.79
Other Revenue	5,643.48
Targeted Rate	188,550.00
Urban Market stallholder fees	13,918.15
Total Trading Income	210,762.42
Cost of Sales	
Events - Cinema	3,500.00
Events - Jazz Festival	10,000.00
Events - Member Events	6,276.32
Events - micro-activations	9,440.31
Events - school holiday activations	14,202.57
Events - Urban Market Musicians	6,556.32
Events - Urban market site manager	10,180.00
Events - Urban Market Site Rental	4,582.63
Events/Promotions - other	3,153.47
Total Cost of Sales	67,891.62
Gross Profit	142,870.80
Operating Expenses	
Accounting	2,774.81
Advertising - generic	239.90
Advertising - Social Media	2,284.98
Advertising: Winter Campaign	3,424.27
Advertising/Marketing Targeted campaign	6,553.94
Audit Fees	5,502.00
Bank Fees	258.61
Built up Funds: Christmas Decorations	10,424.84
Built up Funds: Christmas Festival	811.17
Built up Funds: H&S + Street Safety	21.36
Built up Funds: Policy Review (H&S, HR)	875.00
Built up funds: Website	2,170.00
Consulting	2,210.00
Contractor - Destination Marketing Manager	65,567.00
Contractor - governance/operations	8,086.67
Contractor: Social Media	12,976.60
Design Collateral	3,089.00
Donations	360.56
Entertainment	14.67
Entertainment - Non deductible	16.88
Health and Safety	8,910.91

Profit and Loss

	2024
Insurance	2,633.15
IRD Penalties	3.44
IT Support & Webhosting	175.00
Office Expenses	2,116.06
Printing & Stationery	234.32
Rent (Desk Rental)	2,390.44
Repairs and Maintenance	411.20
Software & Subscriptions	5,026.58
Storage Containers	3,348.54
Telephone & Internet	198.10
Total Operating Expenses	153,110.00
Net Profit	(10,239.20)

Areas of Concern / Support requested

Issue	Explanation	Status
Little Big Markets	The use of council land for commercial activities has significantly hurt our businesses, such as the Little Big Markets, which operates with very little costs, and now operate every weekend in a commercial centre, with some markets even operating on both Saturday and Sunday, the busiest trading days for our retail and hospitality businesses.	MBA requests an early review of the Use of Council Land policy to include a competition clause for commercial entities to be limited to one market per month to create a fair competition environment while looking after the community amenity.
Additional car parking	We have identified an area of car parking which we believe could be changed from parallel parks to angled parking to increase the number of parks on our Mainstreet.	We have discussed this option with TCC and Reece Wilkinson has passed it on to the relevant teams to review. We would like to see this change supported and implemented if it is viable.

Improved Wayfinding	The wayfinding currently around Mt Maunganui North is not cohesive and consistent. The work on the Marine Parade boardwalk is fantastic, and we would love to have this work spread to pilot bay, as per the suggested design sent to Guy and Peter.	Design has been sent through but TCC have not come up with the necessary funding. I ask that TCC strongly consider funding this project, as the economic benefit to the community is huge, especially when it comes to the cruise season.
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Open Action Items

Issue	Explanation	Status
Safety on Laneways	We still see this as an area where improvements can be made to ensure the safety of all users.	Open
Cars travelling too fast through pedestrian crossings / round-a-bouts.	We would like to see speed tables on pedestrian crossings to help slow traffic down, particularly coming into round-a-bouts	Open
Street safety	This is an ongoing area of concern and work for us.	Continue to support our members where and how we can.
New streetlights	Delay with the installation of poles.	We have been advised that this project will start April 2024 post cruise ship season. We are very keen to start using the street flags for activations and placemaking.

Acknowledgments

I'd like to thank Kendyl for her support of Mount Mainstreet, her guidance has made us considerably more effective as an organisation. I'd like to acknowledge the work of the Space and Places team at TCC, Guy and Peter, especially on the work they completed on the skate park. It's a testament to the vision and foresight of the council to create such amazing public facilities.

Lastly I want to thank both Paul from TCC Safer Communities and Mark Sander our Community Constable for doing everything they can to make our town centre safer.



Mount Business Association

Annual Business Plan 2024-25



www.mountmaunganui.org.nz

OUR VISION

The place to be!

OUR PURPOSE

To support our business community to thrive

Focusing on our five pillars will enable our organisation to fulfill its purpose.

OUR GOALS

- 1

Promotion

1 A highly visited Mainstreet year round; increasing the mid/low season spend and foot traffic to close the gap on the high season
- 2

Street Safety & security

2 Our community and visitors feel safe down Mount Mainstreet; Through crime prevention, support, and our community working together.
- 3

Placemaking

3 We have a vibrant, engaging and cohesive Mainstreet; improved through upgrade projects and events
- 4

Member Connection

4 To have a well-connected and engaged member community; to increase engagement across our members
- 5

Advocacy

5 A trusted and respected voice for Mount Maunganui Businesses; through advocating and outcomes



EXECUTIVE SUMMARY

The Mount Business Association 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.

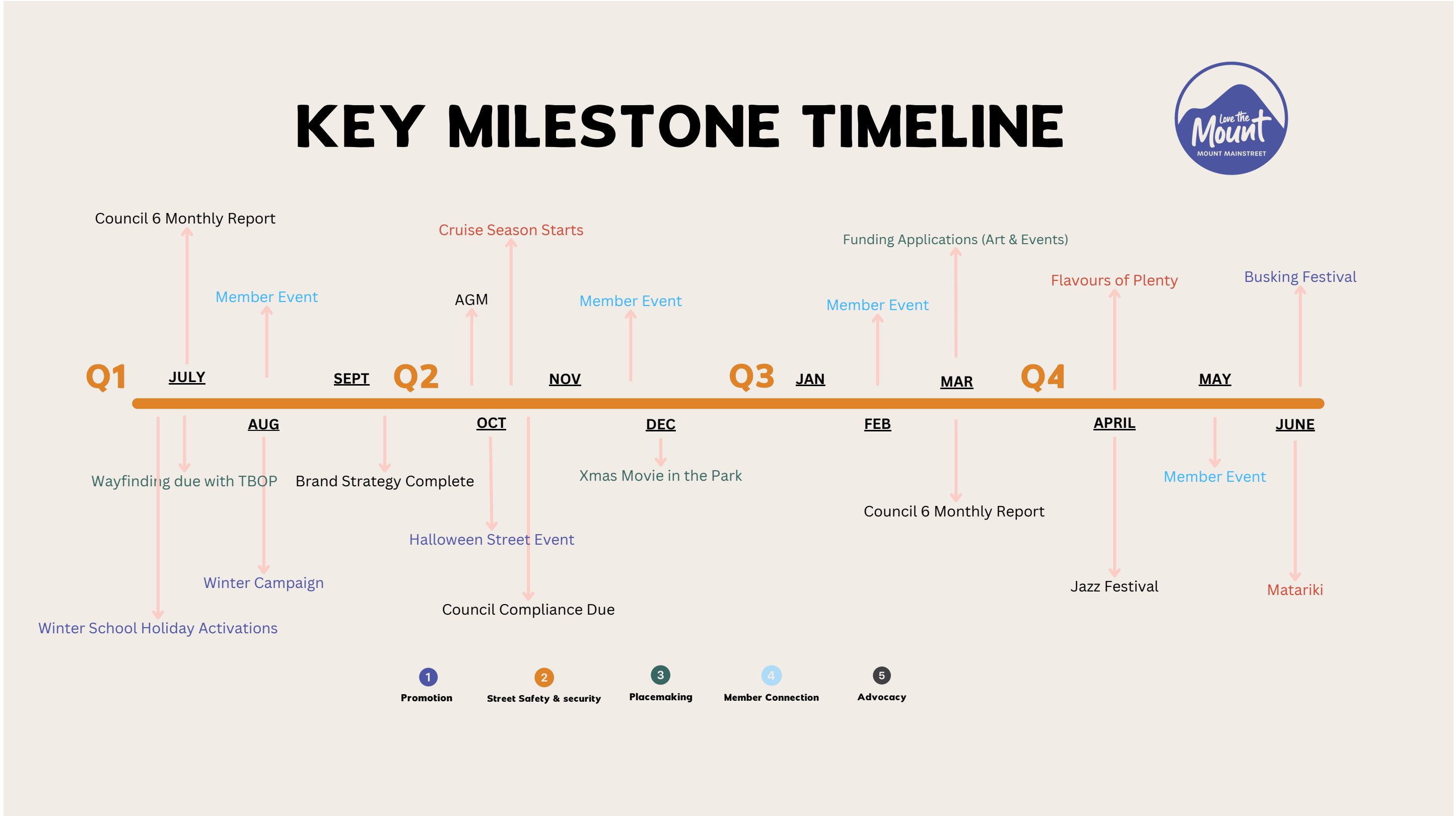
To better serve our members, a brand strategy for the Association will be undertaken to better understand our direction, and who we should be speaking to. This process will determine how we allocate resources under our 5 Pillars:

- **Promotion:** specifically increasing sales during our shoulder seasons and increasing foot traffic through the winter months. Our new brand strategy will determine the most efficient way to promote our Mainstreet.
- **Street Safety & Security:** continuing to build a connected community with real time information sharing, incident reporting as well as providing nightly security patrols.
- **Placemaking:** advocating for and collaborating with external funders to bring vibrant artwork and placemaking to the street. We will run and sponsor several events and activations to bring people to the street.
- **Member Connections:** this year we will push for a collaborative approach to memberships, and fostering a strong support network amongst members. We will continue to host networking opportunities regularly.
- **Advocacy:** an ongoing focus, particularly with street safety and placemaking effort. Key initiatives are advocating for Plan Change 33 reversal, Mount spatial plan, and representing the business on the street.

This Annual Business Plan outlines how the targeted rate will be spent for the 2024-25 financial year. This plan will be executed by the Destination Manager & Social Manager with the guidance of the Operations Manager and approval of the Board.

We are excited for the year ahead, to deliver value and benefit to our members and community.

www.mountmaunganui.org.nz



24/25 Final Budgets

24/25 Budget | Built Up Funds

Income	
Carry forward funds as at 30 June 2024	TBC
Additional Funding	TBC
Total	\$TBC
Expenditure	
Built Up Funds: Advocacy Projects	\$10,000.00
Built up Funds: Christmas Decorations	\$30,000.00
Built up Funds: Christmas Festival	\$2,000.00
Built Up Funds: Consulting/Special Projects	\$5,000.00
Built up Funds: H&S + Street Safety	\$10,000.00
Built Up Funds: Placemaking Projects	\$30,000.00
Built up Funds: Signage	\$10,000.00
Total Potential Expenditure	\$97,000.00



Nau mai haere mai ki te whenua Taurikura

Welcome to Paradise

24/25 Budget | Annual Targeted Rate

Income	
Additional Funding	-
Interest Income	\$2,500.00
Urban Market Stallholders Fee	\$2,300.00
Targeted Rate	\$197,987.00
Total Income	\$202,787.00
Expenditure	
Placemaking	\$43,630.00
Events - Cinema	\$3,500.00
Events - Jazz Festival	\$10,000.00
Events - micro-activations	\$9,000.00
Events - Music	\$2,500.00
Events - school holiday activations	\$9,000.00
Events - Winter School Holidays	\$5,000.00
Urban Market Site rental + Manager	\$2,630.00
Events/Promotions - other	\$2,000.00
Promotions	\$14,600.00
Advertising - Social Media	\$4,800.00
Advertising/Marketing Targeted campaign	\$4,800.00
Advertising: Winter Campaign	\$2,000.00
Design Collateral	\$3,000.00
Member Community	\$8,000.00
Events - Member Events	\$3,500.00
Events - Member Events: Xmas/Midwinter	\$4,000.00
Meeting Catering	\$500.00
Safety & Secuirty	\$9,000.00
Security & AED Maintanance	\$9,000.00
Operating Expenses	\$127,185.00
Audit Fees	\$5,500.00
Contractor - Destination Marketing Manager	\$62,400.00
Contractor - governance/operations	\$10,400.00
Contractor: Board Secretary	\$3,200.00
Contractor: Social Media	\$19,000.00
Donations	\$500.00
Outdoor Games Replacement/Procurement	\$2,000.00
Staff & Board Training	\$2,000.00
Storage Containers	\$3,500.00
Accounting	\$2,600.00
Bank Fees	\$245.00
Consulting	\$2,500.00
Insurance	\$2,700.00
IT Support & Webhosting	\$1,200.00
Office Expenses	\$400.00
Printing & Stationery	\$400.00
Rent (Desk Rental)	\$5,040.00
Software & Subscriptions	\$3,600.00
Total Expenditure	\$202,415.00
Surplus	\$372.00

INITIATIVES

PROMOTIONS

Activity	Actions	Success Criteria
Communications and advertising plan	<ul style="list-style-type: none">• Develop annual communication and advertising plan for consistency in delivering information to the public• Interact with the public to increase awareness of local businesses, events and promotions• Market Mount Maunganui Mainstreet as a destination to visit	<ul style="list-style-type: none">• Plan developed and implemented• Track and measure activities
Customer EDM	<ul style="list-style-type: none">• Send monthly eDM which showcases our members, events and promotions	<ul style="list-style-type: none">• Number of emails in database & new sign ups• EDM open rate & click throughs
Winter Promotion	<ul style="list-style-type: none">• Support businesses to have a strong winter performance by good promotional activities such as -• Winter Wellness giveaway• Street Market day	<ul style="list-style-type: none">• Events held• Increase in YOY footfall• Increase in YOY Spend• Track campaign content engagement and reach
Data Monitoring	<ul style="list-style-type: none">• Track various forms of data to see how well our Mainstreet is performing and inform future activities• Sales data, foot traffic, website & social media data to be collected	<ul style="list-style-type: none">• Monthly data tracking to find baseline and trends• Compile quarterly results and share in regular eDM with members• Use data results to help direct promotional activities

INITIATIVES

PROMOTIONS

Activity	Actions	Success Criteria
Website	<ul style="list-style-type: none">• Drive promotions to our website• Regularly update website content• Create profiles for new members	<ul style="list-style-type: none">• 90% of members businesses loaded on to website• Track Google Analytics to see how well the website is performing and how people are interacting with it.
Social Media Marketing	<ul style="list-style-type: none">• Continue to promote our members through our social channels with our own content and shared content• Identify opportunities to strengthen and develop our reach and engagement	<ul style="list-style-type: none">• Increasing number of followers• Engagement on content
Online giveaways	<ul style="list-style-type: none">• Aim to run a social media/ EDM promotion per quarter to drive engagement and follower count• Highlight the great businesses we have on the street	<ul style="list-style-type: none">• Number of promotions run• Number of participants involved• Number of members participating• Number of 'likes' on Facebook and 'follows' on Instagram and general engagement.
Multi Purpose Flyer / Publication	<ul style="list-style-type: none">• Create a multipurpose guidebook of highlights to discover, shop, taste and explore along the street• It will be used as visitor information for cruise ships as well as available on the street• Updated seasonally	<ul style="list-style-type: none">• Monthly data tracking to find baseline and trends• Compile quarterly results and share in regular eDM with members• Use data results to help direct promotional activities

INITIATIVES

Security & Safety

Activity	Actions	Success Criteria
Develop Partnerships	<ul style="list-style-type: none">• Hold regular meetings / calls with our local Mount Constable to get a good handle on key issues in the Mount and build relationship• Continue to work with the Safety & Engagement Team at TCC	<ul style="list-style-type: none">• Provide monthly report to Community Constable to resolve cases• Monthly feedback from the Safety & Engagement Team of key incidence taking place down Mainstreet.
Information Sharing	<ul style="list-style-type: none">• Continue to add members to our What's App Group Chat to share safety & security information in real time.• Provide an overview of recent incidents in Member Newsletter.	<ul style="list-style-type: none">• Number of members and partners in and using chat• Log incidents reported via chat
Incident log	<ul style="list-style-type: none">• Keep track of all incidences that MBA are aware of on the street with time and location• Incidences logged with police reference numbers so Community Constable can follow up• Log has been useful in guiding discussions with key partners	<ul style="list-style-type: none">• Number of incidence logged
Patrols	<ul style="list-style-type: none">• Continue with our nightly security patrols with First Security.• Monitoring service to ensure it is still adding value.	<ul style="list-style-type: none">• Nightly patrols completed, report sent noting any incidences• Incidences logged vs outcomes / follow up

INITIATIVES

Security & Safety

Activity	Actions	Success Criteria
Victim Support	<ul style="list-style-type: none">• If a business is broken in to, or had a serious incident take place, visit them within 48 hours of finding out about it. Provide any support required.• Follow up a week later to check in, discuss any improvements which could help / prevent it happening again. Check if Police are involved.	<ul style="list-style-type: none">• Incidences logged vs members visited• Any improvements to be made post incident to mitigate / eliminate it happening again.
Maintain MBA AED's on our street	<ul style="list-style-type: none">• Maintain the two AEDs we have located down the street.• If used, check they are replaced and serviced	<ul style="list-style-type: none">• Keep a record of battery and pad expiry dates for servicing• Record if AEDs have been used
Additional Funding	<ul style="list-style-type: none">• Investigate if there are any additional funding opportunities available to support our street or members with safety and security• AED Funding	<ul style="list-style-type: none">• Funding applications applied for & granted• Information on funding provided to members

INITIATIVES

Placemaking

Activity	Actions	Success Criteria
School Holiday Activations	<ul style="list-style-type: none">• Provide school holiday events, targeting typically quieter times of the year (July / Sept)• Create a fun, interactive and vibrant environment for children & families• Encourage people into the Mainstreet and to stay longer• Promote Mount Maunganui Mainstreet as a destination to visit	<ul style="list-style-type: none">• Events held• Number of people estimated to have visited and participated• Feedback received from attendees and businesses
Upgrade Amenities	<ul style="list-style-type: none">• Advocate to TCC for upgraded placemaking amenities, such as flags on light poles, new rubbish bins and LockyDock E-bike charging stations	<ul style="list-style-type: none">• Amenities funded and installed
Artwork/ Mural installation	<ul style="list-style-type: none">• Bring more colour to our streets with murals and paintings, potentially funded through the new TCC Art Fund• Seek funding across various partners to have the costs covered	<ul style="list-style-type: none">• Murals funded and installed
Welcome to Mount Sculpture at our boundary	<ul style="list-style-type: none">• Have a statement sculpture at the beginning on our boundary, that welcomes people to our Mainstreet• Seek funding across various partners to have the costs covered	<ul style="list-style-type: none">• Sculpture funded and installed
Busking Festival	<ul style="list-style-type: none">• Maintain and grow the Mount Buskers Festival• Promote Mount Maunganui as a place for creatives and entertainment	<ul style="list-style-type: none">• Increased footfall and customer spend on the day• Positive feedback from visitors/members
Sponsor Xmas Movie in the Park	<ul style="list-style-type: none">• Sponsor The Hits “Christmas Movie in the Park”• Support The Hits in create a fun and vibrant environment down our Mainstreet• Encourage people into the Mainstreet and to stay longer• Encourage people to dine at our takeaway restaurants	<ul style="list-style-type: none">• Event held• Number of people estimated to have attended• Feedback received from visitors/members

INITIATIVES

Placemaking

Activity	Actions	Success Criteria
Tauranga Jazz Festival	<ul style="list-style-type: none">• Sponsor Tauranga Jazz Festival to come to the Mount Mainstreet• Promote Mount Maunganui as a destination to visit• Encourage people into the Mainstreet and to stay longer• Create a vibrant environment for a wide range of ages	<ul style="list-style-type: none">• Event held• Approx. number of people attending event• Feedback from members• Increased foot traffic count during event days
Graffiti Removal	<ul style="list-style-type: none">• Log all public graffiti in Antenno for TCC contractors to come and clean it	<ul style="list-style-type: none">• Graffiti removed
Micro Activations	<ul style="list-style-type: none">• Deliver micros activations during the year• Eg. Live music, face painting• Create a fun and vibrant environment for a wide range of ages.• Encourage people into the Mainstreet and to stay longer• Upgrade and purchase outdoor games for activation	<ul style="list-style-type: none">• Events held• Feedback from surrounding businesses and public
Christmas Decorations	<ul style="list-style-type: none">• Investigate options for new Christmas decorations for the street• Continue to maintain fairy lights in Norfolk Pine tree	<ul style="list-style-type: none">• Plan confirmed, decorations purchased and installed for December 2024.• Tree lights in working order and turned on throughout the year
Improve Wayfinding	<ul style="list-style-type: none">• Fund a cohesive and consistent wayfinding solution to guide cruise visitors to our street• Explore additional funding opportunities or collaboration with TBOP/TCC/ Tauranga Port	<ul style="list-style-type: none">• Wayfinding solution installed before Cruise season begins in October 2024• Coordinate with key partners and volunteers to deliver an exceptional wayfinding experience

INITIATIVES

Placemaking

Activity	Actions	Success Criteria
Upgrading Amenities	<ul style="list-style-type: none">Advocate to TCC for upgraded placemaking amenities, such as flags on light poles or new rubbish bins and LockyDock E-bike charging station	<ul style="list-style-type: none">Amenities funded and installed
Halloween Event	<ul style="list-style-type: none">Host community Halloween event to bring people down to the street during the shoulder season	<ul style="list-style-type: none">Event heldApprox. number of people attending eventFeedback from membersIncreased foot traffic count during event days

INITIATIVES

Member Community

Activity	Actions	Success Criteria
Membership forms completed	<ul style="list-style-type: none">• Get businesses within our boundary to complete membership form	<ul style="list-style-type: none">• Monthly increases in member forms completed
Landlord communications	<ul style="list-style-type: none">• Collect as many landlord contact details through membership forms, review and update landlord database	<ul style="list-style-type: none">• Maintain and grow landlord database.
Member Connections	<ul style="list-style-type: none">• Provide opportunities for businesses to network and learn• Host four member events annually to help develop member connections	<ul style="list-style-type: none">• Events held• Number of attendees• Member feedback
Member communications	<ul style="list-style-type: none">• Send out regular EDM to member database via Mailchimp• Available for face to face meetings every week with members	<ul style="list-style-type: none">• EDM sent at least once a month• Open rate of EDM• Feedback from members
Associate Membership	<ul style="list-style-type: none">• Continue to sign up & engage with boundary businesses as Associate Members	<ul style="list-style-type: none">• Have Associate members signed up

INITIATIVES

ADVOCACY

Activity	Actions	Success Criteria
Advocacy	<ul style="list-style-type: none">Continue to advocate in the interests of businesses on our MainstreetContinue to submit feedback on behalf of businessesAdvocate for services down the Mainstreet to be up to a high standard in terms of pavements, cleaning, gardens, transportation	<ul style="list-style-type: none">Advocate on changes in bylaws and other proposal by CouncilContinue to feedback issues relating to our Mainstreet cleanliness
Plan Change 33	<ul style="list-style-type: none">Advocate to incoming Council members on retaining character of Mount downtown, sightlines to Mauao and light coming into the street.	<ul style="list-style-type: none">MBA voice heard in Plan Change 33 process
Additional Funding	<ul style="list-style-type: none">Pursuing all options for additional funding to help placemaking efforts	<ul style="list-style-type: none">Additional funding secured
AGM	<ul style="list-style-type: none">Successfully hold Annual General Meeting	<ul style="list-style-type: none">Financials Audited and approved by membersAGM held with quorum

INITIATIVES

OPERATIONS & COMPLIANCE

Activity	Actions	Success Criteria
Dissemination of Information	<ul style="list-style-type: none">Continue to send out mass emails with information important to our membersAttend community / Council meetings that are relevant to objectives of MBAKey information about MBA to be accessible on website for public to view	<ul style="list-style-type: none">Number of meetings attended, where knowledge is gainedResponses to mass email and open rateEncourage people to 'like' our Facebook and Instagram page and disseminate information through social media (if appropriate)Increase number of website visits
Health & Safety	<ul style="list-style-type: none">Ensure compliance with Health & Safety legislation	<ul style="list-style-type: none">Health and safety policy up to dateHealth and safety reviewed with board regularly
Incorporated Societies Act & Constitution update	<ul style="list-style-type: none">Go through the Re-registering process as per the Incorporated Societies Act 2022	<ul style="list-style-type: none">MBA Re-registered correctly before the deadline of 2026
Compliance with Funding	<ul style="list-style-type: none">Ensure compliance and reporting is satisfactory to external	<ul style="list-style-type: none">Funding applications can be made annuallyExternal funders criteria met

KEY PARTNERS

Partner	Actions	Success Criteria
Tauranga City Council	<ul style="list-style-type: none">• Monthly check ins with TCC Partnerships Manager• Regular meetings with TCC Safety & Engagement Team• Feedback and advocacy on public amenities	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects
Local Iwi	<ul style="list-style-type: none">• Build relationship with local Iwi/Hapu• Work together to ensure Māori culture is respected and represented in our Mainstreet	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects
Tourism Bay of Plenty	<ul style="list-style-type: none">• Continue to develop partnership with Tourism BOP	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects
Creative Bay of PLenty	<ul style="list-style-type: none">• Develop relationship with Creative BOP	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects
Priority One	<ul style="list-style-type: none">• Develop relationship with Priority One	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects
Chamber of Commerce	<ul style="list-style-type: none">• Develop relationship with Chamber of Commer	<ul style="list-style-type: none">• Consultation / collaboration / advocacy / support on projects

KEY PARTNERS

Activity	Actions	Success Criteria
NZ Police	<ul style="list-style-type: none">Regular check-ins with Local Consta	<ul style="list-style-type: none">Monthly reporting to PoliceMonthyl reporting from Police
Port of Tauranga	<ul style="list-style-type: none">Develop relationship with Port of Tauranga	<ul style="list-style-type: none">Consultation / collaboration / advocacy / support on projects
Funding Partners	<ul style="list-style-type: none">Develop relationship with various funding pa	<ul style="list-style-type: none">Funding support on projects

Mainstreet Monitoring Report – Papamoa Unlimited

Reporting Period: 1 January 2024 to 30 June 2024

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>Pedal and Pump - Easter</i>	<i>Deliver a community-based activity as a way for Papamoa Retailers to give back to the community.</i>	<i>Cancelled due to lack of funding</i>
<i>Matariki Light Up the Waterways</i>	<i>Deliver a community-based activity as a way for Papamoa Retailers to give back to the community.</i>	<i>Successfully held with approx. 40,000 people in attendance.</i>

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>Safety concerns down alleyways in local community</i>	<i>Rock throwing, scooters and motorbikes using alleyways, residents' windows being broken (this has recently made the news)</i>	<i>Residents have reported to police and council and have asked for alleyways to be lit up and security cameras installed.</i>

Objective ID: A6750689

Mainstreet Monitoring Report – Papamoa Unlimited

Reporting Period: 1 January 2024 to 30 June 2024

Future activities (coming 6 months):

Identify, adapt, and deliver – 4 iconic events to the Papamoa community in 2024 and build on the success of the events we have held in the past i.e., Matariki & Santa Parade.

Santa Parade – Sunday 8th December 2024

Activity	Explanation	Status
<i>Strategic Planning</i>	<i>Requirement with funding from council provided</i>	<i>Underway with first session held</i>
<i>Expansion to Targeted business rate area</i>	<i>Resolution at AGM to investigate the expansion of the Papamoa Unlimited targeted business rate area.</i>	<i>Awaiting policy from council to proceed with this investigation.</i>
<i>Creation of Website</i>	<i>Website to host membership database and event activity for the community</i>	<i>Beginning stages of website creation</i>

Financials:

Six Monthly Financial Statements provided to Kendyl Sullivan

KPI's:

	Status
<i>To build on turnout from previous events</i>	<i>Achieved</i>
<i>To further promote Papamoa Unlimited to ensure transparency of information for all eligible members and the Papamoa community</i>	<i>Work in progress</i>
<i>Extending the boundary to build member engagement, giving more businesses the opportunity to join the association.</i>	<i>Work in progress – awaiting confirmed policy from TCC</i>
<i>To build and develop a website to hold information for our targeted rate payers, the local Papamoa community and beyond</i>	<i>Work in progress</i>

Objective ID: A6750689



DRAFT Financial Statements

Papamoa Unlimited Incorporated
For the year ended 30 June 2024

Prepared by Bennetts Proactive Accountants Limited



Contents

3	Compilation Report
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7	Balance Sheet
8	Notes to the Financial Statements
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DRAFT



Compilation Report

Papamoa Unlimited Incorporated For the year ended 30 June 2024

Compilation Report to the Directors of Papamoa Unlimited Incorporated.

Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Papamoa Unlimited Incorporated for the year ended 30 June 2024.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Committee are solely responsible for the information contained in the financial statements and have determined that the Special Purpose Reporting Framework used is appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

Independence

We have no involvement with Papamoa Unlimited Incorporated other than for the preparation of financial statements and management reports and offering advice based on the financial information provided.

Disclaimer

We have compiled these financial statements based on information provided which has been subject to an audit or review engagement. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on these financial statements.

Bennetts Proactive Accountants Limited
8 Queen Street Te Puke

Dated:



Directory

Papamoa Unlimited Incorporated For the year ended 30 June 2024

Nature of Business

Non-Profit Community Group

Address

7 Gravatt Road
Papamoa Beach
Papamoa

Incorporated Society Registration Number

2613906

Executive Committee

Chairperson: Leah Sutton
Deputy Chairperson: Neville Butler

Chartered Accountant

Bennetts Proactive Accountants Limited
8 Queen Street
Te Puke

Auditor

Absolute Auditing Limited
Tauranga

Bankers

ANZ Bank New Zealand Limited



Statement of Profit or Loss

Papamoa Unlimited Incorporated For the year ended 30 June 2024

	2024	2023
Income		
Business Income		
Grant Income	21,500.00	-
Targeted Rate Levy Income	60,000.00	50,000.00
Total Business Income	81,500.00	50,000.00
Total Income	81,500.00	50,000.00
Expenses		
Operating Expenses		
Advertising	350.00	5,000.00
Event Costs	100,736.42	58,777.03
General Expenses	5,172.50	-
Total Operating Expenses	106,258.92	63,777.03
Administration Expenses		
Accountancy Fees	3,740.00	3,570.00
Audit Fees	2,700.00	2,500.00
Bank Charges	65.00	65.00
Computer Expenses	200.00	480.00
Total Administration Expenses	6,705.00	6,615.00
Standing Charges		
Insurance	888.00	830.00
Total Standing Charges	888.00	830.00
Total Expenses	113,851.92	71,222.03
Net Profit (Loss) Before Adjustments	(32,351.92)	(21,222.03)
Business Net Profit (Loss)	(32,351.92)	(21,222.03)
Other Income		
Interest		
ANZ	329.42	472.55
Total Interest	329.42	472.55
Total Other Income	329.42	472.55
Net Profit (Loss) for the Year	(32,022.50)	(20,749.48)

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the audit report.



Statement of Changes in Equity

Papamoa Unlimited Incorporated For the year ended 30 June 2024

	2024	2023
Equity		
Opening Balance	17,983.46	38,758.11
Plus Revenues and Contributions		
Profit (Loss) for the Period	(32,022.50)	(20,749.48)
Total Plus Revenues and Contributions	(32,022.50)	(20,749.48)
Less Distributions		
Resident Withholding Tax	-	25.17
Total Less Distributions	-	25.17
Total Equity	(14,039.04)	17,983.46

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the audit report.



Balance Sheet

Papamoa Unlimited Incorporated As at 30 June 2024

	NOTES	2024	2023
Assets			
Current Assets			
Cash and Bank			
ANZ (00)		1,606.37	28,959.37
Total Cash and Bank		1,606.37	28,959.37
Accounts Receivable		7,475.00	-
GST Receivable		2,996.15	286.36
Total Current Assets		12,077.52	29,245.73
Total Assets		12,077.52	29,245.73
Liabilities			
Current Liabilities			
Accounts Payable		26,116.56	11,262.27
Total Current Liabilities		26,116.56	11,262.27
Total Liabilities		26,116.56	11,262.27
Net Assets		(14,039.04)	17,983.46
Equity			
As per Schedule		(14,039.04)	17,983.46
Total Equity		(14,039.04)	17,983.46

Chairperson

Deputy Chairperson

Date

Date

These financial statements should be read in conjunction with the accompanying notes to the financial statements and the audit report.



Notes to the Financial Statements

Papamoa Unlimited Incorporated For the year ended 30 June 2024

1. Reporting Entity

Papamoa Unlimited Incorporated is an Incorporated Society established by a certificate of incorporation dated 6th of October 2014. Papamoa Unlimited Incorporated is a Non-Profit Community Group.

2. Statement of Accounting Policies

Accounting policies are as detailed below:

Basis of Preparation

These financial statements have been prepared in accordance with the Special Purpose Framework for use by For-Profit Entities (SPFR for FPEs) published by Chartered Accountants Australia and New Zealand.

The financial statements have been prepared for taxation purposes.

Historical Cost

These financial statements have been prepared on a historical cost basis, (except for certain assets which have been revalued as identified in specific accounting policies below). The financial statements are presented in New Zealand dollars (NZ\$) and all values are rounded to the nearest NZ\$, except when otherwise indicated.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable for the sale of goods and services, excluding goods and services tax rebates and discounts, to the extent it is probable that the economic benefits will flow to the entity and revenue can be reliably measured.

Interest income is recognised as it is received, gross of refundable tax credits received, unless interest recognised as it accrues would give a significantly different result, in which case interest will be accrued.

Dividends received are recognised on receipt, net of non-refundable tax credits.

Government grants are recognised as revenue on receipt where no performance conditions have been specified on receipt of the grant.

Government grants requiring specified future conditions to be met are recognised as a liability on receipt. The grants are recognised as income over the period that the specified conditions are complete and the associated costs are recognised.

Income Tax

Papamoa Unlimited Incorporated is exempt from Income Tax as per the letter from Inland Revenue dated 19 October 2018.

Goods and Services Tax

All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

These financial statements should be read in conjunction with the accompanying audit report.

Notes to the Financial Statements



3. Contingent Liabilities

The entity does not have any known contingent liabilities at balance date that have not been disclosed (Last Year: \$nil)

4. Subsequent Events

There have been no significant events occurring after balance date (Last year: \$nil)

5. Related Party Transactions

The entity has not undertaken any transactions with related parties. No related party debts have been written off or forgiven during the year (Last Year: \$nil).

6. Going Concern

These financial statements have been prepared on the basis that this society is a going concern.

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These financial statements should be read in conjunction with the accompanying audit report.



Independent Auditor's Report

Papamoa Unlimited Incorporated
For the year ended 30 June 2024

DRAFT



Papamoa Unlimited | Annual Plan 2024-25

Papamoa Unlimited is a committee of business owners and retailers whose purpose is to promote Papamoa as a destination for locals and tourists alike on a mainly voluntary basis. We are proud to promote Papamoa, the big little city at the beach that we call home.

Papamoa Unlimited proudly delivers three to four annual events to our growing Papamoa community – Matariki 'Light Up the Waterways', Pedal & Pump Papamoa, The Santa Parade and another event that the committee and community see fit.

Tauranga City Council objectives were 'to run community focussed events. Papamoa Unlimited is successful in doing this and can provide quantifiable evidence in the form of foot traffic and turnover data. This can now be further evidenced with the installation of the foot traffic counters which have been installed on the storm water trail behind Papamoa Plaza and the pedestrian crossing adjacent to the Papamoa Community Centre & Library.

We believe that Papamoa Unlimited principle and main objective aligns directly with the Council key object of 'putting the community at the heart of everything we do'. By running our events which directly benefit the Papamoa community and in turn our targeted rate payers through foot traffic and turnover for their businesses, we feel this couldn't be a stronger tie. This is also aligned with the Council's key outcomes especially involving the community, by benefitting the local business and education by way of involving both businesses within the targeted business rate and the schools and involving them in our events; the Santa Parade is a prime example of this.

Key Performance Indicators

Our KPI's for the next financial year are similar to previous years, however, we will be also looking to focus more on our strategic plan which hopefully will incorporate the expansion of Papamoa Unlimited should the process be finalised by Tauranga City Council.

1. To build on turnout from previous events
2. To further promote Papamoa Unlimited to ensure transparency of information for all eligible members and the Papamoa community and market Papamoa as the place to be
3. Extending the boundary to build member engagement, giving more businesses the opportunity to join the association.
4. To build and develop a website to hold information for our targeted rate payers, the local Papamoa community and beyond

Budget

Papamoa Unlimited is proposing an increase of 10% to the current figure of \$66,000 with this to occur for the next financial year as well. We are also proposing to investigate an increase to the current targeted rate area as Papamoa has grown significantly since the business association was created. We believe that this increase to the targeted rate area will also benefit what we can bring to the community. Our community focussed events are mainly funded through sponsorship, and we now have a very close working relationship with the local Iwi. As discussed with the Tauranga City Council City Partnerships Specialist we are now looking to approach various parties for additional



event funding particularly for our more popular events. All of our events for 2024-25 will be in collaboration of partnership. Please see attached appendices for full budget. Should any sponsorship not come to fruition unfortunately some of our events would not be able to go ahead as we do not receive enough from our targeted rate alone to host these events.

Business Plan

Event	Action	Success Criteria
Papamoa Pak N Save Santa Parade 8 th December 2024	<ul style="list-style-type: none"> • Provide a one-day free event during December – the only Santa Parade in Tauranga • Create a fun, interactive environment for a wide range of ages • Encourage people to visit Papamoa • Encourage people to do their Christmas shopping in Papamoa 	<ul style="list-style-type: none"> • Event held • Number of people estimated to have visited and participated • Increase in foot traffic • Feedback received from attendees, suppliers and surrounding businesses • Increase in turnover for targeted rate payers
Matariki 'Light Up the Waterways' Event 20 th June 2025	<ul style="list-style-type: none"> • Provide an evening event to align with the Matariki public holiday building on the event from the previous year • Create a fun, interactive environment for a wide range of ages, working closely with the local Iwi and community group • Encourage people to visit Papamoa 	<ul style="list-style-type: none"> • Event held • Number of people estimated to have visited and participated • Feedback received from attendees, suppliers and surrounding businesses • Increase in foot traffic • Increase in turnover for targeted rate payers
Polar Plunge – Winter Solstice 21 st June 2025	<ul style="list-style-type: none"> • Provide an event to align with the winter solstice • Create a fun, interactive environment for a wide range of ages, in collaboration with Papamoa Surf Life Saving Club • Encourage people to visit Papamoa 	<ul style="list-style-type: none"> • Event held • Number of people estimated to have visited and participated • Feedback received from attendees, suppliers and surrounding businesses • Increase in foot traffic • Increase in turnover for targeted rate payers

3 – 5 Year Strategic Plan

We are currently working with the Good Day Matrix to develop our strategic plan. This includes the expansion of Papamoa Unlimited and building a new website.

Website



We believe Papamoa Unlimited requires a website to properly promote Papamoa. However, this requires funding which as this stage is going towards our focus being our events. Our aim in the next 1 – 2 years is to create a website for the business association.

This will also Incorporate the member database to ensure transparency at all levels.

Papamoa Unlimited Budget 2024 - 2025			
Santa Parade - 8th December 2024			
	Estimated	Actual	Comments
Event Management	\$ 14,000.00	\$ -	
Entertainment	\$ 2,000.00	\$ -	
Videographer/Photographer	\$ 1,000.00	\$ -	
Advertising	\$ 2,000.00	\$ -	
Security	\$ 2,500.00	\$ -	
Traffic Management	\$ 2,000.00	\$ -	
Signage	\$ 1,000.00	\$ -	
Decorations	\$ 1,000.00	\$ -	
Waste Management	\$ 500.00	\$ -	
Total	\$ 26,000.00	\$ -	

Papamoa Unlimited Budget 2024 - 2025			
Matariki Light Up the Waterway 20th June 2025			
	Estimated	Actual	Comments
Event Management	\$ 10,000.00	\$ -	
EPS - Events Production Services	\$ 40,000.00	\$ -	
TMP	\$ 4,000.00	\$ -	
Fencing	\$ 1,500.00	\$ -	
Videographer	\$ 2,000.00	\$ -	
Advertising	\$ 1,000.00	\$ -	
Security	\$ 4,000.00	\$ -	
Waste Management	\$ 4,000.00	\$ -	
Signage	\$ 1,000.00	\$ -	
Decorations	\$ 1,000.00	\$ -	
Koha	\$ 200.00	\$ -	
Total	\$ 68,500.00	\$ -	

Papamoa Unlimited Budget 2024 - 2025			
Polar Plunge 2025			
	Estimated	Actual	Comments
Event Management	\$ 10,000.00	\$ -	
Photographer	\$ 500.00	\$ -	
Advertising	\$ 750.00	\$ -	
Prizes	\$ 1,500.00	\$ -	
Signage	\$ 1,000.00	\$ -	
Total	\$ 13,750.00	\$ -	

* in collaboration with Papamoa Surf Life Saving Club

**TBC split of costs with collaboration

Papamoa Unlimited Budget 2024 - 2025			
Administration Expenses			
	Estimated	Actual	Comments
Accountancy Fees	\$ 5,000.00	\$ -	
Audit Fees	\$ 1,500.00	\$ -	
Bank Charges	\$ 100.00	\$ -	
Computer Expenses	\$ 2,000.00	\$ -	
Insurance	\$ 1,000.00	\$ -	
Strategic Planning	\$ 3,000.00	\$ -	\$1,500 from TCC for this
Polling Agent	\$ 5,000.00	\$ -	
Total	\$ 17,600.00	\$ -	

*if the required funding or sponsorship cannot be garnered for the Matariki event, any residual funds will go towards the strategic plan of extension process & the development of the Papamoa Unlimited website

Papamoa Unlimited Budget 2024 - 2025

Administration Expenses	Estimated	Actual	Comments
Balance brought forward (as at 30/06/2022)	\$ 1,557.24	\$ -	
Targeted Rate Levy Income	\$ 66,000.00	\$ -	
Sponsorship (<i>Confirmed as at 1 July 2024</i>)	\$ 17,000.00	\$ -	Confirmed Pak N Save naming rights for Santa Parade (\$15,000)
Funding (<i>Confirmed as at 1 July 2024</i>)	\$ -	\$ -	Confirmed Papamoa Plaza income for signage & videography (\$2,000)
Total	\$ 84,557.24	\$ -	

Papamoa Unlimited Budget 2024 - 2025

Profit & Loss Summary

	Estimated	
Total income	\$ 84,557.24	Confirmed income as at 1 July 2024
Total expenses	\$ 125,850.00	
Total profit (or loss)	-\$ 41,292.76	

Mainstreet Monitoring Report – Greerton Village Mainstreet Reporting Period: 1 January – 30 June 2024

*

Vision: No changes to this section

Core Purpose / Focus areas of Mainstreet Business Plan:

Membership overview:

Summary of highlights:

- The Easter Bunny visits Greerton Village Community
- Mothers' Day Giveaways Promotion
- Illumin Star Greerton Village

Key Activity and Achievements (previous 6 months):

Activity Area: Events & Initiatives		
Activity	Explanation	Results / Status / Outcome
Valentines Day 14 February	Julio the Latin Lover cruised the village on his unicycle giving away chocolate hearts.	Fun surprise for general public. Feedback from retailers was that they enjoyed the entertainment.
Mother's Day 14 May	Social media online giveaway for two special ladies. Tag a special lady in your life and tell us why she is so special.	Fantastic outcome for this giveaway the gifts received for the giveaway from local businesses.
Easter Egg Hunt 3 – 6 April	Kids to follow a trail of retailers displaying Easter Eggs in their windows.	Fun for the kids and encouraged foot traffic to the retailers stores

Mainstreet Monitoring Report – Greerton Village

Mainstreet

Reporting Period: 1 January – 30 June 2024

Lighting and Yarn Bomb Installs	Friday 28 June– 20 August 16 trees covered in fairy lights, 9 stars in the tree outside Greerton Village School.	Positive feedback from the community.
Preparation work and selling of our Voucher Book Promotion Will be reported on next period	Started early to ascertain interest from GV businesses. One interested so far.	Will be reported next period
Working with TCC Transport Dept towards Cameron Stage 2 plan through Greerton Village	GVCA have been involved in retailer feedback and discussion and the passing on of this information to TCC Transport	A revised plans are in development.

Activity Area: Marketing		
Activity	Purpose	Results / Status / Outcome
Mother's Day Published early March	We took the plunge and had a digital ad online. It was expensive.	The ad received 29,988 impressions which is a great result.
STUFF Media Partnership	We have continued to build this relationship which has includes getting a discount on digital adverts.	Almost always receive feedback from the public around our advertising.
Website on going	New website coming in August 2024	The website is an important part of our marketing however does not bring the same instant response as face book
Social Media	This year we are working on the Instagram account to help grow it and attract another audience. Greerton Village face book page continues to draw the public to our events & promotions and has increased page likes from 4.1 to 4.2k	Excellent response to FB boosted ad campaigns –
NZME Radio 4 x local stations	No use of radio this year.	The results from using radio last year for the Cherry Blossom Festival was very expensive and there are no concrete results.

Mainstreet Monitoring Report – Greerton Village

Mainstreet

Reporting Period: 1 January – 30 June 2024

Posters and flyers Matamata i-site	There has been increased interest this year.	We receive calls from this i site, usually around sending buses over to view the Yarn Bombing and sometimes for the Greerton Spring Fling. Low cost & worthwhile
Advertising space taken Our Place magazine and online for the Greerton Spring Fling.	To promote the Greerton Spring Fling in September	Will await results after the event.

Activity Area: Member Communication		
Activity	Purpose	Results / Status / Outcome
Mailchimp newsletters regular sent to our members	To advise of any activities, meetings, items of importance, promotions and Events	Variable but certainly a worthwhile part of our communications to GV businesses
BA5 Network Evenings	To encourage our Business owners the opportunity to learn more about who and what is on offer in Greerton Village	The BA5's meetings have halted while new Mainstreet Manager learns the job but will be starting up again in October
Greerton Village Facebook page	To communicate events to the public and keep our businesses up to date with what is going on as well as offering a platform for them to use to promote their own business and share posts and pages	Increased interest and likes. There has been a marked increase when our promotions are running

Key issues:

Issue	Explanation	Status
Greerton Village development work for Cameron Road Stage 2.	The continued work with TCC on Cameron Road Stage 2 working through this concept to its conclusion	<p>This is ongoing work, and the next period report will cover recent meetings & developments.</p> <p>The only real concerns around the possible loss of 4 car parks at the "Top Shops" in Cameron Road, the consensus of the retailers is to remove the seating area by the current pedestrian crossing when</p>

Mainstreet Monitoring Report – Greerton Village

Mainstreet

Reporting Period: 1 January – 30 June 2024

		relocated and to reintroduce 3 car parks there. This is strongly supported by us as car parking is at a premium and the loss outside these shops would create less patronage
Rough sleepers and transient people	We continue to experience issues with this widespread social issue with the actual people drinking outside the Greerton Hall becoming more prevalent in recent months	Backed by our local Police, we are encouraging all business owners to dial 111 in the event of abuse or aggravated approaches on their customers

Future activities (coming 6 months):

- We are working on a voucher book to be launched in February 2025.
- Greerton Spring Fling on Saturday 21 September. We are working closely again with Greerton Village school and Custom & Street Car club to bring a free, family oriented fun day to our Village, featuring the Custom Car show, School Gala and roving entertainers
- At our AGM in October 2024.
- We will continue to work closely with business owners, believing that personal contact is much more important than Facebook stats and the importance of building their trust in dealing with issues and engaging their buy in to our promotions. This has been shown I think by the large number of participating businesses in our recent promotions
- Halloween Trial – count the pumpkins in the window
- In December we will be holding a fun event in the village square.
- In consultation with an artist to construct our Cherry Tree sculpture in the village square.

Financials:

Audited Financials and Audit report for year-end 30 June 2024 can be supplied if required.

Annual Accounts

Greerton Village Community Association
For the year ended 30 June 2024

Contents

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Compilation Report

Greerton Village Community Association For the year ended 30 June 2024

Compilation Report to the Trustees of Greerton Village Community Association

Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Greerton Village Community Association for the year ended 30 June 2024.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Executive Committee are solely responsible for the information contained in the financial statements and have determined that the Special Purpose Reporting Framework used is appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

Independence

Tony Ryan is a director of Ataxz Accountants Ltd and the current chairperson of Greerton Village Community Association.

Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an audit or review engagement by ourselves. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on these financial statements.

Ataxz Accountants Limited
Upstairs 1277 Cameron Rd
Greerton
Tauranga.

5 October 2024

Directory

Greerton Village Community Association For the year ended 30 June 2024

Address

1247 Cameron Road, Greerton, Tauranga, New Zealand, 3112

Date of Formation

12th November 1993

IRD Number

062-048-468

Auditor

LACA Limited
Welcome Bay
Tauranga

Accountant

Ataxz Accountants Limited
1277 Cameron Rd
Greerton
Tauranga.

Bankers

Westpac Bank

Services Manager

Mahia Martelli

Committee Members

Chairperson - Tony Ryan
Vice Chairman - Rebecca Busby
Secretary - Jade Mackay

Committee Member - Belinda Sands - Resigned May 2024

Committee Member - Alan Paterson

Committee Member - Rosalie Crawford - Appointed August 2023

Committee Member - Ravinder Paul - Appointed August 2023

Committee Member - Stefan McNeely - Appointed August 2023

Committee Member - Jade Mackay - Appointed August 2023

Committee Member - Naomi Harrison - Appointed July 2024

Approval of Financial Report

Greerton Village Community Association For the year ended 30 June 2024

The Executive Committee are pleased to present the approved Financial Report including the historical Financial Statements of Greerton Village Community Association for year ended 30 June 2024.

APPROVED

For and on behalf of the Executive Committee

Statement of Profit or Loss

Greerton Village Community Association For the year ended 30 June 2024

	NOTES	2024	2023
Income			
Levy Income		148,476.00	141,405.64
Total Income		148,476.00	141,405.64
Gross Profit		148,476.00	141,405.64
Other Income			
Interest Received		1,730.42	1,143.24
Other Income		-	134.40
Total Other Income		1,730.42	1,277.64
Total Income		150,206.42	142,683.28
Expenses			
Accountancy Fees		1,200.00	2,400.00
Advertising		7,736.73	6,912.70
AGM Expenses		1,081.15	368.27
Audit Fees		82.42	2,450.86
Autumn Promotional Expenses		672.19	-
Community Gifts		490.81	-
Bank Charges		35.00	10.00
Business After 5		352.23	-
Computer Expenses		1,745.38	1,135.15
Consultancy		-	265.22
Depreciation		3,082.56	2,002.07
Donations Paid		3,000.00	2,600.00
Employer Kiwisaver Deductions		1,893.60	2,145.46
Entertainment		-	608.00
General Expenses		130.43	53.41
General Promotional Expenses		3,437.57	28,919.28
Insurance		840.00	765.00
Legal Expenses		730.00	4,162.50
Meeting Expenses		399.75	-
Minor Assets		1,669.04	-
Office Expense		2,143.39	333.57
Postage		243.48	-
Printing & Stationery		782.80	631.00
Rent		4,908.98	3,322.74
Repairs & Maintenance		125.00	-
Rubbish Removal		202.70	-
Shop Front Maintenance		1,475.00	-
Social Media Marketing		3,592.85	-
Spring Promotional Expenses		11,602.80	2,000.00

The accompanying Notes & Audit Report form part of the Financial Statements.

Statement of Profit or Loss

	NOTES	2024	2023
Staff Expenses		854.74	521.94
Staff Training		-	(1,300.00)
Storage		2,326.56	2,034.81
Strategic Plan		4,408.74	-
Subscriptions		199.00	1,008.20
Summer Promotional Expenses		6,006.10	-
Telephone, Tolls & Internet		429.38	1,569.38
Tools & Equipment		-	1,326.00
Travel and Accommodation		210.88	196.71
Wages & Salaries		70,985.53	63,398.03
Website Expenses		723.04	595.00
Winter Promotional Expenses		9,690.06	485.21
XERO Subscription		374.00	461.50
Total Expenses		149,863.89	131,382.01
(Loss) / Profit Before Taxation		342.53	11,301.27
Trustees (Loss) / Income Before Taxation		342.53	11,301.27
Trustees (Loss) / Income for the Year		342.53	11,301.27

The accompanying Notes & Audit Report form part of the Financial Statements.

Balance Sheet

Greerton Village Community Association As at 30 June 2024

	NOTES	30 JUN 2024	30 JUN 2023
Assets			
Current Assets			
Cash and Bank			
Bank and cash/(bank overdraft)			
Bank Cheque Account		57,120.04	99,941.83
Petty Cash		-	150.00
Debit Card Account		5.31	15.31
Total Bank and cash/(bank overdraft)		57,125.35	100,107.14
Total Cash and Bank		57,125.35	100,107.14
Trade and Other Receivables		-	1,495.00
Total Current Assets		57,125.35	101,602.14
Non-Current Assets			
Property, Plant and Equipment		39,904.52	2,045.35
Total Non-Current Assets		39,904.52	2,045.35
Total Assets		97,029.87	103,647.49
Liabilities			
Current Liabilities			
Trade and Other Payables			
Trade and other payables		-	3,892.03
Unearned income		500.00	2,000.00
Total Trade and Other Payables		500.00	5,892.03
GST Payable		3,769.37	7,505.87
Employee Entitlements		5,880.70	3,712.32
Total Current Liabilities		10,150.07	17,110.22
Total Liabilities		10,150.07	17,110.22
Net Assets		86,879.80	86,537.27
Equity			
Retained Earnings		86,879.80	86,537.27
Total Equity		86,879.80	86,537.27

The accompanying Notes & Audit Report form part of the Financial Statements.

Statement of Changes in Equity

Greerton Village Community Association For the year ended 30 June 2024

	2024	2023
Retained Earnings		
Opening Balance	86,537.27	75,236.00
(Decreases) / Increases		
Executive Committee's (Loss) / Income for the Period	342.53	11,301.27
Total (Decreases) / Increases	342.53	11,301.27
Total Retained Earnings	86,879.80	86,537.27

The accompanying Notes & Audit Report form part of the Financial Statements.

Depreciation Schedule

Greerton Village Community Association

For the year ended 30 June 2024

NAME	COST	OPENING VALUE	PURCHASES	METHOD	RATE	SALE PRICE	LOSS	DEPRECIATION	CLOSING VALUE	PRIVATE USE AMOUNT
Office Equipment										
LG Monitor	780.00	357.50	-	DV	50.00%	-	-	178.75	178.75	-
Office Desk	433.91	-	433.91	DV	100.00%	-	-	361.59	72.32	-
Total Office Equipment	1,213.91	357.50	433.91			-	-	540.34	251.07	-
Plant & Equipment										
Carpet Installation	1,226.09	127.12	-	DV	40.00%	-	-	50.85	76.27	-
Lights on the two big trees on the Cameron Rd roundabout	12,031.00	-	12,031.00	DV	10.00%	-	-	100.26	11,930.74	-
Lights outside the library	4,671.00	-	4,671.00	DV	10.00%	-	-	116.78	4,554.22	-
Outdoor Art	1,152.17	-	1,152.17	DV	10.00%	-	-	19.20	1,132.97	-
PC purchase in Aug 2019	3,025.00	204.81	-	DV	50.00%	-	-	102.41	102.40	-
Steel artwork	895.65	-	895.65	DV	10.00%	-	-	-	895.65	-
Tree Deco Lights	5,454.00	-	5,454.00	DV	10.00%	-	-	318.15	5,135.85	-
Tree Deco Lights	4,394.00	-	4,394.00	DV	10.00%	-	-	256.32	4,137.68	-
Tree Deco Lights	11,010.00	-	11,010.00	DV	10.00%	-	-	825.75	10,184.25	-
Total Plant & Equipment	43,858.91	331.93	39,607.82			-	-	1,789.72	38,150.03	-
Website (Fixed Asset)										
New Website	900.00	-	900.00	DV	50.00%	-	-	75.00	825.00	-
Website - design	2,520.00	1,155.00	-	DV	50.00%	-	-	577.50	577.50	-
Website - Photographics	600.00	200.00	-	DV	50.00%	-	-	100.00	100.00	-
Total Website (Fixed Asset)	4,020.00	1,355.00	900.00			-	-	752.50	1,502.50	-
Total	49,092.82	2,044.43	40,941.73			-	-	3,082.56	39,903.60	-

The accompanying Notes & Audit Report form part of the Financial Statements.

Notes to the Financial Statements

Greerton Village Community Association For the year ended 30 June 2024

Reporting Entity

Greerton Village Community Association is an incorporated society, and subject to the Incorporated Societies Act.

This is a special purpose financial report.

Basis of Preparation

These Financial Statements have been prepared in accordance with the Special Purpose Framework for use by For-Profit Entities (SPFR for FPEs) published by Chartered Accountants Australia and New Zealand.

The Financial Statements have been prepared for taxation purposes.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Statement of Accounting Policies

Income Tax

The Association has been approved by the Inland Revenue Department as a local or regional promotion body and is exempt from income tax under section CW33 of the Income Tax Act 2007.

Goods and Services Tax

These Financial Statements have been prepared on a GST exclusive basis with the exception of accounts receivable and accounts payable which are shown inclusive of GST.

Property, Plant & Equipment

The entity has the following classes of Property, Plant & Equipment;

- Plant & Equipment

All property, plant & equipment is stated at cost less accumulated depreciation.

Leased assets are depreciated over the unexpired term of the lease or over the estimated useful life, whichever is shorter.

Leased Assets

The Association leases an office within the Greerton Community Hall for \$256.09 plus GST per month. There is no termination date on the lease agreement.

Notes to the Financial Statements

Going Concern

Reliance is placed on the fact that the entity is a going concern.

Audit

These Financial Statements have been subject to audit, please refer Auditor's Report.

Contingent Liabilities

At balance date there are no known, quantifiable contingent liabilities. Greerton Village Community Association Inc has not granted any securities in respect of liabilities payable by any other party.

Related Parties

Tony Ryan, Chairperson of the Committee, is also a Director of Ataxz Accountants Limited. Ataxz prepares the Financial Statements for the entity and charges a fee.

Securities And Guarantees

There was no overdraft as at balance date nor was any facility arranged.

Subsequent Events

There were no subsequent events after balance date.

Auditor's Report

Greerton Village Community Association
For the year ended 30 June 2024



Annual Business Plan 2024 - 2025



MISSION STATEMENT







The aim of the Greerton Business Association (“GBA”) is to create a strong, vibrant, and thriving centre for our businesses and community.

**Hei hanga I tetahi pokapu kaha,
hihiri, kaha hoki mo a tatou pakihi
me o tatou hapori.**

A targeted rate is paid by Greerton Village businesses through their rates and then directed to the GBA from the Council. The funding is directed by the Greerton Business Association Board, and facilitated by the Mainstreet Manager, to help promote Greerton Village as a sustainable place to carry out business.

This Plan set out how the funding for the 2024-2025 financial year will be spent.

OBJECTIVES

-  Conserve, promote and advance the interests and welfare of business holders and traders who are generally dealing in Greerton;
-  Promote and give a higher profile to the Greerton retail areas as a desirable and pleasant place to shop;
-  Encourage high standards of service, customer care and honourable practice;
-  Promote a friendly relationship as between traders and others connected with the areas;
-  Uphold and maintain the interests of the members of the GBA both individually and collectively, acting in the best interests of such community and members as the GBA sees fit; and
-  Advocate for the promotion of, or opposition to legislation or other measures that may impact the interests of GBA members.

GOALS AND KEY PERFORMANCE INDICATORS



FOCUS AREA

Gain traction and audiences through social media - to gain 500 new followers.

ACTIONS

- Engage with our community and promote local businesses through interesting stories, promotions, and giveaways;
- Add a personal touch by responding to and acknowledging all comments and messages received, be them positive or otherwise.



FOCUS AREA

Continue to learn and grow with governance training

ACTIONS

- Continue to work with our facilitator to effectively administer our Board in a productive manner;
- Uphold and evaluate our constitution in a responsible manner; and actively engage with training as and where appropriate.



FOCUS AREA

Change events to suit the changes in our community

ACTIONS

- Canvass opinions from stakeholders;
- Invest in events that suit and appeal to a variety of cultural landscapes; and
- Reflect the family values that are core to our community.

PARTNERSHIPS

Activity	Actions	Success Criteria
Bay Venues Greerton Hall	<p>Support Greerton Hall by holding The Little Big Markets there on September 21 September 2024.</p> <p>Support the Greerton Hall by holding a mid-winter ball in 2025.</p>	How many people will attend The Little Big Markets at the Greerton Hall and the mid-winter ball.
Tauranga City Council	<p>Provide feedback when offered by TCC on services or projects via online surveys or email. Use Antenno when noticing rubbish, graffiti, street furniture and public amenities.</p> <p>Build partnership with the Public Art Framework TCC team. Utilise the support of partnership advisors. Stay in contact with Policy Analysts examining the efficacy of existing policies and laying out the groundwork for new programs and legislation to meet objectives and goals.</p>	Advocacy, support on projects and initiatives.
Partnerships with local stakeholders	Continue and create relationships with key stakeholders in our community. Local MPs, Māori Wardens, Priority One, Little Big Events, Lions, Grief Support, NZCP, Iwi	Consultation, collaboration, and support.

EVENTS

July 2024 – Illumin Star



ACTIVITIES AND ACTIONS:

- Create a midwinter sense of community by decorating some of our beautiful trees in crochet fruits and vegetables.
- Fairy lights to create a sense of vibrancy and magic along with the 9 stars as a nod to Matariki.
- Outdoor artworks to be displayed in the trees outside the Greerton Shopping Centre area.

GOALS:

- Achieve a move away from yarn-bombing but still incorporating it as part of a winter event.
- Increase community involvement by encouraging people to visit Greerton during the day to see the artworks and trees, and at night to see the lights.

September 2024 – Greerton Spring Fling



ACTIVITIES AND ACTIONS:

- Collaborate with Custom Car Show, The Little Big Markets Village School Gala Day, Thrifty Finds Vintage Market, and Clothes Swap and food vendors;
- Organise, facilitate, and deliver a one-day event celebrating our beautiful trees;
- Close part of Chadwick Road to accommodate the cars on display;
- Utilise Greerton Community Hall via Little Big Markets.

GOALS:

- Use this free event to support the local school and encourage people to visit Greerton who may not otherwise travel here;
- Measure and record the number of attendees, obtain feedback from attendees; and
- Obtain a positive view of the event with the aim of garnering interest in following events.

December 2024 – Christmas in the village square

ACTIVITIES AND ACTIONS:

- Greenpark School Choir performing
- Roving entertainment
- Free sausage sizzle
- Free face painting

GOALS:

- Encouraging a sense of community and festivity;
- Encourage new visitors to the area; and
- Help local businesses to promote their own seasonal offerings.

February 2025 – Vintage, retro and steampunk fayre

ACTIVITIES AND ACTIONS:

- Thrifted Finds Vintage Market;
- Clothes swap;
- Food vendors;
- Small fee to stall holders to enable the event to be run in the Greerton Village School's grounds. A percentage will be donated back to the school; and
- Utilisation of Greerton Hall.

GOALS:

- To create another family fun- filled day.
- Encourage foot traffic into Greerton Village;
- Encourage people to visit both ends of the village.

July 2025 – Moulin Rouge Mid-Winter Ball and Community Auction

ACTIVITIES AND ACTIONS:

- Currently under investigation to bring our vibrant business community together
- Ideally, we would like to provide catering from all the food businesses in Greerton .
- Auction funds to go to Tauranga South Community Patrol
- We will approach Ray White Greerton for sponsorship funds and the use of their auctioneer for the auction.

GOALS:

- Encouraging businesses to network and come together for a mutual purpose.
- Further promotion of Greerton with the auction funds going towards a worthy charity.

September 2025 - Greerton Spring Fling

ACTIVITIES AND ACTIONS:

- Collaborate with Custom Car Show, The Little Big Markets Village School Gala Day, Thrifty Finds Vintage Market and Clothes Swap and food vendors;
- Organise, facilitate, and deliver a one-day event celebrating our beautiful trees;
- Close part of Chadwick Road to accommodate the cars on display;
- Utilise Greerton Community Hall via Little Big Markets.

GOALS:

- Use this free event to support the local school and encourage people to visit Greerton who may not otherwise travel here;
- Obtain a positive view of the event with the aim of garnering interest in following events.

November 2025 - Christmas Celebration

ACTIVITIES AND ACTIONS:

- Greenpark School Choir performing
- Roving entertainment
- Free sausage sizzle
- Free face painting

GOALS:

- Encouraging a sense of community and festivity;
- Encourage new visitors to the area; and
- Help local businesses to promote their own seasonal offerings.

ONGOING PROJECTS

Cherry Tree Sculpture

We have engaged Te Aroha artist Adrian Worsley (www.adrian-worsley.com) to make a Cherry tree on the stage outside the library. We have a budget of \$30,000 and would like to increase this through sponsorship and art funding. Adrian has visited the site and is happy to take on the project. This is an ongoing project.

GOALS:

- Encourage people from out of town to come and see the sculpture and to visit our local businesses.
- Bring a sense of fun and vibrancy to the space outside the library.
- Encourage children to interact with sculpture and appreciate art.

ONGOING PROJECTS

GENERAL COMMENTS AND EXPECTATIONS

HEALTH AND SAFETY

For all events, where applicable, GBA will follow all health and safety processes and procedures set out by Tauranga City Council. This may include (but is not limited to) having a first responder on site and adequate rubbish disposal facilities.

UTILISING DATA AND SEEKING FEEDBACK

- To the extent possible, the numbers of attendees will be recorded;
- The number of stallholders will be recorded; and
- Feedback will be obtained from both groups to learn from these events and make any adjustments for the following years. This will segue into the formal feedback process (as dealt with in a separate document).

GENERAL

9

**PHYSICAL ADDRESS**

(Inside Lox Holistic Beauty)
1275 Cameron Road
Greerton

**POSTAL ADDRESS**

PO Box 9046
Greerton

**WEBSITE**

www.greertonvillage.org.nz

**EMAIL**

office@greertonvillage.org.nz

GST

062-048-468

LEGAL STATUS

Incorporated Society

2024/2025 Greerton Village Community Association July 2024 to June 2025													
Account	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Total
Income													
Levy Income (200)	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$155,900.00
Total Income	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$155,900.00
Gross Profit	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$77,950.00	\$0.00	\$0.00	\$0.00	\$155,900.00
Other Income													
Interest Received (274)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Total Other Income	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Less Operating Expenses													
Accountancy Fees (287)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Advertising (289)	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$7,800.00
AGM Expenses (290)	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Audit Fees (295)	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00
Autumn Promotional Expenses (-	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00
Bank Charges (302)	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$60.00
Business After 5 (304)	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$600.00
Community Gifts (300)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Computer Expenses (313)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Consultancy (317)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Donations Paid (321)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00
General Expenses (335)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
General Promotional Expenses (-	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Insurance (340)	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
Legal Expenses (376)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Meeting Expenses (401)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Minor Assets (402)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Office Expense (425)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Postage (429)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
Printing & Stationery (431)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Rent (441)	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$850.00	\$10,200.00
Repairs & Maintenance (450)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$120.00
Shop Front Maintenance (453)	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Social Media Marketing (455)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,000.00
Spring Promotional Expenses (4-	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00
Staff Expenses (457)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Staff Training (459)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Subscriptions (462)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00
Summer Promotional Expenses (-	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,000.00
Telephone, Tolls & Internet (464)	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$480.00
Travel Local (469)	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
Wages & Salaries (475)	\$5,540.00	\$6,040.00	\$6,040.00	\$5,040.00	\$6,040.00	\$5,040.00	\$5,040.00	\$6,040.00	\$6,040.00	\$6,292.00	\$5,292.00	\$5,292.00	\$67,736.00
Website Expenses (474)	\$10.00	\$1,350.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$1,460.00
Winter Promotional Expenses (4-	\$0.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$20,000.00
XERO Subscription (476)	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$33.00	\$396.00
Total Operating Expenses	\$10,998.00	\$21,438.00	\$11,248.00	\$15,848.00	\$14,998.00	\$14,098.00	\$7,998.00	\$14,098.00	\$8,998.00	\$10,350.00	\$8,250.00	\$18,350.00	\$156,672.00
Total Expenses	\$10,998.00	\$21,438.00	\$11,248.00	\$15,848.00	\$14,998.00	\$14,098.00	\$7,998.00	\$14,098.00	\$8,998.00	\$10,350.00	\$8,250.00	\$18,350.00	\$156,672.00
Net Profit	-\$10,898.00	-\$21,338.00	\$66,802.00	-\$15,748.00	-\$14,898.00	-\$13,998.00	-\$7,898.00	-\$13,998.00	\$69,052.00	-\$10,250.00	-\$8,150.00	-\$18,250.00	\$428.00



Strategic Plan 2024 – 2027

OUR MISSION

The aim of the Greerton Business Association (“GBA”) is to create a strong, vibrant, and thriving centre for our businesses and community.

Hei hanga I tetahi pokapu kaha,
hihiri, kaha hoki mo a tatou pakihi me o tatou haponi.

EVENTS

- Continue to support, leverage and grow our partnerships with the Little Big Markets and investigate street-wide market days
- Hold dedicated local area events
- Run and grow an annual major winter event with a nod to Matariki
- Hold a Christmas event in our village square

ROADS AND PATHWAYS

- Actively monitor the Cameron Road Stage 2 upgrade
- Work with Tauranga City Council to tailor ways to ensure car-parking is available for customers opposite the library
- Investigate ways of transporting attendees of major events to and from Greerton

GREERTON VILLAGE

- Advocate for public artworks
- Promote and support business owners with the ongoing shop front tidy programme
- Anticipate parking meters being installed at the Greerton Shopping Centre and lower Chadwick Road

A SUPPORTIVE GREERTON BUSINESS ASSOCIATION

- Build and expand our productive endeavours and businesses through social media and the membership database
- Increase funding (e.g. utilising the membership database and sponsorship)
- Engage with Tauranga City Council for public art funding
- Engage with Tauranga City Council with the ongoing Cameron Road State 2 project
- Maintain governance and management best practice