



# **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





























































































































































































































