

MAINSTREET MONITORING REPORT

MAINSTREET TAURANGA INC. (DOWNTOWN TAURANGA)

Reporting Period: 1 Jul 2024 – 30 Jun 2024

Chair Comments

The second half of 2024 marked several notable wins for Downtown Tauranga and the city centre, reaffirming the positive move to a new business model that continues to develop its capacity of supporting the businesses and city centre to thrive and flourish.

Downtown Tauranga now has a strong contingency of board members, having recruited seven new passionate & knowledgeable faces at the Annual General Meeting (AGM) in October last year, taking the board to maximum capacity, as well as a committed Manager and support staff. 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 continues to be a fine balancing act between the needs of the businesses, the requirements and commitments to Tauranga City Council (TCC) and stakeholders as well as the resources and capacity of the Mainstreet Team. Something we do because of our passion to see the city centre succeed and also to support a flourishing Bay of Plenty.

The focus remains the same for Downtown Tauranga - **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** and the greater Bay of Plenty region.

We have strategically aligned ourselves with several key stakeholders sharing the same vision for Tauranga, forming closer connections with the likes of Tourism Bay of Plenty and Priority One, to name a few to continue to build the 'positive' narrative. We are also feeling renewed positivity with the appointment of Mayor Mahe Dysdale and the new Councillors who have shown commitment and support with the shared vision for the city centre. There is now a sense more than ever that we have the 'right ingredients' in place to succeed.

This reporting period outlines successes in the following areas:

- **Board & Governance** – recruitment of new board members & AGM progress
- **Marketing & promotion** – Release of the ATARA film promotion & NEAT places contract
- **Targeted Christmas activations** – Our most successful 'Santa's Southern Hemisphere Grotto'

Thank you for the opportunity to provide this six month update. We are excited for the future of the Tauranga city centre and working collaboratively with Council to keep the dream alive as the 'best city centre in New Zealand'.

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: July – Dec 2024

KEY HIGHLIGHTS & ACHIEVEMENTS

1. NEW BOARD MEMBERS & AGM CONSISTENCY

	7 NEW BOARD MEMBERS & 40+ ATTENDEES OCTOBER – FIRST TIME IN 10 YEARS WITH 7 NOMINATIONS & 40+ ATTENDEES SECOND YEAR IN A ROW.
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Board members & AGM - Never before in the history of Downtown Tauranga have we seen such interest and passion for Downtown Tauranga's board and were blown away to receive **seven nominations** prior to our AGM which were all accepted. This takes the board to 12 (maximum capacity) including a fantastic mix of skills and expertise across hospitality, retail & services. We are still receiving inquiries for board consideration and are now in a strong position to carefully consider the right people to support the city centre. For the second year in a row we also achieved 40+ attendees at the AGM, noting optimism and positivity in the room, even after another year of upheaval and development. Our guest speaker, Gareth Wallis, City Development and Partnerships Lead at TCC was well received and we also showcased the ATARA film production 'Tauranga's gotta a good thing coming'.

2. PROMOTIONS & MARKETING

	ATARA FILM PRODUCTION RELEASED NOVEMBER – 65,000K IMPRESSIONS TO DATE
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Downtown Tauranga in collaboration with ATARA film's productions 'Tauranga's gotta a good thing coming' – The Film has been shared across multiple platforms, including socials (Facebook, Instagram & LinkedIn) and now sits on the Downtown Tauranga website events page. Paid advertising has also been undertaken via ATARA films. It is now playing as an opening piece at Luxe Cinemas prior to all movie viewings. **The film had 65,000K impressions by the end of November 2024 with an average view time of 51 seconds (waiting on further data beyond November).** The largest demographic to take interest was the 35-44 year age group and Wellington showed the highest engagement outside of Tauranga. There has been no negative commentary. Overall this is a very positive start and Downtown Tauranga will be meeting again with ATARA FILMS in the coming weeks to discuss the second wave of promotions.

	NEAT PLACES – NATIONAL PROMOTION 201K+ REACH IN TEN MONTHS ACROSS NEW ZEALAND
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Neat Places – In April 2024 Downtown Tauranga secured a contract with Neat Places, a nation-wide marketing platform, thanks to funding from TCC. Neat Places is a website that celebrates the best of New Zealand's (NZ) food, drink and retail scene. NZ cities can advertise commercial businesses here. They have 185k worth of visits a month and reach over 100k on social media. **In ten months since been showcased by Neat Places, Downtown Tauranga has had a reach of 201,000 across NZ.** Feedback from businesses featured is that the extra marketing has helped them generate more revenue. A meeting is scheduled mid-February to discuss extending the contract for another year.

4. City Centre Activations

	SANTAS GROTTTO DECEMBER - 200 + KIDS A DAY, 32% INCREASE ON 2023
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Santa's Southern Hemisphere Grotto – Building on the success of the 2023, Downtown Tauranga delivered the cities first 'Southern Hemisphere Santa's grotto' which included a stunning southern hemisphere 'Tauranga feel' mural by local talented artist Millie Pidwell. This grotto was a huge success with an extra positive spin with the mural which attracted a great deal of attention from bystanders and the public. The location of 41 Devonport road was more strategic than the former Grey street grotto, enabling more foot traffic and utilising a large space that would otherwise be vacant. **The grotto had 200 plus kids a day, a 32% increase on 2023 attendance** and the space was utilised for 'Wellness Sessions' in collaboration with the local business Health Quarters for January. We are now considering eight locations for the relocation of the mural, thanks to many in the public expressing interest. Priority will be given to three city centre locations currently in serious consideration.

GROTTO MEDIA

- **28 November, Newsbeat TCC, Santa's grotto:** <https://newsbeat.tauranga.govt.nz/news-article/artmid/24836/articleid/12965/christmas-arrives-in-city-centre-with-a-sleigh-full-of-festive-activities>
- **December, Whats On Tauranga, Santa's grotto:** https://www.whatsontauranga.co.nz/event-details/tctl/24198_eventdetails/event/34e9cff4-d74d-4090-8877-8016694bcb6e
- **December, NZME promotion via BOP Times, Santa's grotto** [CLICK HERE](#)
- **Note:** *The Santa's Grotto article only ran in print due to no avails in the Digital space. The Digital upload is free of charge to Downtown Tauranga and only available when there is space. Typically there would always be space but December is always a really challenging month.*

IN PROGRESS PROJECTS

Strategic Plan - Implementation of the 3-5 year strategy – The draft strategic plan is now with our Strategy Consultant for final editing and will then be shared with businesses for consultation before submission to TCC in June. This process has also included talking with Stacey Mareroa- Roberts, Manager Strategic Māori Engagement at TCC to understand the sensitivities and cultural significance to consider in this process. The project was delayed due to some internal challenges that have now been resolved. We are confident the final strategy will support the needs of the city centre businesses and stakeholders.

ANALYSING CITY CENTRE FOOT TRAFFIC

Downtown Tauranga gains insights into foot traffic for the City Centre via Bellweather data as well as the TCC monthly assessments. The data for this report is from both sources.

Of note: There was a good spike in foot traffic for Devonport road in the week 16-22th December, 2024 when compared to 2023 volume for the same dates, showing a **6% increase** (13,269 verse 14,049). This coincided with our biggest week at the grotto on Devonport road, as well as the recent waterfront playground opening the previous weekend driving more people into the city centre. Overall, 2024 foot traffic for the first half of the year verses the second half reflects a slight decrease by 2.5% when assessing the month by month traffic flow, however **October was the highest month recording for the entire year, with 535,580 people visiting the city centre.**

Without the sales data it is difficult to draw concrete conclusions, but the ongoing push for the 'positive city centre narrative', increase in city centre attractions such as Red Square, Masonic park and the waterfront are certainly having beneficial outcomes and signify a steady increase in interest in the city

centre. *It also reflects that when there are good activations and activities in the city centre, the people will come.*

SALES DATA

Sales data is usually shared via TCC who obtain this information from Priority One. Unfortunately for this reporting period we have not been supplied the data. Ongoing conversations around obtaining this data continue. This information is critical to understand the foot traffic correlations and economic situation for the city centre businesses.

CHALLENGES AND ACTIONS

Resources within Downtown Tauranga – The new business model for Downtown Tauranga was the right decision to support the city centre businesses. We now need to get the structure within this correct. There are 597 city centre businesses being supported by a team of 1.5 people also taking direction and guidance from a voluntary board. We need to consider further administrative support, and/or contracting out events, particularly in light of a potential boundary expansion in order to ensure all businesses are supported properly.

LOOKING AHEAD

Expanding Downtown Tauranga boundaries – 2025 marks the start of an exciting project to reconsider the boundaries of Downtown Tauranga. The current boundaries, starting at 1st Ave through to Harrington Street were set 20 years ago and are outdated with the goals and ambitions that Downtown Tauranga and stakeholders have for the city centre . This is not a 'quick fix' process. We are currently making inquiries with appropriate contacts at Council as to the means to get this underway which will no doubt involve a period of consultation with businesses in and outside the bounded area.

Financials

Of note: Several small invoices for 'Christmas in the city' were processed in January 2025, taking actual costs to 35,695 for the activation. The same can be said for 'advertising' which takes actual costs to 3229.00. NZME advertising was delayed till October 2024, hence the one year contract costs being slightly behind schedule.

Profit and Loss

Mainstreet Tauranga Incorporated For the 6 months ended 31 December 2024

	YTD	BUDGET YTD	BUDGET FULL YR
Income			
Council Levies	193,376	193,376	386,752
Interest Received	2,540	-	-
Total Income	195,916	193,376	386,752
Operating Expenses			
Staff & Board			
ACC Levies	171	252	504
Car parking	607	1,500	3,000
Computer & IT	396	1,998	3,996
Rent	5,960	8,220	16,440
Wages	64,314	62,820	125,640
Telephone & Tolls	486	600	1,200
Board Training	-	1,500	3,000
New board member induction programme	-	1,000	1,000
Training Courses & Conference (staff)	-	1,248	2,496
Total Staff & Board	71,935	79,138	157,276
Operational Costs			
Promotions and Management Contract	11,800	-	-
Total Operational Costs	11,800	-	-
Events & Activations			
Christmas in the City	30,275	40,000	40,000
Flavours of Plenty	5,000	-	5,000
Jazz Festival	-	-	5,000
School Holiday Promotions	7,640	7,500	10,000
Photographic Exhibition	1,197	-	-
Buskers Festival	-	2,000	2,000
Escape Festival	2,000	2,000	2,000
Matariki	-	-	8,000
Garden & Arts Festival	5,000	5,000	5,000
Mini promotional events	4,484	1,667	5,001
Total Events & Activations	55,596	58,167	82,001
Promotion & Subsidies			
Advertising	1,783	12,852	25,704
Website Hosting Expenses	670	516	1,032
Electronic Mail Distribution	-	174	348
Rebrand	-	5,000	5,000
Membership Pack	-	3,502	7,004
Bi-Monthly Newsletter	330	1,980	3,960
Member Engagement	-	678	1,356

	YTD	BUDGET YTD	BUDGET FULL YR
Eat, Shop, Play guide	-	-	10,000
Website Maintenance	75	2,496	4,992
Mainstreet Members Database	-	1,248	2,496
Member Subsidies	2,287	4,998	9,996
Social Media Marketing	6,448	8,100	16,200
Strategic Plan Programme	-	2,000	5,000
Total Promotion & Subsidies	11,593	43,544	93,088
Administration Costs			
Accountancy Fees	5,667	1,998	3,996
Annual General Meeting	1,968	2,500	2,500
Annual Report	-	312	624
Audit Fees	6,502	3,252	6,504
Bank Fees & Charges	28	48	96
Consultancy Fees	270	1,920	3,840
Depreciation	-	252	504
Domain name	-	60	120
Email hosting	-	132	264
Entertainment - Staff	291	-	-
General Expenses	1,277	1,182	2,364
Insurance	2,446	1,500	3,000
Legal Fees	8,353	2,502	5,004
Staff Expenses	-	550	1,100
Storage Fees	6,600	7,590	15,180
Subscriptions	1,798	1,548	3,096
Xero Fees	770	426	852
Total Administration Costs	35,970	25,772	49,044
Pocket Sized Play	8,000	-	-
Total Operating Expenses	194,894	206,621	381,409
Net Profit	1,022	(13,245)	5,343

Balance sheet

Balance Sheet

Mainstreet Tauranga Incorporated
As at 31 December 2024

	31 DEC 2024	30 JUN 2024
Assets		
Bank	258,954	278,588
Current Assets	6,233	-
Fixed Assets	13,311	13,311
GST	6,943	-
Total Assets	285,441	291,899
Liabilities		
Current Liabilities		
Accounts Payable	2,900	1,869
GST	-	8,512
Total Liabilities	2,900	10,381
Net Assets	282,541	281,518
Equity		
Current Year Earnings	1,022	147,577
Retained Earnings	281,518	133,941
Total Equity	282,541	281,518

Accounts Receivable - All current

Accounts Payable - All current.