



Mainstreet Monitoring Report

Mount Business Association

Reporting Period

July to December 2024

Vision

The place to be.

Purpose

To support our business community to thrive.

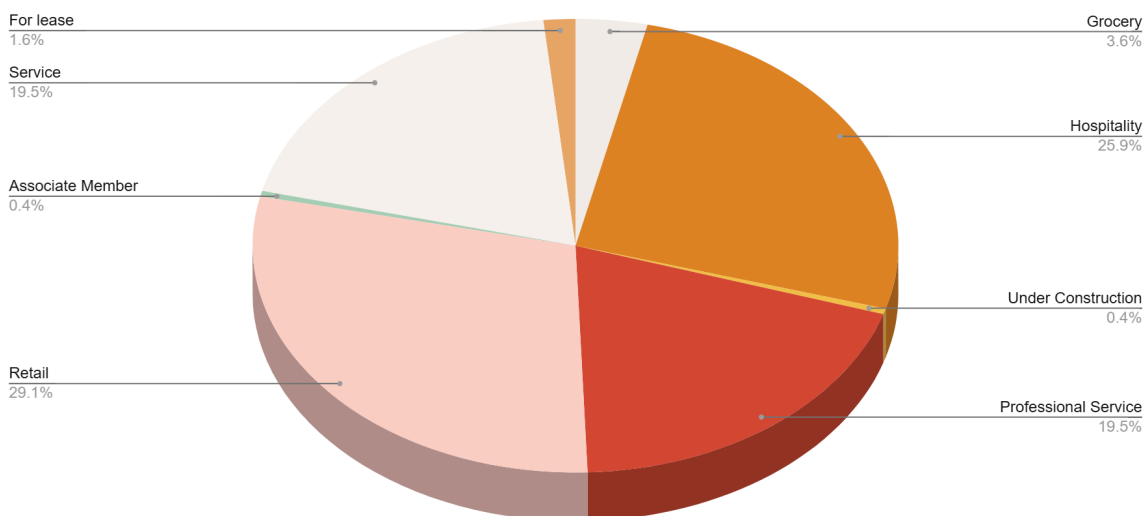
Membership Overview

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 249 businesses operating within our boundaries.

Since last reporting we have had a decrease in buildings for lease, although there has been some movement across sites.

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 159 members out of 248 businesses in our group security chat. An increase of 11 since last reporting. 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 have for the first time hit our goal of 33% member engagement based on our measures. This is due to the effort and value provided to our member community and hugely increasing attendance and engagement at our events. Our AGM in 2024 attendance grew from 35 attendees, to 58 attendees. 51 were members, and 7 notable dignitaries. Our Xmas drinks grew from 43 attendees to 73 attendees counted.

3. **Advocacy**

a. **External Funding:** Begin to seek external funding opportunities to boost initiatives. including asking TCC to launch a capability and security fund.

Progress: We have engaged and hired external support from Socialink and SOS to provide additional admin support to apply for external funds.

We have also hired someone for 300 hours per annum who is well connected in the funding space and her remit is to grow the capability of Mount Mainstreet.

4. **Placemaking**

a. **Bring amazing events down to Mt Mainstreet:** Bring better and more attractive events down to our town centre to improve vibrancy and footfall.

Progress: We have hosted or sponsored many events, including Xmas movie in the Park, Busking Festival, Winter carnival and Roaming Tapas event

5. **Promotion:**

- a. **Ongoing Brand Building:** Since undertaking a brand strategy review, we have now identified what archetype of customer is most valuable to the businesses on our street (Visiting Families, Local Families and Older & Indulgent are our key groups to attract).

Progress: We have now changed our online and marketing strategy to speak to these people more and build our own brand as a destination. I can present our brand strategy document on request.

Highlights

- Winter Mini Carnival
- Christmas Decorations
- Brand Strategy Review
- Huge growth in member engagement

In Review:

Key Events & Promotions

Activity	Purpose / Details	Result / Status / Outcome
Christmas Activity <ul style="list-style-type: none"> - Colouring Competition - Santa and activations at the Markets - Xmas decorations 	Activated our street to get into the christmas spirit	Great turnout and feedback from the community. Our Christmas decorations also gathered fantastic feedback from the community. We could only afford the lights this year, but we have the ability to build on this as they have a longer life span.
Christmas Movie in the Park	We sponsored this event with The Hits radio station. It's the event's third year running.	Held on Dec 2nd in Coronation Park, we had approx. 400 people in attendance, these were very light on numbers due to poor weather.
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.
Roaming Tapas Event	Mt Mainstreet tested a new initiative with the intention to gather feedback and grow it in coming years called Roaming Tapas, a roaming degustation event where all our hospo	This worked well initially, and is something we will invest into more in the coming year. A good way to bring people into our hospitality venues and hits a market of money conscious consumers.

	put on under \$10 dishes to try..	
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
WhatsApp Group Chat for Members on Street Safety & Security.	Ongoing communication with members.	Membership in the group has increased to 159 from 148 since last reporting.
Direct engagement with retail and hospitality members who were targeted by “the Mount Crawler”	Had security meetings with Mark Sanders (Our community Constable) with key members who were prime targets for the criminal known as the Mount Crawler, because he would break in efficiently and steal cash and goods.	Break Ins decreased until the suspect was arrested.
Mainstreet Meetup	Michael attended the Mainstreet yearly meetup in Hawkes Bay. The day was spent there learning about other Mainstreets and the challenges we all face.	Key takeaways were <ul style="list-style-type: none"> • Member engagement is very low across the country so not a unique problem to us. • Landlord apathy also seems common • Many are moving away from hosting events • Member events have moved to less about providing value, and more about connecting or “having a whinge” together.

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.
Street Dining Fees	MBA's voice on Licence to Occupy Policy and the impacts for our town centre.	We will be making a submission after the Council meets for the Annual Plan
Capability + Security Funding	Tauranga Mainstreets have requested the council set aside funds to grow Mainstreet capability and security	Submitted to councillors and requests made to meet Jen Scoular. We will submit on this during the annual plan review in April

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 56.2%.
Member events	Networking, upskilling, or information sharing opportunities for members.	Five Events were held, and there were huge increases in attendance to previous years. Xmas event increase from 43 to 73 attendees, AGM increased from 35 to 58.

Key Foot Count Data

This is unable to be reported on due to historical issues from footcounter cameras.

The data is coming back through now but can't show any trends against older data

Spend Data

We are unable to report on this due to Priority1 discontinuing sales data.

The cost of having this data is out of budget for mainstreets.

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

Looking Forward

Mount Business Association is currently undertaking a review of its strategic plan and is excited to have fresh faces join our association. We are excited for the ideas they will bring and look forward to providing further detail in the presentation to Council.

Financials

At the end of the 2024 calendar year we closed out in a great position. We have a net loss of \$32768, 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 \$2543.23, which is a significant saving on the \$209 surplus we had budgeted for. MBA is trying to bring our built up funds down to an appropriate level to where we can apply for external funding, as having too much built-up funds means our applications are rejected more often.

Profit and Loss

The Mount Business Association Incorporated For the 6 months ended 31 December 2024

JUL-DEC 2024

Trading Income

Interest Income	2,177.67
Other Revenue	1,869.56
Targeted Rate	98,993.50
Urban Market stallholder fees	1,504.34
Total Trading Income	104,545.07

Cost of Sales

Events - Family event	43.48
Events - Member Events	3,282.24
Events - Member Events: Xmas/Midwinter	1,322.69
Events - micro-activations	1,365.00
Events - Music	838.75
Events - school holiday activations	3,306.70
Events - Urban Market Musicians	676.08
Events - Urban market site manager	1,400.00
Events - Urban Market Site Rental	1,037.39
Events - Winter School Holidays	6,662.00
Events/Promotions - other	900.00
Total Cost of Sales	20,834.33

Gross Profit

83,710.74

Operating Expenses

Accounting	1,901.40
Advertising - Social Media	536.08
Advertising/Marketing - Visitor guide	1,593.00
Advertising/Marketing Targeted campaign	1,911.31
Audit Fees	4,000.00
Bank Fees	94.11
Built up Funds: Christmas Decorations	22,945.56
Built Up Funds: Consulting/Special Projects	5,706.61
Built Up Funds: Placemaking Projects	4,588.46
Built up Funds: Signage	6,660.00
Consulting	217.39
Contractor - Destination Marketing Manager	31,495.00
Contractor - governance/operations	5,618.27
Contractor: Board Secretary	1,596.00
Contractor: Social Media	9,659.98
Depreciation	200.00
Design Collateral	830.61
Donations	100.00
Entertainment - Non deductible	24.50

Freight & Courier	64.12
General Expenses	94.78
Health and Safety	7,304.16
IT Support & Webhosting	1,126.01
Loss on sale/disposal of fixed assets	2,247.48
Meeting Catering	109.97
Office Expenses	29.50
Outdoor Games Replacement/Procurement	450.70
Printing & Stationery	192.78
Rent (Desk Rental)	2,362.96
Software & Subscriptions	826.72
Staff & Board Training	294.80
Storage Containers	1,697.42
Total Operating Expenses	116,479.68
Net Profit	(32,768.94)

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 before next summer.

Capability + Security Funding	Tauranga Mainstreets have requested the council set aside funds to grow Mainstreet capability and security	Submitted to councillors and request made to meet Jen Scoular. We will submit on this during the annual plan review in April
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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
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	Getting a commitment to replacing our street poles and rubbish bins	We were told they were in good condition, only to have some replaced a couple months later due to being unsafe, and they were replaced with non-identical poles, making the placemaking on our street objectively worse.

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, especially Peter for his support and engagement.

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

Balance Sheet

The Mount Business Association Incorporated As at 31 December 2024

31 DEC 2024

Assets

Bank

97 Business Transaction Account	155.58
Bonus Saver	91,440.19
Business Transaction Account	36,919.60
Online Bonus Saver	707.65
Prepaid Card	432.70
Term Investment	53,089.65
Total Bank	182,745.37

Current Assets

Accounts Receivable	3,350.00
Prepaid Debit Card	3,500.00
Prepayments	1,432.06
Total Current Assets	8,282.06

Fixed Assets

Less Accumulated Depreciation on Plant & Equipment	(16,601.03)
Less: Accumulated Depreciation on Website	(21,880.64)
Plant & Equipment	17,890.24
Website - asset	26,847.82
Total Fixed Assets	6,256.39

Total Assets

197,283.82

Liabilities

Current Liabilities

Accounts Payable	4,781.20
Accrued Expenses	4,000.00
GST	(6,082.46)
PAYE Payable	(1,045.81)
Rounding	(0.49)
Sundry Creditors	8,094.22
Wages Deductions Payable	(0.34)
Wages Payable - Payroll	1,176.40
Total Current Liabilities	10,922.72

Non-current Liabilities

Owner A Drawings	284.49
Total Non-current Liabilities	284.49

Total Liabilities

11,207.21

Net Assets

186,076.61

Equity

31 DEC 2024

Current Year Earnings	(32,768.94)
Member Funds- Opening Balance	251,632.77
Retained Earnings	(32,787.22)
Total Equity	186,076.61