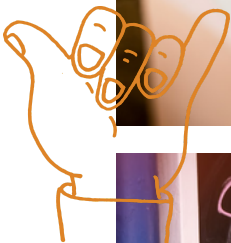




MOUNT BUSINESS ASSOCIATION

STRATEGIC PLAN 2023-2028

WWW.MOUNTMAUNGANUI.ORG.NZ



The Mount Business Association (MBA) is an incorporated society, established in 1993. We are committed to creating a vibrant and inviting downtown Mount Maunganui where businesses want to be located, and visitors want to stay longer. We support our members by working closely with business owners (located on Maunganui Rd from Tawa St to Pacific Ave), council and the community. Through member consultation we have developed our five year strategic plan from 2023 to 2028.

OUR VISION

The place to be!

OUR PURPOSE

To support our business community to thrive

OUR VALUES

- CONNECTIONS TO OUR MEMBERS, TO THE COMMUNITY, TO OUR ENVIROMENT
- VIBRANCY A STREET THAT EXCITES AND ENGAGES PEOPLE TO "LOVE THE MOUNT"
- PARTNERSHIPS WE ARE MOST EFFECTIVE WHEN WE WORK TOGETHER - HE WAKA EKE NOA

THROUGH MEMBER ENGAGEMENT WE HAVE IDENTIFIED OUR AREAS OF FOCUS FOR 2023-2024

- 1

IMPROVE WINTER SALES
- 2

SAFETY & SECURITY
- 3

BOUNDARY VIBRANCY
- 4

MEMBER NETWORKING
- 5

STREET SERVICES

WE WILL WORK TO ADDRESS THESE FOCUS AREAS THROUGH THE FOLLOWING FIVE PILLARS





PROMOTION

CURRENT SITUATION

Feedback from members clearly stated they want support with promotions during the winter months to help drive sales and visitation. Foot traffic data from Jan to Feb 2023 shows a 50% drop off. Reviewing the Mounts top 3 spend categories from 2022 sales data, there was an average drop off of approx. 40% from Feb to Nov. We defined peak season as December and January. Mid season Feb to April & November. Low season is May through to October. Low season is the area which needs the most focus.

GOAL

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

OBJECTIVES

YEAR ONE

Review foot traffic data to provide a base line as this is new data.

- Camera locations vs foot traffic counts
- Highest & Lowest count / day of month
- Highly visited times of day / day of week
- Overlay with key events at the Mount

Improve and increase data monitoring capabilities to better measure progress and reporting to members.

- Review ANZSIC sales data to improve accuracy of reporting and how sales codes are allocated.
- Investigate other potential data sources eg traffic monitoring from digital billboards

Mainstreet website

Ensure 90% of businesses have a profile on www.mountmainstreet.org.nz. Send login details and 'how to guide' to all members, so they can update their own business profile with events and promos. Help will be provided if needed. Through promotions we will aim to Increase website traffic.

ONGOING

Drive low season events, promotions and marketing campaigns.

Create targeted campaigns to drive low season spend and foot traffic.

Leverage off low to mid season events, activations, long weekends, and school holidays.

KPI'S / MEASURE'S

- Foot traffic Data (Provided by TCC)
- ANZSIC Sales Data (Provided by Priority One quarterly)
- Website traffic
- Campaign / promotion insights and engagement
- # Events held & attendance rates
- Newsletter EDM database sign ups & open rates

UN 17 SUSTAINABLE DEVELOPMENT GOALS

Contributing to goal no. **8** and informed by goal no. **12** *Refer to appendix for more information



SAFETY & SECURITY

CURRENT SITUATION

Members are voicing they need more support around street safety and security given what we are seeing nationally and locally. We have increased activity with homeless people, with a handful causing an issue for many businesses. There was an increased gang presence during the 2023 summer. There have been reports of disturbances due to social housing within our boundary. Break-ins, vandalism, shoplifting and graffiti continue to be reported. We have started building relationships with TCC and NZ Police to strengthen our street safety response. We have created a WhatsApp group chat so people can share safety and security information in real time to keep everyone informed. A security firm has been hired by MBA to do nightly patrols of the street.

GOAL

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

OBJECTIVES

YEAR ONE

Safety & Security Partnerships

- Build stronger working relationships with Police and TCC
- Review potential partnership opportunities with the likes of Māori wardens, Community Patrol

Improve and increase data monitoring capabilities to better measure progress and reporting to members.

- Monthly reporting from Police
- Community Patrol reports / feedback
- Investigate other potential data sources

ONGOING

Building a connected community. Reduce isolation and silos.

Provide ways for businesses to connect with each other in order to build a strong community, as together we will feel safer. Information sharing is critical, through member events, WhatsApp Chat, and member newsletter.

Security camera review.

Identify security cameras across our member premises (through membership form), overlay with TCC cameras and identify dark spots for additional coverage from cameras.

Incident log

Keep log of all known incidences down the street, their location and time. To support discussions with Police, TCC, safety partners and members, and guide where resources could be used to mitigate future issues.

Funding on larger projects

Advocacy with council, seek and support members with other sources of funding. Investigate: 1. CCTV, 2. Lighting 3. Installation of bollard (or creative alternatives) in high risk areas to reduce risk of ram raids

KPI'S / MEASURE'S

- | | |
|---|--|
| • # Members in WhatsApp Group Chat | • # Memberships forms completed |
| • # Of incidences reported via chat | • Police reports for area (tbc) |
| • # Meetings held vs outcomes to report | • Funding in TCC LTP for Mount downtown security |
| • Feedback from Members | & safety improvements vs improvement outcomes |

UN 17 SUSTAINABLE DEVELOPMENT GOALS

Contributing to goal no. **16** and **11** * *Refer to appendix for more information*



PLACEMAKING

CURRENT SITUATION

To date placemaking has largely been done through events, micro activations and ad hoc projects with TCC. We have a collection of street art which has not been maintained.

There is a disconnect within our boundary, this is possibly due to large residential buildings dividing the street and limited activation space servicing all members.

Members expressed the need to bring a beach vibe to the street, updating gardens with coastal planting. There is a need for improved way finding, in particular to target cruise ship passengers, this is an opportunity for story telling of local history and connecting with Iwi.

We have recently received upgrades to the wooden slats on our outdoor seating, a footpath deep clean, a new mural on Shadelands Lane as well as the delayed installation of new street light poles with flag tracks, now expected Sept 2023.

We have good relationship with a number of teams at TCC, however there are further departments we want to engage with for support.

GOAL

**We have a vibrant, engaging and cohesive Mainstreet;
*improved through upgrade projects and events.***

OBJECTIVES

YEAR ONE

Improve wayfinding

- To better connect the Mainstreet with Pilot Bay, Mauao, the beach and new coastal pathway.
- Opportunity to link with new signage on Mauao for a cohesive look, feel and connection through the Mount.
- Cruise ship passenger wayfinding from the port to Mainstreet

ONGOING

Many hands, light work; tidy street initiative.

An initiative to get members involved in placemaking. MBA will host two events annually and launch the initiative during Keep NZ Beautiful Clean Up Week 16 - 22 Sept 2023. To engage with schools / clubs/ groups who are fundraising to support our clean up. We will continue the initiative year round to encourage members to look after their area to maintain a beautiful street.

Graffiti free street & laneways.

Working with TCC contractor, landlords and members to make our street graffiti free.

Funding larger projects.

Identify key projects which instill cohesion across our boundary. Seek additional grants/funding to support these placemaking activities and initiatives.

1. Public Art; murals and Mount entrance piece 2. String lighting on new light poles

Build strong partnerships with aligned organisation;

TCC, Iwi, Mauao Trust, TBOP, CBOP

Host events and micro activations, as well as leverage other events

Reviewing events held annually and review attendance rate trends.

KPI'S / MEASURE'S

- # Projects & upgrades completed
- # Events held & attendance rates
- Foot traffic data
- Graffiti on street

UN 17 SUSTAINABLE DEVELOPMENT GOALS

Contributing to goal no. **14** and **16** * Refer to appendix for more information



MEMBER COMMUNITY

CURRENT SITUATION

Feedback from members is they want more opportunities to connect and get to know each other through networking events. Our current event attendance is 7.9%. We have a core group of businesses who are really engaged and willing to attend events and provide feedback or ideas, our aim is to grow this group.

Tauranga City Council's list of targeted rate payers within our rate boundary shows occupancy of 248 tenancies across 103 premises. We have a large disconnect with landlords, holding contact details for only 6.7%. In order to capture key information from members, we have rolled out a membership form to be completed. To date we've only had 5.4% of members complete their form.

GOAL

**To have a well-connected and engaged member community;
to have engagement from 85% of members**

OBJECTIVES

YEAR ONE

Membership sign ups

80% of businesses in targeted boundary to complete the MBA membership form by 31st Dec 2023. Any new businesses are to complete this form within one month of opening.

Landlord Database

To have an accurate database of all landlords/agents within our boundary, in order to improve communications and opportunities.

New business induction

Develop induction procedure, in order to streamline the on boarding process

ONGOING

Member Connections

Host 6 member events annually with an average of 20% attendance, in order to develop our member connections and learning.

KPI'S / MEASURE'S

Current level of engagement is 19%

Our annual targets are:

Year 1 - 30%

Year 2 - 50%

Year 3 - 60%

Year 4 - 75%

Year 5 - 85%

Measured through:

- Mail Chimp open rate average
- Landlord email database
- Event attendance average
- Membership sign up forms completed

UN 17 SUSTAINABLE DEVELOPMENT GOALS

Contributing to goal no. **8** * Refer to appendix for more information



ADVOCACY

CURRENT SITUATION

Key advocacy topics currently are; street cleaning, rubbish bins overflowing during peak season, street safety and security, traffic congestion, the need for more CCTV and better lighting, to slow traffic through round-a-bouts. As well as requests for speed tables at pedestrian crossings, convert service lanes into multi use laneways to make them safer for all users. We are also seeking better controls and compliance on social housing. Advocating on issues and concerns of our members is mainly directed to TCC.

TCC have engaged MBA as a key stakeholder in the Mount Spatial Plan, we have been brought in to early planning discussion on the Coronation Park upgrade, Mount north parking review, as well as upgrades to Te Papa O Nga Manu Porotakataka toilet area.

We have provided feedback on Plan Change 33, Action and Investment Plans, Use of Public Spaces policy. We report every six months to TCC as well attending monthly meetings with TCC City Partnerships Specialist. We have a good relationship with TCC Safer Communities and are developing a relationship with NZ Police. The advocating we are doing and the outcomes we are getting are not currently recorded.

GOAL

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

OBJECTIVES

ONGOING

Build strong partnerships with aligned organisations

in order to be recognised as a key leader for our area.

Identify areas of improvement

Provide a forum where our members can provide feedback, raise issues, concerns or ideas.

Provide feedback on Council submissions

On topics which align with our strategic and annual plans, in order to drive future direction and benefit for our Mainstreet.

Increase awareness of Mount Mainstreet's impact

Communication to members providing quarterly updates from Chairperson on advocacy projects, as well as sales and foot traffic data.

KPI'S / MEASURE'S

- # Meetings held with key stakeholders vs outcomes to report on & who initiated the meeting
- # Projects completed
- # Council submissions completed
- # Issues raised by members vs outcomes to report
- Open rate of quarterly Chairperson's update (EDM)

UN 17 SUSTAINABLE DEVELOPMENT GOALS

Informed by goals no.



* Refer to appendix for more information

SUSTAINABLE DEVELOPMENT GOALS

The United Nations created the 17 Sustainable Development Goals which provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. These goals are an urgent call for action by all countries and require everyone to do their bit to be able to achieve these goals by 2030.

Mount Business Association is only a small piece of this puzzle, but we are willing to do what we can to contribute to these global goals. We have identified five of the SDG goals which we are able to contribute to in our small way. These are:



GOAL

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Target 8.1

Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries

How will MBA support this goal?

MBA will contribute with our goal to increase visitation of our Mainstreet, through promotional activities such as events, activation, incentives, particularly during low season. Supporting business owners by building B2B connections, and building a supportive community which people will want to work and live in.



GOAL

Make cities and human settlements inclusive, safe, resilient and sustainable

Target 11.7

By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.

How will MBA support this goal?

We will contribute through our efforts in street safety and security as well as placemaking. By working with key partners such as Council and NZ Police, advocating on key issues and areas for improvement. We want everyone to feel safe when visiting the Mount.

**GOAL**

Ensure sustainable consumption and production patterns.

Target 12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

Target 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

How will MBA support this goal?

We understand this is somewhat contradictory for a retail district to try and combat. But we will overlay this goal with every activity we run to see how we can make an impact, or reduce landfill in some way. This may be as small as promoting the use of keep cups, or running thrift pop ups at our Sunday market. Through to seeking out organisations our members can partner with to help divert their food waste from landfill.

**GOAL**

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Target 14.1

By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

How will MBA support this goal?

By creating the "Many Hands, Light Work" initiative, a community approach, we aim to tidy up our streets from litter, ensuring it doesn't enter our ocean or harbour.

**GOAL**

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Target 16.1

Significantly reduce all forms of violence and related death rates everywhere

16.1.4

Proportion of population that feel safe walking alone around the area they live after dark

How will MBA support this goal?

Through our work in achieving our own street safety and security goal, that everyone feels safe down Mount Mainstreet. We aim to do this through partnerships with TCC and NZ Police, advocating on key issues and areas of improvement. Trying to improve the CCTV and lighting coverage of our Mainstreet.