



Business Improvement District Proposal

DRAFT BUSINESS PLAN 2010

Introduction

Auckland City Council's Economic Development Group has identified an 'enterprise corridor' centred on New North Road from Ian McKinnon Drive to Morningside Drive (comprising approximately 200 businesses). Contact was made with Kingsland Business Society in June 2009 to discuss establishment of a Business Improvement District programme in this area.

Such programmes are financially supported by the levying of a targeted rate over a defined area and collected from all non-residential properties within that boundary.

Kingsland Business Society arranged a public meeting at Eden Park on 24 August 2009 to discuss business improvement programme in the area. The meeting was well attended with approximately 30 local business operators and property owners along with Rt Hon David Shearer MP, Councillor Glenda Fryer and Christopher Dempsey Chair of the Eden Albert Community Board.

As part of the discussion attendees were put through a series of exercises looking at ideal future scenarios for the area and what issues might need to be addressed to work towards making that future a reality. The outcomes from the meeting have been taken into account as part of the process for creating a draft business plan for a proposed BID organisation.

The draft business plan will be used to promote the development of a BID for the area as part of a polling process in March/April 2010. A successful poll would result in the establishment of the Kingsland Business Improvement District on 1 July 2010.

Key Issues

Key issues that a BID association might focus on addressing in the Kingsland area have been identified as:

- Improving the mix of local businesses to increase the appeal of the Kingsland area as a shopping and entertainment destination
- Marketing the Kingsland brand to increase awareness for the area locally, nationally and internationally
- Connecting the Kingsland precinct to Eden Park to capture opportunities presented by the Rugby World Cup 2011
- Looking at ways of improving the parking experience in Kingsland
- Encouraging increased pride in presentation of business premises and public areas in Kingsland
- Building stronger relationships with Auckland Council to make sure the right things get done

Vision

The following are a selection of suggested elements of a shared vision as put forward at the August 2009 workshop:

- Aesthetically appealing, with a village feel
- Sustainably aware, with a respect for its heritage buildings
- Iconic cafes, retail, restaurants and bars
- Edgy, with a collection of eclectic boutiques, cafes and fashion outlets
- The gateway to Eden Park - the Rugby World Cup and beyond

STRATEGIC PLAN

A detailed strategic plan will be developed to achieve short and longer term objectives that enhance economic prosperity in Kingsland from the following outline:

Objective	Strategy
Branding	<ul style="list-style-type: none"> ▪ Develop the Kingsland brand identity as a cultural community destination ▪ Identify opportunities to make an economic and cultural contribution ▪ Create gateway signage welcoming people to the Kingsland precinct ▪ Establish a unique signature event for Kingsland for the Rugby World Cup 2011 and beyond
Business Mix	<ul style="list-style-type: none"> ▪ Develop relationships with landlords, communicate the vision for the Kingsland precinct and help them find the best tenants for the community as a whole ▪ Identify gaps that exist and develop a short list of desired businesses. Work with real estate agents and others to recruit them specifically when premises become available
Parking & Access	<ul style="list-style-type: none"> ▪ Improve awareness of parking facilities that currently exist in the area ▪ Promote Kingsland's accessibility via public transport, particularly rail ▪ Investigate shuttle services from Eden Park, valet parking and the sharing of existing parking facilities (including Eden Park) as options for improving the parking experience in Kingsland ▪ Support and lobby for a new parking facility in Kingsland, funded either through Auckland Council or a public/private partnership
Presentation	<ul style="list-style-type: none"> ▪ Manage the street cleaning relationship with Auckland Council ▪ Investigate a host responsibility programme for Kingsland ▪ Investigate paint sponsorship of buildings in Kingsland ▪ Work with Auckland Council on landscaping in Kingsland, particularly relating to the proposed railway station upgrade and usability of the Plaza area for outdoor events
Funding & Investment	<ul style="list-style-type: none"> ▪ Establish an annual budget to manage the targeted rate levied by Auckland Council ▪ Leverage on targeted rate funding to attract additional public and private sector investment in Kingsland ▪ Establish sponsorships including in-kind goods and services for costs such as printing, promotion and events