



The KBSI (Kingsland Business Society Incorporated), known as The Fringe District

DRAFT BUSINESS PLAN FY 2023-2024

The focus for the end of 2022-2023 periods, and into the 2023-2024 periods is to:

- Increase the overall visibility of The Fringe District;

- A) Use multiple platforms for advertising and marketing; print, digital, social, magazine, and in-person activity
- B) Free in-person activities or events that target, and bring a wide range of audiences into our town centres.
- C) Ensure our streetscapes and town centres are a place to stop and visit, instead of driving through
- D) *An increase of in the BID Targeted Rate Grant of 3%, or \$7137.90 to assist increasing spend for visibility, (and increased costs of general expenses) see *below

- a. Switching between a geo-targeted printed campaign, radio campaign, digital billboard, and social media so the audience has the image / event / destination presented to them across several platforms.
- b. Geo-target the campaigns to the closest targeted audience with various 'events';
 - i. Date Night engages with families & locals, and schooling communities - Geo-targeted around schools, parents & students pathways
 - ii. Eden Park Christmas mass choir - engage with a locals, & younger Auckland families Engaging with a wide selection of Auckland schools, their families, community groups
 - iii. Friday Flavours - target an online audience who like to head out for a bite & drink Engaging with our online presence and audience of young adults.
 - iv. Target resources / media within our neighbouring communities; The Ponsonby News, Uptown Magazine to local school newsletters - so our presence is seen across multiple communities.
 - v. Show our ability to collaborate with partners which have a big presence to increase our visibility as an active business association, a likeable neighbour, and community of passionate business owners you feel connected to, want to meet, visit, and support;
 - 1. AT (Christmas in the Plaza) - supporting families
 - 2. Eden Park (Farmer Santa Parade & An Eden Park Christmas) - supporting free events
 - 3. Eccles Entertainment (Morningside for Live) - supporting NZ music
- c. Engaging with our stakeholders and partners to ensure we are an attractive town centre and place to stop and visit;
 - i. Working alongside AT, Auckland Council, Local Board, Eden Park, Parks and Recreation for;
 - 1. Good parking outcomes for all modes of transport

2. Good accessibility for all walks and stages of life on all modes of transport
3. Attractive outcomes for town centres that are fit with the eclectic nature, and mixed urban commercial architecture of our neighbourhood.
4. Ensure there are always enough parking opportunities
5. Ensure there are good, and easily accessible green spaces
6. Ensure easy connectivity from transport to footpath to businesses

ii. Increase actual visibility on main arterial routes;

1. 10M Christmas Tree
2. Fairy lights – connecting the literal dots of TFD
3. Lamp Post Flags – connecting with Auckland Unlimited
4. Greenery – Planters dotted across grey spaces
5. Small colourful murals across garage doors so when doors are closed, stories brighten the evening

• Increase the connection, resilience and confidence The Fringe District business community;

- A) A well connected and diverse elected board who represent the diversity of The Fringe District.
- B) Connect our people in-person with networking meetings and increased opportunity to engage.
- C) Connect our businesses to TFD Champion – a business coach and mentor teaching resilience, consistent marketing strategies, and media strategies that are communicated monthly, across a 12 month period.
- D) Ensure our streetscapes and town centres are a place to stop and visit, instead of driving through
- E) Ensure our strategic plan is updated annually to reflect the needs and wants of the community
- F) Ensure a safe and secure neighbourhood – working with our community, AT, Policing to ensure we are well connected through Safer Cities CCTV, and our destination, and access in and out is well lit, and patrolled.

• Showcase authenticity and strengths of The Fringe District;

- A) Its people – their diverse businesses, and their stories.
- B) Our connection to activity - sport, music, entertainment, hospitality, and people.
- C) Keep our focus about people, our people, engaging people, and bringing people into our destination and keeping them in, and connected to our community.
- D) Ensure a safe and secure neighbourhood – working with our community, AT, Policing to ensure we are well connected through Safer Cities CCTV, and our destination, and access in and out is well lit, and patrolled.

The spend for the 2023-2024 period is outlined in the document Proposed 23-24 Budget.

* Proposed BID targeted rate grant increase of 3%, or \$7,137.90 will be allocated to;

1. Increase of costs for annual general expenses

Accountant \$900.00

Audit fee \$200.00

Communications \$170.00

Computing \$500.00

Insurance increase \$100

Total increase in general expenses \$1870.00

2A. Increase of costs for advertising and marketing / visibility

NZME Radio \$1260 annually

NZME Digital \$576 annually

Socials - expanding to pinterest / tik tok / whats app \$10000.00

Total increase of costs for advertising and marketing \$2836.00

2B. Advertising and marketing to a wider audience - increased visibility for foot traffic

Socials - expanding to sponsored reels across instagram / facebook and increasing to tik tok / whats app \$1000.00

Stuff digital and Phantom Billstickers rotation \$12,000.00

Note > Total overall increase to advertising and marketing budget from \$49,261 in FY22-23 to \$61,960 in FY23-24 of \$12,699.00 to increase message / push to a wider audience

Portion of increase from proposed BID targeted rate grant increase \$2431.90