



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

DRAFT BUSINESS PLAN FY 2024-2025

The focus for the end of 2023-2024 periods, and into the 2024-2025 periods is to:

(The total spend for the 2024-2025 period is outlined in the document 'Proposed 24-25 Budget')

- Increase the overall visibility of The Fringe District:

The overall outcomes for the community and our members are:

- increased visible branding of The Fringe District
- increased brand awareness of The Fringe District; Kingsland, Eden Park, Morningside.
- physical boundary for The Fringe District community with functional artwork & signage
- increased sense of belonging, community, feeling of safety.
- consistent drive of messaging & foot traffic into The Fringe District for members to entice into their businesses with their own offerings
- drive of multiple audiences into The Fringe District

A) Gateway Signage – Brand awareness. BID Boundary.

The purpose of gateway signage is to create a visual border into and out of our BID for increased visual presence.

We are working with BIG to create functional artwork that highlights the three town centres; Kingsland, Eden Park & Morningside individually and collectively as The Fringe District – see attached draft concepts.

This project will likely take 12- 24 months to completion – with spend of \$40K over 2 financial years.

B) Well-lit and safe streetscapes & town centres; safety, and a place to view, stop and visit.

Increased advocacy with AT & Kiwirail for CCTV, safest lighting pathways to and from public transport

Increased lighting with the addition of fairy and festoon lighting to lighter, warmer, safer streets at night.

Festoon Lighting will likely take 6-15 months to completion – with spend of \$30K over 2 financial years

C) Use multiple platforms for advertising and marketing; print, digital, social, magazine, and in-person activity.

Increased brand awareness, and visible branding to drive foot traffic into The Fringe District.

Repeated and consistent messaging of brand across all platforms, consistent with A & D to strengthen message

A marketing and advertising spend of almost \$20k annually across all platforms.

- D) Free in-person activities or events that target and bring a wide range of audiences into our town centres. Drive foot traffic into The Fringe District through a series of community based activities.**
- E) Advocacy for with key stakeholders for increased accessibility, safer streets, attractive streetscapes**
- a. Introduction of strongly branded gateway signage to mark the boundaries into and out of The Fringe District, and to embellish our three town centres; Kingsland, Eden Park, Morningside.**
 - Looking to solar powered illuminated treatments
 - Signage you can interact with; sit on, walk through, or drive through
 - Signage that is 'seen' from foot, car, and train
 - Functional Art
 - b. i) Festoon Lighting installation**

LED smart light installation in shop awnings with colour control for all year round use; Christmas, Easter, Rugby, Concerts – displaying the 'event specific' colours
Also to enhance lighting and safety town centres

ii) CCTV – Explore CCTV – Safer Cities / AT CCTV link in
 - c. Switching between a geo-targeted local digital and printed campaigns, digital billboard, and social media so the audience has the image / event / destination presented to them across several platforms.**
 - d. 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 – school newsletters
Collaborating with Albert-Eden Local Board – this project has an annually spend \$8-9k.
 - ii. NZ Music Month collab with AT 2024**

Collaborating with AT, KiwiRail and NZ Music Commission, to drive people to our community with this rail side / bus stop music event celebrating up and coming NZ Artists for NZ Music Month in The Fringe District. KBSI has earmarked \$10k toward this collaboration.
 - iii. Morningside LIVE and Kingsland After Party**

Collaborating with Eccles Entertainment, to drive people to our community with this boutique music festival, a commercially viable event that in 2023 drove 3,000 people into our community, has a larger format for 2024 over Easter weekend.
KBSI will assist in the marketing of this event with a budget of \$5k
 - iv. Target resources / media within our neighbouring communities; The Ponsonby News to local school newsletters – so our presence is seen across multiple communities.**
 - v. Reels for social media showcasing the inner working of The Fringe District; the people, their businesses, their super powers we have contracted a Videographer and Photographer to tell the stories of The Fringe District through film with photography an annual budget of \$10,500**
 - vi. 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 A Kingsland Christmas – supporting families
 - 2. Morningside for Live – supporting NZ music with Eccles Entertainment
 - 3. NZ Music Month with AT and NZ Music Commission
 - e. Advocating and engaging with our stakeholders and partners to ensure we are an attractive town centre, and a place to stop and visit;**
 - i. Advocating and engaging AT, Auckland Council, Local Board, Eden Park, Parks and Recreation for best outcomes 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. Small colourful murals across garage doors so when doors are closed, stories brighten the evening, or small murals across highly visible walls.
With an annual budget of \$10k, we aim to tell stories through pictures, working with local artists and storytellers.

• 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. Ensuring board members are a range of ages, strengths, and from a range of sectors.
- B) Connect our businesses to TFD Champion – a business coach and mentor teaching resilience, consistent marketing strategies, and media strategies that are live monthly sessions across a 12 month period through 2023 period, and continue quarterly strategies throughout 2024 to ensure we have driven best business practice so our businesses community are knowledgeable, resilient, and have well planned strategies, marketing, and competitive offerings. Business Coach focus to assist in; Strategic planning, retention, business attraction, marketing to grow and retain current client base, offers, spend and growth. It is also a resource those new to the area can be given to assist in their planning and executing of a thriving new business in The Fringe District.

This project spend in 2023 is \$10k, with an additional \$4k spend in 2024.

This will be used as an on-going business tool and resource. Recorded / filmed, material with worksheets that our business community owners can use and go back to revisit time and time again.

Connect our people in-person with networking meetings and increased opportunity to engage with other owner-operator businesses, SME's to create and reflect community, broader vision and healthy competition.

This project spend in 2024-2025 is \$4.5k for 3 business networking events.

- C) Ensure our streetscapes and town centres are a place to stop and visit, instead of driving through. As with aforementioned gateway signage, festoon lighting, Christmas Tree – as well as the destination marketing of The Fringe District, and the community events in The Fringe District.
- D) Ensure our strategic plan is updated 3 yearly to reflect the ongoing evolution of our business community
- E) 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 overall outcomes for the community and our members are:

- a reusable business resource for owners to come back to time and time again.
- strength in numbers – sense of community and friendly competition
- increased sense of belonging, and community within our business community
- business confidence, attraction and retention.

• 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

annual spend on Security has increased from almost 24k to 30k so we can commence increased security activity with CCTV, and Safer Cities.

The overall outcomes for the community and our members are:

A community front of mind, showcased with unique offerings.

A destination with multiple events and activities across diverse interests are showcased in our destination.

Safer streets with patrolled security and connections with Eden Park event, Safer Cities, CCTV.

Attractive destination for new business.