



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

DRAFT BUSINESS PLAN A FY 2026-2027

The focus for FY 2026–2027 is to **increase our visibility, expand our footprint, and strengthen our collective voice**, while deepening the **sense of community, brand, and presence** through the proposed **BID Expansion into Morningside**.

For **businesses joining the proposed BID expansion**, this plan provides a clear vision of how **collective investment delivers tangible benefits**; from increased foot traffic and destination marketing to stronger advocacy, safer streets, & vibrant community placemaking.

With **accrued funds from the current BID**, we are also in positioned to deliver **larger-scale projects** that elevate our profile as a destination and give us a **stronger, more connected presence** across Kingsland, Morningside and Eden Park. **See Important Note at bottom.**

2026-2027 Key Objectives:

1. **Increase Footprint, Presence & Visibility of The Fringe District**
2. **Increase Our Collective Voice for The Fringe District**
3. **Membership Enhancements for The Fringe District**
4. **Placemaking & Enhancements**
5. **Advertising & Marketing**
6. **Website & Social Media**
7. **Event Fixtures**

This Business Plan ensures The Fringe District becomes more visible, speaks with a louder collective voice, and serves the full breadth of the expanded BID membership.

It is designed to reach wider audiences, not just locally, but across Auckland and New Zealand, enhancing our vibrant, safe, and attractive destination while supporting the growth, safety, and resilience of our business community.

1. Increase Footprint, Presence & Visibility of The Fringe District

A successful **BID Expansion** will bring approximately 127 new businesses from Morningside into The Fringe District, the total number of businesses will be xxxx, amplifying our collective voice, expanding our brand presence, and strengthening our position as a destination.

- **Boost brand awareness** across Kingsland and Morningside through strategic advertising and marketing.
- **Strengthen community identity** with consistent branding and messaging that drives more **foot traffic into local businesses**.

Spend: \$0 – covered by Fringe District Management

2. Increase Our Collective Voice for The Fringe District

Through the BID Expansion, we will strengthen our ability to **advocate with one unified voice** to key partners — ensuring better infrastructure, safer streets, and smarter planning for the future of our neighbourhoods.

- **Strategic advocacy** with Auckland Transport, Auckland Council, KiwiRail, & the Albert-Eden Local Board around parking opportunities, future planning, improved & safer streetscapes and maintenance.
- **Partnerships** with Eden Park, Auckland Transport, & Tātaki Auckland Unlimited to leverage off special events.

Spend: \$0 – covered by Fringe District Management

3. Membership Enhancements for The Fringe District

BID Expansion enables us to provide enhanced security and business development opportunities, placemaking and professional support

- **Security Patrols – Impact Security (\$47K)**
 - Regular patrols every **Thursday evening through early Sunday morning** .
 - **Added value:** optional **carpark towing service** for illegally parked vehicles to members by Impact Security (no cost)

- **Business Success & Connection (\$8K)**
 - **4 x networking meetings** annually to foster collaboration and local partnerships.
 - **2 x business mentorship sessions** to support innovation and growth.

- **Festive Placemaking – Kingsland Christmas Tree**
 - **Visible by road, foot, bike, and train**, creating a vibrant destination atmosphere.

- **Ongoing Business Support**
 - **Free business coaching** resources for members.
 - Promote your business at its best on the Fringe District website with **design support**
 - Reels and social media content to promote member businesses.

- **Future Safety Enhancements (to explore)**
 - Partnerships with **Auckland Transport and KiwiRail** to install CCTV and improve public lighting.

Annual Spend: \$75.5K

4. Placemaking & Enhancements

Strategic placemaking projects make a place welcoming and attractive to visitors & customers. Our focus is on making The Fringe District **safe, easily accessible and vibrant**. Initiatives include:

- **Landmark Gateway Signage (\$40K)**
 - Both ends of the newly expanded BID, which will be highly visible to pedestrians, cyclists, drivers, bus passengers, and where possible, train commuters. Signage is also an advertising platform to promote Fringe District businesses and events.

- **Festoon Lighting (\$20K)**
 - **Extending smart LED lighting** into key Morningside areas to enhance safety and connectivity.

Annual Spend: \$60K

5. Advertising & Marketing

A targeted and creative marketing programme to draw more visitors into both **Kingsland and Morningside**. Through **strategic campaigns** and a **flagship storytelling project**, we will boost visibility, foot traffic, and civic pride across the expanded BID.

Digital & Print Campaigns

To strengthen **brand presence and reach**, we'll deliver Digital Channels, Ponsonby News, Government tourism websites, Eventfinda and billboards. We will also run all socials to highlight the diverse businesses within the expanded BID area.

Annual spend: \$25K total (advertising)

6. Website & Social Media

A refreshed digital presence will ensure The Fringe District **reflects its expanded footprint** and provides a dynamic platform for **business visibility, storytelling, and events**

Website Enhancements (Upgrade 2026 for BID Expansion roll out) (\$18.5K)

- Will include new businesses in the directory, event updates and generic advertising.

Social Media Upgrades (\$10K resource & \$6K photography)

- **New content and reels** for Instagram and Facebook, showcasing the expanded BID.

Investment spend: \$34k total (advertising)

7. Event Fixtures

A dynamic programme of **annual events and activations** will bring people together, drive **foot traffic into local businesses**, and showcase The Fringe District's **unique character**.

- **Eden Park Event Activations – Kingsland & Morningside**
Activating villages and venues around Eden Park and increase local spending.
- **Date Night Series**
proven to attract hospitality visitors from a wide catchment.
- **NZ Music Month**
celebrating and showcasing **local talent** throughout May.
- **Art Battle NZ** - creative community, focus with **finals held annually at Eden Park**.
- **Crave Café Street Party** -The **McDonald Street Christmas Party and Carol Service**

Combined Benefits of a BID Expansion

For a new business in the expanded area:

Joining The Fringe District BID means becoming part of a **collective voice** that drives visibility, safety, and growth. You'll benefit from targeted marketing, placemaking projects, security patrols, advocacy with key agencies, networking opportunities, and signature events — all designed to increase foot traffic and strengthen the local economy.

For a current BID member:

Expansion allows us to **scale up what works**. With more members contributing, we can deliver bigger projects, stronger marketing reach, and more effective advocacy. This means greater visibility, improved streetscapes and safety, and a stronger collective presence that lifts the entire precinct.

Together, we can create a thriving destination that reflects our shared identity; locally loved, city-wide known, & nationally celebrated as The Fringe District – the Place to Be.