



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

## DRAFT BUSINESS PLAN FY 2025-2026

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The focus for FY 2025-2026 is to increase visibility, expand our footprint, and enhance the sense of community. Following the release of GST refunds in June 2024, we will press forward, with a projected overspend over the next 6-18 months. Below are the key initiatives.

### Key Objectives:

#### 1. Increase Visibility of The Fringe District:

- Boost brand awareness for Kingsland, Eden Park, and Morningside through signage, art, and marketing.
- Strengthen a sense of community by driving consistent messaging and foot traffic to local businesses.
- Target multiple audiences via geo-targeted advertising across various platforms.

#### 2. Gateway Signage:

- Create solar-powered, interactive signage that marks the BID boundary.
- Signage will function as both art and wayfinding, visible from foot, car, and train.
- Budget: \$90K over two financial years.

#### 3. Marketing & Advertising:

- Digital and print campaigns (Ponsonby News, social media, billboards) to increase brand visibility.
- Annual spend: \$16.5K (advertising), \$18.5K (photography/videography), \$12K (murals).

#### 4. Festoon Lighting:

- Extend LED smart lighting to connect key areas and enhance safety.
- Budget: \$40K over two years.

## **BID Expansion:**

- Expand the BID boundary to include Sandringham, aligning new areas with our strategies and values.
- Aim to foster a larger business community, with increased visibility and representation.
- Budget: \$25K annually for 2-3 years.

## **Safety Enhancements:**

- Increased security patrols by 50%, covering Friday to Monday.
- Collaborate with AT and Kiwirail to install CCTV and improve lighting in public spaces for safer streets.
- Explore partnerships for city-wide safety monitoring.

## **Events:**

- **Date Night:** Continue this family-focused event, attracting foot traffic from surrounding areas.  
Budget: \$8.5K annually.
- **NZ Music Month:** Collaboration with Island Base and NZ Music Commission to showcase local talent.  
Budget: \$12K.
- **Kingsland Art Battle:** Annual art competition to engage the local creative community.  
Budget: \$12K.
- **New Event (Beer Run):** Celebrate local craft breweries with a community beer-tasting event.

## **Business Support:**

- Provide ongoing resources, such as business coaching and strategic planning, to help members thrive.
- Host networking events to foster collaboration and competition within the business community.  
Budget: \$4K for coaching, \$4.5K for networking.

## **Advocacy:**

- Advocate for improved accessibility, safer streets, and attractive streetscapes.
- Support increased activity at Eden Park (up to 12 concerts annually) to boost foot traffic and the local economy.

**This business plan ensures The Fringe District remains a vibrant, safe, and attractive destination while supporting the growth and resilience of our community.**