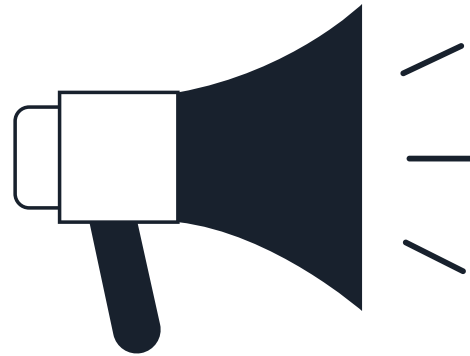
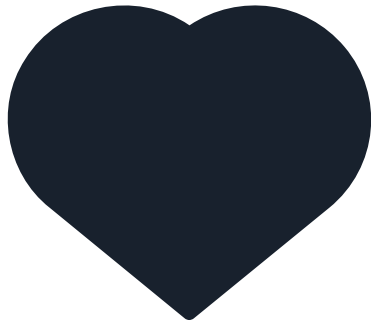


Strategic Central City Activation Plan

2025-2027



**Love the
Centre**



The creation and promotion of events has become a critical component of urban development strategies across the globe. Cities have become stages for continuous streams of events resulting in places actively hanging their identities on the events that they provide. Two great examples of this are Melbourne who now labels itself as “the worlds event city” and Seoul who claims to be “one of the most eventful cities in the world”. The continuous theme of cities promoting themselves by utilising an event component shows the crucial need for events and activations to be factored into daily life in a modern city.

A strategic goal of the Hamilton Central Business Association (HCBA) is:

Promotion: To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

To support this goal HCBA creates a year-round calendar of events to be enjoyed by locals and visitors in the public spaces within the central city with two primary objectives:

1. Grow the number of people who experience the central city outside of traditional business needs and
2. Provide an activation programme that allows networking, collaboration and engagement within the business community.

By utilising Love the Centre (LTC), the collaboration brand initially set-up by HCBA and Hamilton City Council (HCC), HCBA is able to promote experiences and activities with a fun and friendly public facing brand that visitors to the city can enjoy.

LTC speaks to finding what an individual can love about the central city: whether it is a free family friendly event or an edgy music festival, the LTC brand covers the broad experience that a visitor can expect from a bustling central city.

Over the past three years HCBA has administered an event programme under three key areas of focus:

1. Arts & Culture
2. Sport & Leisure
3. Play & Celebration

By focusing on these three core areas, HCBA are able to support the following key priorities for Hamilton Kirikiriroa:

1. Shaping a city where our people thrive
2. Shaping a central city where people love to be
3. Shaping a fun city with lots to do

ARTS & CULTURE

The thriving arts scene and cultural diversity that makes up Hamilton city, opens the door for a number of activities that contribute to this scene and provides opportunities for businesses to be involved. The interest created with these activities builds on the fantastic organisations that already draw visitors to the central city including Waikato Museum, Clarence Street Theatre, The Meteor, the soon to be completed Waikato Regional Theatre and the many local entertainment offerings as well as the multitude of cultural festivals that have become a mainstay on the event calendar.

SPORT & LEISURE

Sport and recreation events provide local audiences with the opportunity to support, recognise and attend events created locally, nationally and internationally. As Hamilton city continues to work to attract major events for the key stadiums: Globox Claudelands Arena, FMG Stadium and Seddon Park, HCBA will continue to support their recognition in the central city, as well as support new and established events that fall under this banner.

PLAY & CELEBRATION

A favourite with families and individuals alike, the opportunity to support play and celebration events, provides local and visitors a great drawcard into the city. These events are widely enjoyed and provide an opportunity to create fun and playful spaces. These locally provided experiences compliment the increasing numbers of visitors to the region.

SUMMARY OF ACTIVITY 2022-2024

Over the past three years HCBA has administered a year-round calendar of events to be enjoyed by visitors to the central city. Even with the challenges of the Covid years, HCBA were able to promote a varied and exciting events calendar that proved to be a drawcard for people to come in and enjoy the central city.

Below are the number of events that HCBA has contributed to with budget and promotion over the past three years with the \$100,000pa activation budget received from HCC and the specific events held are detailed in Appendix One.

- **2021 – 2022 - 66 events**
- **2022 – 2023 - 75 events**
- **2023 – 2024 - 123 events**

HCBA has enjoyed helping to create experiences in central city spaces that people want to spend time in, engage with and recognise as being key city entertainment areas. Central city activations have been newly created, expanded, better supported and widely promoted through the activation budget and HCBA seeks to continue this investment to grow the provision of events and activities to meet societal needs.

HCBA will continue to utilise the 50,000 followers across our social media channels to promote activations in the central city. Through collaboration with local business, leveraging of existing events and raising the profile of ways to experience the central city, the activation budget allows for continuing to provide a calendar of events which has proved integral to meeting the social and economic needs of locals and visitors from the greater Waikato and beyond.

BUDGET ALLOCATION

Arts & Culture	\$30,000
Sport & Leisure	\$30,000
Play & Celebrate	\$30,000
Resources & Collateral	\$10,000
TOTAL	\$100,000

APPENDIX ONE

July 2021 – June 2022

September

- 18 September – 29 October
- Boon After Dark

October

- Outdoor movies - 2
- Zombie Walk

November

- CBD Walk Thru Balloon - 4
- 26 – 28 Nov Boon Street Art Festival Online
- Gumboot Friday Fundraiser
- Round the Bridges - Cancelled
- Movie in Garden Place
- Lime Scavenger Hunt
- Hamilton Christmas Tree

December

- Santa in the City - 19
- Stories in the Garden
- Lunchtime Live Music - 3

January

- Stories in the Garden
- Lunchtime Live Music - 3

February

- Stories in the Garden - 2
- Lunchtime Live Music - 4

March

- Stories in the Garden - 2
- CBD Walk Thru Balloon - 4
- Lunchtime Live Music - 4

April

- Garden Place Outdoor Movie
- Anzac Poppy Display

May

- Creatives Market
- Bridge City Street Art Battle
- Saw Waves Music Concert
- Progressive Dinner
- Garden Place Outdoor Movie

June

- Matariki 17 June – 17 July
- Boon After Dark
17 June – 31 July
- Downtown Sounds

July 2022 – June 2023

July

- 17 June 22 – 17 July 22
Matariki Star Walk Matariki in the City
- Matariki Hangi in Garden Place
- Matariki Walking Tours with Te Ahurei Maori Tourism - 5

August

- Re-O Week

September

- Garden Place Outdoor Movie - 2

October

- Garden Place Outdoor Movie - 2
- Zombie Walk
- Neighbourhood Day

November

- Halloween Movies
- Halloween in the City
- Lime Scavenger Hunt
- Boon Street Art Tours
- Lunchtime Live Music - 2
- Summer Fun Event
- Hamilton Christmas Tree
- Stories in the Garden
- 25 – 27 Nov - Boon Street Art Festival
- Dance Battle
- Progressive Dinner
- Round the Bridges

December

- Lunchtime Live Music - 6
- Artrageous Art Market
- Festive Fun - 6
- Hamilton Christmas Parade
- Stories in the Garden - 2
- Pakso sa Nayon

January

- Stories in the Garden - 2
- Lunchtime Live Music - 2

February

- Downtown Sounds
- Arts Festival
- Stories in the Garden - 2
- Chinese Lantern Festival
- Lunchtime Live Music - 4

March

- The Great Kiwi Breakoff
- Arts Festival
- CBD Walk Thru Balloon - 2
- Stories in the Garden - 2

- Children's Day
- Lunchtime Live Music - 5
- Progressive Dinner

April

- Anzac Display

May

- Garden Place Outdoor Movie

June

- 16th June – 26th July 2023
- Matariki Window Installation
- Matariki in the City
- Matariki Stories of the Stars
- Matariki Rising Stars
- Matariki Hangi & Storytelling

July 2023 – June 2024

July

- HCBA Window Display
- Love the Centre
- September
- Garden Place Outdoor Movie
- 2nd Sept – 25th Nov - Boon Street Art Walking Tours - 13

October

- Movie in Garden Place - 3
- 27th – 29th Oct
- Bridge to Bridge
- Bridge to Bridge
- Show & Shine
- Boon Street Art Walking Tour
- HCBA Window Display
- Halloween
- Festival of Weird
- Zombie Walk
- Loopy Lumens
- Social Distant - Light Sculpture Installation
- The Instrument of Mayhem
- Free Lunch Street Theatre Performance
- Puss'N'Grooves Street Performance
- Amun Ra and Glass Shards
Lunchtime Gig

November

- Stories in the Garden
- Gumboot Friday
- Hamilton Christmas Tree
- Lunchtime Live Music - 3
- Boon Street Art Walking Tours - 4
- HCBA Window Display
- Melbourne Cup
- Festival of Weird
- The Travelling Duo & Naranjarte - Acrobats & Pup
- Pechakucha - Festival of Weird Special

- Legend of Leslie - Immersive Theatre Experience
- Cyclopedia - Guided Tour of Fund and Weird
- Beats on Bikes - DJ Andi Verse

December

- Stories in the Garden - 2
- Christmas Festive Fun
- Breathwork at VOTR
- Candles Day
- Pakso sa Nayon
- Hamilton Christmas Parade
- Lunchtime Live Music - 6
- HCBA Window Display
- Christmas

January

- Stories in the Garden - 2
- Lunchtime Live Music - 2

February

- Breathwork - 2
- Stories in the Garden - 2
- 3rd Feb – 31 March
- Boon Sculpture Trail
- 3rd Feb – 27th April - Boon Street Walking Tours - 13
- Sculpture Meets Dance
- Arts Festival - 3
- Lunchtime Live Music - 6
- HCBA Window Display
- Chinese Lantern Festival

March

- Sculpture Meets Dance
- Arts Festival - 3
- Boon Street Art Walking Tours - 3
- Chinese Lantern Festival
- Children's Day
- Breathwork - 2
- Stories in the Garden - 2
- Waikato Hispano Latino
- Summer Fair
- Walk Thru Balloon - 2
- Lunchtime Live Music - 5
- Girls Rock Concert
- HCBA Window Display
- Balloons Over Waikato

April

- Breathwork
- Anzac Poppies Display
- HCBA Window Display
- Easter
- Boon Street Art Walking Tours - 4
- Garden Place Outdoor Movie - 2

June

- Matariki events