

Hamilton Central Business Association (HCBA)

Six Monthly Report Year Ending June 2024



The first six months of 2024 have proved to be particularly difficult with close customer contact businesses of hospitality, retail, health & beauty and experience providers feeling it the most. A combination of the past three years trading challenges, combined with economic impacts of rising costs, interrupted supply chains, labour market limitations and discretionary spend diverted to essentials, has seen many businesses employing the 'survive to 2025' mantra, while unfortunately some have succumbed to closing their doors.

Expected rising vacancy rates and reduced CBD spend have become a reality and an economic recession is being felt across the central city. Towards the end of June has seen some development projects come back into play, however the majority of residential development projects are still on hold or are no longer a financially viable option.

HCBA is continuing to champion the 'good news' stories in the central city, which includes the announcement of the Mistry Tower development and the confirmation of the Pullman Hotel, however there is a notable survival strategy to business during the typically tougher trading Winter months.

The central city landscape is unfortunately reflecting the harsh economic trading conditions, with a tired looking streetscape, projects showing no obvious progression like the Celebrating Age Centre and a number of transport projects surrounded by road cones. HCBA sees the need for Council to prioritise a clean up of the central city to lead and encourage property owners and local businesses to do the same.

Hamilton Central
Business Association



EFFECTIVE OUTCOME 1 - ADVOCACY

To represent the central city business voice on issues and projects of strategic importance to the central city.

1. Central City

- The Long-Term Plan (LTP) has now been confirmed by Council for implementation from 4 July 2024 and been communicated to HCBA members. The funds for the walking/cycling bridge to Hamilton East have been deferred to water infrastructure, with it being unlikely the bridge will be invested in the foreseeable future.
- HCBA have paused the expansion option in Hamilton East, however with the change made to allow the voting process to happen online, the Hamilton East expansion can be reintroduced at any time. HCBA has spoken with several businesses in Hamilton East and although there is still the desire to do this, the cost of doing business is of primary concern and asking businesses to fund HCBA to work on their behalf may be better planned for 2025. HCBA will reinvestigate this as an option for the 2025-26 financial year.
- Long Term Plan (LTP) verbal submissions happened in May 2024, with HCBA verbally reinforcing their written submission, focusing on reiterating safety concerns, street investment, parking concerns and the walking cycling bridge.
 - HCBA supported via written submission the Property Council's view to hold the DC policy change until a further review takes place.
 - HCBA supported Hamilton Waikato Tourism and Creative Waikato submissions for major events, promotion, and activation budget to be allocated to these groups, including The Meteor and Clarence Street Theatre.
 - HCBA held a Long-Term Plan (LTP) evening for the business community, MCed by HCBA Chair Dwight Egelhof. Mayor Paula, Deputy Mayor Angela, and Councillor Ewan attended. There was a short presentation from the Mayor and Q & A with approximately 50 attendees from the local business community.
- HCBA presented to Council 6 monthly reports in May 2024. Completing this the week before the LTP submissions did see a crossover of questions from elected members, which included questioning on parking, safety & crime, events & activation and the current economic impact of doing business. Overall HCBA received extremely positive commentary from elected members.

Submissions:

- LTP written and verbal submission
- All Day Paid Parking in Rostrevor St, Norton Rd & Tristram St
- Sustainability Policy submission
- All Day Paid Parking Memorial Drive, Lake Road, Hill St

2. Transportation initiatives

- Two hours free parking will be finishing in October 2024 to be replaced by one-hour free parking until June 2026. It appears unlikely 'free parking' will proceed beyond this timeframe.
- Demand responsive parking for commuters will also be introduced from October and may see areas that are currently \$6 all day parking raised to a maximum of \$12 all day parking, depending on demand.
- HCBA met with the transportation team to discuss the repurposing of unused bus stops. So far this has not resulted in any additional on-street parking, however HCBA continues to submit for this consideration.
- HCBA received several complaints about the lack of communication and public awareness of the new parking meters. In consultation with the transportation team, HCBA was successful in having a more thorough communication offering to the public with how the new parking meters work and the need to validate parking irrespective of the duration of the parking. There are now a series of decals on the street and several well-placed signs.



- HCBA was successful in getting a road sign for Garden Place at both the Victoria Street end and the Worley Place end.

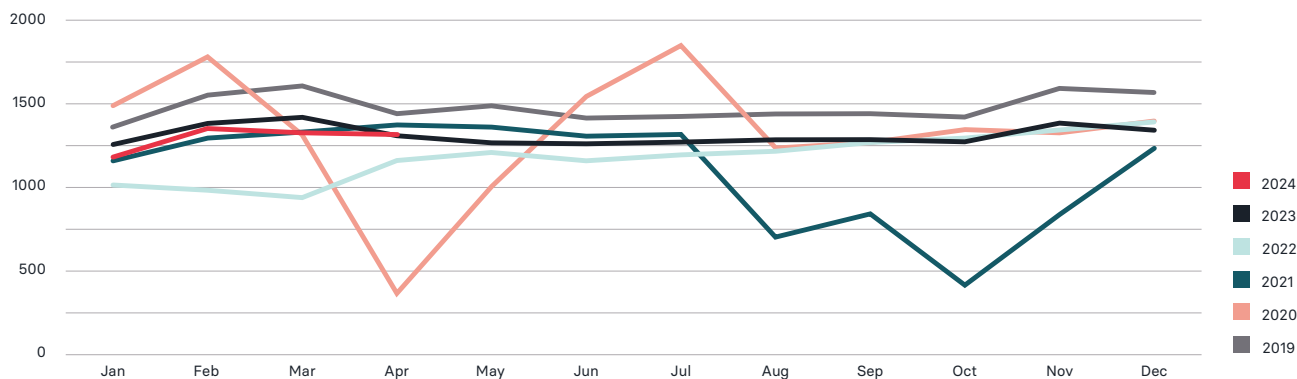
3. Commercial and residential development

- HCBA has noted some recent business closures in the first half of 2024. It is expected vacancy rates at both retail and commercial level will continue to rise this year and will be captured by the six monthly surveys completed by CBRE Research and NAI Harcourts during July 2024.
- There have been approximately 60 new business openings in the past 12 months (refer appendix one), however enquiry is taking longer to convert to tenancy.
- There has been an increase in development projects in the CBD, compared to this time last year, with a significant confidence boost provided by the announcement of the Mistry Tower development and the Pullman Hotel collaboration.
- NAI Harcourts & HCBA held a development tour in the Southend of town visiting RDT in Garden Place, BBO in Union Square, the Fonterra development at South Bloc, Piko Piko gin distillery on Hood Street, the Waikato Regional Theatre, and a residential apartment above Madam Woo overlooking the Waikato River. A very successful evening with a restricted number of attendees and excellent coverage in the Waikato Times, the Waikato Herald, and the Waikato Business News. HCBA are looking at opportunities for where and when the next development tour can take place.
- HCBA attended the development forum held at HCC. A very structured presentation highlighting developer activity around the city.

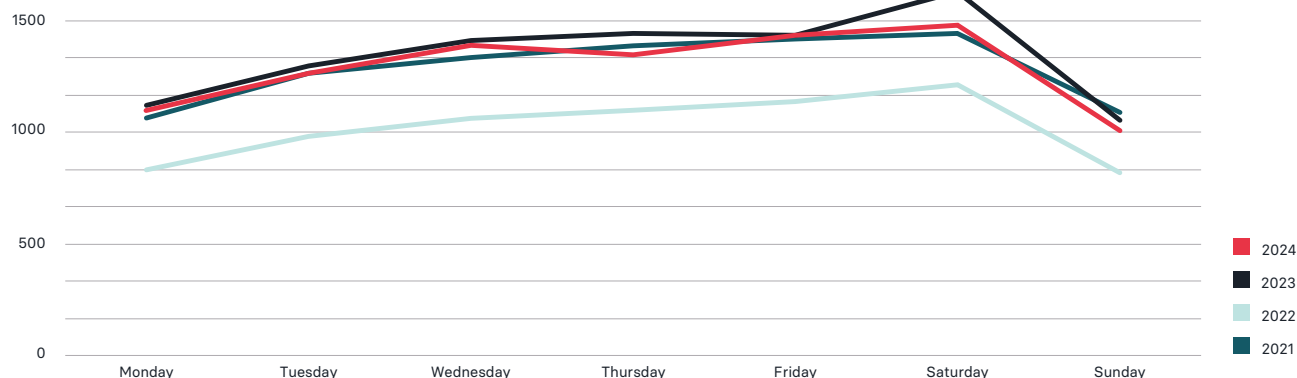
4. CBD trends

There has been some notable concern from retail and hospitality businesses around slower than expected sales during Winter. The unpredictability of foot traffic patterns and lower footfall continues to plague businesses.

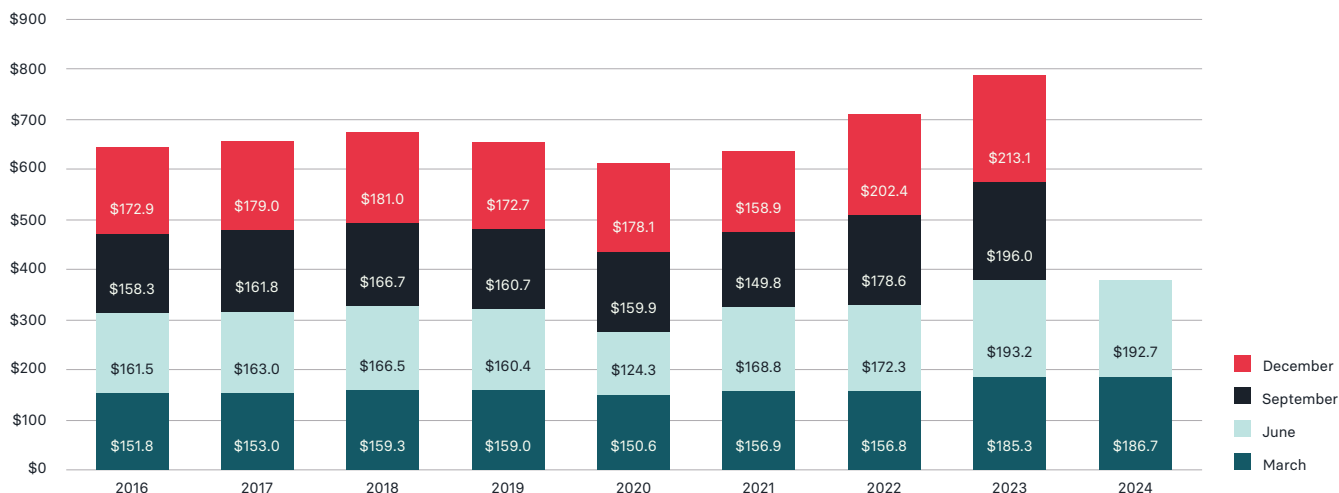
Average Pedestrian Count by Month



Average Pedestrian Count by Day



Card Spending in Central City by Quarter from 2016 to 2024



Q2 CBD Spend Summary

- Spending in the Central City Zone experienced a moderate decline in nominal terms by 0.3%, thus declined 3.6% in real terms.
- The Central City Zone reflected the trends observed in the rest of the city, with Fuel and Automotive spending as well as Groceries and Liquor spending up 8.2% and 3.4% respectively.
- Retail trade is down 7.8% compared to the same quarter last year.
- Transaction numbers have stayed the same, increasing by a marginal 0.2%.
- A positive for the Central City is the business count has increased for the first time since 2018, with an increase in the number of stores operating in the Central City rising from 440 in the same quarter last year to 462.
- The distribution of those who spend in the Central City is unchanged from the same quarter last year, with 62% being from Hamilton City, 26% being from the rest of Waikato, and the remaining 12% being from the rest of New Zealand and abroad.

Q1 CBD Spend Summary

- Spending in Q1 was up 0.8% in Q1 in the Central City Zone, in real terms with inflation spending has declined by 3.2%.
- Fuel & Automotive and Groceries & Liquor have increased, (by 11.0% and 7.8% respectively), but retail trade has declined (by 8.6%)
- Less people spent money in the Central City Zone compared to the same quarter last year, with transaction numbers down 1.8%.
- The number of businesses in the Central City has increased by 12 compared to the same quarter last year, with Home and Recreational Retail experiencing the most notable change in store numbers, gaining 6 stores.



5. Central city safety and wellbeing

- HCBA is continuing to work with key stakeholders around the issues of anti-social behaviour, rising signs of homelessness, gang presence in the CBD and increasing criminal activity in the central city.
- HCBA held a meeting in June with several large businesses and strategic safety group leaders Area Commander Andrea McBeth and Mayor Paula Southgate to discuss the ongoing issue of anti-social behaviour.
- HCBA is continuing to work with City Safe and the People's Project with the increasing numbers of anti-social behaviour and the visible rise in homelessness and/or people congregating in public places with shopping trolleys.
- It has been recognised there is a rising number of people sleeping rough and groups congregating in Garden Place. HCBA is making several calls a day to City Safe about anti-social behaviour.
- HCBA has facilitated trespass orders for people congregating in a fire exit in Garden Place.
- HCBA has been conducting weekly walkarounds of the central city to report shopping trolleys via the Snap, Send, Solve app. This has resulted in the clean-up of abandoned trolleys around the town.
- HCBA received complaints over the summer period of anti-social behaviour happening in Garden Place and destructive behaviour at a number of hospitality businesses. These were referred to the Police.
- During January a significant amount of tagging took place in the central city. Tag Busters were mostly able to remove the tagging within a quick timeframe.

6. Love the Centre

- HCBA has confirmed with Daymark a website development project for the Love the Centre site to become a one-stop-shop promotional tool of the central city and the business community. This project will happen over several months with completion due in early November.

EFFECTIVE OUTCOME 2 - COLLABORATION

To contribute and collaborate on projects that support the CBD business economy.

1. Economic development initiatives

Embassy Park Development

- HCBA, along with the Embassy Park Working Party, have produced a shortlist of elements to be introduced into the area beside the Waikato Regional Theatre, formerly known as Embassy Park, including planting, footpath & street decoration and lighting within the Rocky Horror theme.

BID Update

- HCBA has met with lawyers on meeting the requirements for reregistration under the new Incorporated Societies Act. HCBA is looking to implement a process where new business and property owners will sign a consent form when receiving a business pack, although it is recognised that payment of rates implies consent. HCBA is working with Council to make any necessary changes to the Council policy and HCBA rules.
- HCBA has joined the Mainstreet Australia group. Currently there is only one overarching organisation operating in Australia providing advocacy and support for Mainstreets and BIDs in Australasia.
- HCBA has registered to attend the Mainstreet Conference in Stonnington, Melbourne 30th July – 1st August along with twelve other BIDs from around NZ.

Hastings

- HCBA met with the Hastings BID who were visiting Hamilton. They are facing many of the same challenges including the downturn in trade of the retail and hospitality sectors and the ongoing issues with anti-social behaviour. Hastings will be hosting the annual BID conference in September 2024.



Tauranga

- HCBA visited the recently appointed Tauranga Chair of the Business Association, Ash Gee, who runs Miss Gee's bar in downtown Tauranga. After a lack of investment in the central city and the disruption of the local Council resulting in Commissioners, Tauranga has secured a significant amount of Government investment in the central city over the next five years. This has included several new developments for Government departments and private businesses. The environment continues to be challenging with the developments underway resulting in traffic management implications, a high retail vacancy rate and a lack of footfall remaining in the city. The Business Association has recently ended their contract with the advertising agency Tuscany and are now running their central city promotion, with the recent appointment of a General Manager to run the Association.

Christchurch (summary visit and points of interest below)

- HCBA visited the Business Association in Christchurch to understand the changes implemented in their central city since the earthquakes.
- The opportunity afforded to Christchurch post-earthquake was to rebuild the CBD with a much smaller frame and to implement requirements around developments for the benefit of the central city, including every major building development to include laneways connecting to the next development. These laneways are privately owned and allow for retail and hospitality tenants to utilise laneway space without the impediments of any regulatory requirements.
- Developers were also encouraged to build carparks for the benefit of shoppers and a significant aspect to the central city is the lack of on street carparking, as parking buildings have been normalised as the way to park.
- The Government funding allowed for the reshape of the central city and to work in conjunction with the developers (approximately 12) to give the best solution in the creation of the new central city.
- Developers who now have empty lots in the central city after three years of no activity pay a targeted rate to Council for non-development.
- Building to the river was encouraged post-earthquake and allowed for the efficiency of buildings. Prior to the earthquake there were 13 story old buildings with 400 workers, post-earthquake they created three story buildings with 300 workers. Building developers were also consulted with from the outset to redevelop with the Council and agreed a blueprint for development together.
- One of the biggest elements of development post-earthquake was residential builds on the new central city fringe which were purchased for both residential living and Air BNB – this created a market on the doorstep of the city. Numbers are at 3.5% population in the CBD approximate 6-7,000 with a target of 20,000 by 2025.
- Post covid the reduction in worker numbers has been offset by the return of cruise ships, which have not been in operation since pre-earthquake. This has meant that the potential reduction in onsite workforce have not had as much impact with the new tourism market.
- The retail sector is facing the same challenges on spend as other major metros.

Retail

- HCBA and NAI Harcourts are working with Wintec students on a concept creating a shared creative place for a Worley Place empty retail premises. Work is ongoing in the development of this potential project idea.

MYOB PR

- HCBA has been working with the PR Specialist of MYOB on case study organisations to provide insights on SME's. The benefit to local businesses is on potential media coverage that can be used to provide real life examples for journalists. The first collaboration is on businesses with 5-20 employees to provide insight on training and upskilling of staff. HCBA have nominated five retail businesses to participate. This will be an ongoing collaboration.
- HCBA participated in a discussion with the Waikato Times following a MYOB survey on declining business confidence.



Heritage Street Name Project

- HCBA is working with TOTI Group on implementing QR Codes on streets signs in the CBD detailing historical figures relevant to Hamilton's history. There is some information available on notable figures and for those who currently have no write-up, HCBA has suggested utilising a Wintec student for completing these.

Hamilton Business Leaders Summit

- HCBA attended the Hamilton Regional Business Partners summit convened by the University of Waikato Management School to discuss new degree pathways based on employer feedback. Significant developments in this space included the launch of the first Climate Change degree in NZ.

CBD Awards

- HCBA commissioned Moving Media to complete a range of video's of the winning businesses from the 2023 CBD Awards. 18 individual videos have been completed and used for promotion through HCBA, Hamilton Waikato Tourism, Te Waka and the individual businesses.

2. Partnership and networking opportunities

- HCBA returned as a judge to the 2024 NZ YouTube Marketing Awards, judging 29 entries across two categories online and attending two judging days in Auckland.
- HCBA provided advice to three members of Taupo District Council on setting up and implementing an activation fund across public spaces.
- HCBA met with Creative Waikato to work through their new app offering PickPath. Offering a cost effective, interactive solution, HCBA will be looking to implement a similar offering with the redevelopment of the Love the Centre website site for the central city.
- HCBA met Impact Hub to look to promote the Again Again cup system within five cafes in the CBD. HCBA put together a TikTok promotion on the reusable cup system. HCBA is providing promotional support on Impact Hub activities to raise the awareness of sustainability practices in local businesses.
- HCBA attended Business Connect networking evening at iClaw with a guest speaker discussing the challenges of AI.
- HCBA attended Nancy Caiger's farewell from Boon Street Art Festival.
- HCBA has been assigned a new retail tech entrepreneur mentee via NZ Business Mentors.
- HCBA met with the Cancer Society to discuss potential engagement opportunities with CBD businesses.
- HCBA attended the Hamilton Waikato Tourism Tiaki Promise evening to launch the finalised initiative.
- HCBA looking at networking opportunities for CBD businesses with Mistry Tower / Pullman Hotel redevelopment.
- HCBA attended the Design Expo at Claudelands. An excellent event with contributors showcasing a range of innovations for commercial and residential development. A highlight of the event was the guest speaker from world renowned architects Zaha Hadid.
- HCBA met with the CEO and Chairman of the Trust of Braemar Hospital to discuss business initiatives.
- HCBA met with the team at Clarence Street Theatre to discuss promotional and corporate opportunities.
- HCBA was invited onto the panel at Panama Assembly, along with Ben Inger, planner at Monocle, and Tane Cox, architect at Red Architecture to discuss what it takes to grow a great city. It was a well-attended event, MC'd by Matt Stark with excellent audience participation.
- HCBA attended the Matariki Ki Waikato festival group launch evening and met with the team around Matariki events in the central city. The Meteor and Museum will have several activities but unfortunately due to the move of a key event previously held at the library, the hangi in Garden Place did not happen this year.
- HCBA attended the Art Museum exhibition opening.
- HCBA met with Brendon Mclaughlin from NZI Insurance to discuss the retail risk seminar being held at Distinction Hotel in Te Rapa. HCBA attended the event.



- HCBA attended the Hiko Hub opening at the University of Waikato.
- HCBA attended the Pretzel & Prototype Design event at Wintec.
- HCBA attended the Chamber of Commerce Pink Ribbon Breakfast with SkyCity.
- HCBA met with the Lido Theatre to discuss their plans as new owners. Lido have several film festivals committed to and HCBA is helping with media activity around these.
- HCBA attended the Older Person Network meeting to make progress on the Age Friendly Action Plan.
- HCBA met with Novotel-Ibis to discuss ways to promote their new culinary offerings.
- HCBA held a Re-Circle social business evening. It was interesting to hear how the second-hand goods model works in their business and how it has impacted conscious consumerism in Scandinavia. The Victoria Street business is already outselling the K Road Store. Re-circle are looking to expand into Tauranga and Mt Maunganui.
- HCBA attended International Women's Day breakfast at Panama Square.
- HCBA attended a risk seminar in Auckland where suppliers showed the latest innovations in safety and security being implemented by retail business internationally. The police also provided a presentation on crime statistics in the retail sector and programmes in place to reduce these, predominately Auckland-centric. This seminar will be coming to Hamilton in May to be held at the Distinction Hotel.
- HCBA participated in the BECA Lawns annual bowling event at Claudelands.
- HCBA attended the Craigs Investment Partners seminar at Claudelands.
- HCBA attended the Business Connect networking event held at The Bank.
- HCBA met with Fosters to discuss development in the CBD.
- HCBA attended the LTP evening held by the Chamber of Commerce.
- HCBA attended Chamber Business breakfast networking event.
- HCBA attended a Soda entrepreneur lunch for women event.
- HCBA organised a 5-year birthday celebration for Escapist with a Bingo evening event.
- HCBA met with the new NZME media contacts.
- HCBA met with the Christmas Trust to discuss the tree and parade for 2024.
- HCBA met with the new GM of the Clarence Street Theatre and discussed their future plans.
- HCBA attended 'Boss Ladies' morning tea.
- HCBA attended Rebecca O 1st birthday celebration.
- HCBA attended the annual Christmas Trust breakfast.
- HCBA provided introduction between Spark and the Waikato Regional Theatre with a view to providing long term support between both businesses.
- HCBA met with Business Connect to provide ongoing support with CBD based events and businesses.
- HCBA met with Waikato Museum to discuss collaboration strategies.
- HCBA organised the launch event for the completion Building E of Union Square by Fosters, in collaboration with Waikato Chamber of Commerce and the Property Council of NZ.



Social Business

Date	Time	Venue
22 February	4–6pm	Union Square Building E opening COMPLETE
13 March	4–6pm	Escapist 5-year celebration – Bingo evening COMPLETE
27 March	4.30–6.30pm	Long Term Plan Discussion at Panama Square COMPLETE
18 April	4–6.30pm	Southend development tour COMPLETE
13 May	4–6pm	Court tour COMPLETE
29 May	5.30–7pm	Re-Circle BA4 COMPLETE
25 June	4.30–6pm	Barton Street Progressive Business Tour COMPLETE
23 July	5–8pm	Movie night at the Lido
28 August	4.30–6.30pm	AGM at Kiwibank
14 September	9–4pm	Vetro 4-year birthday celebration
September	4.30–6pm	Progressive business evening TBC
3 October	6.30–10.30pm	Progressive dinner
23 October	6.30–10.30pm	CBD Awards
27 November	3–5pm	Christmas function TBC

3. CBD safety initiatives

HCBA continues to meet monthly with the Police. There are ongoing issues with several businesses around town who continue to battle with anti-social and criminal behaviour from repeat offenders. Police messaging continues to be around the need to report crime to get priority areas highlighted.

HCBA has continued to utilise the Snap Solve & Resolve App for having shopping trolleys collected around the CBD.

HCBA attended a meeting held with Aon, Aon Property Owner, F45 owners, F45 property owners, Ashwood Motel owners, Ashwood Motel property management, MSD, Kianga Ora, City Safe and Police to discuss Aon withdrawing their staff from the central city due to safety concerns from the emergency housing tenants at Ashwood. HCBA remains involved in resolution of this situation.

4. CBD accessibility initiatives

- HCBA attends the accessibility group monthly meetings and is committed to looking to ways the business community can support accessibility and inclusivity for all people visiting the central city via the Hamilton City Council Accessibility Action Plan.
- HCBA has arranged for the Transportation Unit Manager to attend an August meeting with the team to discuss parking and bus shelters.
- HCBA is working with Fastlane Fitness on accreditation as an Age Friendly business.
- HCBA is working with the disability sector on map friendly options for being more accessible in the CBD.



5. Hamilton Waikato Tourism

- HCBA has been working with Hamilton & Waikato Tourism (HWT) team on building case studies, filming, and production for the Tiaki project. HCBA proposed some local businesses to be a part of this project and is working alongside those who are looking to implement.
- HCBA continue to work with Hamilton Waikato Tourism to implement initiatives to the benefit of both international and domestic tourism to the area.
- HCBA MCed the Hamilton Waikato Tourism Symposium held at the Novotel. A capacity crowd attended with excellent presenters on tourism and airports.

6. Executive Committee

AGM

HCBA is working on the agenda for the annual AGM to be held at Kiwibank Commercial. Agenda items will include the reregistration under the Incorporated Societies Act and a Wellness presentation from Susan Graham from the Freedom Institute. Executive Committee nomination forms will be sent out in early August for members wanting to join.

2023-2024 Committee Members:

- Dwight Egelhof – Craigs Investment
- Connie Chittick – Waikato Regional Council
- Julie Ashby – Wintec Te Pūkenga
- Mike Neale – NAI Harcourts
- Alicia Platje – Precious Metals Hamilton
- Niraj Kumar – IBIS Tainui Hamilton
- Vanessa Parker – SkyCity Hamilton
- Chelsea Fleetwood – PKF Accountants
- James McIlvar – Tainui Group Holdings
- Rory McKenzie – Maisey Harris & Co

7. Governance roles and responsibilities

HCBA Governance:

- People's Project
- Embassy Park Working Group
- Aged/Accessibility Friendly City Group

Contributor to:

- Hamilton Waikato Tourism working groups.
- Waikato Film Office, Boon Street Art Festival and Nourish Magazine
- Council plans for safety, transportation and central city
- NZ Mentor – currently mentoring a tech entrepreneur



EFFECTIVE OUTCOME 3 – PROMOTION

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

1. Social Media Engagement

June

Facebook Followers: 44,677

Instagram Followers: 3,685

TikTok Followers: 624
Last 60 days Views 7,172

Highlights

Facebook

Pullman Hotel Development – Reach 20.3K
\$600 Mr Pickles prize up for grabs – Reach 17.7K
National Donut Day – Reach 11.6K

Instagram

National Donut Day – Reach 2046

TikTok

Progressive Street Tour - Views 1.2K

May

Facebook Followers: 44,729

Instagram Followers: 3,663

TikTok Followers: 626
TikTok Video Views March – May = 10,751

Highlights

Facebook Posts

Waikato Times Feature - The Grumpy Baker 26K Reach
\$10 Movie Tickets - Lido Cinema 18.4K Reach

Instagram Posts

Re:Circle New Business – 959 Reach
Bamboo Sweets New Business – 581 Reach

April

Facebook Followers: 44,640

Instagram Followers: 3,687

Highlights

Facebook

Studio Haus Promo – Reach 6.8K
Mother's Day Promo – Reach 10.2K

Instagram

Mother's Day Promo – Reach 646

March

Facebook Followers: 44,640

Instagram Followers: 3,687

Highlights

Facebook

Waikato Local : Bestsellers: Palate – Reach 19.6K
Event : Walk Thru Balloon in Garden Place – Reach 19.6K
Waikato Times : Four Star Hotel & Residential
Development – Reach 15.5K
Event : Chinese Lantern Festival : Reach 19.1K

Instagram

Event : Walk Thru Balloon – Reach 1,115
Reel : Again Again Keep Cup – 1,294

TikTok

Wild River & Co Awards Reel – 1.2K

February

Facebook Followers: 44,871

Instagram Followers: 3,610

TikTok Followers: 619

Highlights

Facebook

Gails Floral Studio Giveaway – 10,317 Reach
The Factory Easter Event – 9,422
Childrens Day Event Promo – 8,765

Instagram

2,707 Account reach
Again Again Reusable Cup Video
– 1,734 view | 1,231 account reach
Boon Sculpture Trail Promo
– 118 likes | 1,301 reach | 8 saves

TikTok

5,950 – Video views
4,090 – Page Likes
Again Again Reusable Cup Video
– 1,589 view | 50 likes | 6 saves

January

Facebook Followers: 44,816

Instagram Followers: 3,592

TikTok Followers: 516



Highlights

Facebook

17,787 Reach – New Business. Boofs Diner
8,196 Reach – Waikato see economic growth in downturn. Waikato Times article.

Instagram

2,648 Account Reach
2,037 Views - Lab Brow awards video

TikTok

3638 – Video views
3647 – Page Likes
512 – Page Followers

2. Profile raising activities:

- HCBA interviewed by Stuff on retention of one-hour free parking.
- HCBA interviewed by Waikato Times on the LTP results.
- HCBA interviewed by Waterford Press on new Pullman Hotel.
- HCBA interviewed by the Waikato Times on the AON situation.
- HCBA interviewed by Waikato Times on Pullman Hotel.
- HCBA interviewed by Waikato Times of TGH Ward Street development.
- HCBA interviewed by Waikato Herald – Are CBDs Dead?
- HCBA interviewed by Waikato Times on the walking/cycling bridge.
- HCBA interviewed by Waikato Times on business confidence.
- HCBA interviewed by Stuff on the Templeton development announcement to develop Victoria on the River.
- HCBA interviewed by the Waikato Herald on the Templeton development.
- HCBA interviewed by Stuff on vacancies in the CBD.
- HCBA interviewed by Waikato Times on Sip & Sew coming to Riverbank Lane.
- HCBA interviewed by Stuff on the need to support the central city.
- HCBA to write a monthly column on the central city for the Hamilton Press.
- HCBA interviewed by Stuff on the future of CBDs.
- HCBA interviewed by Waikato Times on footpaths in the CBD.
- HCBA interviewed by Waikato Times on Rainbow Kids Anzac celebration.
- HCBA interviewed by Waikato Business News on Rainbow Kids Anzac celebration.
- HCBA interviewed by Waikato Times on Business Sentiment Survey results.
- HCBA met with Rise Community Magazine to discuss a future collaboration.
- HCBA interviewed by Waikato Times, Waikato Herald, and Waikato Business News on the south-end development tour.
- HCBA interviewed Waikato Times on Re-Circle opening on Victoria Street.
- HCBA interview by The Breeze on CBD activity.
- HCBA interviewed at live Breeze show held at Café Kopi interview on events and the Boon Sculpture Tour.
- HCBA interviewed by the Waikato Times on All Day Paid Parking initiatives.
- HCBA interviewed by the Waikato Times on removal of 2 hours free parking.
- HBCA provided information and introduction to TVNZ and Stories in the Garden.
- HCBA writes a monthly column for the Hamilton Press, now Waikato Local, highlighting business activity in the central city featuring the Progressive Business evening held on Casabella Lane, Barton Street and Racquet Lane.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.



3. Events

- HCBA have been advising Zentarge, a young brother duo band from Hamilton, how to do an event (outdoors and indoors) during Matariki to celebrate the drop of their first original song.
- HCBA met and discussed the Young Farmer of the Year event being held at Claudelands.
- HCBA met with Waikato Rugby to help them promote their activity to the business community.
- HCBA met with a PR company to help pitch ideas for a potential major event to come to Hamilton. Awaiting outcome of the pitch.
- HCBA met with H3 to discuss events and promotional opportunities.
- HCBA met with Brad Dutton from Bridge to Bridge to discuss sponsorship for their next event (40-year anniversary) in November.
- HCBA attended the French Film Festival Gala Opening at Lido with Mayor Paula, Deputy Mayor Angela and Michelle Baillie, GM, SkyCity.
- HCBA attended the Meteor 10th birthday celebrations.

4. Public space activation

HCBA reapplied for the Activation Grant to start on 1 July 2024 for the next three years. This was unanimously agreed by Elected Council on 9 May 2024. The annual amount has also been reinstated to \$100,000 per year for three years.

Window displays

HCBA is continuing to focus on providing window displays into Garden Place that are eye catching and provide engagement opportunities with the public. Positive feedback continues from the local community about these displays.

June 2024

WINDOW DISPLAY — MATARIKI WINDOW DISPLAY INSTALLED.

MATARIKI

To support Matariki HCBA had fairy lights installed in the trees of Garden Place, along with colour projected lighting. Love the Centre flags in Maori were installed on the flagpoles and a window display symbolising the stars of Matariki.

HCBA worked with Wintec to profile student 'Stars of Wintec' and have promoted throughout social channels during Matariki.

May 2024

WINDOW DISPLAY — MOTHERS DAY

April 2024

WINDOW DISPLAY — EASTER

EASTER EGG HUNT

Implemented an Easter Egg Hunt around the central city.

VOTR MUSIC EVENT

To The Front - Girls Rock Concert with The Hamilton Live Music Trust, Riff Raff Public Art Trust and Girls Rock Aotearoa Incorporated (To The Front) presented Girls to the Front concert.



March 2024

WINDOW DISPLAY — CHINESE LANTERN FESTIVAL — BALLOONS OVER WAIKATO

CHILDRENS DAY

For the first time Childrens Day and the Chinese Lantern Festival were held on the same day, creating economies of scale with traffic management plans and the hiring in of furniture and general amenities. This did create several challenges and is not a model expected to continue in future years, with both festivals having different priorities in their implementation. The Childrens Day event was enormously successful with record attendance numbers. They also implemented a rubbish and recycling initiative with the Council's sustainability team, which was also considered a success. The Childrens Day organisers were happy to implement it, as they know it is for the greater good however, they said it did require a lot more effort to have a sustainability mindset during a large event.

CHINESE LANTERN FESTIVAL

HCBA sponsored the festival for the sixth year to be held in Garden Place. Featuring the Year of the Dragon, the festival is attracting a larger crowd year on year for this annual cultural celebration. The Chinese Lantern Festival was also a great success with thousands in attendance. This event is a well-loved family festival and provided free entertainment well into the evening. HCBA will be suggesting to the Chinese Lantern Festival to restructure the day to include a VIP pre-function, rather than during the festival due to ongoing safety and security concerns.

LOVE THE CENTRE WALK THRU BALLOON & FAMILY ACTIVITIES

The Walk Thru Balloon featured twice in Garden Place and drew a record crowd each time. Rotary members were onsite to facilitate the day and collect a gold coin donation for the Cancer Society. They were very happy with the money raised and there was fantastic feedback received from the public. The management of the Balloons Over Waikato event will now be changing as Classic Events have stood down and we are awaiting news on who will be picking up and running this event from next year.

February 2024

WINDOW DISPLAY — HAMILTON ARTS FESTIVAL

SCULPTURE FESTIVAL

HCBA supported of the inaugural Sculpture Festival for February and March. This festival included 24 works of art on display around the CBD and a range of activations to support alongside. The opening day had free tours provided with thousands of people entertained over the duration of the Festival.

HAMILTON ARTS FESTIVAL

HCBA committed to the Festival a range of activations as part of the Arts Festival in February, including a range of outdoor dance performance combined with sculptures from the Sculpture festival to provide a feast of free outdoor entertainment during February.

SUMMER IN THE CITY

February and March saw the return of lunchtime live music and Stories in the Garden, providing entertainment for workers and families in Garden Place.



5. Advantage Club

HCBA produce a fortnightly update to Advantage Club subscribers that includes CBD events, news, special deals and the latest business openings with two lucky subscribers each month winning a \$50 voucher from a central city business.

- June 2024 two winners received a \$50 Bamboo Sweets voucher.
- May 2024 two winners received a \$50 Prezzy voucher.
- April 2024 two winners received a \$50 Bush Fire Bar & Grill voucher.
- March 2024 two winners received a \$50 Tongkun BBQ Chicken voucher.
- February 2024 two winners received a \$50 Boofs ice-cream voucher.

A new Advantage Club offering is planned for launch in July 2024.

6. CBD Celebration awards

HCBA will be opening the 2024 CBD Awards in July to celebrate and recognise the achievements of the local business community. The CBD Awards evening will be held on 23 October 2024. HCBA have been able to secure a fantastic building under development to hold the awards, which we believe will surprise, delight and meet the expectation of attendees. HCBA has secured sponsorship from Spark and Mediaworks in support of the awards.

- Awards open 15 July- 30 August
- Judging September
- Awards evening 23 October

7. GOING FORWARD

HCBA remains committed to three strategic priorities:

Advocacy - representing the central city business voice on issues and projects of strategic importance in Hamilton's central city.

Collaboration - contributing and collaborating on projects that support Hamilton's central city business economy.

Promotion - promoting Hamilton's central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.



APPENDIX ONE

New Businesses: January – June 2024

January

- Beast Style Fitness – 7 Alexandra Street
- Boofs – Northmall beside The Helm
- The Movement – Liverpool Street
- iFurniture – Northmall Ulster Street
- Members Church of God – Level 2, 36 Bryce Street
- Following BBO, NAI Harcourts Property Management and Body Corporate, just relocated into Building E of Union Square (the agency side of the business is remaining on the corner of Victoria and London Streets). The commercial division of Kiwbank will follow in the next few weeks, as will Baker Tilly Staples Rodway.
- Lodge Real Estate (residential and commercial agency divisions) have now relocated to 28 Harwood, a quality refurbished building previously occupied by Opus International.

February

- Bushfire Bar & Grill – 803 Victoria Street
- Tongkun Korean BBQ – 161 Victoria Street
- Darkroom Studio – 226 Tristram Street
- The Cheeky Barber (running out of Heidi Christian Hair) Casabella Lane
- Apt Collections – Centre Place
- Variety World – 298 Barton Street
- Stapleton Consulting – 521 Victoria Street
- AWF Recruitment – 99 Victoria Street

March

18 London Street has just been stripped out and refurbishment is now taking place by Stark Property. All in readiness for new office tenants

Three new tenants secured which will be progressively opening over the next few months:

- Indian Restaurant & Bar will be going into the former Code tenancy
- Late night snacks will be opening in the former Hidden Sushi tenancy
- An Afghani halal restaurant is about to open in the for Kao BBQ tenancy



April

- Manor Realty – 26a Liverpool Street
- Metro Mart – Corner of Victoria Street and Garden Place
- Studio Haus – 266 Victoria Street
- Potato Corner – Centre Place
- Tea Ceylandia – 3 Garden Place

May

- Re-Circle – 313 Victoria Street
- True – 16 Casabella Lane (part of planned expansion)
- The National Party electorate premises – 109 Rostrevor Street
- Knox Street Legal Chambers now offer services from the first floor of 2 Knox Street
- FK (Fox Kenndy) Barbers have relocated to 81 Victoria Street
- Bamboo Sweets – 7 Casabella Lane
- Da Beauty – Shop 4, 371 Victoria Street
- Sip & Sew – Riverbank Lane
- Baby On The Move – relocating from 108 Rostrevor Street to the Redicare medical complex on the corner of Tristram & Rostrevor Streets
- The James & Wells fitout and occupation at Union Square nearly complete
- Lutra will be relocating from 427 Victoria Street to 11 Garden Place

June

- Mac's Steakhouse & Cocktails
- Haurua Gallery – 384 Victoria Street
- Van Dyks Flooring – Corner Tristram & Clarence Streets
- Strawberry Variety Store – Worley Place
- A number of the office tenants at 48 Ward Street (Tower Building) are or have relocated to 173 Anglesea Street (Anglesea Tower), as preparations continue for the redevelopment into a Pullman Luxury Hotel
- Uniform Group have opened a new store at 125 Ward Street, as Budget Computers have relocated to 937 Victoria Street

