

Hamilton Central Business Association (HCBA)

Six Monthly Report Year Ending December 2023



Hamilton was consistently identified as one of the better performing city economies during 2023, however it was in the second half of 2023, when consumer spending fell below inflation, that the predicted impact of the past three years challenging trading conditions, has come to be fully realised.

For Hamilton's central city businesses, particularly those in the hospitality and retail sectors, the tough economic conditions have had the biggest impact. A stagnant economy, high interest rates, high inflation, reduced consumer spending, increased business expenses and high costs of living, has had the following impact in the CBD:

- Increasing costs across all aspects of businesses and significant cashflow concerns.
- Rising retail vacancy rates.
- Business restructuring and a reduction in worker numbers.
- Retail spend increases below the rate of inflation.
- Unpredictability of consumer buyer patterns.
- Reduction in the number of businesses in operation.
- Postponed and/or abandoned development projects.

With the Long-Term Plan (LTP) deliberations scheduled for early 2024, it is essential for Hamilton City Council (HCC) to look at the local business community and recognise their resilience, as well as their invaluable contribution to the economic, social, and cultural fabric of the central city. There is no denying these are challenging times and therefore imperative that businesses feel supported and listened to in the development of the city's 10-year plan.

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

HCBA recognised the business development happening in Hamilton East and saw the opportunity this could provide for promotion of the central city, if HCBA expanded into the area. With a walkable distance of 800m and having the Waikato River at the heart of business operations, HCBA proposed to expand the BID area to incorporate approximately 80 businesses on Grey Street, Hamilton East. In addition to Hamilton East, HCBA identified another potential area of expansion to the West of the current boundary, beyond Tristram Street toward Lake Road.

After an informal Poll was conducted by HCBA of the two business areas, the CBD West expansion was not at that stage considered viable, however good support was received from the Hamilton East business community, to look at conducting a formal BID Poll.

In consultation with HCC, HCBA contracted an official polling company to survey Hamilton East businesses during November 2023. HCBA hosted a drop-in evening during at The Cook to answer any questions and provided public notification via local media HCBA's intention to expand in Hamilton East, if supported by the business community.

To assess existing member support, HCBA conducted a straw poll of many existing hospitality businesses based in the southend of town, as well as asking for feedback via the monthly newsletter from the network. Of the businesses spoken with, 96% were in favour of including Hamilton East in the Hamilton Central BID boundary.

The BID poll required a 35% response rate of the 83 SUIP's identified in Hamilton East and of those respondents a minimum of 51% in favour.

HCBA was unsuccessful in securing the required response rate to meet the 35% threshold to consider a BID expansion in Hamilton East. Of the 20% response rate received 78% were in favour of the expansion. In speaking with the Hamilton East business community, many did not have the time or the inclination to participate in a postal vote and this has been shown in both low polling numbers from local election postal votes and in the failure of other BIDs in New Zealand to meet the response rate threshold.

HCBA is awaiting a HCC process change to allow a BID expansion to be voted online, rather than by postal vote. This will be considered in March 2024 and if approved HCBA will look to re-engage with Hamilton East businesses for a re-vote, prior to the end of the financial year 30 June 2024.

At September's Economic Development Committee, it was highlighted that some central city initiatives may be under threat as HCC starts the LTP process, including the two hour free parking, the CBD development contribution remission and the 5% CBD targeted rate reduction. The Central City Activation Programme is also proposed to reduce by 20% to \$80,000.

2. Submissions

- HCBA has provided submissions on transportation projects around the central city to include in-lane bus stops and raised platforms with the following position: "HCBA supports a connected, walkable central city, however not at the expense of being a moveable city to ensure the economic viability of the business community, its customers, and the commuting workforce."
- HCBA supported commuter All Day Charging areas on under-utilised central city streets, however this support does not extend to the proposals to charge commuters to park outside of the central city due to the barriers it creates for workers to get into town and the extra expense incurred for often lower wage employees, in these challenging times.
- HCBA does recognise the need for changes to parking management, particularly for commuters, and would support areas being looked at to provide Park & Ride opportunities and the better utilisation of parks for daytime and evening workers.



3. Commercial and residential development

As expected, there has been a recent rise in vacant tenancies with the closure of some businesses, however enquiry continues to come through, with 26 businesses opening in the six months ending December 2023 (Appendix 1).

Hamilton CBD Retail Occupancy Survey

- CBRE Research and NAI Harcourts conducted the Hamilton CBD Retail Occupancy Survey in December 2023, which is based on a store-by-store analysis of the Hamilton CBD area and reports on stock levels, vacancy rates, net uptake and tenancy mix.
- There are currently 28 occupancies that are under refurbishment or fitout and have been removed from the survey.
- The impact of rising inflation, rising interest rates and a difficult trading environment saw the Hamilton CBD retail vacancy rate increase by 1%, moving from 7.9% in June 2023 to 8.9% in December 2023.
- One of the largest impacts was the departure of JB HiFi who tenanted a large retail footprint in a prime retail area.

Hamilton CBD Office Occupancy Survey

- CBRE Research and NAI Harcourts conducted the Hamilton CBD Office Occupancy Survey in December 2023 which is based on comprehensive building by building analysis of the Hamilton CBD area and reports on stock volume, vacancy rates, absorption rates and floor space by business type.
- Hamilton's CBD office stock has increased by 1.6% attributed to the completion of Building E of Union Square and the Basecorp Finance building on Anglesea Street.
- There are several high-quality office projects that could commence in 2024 including Building B at Union Square.
- Over the six months to December 2023, overall office vacancy decreased from 10.1% to 9.5%. Vacancy was stable in some grades with the decrease mainly seen in Grade C and D stock.

4. CBD trends

CBD Spend data for Q3 and Q4 shows a marginal increase, however the impact of inflation significantly impacts the real spend. The retail sector is continuing to come under significant pressure as consumers become more wary of discretionary spending.

Third Quarter Summary July-September 2024

- Spending in the central city was up 9.8% compared to same quarter last year, reaching a nominal figure of \$196 million.
- General inflation was 5.6% for the 12 months to the September quarter, this implies that spending in the central city has increased in real terms.
- This was driven by a notable increase in spending in groceries and liquor sector, up 18.2% compared to the same quarter of the previous year.
- Retail trade saw a contraction compared to the same quarter last year, down 4.7%.
- The number of transactions increased by 5.3% compared to the same quarter last year but is still yet to match pre COVID transaction figures.
- Hamiltonian's make up 62% of the spending in the central city, with 30% being made up by those residing in the rest of the Waikato or Auckland.
- The remaining 8% is made up from international travellers and those from the rest of New Zealand.

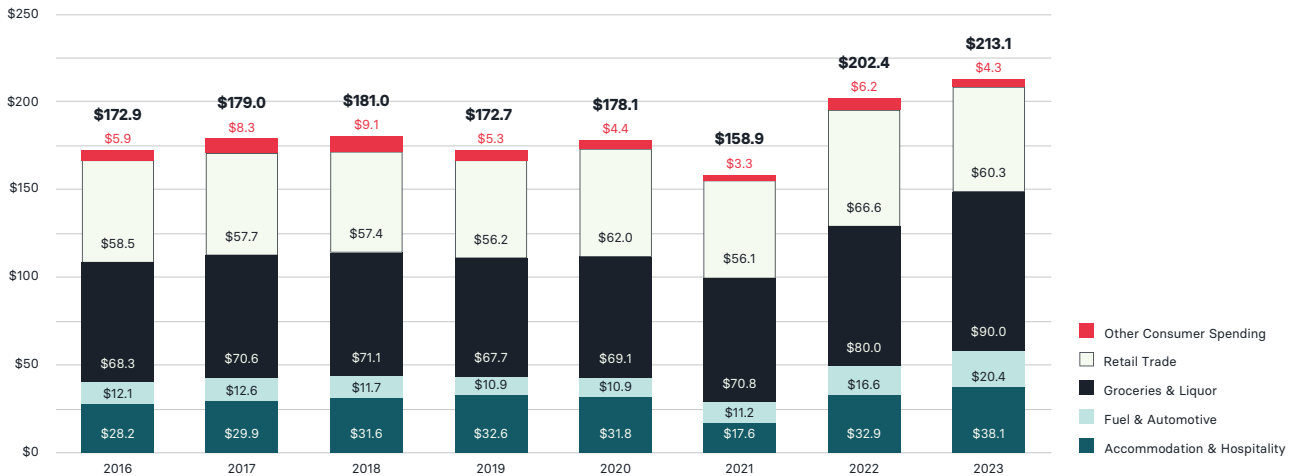


Fourth Quarter Summary July-September 2024

- Although spending was up in Q4 by 5.3% in real terms, spending only increased marginally by 0.6%.
- Retail trade saw a consecutive quarter of spend contraction of 9.5%, but fuel & automotive, accommodation & hospitality and groceries & liquor all saw growth, up 22.8%, 15.6% and 12.5% respectively.
- The number of businesses in the central city has declined for the fifth consecutive year, down to 450 businesses within the boundary.

Chart 1 - Value (\$m) of Hamilton CBD Electronic Spending by Product and Service Category 2016 to December 2023

Electronic Spending (\$m) for Q4 by Product & Service 2016 to 2023



5. Central city safety and wellbeing

- HCBA provided a list of retail businesses who may be eligible for the retail fund being implemented by the City Safe Team. The fund to support safety in businesses has so far identified 17 businesses eligible, of which three are in the CBD.
- HCBA attends the bi-monthly People's Project Governance Meeting.
- HCBA completed the central city safety survey. Of responses received, there showed an increase in perceived anti-social behaviour with specific examples provided. HCBA has discussed the results with the Police, City Safe and the Peoples Project.
- HCBA completed a survey by HCC for the Design Factory on the impact of crime in the central city.
- HCBA has meet with the police and discussed the increase in anti-social behaviour and the rise in car break-ins and theft. HCBA continues to ask for an increase of police patrols in the central city.
- HCBA received complaints over the Christmas period of anti-social behaviour happening in Garden Place and destructive behaviour at several hospitality businesses. These were referred to the Police.
- There has been a rise in the number of people rough sleeping in the central city, along with groups of people sitting in Garden Place with trolleys filled with bedding. HCBA has made both the People's Project and City Safe aware of the situation.

6. Buying local

- HCBA are continuing the Love the Centre brand with promotions, events, and merchandise. Visit lovethecentre.co.nz
- HCBA have invested in branded merchandise for use at summer events, including lip balm, sunscreen and mints.



EFFECTIVE OUTCOME 2 - COLLABORATION

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

1. Economic development initiatives

- **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 include the launch of the first Climate Change degree in NZ. HCBA was able to provide intern connections with local businesses.
- **Embassy Park Development**
HCBA is continuing discussions with RDT Pacific as a member of the Embassy Park Working Group. This collaboration is to continue the theme of Riff Raff and Rocky Horror as part of the new Waikato Regional Theatre grounds.
- **Neat Places**
The seventh edition of Neat Places is completed, with significant promotion of featured businesses throughout Neat Places social media.
- **Sustainability**
HCBA met with Impact Hub about the Again & Again coffee cup initiative being trialled around the CBD. Five cafes have been funded to implement the 'keep cup' initiative which HCBA has promoted on social media.
- **HCBA supported the promotion of World Car Free activity provided by Council.**
- **CBD Awards**
HCBA commissioned Moving Media to complete a range of videos of the winning businesses in the 2023 CBD Awards. 18 individual videos have been completed and used for promotion through HCBA, Hamilton Waikato Tourism, Te Waka, and the individual business channels.

2. Partnership and networking opportunities

- HCBA attended 'Boss Ladies' morning tea.
- HCBA attended Rebecca O 1st birthday celebration.
- HCBA attended the annual Christmas Trust breakfast.
- HCBA met with Business Connect to provide ongoing support with CBD based events and businesses.
- HCBA is arranging the launch event for Building E of Union Square in collaboration with Waikato Chamber of Commerce and the Property Council of NZ.
- HCBA met with DV Bryant Trust to discuss future strategies and developments.
- HCBA attended Hanrad Rugs new exhibition launch.
- HCBA met with the Soda Inc team to discuss the development of the Regional Business Partner programme.
- HCBA met with Waikato Museum to discuss collaboration strategies.
- HCBA attended the Boon Street Art Festival Launch at Hayes Common.
- HCBA participated in the Boon Street Art Tour in Hamilton East.
- HCBA attended the official MADE opening evening.
- HCBA attended Brainchild's 3-year anniversary at The Crate.
- HCBA attended the Hamilton Waikato Tourism symposium at Red Barn.



- HCBA was taken through a presentation of the plans for the Westpac building.
- HCBA presented to Rotary at the Workingmen's Club, regarding the CBD and its ongoing development.
- HCBA met with Hamilton Waikato Tourism to discuss collaboration strategies.
- HCBA attended the NZ Mentors end of year function at the Ibis.
- HCBA met with Hamilton Waikato Tourism on the Ambassador Programme development. Bookings are confirmed until the end of 2023 with the potential for a programme change to relaunch in 2024.
- HCBA attended the private launch of the Sculpture Trail opening in the central city for February and March 2024. HCBA is working with the team on providing volunteer support and event organisation & promotion during the festival.
- HCBA met with Hamilton Waikato Tourism to discuss sustainability activity and how to make this a priority with the hospitality sector.
- HCBA has continued to mentor young professionals on networking opportunities.
- HCBA attended the Waikato Film Hub AGM and celebration held at Madam Woo.
- HCBA met with the Waikato Business News to discuss their change of ownership.
- HCBA attended the NZ Chambers National Conference opening session held at The Pa at the University of Waikato.
- HCBA attended the Waikato Chamber awards finalist meeting held at The Pa.
- HCBA attended the Waikato Hospitality awards with central city businesses winning an impressive number of awards.
- HCBA attended a tour of MADE and are excited to hear about the number of CBD businesses who are opening an additional premises at the site, including Found Store, On A Roll, Precious Metals and Wonder Horse.
- HCBA is working with The Breeze on launching the Hamilton to Hamilton Islands promotion to run throughout October.
- HCBA met with Hanrad Rugs, Madam Woo, The Breeze restaurant, and McKenzie Willis to help with marketing initiatives.
- HCBA collaborated with the Chamber of Commerce and NZ Blood to provide a breakfast and launch a Best at Donating (BAD) business initiative. The Best BAD Blood business will receive acknowledgement and a prize provided by HCBA.
- HCBA provided a Progressive Social Business evening with nine businesses showcased over two hours. This was an enormously successful event with positive feedback from both contributing businesses and attendees. The evening proved a good formula for this style of event going forward. HCBA will look to recreate this for Barton Street businesses in the new year.
- HCBA held a very successful AGM at NAI Harcourts, with Mike Neale providing an informative presentation on commercial development in the central city.
- HCBA attended the new Dress for Success launch event of their new premises on London Street.
- HCBA met with the Gin Distillery, now based on Hood Street, called Piko Piko Gin. HCBA provided some networking contacts and promotional opportunities.
- HCBA met with French Alliance on Alexandra Street to assist with ways to promote their French Language courses.
- HCBA collaborated with the Property Council to provide members with a tour of the new ACC Development on Tristram Street.
- HCBA attended the National Contemporary Art Awards at Waikato Museum.



Social Business 2023 Calendar of Events

Date	Venue
1 March	TGH Port Bus Tour COMPLETE
3 March	North-end Development Tour COMPLETE
10 March	Business Warrant of Fitness – Panama Square COMPLETE
27 April	Union Square carpark event – Alexandra Street COMPLETE
4 May	Confinement – Sapper Moore Jones COMPLETE
19 July	ACC Tour - COMPLETE
2 August	Matariki Ki Waikato Festival event – HCBA - COMPLETE
10 August	NZ Blood - COMPLETE
23 August	AGM – NAI Harcourts COMPLETE
20 September	Blood Donor Breakfast with Chamber of Commerce COMPLETE
20 September	Business on the Street - Alexandra Street COMPLETE
1 November	CBD Awards – Riverside Grantham Street COMPLETE
13 December	Christmas drinks – The Crate (shared space) COMPLETE

3. CBD accessibility initiatives

HCBA attends the accessibility group monthly meetings and in November 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.

4. Executive Committee

HCBA Executive Committee members

- Dwight Egelhof – Craigs Investment Partners (Chair)
- Mike Neale – NAI Harcourts
- Connie Chittick – Waikato Regional Council
- Julie Ashby – Wintec
- 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



5. Governance roles and responsibilities

HCBA Governance:

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

Contributor to:

- Waikato Film Office
- Boon Street Art Festival
- NZ Mentors

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

Facebook followers: 44,816 | Instagram followers: 3,592 | TikTok Followers 516

December 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 + Body awards video

TikTok

3,638 Video Views | 3,647 Page Likes | 512 Page Followers

November Highlights

Facebook

13,251 Reach – Congratulations CBD Award winners
12,192 Reach – The Crate \$2 Coffee Tuesdays
11,946 Reach – New business opening – Cloris
13,865 Reach – TikTok video shared – Summer Walk
15,775 Reach – Event - Christmas Tree Lighting Concert
12,717 Reach – Event – Stories in the Garden

Instagram

2,439 Views – TikTok video shared – Summer Walk
2,369 Views – Progressive Dinner video
77 Stories Shared

TikTok

4,994 Views | 20 Saves | 237 Likes - Summer Walk

October Highlights

Facebook

21,769 reach – Bridge to Bridge Show and Shine post
18,067 reach – Fat Brother Burgers post
17,749 reach – Hamilton to Hamilton Competition post
10,488 reach – Win tickets to A & P show post

Instagram

2,589 views – Fitness in the CBD (TikTok video shared)
2,525 views – Bridge to Bridge reel
2,236 views – Ernest Cocktail Making
47 Stories Shared

TikTok

1,676 views - Fitness in the CBD reel

September Highlights

Facebook

Giveaway - House Bar new bottomless brunch
Reach 13,500 | Post Engagement 2,300 | Comments 941

New Business – Renting with SB

Reach 17,000 | Post Engagement 4,500

New Business – The Race Corner

Reach 36,200 | Post Engagement 7,200

Monthly TikTok videos

Increase in LinkedIn posts



August Highlights

Facebook

Followers – 44,703

Page Likes – 43,617

Reach – 37,930

Top Posts

Win a \$100 Madam Woo Voucher – 13,000 Reach

CBD award nominations are open – 11,500 Reach

Congratulations & Good Luck to Hospitality Award

Finalists – 9,600 Reach

Fathers Day Giveaway – 9,300 Reach

Instagram

Followers – 3,420

Reach – 2,749

Top Posts

Locals favourite spots – 1,947 Reach

Central city views – 2,210 Impressions

TikTok

Followers – 470

Likes – 2,815

Top Post

Win a \$50 Voucher – 1,684 Reach

2. Profile raising activities:

December

- HBCA provided information and introduction to TVNZ and Stories in the Garden.
- HCBA interview by TVNZ on retail spend leading into Christmas.
- HCBA interviewed by Stuff on Boxing Day sales.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

November

- HCBA interviewed by Stuff on the Pacific Championship League event at Waikato Stadium.
- HCBA interviewed by The Breeze about the Hamilton to Hamilton Island promotion.
- HCBA interviewed by The Breeze on the CBD Awards.
- HCBA interviewed by the Waikato Times on the CBD Awards.
- HCBA interviewed by the Waikato Herald on the CBD Awards.
- HCBA interviewed by the Waikato Business News on the CBD Awards.
- HCBA interviewed by Stuff on the deterioration and impact on the CBD of the former IRD building.
- HCBA interviewed by The Dominion on CBD activity.
- HCBA interviewed by the Waikato Times on parking in the CBD.
- HCBA interviewed by Stuff on the Night Markets held on Victoria Street.
- HCBA interviewed by the Waikato Times on the removal of 2 hours free parking.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

July Highlights

Facebook

Followers – 44,720 | Facebook Reach 53,203

Top-performing posts

Busit Flex Service

– 24,244 Reach and 212 Link Clicks

Banh Mi Caphe Gin-Wag Dinner for Two Giveaway

– 1,201 Entries & 16,900 Reach

Setting Up Shop Kapadokya Article

– 12,900 Reach & 136 Link Clicks

Nominations Open for CBD Awards

– 12,200 Reach & 302 Link Clicks

Instagram Followers 3,393 | Instagram Reach 3,126

Likes on Instagram Stories have increased in July

TikTok - \$50 Love the Centre Giveaway created for

CBD Awards.

HCBA has finalised the TikTok strategy going forward which will include a combination of HCBA content and HMC curated content.

HCBA were guests on the HMC Podcast about the decision to go onto the TikTok platform.



October

- HCBA interviewed by Waikato Times on Fonterra staying in the CBD.
- HCBA interviewed by Waikato Times on the Hamilton to Hamilton promo.
- HCBA interviewed by Radio NZ on Fonterra staying in the CBD.
- HCBA interviewed by Waikato Times on the CBD Awards.
- Waikato Herald published a short article about the CBD Awards.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

September

- HCBA interviewed by Stuff on positive CBD stats related to CBD Spend.
- HCBA arranged Stuff interview with Steve McLennan and Max Kumar to talk about their corners of Garden Place developments.
- HCBA provided input on a Stuff story about cashless businesses in the CBD.
- HCBA interviewed by Stuff on the use of Hamilton Hotel bricks for Award trophies.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

August

- HCBA interviewed by Stuff on potential Hamilton East expansion.
- HCBA interviewed by Stuff about NZ Blood Donor Centre opening.
- HCBA interviewed by Radio NZ on major events activity and the benefits to the central city.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

July

- HCBA is collaborating with Waikato Times to provide new business openings each month that they can profile. This month Rudi's Bakery going into the CBD has been profiled. Next month MacKenzie & Willis and Rembrandt Menswear will be profiled.
- HCBA interviewed by Radio NZ on FIFA activity.
- HCBA interviewed by Stuff on FIFA activity.
- HCBA interviewed by Waikato Business News for CBD Awards.
- HCBA interviewed by The Herald for Things to do in Hamilton Central.
- HCBA interviewed about National's proposal to implement the medical school at Waikato University.
- HCBA interviewed by TVNZ on the benefits to business of the Waikato Expressway.
- HCBA interviewed by Stuff on the Q3 Economic Report.
- HCBA interviewed by North & South Magazine on development and economic recovery in the city.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

3. Public Space Activation

HCBA receives a \$100,000 budget for supporting activations in public spaces in the CBD.

HCBA have successfully supported a number of events (Appendix 2), activities and activation in the central city and will be applying for the three-year grant from 1 July 2024.

From mid-2023 HCBA has provided eye-catching window displays into Garden Place that support events and activity happening in the city, including significant days in the calendar, major events, and business themes. These have quickly become a local attraction for the passing public, with a significant amount of anecdotal support received.



July

WINDOW DISPLAY - MATARIKI KI WAIKATO

The Festival ran during June and July, with the public holiday on 14 July. For the duration of Matariki (16 June – 26 July) HCBA had a window installation on the Stories of Matariki and a social media campaign profiling 'Rising Stars' in the CBD.

FIFA

A 4m x 4m sculpture installation of the colourful football was installed in Garden Place during July, supported by a range of decals, flags, walking trails and other promotion around the CBD for the duration of the tournament.

WINDOW DISPLAY – CBD AWARDS

The second half of July featured a celebratory style of window to promote the CBD Awards and include a QR code nomination display for the public to enter businesses.

August

WINDOW DISPLAY – REMBRANDT

Rembrandt Men's Clothing featured a display of their clothing range across the two windows as part of a Fathers Day activation and to highlight their recent move in the CBD.

September

WINDOW DISPLAY – CBD AWARDS

HAMILTON TO HAMILTON

HCBA worked in collaboration with The Breeze radio station and House of Travel on a Hamilton to Hamilton central city activation that included a prize of six nights in Hamilton Island. The competition featuring a tagline of This is Hamilton had members of the public submitting pictures of where they were in the central city to enter. Launched in September, the promotion ran during October with hundreds of entries and the prize draw live on The Breeze in November. This was the biggest prize The Breeze have given away and with the station contributing over \$10k of radio time to promote. Lucky resident Natalie Gardiner won the prize and celebrated Summer in both Hamilton and the Hamilton Islands.

GARDEN PLACE MOVIE NIGHTS

HCBA supported two outdoor movie nights with Disney characters in September in Garden Place, in conjunction with CBD business Atticus American Treats.

TOI MAAORI KI KIRIKIROA

HCBA supported Toi Maaori ki Kirikiriroa community day held in Garden Place on Sunday 10 September, providing a family day of entertainment including music and activities.

October

WINDOW DISPLAY – FESTIVAL OF WEIRD & HALLOWEEN

FESTIVAL OF WEIRD

The Festival of Weird happened in the last week of October with a variety of performances and activations considered 'weird'. There were some wet weather impacts that saw some activity postponed and cancelled, but overall the festival organisers were happy with the event and will look to do the same again in 2024.



BRIDGE TO BRIDGE

HCBA partnered with the Bridge-to-Bridge boat show organisers and confirmed sponsorship for the annual event held on 27 October – Love the Centre Show & Shine on Hood Street. HCBA judged the 'best presented boat'.

In supporting the Bridge-to-Bridge event, HCBA explored the potential of closing the Claudelands Bridge to create a viewing platform for spectators of the race-day. Although there was significant support for the event, timings with HCC were unable to work. HCBA will consider this again in 2024.

HCBA attended the corporate hospitality event for the Bridge-to-Bridge race held at the Ferrybank to support this significant event held in the central city.

November

WINDOW DISPLAY – MELBOURNE CUP

CBD PROGRESSIVE DINNER

Dine with Jules in conjunction with Love the Centre, held the annual Progressive Dinner taking 60 people across five eateries in town over an evening. Featuring Cucina, Ernest, The Bank, Mr Pickles and Palate, attendees were taken on an unforgettable evening of dining with an added highlight of being led across town by the Hamilton Brass Band playing showtunes.

GUMBOOT FRIDAY

HCBA working with Beca, Craigs Investment Partners and NAI Harcourts on Gumboot Friday activations. Approximately 50 people from around the CBD braved the wet weather to participate in the walk, with a number of local businesses represented. Over \$1,000 was donated by participants for the Gumboot Friday charity. Attendees were challenged to the gumboot toss, the gumboot putt and the gumboot throw at three outdoor locations, with winners of each event receiving a Gumboot Friday branded gumboot filled with lollies. It has provided a great foundation for getting people involved and could be an event that gets bigger and better each year.

BOON STREET WALKING TOURS

The weekly Boon tours commenced throughout November with great attendance rates and included both public and corporate tours being held. HCBA has committed to funding the tours in February, March next year.

BOON STREET ART FESTIVAL

The annual Boon Street Art Festival was held with large building walls becoming artists canvases throughout the central city and Hamilton East. An extremely successful event, with the Hamilton East walls providing great street appeal around the new MADE development.

ROUND THE BRIDGES

HCBA sponsor the annual Round The Bridges event in the central city, which received record number of entries and the new Love the Centre branded recovery zone was implemented at the finish of the race.

December

WINDOW DISPLAY – CHRISTMAS

SUMMER IN THE CITY

November and December had the return of lunchtime live music and Stories in the Garden, providing entertainment for workers and families in Garden Place.



CHRISTMAS IN THE CITY

Christmas is well celebrated in the city with the annual Christmas tree lighting taking place on 26 November, with over 2,000 people in attendance. HCBA had their office windows themed for Christmas with inspiration provided by the world-renowned Harrods Christmas displays. This has provided a hit with families and commuters walking around town with many pictures taken!

In December the Christmas festivities continued with:

- Christmas Parade Sunday 3 December.
- Columbian Christmas celebrated Saturday 9 December.
- Pasko sa Nasyon Filipino Christmas in the City Sunday 10 December.
- Trees at the Meteor 13 – 21 December.
- Christmas Festive Fun Day for all the family to enjoy including Pops Games, Enchanted Characters, face painting and balloon twisting Saturday 16 December.

4. 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.

- July winners received a voucher for new hospo Mekong Delta Vietnamese Restaurant and Kapadokya Turkish Restaurant.
- August winners received a voucher for new retailer Rembrandt.
- September winners received a voucher for new hospo Rudi's Bakehouse and Madam Woo.
- October winners received a voucher for the recently rebranded Alchemist and Lido Cinema.
- November winners received a voucher for new retailer Flo & Frankie.
- December winners received a voucher for new hospo La Promesse and new retailer Cloris.

5. CBD Celebration awards

The CBD Awards opened for nominations during July and August. Close to 100 businesses entered the awards, with a fantastic cross section of entries across 12 main categories.

HCBA worked with Cloudland on developing a judging system that can be incorporated into the CRM, able to be used each year with entrants completing a number of videos to be judged, along with criteria developed for two mystery shoppers. 16 judges assessed the entries throughout September.

The celebration evening was held on 1 November 2023 in a Hampton three pitch tent on the riverbank beside the waka shed at the bottom of Grantham Street. After satisfying a number of requirements to receive a permit for the event, approximately 250 people were in attendance with Stu & Camille from The Breeze as the MCs for the night.

The venue looked fantastic and thanks to the weather, attendees were able to spill out into the park area. A highlight of the evening was the entertainment, the Crooner Steve Carlin and the brick award trophies that received good press exposure from the Waikato Times, the Waikato Herald and the Waikato Business News.

The event was a great success and people enjoyed the opportunity to utilise a novel set up on the Waikato River.

Pre and post event coverage of the awards was fantastic, and entries received were close to 100, the highest number received to date.



6. GOING FORWARD

HCBA is keenly aware of the challenges facing the business community. Inflation continues to impact customer spending, business costs are continuing to rise, business confidence is under pressure and restructuring to create efficiencies is the norm for many.

HCBA will continue to work across the various sectors in the CBD to create opportunities for business through collaboration, advocacy and promotion. HCBA will continue to support development and infrastructure investment into the central city and raise business confidence during these challenging times.

HCBA Executive

31 December 2023

APPENDIX 1

New Businesses: July 2023 – December 2023

- McKenzie and Willis – 52 Alexandra Street
- Rembrandt – Centre Place
- Monocle – Panama Square
- Cothu – Panama Square
- Emergency Consult – 678 Victoria Street
- Wyre Frame – 11 Garden Place
- Rudis Bakery – Riverbank Lane
- NZBJJ Brazilian Jiu-Jitsu – 572 Victoria Street
- Fossick – Racquet Lane off Barton Street
- Mr.Yu Master Acupuncture and Healthcare/Anglesea Traditional Chinese Medicine – Anglesea Pharmacy
- Catherine Smith Photography – 1/592 Victoria Street
- Renting with SB – Casabella Lane
- Clark Lane Distillery – Hood Street
- Relaunch of Bull & Bear – Alchemist
- The Racing Corner – 266 Victoria Street
- Cloris – 33 Ward Street
- Beeji Dhaba Pure Vegetarian – 587 Victoria Street
- Flo & Frankie – Centre Place
- Reform Fitness Pilates- Union Square, Ground Floor (Building E), 204 Anglesea Street
- Caffeine Nation –313 Barton Street
- La Promesse Bakery – 1 Ward Street
- L.Eyes & Co – 5 Collingwood Street
- Sound Wave Audiology – Redicare, Corner Tristram & Rostrevor Streets
- Wooden Spoon Café – 169 London Street
- Connect Therapies – 108b Rostrevor Street
- Mitra – 71 London Street (Ground Floor)



APPENDIX 2

CBD Activations 2023



Lunchtime Live Music



Matariki - Window Display



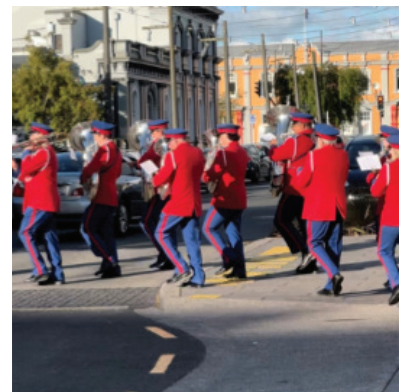
Bridge to Bridge



Round the Bridges



Melbourne Cup - Window Display



Progressive Dinner



Christmas Activities



Christmas Tree



Christmas Parade



Garden Place Movies



Hamilton to Hamilton Giveaway



Festival of Weird - Cyclopedia

