

# AGM Chairperson Report

## JULY 2020-JUNE 2021

hamiltoncentral.co.nz



**Hamilton Central**  
Business Association



**OUR VISION** – To be New Zealand’s premier CBD business destination.

**OUR MISSION** – Hamilton Central Business Association (HCBA) strives to create a vibrant and bustling environment for CBD businesses who seek advocacy, promotion and collaboration in a time when the central city is adapting to the effects of urban sprawl.

## 1.0 INTRODUCTION

Hamilton Central Business Association (HCBA) proudly works alongside Hamilton’s CBD businesses to support, strengthen and promote the central city and its offerings.

As COVID-19 hit NZ in early 2020, it became a year of great uncertainty and challenges to the business community, particularly in sectors that were already challenged with changing consumer expectations, online competition and increasing vacancy rates. It was impressive to see the number of businesses who were able to modify, adapt and change their business operations to cater to the changed buyer market with online, delivery, click & collect and safety practices quickly implemented.

Post the April lockdown, there was a nationwide rally cry to ‘spend local’ and HCBA collaborated on a number of campaigns to reiterate and promote this message and support the high customer focused sectors, in particular retail, hospitality, beauty & wellness and events.

Momentum in local spending continued beyond the winter months with third quarter citywide statistics showing that although there were fewer transactions in the city, the transactions that were occurring, were of a higher dollar value. This resulted in a higher local spend with shopping stats showing a \$3 million spend increase in the CBD compared to the same quarter last year.

The final quarter of the year, October – December 2020 reinforced the positive uphill spending trend with some retail providers enjoying record days in the quarter. Black Friday in November continues to gain traction with retailers and shoppers alike, with some businesses naming this as their highest grossing shopping day of the year. Post-Christmas shopping also maintained high levels of spending, with the final quarter being the highest CBD spend on record. Although overall annual results showed lower CBD spend than the previous year, however this included a two-month period of lockdown and limited trading ability (see graph in CBD Data section 2.3).

Some commercial impacts realised since the lockdown period have been higher vacancy rates, shorter lease terms and reduced tenancy space as businesses work through the changing working landscape. This has included incorporating more flexible working arrangements, reduced staff numbers and creative ways of using business space.

Central cities worldwide are now on a journey of transformation responding to the challenges of changing workforce patterns, online shopping and increasing commercial and residential infrastructure demands. The opportunity now exists to build city centres for people to take advantage of internationally identified attributes of central cities, including location, density, transit connectivity and a working population base.

Previously CBDs were seen as places for workers, designed to separate work life from home. Now CBDs are being reborn by overcoming this separation and creating more vibrant places. Instead of being office-centric, they are defined by a mix of live, work and play, all in a walkable setting.

Hamilton's CBD is ideally placed to accelerate these international trends already underway, through Central and Local Government legislation, investment in infrastructure and key strategic developments, to help Hamilton's central city thrive.

## 2.0 ADVOCACY

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

### 2.1 Submissions

#### Long Term Plan Submission (LTP)

HCBA has been a key stakeholder in the revision of the Central City Transformation Plan and wholeheartedly supports the projects within this plan, that show a strong commitment from Council to invest in the CBD.

During the LTP deliberations HCBA members supported a number of projects around the CBD and provided both a written and verbal submission to the following:

- Support of the Walking/Cycling bridge, Embassy Park (theatre) development, Ferrybank park enhancement, Alexandra Street upgrade, Sapper Moore Jones upgrade and transportation improvements.
- HCBA supported a budget allocation for street furniture upgrade in the CBD, which has been included in the LTP. This however is as an unbudgeted item.
- HCBA supported the introduction of paid commuter parking in underutilised 2-hour parking areas of the CBD but was opposed to charging commuters to park outside of the CBD boundary.
- HCBA supported the 66% DC remission for the CBD to continue and the proposed 100% DC remission for developments above six stories within the CBD.
- HCBA verbal submission included advocating for a Council procurement policy review to support local business, creating the walking/cycling bridge as an iconic piece of infrastructure and reiterating the need to support Hamilton being NZs most beautiful city with a street furniture upgrade.

#### Policy and Plan Submissions

HCBA has submitted on the following plans and policies over the past six months:

- Public Art and Memorials Policies Review
- Trading in Public Places Policy
- Eastern Pathways/Te Ara o te Rawhiti Plan
- Biking and Micro-mobility Plan

## Activation Submission

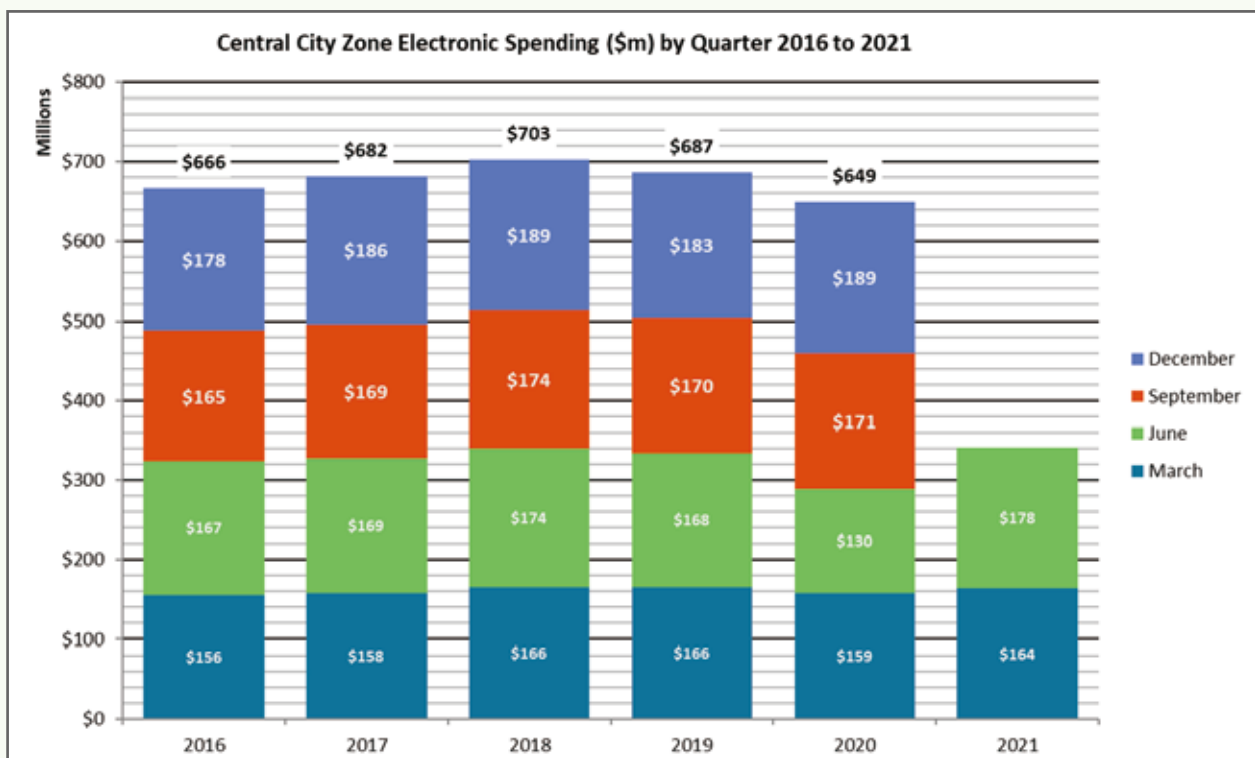
A submission was completed for a three-year Activation funding proposal based on three key activities: Art & Culture, Sport & Leisure and Play & Celebrate. HCBA will, where possible, look to align the activation fund to CCTP outcomes.

## 2.2 Innovating Streets

HCBA has been a participant in the Innovating Streets Programme for Ward Street and Rostrevor Street. This programme of work has been challenging for the business community, particularly on Ward Street, with the function and form of the street being heavily criticised by many. There have been businesses on Ward Street who have suffered financially for the duration of the trial and a want to see the street restored to its previous form, while feedback is appropriately assessed to inform future design. While it has been acknowledged by many participants of the programme that accepting change can be difficult, the trial did identify many shortfalls in the process, calling into question the trials ability to be agile to the market and adapt when necessary.

## 2.3 CBD Data

The central city economic bounce back, post lockdown, is continuing with spending in the first half of 2021 higher than the same half of 2020 and comparable to the pre-pandemic spending of 2018 and 2019.



Pedestrian counts are also on the rise, with Saturdays and Sundays showing the largest increases. However the number of pedestrians in the CBD are still not at pre Covid levels with changes to workforce working patterns impacting these numbers.

## 3.0 COLLABORATION

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

### 3.1 Commercial Update

The CBD has welcomed over 50 new business in the past year to the CBD, with the highest number in the hospitality sector (17), followed by professional services (13) and retail (11), full list attached in appendix 1. There have been 17 new builds and redevelopments in the CBD which have started or been completed in the 2021 year - full list attached in appendix 1. These results are particularly pleasing after the challenges faced by all in 2020.

### 3.2 Economic Development

#### BID Conference

HCBA is continuing to share ideas with BIDs around NZ. HCBA attended a BID Managers conference in Orewa in 2020 and Onehunga in 2021.

HCBA attended a meeting with Palmerston North Chamber of Commerce to provide assistance in setting up a BID in the city.

#### Spark 5G Launch

HCBA assisted Spark Business and strategic partners to create a VIP launch of 5G to Hamilton.

#### Dairy Industry Awards

HCBA provided collateral and special offers from contributory retailers and hospitallers to award attendees. In addition, HCBA collaborated with Lime scooters and Novotel to provide attendees with a discounted ride price and free helmet offer when using the scooters.

#### Business Sentiment Survey

HCBA provided Te Waka with CBD specific questions to tailor the sentiment survey to CBD businesses, to provide appropriate insights to the CBD. HCBA was a key distribution point of the survey and provided results to the CBD business community.

#### Small Business Initiatives

HCBA participated in ASB's Backing Business evening with the Marketing Association to provide marketing support to businesses post lockdown. This was a fantastic initiative led by ASB that has the potential to be an ongoing offering to small businesses.

HCBA promoted to Hamiltonian's the inaugural Small Business Day lead by Manaaki on 9 April, which was positively received by businesses in the CBD. HCBA would like to be further involved in this initiative in 2022 after the great results in 2021.

## Labour Initiative Collaboration

HCBA worked with Te Waka, Cambridge Chamber of Commerce and Smart Waikato on a labour initiative post lockdown to support employment initiatives. This was in the form of a social media campaign asking the business community to highlight job vacancies during Labour Weekend under the banner #labourday2020 with organisation support from Chambers of Commerce, business associations, Smart Waikato, Hamilton Waikato Tourism, MSD and Te Waka.

## 3.3 Partnership and Networking

### Social Business

HCBA continues to work with businesses to showcase and support new businesses, new builds, developments and renovations in the CBD. Social business for 2021 has included:

- Cemac, Princess Street, in collaboration with the Waikato Chamber of Commerce
- Lilliputt Fun Zone, Centre Place, in collaboration with the Waikato Chamber of Commerce
- AGM, Panama Square
- Waikato River Explorer, CBD river cruise showcasing the commuter service
- HCBA office, 10 Garden Place
- Urban Homes new build on the corner of London and Anglesea Streets in partnership with the Property Council (Waikato Division).
- Waikato Regional Theatre drop in event with the Southend business community.
- Sentinel Café breakfast event.
- Vetro Mediterranean Supermarket wine/cheese tasting afternoon.

### Design Factory

HCBA completed a Design Factory project with Wintec solving the problem "How to attract people into the CBD". This project was undertaken to provide alternative thinking on CBD attraction and activation and resulted in four teams delivering innovative CBD drawcard solutions. The draft report was completed in December 2020 with the final report delivered in March 2021.

### Safety Initiatives

- HCBA collaborated on Safe Zone being provided during the University of Waikato's

Orientations Week, situated in the hospitality zone of the CBD. This was a fantastic collaboration of businesses, emergency services and Council to create a safe environment in the CBD.

- HCBA hosts monthly meetings with the police in HCBA's office.
- HCBA organised a retail shoplifting prevention session for retailers.
- HCBA organised the police van into Garden Place for businesses to share any concerns and feedback regarding safety in the CBD. This was promoted under the police's 'Coffee with a Cop' brand offering.
- HCBA working with the Council's Parking team on creating positive PR on their role in the CBD. HCBA working with PR agency to create a campaign and deliverables.
- HCBA coordinated and attended a meeting with Police and Council to address the issue of ramraids in the CBD and to look at any preventative actions that can be taken by targeted retailers. HCBA distributed a list of preventative measures to retailers and instigated a risk mitigation query to the four key NZ insurers. HCBA is awaiting a response.

## Governance and Community Contributor Role

- Governor of People's Project, Zeal, Safe Zone, Riff Raff Trust, Embassy Park Working Group and Waikato Film Office
- Contributor to CBD Transportation Initiatives, Boon Street Festival, Smart City Initiatives and CCTP & River Plan Refresh
- NZ Mentor
- Soda Inc Panel Member
- Smart Waikato Secondary School Employment Programme (SSEP)

## 4.0 PROMOTION

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

### 4.1 Activation Highlights (Appendix 2)

- The light activation Shrooms, a huge hit in the CBD, attracting a good number of people from around the region into the central city. Unfortunately, the exhibit sustained ongoing damage from vandals, however the popularity of the exhibit was a big success.
- HCBA supported Tunes in the Shrooms as an event to close the exhibit.
- The Factory hosted the inaugural Luxe & Local event showcasing the latest in retail trends modelled by many local favourite personalities. Fashion, food, hair and beauty was all on show throughout the evening with plans underway to make this a regular event on the activity calendar.

- HCBA attended the Hilda Ross statue unveiling in Garden Place in November.
- HCBA supported and participated in the 75th Round the Bridges event in the CBD.
- HCBA participated in a Melbourne Cup event with the local hospitality sector.
- HCBA co-ordinated with elected members and Council on an electric vehicle exhibit to lead the Christmas Parade. HCBA secured the Mercury Evie car for the event and a number of businesses who participated with electric transport.
- HCBA supported the Christmas Tree event in Garden Place.
- HCBA welcomed the Red Cross and the Weave Cultural Market for the third year into Garden Place.
- HCBA provided Christmas Movies at Victoria on the River (VOTR) and supported the Riverbank Lane Christmas Market.
- The Chinese Lantern Festival was held in Garden Place in February to great success. Hosting over 3,000 people, there was an excellent line-up of acts, well supported by local Chinese businesses and CBD businesses.
- Unfortunately due to COVID-19 alert level changes were a number of activities planned for March that had to either be postponed or cancelled. This included a huge weekend line-up supporting International Women's Day, Children's Day, Boon Festival, Grrrrl Fest, Saw Wave and Pecha Kucha.
- Summer Meditation was held in Garden Place and had a dedicated following. Attendee numbers were higher when held at VOTR and is the preferred location for future meditation classes.
- Balloons Over Waikato week started with a Walk Thru balloon in Garden Place run by Sunrise Rotary, who were gold coin fundraising for Kids Can. 2021 was the first time the Walk Thru Balloon had been in the CBD and was really well received by the public and well attended by the local CBD Early Childhood Centres. In addition, HCBA set up a balloon basket as a selfie photo booth in the Hamilton Library.
- March also saw the end of the Stories in the Garden series for the year. Held in collaboration with Hamilton Libraries, this continues to be an enormously successful event over the Summer and will look to return at the end of the year.
- Feast Waikato was held over Easter Weekend in April. For the third year HCBA sponsored the CBD Progressive Dinner and this year also sponsored the inaugural Flicks and Food Trucks at VOTR. This is a highlight festival for the hospitality sector and HCBA is happy to provide ongoing support to this festival.
- HCBA worked with Storybox to have the Echoes window display installed in the HCBA offices. This installation ran for six weeks and provided the opportunity for people to take a walk down memory lane, as the installation featured over 500 historic images of Hamilton sourced from the Hamilton Heritage Collection. The Waikato Times wrote a fantastic article on the activation which drew people into Garden Place to see the installation.
- HCBA hosted a retirement home group Foxbridge from Te Rapa for afternoon tea at Sentinel Café to take them through the photos from the Echoes display.
- HCBA put together a photo competition for amateur photographers to capture images on the CBD now, as a comparative to the Echoes display of the CBD then. With a prize provided by Snapshot, three fantastic prize winning images were selected and have been on display in the offices of HCBA.

- HCBA had a prototype planter box created from an existing Garden Place planter with design by Designwell. The repurposed planter box, currently installed by the stage in Garden Place, uses a modern wood panel effect and has had seating for nine incorporated into the design. The repurposed planter box provides an excellent template for modernising the rest of the planters in Garden Place.

## 4.2 Advantage Club

HCBA continues to profile new businesses, events and activities in the CBD to Advantage Club members. HCBA has now opened the membership up to the wider public through social media promotion.

- Tudo Bem Brazilian restaurant
- Home Brew Coffee
- Paddock to Plate
- Sisterfields
- Vetro Mediterranean Foods
- Burger Bros
- Chilli House
- Found Store
- Sol Studio
- Skin Depot
- Le Fleur Florist
- Cream
- Sentinel Café
- Grumpy Baker
- Atticus Treats
- Le Rendezvous Café
- Gong Cha
- Fox & Frame

## 4.3 Ambassador Programme

Kirikiroa – Hamilton Ambassador Programme is a course designed for people engaging with both New Zealand as well as international visitors who come to Hamilton and the wider Waikato. The purpose is to help create storytellers and ambassadors who can connect with people and authentically engage with what all New Zealanders understand as 'manaakitanga' and 'kaitiakitanga'.

Participants engage in a three-hour workshop delving into the history and unique stories surrounding the backbone of the city- the Waikato river, including early Māori history and legends, experience of early explorers and European settlers, the Waikato land wars right

through to the exciting regional growth and economy of today.

The Ambassador Training Programme has continued to have strong numbers of business attendees and an increased demand in additional courses put on specifically for businesses requesting an exclusive training event.

## 4.4 Neat Places

HCBA co-ordinated and supported the fourth edition of the Neat Places directory completed in November profiling 24 local businesses.

## 4.5 Sector Specific Initiatives

Technology:

- HCBA has worked in partnership with Cultivate IT and Rocketspark, to create a week long digital pop-up series in the CBD using the Council Smart Space, in collaboration with Council and Modern Office. This was well attended from businesses throughout the Waikato and received positive publicity via a number of media. This was a post lockdown initiative to assist CBD businesses with their online strategies and to ensure they are making the most of their digital presence. Attendees were welcomed from around the Waikato into workshops and one-on-one sessions to make the most of this resource.

Education:

- HCBA attended the inaugural Vice Chancellors dinner at the University of Waikato to learn about the direction and focus for the University.
- HCBA has had an intern from Wintec completing some database work to ensure membership businesses details are up-to-date.
- HCBA has had an intern from the University of Waikato completing some marketing and promotional work.

Hospitality:

- HCBA hosted a lunch on behalf of Waikato Food Inc with Councillor Ryan Hamilton, Hospitality Association, Hamilton Waikato Tourism and Te Waka to work on strengthening engagement between the organisations in support of the hospitality sector in the Waikato.
- HCBA supported the hospitality awards hosted by Waikato food Inc at Sky City.
- HCBA participated in a collaborative forum for the hospitality sector hosted by Hamilton Waikato Tourism.
- HCBA sponsored the postponed Feast Waikato event, the CBD Progressive Dinner. A slightly modified offering during to Covid-19 and enjoyed good participation from the public and profiling from contributing hospitality businesses.
- HCBA collaborated with Lime Scooters to create a Dine on a Lime hospitality initiative.
- HCBA collaborated with the NZ Dairy Awards for hospitality offerings in the CBD.

#### Retail:

- HCBA supported retail with ongoing promotions and contact support including a Christmas cracker promotion in collaboration with local radio station The Breeze and giveaways from local businesses.
- HCBA supported and promoted the Luxe Fashion event held in the CBD. There is the potential to grow this into an ongoing event for the CBD.
- HCBA partnered with Lime to provide helmets to the retail sector, as a giveaway to customers.
- HCBA via zoom, attended the Retail Seminar provided by the Property Council NZ.

#### Arts:

- HCBA attended a Boon After Dark appreciation event.
- HCBA agreed support of a lighting activation for Garden Place in August.
- HCBA met with a music representative to discuss creating an event for NZ Music Month. Unfortunately, the timeframe was unable to work, however discussions are underway to create a Music Festival/Competition for 2022.

#### Film:

- The Film Office has been successful in their submission to Waikato Councils for support and HCBA are continuing to support their development. The Film Office has provided feedback to the Waikato Film Office on their KPIs for interested parties.

HCBA has provided 'hot desking' space for the Waikato Film Office team.

#### Health & Wellness

- HCBA promoted Anglesea Clinic flu vaccination programme to the network.

HCBA has agreed to be a promotional channel when COVID vaccinations become available via Anglesea Clinic.

## 4.6 Social media development

HCBA ran an extremely successful Casabella Lane promotion profiling individual businesses across social media platforms and offering a \$500 shopping spree in the Lane. This generated a large number of additional followers for Casabella Lane social media channels, in addition to positive profile received by the businesses. HCBA continues to run the Casabella Lane channels in addition to the HCBA social media.

HCBA social media channels are continuing to grow, now with close to 50,000 social media followers. HCBA provides key promotional channels for CBD businesses and continues to market businesses across all CBD sectors. HCBA have introduced a number of new ways to promote the CBD, most recently 'Street Snaps' – highlighting businesses around different streets in the city.

## 4.7 PR Opportunities

HCBA has strengthened relationships with media organisations to be a 'go to' source for information and comment on the CBD and its development. Over the past six months HCBA has been interviewed a number of times by Stuff, the Herald, Hamilton Press, Waikato Business News, The Breeze, Drive Time and Free FM on topics from procurement strategies to CBD revitalisation.

## 4.8 CBD Celebration Awards

HCBA hosted the annual CBD Celebration Awards on the 18 November in a transparent marquee by the river. A transparent marquee on the banks of the river provided a beautiful backdrop for an evening dedicated to celebrating the businesses in the central city. Highlights of the evening included an intimate performance by Hollie Smith and Duck Island ice-cream served from their recently renovated ice-cream truck. An all-star cast of Hamilton businesses who participated in creating the evening and a record number of businesses who entered the awards. After the challenges of 2020, it was wonderful to be able to celebrate with an evening dedicated to recognising and rewarding our CBD businesses. A significant amount of post event publicity was received.

## 5.0 FUTURE PROJECTS

HCBA is excited to be a part of a central city that is continuing to evolve from the challenges of Covid-19 to the opportunities created by population growth and construction development.

HCBA continues to look for opportunities and projects that will positively support the central city.

Over the coming months HCBA will be looking at progressing the following projects:

- The upgrade of Collingwood Street to create a cultural hub in the CBD.
- The Kitchen Incubation Project, supporting hospitality entrepreneurs through a 20 week programme in partnership with Soda Inc.
- A second Wintec Design Factory project
- The fifth edition of Neat Places
- An online, interactive map to create a CBD identity.

*In a recent article by Bloomberg CityLab, The Post-Pandemic Future of Central Business Districts, it has been identified that the culture of a business will extend beyond the four walls of an office tower. The CBD can no longer function as a collection of low-end grab and go cafeterias, chain coffee shops and chain restaurants. To evolve and survive, its offerings will have to become more local, authentic and actively curated. Downtown expert David Milder sees a shift happening from the Central Business District of old to what he terms the Central Social District, in which workers and people meet, collaborate and socialise together.*

## 6.0 RECOMMENDATIONS

The HCBA recommends this report be received at the AGM.

Connie Chittick

Chairperson

Hamilton Central Business Association Executive Committee

26 August 2021

# APPENDIX 1

## New Business Names & Address

		Sector
1.	Abbott Insurance Brokers - 164 London Street	Professional
2.	Financial advisory, 17 Grantham Street	Professional
3.	Vetro Mediterranean Foods, 122 Rostrevor Street	Retail
4.	Sports Safari, 3 Ulster Street	Retail
5.	Ultimate Properties real estate, 919 Victoria Street	Professional
6.	Paddock to Plate, 186 Victoria Street	Hospitality
7.	Homebrew Coffee, 103 London Street	Hospitality
8.	Radio Tainui, 509-511 Victoria Street	Professional
9.	Best Beds and Headboards, 405 Victoria Street	Retail
10.	Sports Fuel, 801 Victoria Street	Health & Beauty
11.	The Cave Nutrition store, 807 Victoria Street	Health & Beauty
12.	Victoria Beauty Salon, 130 Alexandra Street, Reid House	Health & Beauty
13.	Opteon, 210 Collingwood Street	Professional
14.	The Grumpy Baker, 591 Victoria Street	Hospitality
15.	Well Women's Clinic, 130 Rostrevor Street	Health & Beauty
16.	GHD Group, 586 Victoria Street	Professional
17.	The Property Group, 214 Collingwood Street	Professional
18.	Family Law Solutions, 19 Hood Street	Professional
19.	Tudo Bem, 29 Hood Street	Hospitality
20.	Barber Shop, 581 Victoria Street	Health & Beauty
21.	Architecto, Level 1, 298 Barton Street	Professional
22.	A Charitable Trust, Level 2, 36 Bryce Street	Professional
23.	Ashley & Martin, Level 2, 137 Alexandra Street	Health & Beauty
24.	Poison Studio, 3 Garden Place	Retail
25.	Hospitality, 54 Collingwood Street	Hospitality
26.	Professional Services, PWC Building, Ward Street	Professional
27.	Cleantastic, 23 Vialou Street	Retail
28.	Appliance Star – 118 Rostrevor Street	Retail
29.	Mystic Den, 335 Victoria Street	Hospitality
30.	Gong Cha, Worley Place	Hospitality
31.	Vice Vape Co, 221 Victoria Street	Retail
32.	Molly's Kitchen, 575 Victoria Street	Hospitality
33.	Global fire and security, 903 Victoria Street	Professional
34.	Sisterfields Restaurant – 287 Victoria Street	Hospitality
35.	Victoria Beauty Salon – 130 Alexandra Street	Health & Beauty
36.	Victoria Barbers – 312 Victoria Street	Health & Beauty
37.	Atticus American Treats - 14 Garden Place	Hospitality
38.	Scoff Café – Centre Place	Hospitality
39.	Soul Images - Casabella Lane	Creative
40.	The Art Studio - Casabella Lane	Creative
41.	Dagu Rice Noodle – 36 Bryce Street	Hospitality
42.	Gong Cha - 11 Worley Place	Hospitality
43.	The Bedroom Store - 298 Barton Street	Retail
44.	Fox & Frame - 127 Alexandra Street	Retail
45.	Found - Riverbank Lane	Retail
46.	On a Roll Food Truck – 7 Vialou Street	Hospitality
47.	Granity (Upstairs Dance Studio) – 30 Alexandra Street	Creative
48.	Human Digital - 24 Garden Place	Professional
49.	The Breeze – 15 Hood Street	Hospitality
50.	Advance Hair Studio- 657 Victoria Street	Health & Beauty
51.	Vape 2 Go – 589 Victoria Street	Retail
52.	Cream – Cnr Garden Place & Worley Place	Hospitality
53.	Sentinel Café – 586 Victoria Street	Hospitality

Total of new businesses – 13 Prof | 17 Hospitality | 11 Retail | 9 H & B | 3 Creative

List New Builds & Redevelopments

1. Union Square office development (includes Rabobank & AA) - Hood & Anglesea Streets
2. Watts & Hughes Development - 325 Victoria Street
3. ACC - Tristram & Collingwood Streets
4. 646 Victoria Street (Ex Munn's Clothing)
5. 19 London Street (Ex Portrait House/Confinement)
6. Kainga Ora - 848-850 Victoria Street
7. Waikato Regional Council - Stark Property Development, Corner of Ward & Tristram Streets
8. Waikato Regional Theatre - Victoria Street
9. Tūāpapa - Stark Property Development, Corner of Ward & Tristram Streets
10. Urban Homes - Anglesea & London Streets
11. Designwell - 10 Garden Place & School Kit - 10 Garden Place
12. Old Pascoes Building - Garden Place
13. Cnr Victoria Street & Garden Place (Previously Hamilton Central Office)
14. 99 Victoria Street (Previously Para Rubber)
15. 540 Victoria Street (Previously Army & Outdoors)
16. Tainui Group Holdings / Centre Place - Ward Street
17. Ramada Hotel - 287 Victoria Street

## APPENDIX 2

July 2020 – June 2021	Activity	Location
14 <sup>th</sup> August – 9 <sup>th</sup> October	'Shrooms' by Amigo and Amigo	Garden Place
8 <sup>th</sup> October	Tunes in the Shrooms	Garden Place
10 <sup>th</sup> November	Guided Meditation	Garden Place
15 <sup>th</sup> November	Lugton's Round the Bridges	Hamilton CBD
17 <sup>th</sup> November	Guided Meditation	Victoria on the River
21 <sup>st</sup> November	Stories in the Garden	Garden Place
17 <sup>th</sup> November	Guided Meditation	Victoria on the River
27 <sup>th</sup> & 28 <sup>th</sup> November	Riff Raff's Birthday	Embassy Park
28 <sup>th</sup> November	Christmas Tree Lighting Event	Garden Place
1 <sup>st</sup> December	Guided Meditation	Victoria on the River
3 <sup>rd</sup> December	Lunchtime Live Music	Victoria on the River
4 <sup>th</sup> December	Lunchtime Live Music	Garden Place
4 <sup>th</sup> December	The Embassy Park Picture Show	Embassy Park
4 <sup>th</sup> December	Live Music – Coral	Casabella Lane
5 <sup>th</sup> December	Stories in the Garden	Garden Place
6 <sup>th</sup> December	Christmas Parade	Anglesea Street
8 <sup>th</sup> December	Guided Meditation	Victoria on the River
10 <sup>th</sup> December	Lunchtime Live Music	Victoria on the River
11 <sup>th</sup> December	The Embassy Park Picture Show	Embassy Park
11 <sup>th</sup> December	Weave Cultural Market	Garden Place
12 <sup>th</sup> December	Hamtown Smakdown 2020 Summa Smakaz	Embassy Park
12 <sup>th</sup> December	Pasko Sa Nayon	Garden Place
15 <sup>th</sup> December	Guided Meditation	Victoria on the River
17 <sup>th</sup> December	Lunchtime Live Music	Victoria on the River
18 <sup>th</sup> December	Lunchtime Live Music	Garden Place
18 <sup>th</sup> December	The Embassy Park Picture Show	Garden Place
19 <sup>th</sup> December	Embassy Park Goes Pop	Embassy Park
19 <sup>th</sup> December	The Embassy Park Picture Show	Embassy Park
19 <sup>th</sup> December	Stories in the Garden	Garden Place
21 <sup>st</sup> December	Live Music	Garden Place
31 <sup>st</sup> December	The Embassy Park Picture Show	Embassy Park
16 <sup>th</sup> January	Stories in the Garden	Garden Place
21 <sup>st</sup> January	Lunchtime Live Music	Victoria on the River
22 <sup>nd</sup> January	Lunchtime Live Music	Garden Place
28 <sup>th</sup> January	Lunchtime Live Music	Victoria on the River
29 <sup>th</sup> January	Lunchtime Live Music	Garden Place
2 <sup>nd</sup> February	Guided Meditation	Garden Place
5 <sup>th</sup> February	Embassy Park Picture Show	Embassy Park
6 <sup>th</sup> February	Embassy Park Goes Doof	Embassy Park
9 <sup>th</sup> February	Guided Meditation	Garden Place
13 <sup>th</sup> February	NZ All Style Dance Championship Vol 3	Garden Place
13 <sup>th</sup> February	Embassy Park Goes Pop 2	Embassy Park
13 <sup>th</sup> February	Stories in the Garden	Garden Place
16 <sup>th</sup> February	Guided Meditation	Garden Place
18 <sup>th</sup> February	Lunchtime Live Music	Victoria on the River
19 <sup>th</sup> February	Embassy Park Picture Show	Embassy Park
19 <sup>th</sup> February	Lunchtime Live Music	Garden Place
23 <sup>rd</sup> February	Guided Meditation	Garden Place
25 <sup>th</sup> February	Lunchtime Live Music	Victoria on the River
26 <sup>th</sup> February	Lunchtime Live Music	Garden Place
26 <sup>th</sup> February	Embassy Park Picture Show	Embassy Park
27 <sup>th</sup> February	Hamilton Chinese Lantern Festival	Garden Place
27 <sup>th</sup> February	Stories in the Garden	Garden Place
27 <sup>th</sup> February	Book Fairies Picnic	Garden Place

2 <sup>nd</sup> March	Meditation	Garden Place
4 <sup>th</sup> March	Lunchtime Live Music	Garden Place
5 <sup>th</sup> March	Lunchtime Live Music	Garden Place
5 <sup>th</sup> – 7 <sup>th</sup> March	Boon Street Art Festival	Various CBD Locations
5 <sup>th</sup> – 7 <sup>th</sup> March	Grrrl Fest	Various CBD Locations
5 <sup>th</sup> March	Embassy Park Picture Show	Embassy Park
6 <sup>th</sup> March	Grrrl Fest Basement Stage	Nivara Lounge
6 <sup>th</sup> March	Children's Day	Various CBD Locations
6 <sup>th</sup> March	Chalk Fest	Civic Square
6 <sup>th</sup> March	Saw Wave	Victoria on the River
6 <sup>th</sup> March	Pecha Kucha	Victoria on the River
9 <sup>th</sup> March	Meditation	Garden Place
11 <sup>th</sup> March	Live Music	Garden Place
12 <sup>th</sup> March	Live Music	Garden Place
13 <sup>th</sup> March	Embassy Park Goes Pop	Embassy Park
13 <sup>th</sup> March	Stories in the Garden	Garden Place
16 <sup>th</sup> March	Meditation – additional class	Garden Place
16 <sup>th</sup> – 19 <sup>th</sup> March	The CBD Walk Thru Balloon (BOW)	Garden Place
16 <sup>th</sup> – 20 <sup>th</sup> March	Balloons Over Waikato	Hamilton
18 <sup>th</sup> March	Live Music	Garden Place
19 <sup>th</sup> March	Live Music	Garden Place
26 <sup>th</sup> March	Embassy Park Picture Show	Embassy Park
27 <sup>th</sup> March	Stories in the Garden	Garden Place
31 <sup>st</sup> March	CBD Progressive Dinner – Kicking off Feast Waikato 2021	Various CBD Locations
1 <sup>st</sup> – 5 <sup>th</sup> April	Feast Waikato	Various Locations
2 <sup>nd</sup> April	Food Truck Friday and Foodie Movies	Victoria on the River
9 <sup>th</sup> April	The Embassy Park Picture Show	Embassy Park
16 <sup>th</sup> April	Embassy Park Picture Show	Embassy Park
17 <sup>th</sup> April	Maia Bear Picnic	Garden Place
21 <sup>st</sup> – 25 <sup>th</sup> April	Poppy display by Rainbow Kids Preschool	Garden Place
23 <sup>rd</sup> April	Embassy Park Picture Show	Embassy Park
20 <sup>th</sup> May	Open Air Classical Music Concert – Hector Fitsimons	Ward Street
20 <sup>th</sup> May – 17 <sup>th</sup> June	Echoes – Interactive Installations	10 Garden Place
22 <sup>nd</sup> May	Glow Ride	Rostrevor Street
22 <sup>nd</sup> May	Glow Rave	Rostrevor Street
27 <sup>th</sup> May	Open Air Classical Music Concert – Nom Kohara & Flamenco	Ward Street
29 <sup>th</sup> May	Music in a Park	Rostrevor Street
3 <sup>rd</sup> June	Open Air – Classical Music Concert	Ward Street
5 <sup>th</sup> June	Music To Make Things To - Goes Outdoors	Ward Street
5 <sup>th</sup> June	Improv - presented by Wrong Answers Only	Ward Street
5 <sup>th</sup> June	Ward Street (Traffic) Light Show	Ward/Tristram Streets
11 <sup>th</sup> June	Te Ruru Light Festival	Rostrevor Street
26 <sup>th</sup> June	Kapow – Live Art in Carparks	Ward Street