



BUSINESS PLAN 2021 – 2022

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To support business recovery from Covid-19 trading restrictions, and help develop strategies to sustain businesses through difficult economic times

GOAL 1 – Strategic Plan – Strong Local Economy

1. Transparent and frequent communications through social media and EDMs on recovery aids, happenings in the business community, and Government updates
2. Support local businesses in diversifying how they deliver products and services to the market, e.g. Click & Collect, health and safety, and operating remotely
3. Regular EDMs and social media to update the community on how businesses are operating, and promote 'support local'
4. Support businesses in keeping their staff, suppliers and the public safe whilst trading

Continued improvement of the website and digital platforms to build the brand and increase awareness

GOAL 2 – Strategic Plan – Brand Awareness

1. Profile local businesses and the personalities behind them on social media
2. Increase traffic to the website with frequent refreshes, blogs, events and promotions, and directory updates
3. Monthly EDM updates to all businesses and community databases
4. Support local businesses in utilising digital platforms
5. Further develop digital communications with businesses that are owned/operated by people of different cultures and languages
6. Finalise 360 Degree Virtual Tour and promote individual digital tours to businesses

Strengthen relationships with key stakeholders in order to ensure that Browns Bay's town centre is a vibrant, safe and inviting place that people choose to come to

GOAL 3 – Strategic Plan – Town Centre Environment

1. Work within the framework of the new Browns Bay Town Centre Plan
2. Transparent and regular communications with Hibiscus and Bays Local Board, Auckland Council, Auckland Transport, Heart of the Bays, community groups and other key stakeholders
3. Communicate with landlords regarding their intentions for vacant premises, and encourage them to make their premises visually appealing for the good of the town
4. Implement initiatives to enhance the town centre streetscape, for example, wall art
5. Advocate for upgrades to improve safety – street and pavement renewal
6. Improve security through working with businesses (alarms, CCTV, knowledge of their rights), police (visibility and responsiveness) and security guards

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To deliver regular events and ‘Shop Local’ promotions that will appeal to the local community and bring visitors into the area from further afield

GOAL 4 – Strategic Plan – Events

1. *Events on Celebration Dates:*

Key events are usually scheduled around celebration dates. However, due to the restrictions imposed as a result of Covid19, events have been rescheduled or reformatted to comply:

Father’s Day:	Boys Toys – The Ultimate Event – postponed until 6 March 2022
Christmas:	Festive activities on 4, 11 & 18 December 2021. Streetscape installations. Online celebrations.
Valentine’s Day:	Summer Spectacular Weekend on 12 & 13 February 2022

2. *Other Events:*

Twilight Markets:	2 nd Saturday of the month over Summer (as alert levels permit)
Whale Tales Art Trail Activations:	January, February & March 2022
Great Browns Bay Easter Hunt:	In association with Coastguard North Shore
Street Art Fair:	May 2022

3. *‘Shop Local’ Promotions:*

Winter – Shopping Spree
Mother’s Day
Christmas
Window Display Competition for the businesses
Count the Baubles in the Jar

4. Collaborate with other East Coast Bays BIDs and community organisations to maximise opportunities for East Coast Bays.

5. Apply for funding grants for events, and strive to increase local business sponsorship of BID initiatives.

In addition to the scheduled events and promotions listed above, we have received generous support from Resene, Mitre 10 Browns Bay and local graphic artist Laura van Niekerk to install a large mural (approx. 27m wide x 4m high) on a prominent wall in the town centre this summer. We await landlord approval.