

## OUR VISION

PALMY BID to be recognised as the best Regional City BID in New Zealand.

*A successful BID is a successful City*

## OUR MISSION

PALMY BID will create a vibrant, connected City Centre where everyone feels supported, thrives and wants to be.

## OUR AIM

PALMY BID will give Palmy's CBD the voice and influence to make our city safer, more vibrant and enticing.

## WHO ARE 'WE'

We are a voluntary committee made up of ordinary people from a cross section of businesses within the BID.

We are fully independent from the Palmerston North City Council, but we do work very closely with them - offering insights and representing the needs of our business community.

We have support from the City Council and are recognised as an important stakeholder representing local businesses.

## WHAT WE ARE INVOLVED IN

### City infrastructure

Palmy BID has a 'seat at the table' for future CBD Infrastructure projects including Streets for People. We worked alongside our Square East businesses to help articulate their voices over the construction process and were influential in affecting some changes to the delivery. We are looking forward to collaborating and supporting the next stage of this development due to start in 2022.

### Promotion

Working alongside local government bodies we brought the "Choose Manawatū Campaign" to fruition post Covid-19 lockdown highlighting Palmy businesses. This is an area for further development. We have also assisted with some of the City activations in the past year such as the Downtown Market.

### Advocacy/Submissions

We took a delegation to council and were successful in overturning the decision to extend parking hours, we are now consulting with Council in 2022/23 on the parking framework for the City.

We are consulting with PNCC on an number of other projects/ issues and have requested a review for Easter Trading.

### Information Sharing

We continue to provide businesses with critical information and sharing resources as they become available.

### Safety/Security

This is high on our agenda, to actively promote crime prevention and ensure a safe city for all.

We now sit on the Safety Advisory Group and the Mayors Task Force Against Crime.

## OUR ACTION PLAN

Our action plan is designed to crystallise the objects of the PALMY BID established following consultation with key stakeholders prior to its incorporation.

The Framework is used to inform annual planning and resource allocation and aligns with the strategic direction of PNCC for the City.

Our Strategy will be delivered through a focus on three key areas of activity:

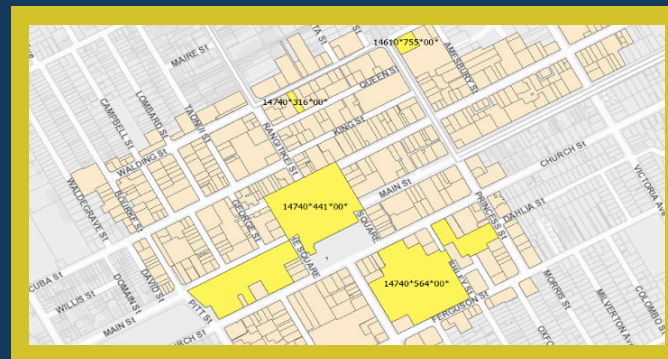
- Advocacy & Representation
- Proactive Marketing & Promotion
- Business Development & Support

## OUR LONG-TERM GOALS

- Grow total spend and transactions in the Palmerston North CBD
- Retain and enhance the attraction of the Palmerston North CBD so that commercial occupancy rates are maintained
- Ensure the growth of the CBD is supported by a safe and secure environment with reported crime at or better than existing levels

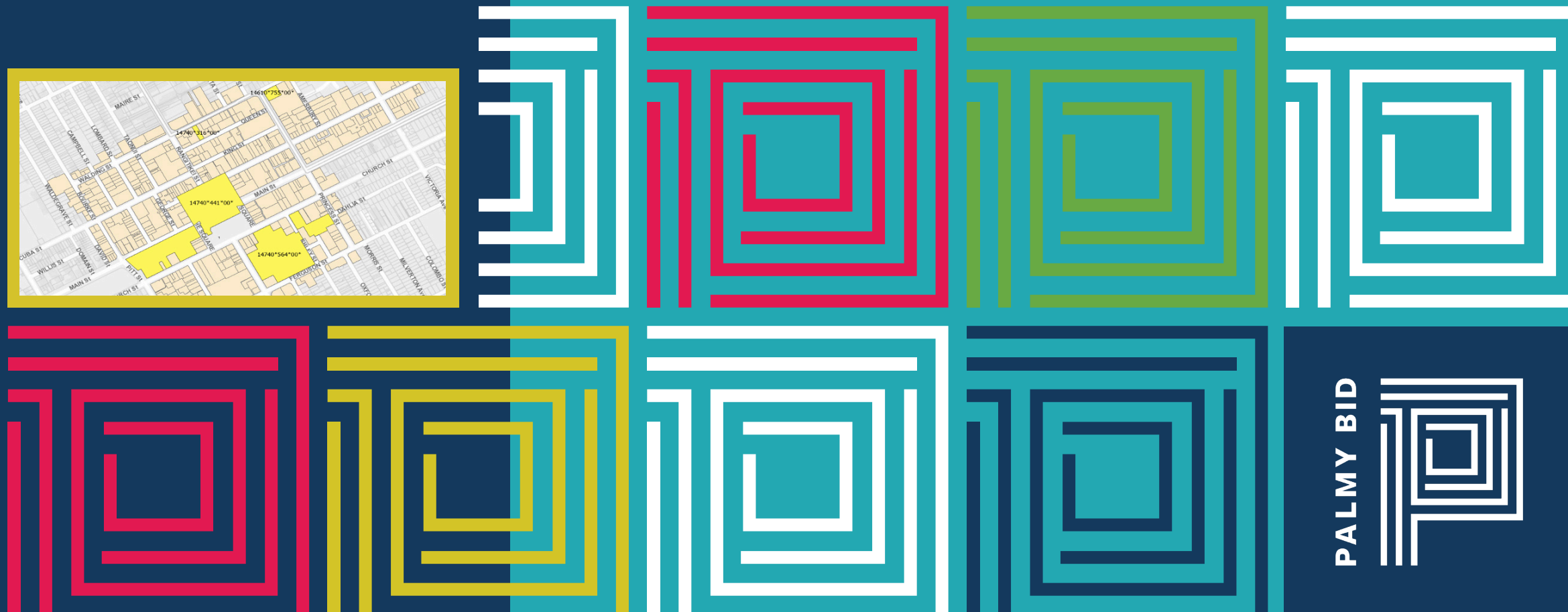
## HOW WE ARE FUNDED

PALMY BID is funded through a targeted rate payment, like most BIDs in New Zealand. This targeted rate is levied by the Council on commercially rated properties within the BID.



# A THOUSAND VOICES ARE BETTER THAN ONE

The Palmy Business Improvement District (BID) gives a single, powerful voice to almost 1,000 businesses





# ADVOCATE

## ADVOCATE FOR BUSINESS INTERESTS WITHIN THE BID & PROVIDE REPRESENTATION

Lobby on behalf of the local business community on key issues affecting the CBD.

Provide connection between businesses, local government and other key stakeholders.

Build an effective Executive Committee that represents the CBD business community.

Be the go-to-place for businesses and city centre communities alike.

### ACTIONS 2023

**A1. Consult with PNCC regarding key infrastructure projects. Focus on projects such as 'Streets for People' including the next stage of the Square upgrade and the Civic and Cultural Precinct proposal.**

**A2. Collaborate with PNCC to support innovative thinking and solutions to transport and parking issues. Key projects:**

- The routing of the buses in the city, potential replacement of Bus Terminal, and making 'connecting-up' the city centre to the wider city and region a major focus for planning.
- Maintaining or increasing the availability of carparking areas within the city centre and enhancing signage and 'way-finding'.

**A3. Engage on all issues that affect the city centre community including Trade Waste, Local Alcohol and Traffic Access polices, to encourage an effective and usable city centre environment.**

**A4. Work with Building Owners and PNCC to understand and capitalise on the changes to the Resource Management Act in the city centre with focus on the implications for:**

- City Centre Commercial and Residential Development
- Earthquake Prone Buildings

### SUCCESS MEASURES OVER THE NEXT 5 YEARS

Engagements with councils result in outcomes that are consistent with our views 80% of the time or greater.

Full engagement in annual and long-term planning processes on matters relevant to the community.

Engagement in all meaningful and relevant city centre issues.

Annual survey results demonstrate 75% of survey respondents are satisfied with advocacy of known issues.



# GROW

## BUSINESS GROWTH THROUGH COLLABORATION, MARKETING, EVENTS AND PUBLIC RELATIONS

Support, market and promote CBD Businesses and City-Centric Events throughout the CBD.

Develop Partnerships with key stakeholders In the CBD.

Seek opportunities for growth and development.

### ACTIONS 2023

**G1. Organise/Support and Promote a minimum of one Event Activation every three weeks in the city centre with a stretch target of one event every two weeks.**

**G2. Build, Maintain and Promote an Events Calendar. Use this to inform city centre businesses and encourage/support them to collaborate to increase vibrancy.**

**G3. Collaborate with key Property Owners to attract new business in the city centre. Actively promote the city centre to preferred sectors and individual businesses.**

**G4. Collaborate with key local agencies in the development and implementation of the Destination Management Plan as it relates to the city centre**

**G5. Collaborate with PNCC and other agencies to build brand identity with a communications plan for the city centre that connects out regional identity.**

### SUCCESS MEASURES OVER THE NEXT 5 YEARS

Demonstrate enhanced consumer spending at better than the national average.

Increase the number of electronic transactions in the city centre at better than the national average.

Be able to demonstrate foot traffic has been increased within the city centre.

Increase the number of occupant entities operating in the city centre by an average of 2% pa.

Improve Vacancy Rates by an average of 2% pa.

Annual survey results demonstrate 75% of survey respondents are satisfied with Business Growth initiatives.



# SUPPORT

## SUPPORTING BUSINESSES AND OTHERS TO REACH THEIR GOALS IN A SAFE CITY

Develop and support CBD business to thrive safely in the Palmy BID area.

Provide Information with regards to business training and workshops relevant to CBD Businesses.

Connect CBD business and build a sense of community.

### ACTIONS 2023

**S1. Actively promote crime prevention and awareness by effectively managing the Safe City Program and working alongside other key agencies to identify and resolve operational issues that threaten safety and security.**

**S2. Maintain a strong stakeholder communication strategy and encourage communication between members to enhance the social, cultural and economic wellbeing of the community. Key Actions:**

- Aim to communicate weekly via both Direct Mail and Facebook
- Maintain responsiveness on all platforms
- Prepare and circulate an Annual Community Survey to ensure feedback

**S3. Facilitate conversations around city and placemaking for all to better understand the broader drivers and opportunities facing city centres as well as the challenges and opportunities facing individual business. Key Actions:**

- Use Facebook to generate inter-business communication
- Facilitate townhall type meetings to encourage solution finding

**S4. Identify other areas of support businesses may require e.g. training - specifically in the retail and hospitality sectors and provide information including support with regards to Digital Learning and other social medial engagement.**

### SUCCESS MEASURES OVER THE NEXT 5 YEARS

Incidents of observed crime or disturbances have decreased on average.

Palmy BID email communication open rates exceed 50% on average.

Facebook Page members exceed 500 by March 2024 and 800 within the next five years.

Annual survey results demonstrate 75% of survey respondents are satisfied with Health and Safety initiatives.

Annual survey results demonstrate 75% of survey respondents are satisfied with Community Building initiatives.