

A THOUSAND VOICES ARE BETTER THAN ONE

Palmy Business Improvement District (BID) gives a single, powerful voice to over 1,000 businesses, and landlords in our city centre.

PALMY BID

OUR VISION

Palmy's city centre is a vibrant, safe, and welcoming destination where business, culture, and community flourish.

OUR MISSION

Palmy BID connects businesses, partners, and the community to shape a thriving city centre through advocacy, collaboration, and shared pride of place.

OUR AIM

Deliver impactful projects and partnerships that grow visitation, strengthen business confidence, and enhance the city centre experience.

WHO ARE 'WE'

We are a voluntary committee comprised of representatives from a cross-section of businesses within the BID. While fully independent from Palmerston North City Council, we maintain a strong partnership with the Council and are recognised as an important stakeholder representing the interests of local businesses in the city centre.

OUR ANNUAL BUSINESS PLAN

Our Annual Plan is underpinned by three core objectives:



These objectives reflect what Palmy BID is about. They have been established through consultation with key stakeholders, and we have also ensured our work aligns with the strategic direction of Palmerston North City Council.

WHAT ARE OUR LONG-TERM GOALS

- Retain and enhance the attraction of the Palmerston North city centre so that commercial occupancy rates are maintained.
- Ensure the growth of the city centre is supported by a safe and secure environment with reported crime at or better than existing levels.
- To develop a Daytime Ambassadors programme to help monitor safety within the city centre and provide information on retail/hospitality for visitors to our city.
- To provide education to our business owners on customer service/promotions/social media/marketing.
- Grow total spend and transactions in the Palmerston North city centre.
- To work with CEDA and PNCC to increase the number of large events.

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.

OUR PRIORITIES AND FOCUS FOR 2025/26

As Palmerston North enters a new phase of growth, Palmy BID's focus is on ensuring that local businesses benefit from the city's transformation.

Our work this year will centre on improving how people experience the city centre, making it easier, safer, and more enjoyable to visit, work, and invest here.

Our programme for 2025/26 is built around three strategic priorities.

ADVOCATE

Represent the interests of members in all major infrastructure, policy, and planning decisions.

Palmy BID will engage with Council, CEDA, and other partners to ensure that business perspectives are included in projects that shape the future of the city centre.

GROW

Increase visitation, spending, and visibility of the city centre through coordinated marketing, events, and partnerships.

Our goal is to drive measurable economic activity and strengthen Palmerston North's profile as a vibrant regional destination.

SUPPORT

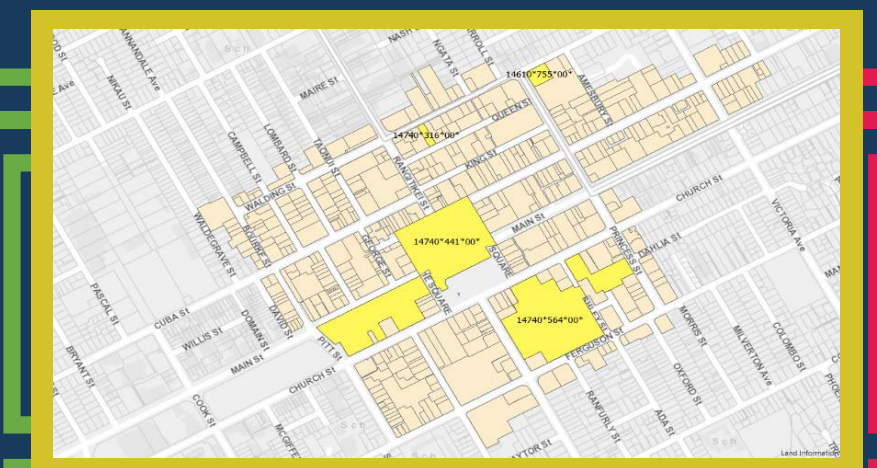
Strengthen the safety, pride, and connection of the business community.

We will deliver programmes that improve security, enhance the city's presentation, and provide members with resources and opportunities to succeed.

These priorities reflect our mission to connect people, businesses, and partners to create a thriving city centre, and our vision of a vibrant, safe, and welcoming Palmerston North.

palmybid.nz
info@palmybid.nz

Members Facebook Group:
facebook.com/groups/PNBID



ADVOCATE



ADVOCATE FOR BUSINESS INTERESTS WITHIN THE BID AND PROVIDE REPRESENTATION

- Lobby on behalf of the local business community on key issues affecting the city centre.
- Provide a connection between businesses, local government and other key stakeholders.
- Build an effective Executive Committee that represents the city centre business community.
- Be the go-to place for businesses and city centre communities alike.
- Encourage practical, balanced solutions that create an effective and user-friendly city centre environment.

OUR BUSINESS PLAN ACTIONS 2025/26

A1. PNCC infrastructure/projects - Advocate and represent members on:

- Streets for People - Street Upgrades.
- Power and Gas Systems.
- Water & Waste Systems.
- Safe access for people.
- Safe Night lighting.
- Beautification/Storytelling & Arts projects in the city centre.
- Clean buildings, shop fronts, paths and streets.
- Reasonable Rates for members.
- Changes to Civic and Cultural Areas of the City.

A2. Transport and Parking - Assess and advocate for members on:

- Inner City Bus Terminal and Routing – Get advice for members on options/ suggestions. Develop a representative Transport Focus Group.
- Improving city centre connections to the wider city and region.
- Maintain or increase city centre carparking.
- City Street Signage.

ADVOCATE SUCCESS MEASURES

- All Members can discuss any issues affecting their business on the city infrastructure, and have it reported back to the BID committee.
 - The BID General Manager
 - A BID Committee Member visit
 - “BID Drop In” visit by BID Staff
 - Sector Meeting
 - Think Tanks
 - Town Hall Meetings
- Represent members through engagement with PNCC with outcomes that show consultation has been fully considered and is consistent with our members' views.
- 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 respondents are satisfied with advocacy of known issues.

GROW



BUSINESS GROWTH THROUGH COLLABORATION, MARKETING, EVENTS AND PUBLIC RELATIONS

- Support, market and promote city centre businesses and city centre events.
- Develop Partnerships with key stakeholders in the city centre.
- Seek opportunities for growth and development.

OUR BUSINESS PLAN ACTIONS 2025/26

G1. Events – Anchor Drawcards

- Support and collaborate with PNCC in their development and delivery of large events in our City Centre throughout the year that are anchors and drawcards to attract a large number of people to our city. Ensure these events directly benefit the retail, hospitality, and accommodation sectors, helping to create a vibrant and lively city centre.
- Current Draw Cards - Team Champs, Graduation Week, Rural Games, Feilding Field Days, Secondary School Nationals.

G2. Retail & Hospitality Promotions

- Support and promote business launches and promotions.
- City centre events & promotions increase footfall, vibrancy and increased spend.
- Palmy's Best Coffee & Hot Chocolate Competition.
- NZ Rural Games Voucher Giveaways.
- Skate into Palmy Vouchers & Passes.
- Smaller Activations.
- 12 Days of Christmas – vouchers & giveaways.
- Team Champs Activation.

G3. Events – Community and Family Engagement

- Cake Picnic in The Square.
- Craft Weekend Kids Activities.
- Easter Pop-Up (egg hunt, family activities).

- May the 4th Be With You (Star Wars theme day).
- Movies in The Square (Music & family entertainment).
- Cherry Blossom Fest.

G4. Events - Place Setting/Story Telling

- Heritage Month Light Show.
- ANZAC Day/Week Remembrance.
- Matariki Week Light Show.
- Vibrancy City Light Shows.

G5. Maintain and Promote an Events Calendar

- Use this to inform city centre businesses what resources they may need to consider for upcoming events in the city.

G6. Brand Identity

- Collaborate with PNCC/CEDA and other agencies to build brand identity and identify what makes us uniquely proud of Palmerston North City.

G7. Infrastructure Growth

- Ensure we have a seat at the table to represent our members in all major infrastructure improvements in the inner city and outer city, such as Ring Road/ Defence Hub/Inland Port/Air Freight.

GROW SUCCESS MEASURES

All Grow Success Measures will be achieved through working in partnership and collaboration with Council, CEDA and the Manawatū Business Chamber.

- Demonstrate enhanced consumer spending across Retail and Hospitality.
- Increase the number of electronic transactions in the city centre at more than the previous year.
- Be able to demonstrate that foot traffic has increased within the city centre.
- Encourage the number of occupant entities operating in the city centre.
- Improve Commercial Occupancy Rates.
- Annual survey results demonstrate respondents are satisfied with Business Growth initiatives.
- Demonstrated increase in city Accommodation Occupancy.
- Demonstrated increase in city centre Vibrancy.

SUPPORT



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

- In Partnership with New Zealand Police and Council Keep our city centre Safe with planning for crime prevention, management of beggars and mental health issues on our streets in order to make our streets safer and more welcoming .
- Develop training and support city centre business to thrive safely in the Palmy BID area.
- Provide Information with regard to business training and workshops relevant to city centre businesses.
- Connect city centre businesses and build a sense of community.
- Provide incentives/projects to ensure our buildings are clean and well-maintained to improve the overall appearance of our city.

OUR ANNUAL PLAN ACTIONS 2025/26

S1. Crime Prevention

- Actively promote crime prevention and awareness by effectively managing the Safe City Programme.
- Work closely with the New Zealand Police and their Retail Crime Unit's officers patrolling the city centre.
- Collaborates with key agencies, including the Police, Safe City Hosts, and PNCC, to identify and address operational issues affecting safety and security.
- Deliver Retail Crime Prevention Workshops.

S2. Anti-Social Behaviour

- Palmy BID supports and advocates for businesses affected by anti-social behaviour, including aggressive begging and issues related to mental health and addiction, while also educating them on how to issue trespass notices and report incidents.

S3. Night-time Safe City Hosts Programme

- Palmy BID operates the night-time Safe City Host Programme in partnership with the Safe City Host team and Police, providing CCTV monitoring and foot patrols to support police, businesses, and visitors in the city centre.
- The focus is to provide directions, support and reduce harm.
- The Safe City Host Programme is funded by a Special Grant through PNCC.

S4. Day Time Ambassadors Programme

- Explore and review the current PNCC run programme and its outcomes to consider redesigning it, sourcing additional funding for Palmy BID to deliver a more comprehensive Ambassador Programme in partnership with Police and PNCC.

S5. Palmy BID Communication Strategy – building a community

- Palmy BID facilitates city-wide and individual business discussions to identify challenges, drivers, and opportunities.
- Encourages engagement to enhance the social, cultural, and economic well-being of the city centre and community.
- Regular communication with members is maintained through drop-in visits, sector meetings, training sessions, newsletters, events calendars, social media, surveys, town halls, and think tanks.
- Keeps building owners and businesses informed about PNCC initiatives, including Outdoor Dining, Heritage Building Fund, and supports CEDA's investment options.

S6. Identify training for businesses

- What training is available in the city and options for funding the training . These will be listed with links on our Web Page.

S7. Clean City Encouragement

- Members encouraged to keep their buildings shop front signage clean and tidy.
- List of window cleaners on Web Site.
- Clean Building Refresh Project provides \$1,000 grants to encourage building owners to clean and repaint their buildings.
- Participate in NZ Clean Up Week Project.

SUPPORT SUCCESS MEASURES

- BID responses to Business enquiries within 24 hours.
- Incidents of observed crime or disturbances have decreased on average.
- Plan, Promote, Grow and Measure Members Facebook Group.
- Annual survey results demonstrate majority of survey respondents are satisfied with Health and Safety initiatives and Community Building initiatives.