



# EPIC

EVENTS PROMOTIONS INITIATIVES COMMUNITY  
**WHAKATĀNE TOWN CENTRE**

A re-energised and revitalised Whakatāne town centre that attracts more people, who stay longer and spend more

[Our Vision](#) | [Our Ultimate Aim](#)

Shaping our  
**TOMORROW**

*Ngā rā anamata*

ANNUAL PLAN 2019/20  
**CONSULTATION DOCUMENT**

Submissions close:  
5pm Monday, 29 April 2019  
[whakatane.govt.nz/annual-plan](http://whakatane.govt.nz/annual-plan)

 **WHAKATĀNE**  
District Council  
*Kia Whakatāne au i ahau*



# WHAT IS EPIC?

A group of local business people who are passionate about the success of our retail community have recently formed EPIC (Events Promotion Initiatives and Community). EPIC aims to deliver on a vision shared by many Whakatāne organisations, groups and people - a re-energised and revitalised Whakatāne town centre that attracts more people, who stay longer and spend more.

EPIC's role will be to organise promotions, events and other initiatives that contribute to making our town centre more attractive, interesting and inviting to shoppers, visitors and the community as a whole. We want to contribute to making our CBD a great place for the community to spend quality time connecting with each other.

EPIC is modelled on similar organisations in towns and cities across New Zealand. We have met with people from other town centres who have similar successful programmes in place and whose retail and business communities are reaping the benefits. Those discussions facilitated the development of a strategy for the Whakatāne Town Centre. In towns such as Mount Maunganui, Tauranga and Taupō, Retailers are supported by membership (Mainstreet) organisations whose work is funded through a targeted rate, paid by commercial property owners in each area.

EPIC has so far been self-funded.

## EPIC Objectives

- To maintain a sustainable CBD
- To collaborate with stakeholders
- To enhance the shoppers' experience
- To support business in the CBD

## To deliver on its objectives, EPIC will:

- Advocate for a vibrant and buoyant Whakatāne town centre.
- Develop and deliver coordinated promotional campaigns for businesses in the Whakatāne CBD.
- Collaborate with stakeholders to improve the appearance and vitality of The Strand and CBD.
- Develop a strong identity and offerings to attract people into the town centre, both in terms of visitors and tenancies.
- Collaborate with stakeholders to optimise opportunities from tourism and local events.
- Foster relationships with stakeholders – CBD business owners and landlords, Whakatāne District Council, Ngāti Awa, EBOP Chamber of Commerce, Tourism Bay of Plenty, our community and visiting shoppers.







## Success Factor

Our first major initiative in December 2018 was the EPIC Late-Night Christmas Shopping event. This event created a vibrant atmosphere in the Whakatāne CBD. We received fantastic feedback from the Whakatāne community about the event and retailers reported increased foot traffic, sales and a lift in December sales revenue which had been tracking behind that of last year.

## What promotions are planned?

- As retailers and business owners, the planning and implementation of promotion campaigns is not our core competence, which is why the appointment of an EPIC coordinator is required.
- Examples of potential promotions (these need to be sustainable – events that are regular each year):
  - Annual Christmas event
  - Annual Easter events
  - Special day events, for example: Oxfam, Valentine's Day, St Patricks Day
  - Shop and win promotions.
- Events (to be developed) that assist in improving the "shopping experience".

## What's in this for Retailers and Business?

- Increased foot traffic into the town centre, to enjoy the vibrancy offered.
- Benefits from a single marketing fund for EPIC promotions and events.
- Having a strong support network of like-minded business owners.
- Improving the ability to be able to leverage off local events.
- Having a cleaner, safer CBD to operate your business.
- The overall effect: engagement of shoppers into our CBD creating increased economic reward

## What's in this for Property Owners?

- A buoyant and vibrant town centre with successful businesses encourages demand for CBD space in-turn decreasing vacancies, and increasing property values.
- Increased interest from new retailers and restaurants entering the town centre business hub
- The overall effect: Property owners will benefit from retail growth with greater return on investment.

## What's in this for other groups wanting to re-energise and re-vitalise the town centre?

- A vehicle to help achieve their goal of a vibrant town centre, which will optimise investment in the CBD.
- The council has publicly stated that a reinvigorated downtown precinct is part of its key strategy for growth.
- The Local Chamber of Commerce is also passionate about building a vibrant town centre, so this will be a great opportunity to complement what the Chamber is trying to achieve.

# What are the costs and who pays?

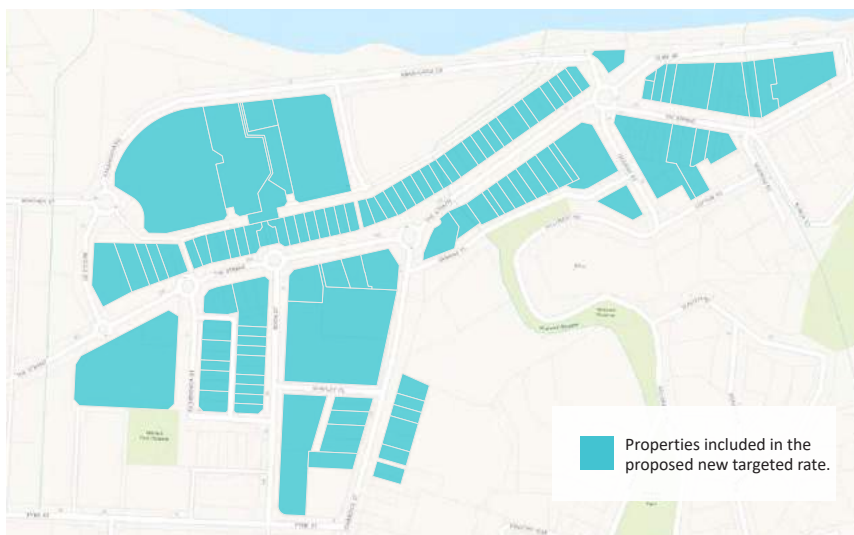
There are 110 Whakatāne CBD properties which are key to the EPIC Whakatāne Town Centre Strategy. These properties are set to benefit directly from the work EPIC is proposing to undertake. A targeted rate based on the capital value of each property is the preferred approach to generating funding of \$80,000, which will be invested in: marketing initiatives, a co-ordinated, web-based presence; and a dedicated events and promotions co-ordinator.

## RATING PROPOSAL

Overview of rating proposal and targeted properties	Example properties			
	Large property on the Strand	Large Property	Medium Property	Small property under apartments
<b>Capital Value</b>	<b>\$7,000,000</b>	<b>\$5,950,000</b>	<b>\$570,000</b>	<b>\$290,000</b>
Current rates assessment (2018/19 year)	\$33,380	\$28,637	\$4,061	\$2,717
Proposed new EPIC rate (ex gst)	+ \$4,531	+ \$3,852	+ \$369	+ \$188

## VALUE PROPOSAL

Funding Requirements	Cost
Marketing fund for EPIC promotions	\$20,000
Development of website and digital communication channels	\$10,000
Contract for co-ordinator to execute EPIC initiatives	\$50,000
<b>Total support funding sought</b>	<b>\$80,000</b>



Depending on the number of businesses within a rateable property, you will be receiving these services per annum for the indicated range of cost.

- Marketing initiatives [\$50-\$1100]
- Coordinated website & social media support [\$25-\$560]
- Dedicated coordinator executing initiatives [\$118-\$2,800]



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For further information, please contact any member of the EPIC team

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We encourage all businesses to make a formal submission on this proposal via the Whakatāne District Council website online submissions. [whakatane.govt.nz/annual-plan](http://whakatane.govt.nz/annual-plan)