

**Date:** Wednesday 28 October 2015  
**Time:** 3.00pm  
**Meeting Room:** Rooms 1  
**Venue:** Level 26  
135 Albert Street  
Auckland

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## **Auckland City Centre Advisory Board**

### **OPEN MINUTE ITEM ATTACHMENTS**

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Proposal from:  
The Karangahape Road Business Association Inc 1924

Proposal to:  
Andrew Guthrie  
Auckland Council City Centre Advisory Board  
Programme Director City Centre Integration



For funding to implement:  
Destination Marketing the  
The Karangahape Road Retail, Commercial Business,  
Cultural and Entertainment Precinct

October 2015

**K Road Business Improvement District (BID)**

Proposal to implement: Destination Marketing for The Karangahape Road Retail, Commercial Business, Cultural and Entertainment Precinct

**Proposal to Auckland City**

**Attention**

Andrew Guthrie – Programme Director City Centre Integration

1. Introduction
2. Objectives
3. Evaluation
4. Thanks and further reference

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**1. Introduction**

This proposal has been prepared by the Karangahape Road Business Association for the provision of funds of \$25,000.00 per year by Auckland Council through the City Centre Targeted Rate. The proposal is for an annual grant to increase the level of destination marketing to accelerate and expand economic development in the Karangahape Road retail, commercial business, cultural and entertainment precinct. We understand that funds could be available within the ACCAB budget and that an allowance of \$400,000.00 for the same purpose has been allocated to the Heart of The City Business Association.

**2. Objectives**

To accelerate the objectives of The K Road Plan and the K Road Strategic Plan.

**3. Evaluation**

The success of the plan will be measured by outcomes. These include:

- Improved customer perceptions of K Road
- Public attendance numbers at events
- Pedestrian counts
- Visitor numbers – domestic and international
- Media clippings; audience reach
- K Road website page views
- Enhanced or increased external awareness of niche business operations
- Increased awareness and knowledge of clusters (i.e. promotion of 14 art galleries)
- Name recognition of K Road brand

Monitoring and evaluation of the resulting outcomes and effectiveness of the destination marketing programme will be submitted.

**4. Thanks and Further Reference**

The Karangahape Road Business Association wishes to thank Auckland Council for its consideration of this proposal.

Further reference may be made in the first instance to:  
Barbara Holloway Precinct Manager The Karangahape Road Business Association  
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