



Devonport is situated at the southern end of Auckland's North Shore isthmus. It is one of New Zealand's oldest settlements and has a strong Maritime history. Originally known as Flagstaff after the signal station atop Mt Victoria, Devonport is notable for being the first Local Authority to - Provide voting rights for women, establish a free library, lay concrete roads and asphalt paths, open all its meetings to the public, establish a comprehensive recycling programme and to declare itself nuclear free. A short ferry ride from Auckland's CBD, Devonport is a heritage and arts destination to explore.

DEVONPORT BUSINESS ASSOCIATION PROPOSED EVENTS TO BE DELIVERED WITH THE DTLB FUNDING

In 2019, the DBA intends to deliver the following events with the assistance of the bulk funding by the Devonport-Takapuna Local Board.

- The Matariki Dish & Progressive Dinner: July - budget \$5,000
- GLOW@Artweek on Windsor Reserve & Friday after Five Clarence Street: October - budget \$20,000

1. Matariki Dish & Progressive Dinner:

This hospitality event was trailed in July 2018 with huge success. It offered restaurants a chance to showcase their culinary skills, their hospitality, and their facilities. The progressive dinner successfully introduced new customers to each participating restaurant and the feedback was univerrally positive. It is an event that can be extended to cafes and daytime eateries, and be extended in terms of its duration. Observing the market view event report, it made +6.8% difference in spend in the hospitality sector over the period of the events.

2. GLOW@Artweek:

GLOW@Artweek is into it's fourth year and is the signature Devonport BID event. Cementing Devonport's unique place as an arts destination, GLOW@Artweek has grown to be a significant and hotly anticipated event. We measure the value of this event in terms of the PR it gains, placing Devonport at the fore of media attention and encouraging people from all over Auckland to come to our town centre. The last Market View report indicated that the economic impact on hospitality was great, increasing it by 13% in 2017 on the previous year's event. The event enjoys significant traction on social media and showcases a lighter, brighter, innovative and more contemporary side to our village offer.

3. Friday After Five: Artweek Closed Street Event

Friday after Five differs to GLOW, although operates at the same time to make use of the existing footfall. Friday after Five is a closed street event, supported by Auckland Transport as well as the DTLB. This is effectivly an art themed street party that brings residents out to picnic, play and enjoy the music and atmosphere, build community as well as quality Devonport memories. This event supports our local economy by bringing footfall to our streets and encouraging locals to stay local.

Each of these events support the delivery of Objective Five contained in the Local Board Plan: Our area has a thriving local economy and vibrant, unique town centres.