



Proposal for Non-Contestable Grant

Milford Business Association

2018/19 Year

The MBA normally applies for funding for three annual events:

- Christmas By The Lake – 24<sup>th</sup> December – paid
- Pirate Market Day – 27<sup>th</sup> October –
- Vive La France – 23<sup>rd</sup> February 2019

This financial year, 2018 – 2019, the MBA intends to deliver the following events with the assistance of bulk funding from the Devonport-Takapuna local board.

The grants are for our 3 major events that have been running for between 6 and 8 years as annual events on the Milford calendar. They are as follows:

	Grant Requested
• Christmas By The Lake	\$15,000
• Pirate Market Day	\$ 5,000
• Vive La France	<u>\$ 5,000</u>
Total	<u>\$25,000</u>

A report on each event follows.....

**Christmas By The Lake**

This is our contribution to the DTLB Christmas program. An event we are very proud of that links the Auckland Symphony Orchestra, choirs from local schools and local residents for a highly professional concert in a very laid back community environment, where parents enjoy the company of their friends over a picnic & wine, whilst their children enjoy all of the activities we have for them. We have created a cosy outdoor auditorium at Sylvan Park, with the assistance of council officers, that is looked forward to every year.



In terms of economic return, each person who attends the event has to spend \$10 minimum in a Milford business in order to obtain a 'Free' ticket to the concert. We cater for 3000 at the event, with children under 5 requiring no ticket. No Marketview Report can be done for the event, and it is probably hard to ascertain from the December Quarter report the benefit, but the good will gained from the event is 'GOLD'.

### **Pirate Market Day**

This event has been running for well over 8 years and celebrates Milford's heritage of the days when the Pirate Ship dance hall was on the beach front. It attracts the family groups which are our target market as opposed to the image that Milford is full of retired people. There are activities to keep the kids amused, plus market stalls for customers to enjoy some bargains on the day.

Our 2017 Marketview Report for the event showed it accounted for 15.4% of the complete weeks sales that people living in our catchment made 99.6% of their total purchases for the day in Milford, but we also had another \$204,827 spent in Milford by people who live outside our catchment. A very positive outcome.

### **Vive La France Market Day**

This event has been able to develop into a major event for Milford, since the DTLB provided funding for us to close off part of Dodson Av and turn it into a 'french café' scene complete with stage for entertainers. It continues to grow each year and again brings good sales and a great 'vibe' to Milford. Again, we have market day stalls in the street and Village Square.

Our 2018 Marketview Report for this event showed it accounted for 12.5% of the complete weeks sales, people living in our catchment made 94.4% of their total purchases for the day in Milford and we also had another \$190,453 spent



in Milford by people who live outside our catchment. Good growth was experienced from people who live outside our centre as follows:

	<u>% Of Total Sales</u>	<u>Incr on Prev Yr</u>
Up to 10Km	18.2%	26.8%
Rest of Region	9.5%	19.6%
Rest of NZ	4.7%	52.3%

So again, as an association we are pleased with the results as it means a lot of new faces have come and experienced Milford as a shopping destination on a day when we make it fun.

### **SUMMARY**

The great thing about these events is all the community gets involved. Just a few of the organisations who participate at these events are:

- Baptist Church – bring along musicians & free food/drinks
- Anglican Church – provide trestle tables FREE
- Sea Scouts
- Milford Rotary
- Milford Residents Assn
- Hospice
- North Shore Chess Club

These organisations aren't necessarily at every event but happily join in when they wish to which we feel just builds that 'community spirit' – just as important as having a sustainable town centre. In fact, we believe the two go hand-in-hand.

Other events we are involved in that are really more about community than straight retail:

- [Auckland Symphony Orchestra 'Free' Family concerts](#) at the Bruce Mason Centre – all 3 of them!
  - We have arranged sponsorship through a great group of stakeholders including the business association so that these concerts can still be done FREE. We took over about 5/6 years ago when the council stopped paying.
- [Food Truck Thursdays](#)
  - We started these last year and they proved extremely popular – people commenting – why haven't you done this before

We don't ask for additional grants for these – just get on and do it!