

# Karangahape Road Business Association – World Masters Games Leverage Proposal

## 1. Introduction

Karangahape Road is the creative fringe of Auckland’s city centre. This edgy part of town (affectionately known as “K’Road” by locals) is home to a colourful history, heritage buildings, a thriving nightlife and fantastic eateries. Offering a variety of leisure spaces and activities, this is one area of Auckland that visitors need to put on their to-do list! Our walking heritage tours of K’Road are a highlight of any visit, taking a visit through the rich social and architectural history of this colourful precinct. All of course with a cup of the best coffee in town!

## 2. Description of activities

During the 2017 Masters Games and Lions tour K’Road will host a series of free historical and creative tours across the strip exploring a series of key locations

### Heritage tours:



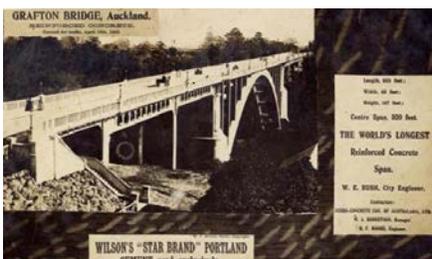
#### The Outside Walk - K Road History and Architecture

This tour of Karangahape Road explores the rich social and architectural history of Auckland's most colourful street. Predating Auckland itself, Karangahape Road is even more curious than you might think or imagine. The guided tour starts at the K Road entrance to St Kevins Arcade and ends at the Baptist Tabernacle on Queen Street.



#### Opium and Optimism - The Creation of Myers Park

This tour explains the creation of Myers Park and the Myers Free Kindergarten. Included is the transformation of Greys Avenue from a street notorious for brothels and opium dens by the Modernist State Housing projects of the 1930s and 1950s. The guided tour starts at St Kevin’s Arcade and ends at the Jewish Synagogue on Greys Avenue.



#### The Greatest Bridge In The World

The largest piece of Civil Engineering undertaken in New Zealand at the time when it was completed in 1910 it was the Largest Single Span Bridge in the World. The walk starts

at the Greer Twiss Fountain in the Symonds Street park on the corner of Symonds Street and K Road.



### Heroism, Tragedy & Heritage Roses

This tour includes the graves of many prominent people including Governor Hobson and Baron De Thierry. The topics of hygiene, disease, birth and death are touched upon, along with funeral art and the Victorian Way of Death. The guided walk starts at the Bronze Fountain in the Symonds Street Park on the corner of Symonds Street and K Road.

### **Art Gallery Tours: K’Road and Ponsonby Road**

This walking tour will show case the contemporary art offerings of Karangahape Road and Ponsonby Road. Several artist talks will be available accross the tour, providing opportunity for visitors to meet some of the precincts finest talent.

### **Street Art Tours**

This walking tour will give visitors a new perspective on the paintings and wall art of K Road with one of our local atists. The route covers various art sites, explores the technical aspects of spraypainting and stencilling, and introduces the artists who live to create on the streets.

### **3. Location**

The focus of these tours are to bring Masters Games and Lions tour visitors to the K’Road precinct. We believe that exploring this part of the city will be a highlight for participants and their supporters. Our urban social orienteering tours will be staggered over the course of the games and offer a focal point to a day or evening in this part of town all the way from Grafton Bridge, past St Kevin’s arcade, over Te Ara I Whiti/The Light Path and up to the top of Ponsonby Road.

### **4. Target Audience, Objectives, Request for funding**

This request for funding is focused on destination marketing strategies. We will provide a series of walking tours of our precinct and also provide printed tour guides for the independent explorer. We want to welcome guests, their whānau and friends to the most fabulous part of Auckland. And we need your help to make sure they get to see all that we have to offer!

We are requesting funds to cover:

- Design and production of promotional material that will be distributed in our stores, cafes, restaurants, and across our digital platforms.
- Design and production of printed tour guides.
- Tour guide fees
- Event coordination and management

K'Road business association will match the contribution of the Waitamata Local Board by 50%, contributing overhead and administration costs and time over the course of these events

#### **7. Indicative budget.**

<b>Item</b>	<b>Cost</b>
Printing of promotional material and management	\$1200
Heritage tours	\$200 x 4 = \$800
Art Gallery Tours: K'Road and Ponsonby Road	\$200
Street Art Tours	\$200
Restaurant promotions	\$200
Targeted Apps	\$400
Event management	\$1000
<b>Total</b>	<b>\$4000</b>