

18 April 2019

John Norman  
Strategic Planning Manager Local Economic Development  
ATEED

Dear John,

Below sets out answers to your questions regarding the proposed development of a web app as part of the City Fringe.

What is the Web App proposal and how will it be used?

- The Web App is a technology solution to assist visitors understand more about the offerings of each of the City Fringe areas. A Web App has the same look and feel as a downloadable App. It will provide access to information and services including community events, art walks, parks and recreational areas, parking/ transport, shopping/ dining maps, cultural events/ festivals, contact details. It would serve as a one stop shop for locals and visitors alike to learn about the precinct's unique identity.
- It is preferable to use an updateable technology solution than printed collateral.

What is the reason for the idea?

- The reason for the idea is to support the City Fringe suburbs and give them the opportunity to leverage some of the marketing targeted at the greater Auckland area.

How will the proposed initiative support the delivery of the City Fringe Action Plan?

- An information source for visitors to promote placemaking; an economic activation tool; and promote our heritage, arts, culture and natural environment. We would certainly be counting on ATEED to drive awareness of the Web Apps outside of our catchment area to the greater visitor market for Auckland, and be able to leverage this for large Auckland Wide events.

What will the ongoing support for the app be, who will manage it, and the content going forward including any future costs?

- Each BID will be able to utilise the baseline functions of the web app and update their own content. They also have the option to develop further functionality and features, at their own cost.

Who is the target market of the Web App?

- Visitors in Auckland – local, domestic and international

What are the benefits to the Local Board area?

- Increased activation, increased foot traffic, increased promotion of events, improved access to area-specific information

What is the full budget required for delivery of the Web App, including a breakdown of the tasks required and any match funding that would be provided by the Business Associations.

- See attached proposal from Flight Digital. This will give us a baseline option and individual BIDs may seek to invest further funds to add functionality.

Which BIDs and BA's are supportive of the initiative and will participate?

- Yes, all the BIDs listed below are supportive

The identification of a Lead Business Association who would manage the initiative and receive any funding in the event that the Local Board agrees to fund it

- Newmarket and Parnell will lead the initiative and liaise between ATEED/ WLB and the respective BIDs involved

The time frame for delivery including reporting back to the Local Board on progress and use of the funds.

- We anticipate 3-4 months for the development of the web app. We expect to be able to report back to the local board by August/ September 2019

Mark Knoff-Thomas  
CEO

(On behalf of Newmarket, Parnell, K Rd, Uptown, Ponsonby & Grey Lynn Business Associations)