

# Manager's Annual Report 2024

Our neighborhood thrives on vibrant events, unique stories, strong accessibility, & connectivity:

**Events:** Eden Park fuels business growth with diverse foot traffic.

**People & Community:** A passionate mix of small businesses and collaboration.

**Connectivity:** Easy access to trains, buses, motorways, and cycleways.

**Lifestyle:** A lively, down-to-earth place to live, work, and play on Auckland's fringe.

We attract those who love authenticity—sports, music, great food, craft beer, and community spirit. These assets define The Fringe District, making it a cultural hub for talent and storytelling.

**2024 has been our year of balance.**

## **Securing Business Confidence:**

We increased security spending up 50% on 2023, boosting business confidence, with patrols Friday evening to Monday morning with our team from Impact Security.

## **Business Growth:**

We focused on assisting our business communities online visibility, taking tools we've learned from business mentor, Natalie Williams, and applied them to practise, with our own online social media expert, Ollie Mason-Clarke, from Eat Social, who focuses on improving online visibility for our both our businesses and our destination.

## **Celebrating Our Stories through Lighting:**

Our villages are now lit with Wi-Fi-controlled festoon lights, bringing color and themes to our streets year-round. We "Pinked" out our Kingsland and Morningside Villages for the P!nk concert, we've added quarterly instalments of lighting from March 24, through Kingsland Village and Morningside, into Sandringham Road. This project will continue to spread to the edges and corners of our destination and allow us to be highlighted by colour, themes, & community spirit.

## **Showcasing Our Community Spirit:**

Our 9 annual Date Night events continue to bring families into our destination to enjoy our cuisine, with free babysitting – these micro event, running for 4 years now, continues to attract parents with primary and intermediate school aged children from and wide who see great value in being able to explore our destination alongside their kids having a great night out too.

We continue our theme of great community spirit with our Kingsland Christmas Tree and Local Kingsland Christmas in The Kingsland Rail Plaza, draw parents and children for festive fun.

**Preserving & Expanding Our Culture:** Fierce advocacy keeps our eclectic spirit alive, and our stories, heritage and culture alive. We are advocating for more concerts at Eden Park to fiercely expand our footprint to ensure we are seen, visited and experienced by many more.

## **Creating Memorable Events that tell the right story of our why:**

In April we supported the NZ Art Battle Final at Eden Park, the event was larger and better than we anticipated with over 600 attendees across 4 hours of live painting, music, and energy. This event attracted a different demographic, and was so well received we have committed to Art Battle Kingsland presented by The Fringe District in November annually, attracting local artists to battle, and an event which will feed into the NZ Art Battle Final at Eden Park annually.

To showcase our love of local, we celebrated NZ Music Month in May over each weekend with Take it to the Streets. Curated by Jazz Lolesio from Island Base, and supported by NZ Music Commission, celebrating NZ Music, creativity, and individuality, a stronghold of our community, with 18 artists performed a total of 12 hours across 4 events, incl. some of Aotearoa's top award winning musicians such as Hollie Smith, Sola Rosa and Poetik. 2025's event is in the planning.

**Whats Next - 2023-2024 brought us patience too.**

With much to celebrate with the successes of overall business growth, 2023-2024 period was not without its challenges too. After overcoming a 14-month delay due to an IRD investigation into our BID program receiving GST refunds, it was resolved, and funds were refunded. We're ready to move forward with:

- BID Expansion Plans
- Gateway Signage for Kingsland, Eden Park and Morningside
- Murals and Video and Photography projects that continue to tell our stories and destination
- More Lighting projects – it works!
- Three external defibrillators for public safety.
- And 3 evenly placed events; NZ Music Month; May, Art Battle Kingsland; November, + one TBD.
- Re-introducing member events
- And in the pipeline, a Coffee Table Cookbook – The Taste of The Fringe District – but we can't tell you too much yet, its sooo good, we know it will put us on the map!

With renewed energy, adaptable strategies, and solid finances, we're excited for the future. And with an opportunity for a larger footprint, we're chasing it so The Fringe District expand but still remains **THE place to be!**

Claire Baxter-Cardy  
Manager  
The Fringe District