

Our vision

To be New Zealand’s premier CBD business destination.

Our mission

Hamilton Central Business Association (HCBA) strives to create a vibrant and bustling environment for CBD businesses who seek advocacy, promotion and collaboration in a time when the central city is adapting to the effects of urban sprawl.

Our why

Business Prosperity

- Partnership & collaboration
- Support & recognition
- Sustainable success

Meaningful Experience

- Energy & enjoyment
- Connection & community
- Inspiration & activation

Our values

Lively • Clear • Local • Inviting • Credible • Versatile

Central city development

As a result of the Covid-19 pandemic, central cities worldwide are on a journey of transformation, responding to the challenges of changing workforce patterns, online shopping and increasing commercial and residential infrastructure demands.

The opportunity now exists to build city centres for people, taking advantage of internationally identified attributes of central cities, including location, density, transit connectivity and a working population base.

Hamilton’s CBD is ideally placed to accelerate these international trends already underway through Central and Local Council legislation, investment in infrastructure and key strategic developments.

Property

- Ongoing modernisation and development of older grade building stock
- Legislation requirements for development of earthquake prone buildings
- Investment in the revision of Hamilton’s District Plan

Environment

- Council investment in the Central City Transformation Plan (CCTP)
- Innovating Streets trial projects
- Key development projects in the CBD including the Tristram Precinct, Waikato Regional Theatre, Union Square development, ACC building, Tūāpapa and 28Harwood
- Investment in transportation initiatives

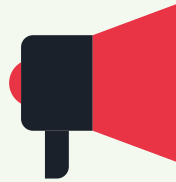
Central City Market Development

- Growing inner city residential opportunities
- Growing boutique retail and second branch retail opportunities
- Broad spectrum hospitality offerings
- Head office and call centre location potential
- Government business location potential
- Hamilton promotional opportunities



Strategic plan 2022-2024





Advocacy

To represent the central city business voice on issues and projects of strategic importance to the central city.

Action	Timeframe	Measurement tools
Support the revitalisation of the central city	Ongoing	<ul style="list-style-type: none">· CCTP projects· CBD trends and statistics: pedestrian counts, retail spend, vacancy rates, commercial enquiry· CBD developments: commercial and residential· Positive PR
Endorse commercial and residential development in the central city	Ongoing	<ul style="list-style-type: none">· Collaborative Social Business events· CBD residential statistics· CBD worker statistics· CCTP projects
Support building a night-time economy	Ongoing	<ul style="list-style-type: none">· Commercial development· Retail & office CBD occupancy surveys· BID survey
Creating a safe and accessible environment in the central city	Ongoing	<ul style="list-style-type: none">· Collaboration with accessibility organisations· HCBA central city safety survey statistics· CCTP
To contribute on projects that positively affect the CBD	Ongoing	<ul style="list-style-type: none">· Submissions to annual and long-term plan, written and verbal.· Public forum speaking· Project specific lobbying· Advocacy

How we do it

- Advocate to Council on behalf of the local business community on key issues affecting the central city
- Create and take advantage of opportunities to positively enhance the central city's reputation
- Provide connection between the businesses and local Government to support business activity



Collaboration

To contribute and collaborate on projects that support the CBD business economy.

Action	Timeframe	Measurement tools
Build an effective Executive Committee that represents the CBD business community	Annual	<ul style="list-style-type: none">· AGM Nominations· CBD sector representation
Support organisations that contribute to the central city environment and create positive outcomes for the CBD	Ongoing	<ul style="list-style-type: none">· Annual safety survey· Collaborative projects, events & activations· Ambassador Programme· Executive Committee membership
Actively engage with key organisations and the membership to connect, collaborate and create CBD initiatives	Ongoing	<ul style="list-style-type: none">· Social Business events· Monthly e-newsletter to members and member only social media updates· Economic development initiatives· CBD events and activations
Continue to build effective partnerships with key organisations and influencers	Ongoing	<ul style="list-style-type: none">· Regular engagement with business leaders· HCBA attendance at key stakeholder business events· Explore opportunities for partnership projects and activities· Governance participation

- Strengthen and develop partnerships with key stakeholders of the CBD
- Connect and network CBD businesses providing opportunities for growth and development
- Create opportunities for CBD businesses to thrive in Hamilton



Promotion

To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

Action	Timeframe	Measurement tools
To support and develop businesses to thrive in the CBD	Ongoing	<ul style="list-style-type: none">· Collaboration projects and networking events· PR opportunities· Social media engagement· Promotional opportunities
CBD identity development	2021	<ul style="list-style-type: none">· Amalgamate the Hamilton Central Business Association brand with the CBD brand· Create brand collateral and material· Promote new identity within CBD marketing
To bring vibrancy to public spaces in the CBD through activation, events and people	2021-2024	<ul style="list-style-type: none">· Annual activation planning and reporting· CCTP support· Business membership collaboration
Showcase, celebrate and promote the diversity of the CBD	Ongoing	<ul style="list-style-type: none">· CBD Celebration Awards· Hamilton CBD YouTube Series· Sector campaigns· Stories of the CBD· Social media support· Marketing and promotion opportunities

- Develop, market and promote Hamilton's central city businesses
- Encourage people to visit Hamilton's CBD for business and pleasure
- Create and market events, activities and activations in the CBD