



ANNUAL PLAN 2021

In line with the Strategic Plan our goals for 2021/22 are:

Membership

- Promote the Associate membership for 2021/22
- Survey current members on their use and value of the weekly email updates and social media advertising
- Adjust the CCTV security camera budget to include \$500 per month for monitoring and therefore reduce the maintenance budget to \$6,000 to ensure the annual amount of \$12,000 is spent on the security for our businesses

Promotion and Marketing

- Te Hiku Open Spaces Revitalisation Project
- Assist with the Kaitaia Christmas Parade and Grotto
- Attend weekly Mayoral meetings to continue feeding back valuable information to our members
- Source, fund and erect a Digital Notice Board in Kaitaia's mainstreet

Environment/Economic Development

- Ensure local contractors are awarded the project work for the Te Hiku Open Spaces Revitalisation Project
- Provide interesting spaces for people to meet together to share meals and enjoy live entertainment in the town square and market square
- Garden Beautification programme in collaboration with the Eco Centre

Support Business and Advocacy

- Promote services offered by Northland Inc.'s Regional Partnership Program
- Keep businesses informed of the outcomes of the Tai Tokerau Economic Action Plan Group
- Revised Student Scholarship to benefit local BID member business who employs a student and needs assistance with start up tools, equipment or training.