**The Remuera Business Association – our Business Plan**

**Business Plan 2023/24 Objectives (what we want to achieve):**

* Improve carparking availability for the Remuera local and wider community
* Streetscape Beautification
* Build relationships with landlords and tenants to assist with retail mix and vacant sites
* Improve the business mix in Remuera to attract and retain more regular local customers
* Assist existing businesses to improve their profitability
* Increase foot traffic and spend at businesses in Remuera
* Make Remuera locals (and Tenants) feel safe that it is an environment to spend time and work in
* Engage with local community to build a sense of community, with the Remuera Village

**Business Plan 2023/24 Strategy (how we will achieve our objectives):**

* Engaging with AT in resolving our parking shortfall for our local community
* Continue to build the Streetscape through continuous cleaning and well-maintained buildings including facia upgrades, gardens, olive tree growth and maintenance. To also manage signage (flags and sandwich boards)
* Working with Landlords and Agents to get the right mix of services for offerings to the local community
* Activate our Marketing strategy through continuous improvement of our website/social media and owner operator focus. To look at digital videos to promote Remuera – (once construction has finished)
* Continuing to invest in our very hi-tec Security Camera landscape. E.g. Face recognition software.
* Invest in carefully considered events – Christmas/Remuera Big Spend/Blue Dot Sale Week/Easter/ Halloween/