

HIGH LEVEL PICTURE OF SUCCESS

Increase revenue in the city centre ♥️ Retain & attract business and investment ♥️ Maintain vibrancy ♥️

WORKSTREAM 1: RECOVERY AND REBUILD

This is about opening up the market, getting our core customers back and driving visitation, as well as supporting impacted sectors and ensuring an environment that supports recovery and rebuild. There are three main areas within this workstream.

- **Customer growth** - attracting Aucklanders and growing domestic tourism, including recovery campaign
- **Business recovery** - advocacy for business, engagement with property owners, and connecting businesses with support
- **City centre vibrancy & community spirit** - facilitating and promoting events and public space activation

WORKSTREAM 2: TRANSFORMATION

This will still be a time of development, but as our businesses are severely impacted by COVID-19, we need to make sure that ongoing development of the city centre isn't a further risk to their success. There are three key areas of work:

- **Place** - ensure major transformation programmes deliver good outcomes for business
- **Access** - break down physical and perceptual barriers, so access is easy, including servicing and loading
- **HOTC's role** - review our own offer/role and relationships to define what the 'new normal' means for our positioning, delivery and funding

WORKSTREAM 3: FOUNDATIONS

This workstream is how we set the enabling conditions for success in the other two workstreams. It is about having a well-functioning, clean and safe city centre to underpin the return of our customers and effective support for our members.

- **City centre operations:** measure and monitor cleaning, waste, maintenance, city functions, Storewatch and Citywatch, liaison with Auckland Council and Police
- **Core information:** data, insight and member database
- **HOTC operations:** legal, financial and planning