

# PRIORITIES

- Maximise revenue ♥ Retain & attract business, investment & customers
- ♥ Re-establish the city centre as a vibrant destination ♥ Focus on safety

## WORKSTREAM 1: RECOVERY AND REBUILD

- Regain and grow visitation and spend across workforce, locals and visitor audiences, providing reasons to engage in the city centre experience.
- Develop and promote appealing experiences to encourage people to spend time in our diverse city centre.
- Support business recovery and attraction through activation, advocacy and strategic engagement.

### Measures:

- Spend by category
- Events (either attendance or ticket sales)
- Pedestrian counts
- Vacancy rates

## WORKSTREAM 2: TRANSFORMATION

- Ensure that major investment programmes, both private and public, deliver good outcomes for business, with a focus on Queen Street and Midtown.
- Improve access into and around the city centre, with a focus on innovation, and comprehensive strategic planning

### Measures:

- Positive Advocacy outcomes reported monthly
- Issues for loading and servicing reduced

## WORKSTREAM 3: FOUNDATIONS

- Ensure a networked layer of security across the city centre and monitor the city centre environment to ensure it is clean and welcoming.
- Ensure a robust and engaged membership, to enable HOTC effectiveness

### Measures:

- Resolution of safety issues raised by business with HOTC
- Membership database subscription and communication levels
- Annual perceptions of the city centre improve across key metrics