



Development Vision 2023

*The voice for Mercury Bay Businesses*

# Why is MBBA doing this plan?

There is a need for one organisation to drive a commercially focused plan to move the Mercury Bay forward in a cohesive way.

The time is now to promote a united front for our region and make sure that we gain the requisite visibility and resources.

The Mercury Bay Business Association is the ideal vehicle to develop and front such a plan in the medium term

# What is the structure of this plan?

List of aspirations that all stake holders can support and work down to detail from this level

Subset of prioritised and achievable projects which will enable us to reach aspirations

Formed working committees with assign roles who drive and own outcomes and deadlines

Continual review and governance

Clear communications internally and community-wide

# Aspirations for this plan

Develop (or restore)  
assets which encourage  
and enable people to  
come, spend and stay

Boost business for  
MBBA members

Natural preservation of  
our Bay

Improve access to and  
within our district

Enhance quality of life  
for our community



# Current Projects in Play - Develop Assets

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- Reopening of Cathedral Cove
  - Get CC open for sea access asap
  - Full repair in prioritised stages
  - Drive DOC commitment
- Development of cycleways
  - Coromandel-wide plan underway
- Further development of the Coastal Walkway





# Current Projects in Play – Boost Business

(Supported by TCDC Economic Development)

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- **Execute on an events/promos cadence designed to**
    1. Give absentee ratepayers and visitors from neighbouring regions the incentive to make the journey to the Mercury Bay for the weekend.
    2. Increase foot traffic and commerce opportunities in town.
    3. Give MB residents opportunities to reconnect with one-another and with their communities and to celebrate.
    4. Give the Mercury Bay back its nostalgic beach community vibe.
  - **Liven up town appearance for festivities**
  - **Provide Business Support**



# Current Projects in Play – Events Cadence



- Matariki Weekend Festival
- Dinner and Fireside Chat with Heather Du Plessis-Allan and Barry Soper
- Oceans Festival (MB Events Trust)
- Labour Weekend 2024 Summer Kick-off
  - Aeroclub Anniversary
  - MBAS Carnival
  - Fun Run (TBD)
  - Skateboard and scooter Exhibition
- Christmas Business Kick-off with two-day festival
  - Night markets and Tree Lighting Festival
  - Santa Parade with carols, bands, floats and fun
- Anniversary Weekend – Music, Wine and Food Festival



# Current Projects in Play – Business Support

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- **Business Workshop – Adapting to Change**
- **Business Welfare Fund**
  - 50% Subsidies for one-on-one or group counselling sessions for business owners





# Current Projects in Play – Improve Access to and Within our District

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- All weather runway at Aero Club
  - Council chasing funding for feasibility study
  - Need to form independent entity to raise funds and direct
- Reinstitute a regular shuttle on the Darkside
  - Seed funding identified
- Advocacy for key roading strategies
  - Availability
  - Suitability for Purpose
  - Encourage enhancements to the experiences of the trip

# Next off the block? (lots to do)

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**Sea Wall**

**Ferry Services**

**Groynes**

**Secure Vistas**

**Proper Road Signage**

**Food Truck Alley**

**Adventures on the Broken Highway**

**Tourist Hotel**

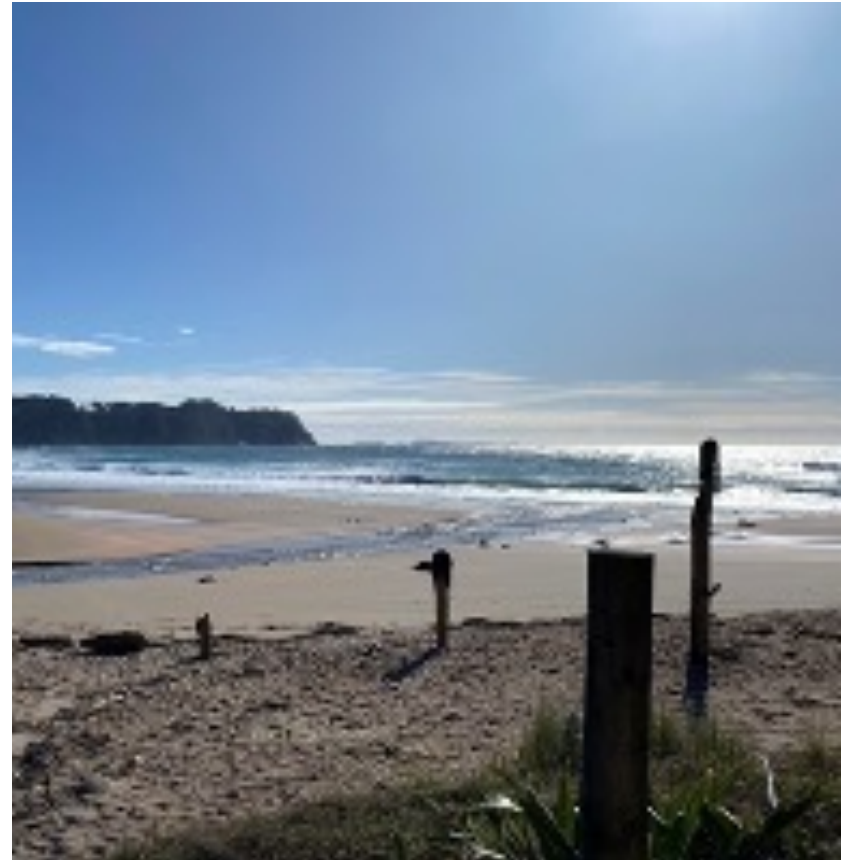
**Marine Taxi Service**


**Medical Options**

**Higher Level DHB Service**

**Careers for Kids**

**Conference Centre**





# How can you get involved?

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- We need **more** people with **more ideas** and energy to join the cause (thanks to the initial working group and TCDC for the work here)
- Support the MBBA by joining up and participating
- Help us keep positive pressure on those in charge
- All ideas and contributors welcome!