

# Chairperson's Annual Report 2024

**Welcome to our 2024 Annual General Meeting of the Kingsland Business Society Incorporated, also known as The Fringe District.**

It's been a year of mucking in and getting things done. With a new government and a fairly depressed economy it's been a new start to get things moving in the Fringe District. Claire has been busy at the coalface bringing our initiatives to reality under the board's guidance.

We have installed new festoon lighting throughout Kingsland and Morningside to brighten up and attract new custom to the area. It has been great to theme nights through changing colours from Blue to support our local Blues Rugby teams epic wins for semi and finals at Eden park to Pink for the Pink concert.

Security has been increased by 50%, continue our ever popular Date Nights, Xmas tree install in the Plaza over Nov, Dec and continue to support music month with 4 events, 18 artists over the month of May in the Kingsland plaza.

With changing trends in marketing and advertising we have enlisted the skills of Ollie Mason from EatSocial to enhance our presence on social media for businesses and The Fringe District.

Eden Park as one of our members looks to increase its ability to have a further 6 concerts at the park which we fully support and advocate for. More events at Eden park helps our Hospitality sector prosper.

Looking forward into next year we have plans for BID expansion to include more businesses, gateway signage, and multiple yearly events including NZ music month, November Kingsland Art Battle and Block Parties for the hospitality sector.

We thank Albert-Eden Local Board for their continued support of our community. and also Auckland Council for their continued support.

A big shout out to our esteemed board who do an amazing job overseeing the great work that Claire does.

**Business confidence is growing, interest rates are lowering and hopefully freeing up some discretionary spending in the Fringe District. We look forward to the roll out of new initiatives in the new year to help the businesses in the Fringe grow.**

Steve Gillett, Chairman