# Hamilton Central Business Association

1. How has Hamilton’s population been affected by the Covid-19 epidemic   
   ***(In regards to: Accessibility & Promotional Events)***
2. What Hamilton events have international appeal?

***(Hosted)***

1. What makes Hamilton more attractive in comparison to similar cities?  
   *(****Opposite****,* ***What attracts people to the CBD)***
2. What popular technologies are used globally that could be adapted and implemented within the Hamilton CBD?
3. What infrastructural innovations are currently present and could be implemented?
4. Is there enough transport support within the Hamilton CBD eg parking support and bike racks.
5. What is current activities are being conducted to incentivize alternative forms of transport e.g. lime scooters and bikes.
6. What current and past efforts and activities have been undertaken or attempted to entice people to the Hamilton CBD?   
   ***(Build Timeline)***
7. Do you have any control over business open hours?  
   ***(On certain days the Centre Place is open longer? – Advertisement Problem?)***

# Main Questions for Client

**What is driving the need for change?**

* Greater numbers of customers for business’s, People looking to live in the CBD, Parking / Free, Increased population, People want an enjoyable environment, Perception Issues, Need for accommodation.

**How will you define success?**

* Advertisement, Easy Resource, Stable Living standards, Easy to get around, Being a destination, Greater cash flow, More events, Positive comments from both people in and around Hamilton/Waikato, Greater demand for Jobs

**Who are the key stake holders?**

* City Centre residents / business owners, Tourism, Students/Schools, Building Developers, Regional Event groups, City council, Creative Waikato

**What is blocking change / keeping it from being changed?**

* Political, Funding, Culture, Budget, Civic Pride, Historical Importance, Perception, Business Competitors, Timing / World events e.g. COVID, More foot traffic.

**What attempts have been made to solve this in the past?**

* 2008 Association was formed, Events from little too big, Promotional Media / Digital & Physical Media, Marketing Campaigns, Art Boon Festival, Creation of Garden Place.

# Hamilton CBD Notes

1. Advertising – Digital & Physical ***(You can create as many infrastructure projects as possible however if not advertised well towards the demographics you want there then you’ll get a poor outcome.)***
2. Unfurnished Buildings – Developments  
   **(Historical Importance, )**
3. For Lease / Vacant / Building Use  
   **(COVID-19 Impact, Business Competition)**
4. Art / Sculptures   
   **(Interactive / Functional)**
5. Bike & Transport Support  
   **(Reputation of Non-Safety)**
6. People / Demographic Placement over the day  
   **()**
7. Hamilton Features Hidden   
   **(Features such as Victoria on the River)**