



# STRATEGIC PLAN

YOU ARE A MEMBER OF TOWNCENTRE TAUPŌ

**Towncentre Taupo**

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# TOWNCENTRE TAUPŌ

DID YOU KNOW YOU'RE A  
MEMBER OF TOWNCENTRE  
TAUPŌ?

It's true! All business within the Taupō town centre are members of Towncentre Taupō (TCT). A membership rate is charged to landowners in the Taupō town centre, which is passed onto business owners through rent of the business premises.



# OUR VISION



For the Taupō CBD to be the dynamic, vibrant and innovative heart of the district.

We will achieve this through delivering our role as the leading agency for businesses within the Taupō CBD.

# HERE'S WHAT TCT DOES FOR YOU

## SUSTAIN AND IMPROVE THE CBD PRODUCT

### Infrastructure

- Liaise with key agencies and stakeholders
- Communicate with members on CBD projects
- Promote safety & cleanliness

### Promotions

- Carry out via campaigns and marketing
- Identify collaborative opportunities

### Educate

- Build capability via workshops, speakers, awards programmes

### Protect

- Preserve the economic stability of the CBD
- Engage in policy advocacy to uphold our vision

## BE THE VOICE OF OUR MEMBERS

### Advocate, Collaborate, Inform and Network with:

- TCT Members (that's you)
- Taupo District Council
- Landlords
- Community
- Amplify, Events Team and Love Taupō

## ENHANCE THE CBD EXPERIENCE

### Continually Improve

- The look and feel of the CBD
- Enrich customer experience in the CBD