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Hokitika 7812

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Enterprise Hokitika Incorporated (EH) is an Incorporated Society made up of business people and entrepreneurs that are passionate about Hokitika and its surrounds. Here is some information about who we are and what we do. *Have any questions or want to get involved? Please get in touch!*

[Our guiding principles and structure:]

- These are summarised from our Constitution:
- + to safeguard business interests of Members,
 - + support tourism promotion efforts,
 - + support & develop local business, council & community initiatives which promote local tourism
 - + encourage strategic planning to obtain a focused balance between community, business & tourism



[Our funding]

- We are an Incorporated Society funded by
- 1) a Westland District Council targeted rate (105: Promotions Rate – Hokitika) levied on certain businesses within the greater Hokitika CBD.*
 - 2) Membership Subscriptions

These pay for the majority of our operations and projects. We have paid staff for administration, financing and promotions coordination. The rest of the work is done by volunteers.

- 3) Advertising sales → This covers the cost of producing the specific advertising

*Even though we get funding from rates, we run independent of Council

[How do you become a Member?]

Membership can be gained two ways:

- 1) Any business that occupies a commercial property that pays the rate (see our funding above) is automatically a Member.
- 2) Any business or person that pays an annual subscription rate

[Examples of our work]

We work hard for our Members in lots of ways – tourism promotions, local promotions, advocacy, liaison roles and more. Here is a small sample of recent and ongoing projects.



Developed and manage two successful brands

- Hokitika – the cool little town
- Love Hokitika



Replanted the town centre and created decorative street flags



Produce brochure and map, run the website www.hokitika.org



We are attending the 2016 Canterbury A&P Show

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What are the BENEFITS of becoming an EH Member? [the good stuff]

As a Member, you get the exclusive opportunity to...



use the “Hokitika - the cool little town” brand on your merchandise or advertising materials*

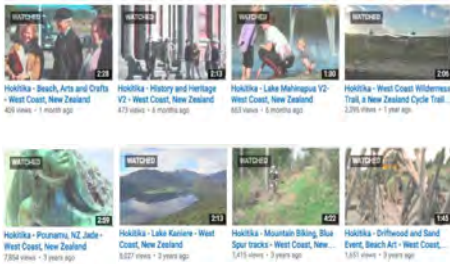


take part in Love Hokitika promotions organised by EH – local market days, 25 Days of Christmas shopping events, Pride of Place competitions



use professional and stunning images in your advertising materials*

©juergenschacke.com



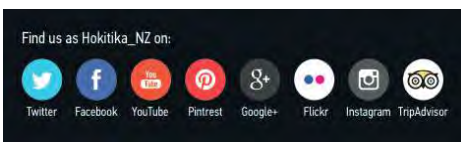
embed professional videos onto your own website to add value and items of interest for your website visitors



advertise in our printed materials – a brochure (45,000 distributed) and town map (60,000 distributed)



receive a FREE Basic web listing on our website or choose to upgrade on our top ranking website – over 80,000 unique visitors a year



feature on our comprehensive social media sites



participate or be represented in joint marketing activities organised by EH

*subject to licensing terms and conditions

What are the BENEFITS of becoming an EH Member? [the good stuff]

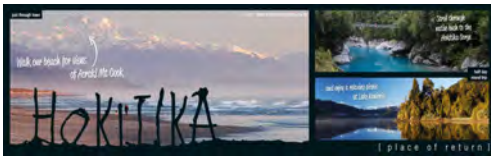
As a Member, you get the exclusive opportunity to...



receive the Members newsletter with information on upcoming EH promotions, useful marketing tips and relevant marketing data



promote your Deals or Packages through our marketing channels – print, radio, website, newsletters, social media



support signage projects – promotional, tourism and directional signs

The 10 Most Beautiful Towns in New Zealand by theculturetrip.com

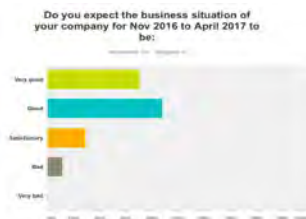


be represented to media and trade through image, video and editorial requests and participate in famils (familiarisation tours)

HOKITIKA
 Ranked in the World's Top 10 Most Beautiful Towns in New Zealand by theculturetrip.com. This is a thriving town with a rich history and a vibrant future. It's a beautiful town with a rich history and a vibrant future. It's a beautiful town with a rich history and a vibrant future.



participate or be represented at events that EH attends like the Canterbury A&P Show – we are going in Nov 2016



participate in our Business Confidence Survey and be informed of the results



support town beautification with projects like lamppost flags and town plantings



get a vote, take part in our committees and have your rights and views advocated for with industry, government and the community