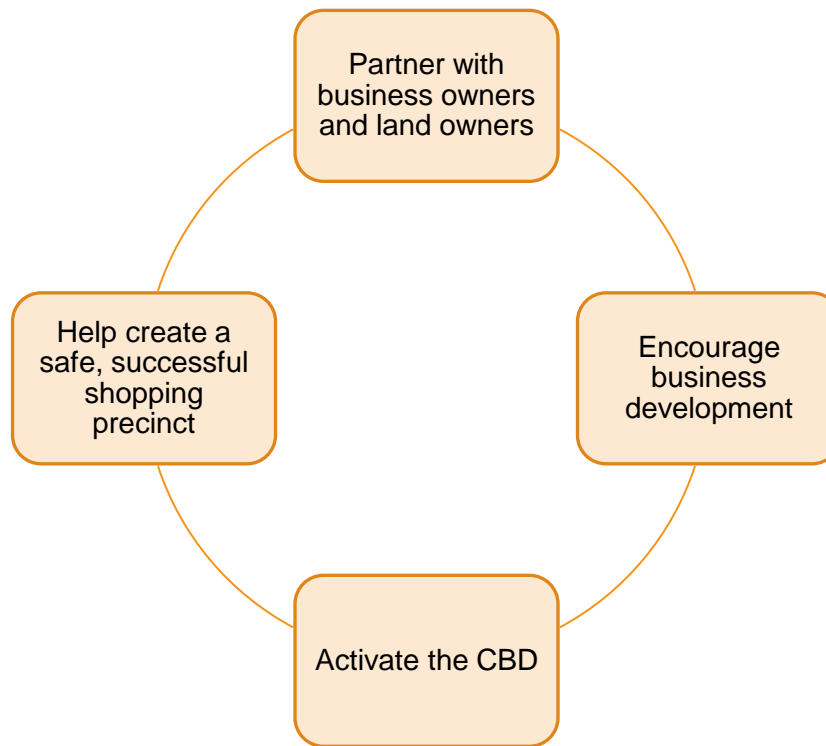




St Marys Town Centre

Summary of Annual Report
2016 – 2017

What are we here to do?



Areas of Achievement 2016-2017



Queen St Street Improvement Plan



Spring Festival and events



Online marketing



CCTV program



Local organisations



Streetscape works

- Extensive liaison between business/property owners and Penrith City Council
- Tactics used to advertise and publicise businesses;
 - Street banners
 - Signage
 - Local newspaper advertising
 - Social media
- Monthly Information Nights

Spring Festival and events

- Spring Festival cancelled
- Halloween
 - Community attendance up 50%
 - Business participation: 5 businesses
- Christmas
 - Tree Lighting attendance: 300-500 visitors
 - Daytime festivities attendance: peaked 11am-11pm
- Easter
 - Registrations up 5%
 - Business participation: 32 businesses

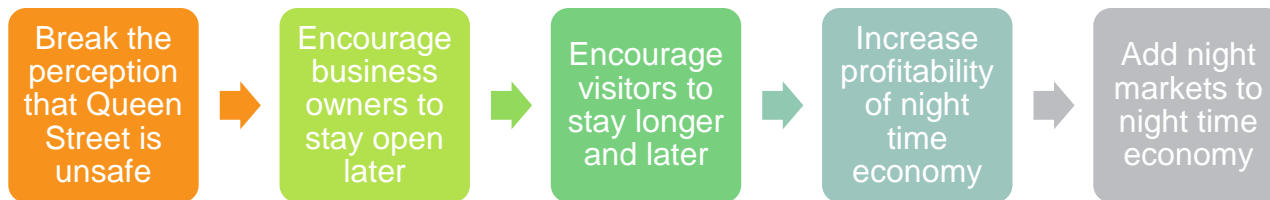


Online marketing

- Website redesign
 - Directory, newsletter subscription, events
- Social media
 - Facebook, Twitter, Instagram

CCTV

- Contributed \$60,000 to CCTV program
- Our aim;

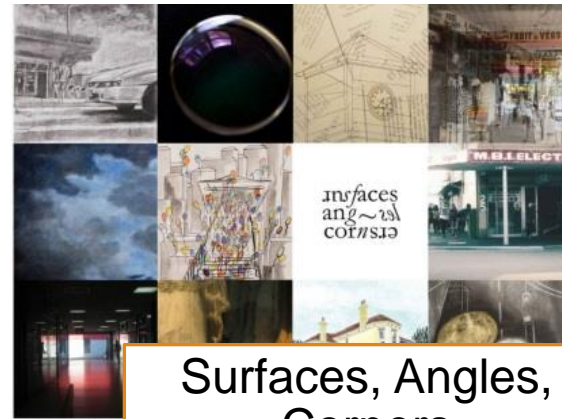


Local organisations

- NSW Police, Queen Street Riches & Textures, Luke Priddis Foundation



Coffee with a Cop



Surfaces, Angles, Corners



St Marys Town Centre

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