



## Carrying the Uptown brand forward

New Uptown Business Association Manager **Brent Kennedy (BK)**, *pictured*, says the precinct is full of interesting people achieving great things.

“I’m excited to help further build Uptown to become more famous as a vibrant and attractive place to work, shop and live,” he says.

Uptown Chair Laila Harré says the BID’s entering an important phase in its development.

“BK’s extensive background in marketing, retail and branding - plus his passion for the area - made him a great fit for Uptown,” she says.



Uptown encapsulates the inner city fringe suburbs of Mt Eden, Grafton, Newton, and Eden Terrace

Uptown hired BK following a decision to appoint one person to the 32-hours-a-week, full-on management position. Uptown’s founding manager Gary Holmes (Campaignz) decided not to apply for the role, focusing instead on his other Auckland and Wellington BID management contracts.

Laila thanked Gary for his great contribution over eight years, saying “he’s helped successive committees achieve a stable and well-functioning association, providing a platform for future development”.



During their handover period in early February, Gary provided BK with a good insight into the BID management role and the history of the Uptown BID, established in 2011.

Historically, the Uptown area was a working-class hub for the busy city, as well as a practical central living alternative.

Brent has worked and lived in the centres of Tokyo and Sydney so understands vibrant inner city precincts.

BK says the personality and character of Uptown has always been a little different from the other city-fringe suburbs.

“Many locals already know Uptown is the home to some of the best and most unusual specialty shops and businesses to be found in the city,

“We have great food, live music, nightlife, creative industries, business innovators and manufacturers.



Retail accounts for just 6% of the Uptown precinct.

“We also have the City Rail Link (CRL) arriving which will unleash new opportunities,” said Brent, who spoke with fellow (neighbouring) BID programme manager, K Road’s Michael Richardson, before applying for the Uptown role.

“Like Gary, Michael was a great help in preparing me for this role,” he said, acknowledging the tradition of BID managers supporting each other, particularly during the induction period.

During his second day on the job, BK joined Gary and other BID managers who were presenting to the Albert-Eden Local Board. For these BID-operating business associations, this was their annual discussion – a requirement of our BID Policy and good practice to keep local economic initiatives aligned

## Uptown - An eclectic mix of colour, noise, culture and history - the old blended with the up-to-the-minute



The latest additions to Uptown are a cluster of four specialty brewing businesses and stores we like to call, the "Uptown Beer Quarter". Where else in the Auckland city-fringe area can you find four top quality brewing institutions within a 500 metre radius?

You might also be interested in:

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- [Uptown – member engagement](#)
- [View from the Chair: Laila Harré](#)