

Can you  
hear

that



# Opportunity knocks.

**Hastings is Hawke's Bay's  
best-kept secret, the region's  
heart and soul.**

We're a district of creators, innovators and trail-blazers, people who are here to make things happen and bring our community along for the ride.

We're a city with its sleeves rolled up and its shoes off, getting the mahi done. Our centre hums with action led by both private business

and Hastings District Council. We have an underground cool, where game-changing businesses work alongside a thriving arts and culture scene, supported by our fiercely loyal locals and captivated visitors.

We don't follow the crowd and we're not content with the status quo. And the results speak for themselves. We're a city of unique opportunities, a masterpiece in motion. And we're only just getting started...

**We're a city  
of unique  
opportunities,  
a masterpiece  
in motion.**



**Hastings'**  
**beating heart.**





## **We love people and we love what we do.**

Toitoti – Hawke’s Bay Arts & Events Centre is the cultural heart of Hastings. Comprised of five distinct heritage and modern buildings, Toitoti’s vision is to be the most vibrant and significant arts, cultural and events facility in New Zealand.

Toitoti is a home for curiosity and creative expression, where we embrace our different perspectives. It’s a gathering place, where the community comes together to laugh, learn and celebrate.

Toitoti hosts diverse audiences, including conferences, business events, theatre and performing arts.

- **Over 100+ events/year**
- **More than 50,000+ people/year**

## **And when we win, our neighbours win.**

We encourage our audiences to eat and drink with our Hastings CBD whānau before and after shows and events, because we know we’re surrounded by ingenious business owners who are amazing at what they do.

# What's next?



## We're hunting out like-minded potential tenants

Opening early to mid-2022, the Municipal Building is the last piece of the Toitoti puzzle, so we're hunting out like-minded potential tenants for the ground floor of this remarkable heritage space. We want people and businesses who will infuse this space with creativity and passion. There are several tenancies available. Stage One includes:

### The opportunities

#### 183m<sup>2</sup> space at the western end of the Municipal Building.

This beautiful space opens out to Heretaunga Street, a three metre-wide western laneway and Opera House laneway, so is the perfect spot to create an eye-catching, contemporary, casual dining experience.

In 2022, a new 34-room Quest Apartment Hotel will open just metres away with no in-house dining.

#### 61m<sup>2</sup> space on the corner of Heretaunga and Hastings Streets.

This is no ordinary spot. With its proximity to Toitoti and the East 200 block of Hastings, this is a chance to be part of a community of game-changing business owners, who think creatively and strongly believe in the potential of this place. If that sounds like a bit of you, don't wait. Space at this end of town doesn't come up often...

#### 33m<sup>2</sup> space directly off the Opera House laneway.

Everyone knows the best spot for a great drink is often tucked away from view, and this lovely wee space lends itself to a complementary, distinct offering to its neighbouring restaurant. It's an opportunity to bring the laneway to life, while also making every customer feel like they've stumbled across Hastings' best-kept secret...

### Future Opportunities

The catering contract for the wider Toitoti - Hawke's Bay Arts & Events Centre will be up for renewal in November 2022.

Stage Two will include up to a further five tenancies (see map for detail) – contact us for expressions of interest for these spaces.



**Opera Kitchen  
café & Parlour  
Projects gallery**

**Quest Apartment Hotel  
opening 2022**

- 34 rooms
- 10,000+ bed nights and meals annually



**West Laneway**

**Scene dock**

**Opera House**

- Seating for 979 people
- Opulent Art Nouveau interior

**Laneway**

**Municipal Building**

Stage One - 183m<sup>2</sup>

Flexible Space  
Arts &  
Performance

Stage Two  
48m<sup>2</sup>\*

Stage Two  
48m<sup>2</sup>\*

Stage Two  
47m<sup>2</sup>

Lobby

Lobby

Stage One  
33m<sup>2</sup>

Service Room

Office

Stage Two  
54m<sup>2</sup>

Stage Two  
54m<sup>2</sup>

Stage One  
61m<sup>2</sup>

**Municipal Building  
First Floor**

The first floor offers a selection of spaces for hire, suitable for groups from 10 to 250 – in a fully refurbished, category one historic building with modern technology options. The full capacity, across all first floor spaces is 450.

**Eastbourne  
Corner**

**Functions on  
Hastings**

- Modern multi-use space
- Can hold large banquets, expos and events for 500 guests theatre-style, 450 for a banquet or 600 for cocktails

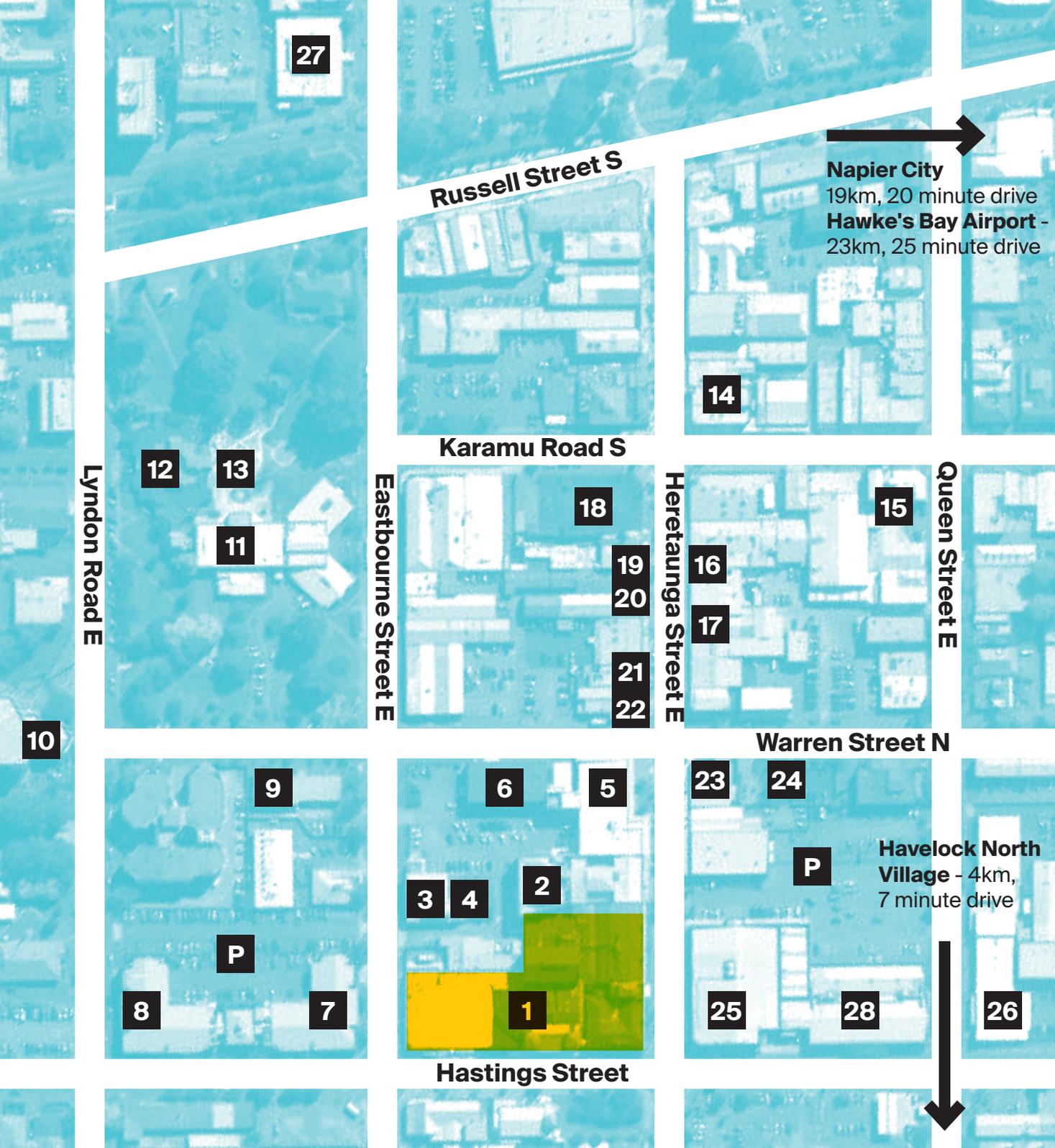
**Cushing  
Foyer**

- Flexible use space
- Accommodates up to 200 theatre-goers, 120 for banquets, or 250 for cocktails

Eastbourne St

Heretaunga St East

Hastings St South



- 1** Toitō: Hawke's Bay Arts & Events Centre
- 2** Quest Hotel (future location)
- 3** Opera Kitchen - *Cafe*
- 4** Parlour Projects - *Art Gallery*
- 5** Hawke's Bay Today
- 6** ACC
- 7** Baker Tilly Staples Rodway - *Accountants and Business Advisors*
- 8** BNZ Partners
- 9** Bramwell Bate Lawyers
- 10** Hastings District Council
- 11** Hastings War Memorial Library
- 12** Hastings City Art Gallery
- 13** Civic Square
- 14** Ministry of Social Development
- 15** Tribune Precinct - *Will host 27 businesses when completed in April 2021, includes Brave Brewing.*
- 16** Blackbird Goods - *Homewares & Lifestyle*
- 17** Cupple/Ya Bon French Baker
- 18** Albert Square
- 19** La Petite - *Artisan Chocolate*
- 20** Sazio - *Pasta Bar*
- 21** Common Room - *Bar*
- 22** Hastings Distillers
- 23** Funbuns - *Asian Street Food and Cocktails*
- 24** Landmarks Square
- 25** City Fitness - *Gym*
- 26** Business HQ - *Commercial Hub*
- 27** Eastern District Police Headquarters
- 28** Hawke's Bay Museum Research & Archives Centre (future location)



**Are you  
one of us?**





## **We're looking for neighbours who also colour outside the lines.**

We don't really mind what you're in the business of doing, as long as you're determined to be the best at what you do. If you want to stun with your architecture and surprise with your hospitality offering, then you're our people.

We want tenants who are committed to giving our community and visitors an amazing, uniquely Hastings experience. People who won't shy away from hard mahi and will make the most of when people are around – even when it's seven days a week, or at 10pm on a Tuesday!

If you're passionate about sustainability, want to use your business to improve your community and you're committed to honouring Te Tiriti o Waitangi, then we want you.

You don't have to be an individual either – we're open to collectives and pop-ups, joint ventures and social enterprises. If you have a crazy idea that might just work, or you want to add to what makes Hastings city as cool as it is, then give us a call.



## **Committed to giving our community and visitors an amazing, uniquely Hastings experience.**

# Why invest in Hastings now?



**Hastings is absolutely humming, with council and private investment, locals and tourists all spending up a storm. Why wouldn't you want to be part of this action?**

**\$53m** retail spend

in the Hastings City Centre in the quarter ended September 2020 (+8.1% compared to previous year)

**10,000+** bed nights & meals

\$8m Quest Apartment Hotel will open behind Toitoti in 2022. With 34 rooms, this will increase economic activity by an estimated \$1.9m annually.

**\$23.8m** Council funding

for Toitoti strengthening and redevelopment

**\$9.47m** external funding

includes \$4.75m specifically for the Municipal Building

**510** businesses

in the Hastings City Centre

**45,091** filled jobs

in the Hastings District across 9,903 businesses (2019)

**133** car parks

within 100m of the Municipal Building (for use during evenings), ensuring your business is super accessible.

**\$4.5m**

Council investment

in enhancement works within walking distance of Municipal Building. Includes development of green and hospitality spaces, laneways and pedestrian links, and street and amenity upgrades. All works will be complete ahead of opening in 2022.

**50,000+** people per year

attending events at Toitoti - Hawke's Bay Arts & Events Centre

**950** daily visitors

Conservative estimate of daily visitors to the nearby Tribune Precinct (set to be completed in April 2021).

**Hastings Most Beautiful**

Large Town and Supreme Town/City Award winner 2020

**Heritage Award 2020**

NZ Institute of Architects

# So who are your customers?



## Hawke's Bay Residents

**166,368**  
people

**40.6 years**  
median age

**48.7%**  
employed  
full time

**12.5%**  
earn over \$70,000  
(9.6% nationally)

## Hawke's Bay Visitors

Visitors spend more than \$644m  
a year in Hawke's Bay (year end May 2018).

**\$170m** from  
international visitors

**\$475m** from  
domestic visitors

Approximately

**70%** of our visitors are Kiwi meaning  
less dependency on foreign tourists.

**\$246m**  
is spent in the Hastings District.



# There's more to our story

Toitoti - Hawke's Bay Arts & Events Centre is the culmination of years of dedication and millions of dollars invested in the arts and Hastings' city centre, by a bold, future-focused council and community.





## **Toitū is one-of-a-kind in Aotearoa.**

It's a unique blend of awe-inspiring heritage architecture and modern technology, across a full CBD block.

We lead bravely – in our community, our teams and our industry. We take ownership and always act with honesty and integrity.

As a fourth generation performing arts venue, Toitū is a learning environment focused on new experiences and knowledge. We enhance cultural awareness, expression and understanding within our community and are committed to honouring Te Tiriti o Waitangi. We're proud to weave te ao Māori throughout our business.

## **We are all kaitiaki/guardians of this taonga.**

Honouring its past, part of its present and responsible for its future. Toitū is committed to the protection and preservation of our taiao (environment). We work alongside Hastings District Council's Waste Minimisation team to ensure our operations protect our environment and reduce waste and power and water consumption.

We are guided by the centuries-old, local Ngāti Kahungunu whakataukī (proverb):

*Ko Heretaunga Haukunui, Ararau, Haaro te Kaahu, Takoto Noa.  
Heretaunga of the life-giving dew, of the hundred pathways, the vision of the far-sighted hawk, left to us, the humble servants.*

## **Our journey has just begun.**

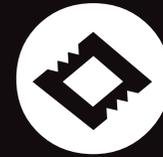
Join us as we continue to honour our land and people through sustainable business practices, community inclusion and cultural story-telling.

## Expressions of interest.

Flexibility around specifications and commercial arrangements, all subject to negotiation.

**Contact: Bruce Allan** Group Manager: Corporate  
(06) 871 5019 • 027 767 4646 • [brucea@hdc.govt.nz](mailto:brucea@hdc.govt.nz)

Or your local commercial real estate agent.



**toittoi**  
Hawke's Bay Arts & Events Centre

 **HASTINGS**  
DISTRICT COUNCIL  
*Te Kaunihera ā-Rohe o Heretaunga*