

Photography: Ossip van Duivenbode

BIZ Rotterdam Centre Imaging successes



#RotterdamCentrum

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Our jubilee year

This year is an important year in many respects. There are a lot of interesting developments in our area, such as the opening of the prestigious building 'The Lobby', the opening of Air-offices that are being built according to the latest climate technology, and the opening of the largest ZARA at Coolsingel.

We celebrate that the King has chosen Rotterdam to celebrate his 10th anniversary, which means 10 days of celebration and, even more importantly, Rotterdam will be in the national spotlight during these days. Visitors will be orienting themselves towards our area to shop, eat, sleep, and stay through the successful Rotterdam Centre platform and social media.

The year 2023 is also important because it is the fifth year of the BIZ period. At the end of this year, with your approval, we would like to extend the BIZ. That is why we are designating this year as our crown year, with a nod to King's Day of course. This year, we would also like to discuss the opportunities and challenges on topics such as the attractiveness of the area, accessibility, sustainability, and staff shortages with you.

We want to keep the results that the past BIZ years have given us alive. This booklet has been specially developed to showcase that effort and results, and we offer it to you with great pride.

Thank you for your dedication and involvement! We look forward to experiencing this jubilee year together with you.

**On behalf of the board of BIZ Rotterdam Centre
and the team of Organisation Rotterdam Centre**

Pauline Buurma

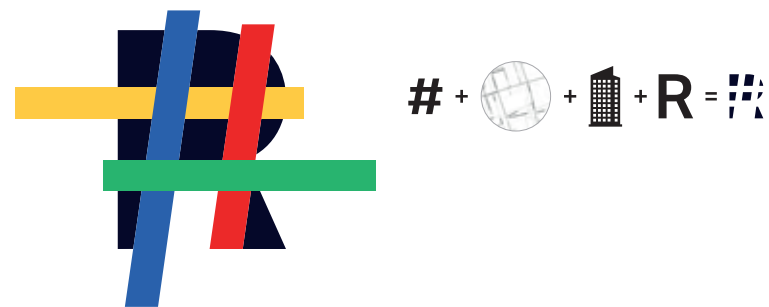


2 Marketing

Positioning of Rotterdam Centre

The city centre of Rotterdam has the potential to become an international top location. During the BIZ period, all established topics were addressed to achieve the quantitative objectives: more visitors, more spending, and more appreciation. The question that arose was always, “For whom are we doing this, who do we want to reach, and who do we want to be as a shopping area?” In collaboration with marketing experts, we are working on this positioning

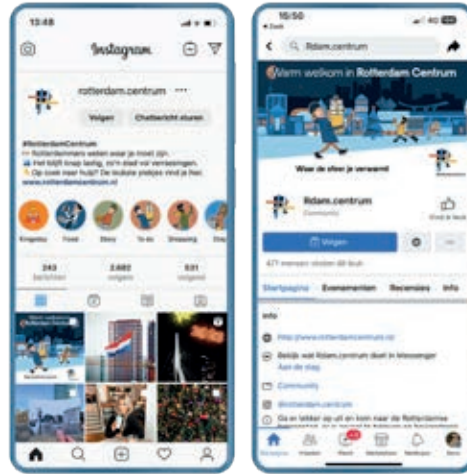
The positioning fits the city's brand strategy: Rotterdam Make It Happen. Based on the principles of “Bold, Forward, and Culture”, we have developed a powerful identity. It is typically Rotterdam, but also appealing to the rest of the Netherlands and beyond: #Rotterdamcentrum. Rotterdam Partners promotes the image of the city of Rotterdam both domestically and internationally. The city centre is an important pillar with its own identity!



#RotterdamCentrum

Platform Rotterdam Centre

The city centre of Rotterdam is a prime location with a lot to experience. Rotterdam locals know exactly where to go, but for visitors, it can sometimes be difficult to explore the city. That's why Platform Rotterdam Centre was developed. It's a digital hub consisting of social media channels (Instagram, Facebook & LinkedIn) and the Rotterdam Centre website.



Customer journey

With this platform, we put the heart of our shopping district on the map and work on a strong positioning of our area.

On the platform, we share the latest news, hotspots, and events in the categories of shopping, living, working, hospitality, and accommodation. This way, we guide visitors in their discovery of all the beautiful things our city has to offer. We don't limit ourselves to the centre of Rotterdam, but also include the surrounding area. We believe in a comprehensive offer, with all reasons to visit the centre on one platform for a compelling story!

Branding / Exposure

Visibility, both online and offline, is of great importance.

Rotterdam Centre should be top of mind for potential visitors.

To achieve this, we use radio commercials, online advertising, banner ads, and offline communication. As a supplement to our social media channels, we have developed special GIFs that are popular with our target audience and increase our online visibility. Offline, we use the brand logo in all possible ways, from highway billboards and billboard campaigns to banners and door hangers.



Stickering vacant buildings

By using stickers on vacant buildings, we ensure that the appearance of the area always remains well-kept and recognisable. The new branding and platform are actively promoted in these stickers. Designs are always coordinated with the owner and manager.



Toolkit campaigns

Campaign toolkits are made available to all members. Online campaign materials are downloadable for various social media channels through Chainels. Physical campaign materials, such as posters and door hangers, are personally distributed among the members.

Aangepaste openingstijden tijdens de feestdagen

Extra koopavond Dinsdag 20 dec	<input type="text"/>	1 ^o kerstdag Zondag 25 dec	<input type="text"/>	Gesloten
Extra koopavond Woensdag 21 dec	<input type="text"/>	2 ^o kerstdag Maandag 26 dec	<input type="text"/>	<input type="text"/>
Extra koopavond Donderdag 22 dec	<input type="text"/>	Oudjaarsavond Zaterdag 31 dec	<input type="text"/>	<input type="text"/>
Koopavond Vrijdag 23 dec	<input type="text"/>	Nieuwjaarsdag Zondag 1 jan	<input type="text"/>	Gesloten
Kerstavond Zaterdag 24 dec	<input type="text"/>			

Waar de sfeer je verwarmt

#RotterdamCentrum

Digital screens

The WOW screen, a huge eye-catcher located at the central station, is something that passers-by can't miss. We are proud of the collaboration we have with Rotterdam Partners in this project.

KERN Marketing Awards

The marketing campaigns of Rotterdam Centre have not gone unnoticed. In 2022, the De Deur Uit campaign was nominated for the KERN Marketing Awards, and the Five Day Deals campaign was nominated for the KERN Creativity Award. The photo on the right captures the jury visit.



“ The nominations generated a lot of online publicity for Rotterdam Centre and showed that Rotterdam is a great place to shop and stay. ”

Touzani TV broadcast

For his popular show 'Tiki Taka Touzani', the popular Rotterdam street football player Soufiane Touzani battled with Lieke Martens and Robin van Persie on the roofs of Lijnbaan which was broadcasted on Dutch public television.

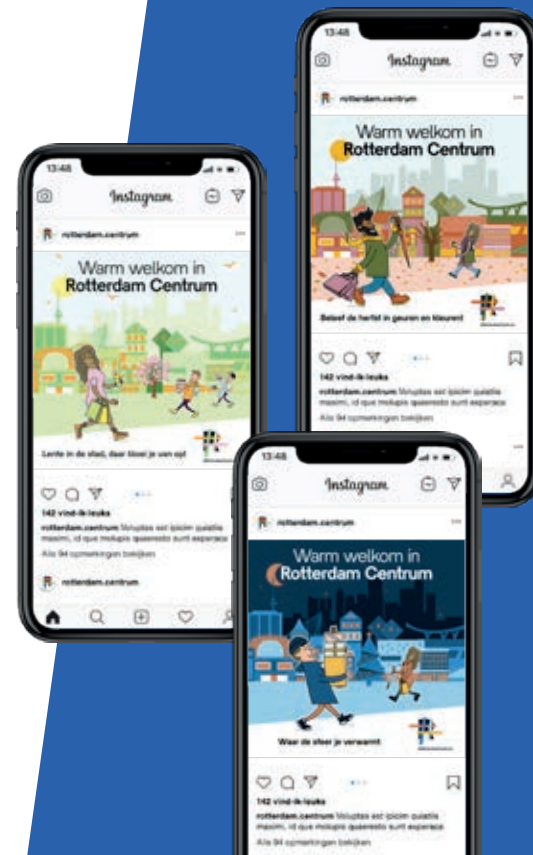


Flag parade

In December 2021 and 2022, Rotterdam Centre was able to fill the flag parade at Boompjes/Maasboulevard. Thousands of commuters pass by here daily.

Campaign materials

Always a warm welcome in Rotterdam Centre with a cheerful recognisable seasonal visual and pay-off.



3 Programming

Eurovision Song Contest 2021

In cooperation with the municipality of Rotterdam, the entire BIZ area was decorated in honor of the ESC'21. Worldwide, millions of viewers saw the atmospheric images of Rotterdam.



Five Day Deals

An important moment for retail in COVID-19 time calls for an innovative approach. Rotterdam Centre converts Black Friday to the Five Day Deals. This was successfully used to spread out crowds. Both in extending the buying window to 5 days and in spreading out crowds on the day itself, resulting in a responsible and pleasant shopping experience. Partnerships with RET and off-peak parking discounts contributed to this.

The enormous press coverage made that Rotterdam became top of mind again. Customers could visit the shops responsibly. Rotterdam Centre has set the ultimate example of how a city stays relevant and future-proof and, once again is leading.

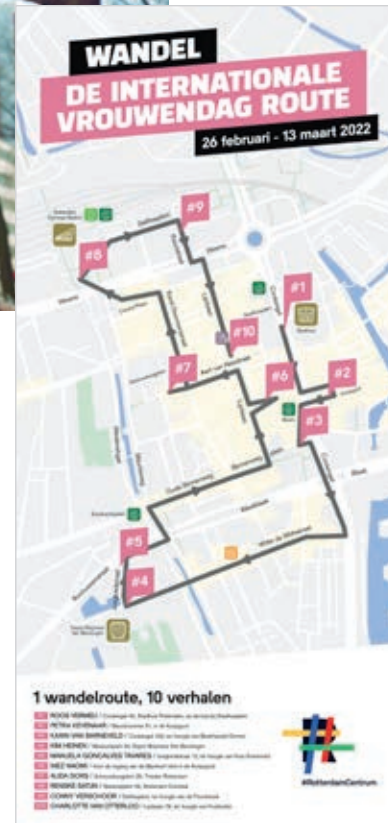


More than
85%
of the entrepreneurs
participated.



International Women's Day

Rotterdam Centre initiates new concepts and sees 'International Women's Day' as a great opportunity to add a new moment to the event calendar. Influencer and columnist Debby Gerritsen told her findings on this initiative in a promotional video. The campaign brought positive promotion of the city and traffic to the platform and the BIZ area.





Rooftop Walk

Rotterdam Centre contributed financially to the Rooftop Walk, organised by our key partner Stichting Daken Dagen. The Rooftop Walk attracted 200,000 visitors, who gave a serious boost to the shopping behaviour in the surrounding shopping area. Down below is an example of additional in-house exposure responding to the event.

The 3D roof print below was created by Leon Keer, a world-renowned Dutch street art artist.



King's Day 2023

On 27th of April 2023, we will celebrate King's Day with a royal visit. Our organisation has regular consultations with the municipal project team about the connection with the official City Dressing and other activities. Naturally, Rotterdam Centre will have its own expression, matching the city's theme. And considering the shopping area's own positioning.





RotjeKoor

A vibrant and atmospheric choir festival featuring 140 choirs at various venues in the BIZ area. RotjeKoor is another typical event that attracts purchasing audiences.

Sugar Feast

Every year, Rotterdam Centre hands out halal sweets, out of hospitality, during the Sugar Feast.



Displays Lijnbaan

Lijnbaan revives old times with three displays, which returned in the streetscape thanks to the investment of real estate owners. In this way, there is room for experience and culture, while the public enjoys inspiring exhibitions.



Summer programming

Clear and recognisable programming contributes to positioning.

Programming makes the city attractive. We hook into big events for more impact, we increase retail moments and attract new concepts.

Objectives:

- Brand visibility
- Traffic to the website
- More followers on the socials
- More visitors



Street Safari 2020

The '1.5m society' required a different way of organisation. Rotterdam Centre remains relevant and applies Augmented Reality in this innovative summer programming where wild animals came to life in the shopping area. Influencer Sterre launched the campaign in summer 2020.



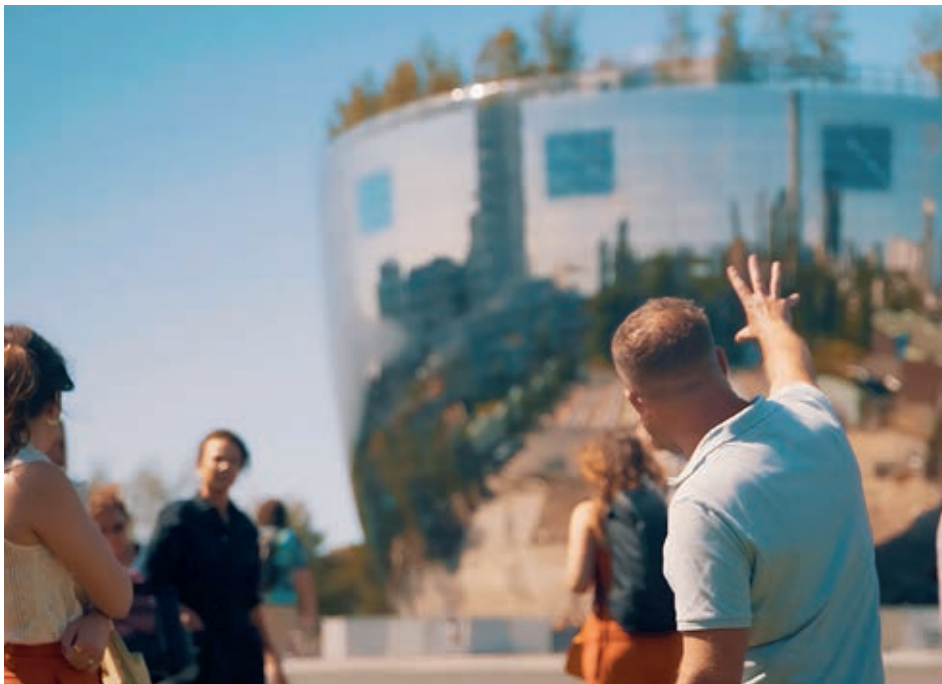
De Deur Uit 2021

An example of a new concept is De Deur Uit campaign. Rotterdam playfully gathers visitors from all over the Netherlands for an inspiring day in Rotterdam city centre, where encounters, architecture, culture, shopping, catering, conviviality and, above all, the visitor is the focus. The programming in combination with the customer services made a unique 'Rotterdam Experience' and created an appetite for a subsequent visit.



Tour 2022

Intensifying the success of a unique 'Rotterdam Experience'. For eight weeks, a free city tour was offered every weekend. Our well-known city guide Ferrie Weeda is a big hit! All weekends were fully booked within a few days.



Summer activations 2022

Visitors will be treated to jazz music, ice creams, sunscreen, and fun activities for children.



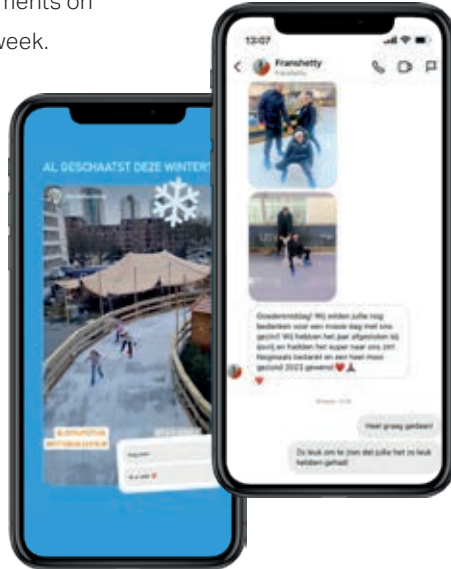
World Police & Fire Games

The international games for staff of police, fire brigade, customs and the Department of Correctional Institutions will be held in the Netherlands in 2022 for the first time in history. Rotterdam is the host city.

Winter programming

In addition to the beautiful Christmas window displays and stunning ambient lighting, visitors can enjoy winter jazz, violin playing and Christmas carols throughout the month of December. And visitors will have a chance to win entry tickets for the ice-skating rink at IJsvrij.

The winter programming and extra shopping evenings were fully promoted in December. Not only on our socials and the platform, but also with a radio commercial at primetime moments on RTV Rijnmond. This reached 275,000 listeners a week.



Ambient lighting

From the end of October to the beginning of January, the shopping area is decorated with beautiful ambient lighting and light projections. Visitors shop in a cosy Christmas atmosphere! To promote this special atmosphere online as well, special drone images were recorded. These images are taking you on a journey along all the beautiful ambient lighting and Christmas window displays.



Online reach of drone video tour:

- **282.305** unique individuals reached
- **514.990** views

4

Clean & Undamaged

Clean & Undamaged

We work intensively with the municipality and various external parties to achieve and maintain the objectives set out in the BIZ plan.

A plus level to the municipality's regular commitment is procured by the BIZ. Graffiti and sticker challenges are addressed daily. For maintenance, sustainable means of transport are being used. We regularly inspect the outdoor space to assess the commitment. The score across the area is compliant.



Chewing gum removal

There was intense lobbying for gum removal, and it paid off! Below you can see 'before and after' photo's of chewing gum removal from the pavement at Beursplein.



Sunscreen

Once again unique in a shopping area: after the easing of COVID-19 measures, Rotterdam Centre adds sunscreen to the disinfection locations in the BIZ area. This action is being enthusiastically received and widely shared in the media.

5 Safety

Crowd Control

In March 2020, COVID-19 threw a spanner in the works. This changed the stakes at all levels. The streets were empty, and many shops closed their doors due to lockdowns. After the initial lockdown, intensive efforts were made to create a safe shopping experience to restart responsibly.

The disinfection locations were an immediate hit and have been used intensively. Maximum efforts are being made to spread out the traffic. Lines and signs are placed to encourage one-way traffic and distance keeping. Flower boxes reinforce walking routes. Hospitable hostesses and security guards draw visitors' attention to the rules. Face masks are distributed to the entrepreneurs free of charge so they can provide them to their customers. The entrepreneurs apply row management and stick to the maximum number of customers allowed. Chainels is heavily used for clear information on deployment, measures,

opportunities and opening hours. In cooperation with entrepreneurs, there will be extended opening hours and favourable off-peak parking deals. Through the media, we have intensively appealed to shop at quiet times.





Extra hospitality and supervision

The city centre has great appeal to young people. The positive approach through programming and the use of stewards from Stichting Veilige Steden just works! The stewards of 'SVS' know how to speak to young people about their behaviour in a low-threshold manner, to address their behaviour and promote flow.

“We are extremely grateful for the emergency services who intervened during the riots and are very appreciative of them.”



Conversation with King after Coolsingel riots

King Willem-Alexander visits Rotterdam Centre and speaks to the affected entrepreneurs of the Coolsingel riots in November 2021. Hundreds of rioters rebelled against the police and caused enormous financial and mental damage. During his visit, he expressed his appreciation for the efforts of Rotterdam's emergency workers and showed his sympathy for the affected entrepreneurs.





Safety Week

During the National Safety Week, Rotterdam Centre presented the Student Safety Award together with the mayor. This award aims to involve a young generation of students in the safety of Rotterdam by devising interventions that positively influence safety problems.

The students' entries are judged by a jury consisting of alderman for Security, branch director of Hogeschool Inholland and a representative from the Rotterdam business community, in this case the BIZ Rotterdam Centre!



Youth pop-up programming

With contemporary pop-up programming moving through the area, the present youth remains approachable and on the move to prevent nuisance.

Supervisory Model

With the unique cooperation within the Supervisory Model, Rotterdam continues to lead the way. In 2019, the agreements were renewed with the signing of a new covenant in the presence of mayor Aboutaleb.

The City Marine enables the Supervisory Model. BIZ Rotterdam Centre is an important partner in this. All members of the Supervisory Model are equipped with the latest walkie-talkies for fast and optimal communication.



The Surveillance Model provided more than it's worth, during the looting threats and the curfew riots, among others. The model stands strong, therefore the city centre remained unscathed.



6

Sustainability



Future-proof

For us, sustainability is an obvious value in the choices we make in the collective. In everything we do, sustainability and impact on the environment drives the choices we make.

This means that we prefer local suppliers, but also products that can be reused and generate as few CO₂ emissions as possible. For instance, we offset the kilometres of the 'De Deur Uit Express' with a contribution to Groenemorgen, the foundation that builds a green and social city through façade gardens.

We are also working on an innovative and sustainable retail offer by introducing candidates who work in a progressive, sustainable way to property owners. In the past years, this has allowed us to enable starting sustainable concepts to open a pop-up shop in the core shopping area. Some examples are the VoorGoed, The Swapshop, WEAR and Byewaste.



Byewaste

In 2022, we provided Byewaste with a platform in the city to raise awareness among people about how they can contribute to sustainability in an accessible way. The Byewaste pop-up store invites people to bring in all their old items and thus take care of giving these items a second life. Byewaste then ensures that these items find a brand-new home, and doing so, reduces waste.



Sustainably closing doors

Concerns about rising energy costs are calling for energy-saving measures. Therefore, more and more hospitality and retail businesses are keeping their doors closed. To support this measure, Rotterdam Centre has designed signs to let visitors know that they are very welcome despite the closed doors.

Sustainable streets

More green in public spaces has a positive effect on the area's ambiance. The Lijnbaan will be provided with large flowering planters. Increasingly, entrepreneurs are opting for sustainable alternatives to balloons. Leading by example inspires others to follow suit. Therefore, we are happy to share good examples for inspiration among members and will continue to focus on this in the coming years.





VoorGoed

VoorGoed is an independent foundation that connects social entrepreneurs with businesses that contribute to a more beautiful, social, and better Rotterdam. From their pop-up location on the Lijnbaan, they assist social entrepreneurs, SMEs, and corporate companies with social issues.

Green Business Club

As a member of the GBC Rotterdam Centre, we bring expertise on board and we collectively create more sustainable impact. Specifically, this means that we are developing a sustainable toolbox with practical recommendations, quick wins, and opportunities for the BIZ Rotterdam Centre members. In addition, we inform our members about subsidies and special benefits.



Rotterdam Climate Agreement

Rotterdam Centre is part of the Rotterdam Climate Agreement and actively participates in the 'Consumption' and 'Mobility' tables. This allows us to influence policy.

Nieuwe Nassen

'Het Nieuwe Nassen' puts sustainable entrepreneurship on the map. Five fast-food restaurants will take up the challenge at the end of 2022, with the guidance of Greendish, to make a dish on their menu more sustainable and healthier and highlight it.



The Swapshop

The Swapshop was able to operate on Rodezand for a year. They like to return to the city centre.

7 Social societal

Stichting Jarige Job

In October '22, we offered stage to Stichting Jarige Job. This Rotterdam foundation enables families in poverty to celebrate children's birthdays. Property owners made vacant shops available free of charge and Rotterdam Centre increased communication.



Job Shop

The Job Shop, a social initiative of the Koopgoot that is enhanced by the BIZ. Alderman for Work & Income opened this temporary shop, under a lot of media attention. Visitors could get in contact with employers.

8

Mobility & Logistics

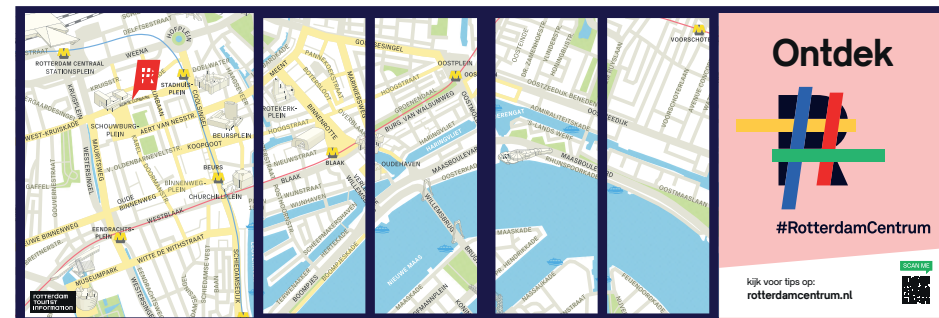
Wayfinding

A welcoming city centre provides its visitors with good information on finding their way. Clear wayfinding extends the length of the stay and encourages walking.

In various ways, Rotterdam Centre has advocated for the improvement of signage. The old wayfinding has been removed and partly replaced by digital screens. Rotterdam Centre continues to strive for permanent, city centre worthy wayfinding.

Logistiek 010

Rotterdam Centre is the only BIZ covenant partner of Logistiek 010. Here, we prioritize and contribute to topics that promote efficient and clean urban logistics.

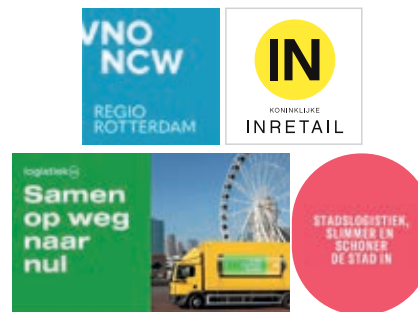


9

Collaboration

Together we move forward

The Rotterdam Centre organisation aims to make the area as attractive and relevant as possible. It strives to create a pleasant destination with a unique identity for shopping, living, working, and staying.



We are not doing this alone; we work closely with many partners such as Rotterdam Partners, Logistiek 010, Platform Gastvrij, Cruise Terminal, the Rotterdamse Hotel Combinatie, and the Rotterdam Make It Happen brand alliance. Other organisations we cooperate with are INretail and VNO-NCW. In addition, we collaborate with SMEs, neighbouring areas of Rotterdam Central District

and the Meent, the cultural sector, and education, including Albeda and Zadkine. Finally, the municipality is an important partner for keeping the area clean, intact, and safe.

Sub-area councils

The BIZ is divided into sub-areas. The councils of each sub-area consist of representatives from entrepreneurs and owners of the respective area. They decide on the available resources for the area and their deployment. It has emerged that while the sub-areas have their 'own' resources, they increasingly want to focus on cooperation and strengthening for the benefit of the entire BIZ area.



Club 25

Club 25 is a network of Rotterdammers with a heart for the city, who want to contribute to the promotion of Rotterdam and the image of the city. Rotterdam Centre is partner of Club 25.



Brand alliance

Rotterdam Centre is the only BIZ to act as one of the brand partners of the Rotterdam Make It Happen brand alliance. This is a cooperation of 33 leading Rotterdam companies (brand partners such as Cruise terminal, Rotterdam The Hague Airport, Topsportcentrum Rotterdam etc.), who are working on increasing the national and international appeal of Rotterdam.

Work visits

Rotterdam Centre is an example for other inner cities. An example in the field of cooperation; of municipality, with owners, with retailers and on topics such as safety, cleanliness, and hospitality. We regularly show inner-city managers around in our area. The photo on the right shows the visit of our colleagues from The Hague.



Working visit of the Alderman of Economy

The Alderman for Economic Affairs visits several entrepreneurs in the area by invitation of Rotterdam Centre, to talk about the retail experiences and requests for help to municipality.



10 Data

Counting passers-by and instore data

In Chainels, the passers-by counts of the BIZ area are shared weekly. The same applies to instore data (turnover and visitors indexes) and the reporting of INretail with data from the 13 major cities. In this way, we can monitor developments in the BIZ area.



11 Advisory Board

Advisory Board

To be able to grow further, Rotterdam Centre installed an Advisory Board. This board brings a special expertise and gives advice about policy making. The members of the board feel strongly connected to Rotterdam Centre.

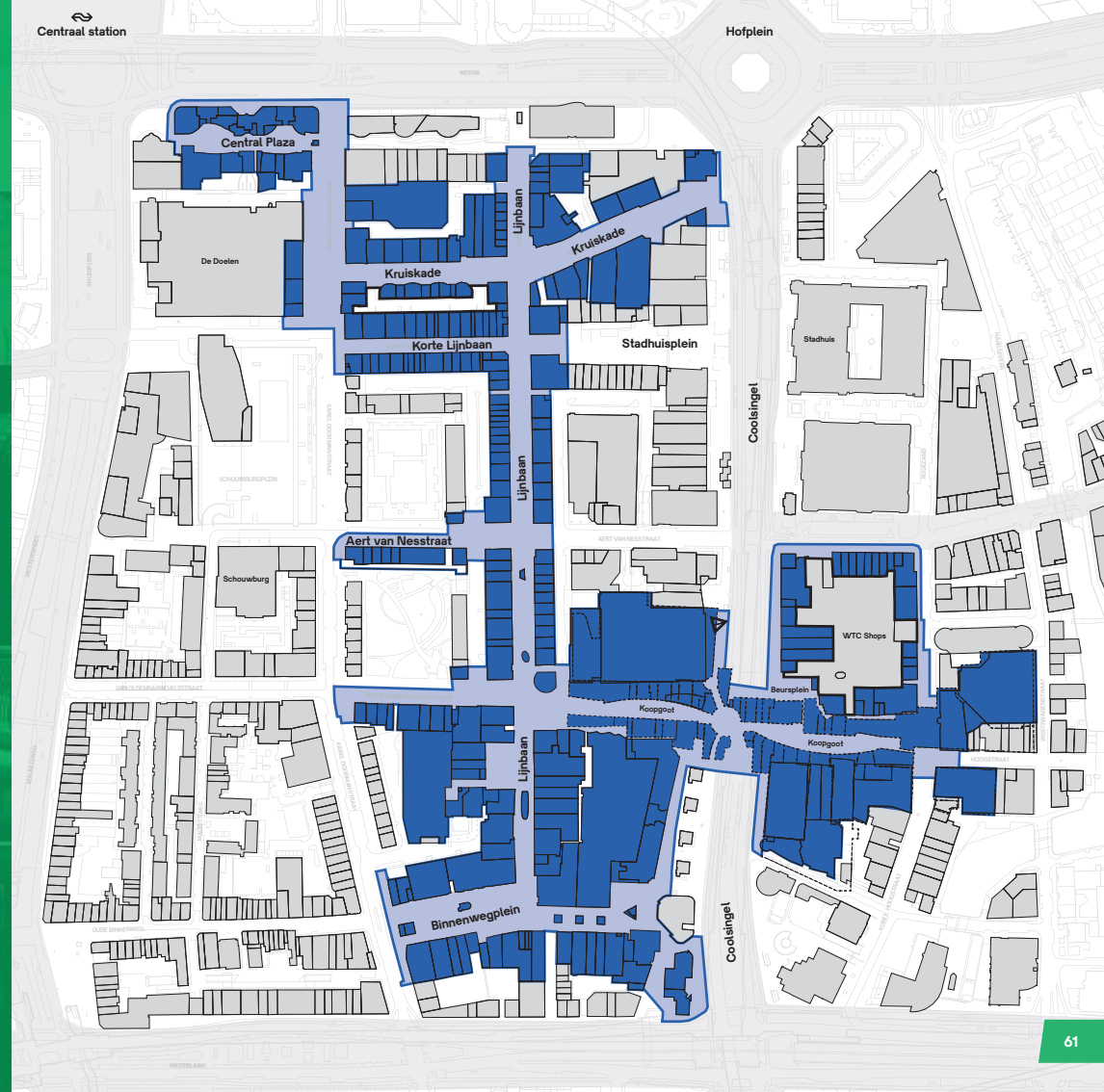
In February of 2023, Wilbert Lek, director of Rotterdam Partners, entered the Advisory Board of Rotterdam Centre as its first member. Wilbert has a lot of international experience in marketing and is more than home in the public and private collaborations. Wilbert will advise Rotterdam Centre on a variety of topics including marketing, sustainability, innovation, and new forms of collaboration.



” His knowledge, experience and network are very valuable for our organisation and with that also for our members. ”

12

Floor plan of the BLZ area



Colophon

This is an issue of BIZ Rotterdam Centre.

Design and realisation finally. an agency

Text BIZ Rotterdam Centre

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Contact

Rotterdam Centre

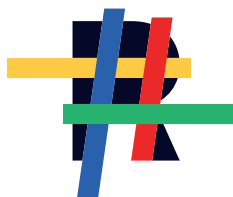
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#RotterdamCentrum

Organisation Rotterdam Centre works for real estate owners and shop and catering entrepreneurs in the centre of Rotterdam. In the core shopping area, there are 320 shopkeepers and 65 real estate owners, since 2019 united in the largest economic BIZ (Business Investment Zone) of the Netherlands.

On behalf of the BIZ, Rotterdam Centre is responsible for the implementation of the annual BIZ plans in the defined result areas. In the coming years, Rotterdam Centre wants to keep differentiating from other major cities by using marketing and promotion, programming, clean and attractive outdoor space, greening, sustainability, safety, accessibility, innovation, and area-developments. A team of four professionals is working daily to realize this and to relieve entrepreneurs and owners.

Team Organisation Rotterdam Centre



From left to right: Heleen Mookhoek, Jeannette Huurman, Marlou van Cappellen and Pauline Buurma.

Board of BIZ Rotterdam Centre



Jan-Peter Dankkaart

DAKA Sport



Jeroen Been

G-Star Raw



Jolijn Zeeuwen

Hilton Rotterdam



Sarah Vehmeijer

CBRE Investment Management



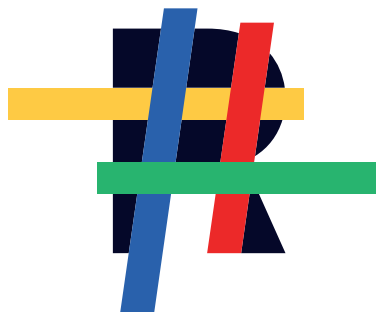
Carien in 't Veld

Syntrus Achmea



Steven Manhave

Manhave Vastgoed



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