

HEART OF Te Awamutu

BUSINESS IMPROVEMENT DISTRICT



“MASTERS OF YOUR OWN DESTINY” We need your support!

As commercial landlords and valued members of our Te Awamutu business community, we are presenting you with an opportunity to transform Te Awamutu with the establishment of a Business Improvement District (BID).

BIDs have yielded remarkable success in other New Zealand towns and cities, revitalising communities, boosting local economies, and enhancing the quality of life for residents and visitors alike. At their core, BIDs pool resources, collaborate with local organisations, coordinate efforts, and strategically invest in common goals.

What are the benefits to commercial landlords?

- Increased competition and rental income potential: By attracting more business to Te Awamutu, over time we expect to see increased competition for commercial property and less vacant property. Over time we expect to see increased rents reflective of local businesses generating higher revenues.
- Enhanced aesthetics that increase property values: The BID would encourage improvements to the physical appearance of Te Awamutu. A recent survey called ‘Who Are We Te Awamutu’ rated the main street’s attractiveness very poorly and showed it needs improvement. Improvements not only create a more inviting atmosphere but also raise property values.

What are the benefits to tenants?

- Increased Foot Traffic and Revenue: The BID is designed to attract more visitors and customers to the Te Awamutu area, resulting in higher foot traffic and increased sales for local businesses.
- Development: Through coordinated efforts, the BID would effectively develop the town as a unique destination, drawing both locals and

tourists to explore our offering, boosting tourism and supporting local businesses.

- Collaborative Initiatives: BIDs encourage collaboration among businesses, fostering a sense of community and shared responsibility. Events, festivals, and networking opportunities are just a few ways BIDs cultivate a vibrant business ecosystem.

What is the Heart of Te Awamutu BID proposal?

The retail sub-committee within the Te Awamutu Business Chamber is driving this initiative, with the support of Te Awamutu Community Board. To establish the Heart of Te Awamutu BID, we need your support to introduce a modest rate increase via council vote.

The additional funds collected through the rate increase will be dedicated exclusively to the BID’s initiatives, ensuring a direct return on investment for each participating business. Sharing the burden, the rate is distributed among all businesses within the BID boundary.

Your Support is Crucial

We understand that any decision involving finances requires careful consideration. However, we firmly believe that by collectively embracing this initiative, we can unlock the true potential of Te Awamutu. Your support can make all the difference.

CAST YOUR VOTE

- Look for your voting pack enclosed
- Return your vote by post or online
- Voting closes xxxxx

VOTE YES 



What is a Business Improvement District (BID)?

A BID is a geographically defined area within which businesses are required to pay an additional rate in order to fund projects within the district's boundaries. The purpose is to focus activity that improves the profitability of businesses within the boundary.

How did BIDs come about?

BIDs started in England as a solution to the empty shops in towns throughout the country. Given their success, there are now over 70 BIDs in New Zealand including in Palmerston North, Warkworth, Gisborne, Taupo, Napier, Whanganui, Rotorua and Kaitiaia.

Who is behind this initiative?

The Retail sub-committee within the Te Awamutu Business Chamber is driving this initiative, with the support of the Te Awamutu Community Board.

What are the proposed BID Boundaries?



As a rate payer, can I influence how the money is used?

Yes. During the establishment phase we will be looking for members to get involved, drive the initiative forward and make key decisions on the strategic direction of the BID. All BID funds will be ring-fenced directly for BID initiatives, and all strategic decisions will be aligned to the agreed strategy for everyone's benefit. BID finances will be reported on annually at the Te Awamutu Business Chamber AGM.

Will the funds be used for the actual businesses paying the rate?

Yes. The additional funds collected through the rate increase will be dedicated exclusively to the BID's initiatives.

What is the cost of the BID?

We are asking for a modest annual total of \$50,000 from rate collection to help operate the BID. This equates to an average of 8.5% increase to your rates. The funds collected from the rate will be supplemented by other private and public funding available, to pay for initiatives such as events and promotions.

QUESTIONS?

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TE AWAMUTU BUSINESS
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