
MIRAMAR BUSINESS IMPROVEMENT DISTRICT – TARGET RATE APPLICATION

1. Purpose of report

The purpose of this report is twofold:

- Update on progress on establishing the Miramar Business Improvement District (BID)
- Respond to the application by Enterprise Miramar Peninsula Incorporated for a targeted rate to be set

2. Recommendations

Officers recommend that the Economic Development and Arts Committee:

1. *Receive the information.*
2. *Agree to recommend to the Governance, Finance and Planning Committee, under the terms of the Business Improvement District policy, to include a targeted rate in the 2014/15 Draft Annual Plan of the amount of \$80,000 to be applied to the commercial rated properties in the Miramar Business Improvement District area*

3. Background

BIDs involve a local business community within a defined geographical area, developing projects and services that support local economic development. In March 2013 the Council adopted its BID policy.

Under the terms of the BID policy, Enterprise Miramar Peninsula Charitable Trust (EMP) was grant funded \$33,000 to establish a BID within the Miramar commercial area.

In August 2013, a consultant engaged by EMP conducted interviews and public workshops, from which a three year business plan was developed. The plan provides the foundation from which the proposed BID would operate.

A poll, which closed on 18 November 2013, was conducted among the BID eligible voters¹ to establish support for the BID proposal. The result of the poll was support for the proposed BID.

On 10 December 2013, EMP will hold an AGM. At the AGM it will be proposed to dissolve EMP and establish Enterprise Miramar Peninsula Incorporated, the incorporated society which will be the legal entity under which the BID will operate. Also scheduled for the AGM will be a proposal to pass a resolution to apply to the Council for a targeted rate to fund the BID.

¹ An eligible voter is the ratepayer of a commercially rated property, and any business owner occupying one of those properties, within the proposed BID area.

4. Applying for the targeted rate

As provided for under the BID policy, the BID funding mechanism is the setting of a target rate to be applied to each commercial ratepayer within the BID area. The BID policy sets out a number of requirements for the BID association to meet, which are as follows:

1. Evidence of a mandate

The declaration of the result of that poll, which closed on 18 November 2013 was: the Voter Return Percentage was 42%, being 79 votes, and the Voter Return Percentage supportive of the Business Improvement District proposal was 53%, being 42 votes. (Appendix 1)

2. Evidence of incorporation

Evidence of incorporation will be received prior to inclusion of a targeted rate in the Draft Annual Plan

3. The agreed BID boundaries

The proposed BID boundary is as described in the attached plan (Appendix 2)

4. The budget that has been ratified at the AGM

The first year objective of the proposed plan is to employ a suitable person as a BID Manager and provide sufficient additional resource for the manager as required. The plan proposes \$80,000 to be allocated to that objective.

Evidence of ratification will be received prior to inclusion of a targeted rate in the Draft Annual Plan

5. The business plan that has been ratified at the AGM

A summary of the business plan is attached (Appendix 3).

5. Conclusion

Establishment of a BID in Miramar commenced in August 2013. Following a successful poll showing support from the community to establish a BID, a target rate needs to be set to fund the BID to achieve its objectives.

An application received from Enterprise Miramar Peninsula Incorporated to set a target rate will require a decision by councillors to include such a rate in the Draft Annual Plan.

It is recommended to support that application and note the requirements within the BID policy before that decision can be made.