

Benefits of being part of the Kilbirnie BID

- ✓ **More profitable business area**
- ✓ **Better promotion of our area**
- ✓ **Stronger advocacy**
- ✓ **A unified brand**
- ✓ **More customers**
- ✓ **Professional management**
- ✓ **Regular business networking events.**
- ✓ **Community connection**
- ✓ **Greater online presence for member businesses**
- ✓ **Regular information and updates on local matters**

How to cast your Vote

All property owners, business owners and tenants operating within the proposed expanded BID area are eligible to vote. You may vote by returning your paper in the mail. The ballot voting period closes midday 15th March 2021. This ballot is conducted by Wellington City Council on behalf of the Kilbirnie Business Network.

The ballot results will be announced shortly after the close of voting. If successful, the BID rate will apply from 1 July 2021.

We are happy to meet one on one with anyone who would like more information about this proposed BID programme.



If you have any questions about the BID process, contact:

Gary Holmes

Manager of the Kilbirnie Business Network
0274 966 283 / email: manager@kilbirnie.org.nz

Wellington City Council BID policy and Partnership matters:

Rula Awad

027 803 0593 / email: rula.awad@wcc.govt.nz

VOTE:

Kilbirnie / Lyall Bay / Rongotai
Business Improvement District

Voter Information



www.kilbirnie.org.nz/bid-expansion

What am I voting for?

The Business Improvement District programme is a public-private partnership between Wellington City Council and Business Associations that have committed to develop a local business environment.

Currently, 5 Business Improvement District (BID) Partnership Programmes operate across the Wellington region.

The Kilbirnie BID was established in 2016 but the businesses in the Lyall Bay / Rongotai and surrounding areas are not included in any BID boundary so are missing out by not being part of a BID. The BID is dedicated solely to making it easier, safer and more profitable to run a business in our local area.

Following a successful expansion, our total representation would cover approximately 500 businesses and property owners. Under the programme, businesses vote collectively to invest in improvements to enhance their local business environment.

This can include activities such as promotion and marketing of the area, business to business networking opportunities and business support, security and crime prevention, and advocacy to key stakeholders such as Wellington City Council.



Current BID map and proposed expansion area



What is the Targeted Rate?

The targeted rate to be collected over the whole of the proposed BID area will be \$150,000. Each commercial property will be levied at \$500 per plus a small rate in the vicinity of 0.000127047 applied against the capital value of the property.

The final amount will depend on the Council rate strike on 1 July and the rates apportionment within particular properties. The targeted rate can only be used to fund services and activities for businesses in the Kilbirnie / Lyall Bay / Rongotai BID area.

INDICATIVE BUDGET

Proposed Expenditure 2021/22

BID Targeted Rate: \$150,000

