

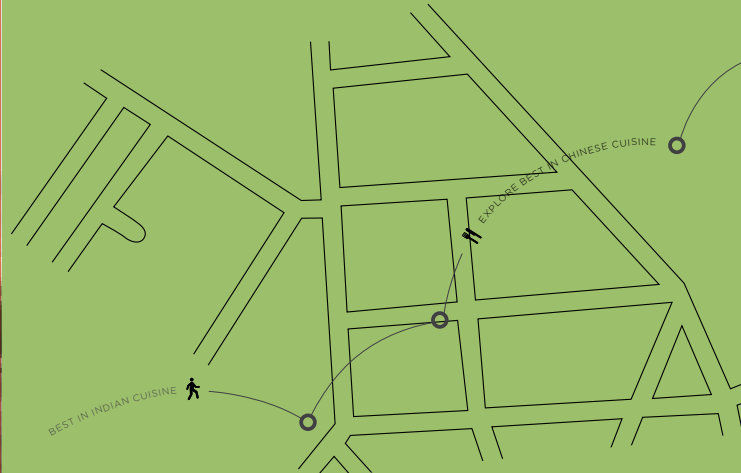
Benefits of being part of the Dominion Rd BID

- ✓ 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 either online or by returning your paper in the mail. The ballot voting period closes midday Wednesday 31st March 2021. This ballot is conducted by Independent Election Services Ltd on behalf of the Dominion Rd Business Associations. The ballot results will be announced on 1 April 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 - Dominion Rd Business Association
0274 966 283 / manager@dominionrd.org.nz

Auckland Council BID policy and Partnership matters:

Claire Siddens
021 984 065 / claire.siddens@aucklandcouncil.govt.nz

Official ballot process matters:

Independent Election Services
09 973 5212 / info@electionservices.co.nz

DOMINION RD

BUSINESS ASSOCIATION

VOTE DOMINION RD BUSINESS IMPROVEMENT DISTRICT

VOTER INFORMATION

www.dominionrd.co.nz/bid-expansion

WHAT AM I VOTING FOR?

The Business Improvement District (BID) programme is a public-private agreement between Auckland Council and Business Associations that have committed to develop a local business environment.

Currently, 50 Business Improvement District programmes operate across the Auckland region, representing over 25,000 businesses.

The Dominion Rd BID was established more than a decade ago, however the businesses in the Balmoral Road south area were not included in the current BID boundary so are missing out on the benefits of being part of a BID programme. The Dominion Rd 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 increase to represent approximately 330 businesses and 200 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 Auckland Council and Council Controlled organisations (CCO's) such as Auckland Transport.

This BID programme would be managed by the Dominion Road Business Association Inc.



CURRENT BID MAP AND PROPOSED EXPANSION AREA



WHAT IS THE TARGETED RATE?

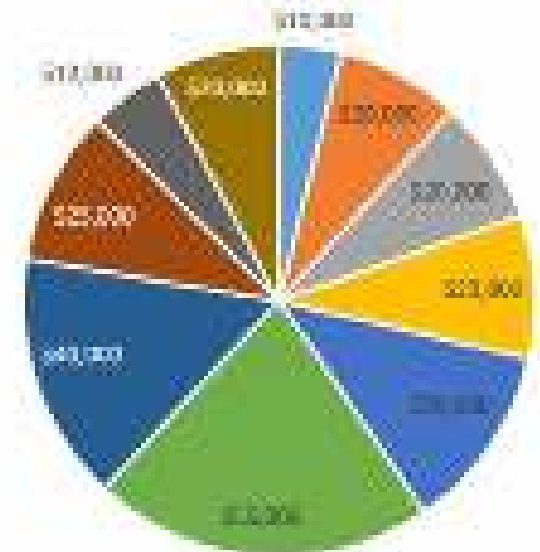
The targeted rate to be collected over the whole of the proposed BID area will be \$255,000. Each commercial property will be levied at a small rate in the dollar in the vicinity of 0.00053121 applied against the capital value of the property. The final amount will depend on the Council rate strike on 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 Dominion Road BID area.

For more information, please visit: www.dominionrd.co.nz/bid-expansion

INDICATIVE BUDGET

Proposed Expenditure 2021/22

BID Targeted Rate: \$255,000



- Advertising & membership
- Crime Ambassador
- Events & social events
- Signage design
- Signs & street art
- BORA Operations
- Business Operations
- Finance / management
- Security / crime prevention
- Environmental improvement