



Find out more: phone 379 2020 or visit www.aucklandcity.govt.nz

The programme is funded by a targeted rate collected from non-residential properties within a defined geographical area. To establish a BID, the programme must be voted in by a poll of the property and business owners of the commercial district or business centre. All BID polls are run as a postal ballot by an independent election service. If the majority of votes cast are in favour of establishing a BID, then all property and business owners within the boundary will pay an additional levy on their council rates.

What does a BID programme offer?

The programme provides a significant contribution to Auckland city's economic, social, environmental and cultural wellbeing. It is intended to promote the profile of a commercial district or business centre. Each business district has different factors and economic drivers influencing its success, so must determine what its business community needs and target initiatives to service that need.

Managing a BID

Each BID has an elected executive committee comprising business, community and council representatives. The Executive Committee is responsible to the BID business association for running the Business Improvement District programme in accordance with the approved strategic plan and budget. The BID employs a manager to implement the strategies set by the executive committee. A councillor and community board member are appointed to each BID. They attend all BID executive meetings of a strategic and financial nature.

How is a BID funded?

The BID is funded by the levying of a targeted rate over a defined geographical BID area and collected from all non-residential properties within that boundary. A BID may also generate other funds in the form of sponsorship, advertising and grants.

Who is liable to pay the targeted rate?

All non-residential ratepayers in the defined BID area are liable to pay the BID targeted rate. Non-residential properties include all businesses in the business services, commercial, industrial and retail sectors.

Private (non-business) residents are not liable for the targeted rate.

The Local Government (Rating) Act 2002 governs all decisions regarding the amount of the targeted rate and BID boundaries.

Who collects the fund?

Auckland City Council collects the targeted rate on all non-residential properties within the specified BID area. Council distributes these funds to the business improvement district to administer the programme. Funds must be used to improve the local area.

How are the funds spent?



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The executive committee governs the strategic, financial and operational affairs of the business improvement district.

The BID manager or co-ordinator will undertake the day-to-day running of the BID programme and recommend work programmes and budgets to the BID committee. Staff are employed by the BID for the purpose of administering the BID programme.

Council has strategic and financial oversight of the BID programme. BID budgets must be approved by council for collection of the targeted rate in each financial year.

Objectives of the BID

Business development:

Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and changes in the retail and economic climate of the region and country. Regardless of how the local economy is operating in relation to the national trends, the BID must continually be considering ways in which the area's assets and offerings can be improved and maximised.

The core principles of business creation, attraction, retention and expansion should be applied. These may include but are not limited to networking, best practice, business-to-business development and developing a business centre prospectus for potential investors and tenants.

Strategic management:

Managing and administering the programme through an elected committee which provides direction and governance. The governing committee defines the function, statement of intent and role of the BID organisation. The day-to-day running of the organisation is provided by the BID manager.

The strategic direction identified by the committee and the implementation of that on a day-to-day basis is core to getting business, strategic partners and council working together for the benefit of the BID.

Promotion, events and marketing:

Marketing the commercial district and business centre's assets to customers, potential investors, new business, local citizens and visitors. This includes through special events and promotions. However, marketing of the BID should not be limited to events. There also needs to be active place marketing and branding of the area. This would include a dedicated website which includes business listings, a member's information area as well as news, events and advocacy being undertaken.

Each BID should develop a series of key messages about the activities and benefits of the programme so that members are fully informed of the returns on their targeted rating. All media about the BID including the website, should also emphasise those key benefits and initiatives. Acknowledgement of the contribution to the programme by the local businesses beyond the committee members is essential to ensure full engagement by all ratepayers.

Urban design and heritage environment:

Coordinating physical improvements to enhance the image of the business centre, promoting what it has to offer and providing a secure and clean environment. This includes encouraging



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Council offers a full package of support services to BID programmes operating in Auckland city. The BID team within Economic Development group are able to advise on all matters relating to BID policy and operating best practice.

The team coordinate with and provide overall management of BID programmes.

Support services include:

Capacity building for BID managers and committees including strategic planning workshops, key performance indicator development workshops, HR management with chairs and employment committees for good employment practices, sponsorship and funding, place-making master classes, meeting procedures and committee effectiveness, economic drivers of town centres and security information.

Business development initiatives such as the business expansion and retention (B.E.AR.) programme, which focuses on business growth within a commercial centre.

Continuous improvement on all aspects of BID delivery through keeping abreast of international best practice and communicating this to BID practitioners.

Advisory role on **governance and management** with particular emphasis on strategic planning and developing performance measures.

Cross-council relationships developed through regular operational meetings with BID managers and council officers to communicate performance standards and responsibilities in areas such as transport, street services and amenities, regulatory programmes and urban design. The team provide advocacy and information on BIDs to other areas of council, including the political arena. Economic Development group input into cross-council projects with relevance to BIDs, such as CBD retail action plan, safer Auckland reference group, Rugby World Cup 2011, Wi-Fi and broadband initiatives.

Communication through articles in City Scene, the council's weekly free publication.

Facilitation of **legal advice and mediation**.

Financial governance covering audits, budget advice, reporting to council for annual planning, liaison with rates group.

Collaboration with Manukau City Council and other NZ territorial local authorities in training and best practice. Advisory role with other local authorities developing BID programmes.