



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

Sample Introduction letter (to be printed in other required languages too)

Welcome to (name.....) Business Association & Business Improvement District

We are thrilled to welcome you and your business to the local area. We hope that you will find our services and programmes of interest and make use of the information and advice that you can access through our office and staff. We look forward to seeing you soon at one of our networking events.

What we offer

The Business Improvement Development (BID) programme in Auckland started in 1991 and operates as a partnership between Auckland City Council and local business associations.

The BID programme funds operational capacity, design, business development initiatives, and promotional projects. These initiatives support businesses, attract customers and promote (name of town centre or business district) as a business location.

The BID programme is funded through a special BID targeted rate collected from the local businesses within a defined geographical area.

Some of the services offered by the (name.....)business association are:

- Proactive executive board
- Capable office staff to answer your questions
- Ongoing promotional activity
- Advertising and marketing opportunities
- Lobbying with council on issues / infrastructure
- Networking opportunities
- Newsletters and updates
- Listing in shopping and business directory
- Listing on website
- Dedicated security service
- Dedicated graffiti removal
- Business development and training initiatives
- Leveraging additional funding
- Collective communication
- Targeting growth opportunities

(name) business association publishes (name of the business directory) annually. This may be an effective channel for your business to advertise your services. We produce a regular e-newsletter that will keep you up to date with news and views in (name of town centre or business district). We also maintain a website that connects with your prospective customers.

For further information or assistance please phone us on (number.....) or call in to the office to discuss any issues or ideas.

Contact details:

Office Address
Phone
Fax

Name of the BID manager.....
Phone:
Mobile:

Website: www.BID.co.nz.....