

# Uptown Business Association BID Expansion Report



## Background

The Eden Terrace Business Association (now known as Uptown) had originally been established under the Auckland Council BID programme and voted to become a Business Improvement District (BID) in 2012 following a ballot in March of that year.

The Business Association had identified the businesses in and around the Normanby Road / Mt Eden area and those in Haultain and Fenton Streets (off New North Rd) as potential areas to expand the Association's activities into as far back as August 2013 although at that time it was decided that it was prudent to get more runs on the board before attempting a BID expansion and so the decision was made to delay any proposed expansion.

The majority of the proposed expansion area fell under the Albert Eden Local Board area and in early 2015 that Local Board noted the following in their Local Economic Development Plan under actions and initiatives: *That the Albert Eden Local Board supports the proposed expansion of the Uptown BID into the Normanby Rd area.* It had already been determined that Mt Eden Village BID did not wish to extend beyond their existing boundaries

The Uptown Executive Committee noted at the time that a future expansion should be included in the soon to be updated Strategic Plan but noted that any expansion would be 18-24 months away due to current resourcing from Auckland Council and the need for the Association to further develop its programme of offering in the existing BID area.

In the Uptown Strategic Plan, adopted 23 September 2015, the following was noted under the proposed Economic Development actions: Exploring the feasibility of expanding the BID boundary to include businesses in the Normanby Rd area

A full proposal and timetable for the BID Expansion was considered and adopted by the Uptown Executive Committee at its July 2016 Committee meeting and at its AGM held 28 September 2016 the following special resolution was passed by members:

That the Association endorses a planned Business Improvement District (BID) boundary expansion project in early 2017. The proposed BID boundary expansion is shown on the attached map to include properties within Akiraho St, Fenton Street, Haultain St, and those roads boarded between Mt Eden Rd and Normanby Rd.

*(Explanation: This will enable the Uptown Business Association to advocate for a greater number of businesses in the immediate Uptown area that share common issues and aspirations, and reflect an interest from businesses in this area in formally being part of our Business Improvement District. In addition this expansion is supported by the Albert Eden Local Board in its Local Economic Development Plan).*

## 2017 Campaign activity

A detailed database of all businesses in the proposed expansion area was developed including business name / type / key contact name, physical address, postal address, telephone and email address.

This was done using a combination of door to door visits and contact (either by phone or in person) to ensure we had received all up-to-date contact details required for the sending out of the ballot papers by Independent Election Services. This list was added to the ratepayer list supplied by Council to form the eligible voters list.

During the course of the campaign over eight months, a number of property owner and business member networking meetings, including two breakfast events and two drop-in sessions, were conducted giving these audiences multiple opportunities to learn about the ballot process and the activities of the Association.

An A5-sized campaign booklet was produced outlining the proposed expansion highlighting the Association's achievements to date and detailing the programme of activities should the expansion proceed and a promotional video was produced featuring existing and potential BID members talking about the benefits of a BID.

All businesses in the proposed expansion area were both posted and hand delivered a copy of the booklet and a covering letter explaining the planned expansion. All property owners / ratepayers were sent a copy of the booklet together with a covering letter.

The campaign was fully funded by the Uptown Business Association (with no Local Board funding) and the total cost was less than \$15,000 (including the video and ballot).

## Campaign timeframe

### 2016/17 BID Expansion Timetable

August 2016	Draft BID Expansion Map & proposed expanded boundary targeted rate prepared
September 2016	Approval to proceed with expansion agreed by Special Resolution at Annual General Meeting
October 2016	Database of business occupiers established
November 2016	Database of businesses complete Face to face meeting with businesses to explain existing BID programme, benefits and expansion proposal commences
November 2016	Meeting with Albert-Eden Local Board to seek support to conduct expansion poll.
January 2017	Face to face meetings with remaining business owners
February 2017	Information packs mailed to all property owners and delivered to all businesses Meetings held for landlords and business owners in expansion area BA supply elector data and other material to Election Services
March 2017	Voting packs delivered Thursday 2 <sup>nd</sup> March 2017
April 2017	Voting closes Friday 31 March 2017 – Result announced
April 2017	Uptown SGM to confirm ballot result
May 2017	Local Board Meetings (ballot results advised)
July 2017	New targeted rate including expansion area

## **Voting Period**

Polling began on 2<sup>nd</sup> March and concluded on 31 March. Once voting began, businesses received a follow-up in the first week to ensure they had received their papers and to assist or answer any questions they may have had. All queries were passed to the manager who followed them up by phone, email or in person.

The Business Association received twice weekly reports from Independent Election Services detailing who has voted, enabling the targeting of those who had yet to return their papers. These businesses were contacted during the four week polling period to ensure they voted.

There were a number of instances where businesses had either not received their papers or had discarded them by mistake. In these cases it was arranged for Independent Election Services to send out replacement papers.

## **Official Result**

The final result was made known shortly after close of voting on 31<sup>st</sup> March

Of the 290 electors issued a voting document, 78 (26.9%) completed and returned them with the threshold of 25% being met. Of the 78 returned voting documents, 50 (64.1%) voted YES and 28 (35.9%) voted NO.

The BID expansion ballot was successful.

## **Campaign Findings**

The Uptown Business Association is thrilled with the final outcome and puts the success of the campaign down to the face to face visits with as many businesses in the expansion zone as possible and then ensuring that businesses returned their voting papers.

The Association now looks forward to working with all businesses within the newly expanded boundary to provide added value to them through the range of services and activities it delivers.



Gary Holmes  
Uptown Business Association Manager

18 April 2017

# Initial Information flyer

## Our Vision - Uptown is:

- Auckland's poster child for urban living
- a powerful and positive businesses community
- vibrant and cosmopolitan combining its unique heritage with 21st century sustainable urban development
- a place that sets international benchmarks

## Join us:

The Eden Terrace / Mt Eden area will experience change due to growth associated with the Auckland Unitary Plan and the City Rail Link project. It all businesses have a voice to ensure negative on the area are minimised and benefits maximised.

The Uptown Business Association is talking with businesses in the Mt Eden area, seeking support to extend the BID boundary to include Normant Boston Rd, Mt Eden Road and surrounding streets by 1 July 2017.


## Benefits of joining the Uptown BID:

- Reduced crime – dedicated security patrol.
- More customers and clients.
- Effective engagement with Council and CCO's about the CRL project.
- Regular business networking events.
- Greater online presence for member businesses.
- Cost savings for member businesses.
- Regular information and updates on local matters.

## What can the UPTOWN Business Improvement District (BID) do for you?

There are **48** Business Improvement Districts already in Auckland working closely with their Local Boards and Council to secure additional funding and support. **Your business is not currently included in a BID.**

This is your chance to join the highly successful, existing Uptown BID - right on your doorstep.




## Want to find out more?

You're invited to join other local business owners to find out more about the Uptown BID.


**When:**  
Thursday 9th February  
5.30pm - 7.00pm

**Where:**  
Horse and Trap - "The Loft"  
3 Erfield Street  
Mt Eden.

Watch out for the full information booklet in February - you will have an opportunity to vote to be part of the BID during March.  
[www.uptown.co.nz/BIDexpansion](http://www.uptown.co.nz/BIDexpansion)



# Main Campaign Booklet



# UP TOWN

## Business Improvement District

*"We are creating a strong identity for Uptown as a progressive and connected business community - ready for major residential growth and the opportunities of city fringe development. This growth will bring challenges too - and we all share an interest in influencing the way our area develops. There are already many links between businesses in the current Uptown area and your own zone. Joining Uptown will help strengthen the local business voice, and gives us all the chance to benefit from faster cluster development and networking. Welcome!"*

**Laila Harre**  
Chairperson  
Uptown Business Association

**You told us:**

- Increasing crime and safety concerns
- Traffic congestion and parking issues in and around Mt Eden / Normantown Roads.
- Unattractiveness and lack of appeal of the area
- Lack of opportunities to network with other businesses

**How a BID can help:**

- Reduced crime – dedicated security patrol.
- Advocating and implementing solutions to ease parking congestion
- More customers and clients.
- Greater business opportunities.
- Effective engagement with Council and CCO's about the CRL project
- Regular business networking

### PROFESSIONAL - What's In it for me?

*"Being part of UPTOWN, enables us to be involved in a vibrant and sustainable city-fringe community. Being local, knowing the locals and contributing socially - socially and commercially, provides unique insights in understanding Uptown's 'essence'."*

**Peter Eising**  
Managing Director  
South Environmental Architects Ltd

- Increase turnover by providing business to business networking and marketing opportunities.
- Provide opportunities to showcase your services at specialist workshops and presentations.
- Provide a unified voice for local professional services.
- Attract more clients by upgrading the area to make it easier and more pleasant for people to do business with you.
- Advocate on behalf of local businesses to Auckland Transport to solve traffic congestion concerns.
- Enable the sharing of ideas and skills through business networking.
- Get local businesses doing more business with each other.
- Generate media and PR for service businesses.
- Work with Auckland Council to create a secure, safe and attractive commercial area.

### What BID PROJECTS would benefit you and your business?

Our objective is to help the Mt Eden / Newton / Eden Terrace area be a great place to do business by delivering in three key strategic areas.

- Advocate to enhance the area and local business
- Activities that make doing business easier and safer
- Attract more member engagement and more business to the area

**ONE access to an established business community**

- Membership communication and networking.
- Regular communications for members informing them of upcoming events, news and other issues.
- Host monthly "Business Overcast" after-five events

**ONE brand to Market**

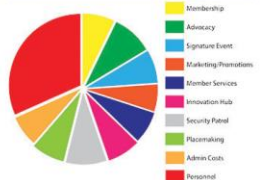
- Support and encourage events that bring people to Uptown by showcasing the diverse range of businesses located within the BID.
- Conduct regular networking events with guest speakers to provide networking and educational opportunities.
- Establish a buy local programme aimed at providing tangible benefits / offers to both businesses and the general public.

### Proposed BID Expenditure:

To give you an idea of how the BID money could be spent if the Uptown BID is expanded, we have proposed the following budget. It will be up to local businesses and the Committee to confirm the activities to be undertaken, and how much they want to spend (see page 6-7 for possible projects).

Another strength of BID is their ability to leverage additional funding. The Committee can decide to supplement its base revenue by seeking extra funding through grants, donations and sponsorship for specific projects.

Category	Amount
Memberships, communications and networking	\$30,000
Advocacy and special projects	\$25,000
Signature event	\$20,000
Marketing and Promotion	\$16,000
Member Services and Support	\$20,000
Innovation Hub	\$20,000
Security Patrol	\$25,000
Networking	\$20,000
Admin / Internal Costs	\$19,000
Personnel	\$95,000
<b>TOTAL</b>	<b>\$290,000</b>



- Membership
- Advocacy
- Signature Event
- Marketing/Promotions
- Member Services
- Innovation Hub
- Security Patrol
- Networking
- Admin Costs
- Personnel



# Regular Email communication

**Uptown BID Expansion**

The Uptown Business Association is currently talking with businesses in the Mt Eden catchment to seek support to extend the boundaries from 1 July 2017 to include businesses located within Normanby Rd, Boston Rd and Mt Eden Road area to help us secure even greater benefits for our area.

We're holding an information session for these businesses from 5.30pm - 7.00pm on Thursday 9th February at The Horse and Trap (3 Enfield St) if you would like to pop along to meet some new neighbours.



Feb E-Newsletter to all businesses, including expansion zone.

**Calling all those interested in CRL updates!**

Our first Business Breakfast for 2017 is just around the corner - we would like to invite you all to join us and your fellow Uptown neighbours, at the Horse and Trap next Thursday 9th March. We have invited along the CRL team to update us on the progress and next steps, and to answer any questions you may have. We will also be giving a presentation about our recently proposed boundary expansion project, and will give some business in the expansion area a chance to meet with us (and you!) to ask questions and find out who we are and what we do.

March E-Newsletter to all businesses, including expansion zone.

Specific E-Newsletter to businesses in the expansion zone, March 2017.

**Welcome to all the new Uptown members!**

We are delighted to report that we have been successful in our efforts to expand our Business Improvement District boundary to include all businesses in and around Normanby Rd / Mt Eden Rd and also Haultain and Fenton Streets. Of the 26% who returned their voting papers, the majority supported the expansion of the Uptown Business Improvement District (BID) programme with 64.1% voting in favour.

Thank you to all of you who supported the BID. Whether or not you voted to support this extension, we will work hard to ensure that we deliver on activities and support to add real value to your business and ensure that the united voice of Mt Eden / Eden Terrace / Newton / and Grafton businesses is heard and taken notice of when decisions are made affecting our area by the Local Board, Council and other organisations such as Auckland Transport.




April E-Newsletter to all businesses, including expansion zone.

All the information you need to know about the Uptown Business Improvement District. Ballot papers out now - Vote today!

[View this email in your browser](#)




**Uptown is a progressive and connected business community.**

Listen to what other local business owners have to say about being part of the Uptown BID. [Click here to view our short video.](#)



**Vote YES for the BID.**

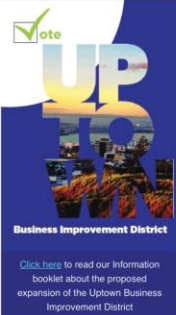
The chance for you to vote on being part of the Uptown Business Improvement District (BID) is here. You should have received your voting paper in your mail box this week and we encourage you to take the opportunity to help us create a better business area by voting YES to be part of the Uptown BID.

You have until the end of March to vote - either online or by posting your ballot back in the mail. If you haven't received your voting papers, please contact Gary Holmes today on 0274 966283 or email [gary@uptown.co.nz](mailto:gary@uptown.co.nz)

**Business Improvement District**

[Click here to read our Information booklet about the proposed expansion of the Uptown Business Improvement District](#)

[Like us on Facebook](#) [Visit our website](#) [Email us @Uptown](mailto:info@uptown.co.nz)



# Voter Information Flyer

**Benefits of being part of the Uptown BID ...**

- ✓ Reduced crime - dedicated security patrol.
- ✓ Advocating and implementing solutions to ease parking congestion
- ✓ More customers and clients.

**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 31st March 2017. This ballot is conducted by Independent Election Services Ltd on behalf of the Uptown Business Associations. The ballot results will be announced on 3 April 2017.

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

Uptown was established in 2012, however the businesses in the Normanby Road and surrounding areas were not included in the current BID boundary, so are missing out on the benefits of being part of a BID programme. The Uptown BID is dedicated solely to making it easier, safer and more profitable to run a business in our local area.

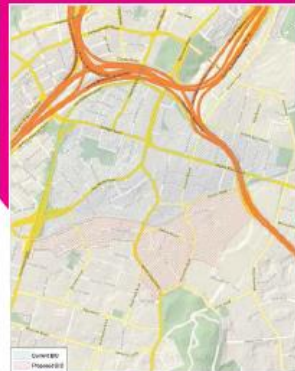
Following a successful expansion, our total representation would increase to represent approximately 650 businesses and 800 property owners. Under the programme, businesses vote collectively to invest in improvements to enhance their local business environment.

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 (CCOs) such as Auckland Transport.

**VOTE NOW to have your say on whether you want to be included in the Uptown BID.**  
(Ballots must be posted by 28 March)



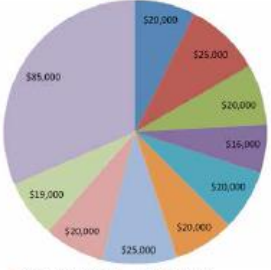
**Proposed Boundary ...**



**What is the targeted rate?**

The targeted rate to be collected over the whole of the proposed BID area will be \$270,000. Each commercial property will be levied at a rate in the vicinity of 0.0001999995, applied against the capital value of the property. The final rate in the dollar 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 Uptown BID area.

**Indicative Budget:**  
Proposed Expenditure 2017/18  
BID Targeted Rate: \$270,000.



Advisory & special projects	Security patrol
Signature event	Facemaking
Marketing & promotion	Address & internal costs
Member services and support	Personnel / management
Innovation hub	

**with anyone who is in this proposed area**

**contact:**  
Business Association  
[info@uptown.co.nz](mailto:info@uptown.co.nz)

**policy:**  
Phone: (46)8380 |  
[www.council.govt.nz](http://www.council.govt.nz)

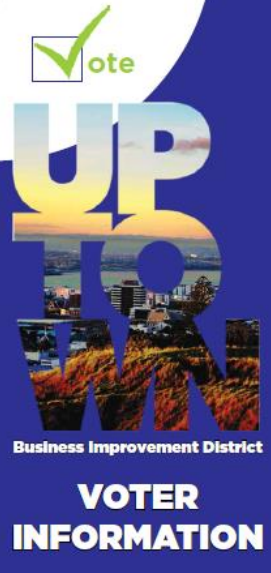
**enquiries:**  
[enquiries@uptown.co.nz](mailto:enquiries@uptown.co.nz)

**visit:**  
Uptown BID

**Vote UP TOWN**

**Business Improvement District**

**VOTER INFORMATION**





# BID Expansion Map

