

PROPOSED CENTRAL CITY SEPARATE RATE

The Council's Central City Objectives

- Central City Strategy 2001 - "Making the central city a more attractive place to live, shop, socialize and conduct business."
- Strategic Statement Objectives relative to the Central City are to - "Maintain the City Centre as the focal point of the city by marketing the City Centre as a place to shop, visit and do business ... and to maintain and enhance the Central City as the principle commercial, administrative, employment, cultural and tourism focus for the City, and the venue for a diverse range of activities."
- Retailer/Business Stakeholders Group - View is that a formal Central City Business Association should be formed and funding pursued through a formal collection mechanism.

The following services are required to achieve these Central City objectives

- Marketing and Promotion
- Strategic Planning
- Communication/Public Relations

The benefits arising from expenditure

- The direct benefits of expenditure will be seen by businesses having additional customers visiting and purchasing of goods and services from their business. The benefit to the Council is to ensure it meets its strategic objectives.
- The area defined as the Central City Business Area will be the exclusive area of benefit, where money collected will be spent on promotion and marketing solely for that area. Only businesses within the defined area will be able to take part in the promotions, events and activities, use the logo, database, and web site.



Weekday stalls in Cathedral Square

Proposed Service Delivery

Option 1: Council contracts a formal association administered by an advisory board to provide the services. If this became the preferred option, the Council would encourage the formation of a Central City Business Association to adequately market central city business activity in line with the Council's strategic objectives for the Central City.

Option 2: Council provides the services from within the organisation, with external advice from an advisory group.

Estimated Annual Expenditure

Management	150,000
Strategic Planning/Monitoring	75,000
Promotions, Publication	375,000

	\$600,000
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Proposed Funding for the Service

Funding would be by way of a separate rate to the defined area of benefit (see map on opposite page).

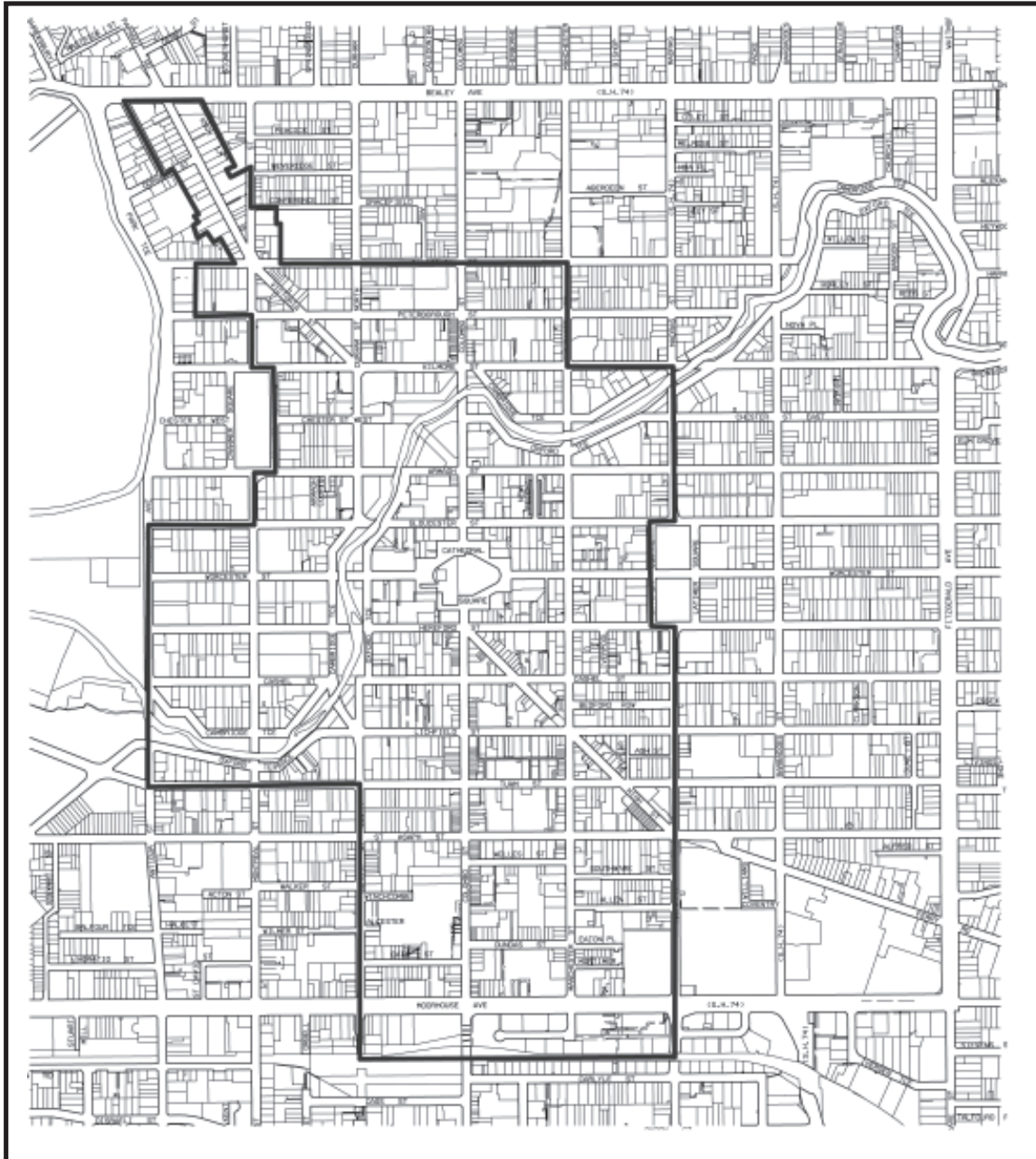
Survey of Business Support

A survey will be conducted within the area identified to seek a response on support for a separate rate.



Shoppers enjoy the shops and surroundings in the Central City

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Map of the Proposed Central Business Separate Rating Area

The text on the previous page refers to a Central City Business Separate Rating Area. The map above identifies this area. The proposed boundaries starting from the bottom of the map and going in an anti-clockwise direction are the railway line (south of Moorhouse Avenue) to Gasson Street, Madras Street, Kilmore Street, Manchester Street, Salisbury Street, Conference Street, Montreal Street, Knox Lane, Bealey Ave, Dublin Street, Salisbury Street, Peterborough Street, Montreal Street, Gloucester Street, Rolleston Avenue, Tuam Street and Durham Street South.

UNDERGROUNDING OF OVERHEAD WIRES

The City Services Outputs and Standards Special Committee, at its meeting on 26 September 2000 agreed to seek a further \$600,000 per annum for additional undergrounding to be carried out in conjunction with kerb and channel projects. Of this sum, \$483,000 would be operational expenditure and the balance - \$117,000 would be for capital expenditure on the associated street lighting.

The Council has not included this additional funding in the draft Financial Plan and instead is recommending that the proposal be canvassed in the Financial Plan process this year.