

The proposal to extend the boundary of the Glen Innes BID programme, taking in another 70 businesses west of the railway tracks, has achieved another significant milestone.

The Maungakiekie-Tāmaki and Ōrākei local boards have recently approved, in principle, the proposed new boundary map, *right*.

We spoke with the BID team's Claire Siddens about this key stage, and how local board support is pivotal throughout the expansion process.

CASE STUDY: Expanding the Glen Innes business improvement district

The Auckland Council Business Improvement District Policy 2016 (BID Policy 2016) requires the local board to approve any BID Programme boundary changes and recommend to the Governing Body the striking of the targeted rates (BID Policy 2016, section 3, Table 1 and BID Policy Operating Standards, section 2.1).

The Glen Innes Business Association (GIBA) has operated a BID programme since 1993 and, 25 years on, has embarked on a BID expansion project to include the wider GI business area.

The properties located within the BID expansion area are a mix of retail (24%) and service/industrial businesses (76%), adding depth to the existing BID membership base. This will allow GIBA to develop its BID programme to deliver a range of business-to-business opportunities for around 190 members, says GIBA's BID programme manager Gary Holmes.

Gary has been through the expansion (and establishment) process before and knows the process well. Gary is working with the BID team's growth specialist Claire Siddens on the project to ensure the BID Policy's express requirements are met.

GIBA signalled the intention to expand its BID programme boundary at its annual general meeting (AGM) held last September (2018).

"Following members' approval of the proposed expansion map at the AGM, the following step (*highlighted in green on the graphic next page*), is when local board support is sought," Claire said.

In this case, GIBA is looking to expand the BID boundary across two local board boundaries, from Maungakiekie-Tāmaki and into Ōrākei.



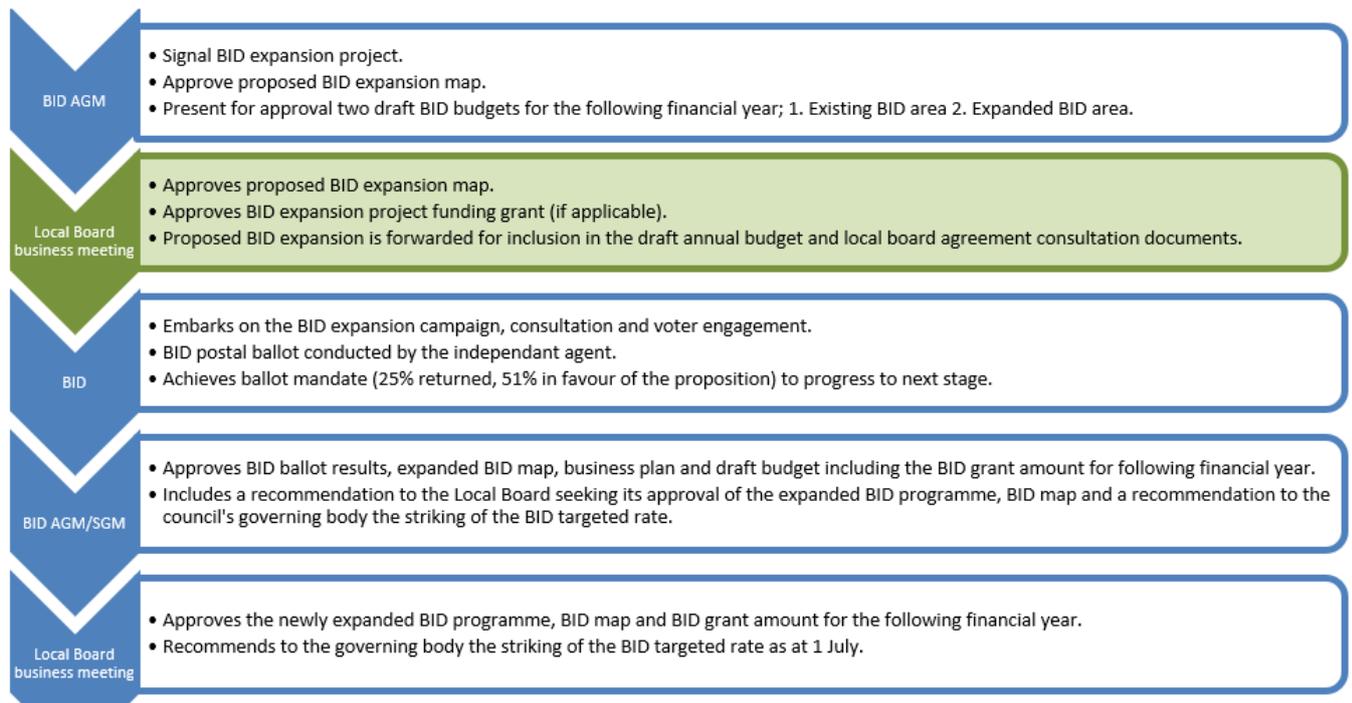
Gary Holmes



Claire Siddens

Continued on page 2

AT A GLANCE: The process to expand a BID programme boundary



Continued from page 1

Both local boards, which highlighted the importance of thriving town centres and the BID programme in their respective 2017 local board plans, were asked to formally approve the proposed boundary map and indicate their support for the BID expansion.

“As GIBA had budgeted for all expansion-related costs, neither local board was asked for funding. More commonly, BIDs ask local boards for a financial contribution at this stage,” Claire said.

All BID expansion projects require further local board approval after the completion of the BID expansion project, voter engagement and ballot have been completed.

“This is to ensure the local board(s) can view the outcome of the completed BID expansion project, review the ballot results and be satisfied that the correct process have been followed.

“At this stage, the local board formally approves the newly expanded BID programme, boundary and grant for the following financial year. The last thing a local board must do is to recommend to council's governing body the striking of the targeted rate as at 1 July,” she said.

- *If this BID expansion project is successful, GIBA will increase from 120 to about 190 members, with the BID targeted rate rising from \$166k to \$250k in July 2020.*



Maungakiekie-Tāmaki Local Board approved the boundary map.



Ōrākei Local Board approved in principle.

KEY FACT:



Local Board
business meeting

- Approves proposed BID expansion map.
- Approves BID expansion project funding grant (if applicable).
- Proposed BID expansion is forwarded for inclusion in the draft annual budget and local board agreement consultation documents.

Local Board approval of the proposed BID expansion map and project signals the next stage in the expansion process. All BID expansions and establishments must be included in the council's draft annual budget and local board agreement documents which are out for consultation Feb/March each year. This is council's process to ensure the intention to increase the BID boundary and associated BID targeted rate collection base has been consulted as part of the council rate collection for the following financial year.