

Business Improvement District programme

The Council has adopted a Business Improvement District (BID) policy to help local business areas thrive. Under the policy, business areas can vote to have their area be a BID.

What BIDs do

A Business Improvement District is where businesses in a defined area choose to pay a targeted rate which funds a programme to promote their business area.

Each BID programme has strategic and business goals that it seeks to achieve through:

- promotions, events and marketing campaigns
- business support and enterprise
- local economic development activities
- skill and expertise development
- crime prevention initiatives
- networking and shared services
- local improvement projects
- advocacy to local and central government.

To operate a BID programme, a business association or alternative BID operator must be a legal entity established under the Incorporated Societies Act.

BID policy

The Christchurch City Council BID Policy 2016 provides a framework within which businesses can work together to establish and operate a BID programme.

The policy applies to all areas within the Christchurch City Council district and can be applied to any size business community.

Targeted rates for BIDs

Funding for a BID programme comes primarily from a targeted rate on all business rated properties within the BID area. The targeted rate is based on the capital value of each property and / or a fixed charge per property. The way the rate is set is decided during the establishment phase of the BID programme to best meet the needs of the participating business community.

The Council collects revenue through the targeted rate and provides it to the BID operator as a grant on a quarterly basis. This provides a regular income to fund activities that support local economic development.

Establishing a new BID

A business community initiates the process to establish a new BID programme.

The Council will work with the business community to decide whether a BID programme is appropriate and viable for that community. If so, the Council will work with the business community towards establishment of a BID programme.

How the Council can help

The Council can provide guidance, support and assistance to any business community looking to establish a BID programme. The Council can work with a business community through the process to assess whether a BID programme is right for the business community and if so, provide support through the feasibility and establishment processes.

The Council will provide direction, monitoring and oversight on the governance of a BID programme once it is established.

Grant fund to establish a BID

The Council has established a contestable grant fund to assist business associations to progress towards BID establishment.

Business associations may require seed funding to improve administrative and communication functions and to build membership and cohesion. There are also costs associated with holding a ballot, incorporation, and introducing systems for appropriate monitoring and reporting that the funding can assist with.

Criteria and information on how to apply for a grant will be available from the Council website before the end of June 2017, with application able to be made from 1 July 2017.

More information

The CCC BID policy and information is available from the CCC website

<http://ccc.govt.nz/culture-and-community/christchurch/business-improvement-district-programme/>

Auckland Council has over 40 BID programmes operating. Information about how the BID programmes operate and the initiatives they undertake for their business community are available on the Auckland Council website.

<https://bid.aucklandcouncil.govt.nz/>

Contact:

Gavin Thomas - Principal Advisor Economic Policy

Gavin.Thomas@ccc.govt.nz

Phone 941-8834