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Submission: I run an accounting business in Lismore CBD. Our office is on the 4th Floor and we have no street signage. The proposed rate increase is going to be crippling for most businesses who are still struggling to get on their feet one year on from the flood. The Council fluffs around doing arty farty stuff but not improving the actual CBD to get people in. The only CBD improvement with real effect are the two new public toilets. TV ads and T-shirts promoting the city dont work. Help business to get back on their feet by reducing rates, not increasing them, there are too many empty shops already and this increas could push more of them to close down.