

# ATTACHMENT

## 2.

Mayoral cover letter

12 January 2013

Dear Lismore Business Property Owner

**Proposed extension of the current Additional SBRVL to fund the Lismore Business Promotion Program**

As the attached bulletin explains, the Lismore Business Promotion Panel (LBPP) has recommended to Council that the current additional Special Business Rate Variation Levy (SBRVL), which funds the Lismore Business Promotion Program, be extended for a further five years, commencing on 1 July 2013.

This matter was discussed by Council at a regular meeting on the evening of Tuesday, 11 December 2012. While the LBPP recommended an extension of the SBRVL and that a contribution be paid by all ratepayers, Council supported the current additional rate to be paid by urban businesses that currently pay the SBRVL. Council resolved to consult with the Lismore business community to ascertain if the proposed extension is supported, or otherwise.

Attached please find an information bulletin containing information on the origins of the Additional SBRVL, the progress and outcomes of the Lismore Business Promotion Program and details of the consultation process. This bulletin is being mailed to all 1080 Lismore business property owners and to the owners and/or managers of businesses in the Lismore Urban Area, as well.

As you will read in the bulletin, a specialist company has been contracted to select a random sampling of both business property owners and business owners/managers, who will be invited to attend an intensive workshop being held to discuss all aspects of the proposed Additional SBRVL extension, on the morning of Wednesday, 13 February 2013.

If consensus is reached at the workshop or a clear majority support the proposal, Council is required to make an application for the five-year Additional SBRVL to the NSW Independent Pricing and Regulatory Tribunal (IPART). If not, property owners like you will receive a reduction in the SBRVL as it will return to the level which existed prior to the introduction of the Additional levy in 2010.

Since Council appointed a Lismore City Centre Manager in 2009, the sustained promotion and revitalisation of the CBD has proceeded apace, under the successful 'Lismore Come to the Heart' brand and featured successive marketing campaigns which are linked to year-round activities, major events, retail promotions and improvements to the amenity of the city centre.

I consider it vital that these promotional efforts continue and would ask that if you are invited to participate in the workshop you consider giving your time and experience to the process.

Thank you in anticipation of your input and my best wishes for 2013.

Yours faithfully



Cr Jenny Dowell  
Mayor of Lismore