



Gosford Business Improvement District

Business Plan

2009/10

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1. Executive Summary

The Gosford Business Improvement District Incorporated (GBID) is a not for profit organisation allocating and managing the funds collected by Gosford City Council from commercial property owners within a designated area in Gosford City Centre. The funds will be used for a range of projects and services with the aim to make Gosford a safer, cleaner, commercially vibrant attractive city.

In the first year of operation many partnerships were formed with Community, Business and Organisational sectors and Gosford City Council. These partnerships provided additional support which enabled GBID to create successful projects, promotions and events.

Also in the first year the following outcomes were achieved:

- The GBID brand was developed
- An office was established at 123 Donnison Street, Gosford
- An experienced manager was sought and secured

In 2009/10 GBID will continue these alliances to produce and implement the goals outlined in the business plan and will work with the Department of State and Regional Development to implement strategies for business retention and development within Gosford City.

GBID is also an active partner in the Gosford Challenge, the project to develop and grow Gosford as a world class waterfront regional city.

2. Operational Plan

The following operational plan outlines proposed projects for the 2009/10 period, all projects, events and promotions fall under the GBID goal to help make Gosford a safer, cleaner, commercially vibrant attractive city.

SAFETY AND SECURITY	OUTCOME
Continuation of afterhours canine security service	Minimise the property damage, graffiti and anti social behaviour in the city afterhours.
Assist Council with monitoring the current daytime security service	Ensure property owners, tenants, businesses and visitors to the city feel safe
City Safe Protocol – stage 2 of rollout includes public information evening to discuss the roles of security and information of safety strategies from Gosford Police	
Additional Lighting of commonly used areas – areas have been identified from the afterhours security canine and will be addressed	Provide a safe, secure city at night

CITY BEAUTIFICATION	OUTCOMES
Zero Tolerance Graffiti Project	Enables property owners to report and remove the graffiti off their properties
Close Monitoring of graffiti damage to properties and reporting to local Police Assistance Line.	Enables tracking of new “taggers” and removal of graffiti promptly
City Spring Clean – with the support of Gosford City Council to engage the community to help spring clean the city centre. Remove graffiti from properties, weeds from rooftops and old signage	Annual event to spring clean the city whilst fostering community pride.
Work with city real estate agents and property owners of vacant properties to assist occupy the empty shops with either short term business or shop front displays	Add vibrancy to the vacant shops and city streets and help minimize vandalism

Greening Gosford City – increase potted plants in Mann, Donnison, Watt and Erina Street areas	Further beautification of city streets
Renew city bus seats and install numbered sign posts	Visitors to the city can easily identify shops and businesses
Replace old Welcome to Gosford City Signage with new sign depicting Gosford assets	City beautification project and feature images of city landscapes and images

VIBRANT CITY

OUTCOMES

Gosford City Growers Market	Promote local produce and farmers, educate the seasonality of produce to shoppers
10 <u>More</u> things we love about Gosford	Photographic Competition encouraging the community to share with us what they love about Gosford City
My Town is special Coz..... Short film competition to promote Gosford City	Competition runs by Department State and Regional Development (DSRD). Winning film will be featured at DSRD awards night in September Opportunity to promote Gosford City
Open Air Cinema	Provide outdoor entertainment over the summer months.
Work with city real estate agents and property owners of vacant properties to assist occupy the empty shops with either short term business or shop front displays	Add vibrancy to the vacant shops and city streets and help minimize vandalism

Promotions and events:

Buy Local and Beat the Bills

Mad Hatters Tea Party and Sale Day

Sale Days x 2

Spring into Gosford

Kibble Park Opening

Live on the Lawn with up and coming artists

Christmas Entertainment

Christmas Parade

Midday Monster Mash

New Year's Eve Event

All promotional events and activities are created to increase shopper traffic in the city centre, and to generate additional sales for businesses. The promotions are also designed to encourage members of the community to participate in city centre entertainment.

BUSINESS RETENTION AND ATTRACTION	OUTCOMES
Buy Local and Beat the Bills promotions	Encourage people to shop in Gosford City Centre to generate additional sales for businesses
Workshops for retail	Provide business retention strategies for local business
Work with the Department of State & Regional Development on projects and project funding	Identify, with the help of the GBID members, community and local businesses additional projects to undertake in 2009/10.
Work with city real estate agents and property owners of vacant properties to assist occupy the empty shops with either short term business or shop front displays	Add vibrancy to the vacant shops and city streets and help minimize vandalism

3. Marketing

The key objectives of the marketing plan for 2009/10 are to attract members via:

- GBID website - continually review and update website for ease of use
- Members Breakfast Meetings
- Promotions and events

The marketing plan will also incorporate events and promotions to attract visitors and increase trade for city businesses.

4. Operational Plan Milestones

The following operational items will form the 12 month calendar of event, projects and promotions.

PROJECT/EVENT/PROMOTION	TIMELINE
After hours canine security	Commence July and ongoing
City Safe roll out information evening	July 2009
Buy Local and Beat the Bills	July/August 2009
Zero Tolerance Graffiti Project	August/September 2009
Greening Gosford City	August 2009
Welcome to Gosford City Sign	September 2009
My Town is Special Coz.....	September 2009
Spring into Gosford	September/October 2009
Business workshops	September 2009
Kibble Park Opening	September 2009
Live on the Lawn for up and coming artists	October 2009
Middy Monster Mash	October 2009
Gosford City Growers Markets	October 2009
Christmas Parade	November 2009
Christmas Entertainment	December 2009
New Year's Eve Event	December/January 2009/2010
Open Air Cinema	January 2010
Arts Incubator	March 2010
10 More things We love about Gosford	March 2010
Mad Hatters Tea Party and Sale day	April 2010

5. Financial Plan

GOSFORD BUSINESS IMPROVEMENT DISTRICT

Budget 2009 – 2010

INCOME

Income from CBD Levy \$400,287.00

Budgeted Projects 08/09 (carried forward) \$ 101,961.98

Total Income and Expenditure \$502,248.98

EXPENDITURE

Administration and operating expenses \$158,287.00

Advertising and promotion \$20,000.00

Projects \$174,000.00

Council Contract \$143,000.00

Contingency \$6,961.98

Total Expenditure \$502,248.98

In 2008/09 \$12,000.00 was gained through additional grants and \$82,000.00 was provided through in kind donations. In 2009/10 GBID seeks to source additional funding not shown in this budget.