



To the Property Owner

2 March 2016

Proposal to Introduce a Special Rate for Hampton Street

Dear Hampton Street Property Owner

Our Street provides excellent levels of return to property owners. It is a sought-after location for small business and high occupancy rates translate to strong rentals, quality tenants and excellent yields. Owners share in our Street's success.

The Hampton Street Traders Association has achieved a lot with very little in recent years, operating as volunteers on a shoestring budget. We cannot continue in this manner and will shortly cease operations. This means our very popular events – Dads' Super Saturday and Halloween will not run this year.

This is despite the fact that we know that strip-shopping precincts that work together to promote their Street are more successful than those that don't.

We know this because we commissioned independent research from Streetwise, one of Australia's leading small retail consultancies. It shows that traders who work together are more successful. Their individual businesses benefit greatly.

Our proposal for Hampton Street is to create a pool of funds to engage professionals to continue and expand on the work of the volunteer HSTA committee:

- **HSTA has asked Bayside City Council to introduce a Special Rate for Hampton Street.** Businesses from South Rd to Crisp St are included.
- The Special Rate will fund a dedicated marketing and business development resource for Hampton Street.
- Special Rate Schemes currently operate in many strip shopping centres in Victoria who use the funds generated to create highly effective marketing campaigns.
- Council would collect the Special Rate charge at the same time as the annual Rates. Special Rate charges are usually tax deductible, along with other Rates and Charges.
- The Special Rate amount would be calculated on the Capital Improved Value of the business premises, plus its location on Hampton Street. The attached Q&A document contains a guide to estimating your Special Rate charge.



Information Session

You are invited to come along at 6.00pm Wednesday 30th March 2016 to the Hampton Community Centre in Willis Street. The HSTA Committee will present an overview of the proposal and answer questions.

Voting

Your support is needed before Bayside City Council will consider introducing a Special Rate for Hampton Street. On behalf of HSTA, we ask you to show your support by:

1. Bring your enclosed Voting Form to the Information Session on 30th March, or
2. Completing the Voting Form and return it in the reply envelope by Friday 8th April 2016, or
3. Vote online at <http://hamptonstreet.com.au/members>

More Information

- The attached Question & Answer document includes an overview of how to calculate the estimated annual Special Rate charge for your property.
- hamptonstreet.com.au contains detailed information about the research conducted for HSTA on how best to transform Hampton Street, the Special Rate Scheme, proposed Business Plan and details on other Special Rates Schemes.
- Contact Rob Grinter (HSTA President) on 0409 805 268, Sandi Janssen (HSTA Vice President) on 0438 983 773 or David Cooper (HSTA Treasurer) on 0418 544 991.

A Special Rate for Hampton Street is an investment in maintaining and developing the value of your property so we would appreciate your support.

Yours sincerely,

A handwritten signature in black ink, appearing to be "Rob Grinter", written in a cursive style.

Rob Grinter, HSTA President (Highly Tuned Athletes)
Sandi Janssen, HSTA Vice President (Chillibird)
David Cooper HSTA Treasurer (Coachman Menswear)
On behalf of the Hampton Street Traders Association Committee

info@hamptonstreet.com.au



Graeme Disney A.O.M., J.P.
Returning Officer
Hampton Street Special Rate Scheme
PO Box 174
Hampton
Victoria 3188

We have asked Graeme Disney, A.O.M., J.P. - former trader, Mayor and eminent Hampton resident, to act as Returning Officer for the voting process.

Voting Form – Hampton Street Special Rate

- Yes, I support the introduction of a Special Rate for marketing and business development of the Hampton Street strip shopping centre.

- No, I do not support the introduction of a Special Rate for marketing and business development of the Hampton Street strip shopping centre.

Name:	
Business Trading Name:	
Business Address:	
Postal Address:	
Email Address:	
Please tick if applicable	I am the property owner <input type="checkbox"/> I am the business owner <input type="checkbox"/>

Signature:

Date:.....

Votes must be received by Close of Business 8 April 2016.