



2 March 2016

We know you are all busy so we will get to the point....

The volunteer committee of the Hampton Street Traders Association (HSTA) is running out of time, energy and more importantly money. This means that without a sustainable reliable income stream we will soon have to stop all our marketing - **no more Hampton Street website, no more Hampton Street Facebook, no more Dad's Super Saturday, no more Halloween.**

No more of the very things that put people in Hampton Street and Hampton Street on the map as a dynamic vibrant shopping precinct...a very real alternative to Chadstone, Southland and Church Street.

Last year we commissioned a report from the independent retail consultants Streetwise (one of Australia's leading Retail Consultancies) to look into Hampton Street and advise on a sustainable funding policy.

What it established was that shopping precincts where all the traders work together are far more successful. And most importantly, individual businesses benefit from the co-operation.

So, we have one last proposal for Your Street, Your Business and Our Collective Futures.

Our proposal is for a new Special Rate scheme to create a pool of funds to resource a dedicated Marketing and Business Manager to implement a Business Plan to promote Hampton Street.

Special Rate charges are **Tax Deductible** as an outgoing business marketing expense. Bayside City Council would collect them at the same time as the annual Rates, either in instalments or as a lump sum.

We expect Special Rates to range from \$350 for a small upstairs services space to \$2,500 for an extremely large retail premises. Instructions on how to calculate the estimated annual Special Rate charge for your property are included in the attached Question & Answer information sheet.

Information Session

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

Voting

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

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



More information

- The attached Question & Answer document includes answers to common questions about the Special Rate proposal.
- hamptonstreet.com.au contains detailed information about the research conducted for HSTA, 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 Scheme is an investment in the future success of Hampton Street. It ensures funding so our marketing and fantastic events can continue independently of trader volunteers who can focus on their businesses. 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



To: 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 Friday 8th April 2016.