



DIAMOND CREEK TRADERS ASSOCIATION

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8 July 2021

Rosa Zouzoulas
Executive Manager Planning & Community Safety
Planning and Community Safety
34 Civic Drive
GREENSBOROUGH 3088

Dear Rosa,

**Diamond Creek Traders Association Marketing and Business
Development Special Rate**

I am writing on behalf of Diamond Creek Traders Association to request Council to commence the statutory process as soon as possible to put in place a new special rate to continue the marketing and business development program for the Diamond Creek business precinct.

We would like to keep the boundaries the same to apply to businesses trading from properties located in the core retail and business precinct including Main Road, Collins Street, Inglis Street, Chute Street, Elizabeth Street, Main Hurstbridge Road and George Street.

The rate to be collected is as follows:

- For the period of 5 years ending 30th June 2027
- No discounting to any business, ie all traders pay the full rate
- Funds raised in the first year will be \$120,000, and subject to Capital Improved Value (CIV) over the five year period for which the special rate is intended to remain in force.

To further support this request, a business survey was sent to businesses in Diamond Creek seeking their feedback on the current Special Rate that concludes on 30 June 2022.

From the 20 businesses that completed the survey, 1 was not in support of the special rate being renewed and 19 were in support of the special rate being renewed for a further 5 years. Survey results have been attached for your reference.

The rest of the questions will support the Association with future strategic business and marketing planning, should the special rate be renewed for a further 5 years.

Yours sincerely

A handwritten signature in black ink, appearing to be 'CN' or similar initials, written in a cursive style.

Claire Nolle
President
Diamond Creek Traders Association