

# FITZROY STREET.

PO Box 2004  
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City of Port Phillip  
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St Kilda 3182

1 September 2023

Attention: Susie Filetti

**REQUEST TO RENEW SPECIAL RATE FOR THE FITZROY STREET BUSINESS ASSOCIATION  
FOR A PERIOD OF 5 YEARS (2024 – 2029)**

I wish to indicate the support of our association, Fitzroy Street Business Association (FSBA) for the Fitzroy Street Special Rate to be renewed for a further 5 years.

In our view, the special rate is extremely important in providing St Kilda with an excellent marketing, communications, management and networking program.

Our marketing program has delivered such initiatives such as the Halloween Street Party and the Christmas street activation with a visit from Santa and his helpers. We also support key major events including but not limited to, the annual Midsumma Pride March which generates significant economic benefit to our members.

The FSBA have also provided advocacy for the aspirations of local business, and we provide the service of a “Marketing Manager” to keep in regular contact with our members and provide personalised relationship management specific to their industry and needs.

We are proud to have enthusiastic and passionate committee members who share the common goal – to make our precinct the best it can be!

We are actively engaged and meet on a regular basis to facilitate the most effective use of these special rate funds.

At this preliminary stage, we have received anecdotal support, but we feel there is considerable support for the special rate to be renewed for the next 5 years.

Kind regards,

*David Blakeley*

**David Blakeley**  
**President**