



Fitzroy Street Business Association
PO Box 2004
St Kilda West VIC 3182
info@fitzroystreetstkilda.com.au

City of Port Phillip
Private Bag 3
St Kilda VIC 3182

1 May 2018

Attention Dalique Knight,

REQUEST TO RENEW SPECIAL RATE FOR THE FITZROY STREET BUSINESS ASSOCIATION FOR A PERIOD OF 5 YEARS (2019 – 2024)

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.

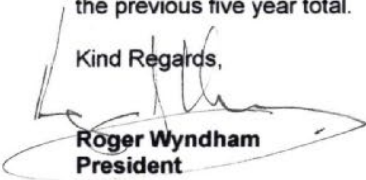
Our marketing program has delivered such initiatives such as the Easter Bunny & Friends on Fitzroy Street, Queen's Birthday Street Party, Halloween Street Party and the Christmas street activation with a visit from Santa and his helpers. We also support key major events including but not limited to, 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 "Precinct Coordinator" 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 2019 - 2024. It has been confirmed that St Kilda Seabaths, Jacka Blvd, no longer wish to be included in our special rate catchment zone effective the commencement of this new renewal period. In this new period, we seek to raise \$217,000 per year which is an approx. 10% increase on the previous five year total.

Kind Regards,


Roger Wyndham
President


Murray Schoorman
Vice President