



BUSINESS INCENTIVE PACKAGE

Support for New and Existing Enterprises

September 2008

Policy

The South Taranaki District Council welcomes and encourages business development. Our goal is to develop a vibrant and growing local economy through an effective partnership with all industry.

General Criteria

The Council will target incentives to new or existing enterprises which meet one or more of the following criteria:

- Offer unique products or services which will benefit residents, attract visitors or have a positive effect on the local economy
- Bring skilled residents to our communities
- Improve the image and viability of commercial areas
- Offer a niche product which utilises primary product produced in South Taranaki

All applications must meet the following general criteria:

- The activity must be located in South Taranaki District and the business committed to remaining in South Taranaki
- The activity must be able to demonstrate long term financial viability and potential for growth
- Council will not assist a development that would have been likely to occur had the policy not been in place – such as petroleum extraction



Standard Incentives

The Council offers the following standard incentives:

1. Rates or Rent Relief – Council may subsidise rates up to 50% per annum (based on a market value assessment) for a maximum of three years
2. Discounted Planning, and Consent Fees – Council fees may be subsidised up to 100%
3. Staff Training – Council may subsidise approved staff training courses up to 50% to a maximum of \$2,000 per business.
4. Market and Site Analysis – the Council may provide funding towards market analysis, site analysis and feasibility studies relating solely to South Taranaki
5. Infrastructural assistance – the Council may allow delayed or time payment for roading, water and other Council related infrastructural costs

Non Financial Assistance

In addition to the financial incentives the Council may assist businesses wherever possible by:

- Providing one point of contact to assist with all Council related requirements
- Providing demographic and land information
- Facilitating access to funding from central government and other investors
- Provide advice and introductions to relevant stakeholders



The Application Process

The application process for these incentives is to apply in writing to the Economic Development Manager of Council, using the application form attached and providing a business plan and outline of the incentives being applied for.

Each application will be considered on its merits and no incentive is guaranteed until approved. It will be the responsibility of the applicant to prove to the Council that the business is viable.

Applications will initially be assessed by the Economic Development Manager of the Council. All applications will be considered by the Executive Management Team. Those exceeding \$15,000 will be presented to the Council for a decision. Any decision is non-contestable.

Larger Businesses

(More than 20 full time equivalent positions or an annual turnover of \$5 million or greater)

For larger businesses whose needs may fall outside the assistance of the standard incentives the Council will consider a flexible package. Businesses should initially discuss their needs with the Economic Development Manager prior to putting a written proposal to the Council outlining the assistance they are seeking.



Image Improvement Incentives

The Council also offers the following Image Improvement Incentives which are intended to assist with the improvement of the exterior appearance of properties whose appearance detracts from the surrounding environment.

1. Image Improvement Subsidy – Council may subsidise the cost of minor repairs to building frontages within recognised commercial areas. Work that will be considered includes downpipe and fascia repairs and replacement. There is a maximum of \$500 subsidy for this work. Itemised quotes must be provided.
2. Painting Incentive Scheme – Council may subsidise the cost of painting the exterior frontage of a building located within recognised commercial areas. The rate of subsidy will be calculated at \$4 per square metre for standard commercial buildings or \$5 per square metre for buildings which have been assessed as having a heritage value.
3. Rate Subsidy Image Improvement – Council may provide a rate subsidy for work associated with preparing a building for painting. This subsidy must be used in conjunction with the painting incentive subsidy. There is a maximum of \$500 rate subsidy for this work. An itemised quote must be provided.

These incentives are directed toward, but not limited to business applicants. Any person owning property in a commercial business area within the South Taranaki District may apply. Please ask the Economic Development Manager for further information and application forms.



Business Incentive Package APPLICATION

Assessment of Applications

The eligibility of applicants will be based on an assessment of the applicant's Business Plan by a Business Adviser and an appropriate Council representative.

Applicants will be expected to meet with the Business Adviser to discuss their application as part of this assessment.

The Council reserves the right to decline any application which does not meet the requirements of this assessment.

Application Process

- The package offers several specific incentives.
- Complete the attached application form in consultation with the Council's Business Advisor.
- Attach your Business Plan.
- Your Business Plan will be assessed by a Business Adviser. If all the required information is provided in your business plan, this assessment will be completed within 10 working days of receipt of your application.
- A decision for applications of less than \$15,000 will be made by the Executive Management Team within two weeks of receipt of the assessed application.
- A decision for applications of more than \$15,000 will be made by the South Taranaki District Council within six weeks of receipt of the assessed application.
- You will be notified of the outcome of your application in writing.

Package Components Being Applied For:

1. Rates Relief
2. Discounted Planning and Consent Fees
3. Staff Training
4. Market and Site Analysis
5. Infrastructural Assistance

PLEASE NOTE: All subsidies will be reimbursed after payment has been made. Receipts or proof of payment will be required prior to reimbursement.

Section 1. Applicant's Details

Name of Applicant: _____

Address: _____

Phone: _____ Mobile: _____

Business Name: _____ IRD number: _____

E-mail: _____ Business website: _____

Establishment Date of Business: _____

Describe your proposed business: _____

Current address if existing business: _____

Proposed address if new business: _____

Section 2. Complete this section to apply for Rebates on Planning and Consent Fees

Please list the types of planning and consent fees for which a rebate is being applied for:

Non-Notified Planning Application

Building Consent (Commercial or Industrial)

Note: No rebate is available for Notified Resource Consent Applications

Section 3. Complete this section to apply for the Staff Training subsidy

How many staff do you wish to undertake training? _____

What training do you wish these staff to undertake including costs and details of training provider. A written quote is required.

Section 4. Complete this section to apply for assistance with market or site analysis

What sites/markets will be included in analysis? _____

What is the expected cost of the analysis? _____

Section 5. Complete this section to apply for infrastructural assistance

What infrastructural costs are expected to be part of the business establishment? _____

To be completed by Economic Development Manager

Does the applicant have a viable business plan?	Yes/No
Will the proposed business provide the main source of income for the operator/operators within 12mths?	Yes/No
Will the proposed business:	
Provide a unique product or service	Yes/No
Bring skilled residents to our communities	Yes/No
Improve the image of a recognised commercial area	Yes/No
Offer a niche product	Yes/No

Comments: _____

Signed: _____