



# BUSINESS ACTIVATION PLAN

Revitalising and promoting Lismore and Nimbin town centres  
2021-2023



## Business Activation Plan budget summary 2021-2122

Snapshot August 2021

Includes funds carried forward from previous financial years. Projects and budget expenditure may vary due to internal and external factors.

SUMMARISED OBJECTIVES	SUMMARISED ACTIONS	SBRVL 2021-2022	Notes
<b>THEME: PLACE</b>	<b>GOAL: Vibrancy - People are excited about being in Lismore and Nimbin business centres. Spaces and activities engage people to try out new things, reflecting our creative and resilient community.</b>		
V1. Build on Lismore Laneways pilot to creatively and strategically enable activities and connect sites across the city	V1.1. Launch activation of newly developed Laneways with the annual 'Eat the Street' event	\$ 30,000	
	V1.2. Program and support new activation projects within the Lismore Laneways to be delivered by local businesses and organisations	\$ 30,000	
	V1.3. Extend Lismore Laneways activation programming across business centres linking with other placemaking assets	\$ 12,500	
	V1.4 Work with business and building owners to activate vacant premises within business centres	\$ 10,000	
	V1.5. Identify opportunities for strategic infrastructure and project investment, to inform future funding applications	\$ -	CBD AO coordination costs absorbed
V2. Leverage key events across Lismore and Nimbin, to enhance visitor numbers, attendees' experience, and increase local business patronage	V2.1. Sponsor key events of community and economic benefit	\$ 57,500	See BAP and associated guidelines
	V2.2 Engage local businesses and community groups to capitalise on event offerings	\$ -	CBD AO coordination costs absorbed
	V2.3 Investigate expansion of the SHINE Festival to tour villages in LGA	\$ -	CBD AO coordination costs absorbed
	V2.4 Support the attraction of key sports, arts, entertainment and business events	\$ -	CBD AO coordination costs absorbed
	V2.5 Facilitate and support complementary event and night-time economy opportunities	\$ 10,000	
V3. Celebrate our community, including First Nations and local people's diverse heritage, stories and vision for the future	V3.1 Engage community and business leaders to identify celebration opportunities	\$ 10,000	
	V3.2 Incorporate Indigenous art, heritage and storytelling opportunities within placemaking projects	\$ 10,000	
	V3.3 Investigate expansion of local art, heritage, nature, bushfoods and sound trails	\$ 10,000	
V4. Bring spaces to life and engage visitors with cultural placemaking	V4.1 Sponsor Back Alley Gallery to refresh and commission new street art	\$ 10,000	Managed through Lismore Regional Gallery
	V4.2 Establish a working group, linking key arts and cultural institutions and business stakeholders	\$ 2,000	
	V4.3 Identify arts placemaking opportunities	\$ -	CBD AO coordination costs absorbed
<b>Vibrancy subtotal</b>		<b>\$ 192,000</b>	
<b>THEME: PLACE</b>	<b>GOAL: Experience - Streets and spaces are attractive and easy to get around. People feel safe and a sense of connection.</b>		
E1. Enhance wayfinding to meaningfully connect business centre precincts and attractions	E1.1 Deliver strategic signage and online resources	\$ 15,000	
	E1.2 Deliver new promotional flags across business centres	\$ 20,000	
	E1.3 Encourage delivery of interactive wayfinding assets	\$ 10,000	
E2. Mobilise parklet infrastructure to create appealing and versatile spaces for people to enjoy taking time in business centres	E2.1 Relocate parklets to alternate sites in Lismore business precincts		
	E2.2 Maintain parklets to ensure ongoing amenity	\$ 8,000	
E3. Increase urban greening across business centres for shade, street appeal, and wellbeing benefits	E3.1 Support engagement and delivery of Lismore Laneways community greening	\$ 5,000	Predominantly funded through NSW Government grant for Lismore Laneways Project
	E3.2 Develop relationships with owners and stakeholders of private and public spaces, to create pockets of urban green for community enjoyment	\$ -	CBD AO coordination costs absorbed
	E3.3 Deliver urban greening projects – details to be determined based on E3.1 and E3.2 outcomes	\$ -	2022-2023
E4. Contribute to improved streetscapes, benefiting business centre ambience, perceived safety, and help boost day and night-time economy	E4.1 Deliver streetscape lighting project	\$ 90,000	Planning underway for quick and longer-term lighting initiatives, complementing audit of City Safe assets
	E4.2 Develop streetscape activation lighting project plans to support future investment	\$ -	2022-2023
	E4.3 Leverage LCC infrastructure projects by incentivising property and business owners to improve facades and help improve town centre appearance	\$ 30,000	Planning underway to add value in CBD, complementing larger LCC projects. Details to be updated when confirmed
	E4.4 Potential co-contribution and/or consultant in support of funding opportunities	\$ 7,500	
<b>Experience subtotal</b>		<b>\$ 185,500</b>	

THEME: Businesses and Events		GOAL: Promotion - Local centres, events and business community are showcased. Signature events are well loved and attended, and businesses leverage these event opportunities.	
P1. Deliver new Business Activation marketing and communications strategy, amplifying promotions, stories and engagement for growth	P1.1 Develop and implement strategy	\$ 141,000	Details pending strategy completion Sept 2021 - to be reported in future updates
	P1.2 Promote a buy local campaign		
	P1.3 Support the promotion of key events and strategic activation projects (financial and/or sponsorship)		
P2. Highlight upcoming events to benefit local business, community members and visitor engagement	P2.1 Distribute marketing collateral		
	P2.2 Contribute to timely communications and useful collaborations		
Promotion subtotal		\$ 141,000	
THEME: Businesses and Events		GOAL: Support - Programs, opportunities and information resources are offered to help existing and new businesses to flourish in Nimbin and Lismore.	
S1. Offer local businesses access to learning and training programs, which benefit growth, resilience and innovation	S1.1 Work in collaboration with other agencies to support targeted delivery of learning and/or training programs	\$ 20,000	
	S1.2 Work collaboratively to deliver information programs to support businesses to work with Lismore City Council event, development and procurement processes	\$ -	CBD AO coordination costs absorbed
S2. Pilot microgrant program, supporting new and innovative activation ideas to be realised in business centre spaces	S2.1 Pilot up to 2 rounds of Lismore Activation Microgrant	\$ 50,000	See BAP and associated guidelines
	S2.2 Review first outcomes of microgrants programs for improvement and reporting	\$ -	CBD AO coordination costs absorbed
S3. Support local businesses to access sustainable innovation opportunities	S3.1 Work with government, social and private enterprise partners to offer a sustainable innovation	\$ 15,000	
S4. Communicate helpful information that supports business stakeholders to achieve shared goals for Lismore and Nimbin	S4.1 Share upcoming grant opportunities with business community	\$ 1,396	
	S4.2 Deliver new business welcome kit	\$ 10,000	
	S4.3 Promote to businesses the use of simple business activation resources	\$ -	CBD AO coordination costs absorbed
	S4.4 Audit and analyse Lismore business centre vacancies	\$ -	CBD AO coordination costs absorbed
Experience subtotal		\$ 96,396	
Contingency		\$ 10,000	
Salary, oncosts and labour hire		\$ 106,800	
Contractor spend		\$ 15,000	
Coordination subtotal		\$ 131,800	
<b>Business Activation Plan total expenditure 2021-2022</b>		<b>\$ 746,696</b>	

#### Notes to BAP budget summary

- The Business Activation Plan (BAP) guides how Special Business Rate Variation Levy (SBRVL) funds are spent in the Lismore town centre, and helps identify grant opportunities to support Nimbin and larger-scale initiatives.

- To start with, this Plan aims to leverage SBRVL expenditure Lismore of approximately \$300,000 base funds in 2021-22 and \$346,000 carried forward, plus salary, coordination and contingency costs. These carry-forward funds are due to impacts of COVID-19 and organisational change, with the new CBD Activation Officer appointed to develop and manage the Plan in February 2021.

- BAP expenditure in 2022-2023 will fit base SBRVL funds and any other funding secured, and we also anticipate some variation due to external and internal changes such as COVID-19 impacts, and other grants and strategic projects arising across Council.

- The recurrent SBRVL base rate of 400,400 (as of June 2021) is subject to indexation and rate-paying base changes, and is set to decrease approximately \$120,000 at end of June 2023 with conclusion of additional SBRVL.

- Plan delivery is managed by the CBD Activation Officer (CBD AO), within the Economic Development Team at Lismore City Council, who will update this budget with regular reporting to the Activation Working Group and snapshots to business, Council and wider stakeholders.

- See Business Activation Plan for more information at [lismore.nsw.gov.au/business-activation-plan](https://lismore.nsw.gov.au/business-activation-plan)