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| *Addresses lined up*  *Date*  *(Explain why you are writing)*  *(Make it personal. Explain why you care about this proposal)*  *What will it look like, what will it be made out of? Is it environmentally friendly?*  *What service does the business provide?*  *Who will benefit, what employment does it offer?*  *Explain why you are asking for council support. How will it help the community?* | **Business Application Sample Letter to the City Council**  Hon *Carmel Casey*  Carl Dodd  Town Hall 46 Imperial Drive, 309 Ascot Street  Senior Town Senior Town  Victoria 3350 Victoria 3350  10th October, 2013  Dear Council Member *Casey,*  I am writing to apply for my business to be given approval (green light) for the Central Business District (CBD) in the Town of Senior.  My proposed business is a small banking branch called ‘*Real Investment Cash House’* **(RICH).** It will be situated and built on the vacant block between the local supermarket and service station in the main part of the CBD.  The proposed bank will be two storeys high, with the main customer service area on the ground floor and the security deposit area on the second floor. The building will be made out of sustainable/recycled materials – tin, metal, wood, rubber and glass. Electricity will be run by solar panels for heating, cooling and lighting. Please refer to my 2D building plan and the accompanying 3D model of my bank, for your perusal.  **RICH** is a community savings bank, based on the support of all the locals in and around Senior Town, keeping the finances of our people in house. Strong Community Investment means Strong Community Growth.  **RICH** will create a number of jobs for local people, by employing five teller sections, 2 security armaguards and an effective sales team of two and one Assistant Manager. I will be the Senior Manager of this bank. This will boost Senior Town’s employment rates considerably.  **RICH** will be most beneficial for Senior Town because there are no other banks anywhere in the town at all. If Senior Town citizens want to deposit or withdraw money, they currently need to go to the next town down the highway (Young Town) or rely on phone banking or internet banking. As we know, not all people have a phone in their house, nor can they afford a computer for using the internet. It is important to cater for all members of our town.  When the benefits are so great and there is no harm done to existing businesses, it makes good sense to support this small business proposal.  I look forward to hearing from you regarding this business application.  Yours sincerely,  Carl Dodd  Ph: 0416 235 852 |
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