



COMMUNITY DEVELOPMENT
GRANTS PROGRAM

SHOPFRONT IMPROVEMENT GRANT
GUIDELINES



City of **HOBART**

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Introduction

The City of Hobart Shopfront Improvement Grants are aimed at supporting small business. These grants provide financial assistance for exterior physical works on premises to encourage an improved streetscape and increased patronage.

The goals of this grants program are to increase the economic opportunities for small business through footfall and patronage, support the preservation and improvement of building facades and make more attractive commercial streetscapes in the City of Hobart.

Shopfront Improvement Grants are a matched grant, meaning that for every dollar requested from the City of Hobart, the applicant must have at least equal that amount to put toward the project.

The types of matching contributions that are accepted include in-kind contributions (such as donated supplied, materials or services), volunteer time (such as labour) and direct cash input to the project. All contributions must have a dollar value and be visible in the project budget.

Activities that may be funded include:

- enhancement of unsightly and unappealing shop frontages, together with improvement projects
- making good structures and finishes on the façade and awnings
- repainting of external shop frontage and/or the façade
- removal of roller shutters and/or external unused signs.

Strategic Plan and Vision

Our vision for 2025 (from the Capital City [Strategic Plan 2015-2025](#)) is that Hobart will be a city that:

- offers opportunities for all ages and a city for life
- is recognised for its natural beauty and quality of environment
- is well governed at a regional and community level
- achieves good quality development and urban management
- is highly accessible through efficient transport systems
- builds strong and healthy communities through diversity, participation and empathy
- is dynamic, vibrant and culturally expressive.

Guidelines

These guidelines outline eligibility and assessment criteria and the assessment process for Shopfront Improvement Grants. All applications must comply with these guidelines.

From time to time the City of Hobart may elect to target specific outcomes within the assessment criteria and will redistribute assessment weightings accordingly. This will be notified in advance on the grants website as the 'Key Criteria' for each round.

Where there are no Key Criteria, all criteria will be evenly weighted.

What can you apply for?

The City of Hobart provides grants for shopfront improvement projects. Prior to completing this application and developing your event submission, please consult with the City on (03) 6238 2434.

Businesses can apply for only one Shopfront Improvement Grant per project per annum. This means that applicants may also apply for other grants in the Council's Community Development Grants simultaneously and in consecutive rounds, but not for the same project.

How much money is available per financial year?	
\$24,000	
How much money can your organisation apply for?	
Shopfront Improvement Grants	
Amount	Funding up to \$5,000 (equal matched funding)
Availability	Two rounds per year

What is a shopfront?

For the purpose of the Shopfront Improvement Grant, a shopfront is a physical business premises within the City of Hobart municipal area that is on the street, usually contains display windows and is open to and trades with consumers from those premises.

The applicant must have customers who come to the shopfront in order to purchase goods or services.

Examples of on-street shopfronts include, but are not limited to, a café, restaurant, retail store, gallery, healthcare or service provider, as accessed from a street or laneway.

The premises must not be exclusively used as a residence.

Who can apply?

To be eligible for funding an applicant must:

- be a property or business physically located in the City of Hobart municipal area
- be a property owner or a tenant holding owner's consent
- have an appropriate business registration including that of sole trader
- the business must be a small business as defined by the Australian Bureau of Statistics (ABS) as employing under 20 people, including franchises where the franchisee (not the parent company) employs under 20 people.

This includes:

- commercial and profit-making organisations

- incorporated, not-for-profit organisations
- proposals from groups of businesses that would like to collaborate to enhance collective street appeal.

Who can't apply?

The following are not eligible to apply:

- Australian and local government agencies and bodies
- tenants who are a part of a shopping centre
- unincorporated organisations
- owners corporations (strata and company owned)
- applicants who have received a City of Hobart Grant for the same project within the same financial year
- businesses that trade business-to-business only.

How to Apply

All grant applications need to be made via the City of Hobart website, hobartcity.com.au/grants. Applications cannot be submitted by mail or email.

When you start your application you will need to register by setting up a username and password. You are able to start and save your application, exit the program and then return to it at various times before finishing it.

If you do not have access to a computer, are unable to complete an application online or are having difficulty submitting your application, please email marketing@hobartcity.com.au or telephone (03) 6238 2434 and we will be happy to assist you.

Key Dates for Applications

Shopfront Improvement Grant applications will be accepted twice a year, in the February and August rounds.

Submissions for Shopfront Improvement Grant including all required supporting documentation, must be submitted before 5pm on the closing date nominated for each round.

Late applications are not eligible and will not be assessed.

Grant Applications open to the public: 12 August

Public Information Session: Mid August

Grant round closes: 11 September

Assessment Panel meet: Mid September

Decision made by Council: October

Advice distributed to applicants: October/November

Projects that commence prior to the round notification date cannot be funded in that round.

Project Eligibility

To be eligible to be assessed for a Shopfront Improvement Grant, please refer to the 'Who can apply?' section in these guidelines. In addition to this, applications need to:

- be for a project occurring within 12 months from the approval of the grant
- adhere to all relevant legislation as it relates to the project, for example, *Workplace Health and Safety Act 2012* or *Land Use Planning and Approvals Act 1993*
- appropriately acknowledge the City of Hobart's support in accordance with the [City of Hobart Grant and Partnerships Guidelines](#).

The applicant may be asked to measure footfall prior to the upgrade of the shopfront and then again once the works have been completed.

Ineligible Applications

Applications will be ineligible if they do not comply with the eligibility criteria and if:

- the applicant has received another City of Hobart Community Development Grant for the same project within the same financial year
- the applicant has not fulfilled the conditions of a previous City of Hobart grant by its due date
- where other funding sources are considered to be more appropriate
- the application is for funding which will pay for:
 - ongoing administration or operational costs of the applicant. This includes general expenses for ongoing operation of your organisation/group including such things as staff costs, administrative and miscellaneous expenses.
 - donations or fundraising projects that support the recurrent operations of the applicant
 - relocation of a business
 - routine maintenance (defined as simple, small scale or general upkeep of a building)
 - properties owned by employees of the City of Hobart or other government agencies
 - purchase of buildings
 - internal shop fittings including display shelves and painting (unless specifically a part of the external display area, for example, shop window shelving)
 - remission of rates
 - activities which have already commenced, or are scheduled to occur prior to the funding period
 - retrospective payments or deficit funding
 - the purchase of equipment which is not specifically inherent to project delivery and would otherwise support the recurrent operations of the organisation
 - premises that are exclusively used as a private residence.

The grant is not to be used for the payment of City of Hobart fees including those for development applications, health inspection fees, health approvals and Section 68 approvals.

Assessment Criteria

Projects do not need to meet all the following assessment criteria. Please be aware, however, that meeting all criteria is not a guarantee of funding.

Eligible applications will be assessed against the criteria listed below.

The project – what work would you like to do to your shopfront?

The assessment panel will look at your project plan including the proposed timeline and any professional plans or advice received. This must include:

- the proposed timeline
- professional plans
- advice on how the proposal accords with planning and heritage requirements of the City of Hobart
- advice from relevant bodies within the City of Hobart (for example City Planning).

What benefits to the business and the street will the work provide?

The panel will assess to what extent the applicant can demonstrate benefits to the business and streetscape, as an outcome of the project.

An outline of how the benefits will be measured should be provided with the application.

Why does the work need to be undertaken?

The panel will assess to what extent the work needs to be undertaken including more specifically:

- whether there is urgency to get the work done promptly
- when the work was last undertaken, if relevant.

How much will the project cost?

A clear budget will allow the assessment panel to understand the project and will show the matched-funds available for the project. Quotes for the work proposed should be attached to the application where possible.

All applicants must provide a balanced budget, accounting for all expected expenses, including in-kind (free of charge), other sponsorships or grants and the amount that is requested from the City of Hobart.

Assessment Process

Assessment Panel

The assessment panel will involve City officers as well as representatives from outside of the council organisation.

The panel will assess each application on its merit, against the assessment criteria and will meet to discuss the applications. Applications will be scored and assessed according to the criteria. If the panel requires additional information in relation to your application, you will be contacted.

The application may be recommended for partial funding. This decision is carefully considered with the view of maintaining the integrity of the proposal.

Any lesser financial assistance by the City will involve consultation with the applicant at the time of a Grant Offer being made.

Recommendation to Council

The panel will make recommendations to the City of Hobart's Economic Development and Communications Committee as to which applications should receive funding based on decisions made as a result of the assessment process.

This Committee will then consider the recommendations and will refer those recommendations to the full Council for decision. The decision of Council regarding funding outcomes is final.

It should be noted that the report detailing the recommendations for funding will be on the open agenda of the City of Hobart's Economic Development and Communications Committee which is placed on the City of Hobart website and is visible to the public. The entire grant application is not published on the website, but brief details of all applications including the applicant name, amount requested, amount recommended for approval (for successful applicants), and a brief outline of the project will be included in the report.

Communication

Applicants will receive notification of receipt of their application as well as notification of the assessment results. All applicants will be advised of the Council decision by email following the Council meeting. Please see 'Key dates' for the likely timing.

Pre-Assessment Eligibility Check

City officers have a 48 hour review period to contact applicants after the grant round has closed to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in their deliberations.

Successful Applications

Grant Agreement

A formal Grant Agreement will be sent to successful applicants. In general, the City of Hobart will not make an offer for substantially less than the amount requested in the application, however, where the City is unable to provide the full amount requested any lesser assistance will involve consultation with the applicant at this stage.

Inability to comply with the conditions of the Grant Agreement may result in withdrawal of support.

The applicant must be able to match the amount applied for in the Shopfront Improvement Grant.

Successful Shopfront Improvement Grants will match cash with the following types of applicant contributions:

- in-kind contributions such as donated supplies, materials or services
- volunteer time such as labour
- direct cash input to the project.

These must be clearly identified in the application and acquittal.

Acquittal

Upon completion of the project, successful applicants will be required to acquit their grant, providing evidence of the delivery of their project, expenditure and outcomes.

The acquittal form will be made available to successful applicants via *SmartyGrants*, and must be completed online within 90 days of the project completion date.

The acquittal report for Shopfront Improvement Grants includes:

- copies of invoices for materials and labour used
- proof of matched funding (by way of invoices/receipts for in-kind contributions and volunteer time. Alternatively, bank statement showing direct cash input to the project)
- data collected for sales/foot traffic prior to and after the project
- digital images of prior to and after the project
- evidence of how the City was acknowledged as per the [City of Hobart Grant and Partnerships Guidelines](#)
- a summary of any media or marketing coverage where available.

Organisations that do not satisfactorily acquit their grant may not be eligible for future funding and may be required to return the funds allocated to their project.

GST and Grants

If your organisation will incur a GST liability as a result of receiving the grant (only applicable if your organisation is registered for GST), please submit a tax invoice equal to the amount of the grant plus GST. Otherwise, please submit an invoice equal to the amount of the grant only.

It is a requirement of the Australian Taxation Office that any payee (including incorporated organisations) that does not have an Australian Business Number (ABN) must complete a '[Statement by a Supplier](#)' form. This must be submitted with your application. A copy of this form can be found on the City of Hobart website: hobartcity.com.au/grants.

Recognition of Council Assistance

Successful applicants must acknowledge the City of Hobart's assistance for the project. This will be required at a value proportional to the grant offered. Please refer to the [Grant and Partnership Acknowledgement Guidelines](#) for details of the expectations in terms of acknowledging Council's assistance. When submitting Shopfront Improvement Grant applications, applicants will need to ensure that all

agreed Council benefit deliverables can be provided within an appropriate timeframe prior to the event delivery date.

Unsuccessful Applications

Unsuccessful applicants may discuss their application with the relevant City officer.

If your application is not successful, the decision does not necessarily reflect the worthiness or community benefit of your proposal.

Further Information and Enquiries

Documents

Copies of all City of Hobart documents referred to throughout these guidelines can be found via the hyperlinks contained throughout these guidelines or at the City of Hobart website hobartcity.com.au/grants. All documents that need to be provided by you must be included with your grant application unless otherwise indicated.

Contact Officer

For further information specifically regarding a project proposal for the Shopfront Improvement Grant, please contact:

Samantha Skillern (03) 6238 2434

Marketing Coordinator – City Marketing skillerns@hobartcity.com.au