

SHOPFRONT IMPROVEMENT

GRANTS

GUIDELINES



City of HOBART



THE CITY OF HOBART **SHOPFRONT IMPROVEMENT GRANTS** SUPPORT SMALL BUSINESS BY PROVIDING FINANCIAL ASSISTANCE FOR EXTERIOR PHYSICAL WORKS. ALL APPLICATIONS MUST COMPLY WITH THESE GUIDELINES.

THE GOALS OF THIS GRANTS PROGRAM IS 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 STREETSAPES 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 CONTRIBUTE AT LEAST EQUAL THAT AMOUNT.

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
- any other ideas? Check with the Grants Officer.

WHAT CAN YOU APPLY FOR?

Businesses can apply for only one Shopfront Improvement Grant per project, per annum.

Funding is available up to \$5,000 (equal matched funding.)

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.

This grant is to support capital **works on the street level exterior of the premise only.**

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

The premises must not be exclusively used as a residence.

HOW TO APPLY

All grant applications need to be made via the City of Hobart website, hobartcity.com.au/businessgrants.

KEY DATES FOR APPLICATIONS

Late applications are not eligible and will not be assessed. Shopfront Improvement Grant application key dates are as follows:

Grant Applications open:

August 31 2019

Grant round closes:

September 30 2019 at 3pm

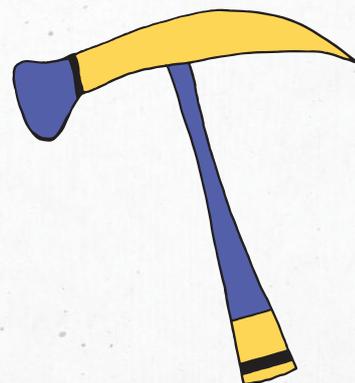
Advice distributed to applicants:

November 22 2019

WHO CAN APPLY?

To be eligible for funding an applicant must:

- be a property owner or a tenant holding owner's consent, for a business physically located in the City of Hobart municipal area
- 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
- apply 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*
- agree to appropriately acknowledge the City of Hobart's support in accordance with the City of Hobart Grant and Partnerships Guidelines.

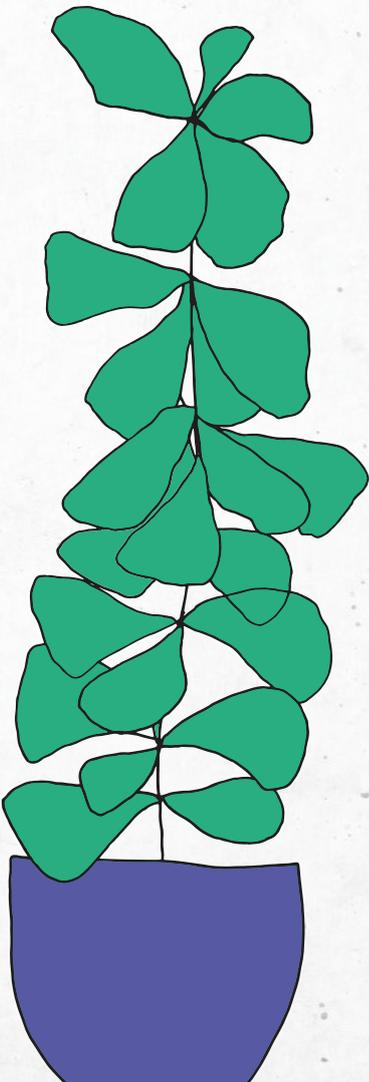


WHO CAN'T APPLY?

The following are not eligible to apply:

- Australian and local government agencies and bodies
- tenants who are a part of a shopping centre
- 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
- businesses who do not have a frontage on a public road that is under the management of the Council.*

* Those businesses who have a frontage on a street not under the management of the Council may apply if they can provide a thorough reasoning that such an improvement would have a great community benefit. Please ensure this is in your application.



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 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 or lighting
 - 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

Please be aware that meeting all criteria is not a guarantee of funding.

Eligible applications will be assessed against the criteria listed below.

| CRITERIA | WEIGHTING |
|--|------------|
| <p>THE PROJECT</p> <p>What work would you like to do to your shopfront?</p> <p>The assessment panel will look at your project plan including the proposed timeline and any professional plans or advice received. This must include:</p> <ul style="list-style-type: none"> • the proposed timeline • professional plans of the proposed upgrade • photos of existing building • advice on how the proposal accords with planning and heritage requirements of the City of Hobart <p>Evidence must be provided where you have contacted the City to determine if planning approval will be required if the project is successful. This grant is not a guarantee of planning approval, and the regular planning application process must be undertaken if required. To determine if you require a planning permit contact the City's Development Appraisal Unit on 03 6238 2715.</p> | 40% |
| <p>THE BENEFITS</p> <p>What benefits to the business and the street will the work provide?</p> <p>The panel will assess to what extent the applicant can demonstrate benefits to the business and streetscape, as an outcome of the project.</p> <p>An outline of how the benefits will be measured should be provided with the application.</p> | 40% |
| <p>THE PLANNING</p> <p>Is the project deliverable and reasonable?</p> <p>Quotes for the work proposed must be attached to the application. Monies requested must be fair and reasonable for the work proposed.</p> <p>All applicants must provide a balanced budget, accounting for all expected expenses, the money that will be put into the project from the applicant and the amount that is requested from the City of Hobart.</p> | 20% |

ASSESSMENT PROCESS

ASSESSMENT PANEL

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

The panel will assess and score each application according to the criteria.

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.

SUCCESSFUL APPLICATIONS

GRANT AGREEMENT

A formal Grant Agreement will be sent to successful applicants.

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.

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
- 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.

UNSUCCESSFUL APPLICATIONS

Unsuccessful applicants may discuss their application with the Grants 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

Grants Officer (03) 6238 2132

