

Mainstreets Advancement Grant Program

2018-19 Guidelines



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The purpose of the City of Adelaide Mainstreets Advancement Grant is to provide funding to eligible groups for projects that achieve greater economic outcomes in local mainstreets and align with the City of Adelaide Strategic Plan 2016-2020.

This an opportunity for you to implement an idea you have that with the right ingredients and support, will make a difference in your mainstreet. It is an opportunity for you to reach out to different people and organisations and by working together, bring a new level of activity to your mainstreet.

The maximum funds available for a project is \$20,000 and projects are to be implemented between August 2018 and September 2019.

Grant applications close at 10am Monday 20 August 2018.

Guidelines Overview

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- Priority mainstreets for the Mainstreets Advancement Grant Program
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Definition of a mainstreet

“Mainstreet” means a street or street section that includes a diversity of retailers and services, including: offices, cafes, restaurants, bars, cinemas and fashion stores. Mainstreets enable social interaction and attract customers from the local and wider community.

This funding encourages proposals that target the whole length of major city mainstreets referred to as “Priority Mainstreets”. Priority mainstreets are commercial streets with approximately 100 plus street facing businesses.

Priority mainstreets for the Mainstreets Advancement Grant Program

Projects are encouraged that are commercial streets with approximately 100 plus street facing businesses:

- Gouger Street
- Grote Street
- Hindley Street
- Hutt Street
- Melbourne Street
- O’Connell Street
- Rundle Street

Who can apply?

Applications will only be considered from groups that are Incorporated Associations and located in the City of Adelaide including:

- Associations funded through the City of Adelaide’s Mainstreets Development Program
- Other member based organisations that represent City-based businesses
- A consortium of businesses under the auspices of an Association

No organisation can receive more than \$20,000 from the Mainstreets Advancement Grant Program in one financial year.

What can the funds be used for?

The purpose of this program is to stimulate activity and economic growth in Mainstreets.

Reflecting the purpose to stimulate activity and economic growth in mainstreets, the funds can be used to:

1. Enable ideas and possibilities a group of businesses or association may have
2. Enable temporary or permanent activation
3. Collectively market businesses
4. Prepare business or marketing plans
5. Collectively leverage events.

This includes major City events as follows:

- World Tennis Challenge
- Santos Tour Down Under
- Lunar New Year
- Adelaide Fringe Festival
- Adelaide Festival
- Adelaide Cabaret Festival
- Adelaide 500
- Womadelaide
- Tasting Australia
- History Festival
- Adelaide Transitions Film Festival
- Umbrella
- South Australian Living Artists Festival
- Feast Festival
- Christmas
- New Year's Eve

Examples of possible projects

If food and dining is a strength of your mainstreet, consider opportunities associated with Tasting Australia, such as a Meet the Chefs dining night.

If art is a strength, consider opportunities associated with SALA. This could be an art based walking tour or having an artist in residence or artist talk. What might a program of crafts for kids do for your mainstreet?

If entertainment is a strength, consider opportunities associated with music festivals, such as Umbrella Festival. Why not have an event of songs about different food?

As all mainstreets have history and historic buildings, consider opportunities associated with History Festival.

Other ideas include:

- Shopfront theming in support of major events
- 'Satellite' activities that expand the geographic impact of a major event
- Various businesses coming together to be 'part of' an event and promoted as such, for example, a Cabaret Festival Venue Crawl
- Collaborative marketing likely to benefit a group of businesses
- Cooking event associated with Tasting Australia
- Street performances during the Adelaide Fringe Festival
- Pop up film screenings associated with the Adelaide Transitions Film Festival
- Using food to tell stories from the past or about different cultures as part of History Festival and / or Tasting Australia
- Using permanent or temporary art to tell story, be it about history, food or people
- Using themed music to link to a mainstreets offer, be it history, food, individuals, or different cultures
- Engaging ambassador/s to promote your mainstreet
- Collective business planning or preparation of marketing plans
- Creation of marketing collateral for a mainstreet or group of businesses

What will NOT be funded?

- Projects which do not align with the City of Adelaide Strategic Plan 2016-2020
- Projects outside the City of Adelaide
- Administration or insurance costs of the applicant group
- Applicants with an ineffective management structure to manage financial and accounting requirements
- Projects that denigrate or exclude any groups in the community
- Projects that have safety and/or environmental hazards
- Funding requests for capital expenditure – i.e. purchase or lease of real estate, renovation, repair or maintenance of private buildings or purchase of major equipment or material goods such as office furniture, computers, playground etc.
- Projects that would enable a group to receive more than \$20,000 from this Program in one financial year
- Organisations with outstanding debts to the City of Adelaide and/or incomplete reporting on previous funding
- Funding requests for reimbursement of funds already spent, for interstate and overseas travel or from State or Australian Government departments, other Councils or individual private enterprises. This includes 'for profit' organisations unless demonstrated of significant city benefit.
- Funding requests for programs or services that are the core responsibility of other levels of Government.

How to apply?

- Prepare an application that can be in the form of a letter with all necessary attachments.
- The letter should be addressed to:
Matt Grant, Associate Director,
Economic Development and Tourism
City of Adelaide, GPO Box 2252 Adelaide SA 5001

- Applications need to be submitted by 10am on Monday 20 August and can be emailed to Sue McKenzie or David Bailey. Postal applications must be postmarked on or before the closing date. Applications can be hand delivered to Customer Service 25 Pirie Street Adelaide by 10am Monday 20 August.
- The application needs to include information demonstrating evidence of preplanning and organising of the project including:
 - » goals of the project
 - » what the project is and when it is planned for
 - » how the project meets the criteria in these guidelines
 - » approach to managing risks
 - » roles and names of people responsible
 - » an indicative budget
 - » additional resources which may include hiring an external event manager, marketing agency etc.
 - » arrangements for any needed approvals
 - » support by an Association
- You must include all City of Adelaide fees and charges as part of your application budget. The City of Adelaide will not waive fees associated with a project e.g. road closures, cleaning, waste, site fees and does not provide in-kind support in addition to funds endorsed. City of Adelaide fees and charges apply to all activities and events held at CoA managed properties including the Adelaide Park Lands, Adelaide Town Hall and City streets.
- If you are applying for a project in an outdoor public space, you are required to make a tentative booking prior to submitting your application. For conditions, fees and application forms, head directly to the CoA website. If Council endorses your application for funding, you are responsible for confirming your venue booking and securing the infrastructure required to hold the event.

Applicants are encouraged to refer to the following:

- City of Adelaide Strategic Plan 2016 – 2020
- The City of Adelaide 2017- 2023 Cultural Strategy and Live Music Action Plan
- Christmas in the City Strategy and Action Plan 2014-2018

Notification and payment

All applicants will be notified in writing of the outcome. The funding decision made by Council is final.

Prior to payment, all successful applicants will be required to:

- Sign a funding agreement detailing the terms and conditions of the funding.
- Provide the City of Adelaide with a copy of the organisation's Public Liability Insurance 'Certificate of Currency' (minimum \$20 million) noting the City of Adelaide as an interested party
- Provide a copy of the organisation's Return to Work SA certificate of registration, or similar employee insurance policy, if paid staff are employed
- Provide Council a tax compliant invoice for the agreed amount of funding plus GST (10%) (if registered for GST)

Evaluation and reporting

Successful applicants will be required to provide a detailed written report on all outcomes of the project in the form of an evaluation report. **Reports will be required within four weeks from the conclusion of the project.**

Applicants who do not complete and return an evaluation report will be ineligible for any future funding.

More information

For more information or assistance with your application, please contact:

Sue McKenzie
Place and Districts Consultant
Phone: 8203 7093 during office hours
Email: s.mckenzie@cityofadelaide.com.au

David Bailey
Place and Districts Coordinator
Phone: 8203 7547 during office hours
Email: d.bailey@cityofadelaide.com.au

Important dates

2 July 2018

Grant applications open

20 August 2018

Grant applications close 10am

September 2018

Applications assessed and applicants notified of funding request outcome

August 2019

Project completed - Evaluation report needs to be provided to the City of Adelaide within four weeks of completion of project.

How to submit your application

Applications can be submitted by email, post or in person by 10 am on Monday 20 August.

By email

Sue McKenzie
s.mckenzie@cityofadelaide.com.au
or
David Bailey
d.bailey@cityofadelaide.com.au

By post

Matt Grant
Associate Director
Economic Development and Tourism
City of Adelaide
GPO Box 2252
Adelaide SA 5001

In person

25 Pirie Street, Adelaide

Late applications will not be accepted. Applications can be lodged until 10 am on 20 August. Postal applications must be postmarked on or before the closing.



CITY OF
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cityofadelaide.com.au