

Activate Now - City Centre Business Incentive Fund Guidelines

Round 2 *2021/2022*

Grant	Activate Now – Activate Now City Centre Business Incentive Program
Deadline	<p>Two open rounds until all funds are committed.</p> <p>There are deadlines associated to being included in free marketing campaigns.</p> <ul style="list-style-type: none"> - 15 October 2021 - 9 March 2022
Application Details	Applications must be submitted by SmartyGrants

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1. Restart Mandurah Now – Industry and Business Incentive Scheme

Scheme Introduction

Based on the best health advice for WA and the National Cabinet principles, the City of Mandurah has aligned its effort to 1. **Respond**, 2. **Restart** and 3. **Transform Mandurah** beyond COVID-19.

At a Special Council Meeting on 12 May 2020, Council endorsed Restart Mandurah which focuses on reigniting Mandurah’s economy to counteract the impacts of the pandemic. Restart Mandurah has three key initiatives to support the community including a \$5 million Restart Mandurah Fund.

The proposed business grants program has been developed to incentivise private sector activity to deliver on the City’s economic agenda, specifically growing the economy and building business sustainability and capacity.

The City recognises and embraces the transformative role that business play in building thriving communities that are intertwined with improving economic and job prospects locally. This acknowledgement is even more important in the opposing environments where Transform Mandurah’s first projects are visibly underway and attracting investment interest; while the mixed effects of COVID-19 continue to impact our community.

To leverage the current environment to support local businesses and attract further investment into Mandurah, a *Restart Mandurah Now* Industry and Business Incentive Scheme is proposed. This program aims to attract investment from various sized businesses to deliver economic objectives for Mandurah and its City Centre.

The three proposed funding streams for the program are:

1. Ready Now – Business Capability Fund
2. Grow Now – Investment Attraction Program
3. Activate Now – City Centre Business Incentive Program

Restart Mandurah Now - Industry and Business Incentive Scheme				
Funding Stream	Ready Now Business Capability Grants	Grow Now Investment Attraction Program	Invest Now Investment Proposals (Eol)	Activate Now City Centre Business Incentive Program
Application Rounds	Open Non-competitive	Open Non-competitive	Open Non-competitive	Open Non-competitive (2 rounds pa – Oct & March)
Total Fund	\$100,000 pa (2yrs)	\$250,000 pa (2yrs)	Undetermined	\$150,000 pa (2yrs)
Maximum Grant	\$15,000	\$50,000	Subject to Proposal	\$15,000
Matching Funds	50%	50%	Subject to Proposal	50% encouraged
Approval Process	Assessment Panel	Assessment Panel	Council	Assessment Panel

Scheme Benefits

The overarching benefits of the program is to entice and/or attract business and industry to mobilise and/or expand in the City of Mandurah to reverse the negative impact of Mandurah's struggling economy. In particular the program aims to address the following areas of concern:

- high unemployment and under employment;
- lack of residents who work locally;
- lack of industry diversity;
- limited education and training outcomes; and the
- ability to attract and retain young people

Each of the 3 streams (Ready Now, Grow Now & Invest Now and Activate Now) have additional unique benefits that they seek to address. These are:

1. **Ready Now:** Improve the number of local businesses that can participate as suppliers of goods, services and works to the City of Mandurah and the market in general.
2. **Grow Now & Invest Now:** Increase investment and development of Mandurah's economy which provide and grow a diversity of employment, industries and enterprise in Mandurah.
3. **Activate Now:** Increase investment by business in City Centre public and private spaces; and improve the quality and scale of unique activities and products that increase foot traffic and add vibrancy to the City Centre during the day and night.

2. Activate Now – City Centre Business Incentive Program

Introduction

Mandurah's City Centre is the area with the highest concentration of visitor related facilities and services, and the area which will deliver the highest impact on improving the experience for visitors and residents alike. A vibrant City Centre is key to our overall economic success. The experience of the City Centre is vital as this is often the first part of the city that people encounter and is likely to influence their decision about whether to invest, work, study or live here.

A City Centre needs to attract people, encourage them to linger longer in the area and to spend money during their visit. Many of the conditions for City Centre vibrancy rely on the availability of a diverse and interesting range of experiences and products. To achieve this, the City will work proactively with the private sector to address these challenges, but also ensure our commitment to being a business-friendly City.

By developing, showcasing and ensuring the sustainability of Mandurah's unique authentic and independent cultural offer, we can attract new visitors, keep existing ones staying for longer, and build the City Centre's reputation as a destination for locals and maintain the status as the primary day tripper destination for the WA and Perth Metropolitan area.

A vibrant City Centre provides the services and facilities that businesses, customers, residents and visitors' demand. It creates jobs, attracts investment, generates income and is a key contributor towards economic growth.

These guidelines contain information about the Activate Now – City Centre Business Incentive Program Grant.

3. Definitions

Below is a summary of some of the important defined terms that may be used in this Grant Guidelines:

Attachments:	The documents you attached as part of your Application
City:	City of Mandurah as the organisation responsible for issuing this Grant.
Grantee	The person or persons, corporation or corporations who is accepted by the City of Mandurah, including the executors or administrators, successors and assigns of such person or persons, corporation or corporations.
Application:	Your Grant Application
Grantor	City of Mandurah.
Grant Guidelines	This document.
Selection Criteria/ Qualitative Criteria:	The Criteria used by the City of Mandurah in evaluating your Application
Attachments:	The documents you attached as part of your Application
Project Manager	Executive Manager Strategy & Economic Development

4. Objective of the Grant

The objectives of the Activate Now – City Centre Business Incentive Fund grant are to encourage the growth of the:

- The Day Tripper ‘offer’
- The Night-time ‘offer’
- Visitation numbers
- Dwell time
- Investment by business in public and private spaces
- Attraction of unique businesses that add to a vibrant day or night City Centre experience.

5. Grant amount and grant period

Grant Amount

Total pool per annum is \$150,000. Grant Program runs for 2 financial years, 2020/21 and 2021/2022.

City Centre Program Streams:

- Activations: maximum \$5,000 per application; no more than two applications per year.
- New Initiatives: maximum \$15,000 per application; no more than one application per year.
- New Business: maximum \$5,000 per year

Funding to successful businesses awarded more than one grant in a financial year is capped at \$20,000 per year per business.

Businesses must be able to fund at least 50 per cent of the total project costs.

Grant/Project period

Applications for the 2021/2022 Financial Year must be lodged by 15 April 2022.

All grant activities or programs must be completed by 30 June 2022 unless approved by Project Manager. The Grants must be Acquitted in accordance with Funding Agreement.

Projects can be one-off, a series of activities over a set period (e.g. summer); or run over a two-year period.

Payments are aligned to milestones and second year funding is subject to first year's reporting on successes, lessons and modifications.

6. Eligibility activities

The grant funding can be used for the following:

- New City Centre Business Initiatives including short-term product/offer testing (eg. pop up or empty store trials).
- City Centre event or program activations.

7. Ineligible activities

The grant funding can not be used for the following:

- Land and property acquisition
- Internal research and development activities
- Employment of staff or payment of wages
- Activities for which funding has been provided by State, Federal or Local Governments
- Retrospective activities - the funding for the program or activity must occur during the grant period and must not have been undertaken prior to submitting a grant application
- Support legal action or legal fees
- Use of consultants must be at arm's length from the applicant
- In-kind contributions

8. Eligibility criteria

Who is eligible?

Applications must meet the eligible criterion:

- Local businesses within the municipal area (district) of the City of Mandurah.
- Have an Australian Company Number (ACN) or an Australian Business Number (ABN) and be solvent.
- Be a for-profit organisation and trading for a minimum of two years.
- Be classified as a small or medium sized business employing up to 199 people.
- Applicants are only eligible for one application each year.
- Must verify that the business will remain in the district of Mandurah for the next 12 months/Two years.
- Must make a declaration of solvency.

Note: Not for profit organisations will be considered for activation funds that meet the objectives of the grant.

Who is not eligible?

An Application will be rejected without consideration if:

- Not-for-profit organisation or charitable entity
- Local, State or Federal Government
- Have an outstanding debt the City of Mandurah
- Applicants who have previously received funding under this Grant program
- Funding received for the same program from any third party

9. How to apply

Attachments to the application

The following documents must be attached to your application:

- Copies of most recent financial statement(s)
- Copies of relevant Insurances
- Copies of quotes from suppliers/consultants in relation to the funding
- Letters of Support
- References for EOI

Applicants must note that references and letters of support Cannot be obtained from City, the Mayor or Councillors.

How to submit an application

Applications must be submitted electronically via SmartyGrants, with applicants completing the questions and attaching documentation as required.

- Create a login using an email address and password that will be used for the duration of the grant process (first time users only).
- Login and commence your application online.

Applications are open round; however, activations grants may require submission before marketing deadlines. Discuss potential due dates with the City Centre team.

Contact Officers

Activate Now – Activate Now City Centre Business Incentive Program

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Activate Now – Activate Now City Centre Business Incentive Program

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10. Assessment Process

Applications will be assessed progressively as they are received during the course the financial year.

Grants Assessment

The process for grants assessment is below:

Stage One

Applications will be initially reviewed by the City to ensure the application meets the eligibility criteria. Applications that do not meet the eligibility may be set aside at this stage. The City may request additional information from the applicant during this phase.

The initial grant assessment ensures that the application meets the eligibility criteria, and will address the following matters:

- Application meeting the eligibility criteria;
- Application for an eligible activity or program; and
- Application responded to all questions and provided attachments as requested.

Stage Two

Applications that meet the eligibility criteria will be referred to an internal Grants Assessment Panel which meets once per month to consider applications as they are received. The City may request additional information from the applicant during this phase.

Eligible Applicants will be assessed against the ability to address and meet the Grant Objectives, including but not limited to:

- a) Increased footfall and measurable patronage and spend in local precincts;
- b) More diverse business offerings and programming at night;
- c) Grow business capability and capacity to deliver diverse offerings;
- d) Increased quantity and quality of live music and performance programming;
- e) Increase opportunities for the local creative industry to partner with City Centre precinct businesses;
- f) Increased awareness of unique local precinct offerings and experiences.

Financial capability assessment and risk

The City will also assess each application based on financial capability and risk.

Financial capability

In order to assess an Applicant, the City may have access to and consider:

- a) any financial risk assessment undertaken by any credit rating agency;
- b) any financial analytical assessment undertaken by an external agency or suitably qualified City financial officer; and
- c) any information produced by the Bank, financial institution, or accountant of an Applicant.

Applicants may be required upon request to provide to the City (or its nominated agent) all such information as the City reasonably requires to satisfy itself that Applicants are financially viable and have the financial capability to provide the Project for which they are applying and to otherwise meet their obligations under any proposed Agreement.

The City reserves the right to engage (at its own cost) an independent financial assessor as a nominated agent to conduct financial assessments under conditions of strict confidentiality.

Risk

The City reserves the right to reject any shortlisted Applicant on the basis of presenting an unacceptable risk to the City, which may have resulted from any of the assessment methods or tools described in this document.

11. Notification of application outcomes

The City will endeavour to notify Applicants within two months of the outcome of their Application via the email address provided in the Application form submitted through SmartyGrants.

All Applicants will be offered an opportunity to request feedback on their Application.

12. Successful grant applications

Funding agreement

Approval of funding is subject to the Applicant agreeing to reporting requirements and entering into a Funding Agreement with the City.

Payment of the grant

The Activate Now - City Centre Business Incentive Fund is a re-imbusement grant and therefore successful Applicants will need to pay for the activity before making a claim for the approved grant.

A lump sum payment will be made as a single reimbursement of approved activity expenditure. Milestone payments for completed stages of an activity may be considered in some circumstances.

Payment will be made on submission of a Tax Invoice to the City of Mandurah for the GST exclusive value of the grant and this must be accompanied by copies of invoices and receipts as proof that the activity has been paid for in line with the Application and the Funding Agreement.

The City must receive the claim for payment by 15 June 2022. If a claim for payment is not received by this date, the grant approval may lapse and the funding agreement terminated.

Payment will be made by the City of Mandurah with 30 days.

Reporting Requirements

All funding recipients will require to submit project information to the City to ensure funds are utilised for the agreed purpose and to assist the City collate the benefits associated with the Scheme as a whole. All reporting requirements and timeframes will be included in funding agreements and include but not limited to:

- Employment opportunities
- Percentage of suppliers and funds directed to Mandurah suppliers versus non-Mandurah suppliers.
- Total project actuals.
- Financial documentation.
- Applicant feedback (e.g. sustainability and capability improvements).
- Participant feedback (for relevant projects only).

City Evaluation

The City may contact the successful grant recipient up to 12 months after the completion of the Project/program to obtain additional information to ensure objectives were met.

13. Conditions of Grant Application

No obligation to enter into Agreement

This document is not to be construed as making any express or implied representation, undertaking or commitment by the City that it will enter into a binding agreement with any Grant Applicant.

The City may discontinue or suspend the Grant process at its sole discretion, at any point of the Grant Application or Evaluation process. The City may determine there are no suitable Grant Applicants.

What the City may do

In addition to the above, the City reserves the right, at its discretion, to:

- reinstate or vary this document;
- repeat any stage in the document;
- include a review process as part of the document;
- supplement, modify or replace the document;
- extend the Deadline;
- exclude any Application from further consideration once the City has considered it;
- decline to answer queries from an Applicant that are deemed inappropriate;
- evaluate Applicants in such a manner as the City regards appropriate;
- allow an Applicant to withdraw from this document;
- enter into a Funding Agreement in accordance with this document;
- conduct a security, probity or financial check on an Applicant for the purpose of evaluating an Application;
- rely on available information relating to an Applicants as part of the evaluation of an Applicant, including the Applicants performance under other contracts with the City;
- negotiate with an Applicants after it has been chosen as the successful Applicant or preferred Applicant; and
- take other action as the City considers, at its discretion, appropriate in relation to the process described in this document.

Ownership of documentation

With the exception of a Grant Applicant's existing copyright and other intellectual property rights, all documents and information submitted by a Grant Applicant as part of or in support of an Application shall become, on submission, the absolute property of the City and will not be returned to the Grant Applicant at the conclusion of the grant process.

Canvassing of councillors or Officers

If a Grant Applicant, whether personally or by an agent, canvasses any of the City's Councillors or Officers with a view to influencing the acceptance of the Application made by it or by any other Applicant, then regardless of whether the canvassing had or may have had any influence on the acceptance of such Application, the City may at its discretion omit the Application from further consideration.

Conflicts of interest

By completing the Application, the Applicant warrants that unless otherwise stated in its Application, to the best of its knowledge at the date of submitting an Application, no conflict

of interest exists or is likely to arise in relation to the Grant during the evaluation period or (if the Applicant is awarded the Grant) during the Project period between the City and the Grantee, its employees or any proposed Sub-Contractors.

Should a conflict of interest or risk of conflict of interest arise at any time during the Assessment or Project period the Applicant must immediately notify the City in writing of that conflict of interest or risk of conflict of interest. The Applicant acknowledges that the City may, in its absolute discretion, determine that such a conflict of interest renders the Applicant's Application not eligible to continue in the process.