



City Centre Business Incentive Program Guidelines

Including Proposals Stream and City Initiatives Rebate Stream

Grant	City Centre Business Incentive Program
Applicable Streams	<ol style="list-style-type: none"> 1) Proposals Stream 2) City Initiatives Rebate Stream
Deadline	<ol style="list-style-type: none"> 1) Proposals Stream: One open round until all funds are committed (each financial year). 2) City Initiatives Stream: The applicable City-led initiative or project, opening and closing dates and objectives for each round will be identified on the City of Mandurah website as they occur.
Application Details	<ol style="list-style-type: none"> 1) Proposals Stream: Applications must be submitted through SmartyGrants 2) City Initiatives Rebate Stream: Applications for each advertised round must be submitted online, as directed on the City of Mandurah website as they occur.

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1. 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 and community sectors 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.

This stream allows for businesses, community groups and property owners to seek support for a project or activation they wish to implement.

These guidelines contain information about the City Centre Business Incentive Program, and the two applicable streams:

- Proposals Stream
- City Initiatives Rebate Scheme

2. 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
Project Manager	Executive Manager Strategy & Economic Development

3. Objective of the Grant

The objectives of the City Centre Business Incentive Program are to encourage the growth of all or some of the following within the City Centre:

- Visitation numbers
- Dwell time
- Spend in local businesses
- Investment by business/landowners in public spaces and private spaces used by the public
- Aesthetic improvement of external public spaces to improve place identity and character
- Attraction of unique businesses, activations and products that add to a vibrant day or night City Centre experience.
- Integration and alignment of activation programs or projects with relevant City-led initiatives

4. Grant amount and grant period

Grant Amount

Total pool per annum is \$100,000, covering both the Proposal and City-Initiative streams. The grant program runs for activations within each financial year.

1) Proposals stream:

- Activations: maximum \$5,000 per applicant (related entities will be grouped and considered one applicant) will be awarded per year, there is no limit on the number of applications from each applicant from the pool (however a \$500 minimum request amount applies per application for the proposals stream).

The City's contribution to the project is capped at 50 per cent of the total project costs. Commercial sponsorships and partnerships are acceptable as additional funding sources along side the applicant's own contributions.

2) City Initiative Rebate Stream:

- Supplement to City-led initiatives: maximum \$1,000 per applicant (related entities will be grouped and considered one applicant) per round/activity released by the City (some rounds/activities may have a lower maximum). There is no limit on the number of applications from each applicant from the pool.

Businesses may be required to make their own contribution financially to the project costs on top of the grant, to be confirmed at the time of the City releasing the details of each individual round/ activity.

Grant/Project period

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

Additionally:

- 1) Proposals Stream:
Applications for each financial year must be lodged on or before the last business day prior to the 14th April.

- 2) City Initiatives Rebate Stream:
Each City-led initiative allocated a rebate stream will have individual project periods, which will be advertised on the City's website as they occur.

Projects can be one-off, or a series of activities over a set period (e.g. summer), with that period falling entirely within the financial year.

Payments:

- 1) Proposals Stream:

Payments are aligned to milestones and full funding is subject to reporting on successes, lessons and modifications.

- 2) City Initiatives Rebate Stream

Payments are made on a rebate process only, on submission of proof of payment and an invoice for eligible, pre-approved activities.

5. Eligibility activities

The grant funding can be used for the following:

- City Centre events, programs or activities that stimulate vibrancy and visitation, and generate public value and economic benefit, including but not limited to events (once off or in a series), a empty store trials, aesthetic improvements to external publicly accessible spaces or other activations in publicly accessible spaces.

Additionally, for City Initiative Rebate Stream applications, the funds must be used for:

- Supporting events, programs, activations or alignments which leverage specific City-led initiatives held within the City Centre.
- These will be identified and detailed as they occur, but could include City events or projects like Crab Fest, Giants of Mandurah, Christmas Lights Trail or other City initiatives which may be outcomes of the City Centre Master Plan or another strategy.

6. Ineligible activities

The grant funding cannot be used for the following:

- Land and property acquisition
- Internal research and development activities
- Purely marketing and promotion campaigns without an associated event/ project/ program/ activation
- Events/ Projects/ Programs/ Activations which take place outside the City Centre
- Employment of staff or payment of wages
- General operating costs i.e. insurance, regular rent, utilities etc.
- Consumables.
- Upgrades and activations of private-use areas only (i.e. member-based events, staff only areas, etc)
- 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

7. Eligibility criteria

Who is eligible?

Applications must meet the eligible criterion:

- Local businesses/organisations within the municipal area (district) of the City of Mandurah
- Have an Australian Company Number (ACN), an Australian Business Number (ABN) (or another appropriate entity registration for community groups) and be solvent.
- Be classified as a small or medium sized business/organisation employing up to 199 people.
- Must verify that the business/organisation will remain in the district of Mandurah for the next 12 months i.e. evidenced via commercial lease
- Must make a declaration of solvency.
- Must hold all of the appropriate insurances, permits, licences and approvals for the operation/ event/ project/ program/ activation (or be willing to obtain them & provide evidence).
- Must submit application and receive approval prior to project commencement.

Who is not eligible?

An Application will be rejected without consideration if the applicant:

- is a political party, or from Local, State or Federal Government, or City of Mandurah staff or Elected Members.
- has legal conflict or an outstanding debt with the City of Mandurah
- has previously received funding under this Grant program for the same or similar project/activation
- has an outstanding acquittal with the City of Mandurah for any grant or support

Or if the the event/ project/ program/ activation:

- is inconsistent with the City's strategic vision or values
- has already received funding from State, Federal or Local Governments

8. How to apply

Attachments to the application

The following documents must be attached to your application:

- Declaration of solvency
- Declaration of intent to remain in the district of Mandurah for the next 12 months
- Copies of relevant Insurances
- Copies of quotes from suppliers/consultants in relation to the funding
- Proof of capacity to deliver the proposed project/activity (i.e. proof of previous successful projects, reference statements, etc)
- Outline of proposed project/activity, including alignment with grant objectives

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

How to submit an application

1) Proposals Stream

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.

2) City Initiative Rebate Stream

Applications for each advertised round must be submitted online, as directed on the City of Mandurah website as they occur.

Contact Officers

City Centre Place and Projects Officer

9. 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, and feedback will be given to the applicant to allow them to reapply at a later date. 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:

- Applicant & application meets 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.

1) Proposals Stream:

Eligible Applicants will be assessed against the ability to address and meet the Grant Objectives, including but not limited to the extent that the proposed activity/ project (100 points):

- a) Increases measurable growth of visitation numbers and/or dwell time to the area/business (20 points)
- b) Increases night time offerings and activations (20 points)
- c) Activates public spaces to improve footfall at non-peak hours (15 points)

- d) Value of offering for free public attendance, including attraction expectation, capacity limits (15 points)
- e) New, innovative and unique offerings and activations within the City Centre (10 points)
- f) Aesthetic improvement of an external publicly accessible space to improve place identity and character (10 points)
- g) Growth opportunities to become a self-sufficient activation or event (10 points)

2) City Initiative Rebate Stream

Eligible Applicants will be assessed against the ability to address and meet the Grant Objectives, including but not limited to the extent that the proposed supporting event, program, activation or project is aligned with the specific City-led initiative when the round is open.

- Examples could include minor business or community organisation projects, events, activations or programs to leverage and align with City events or projects like Crab Fest, Giants of Mandurah, Christmas Lights Trail or other City initiatives which may be outcomes of the City Centre Master Plan or another strategy.

Financial capability assessment and risk

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

Financial capability

In order to assess an Applicant, the City may have/ request 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 a 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.

10. Notification of application outcomes

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

Applications may be:

- Approved,
- Approved in part, or
- Rejected.

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

11. 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, which will outline the responsibilities for recognition of the City's funding (including marketing or logo placement).

Payment of the grant

The City Centre Business Incentive Program 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 for the agreed grant amount as a reimbursement of approved activity expenditure. Milestone payments for completed stages of an activity may be considered in some circumstances.

An amount up to 10% of the final agreed grant amount may be withheld from the initial reimbursement payment, to be payable on receipt of a satisfactory grant acquittal, and only after the requirements for the first payment have been met.

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 any claims for payment on or before the last business day prior to 14th June in the applicable financial year. If a claim for payment is not received by this date, the grant approval may lapse and the funding agreement may be 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)
- Participant numbers – estimate acceptable where appropriate
- Local businesses spend information – by grant recipient to local businesses for the grant activities, and income received by the local business/applicant as a result of the grant activities (if applicable)
- Reporting on meeting of proposed impacts and goals as set-out in the individual grant agreement

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.

12. 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 the City's Councillors or Officers

If a Grant Applicant, whether personally or by an agent, canvasses any of the City's Elected Members 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.