



Business Improvement District Grants Guidelines 2019

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Introduction

Maribyrnong City Council supports our business community through business development workshops, networking events and through the Business Improvement District (BID) grant program which assists economic development and viability across our City. The BID grant program is highly competitive and all applicants are encouraged to read the guidelines and meet with Council Officers before applying.

Contact details

Information about the BID grant is available at

<https://www.maribyrnong.vic.gov.au/Business/Support-for-existing-business/Business-Improvement-District-BID-Grant-Program>

Business District Officer – Megan Reinwald (03) 9688 0200 or

megan.reinwald@maribyrnong.vic.gov.au

More information

Contact the Economic Development team at

business@maribyrnong.vic.gov.au or (03) 9688 0200

In person: Maribyrnong City Council, 61 Napier Street, Footscray

In writing: PO Box 58, Footscray Vic 3011

Important dates

Grant Program opens	Monday 20 May at 9am
Information Session – RSVP essential	Thursday 6 June 3pm – 5pm
Grant Program closes	Friday 6 July at 5pm

Business Improvement District Grant

Overview

Maribyrnong City Council's BID Grants Program supports business districts through targeted grants to trader associations and business groups of five or more traders within the City of Maribyrnong.

Information session

Join us for a discussion at Council Offices on how the BID Grant Program works, what we fund and how applications are submitted. This will take place on Thursday 6 June, 3pm – 5pm.

Note RSVP is essential, via email to business@maribyrnong.vic.gov.au

Grant objectives

The BID grant program will:

- Promote destination marketing and other opportunities to increase trade and business opportunities.
- Strengthen business districts through improved public realm initiatives.
- Increase the viability of business districts through the development of innovative business practices.
- Promote and strengthen business groups that have a shared and common economic interest.

Applications must demonstrate how the project will address one or more of the above objectives.

Grants from \$1,000 up to \$50,000 are available.*

*Subject to the Enterprise Maribyrnong Special Committee's discretion.

Previous examples

In 2016, She Will Shine was awarded a grant to establish an innovative scholarship program for 20 female entrepreneurs located in City of Maribyrnong, who met regularly for business workshops and training sessions.

In 2017, the Footscray Asian Business Association was awarded a grant to deliver a series of five night markets in the Little Saigon Precinct in Footscray, which activated the space with Vietnamese food stalls and cultural entertainment.

In 2018, the West Footscray Traders Association was awarded a grant to run a pop-up small business showcase called Becoming Barkly, to diversify shopping in the village and to gather feedback and activation ideas from residents and visitors alike.

Priority in 2019

For the coming 2019/20 financial year, Council has a renewed focus on the night-time economy and thus projects which activate our shopping precincts in the hours after 6pm, will be highly regarded by the Enterprise Maribyrnong Special Committee.

Examples of eligible projects include those promoting extended trading hours, events such as progressive dinners, book readings, live music and any other programming which encourages evening and night-time visitation.

Eligibility

Who is eligible?

Applications will be accepted from trader associations and groups of businesses (five or more) within the business district boundaries of the City of Maribyrnong.

Who is not eligible to apply?

Applications will not be accepted from:

- Businesses located within a business district that is managed and owned as a single entity and is not part of a greater retail destination.
- Businesses not located in the City of Maribyrnong.

Eligibility Criteria

- Applications will be accepted from incorporated trader associations and groups of businesses (five or more) based in the business districts across the City of Maribyrnong.
- Projects must be delivered, or support business, within the boundaries of the City of Maribyrnong business districts as identified in the Activity Centre Map on the back page of this document.
- Applications must provide a minimum of 20% matched funding in cash. The funding requested must accurately reflect the proposed project.
- Applicants must be able to acquit all previous grants for ongoing projects prior to consideration of the application.

General exclusions

- Standard operating costs such as rent, wages, electricity, operational printing or copying or similar.
- Existing programs.
- Private physical infrastructure.
- Capital equipment such as furniture, computers, mobile phones, office hardware or similar.

Eligibility checklist

Applicants should consider the following checklist to assist in preparation of the application:

- Does your proposal meet the grant program objectives?
- Is your proposal genuinely innovative, creative and does it demonstrate a strong point of difference?
- Can you demonstrate how the City of Maribyrnong will benefit from your proposal?
- Does your proposal enhance the city's reputation for innovation, business vitality and environmental sustainability?
- Does your proposal create employment opportunities and increase the level of business investment?
- Do you have a complete, up to date set of financial statements?
- Have you undertaken analysis on the local business opportunities and issues?
- Does your project plan include measurable outcomes and an evaluation process?
- Have you had a pre-application meeting with a Council Officer?

For trader associations, in addition to the above:

- Does more than 85% of your membership have a business located in the Maribyrnong municipality?
- Does your membership represent a cross-section of local businesses?
- Does your proposal deliver significant tangible outcomes for your members?

Council may request the following forms of evidence from trader associations:

- A current membership register including member names, contact details, business names and the amount and date on which membership was paid.
- Tax invoices for current members.

Grant Application

Applications are subject to review against the eligibility and assessment criteria. Applicants are encouraged to carefully consider their capacity to meet program requirements and the assessment criteria before committing resources to developing an application.

Applications must include:

- A completed **application form** that is well thought through and well-developed that addresses all the criteria, answers all questions.
- A detailed **project plan** which clearly indicates the measurable project outcomes, evaluation process plan and level of intended activity by the applicant and details how the project meets the grant program objectives.
- A **costed budget** that details the financial viability of the project and demonstrates value for money with a minimum of 20% matched funding in cash.
- **Analysis** which clearly identifies the local business opportunities and issues, indicating how the proposal responds to the local business opportunity or issue.
- **Written evidence** demonstrating a high level of consultation with local businesses, of relationships and regular discussion (e.g. letters of support, meeting minutes, and correspondence).

Grant Funding Categories

The grants are available in different categories.

- Major business districts, from a pool of \$100,000
Businesses within Footscray

- Neighbourhood business districts, from a pool of \$60,000
Businesses within:
 - Edgewater
 - West Footscray Village
 - Seddon
 - Yarraville Village

- Local business districts, from a pool of \$40,000
Businesses within:
 - Ballarat Road & Duke Street
 - Ballarat Road & Gordon Street
 - Ballarat Road & Summerhill/Rosamond Road
 - Braybrook Village
 - Gamon Street
 - Geelong Road & Wales Street
 - Kingsville, Mitchell Street & Hampstead Road
 - South Road & Duke Street
 - Tottenham
 - Waterford Gardens
 - Wembley Avenue
 - Somerville Road & Gamon Street
 - Somerville Road & Williamstown Road
 - Somerville Road /Wales Street to Coronation Street
 - Western Gateway
 - Williamstown Road & Francis Street

Assessment criteria

Applications will be assessed against the following criteria:

Meets objectives of Business Improvement District grant program	40%
Financial viability, measureable objectives and value for money	20%
Part of a strategic plan supported by local businesses	20%
Is from or supported by an established traders association	10%
Promotes the night-time economy in Maribyrnong's business districts	10%

Application process

How do I apply?

Applications can be made by completing the electronic form which will be available on Council's website throughout the application period, 20 May – 6 July 2019.

Applicants will be prompted to attach the required documentation listed on page 6 online, in order to proceed through the form.

Incomplete applications will not be considered.

The steps in the application process:

1. Preliminary meeting with Council's Economic Development team essential.
2. Application submitted online.
3. Initial assessment process (if required, further detail may be sought).
4. Enterprise Maribyrnong Special Committee consider applications.
5. Applicants notified of outcome.
6. Acceptance of grant conditions by applicant.
7. Project commencement and first payment.
8. Project and outcome evaluation and reporting. Reports must include evidence of expenditure including copies of original invoices.
9. Projects for larger amounts may be required to provide interim reports.
10. Final payment.

Application support

Applicants must submit a well-developed application that addresses all the criteria, answers all questions and provides the documentary evidence and support required. To enable potential applicants to submit quality applications, the Economic Development team provides an information session, as well as staff who are available to meet in person or provide advice over the phone.

Funding period

Projects are required to be completed (including delivery of final project reports) within 10 months of the date of project approval.

Notification process

Successful applicants will be sent a Letter of Offer and a Funding Agreement. Applicants are required to execute the Agreement and return one complete copy to

the Council along with any payment deliverables as identified in the Grant Agreement. Funds will only be released after the Grant Agreement has been received by the Council and all payment deliverables achieved.

Matched funding

Applications must provide a minimum of 20% matched funding in cash. The funding requested must accurately reflect the proposed project.

Payment

Payment milestones will be determined part of the funding agreement.

1. Council will release a payment up to 80% of the total grant.
2. On completion of the project and receipt of the final report, Council will release a payment for the remainder of the total grant.

For larger grant payments or longer term projects this may be varied to include further part payments.

Reporting and monitoring

All applications must indicate the anticipated small business and local economic development outcomes as well as the processes for evaluating these.

All grant recipients must agree to comply with the Council's performance monitoring and evaluation program.

Project funding will incorporate the monitoring and evaluation component, with grant recipients required to show how the funded projects have resulted in actual and ongoing economic benefits. Examples include:

- Increased employment
- Increased sales
- Increased foot traffic.

All grant recipients are required to report on and acquit their project as detailed in their funding agreements. Grantees are required to submit detailed financial reports and may be requested to provide further documentation and evidence of expenditure.

Large grants may be required to provide audited financial statements upon acquitting the project. Acquittal reports are due no later than one month after the agreed completion date.

Business Improvement District Grants – Activity Centre Map

