

## **ENTERPRISE MARIBYRNONG DELEGATED COMMITTEE**

**Tuesday 1 December, 2020**

**4.30pm**

**Virtually via Zoom**

### **AGENDA**

<b>Item</b>	<b>Title</b>	<b>Page</b>
1.	Commencement of Delegated Committee Meeting and Welcome	
2.	Apologies	
3.	Disclosures of Conflict of Interest	
4.	Public Question Time	
5.	Confirmation of Minutes of Previous Meeting	2
6.	Officer Reports	
6.1	Business Improvement District Grants Program Stream 1 Round 2 2020/2021	4
7.	Urgent Business	
8.	Delegated Committee Meeting Closure	

**Agenda Item 5**

**CONFIRMATION OF THE MINUTES OF THE PREVIOUS ENTERPRISE  
MARIBYRNONG DELEGATED COMMITTEE MEETING - 1 SEPTEMBER 2020**

**Director:** Celia Haddock  
Director Corporate Services

**Author:** Lisa King  
Manager Governance and Commercial Services

---

**PURPOSE**

To present for confirmation, the minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 1 September 2020.

**ISSUES SUMMARY**

- The Maribyrnong City Council Governance rules requires Council to keep minutes of each meeting of the Council and Delegated Committees, and for minutes to be submitted to the next appropriate meeting for confirmation.

**ATTACHMENTS**

1. Minutes of the Enterprise Maribyrnong Delegated Committee held on 1 September 2020 

**OFFICER RECOMMENDATION**

**That the Delegated Committee confirms the minutes of the Enterprise  
Maribyrnong Delegated Committee Meeting held on 1 September 2020.**

---

**Agenda Item 5****BACKGROUND**

The minutes of meetings remain unconfirmed until the next appropriate meeting of Council.

**DISCUSSION/KEY ISSUES****1. Key Issues**

Council's Governance Rules requires Council to confirm its minutes at the next appropriate meeting.

**2. Council Policy/Legislation****Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021 by considering:

- Strong leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration.

**Legislation**

Local Government Act 2020

**Conflicts of Interest**

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

**Human Rights Consideration**

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

**3. Engagement**

Not applicable.

**4. Resources**

Not applicable.

**5. Environment**

Not applicable.

**CONCLUSION**

The unconfirmed minutes of the Enterprise Maribyrnong Delegated Committee Meeting held on 1 September 2020 are presented for confirmation.

**Agenda Item 6.1****BUSINESS IMPROVEMENT DISTRICT GRANTS PROGRAM STREAM 1 ROUND 2 2020/2021**

**Director:** Clem Gillings  
**Director Community Services**

**Author:** Francesca O'Brien  
**Manager City Futures**

---

**PURPOSE**

To present the Business Improvement District 2020/21 grant program applications and seek endorsement of funding recommendations.

**ISSUES SUMMARY**

- The Business Improvement District (BID) program (now in its fifth year) supports the improvement of Maribyrnong's business districts through targeted grants.
- The impact of COVID-19 has been devastating on the local economy. As part of Council's business relief and recovery package, the BID Guidelines were amended to include a new round for Stream 1 (Stream 1, Round 1 grants have been endorsed and are in progress). Stream 1, Round 2 grants are now being presented for endorsement.
- Enterprise Maribyrnong Special Committee (EMDC) has delegated authority to determine the grants in line with agreed criteria, from a pool of \$100,000.
- Applications opened from 26 October to 9 November 2020.
- Each application has shown merit and would make a substantial contribution to COVID-19 relief and recovery.
- It is recommended that EMDC endorse three Stream 1, Round 2 projects (total \$74,888.45).

**ATTACHMENTS**

1. Business Improvement District Grant (BID) Grant Guidelines 2020 [↓](#) 

**OFFICER RECOMMENDATION**

**That the Enterprise Maribyrnong Delegated Committee:**

1. **Endorse the Business Improvement District 20/21 grants for the following projects:**  
**Stream 1, Round 2 (Trader Association and Business Groups)**
    1. **Wefo (West Footscray) Traders Marketing Project – \$17,479.80**
    2. **Coworking Westside Reactivation Project – \$28,658.30**
    3. **Business Incubator Program – \$28,750.35**
  2. **Note that all applicants will be advised in writing of the outcomes of the Business Improvement District grant program.**
-

**Agenda Item 6.1****BACKGROUND**

The purpose of the BID program is to facilitate the development of vibrant and robust business districts. There have been four successful previous rounds of grants, awarded by the Enterprise Maribyrnong Special Committee and delivered by local traders.

In 2020, the program takes on new importance as COVID-19 has wrought significant damage upon the local economy. Most business operations have been affected by either restrictions on trade or total enforced closure, as is currently the case for non-food retailers in Melbourne. In response, Council endorsed changes to the BID Program Guidelines at the Ordinary Council Meeting on 23 June 2020. The most significant change being the introduction of an extra round of grants for Stream 1 and a new stream of funding for innovation micro-grants of up to \$1,500 each, as well as making the eligibility criteria for trader associations easier.

Stream 1, Rounds 1 and 2- (Trader Association and Business Groups) projects continue to be for trader associations and groups of 5 or more businesses. They must continue to meet one or more of the following objectives:

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

**DISCUSSION/KEY ISSUES****1. Key Issues****Business Improvement District Grant Program 2020/21**

The BID grant (Stream 1, Round 2) program opened for applications from 26 October to 9 November 2020, and received three applications.

Table 1 provides a timeline for Stream 1, Round 2. Table 2 provides a summary of applications (including recommendations for funding).

**Table 1 – Stream 1, Round 2. Trader Association and Business Groups Timeline**

Date	Action
26 October 2020	Stream 1 Round 2 opens for application
16 December 2020	Online information session
9 November 2020	Stream 1, Round 2 closes for application
1 December 2020	EMDC meets to assess applications
2 December 2020	Applicants informed of outcome
2 December 2020 – 28 May 2021	Work with successful applicants throughout their project, monitoring milestones and project status

## Agenda Item 6.1

Table 2 - Stream 1, Round 2. Applications Recommended for Funding

Project	Amount Requested	Recommendation
<b>Wefo Marketing Project</b>		
<p><b>West Footscray Traders Association</b></p> <p>Project has multiple complementary elements including raising the profile of a number of businesses in West Footscray by developing websites and social media presence for a number of businesses that don't have a marketing strategy. Once established, this information will then feed back to the West Footscray Traders Association website which was successfully established through previous funding.</p> <p>Print marketing will also be produced and distributed throughout the community to encourage shopping local.</p>	<p><b>Proposed Budget:</b> \$19,227.78</p> <p><b>Grant Request:</b> \$17,479.80</p> <p><b>Proposed Applicant Cash Contribution:</b> \$1747.98</p> <hr/> <p><b>Council Officer Recommendation</b></p> <p>Fully fund this project</p> <hr/>	<p><b>Application recommended for funding.</b></p> <p>Application promotes destination marketing of West Footscray through Social media and print marketing.</p> <p>Application also promotes and strengthens a business group, traders who have a shared and common economic interest in the revival of Footscray post COVID-19 restrictions.</p> <p>Application supported by appropriate quotes. Budget is financially viable and demonstrates value for money. Outcomes are measureable. Proactive social media management to drive new visitation and engagement to the area will be beneficial.</p> <p>Meets objectives 1 and 4: Promotes destination marketing of Footscray and strengthens the capacity of the traders association.</p> <p>It is recommended conditions are applied including:</p> <ol style="list-style-type: none"> <li>1. Receipt of a current list of trader association members</li> <li>2. Receipt of the financial statement from the AGM</li> </ol>

**Agenda Item 6.1**

<b>Coworking Westside Reactivation Project</b>		
<p><b>Business Group</b></p> <p>Project involves creating branding for Coworking Westside which encourages businesses to return to the city and utilise Coworking spaces at a discounted rate.</p> <p>Practical outcomes will include Provisional working spaces that are COVID-safe and to enable business recovery or development. This project also creates opportunities for the community to increase their trade and business opportunities by building networks with other local business owners.</p>	<p><b>Proposed Budget:</b> \$44,330</p>	<p><b>Application recommended for funding.</b></p> <p>Unique application with clear benefits to the business community who have a shared and common economic interest.</p> <p>Many local business owners will benefit from discounted rates and services funded through this grant.</p> <p>Meets all objectives including the promotion and strengthening of groups, the opportunity to increase trade and business opportunities and develop business in an innovative way.</p>
	<p><b>Grant Request:</b> \$37,758.60</p> <p><b>Proposed Applicant Cash Contribution:</b> \$4403.30</p>	
	<p><b>Council Officer Recommendation</b></p> <p>Fund in full with the exception of one item quoted.</p>	
	<p><b>New Project Budget:</b> \$37,485</p> <p><b>Council Officer Recommended Grant:</b> \$37,485</p> <p><b>Applicant Cash Contribution:</b> \$3,748.50</p>	

## Agenda Item 6.1

12 Week Business Incubator Program		
<p><b>Business Group</b></p> <p>This project aims to develop and run a 12 week business incubator program presented by successful local brand and business marketing specialists to 20 local business owners.</p> <p>Funding will also allow for the production of a podcast and social media groups to disseminate useful information for local businesses.</p> <p>Application is diverse and will support the growing start up community with insights and tools to help them grow their business and brand and launch it into the market.</p> <p>It will also provide online and in person business networking opportunities.</p>	<p><b>Proposed Budget:</b> \$75,720</p> <p><b>Grant Request:</b> \$49,920</p> <p><b>Proposed Applicant Cash Contribution:</b> \$25,800</p> <hr/> <p><b>Council Officer Recommendation</b> Fund part of this program within shorter timeframe.</p> <p><b>New Project Budget:</b> \$51,936.67</p> <p><b>Council Officer Recommended Grant:</b> \$23,136.67</p> <p><b>Applicant Cash Contribution:</b> \$25,800</p> <p>Part funding of the following:</p> <ul style="list-style-type: none"> <li>Facebook advertising- Reduced from \$8500 to \$4250</li> <li>Networking Events- Reduced from 3 events to 1 and \$18,800 to \$6267.00</li> <li>Part funding of project strategy - \$18,000 to \$13,500</li> <li>Part funding of project execution- \$10,000 down to \$7500</li> </ul>	<p><b>Application recommended for funding.</b></p> <p>The project engages a significant number of local traders who would otherwise not be eligible for funding from Council and will also have broader business community involvement by extending marketing tools through the municipality.</p> <p>Clear timeline with links to project outcomes.</p> <p>Meets objectives 2 and 4: Using innovative business practice by supporting the startup community and promotes and supports business groups with shared economic interests.</p> <p>It is recommended conditions are applied:</p> <ol style="list-style-type: none"> <li>1. Receipt of final quotes from third-party suppliers to fund networking events.</li> <li>2. That the majority of businesses benefiting from this program are bricks and mortar businesses</li> <li>3. That the applicant is able to demonstrate how they'll engage with the local business community.</li> </ol>



**Agenda Item 6.1****Partially funded applicants**

Partially funded applicants will be informed and provided feedback on their application and the reasons for the reduction in funding.

**2. Council Policy/Legislation****Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021, by considering:

- Strategic Objective:
  - Strong leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration.
  - Growth and prosperity - support diverse, well-planned neighbourhoods and a strong local economy.
  - Quality places and spaces - lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods.

The BID program aligns with Council's Tourism Visitation Strategy 2017-2021.

**Legislation**

The BID program is in accordance with *Local Government Act 2020*.

**Conflicts of Interest**

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

**Human Rights Consideration**

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

**3. Engagement**

Extensive consultation was undertaken to ensure businesses were aware of the BID grant program, in particular the additional round (current round) of grants and a new stream (Stream 2 micro grants) of grants to open in December. Consultation included:

- Advertising on Council's website, social media and in print publications including Maribyrnong Messenger and StarWeekly newspaper
- Direct emails to previous applicants and businesses, and eligible traders in bricks and mortar premises
- Trader association meetings
- Two online information sessions
- Attending trader association meetings to discuss upcoming grant opportunities.

**Agenda Item 6.1**

Following approval of any of these grants all applicants will be advised by letter and online promotion of successful grant applicants.

**4. Resources**

The BID program is in accordance with Council's approved budget 2020/21.

**5. Environment**

The successful grants will help Council to access its sustainability objectives.

**CONCLUSION**

The BID program aims to support the City's business districts through targeted grants to trader associations, business groups and individual businesses. In 2020/21 the priority will be to fund projects facilitating COVID-19 economic relief and recovery.

All applications have shown merit and would make a substantial contribution to COVID-19 relief and recovery. It is recommended that EMDC endorse three Stream 1, Round 2 projects (total \$74,888.45). These initiatives will deliver significant opportunities to grow and enhance our business districts in innovative ways.

**Agenda Item 6.1 - Attachment 1**



# Business Improvement District (BID) Grant Program Guidelines 2020/21

**Agenda Item 6.1 - Attachment 1**

# 1.0 Introduction

Maribyrnong City Council supports our business community through the Business Improvement District (BID) grant program, which assists economic development and business viability across our City.

In the 2020/21 financial year, there will be two streams of funding. Stream 1 will provide funding to trader associations and groups of businesses for destination marketing and group strengthening projects, while Stream 2 will provide micro-grants for innovative new business development activities proposed by either an individual business owner or a business group.

The BID grant program is highly competitive and all applicants are encouraged to read the guidelines and meet with Council Officers before applying.

Successful BID grant projects are selected by the Enterprise Maribyrnong Special Committee (EMSC). EMSC guides economic development in our City by assisting Council to create vibrant and successful urban places with excellent business opportunities and meaningful employment.

## 1.1 Contact details

Acting Business District Officer – Rosie Sallemi (03) 9688 0200 or  
[rosie.salleme@maribyrnong.vic.gov.au](mailto:rosie.salleme@maribyrnong.vic.gov.au)

Economic Development Unit - or (03) 9688 0200 or  
[business@maribyrnong.vic.gov.au](mailto:business@maribyrnong.vic.gov.au)

In person: Maribyrnong City Council, 61 Napier Street, Footscray  
In writing: PO Box 58, Footscray Vic 3011.

## 1.2 More information

Information about the BID grant program is available on Council's website at  
<https://www.maribyrnong.vic.gov.au/Business/Support-for-existing-business/Business-Improvement-District-BID-Grant-Program>

## 1.3 Priority in 2020/21

For the coming 2020/21 financial year, Council's primary focus will be recovery from COVID-19. Projects that bring visitors back into our activity centres and encourage extended stays, particularly in the hours after 6pm, will be highly regarded by the Enterprise Maribyrnong Special Committee.

## Agenda Item 6.1 - Attachment 1

### 1.4 Timeline

#### Stream 1 Round 2

26 October 2020	Stream 1 Round 2 opens for application
4 November 2020	Online information session
8 November 2020	Stream 1 Round 2 closes for application
1 December 2020	EMSC meets to award applications
3 December 2020	Applicants informed of outcome
28 May 2021	Work with successful applicants throughout their project, monitoring milestones and project status. Acquittal date.

### 1.5 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 shopping centre which is owned and managed as a single entity and is not part of a greater retail destination.
- Businesses not located in the City of Maribyrnong.
- Businesses who have already been awarded funds this financial year.

#### Eligibility Criteria

- Applications will be accepted from incorporated trader associations and groups of businesses (five or more) based in business districts across the City of Maribyrnong.
- Projects must be delivered and support businesses within the boundaries of the City of Maribyrnong
- Applications must provide a minimum of 10% matched funding in cash. The funding requested must accurately reflect the proposed project.
- Applications from businesses seeking funds to pay for PPE gear will be considered

**Applicants must have acquitted all previous BID grants prior to consideration of a new 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.

## **Agenda Item 6.1 - Attachment 1**

### **Events**

- Additional criteria applies to applicants who intend to deliver events and other activations involving participation by members of the public.
- A quote for a traffic management plan (TMP), if required, must be included in the BID grant application and clearly referenced in the project budget.
- If funding is awarded, the final TMP must be submitted to Council and approved no later than 4 weeks prior to the event. Furthermore, a detailed site plan, risk management plan, running sheet, list of suppliers, draft notification letter to nearby shops and residents, details on how you will maintain social distancing requirements and deliver any additional cleaning / cleansing must all be provided to Council no later than 3 weeks prior to the event.
- Failure to provide any of this documentation by the required deadline may result in termination of BID grant funding and early acquittal of the project.

### **1.6 Eligibility checklist**

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

- Does your proposal meet the grant program objectives?
- How does your proposal facilitate economic recovery from COVID-19?
- Is your proposal able to meet COVID-19 guidelines (ie. by maintaining social distancing requirements?)
- 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?
- 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 City of Maribyrnong?
- 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.

## **Agenda Item 6.1 - Attachment 1**

### **1.7 Application**

All 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.

Stream 1 applications must include:

- A completed application form that is well thought through and well- developed, addressing all criteria and 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 one of the four BID grant program objectives.
- A costed budget that details the financial viability of the project and demonstrates value for money with a minimum of 10% matched funding in cash. Quotes from all suppliers (which includes their ABN) must be attached.
- Analysis which indicates how the proposal facilitates the recovery of the activity centre from COVID-19 and delivers economic benefits to the City of Maribyrnong.
- 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).
- A clear timeline which shows how the project will be delivered. Note funding will be released in installments as the applicant meets key project milestones.

### **1.8 Matched funding**

Applications must provide a minimum of 10% matched funding in cash. The funding requested must accurately reflect the proposed project.

### **1.9 Assessment criteria**

Applications will be assessed by EMSC against the following criteria:

Meets one or more of the objectives of Stream 1 of the BID grant program	50%
Financial viability, measureable outcomes and value for money	30%
Supports the recovery of the local economy from COVID-19	20%

**Agenda Item 6.1 - Attachment 1**

## 2.0 Payment

The payment schedule will be determined as part of the Funding Agreement.

1. Council will release funding in installments according to the size and scope of the project. The schedule may consist of two, three, four or five part-payments which are tied to key milestones.
2. For all projects, the final installment of 20% is withheld until Council has received the project acquittal report and financial reconciliation, and is satisfied with the execution of activities.

### 2.2 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.

Stream 2 applications must include:

- A completed application form that is well thought through and well- developed, addressing all criteria and questions.
- A costed budget which demonstrates value for money and includes full and final quote(s) from third party suppliers for the new business development activities the applicant wishes to undertake. Note once funding is awarded, the applicant may not change supplier without written permission from a Council Officer.
- A written statement which explains how the applicant's new business development activity is innovative and meets the objective of Stream 2 which is to facilitate increased trade and other opportunities for doing business.
- An explanation of how COVID-19 has negatively impacted the applicant's business, and how they anticipate the awarding of a micro-grant will support their recovery and that of their local business district.
- If the business owner is not located in a street-facing shopfront, for example because they operate from a co-working space, they should clearly explain the economic benefit to the City of Maribyrnong.