

Shopfront Improvement Grant Program

Funding Guidelines

Greater Shepparton City Council invites you to make an application for funding through the Shopfront Improvement Grant.

The Shopfront Improvement Grant has been established in order to assist with the ongoing revitalisation of the Shepparton CBD and the commercial areas of main streets within small towns. Funding will be provided to contribute to the costs associated with improvements to shopfronts to support the amenity of the Shepparton CBD and small town main streets, and to enhance the general atmosphere to encourage positive economic outcomes.

Grants of up to \$2,000 are available. Council will match the business investment \$1 for \$1 to support the improvement to shopfronts.

Grant funding will be made available as a reimbursement via electronic bank transfer, once all works have been completed and inspected by Council. An acquittal will also need to be submitted with receipts demonstrating expenditure. Council reserves the right to use photographs for promotional purposes.

How to Apply

Applicants should first make contact with Council's Place Manager to discuss their proposal before making application. Council's Place Manager can be contacted via telephone

(03) 5832 9857 or bonnie.mcintosh@shepparton.vic.gov.au

Please read the Guidelines carefully to ensure you are eligible to apply and to assist you to complete all sections of the application process.

Background and Objectives

This grant is designed to improve the appearance and enhance the appeal of the Shepparton CBD precinct, and the main streets of small towns to attract further investment and visitation to these areas. The grant has the following objectives:

- To attract new investment opportunities and support business growth and diversity within the Shepparton CBD and main streets of small towns.
- Revitalise the streets of our Shepparton CBD and the main streets of small towns, making them more inviting and appealing places to do business and shop.
- Support landlords to retain and attract tenants.
- Improve the marketability of the Shepparton CBD and main streets of small towns.
- To promote Greater Shepparton as an attractive place to work, live, visit and invest.

What is a shopfront?

For the purpose of the Shopfront Improvement Grant, a shopfront is a physical business premises within the Shepparton CBD Precinct Boundary (map attached) or within the commercial area of the main street of a small town within the municipality that is facing the street, usually contains display windows and is open to and trades with customers from those premises.

Eligibility

To be eligible for funding assistance under the Shopfront Improvement Grant:

1. The project must be for property or business located within the Shepparton CBD Precinct Boundary (map attached) or within the commercial area of a main street of a small town within the Greater Shepparton municipality.
2. The grant must support works on the exterior of the shop only.
3. The works must be completed within six months of a successful application.
4. Approval must be obtained from the landowner for an application to be considered for the Shopfront Improvement Grant.
5. The applicant must match the value requested in the application spending at a minimum \$1 for \$1.

6. The tenant must be a small business (less than 20 employees including part time and casual staff).
7. The tenant must have at least 2 years remaining on their lease agreement at the time of submitting an application for funding.
8. The tenant must be at least 1 year into their lease agreement at the time of submitting an application for funding.
9. Landlords may make application for funding under this program however their application will be assessed based on improvements that will both enhance the attractiveness of the premises and more importantly benefit the new tenant.
10. Council will not fund applications that temporarily support the attractiveness of a premises that are likely to eventuate in the new tenant making those improvements redundant.

Eligible Projects

Examples of improvements that may be funded as part of the CBD Shopfront Improvement Grant include:

- Painting of external shop frontage.
- New, repairs and replacement of eaves/veranda.
- Creative graphic design and signage fabrication.
- Installation and new lighting and / or upgrades to existing lighting.

Funding relating to improvements that support disabled access is available through an alternative funding program also offered by Council. Contact (03) 5832 9700 for more information.

Ineligibility

Applications will be ineligible if they do not comply with the eligibility criteria and if:

- The applicant has received another Greater Shepparton City Council grant for the same or similar project within the last year. E.g. Heritage Grants.
- Applicants that are starting new businesses cannot apply for shopfront improvements under both the CBD Shopfront Improvement Grant Program and the New Business Grant Program.

- Applicants that have previously failed to complete projects funded by Greater Shepparton City Council or have an outstanding acquittal.
- Projects do not tie directly to the property address stipulated in the application.
- Home or mobile businesses or premises are used as a private residence.
- The applicant is a multi-national brand (however franchisee applications are permitted) (i.e. Target, Village Cinemas and Sportsgirl are multi-national whilst Zambrero and Schnitz are examples of local franchises).

The grant program does **not** cover the following:

- payment of Building or Planning permit approval costs.
- parking permits costs.
- retrospective funding, where projects have been commenced or are completed prior to formal funding approval.
- projects that require ongoing funding or support beyond the initial grant.
- routine, ongoing or cyclical maintenance to properties.
- repair of facilities damaged by vandalism, fire or other natural disasters where the damage should be covered by insurance.

Budget

A full budget of all costs associated with improvements must be provided as part of the application. This budget will outline the scope of works to be undertaken, including quotes from suppliers.

The budget should include details on all income sources which will be used to fund the project and appropriately balanced expenditure breakdown.

Quotations must be supplied for all works that will be undertaken using grant funding. Applications will only be considered if there is a minimum \$1 to \$1 AUD matching investment by the applicant or relevant property owner of the amount requested.

Local Suppliers

Applicants should consider giving priority to local suppliers for delivery of their project. Applications that include the use of local suppliers will be given a higher priority for selection.

Access and Inclusion

Council are committed to providing dignified equitable access for all. It is important that applicants are inclusive of people living with a disability and their carers and consideration is given to this in the shopfront improvement project.

Cultural Diversity

Council strongly supports cultural diversity within our municipality and ensuring our community is inclusive of all. It is therefore important that applicants demonstrate their pro diversity practices within their application. This can include any demonstration of inclusion of all, for example:

- Advertising events in plain English, translated or interpreted messaging
- Ensuring all published materials avoids acronyms and jargon
- Availability of interpreters and translated information.

Compliance

Applications will only be approved for funding if they comply with Council's relevant Building and Planning requirements. Funds from the grant cannot be used to cover costs incurred from obtaining relevant approvals.

Mandatory Requirements

The applicant must provide copies/evidence of the following mandatory requirements to support their Shopfront Improvement Grant application. Please note that applications will not be assessed until all mandatory requirements are provided being;

- Evidence of current Australian Business Registration (ABN).
- Evidence of property ownership in the form of a Rates Notice, Register Search Statement or Certificate of Title.
- Evidence of current executed lease agreement and documentation that outlines owner's approval of works to be conducted.

Insurance

It is the responsibility of the applicant to ensure that they have appropriate insurances in place for their respective business/site when contracting and undertaking the funded improvements to their shop fronts.

Assessment Criteria

Applications will be assessed on the following criteria:

- Scale of works i.e. is there a matching investment?
- Impact i.e. to what extent will the works contribute to the overall appearance of the Shepparton CBD or small town?
- Use of local suppliers i.e. has the applicant sourced quotations from local suppliers?

Assessment Process

Applications will be assessed in accordance with the eligibility and assessment criteria by a panel of Council staff, with broad representation from across Council departments.

At the panel's discretion, applicants may be awarded a lesser amount than the applicant

has applied for which will be done in consultation with the applicant prior to the grant being approved.

Once approved both parties will enter into an agreement formalised within a written letter and signed contract.

Please refer to the timetable on the website to confirm the date we aim to notify you of the outcome of your application. In some cases, the assessment panel may consider your application as more suited to one of Council's other grant programs. If another funding program is more relevant to your application, Council will contact you to inform you and may ask you to provide further information.

All applicants will be notified in writing regarding the outcome of their application.

Acquittal

All successful applicants will be required to provide a report to Council when the project is completed to receive the funding as a reimbursement. The acquittal process is important as it enables Council to continuously evaluate the success of the Shopfront Improvement Grant and should include:

- A Financial Statement with receipts attached.
- A summary of the project including your feedback on the things that went well and also things that you have learnt from the project.
- Copies of promotional materials, photographs or video for the purpose of promoting the grants scheme through Council publications and website.

A business that fails to complete their acquittal documents is ineligible to receive the funding or apply for any future rounds of the Shopfront Improvement Grant until their acquittal is completed and reviewed by Council, and may be ineligible to apply for any future Council grant programs.

Timelines

All projects must be completed and acquitted within six months of signing the agreement.

CBD Precinct Boundary Map

SHEPPARTON CBD PRECINCT



CBD Precinct Boundary

In accordance with Greater Shepparton City Councils CBD Strategy

0 5500 11000
Scale 1:5500 @ A4

- | | | |
|--------------------|-------------------|-------------------|
| CP1 Maude Street | CP6 Edward Street | Precinct Boundary |
| CP2 Vaughan Street | CP7 Fraser Street | Retail Core |
| CP3 Stewart Street | CP8 High Street | |
| CP4 Fryers Street | CP9 Corio Street | |
| CP5 Wyndham Street | | |