



Owner: City of Canada Bay
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SEEKING
FUNDING
FROM THE
CITY OF
CANADA BAY

2021-2022
DOLLAR FOR DOLLAR
TOWN CENTRE GRANTS
GUIDELINE

Overview

The City of Canada Bay is committed to supporting local businesses & organisations to trial new events, activities and initiatives that promote our town centres.

The City of Canada Bay is offering funding under its Dollar for Dollar Town Centre Grants Program supporting local projects that contribute to tangible local employment, local supplier engagement outcomes and activation within town centres by matching contributions towards a project under the following:

- Evening Activation Grants
- Small Place Activation Grants

A key component of this program is the provision of opportunities for, and prioritising, the use of local contractors, suppliers, and entertainers to assist the delivery of the events and activation initiatives.



[Your Future 2030](#) (Community Strategic Plan 2018-2030)

Applications for matched funding must align with one or more of the five key vision areas (themes):

1. Inclusive, involved and prosperous
2. Environmentally responsible
3. Easy to get around
4. Engaged and future focussed
5. Visionary, smart and accountable

Available Funding

Dollar for dollar funding of up to \$1,000 per project will be available to businesses and/or local non-profit community organisations located within the City of Canada Bay.

Applicants must have sufficient funds to match 50% of the grant funds requested. We will match cash with:

- Labour time (including set up and pack down)
- Meeting time to identify, plan and implement projects
- Direct cash input to the project
- Funds raised through other sources.

As well as financial support, City of Canada Bay can support successful applicants with marketing, permit approvals, permission to use spaces and more.

Funding will be provided on a once-off basis and without any commitment from Council of future funding.

Evening Activation Grants - a total grant pool of \$10,000 is available in matched grant funding to assist eligible local businesses and organisations to deliver evening activation initiatives that help stimulate local economic development and support a connected, inclusive, and creative City for the 2021/22 financial year.

Small Place Activation Grants - a total grant pool of \$10,000 is available in matched grant funding to promote local neighbourhoods through place activation initiatives that help reconnect and activate our town centres for the 2021/22 financial year.

Council reserves the right to review and amend the provision of funding through this program based on public health directions, restrictions, and any additional consideration associated with the COVID 19 pandemic.

* Funding amounts are cash values excluding GST. Applying for funding indicates willingness to acquit expenses, acknowledge Council's support and report project outcomes as required.

Eligibility

To be **eligible** for funding, an application must:

- Be from a business or organisation that operates within the City of Canada Bay
- Be an incorporated legal entity, an enterprise or auspiced by an incorporated entity
- Be able to undertake and complete the proposed project between 1 July 2021 – 30 June 2022
- Have no outstanding grant acquittals or debts to the City of Canada Bay
- Have not applied for any other City of Canada Bay grants for the same project

The following is **not eligible** for funding:

- Projects that have already been completed
- Projects located outside the City of Canada Bay area
- Projects that directly contravene the eligibility and ethics framework or Council's existing policies
- Costs associated with 'business as usual' activities, permanent staffing or ongoing operational costs
- Political projects, initiatives or events
- Projects, events or initiatives that are unlawful or of unconscionable purpose
- Religious ceremonies and/or activities in which the promotion of a single faith is the main purpose

Expected Project Outcomes

Projects can contribute to one or more of these outcomes:

- Activating town centres – how does your project help to enliven the town centre and/or support community and economic recovery? Is the project appropriate for the neighbourhood? Is the proposed site location on public land large enough?
- Potential Impact – will the project have a positive impact on the community? How many people can participate?
- Feasibility – is the project realistic and can you demonstrate it can be delivered from concept development through to implementation?
- Creativity – is the idea original, is it engaging, is it fun?
- Value for Money – does the project demonstrate value for money for the community and is the proposed budget realistic?
- Evidence of community collaboration – does the project demonstrate collaboration, with residents/groups working together in the planning and implementation?



Selection Criteria

The following criteria will be applied in assessing the viability of an application:

- Commitment and capacity to match the cash investment of the grant (including a realistic budget based on substantiated quotes or assumptions including income and expenditure)
- The use of local contractors, suppliers, and entertainers
- Can be delivered within the 12-month program deadline (1 July 2021 – 30 June 2022)
- Makes a positive contribution to the physical character, amenity or activation of a town centre
- Capacity and experience of the applicant to undertake the activities, including secured partnerships, marketing/promotional plans and any required approvals
- Priority will be given to pilot projects that will lead to sustainable town centre activation.

Application Process

Council will have one funding round for all projects, events, services and activities to be delivered from 1 July 2021 – 30 June 2022. Applicants will be invited to submit their application for the relevant funding program online [here](#). Applications for the 2021-22 Dollar for Dollar Town Centre Funding Programs will open on **Monday, 15 March 2021** and close on **Monday, 26 April 2021**.

Application procedure

A 'Seeking Funding from City of Canada Bay' application must be completed online via Council's website. If your funding application includes a request to use a Council venue, equipment or facility, you must also complete the separate 'External Event Booking application form'.

Applications must clearly outline the nature of the project or event, why it is being proposed, the benefits to the Council and the local community, how it addresses key themes in Council's Your Future 2030, and the type or value of funding sought. Applicants are encouraged to provide as much information as possible.

Advice from the relevant contact within Council prior to submitting an application is available (see Assistance and further information).

Examples of projects that may be considered include:

Evening Activation Grants

In line with Council's newly adopted Our City after 5: Evening Economy and Activation Plan this grant opportunity is designed to stimulate the development of a diverse evening offering for all ages and abilities.

- Types of evening activations are envisaged to occur between 5-9pm. Cultural activities such as live music in your outdoor dining space or hosting a local artist to exhibit their art works on your walls and help sell their works.
- Hosting a guest speaker or a small activity class in your venue. Creating special events with neighbour businesses such as a night market or outdoor cinema in your shared town centre.

For more evening activation ideas read the final Our City after 5: Evening Economy and Activation Plan here: [Our City After 5 | Collaborate Canada Bay \(nsw.gov.au\)](#)

Small Place Activation Grants

These grants are for activations which add vibrancy, activity and interest to town centres. They can be used to help showcase local charities or support local causes.

- A pop-up with experiential marketing – showcasing a product in an Instagram worthy way
- A small market (2 – 4 stalls) which sells items complementary to the business offerings in the street with perhaps a performer. If the stalls are local businesses in the City of Canada Bay this would be advantageous.
- Hosting a pop-up yoga/tai chi/martial arts display in a public space
- Partner with a social media influencer and showcase something fun in a town centre

Assessment and reporting

The City of Canada Bay will review all applications in accordance with the conditions set out in these guidelines and governing legislation, which can be viewed at [here](#).

- A recommendation of funding agreements to be entered into will be outlined in a report to Council for final determination.
- All applicants will be advised of the result of their submission as soon as the Council makes its decision. We aim for one month after close of submissions. Council advises that applicants consider this timeframe when applying or preparing to apply. Council reserves the right to adjust this time-frame in complex applications beyond their control and will advise the applicant if this happens.

All funding will be undertaken in accordance with Council's policies and legislative requirements and to the mutual benefit of both parties. When Council determines applications for funding, it will do so in a professional and coordinated manner that will withstand scrutiny and complies with relevant policies. Council will only consider engaging in funding agreements where:

- Funding could make it possible for a company/organisation to undertake beneficial non-core activities that could not otherwise be funded or undertaken to the same extent;

- Funding could either reduce the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced; and
- Funding could achieve greater community awareness or public profile for Council, a particular service, program or product, than may otherwise have been possible.

Successful applicants must sign and comply with a Funding Agreement which includes a requirement for:

- Acknowledgement of Council (including logo) as a supporter of the event/initiative
- Council is to have the opportunity to display banners (supplied by Council)
- Council is to have the opportunity for a stall at all events

As part of the funding acquittal process, recipients are to supply an acquittal report within two months of completion of the activity, as evidence that the activity was held as described in the application. Acquittal reports must include an income and expenditure summary, examples of promotional material and photos. Applicants will not be considered for future funding if the acquittal report is not received by Council by the due date.

Funding cannot be used for purposes different to those detailed in the original application. Any variation to funding arrangements must be notified to Council in writing and approved by Council prior to any grant funds being expended.

Important policy matters

- No Council officer or Councillor or their relatives or partners should seek or receive a personal benefit or be perceived to receive a personal benefit from a funding agreement.
- There should be no real or perceived conflict between the objectives and mission of Council and those of the applicant or the company/organisation seeking funding.
- Council will not implement a funding agreement with any party engaged in current or pending legal proceedings involving the Council or where the proposed agreement would contravene any section of the Local Government Act 1993 or where the proposed arrangement may expose Councillors, the Council or its staff to conflicts of interest.
- Similarly, if the term of the funding agreement has commenced, and a conflict involving legal proceedings arises, the agreement will be terminated immediately.
- A funding agreement may be reviewed in any case where, during the life of the funding, the applicant has a current application or matter before Council, or Council is aware of the possibility of an application or matter coming before the Council in the near future. Similarly, any attempted influence of Council's functions will result in an automatic review and/or termination of the funding arrangement.
- Applicants are permitted only one funding application per program, per financial year

Assistance and further information

If you require assistance to complete the application, or for further information please contact:

- Dollar for Dollar Town Centre Grants Program - sponsorships@canadabay.nsw.gov.au or phone 9911 6432
- National Relay Service (TTY) (for hearing impaired) - Phone 133 677
- Telephone Interpreter Service - Phone 131 450 and ask them to phone Council on 9911 6555

