



CITY OF VINCENT

BUSINESS ENHANCEMENT GRANT 2024/25



The City of Vincent's most significant assets are our diverse town centres and precincts. They are integral to our identity, economy and appeal and we want to create, enhance and promote great places and spaces for everyone to enjoy.

Vincent has developed the Business Enhancement Grant to support business and property owners to make small-scale improvements that enhance the street appeal and functionality of our neighbourhoods and town centres and create better experiences for our residents and visitors.

MATCHED FUNDING

This is a matched grant with applicants able to apply for up to 50 per cent of their eligible total project cost to a maximum grant application of \$5000 excluding GST.

ELIGIBILITY

Eligible applicants include:

- Small businesses with 1 to 19 full-time employees and an ABN; or not-for-profit organisations or charities that lease a commercial shopfront.
- Strata bodies and property owners that lease a commercial shopfront to the aforementioned applicants.

Ineligible applicants include:

- Franchise businesses.
- Businesses located outside of the City of Vincent

Eligible enhancements include:

- Facade enhancements including cleaning and painting, structural repair, tiling, external architectural and/or artistic façade features.
- Upgrading existing or installing new street furniture, affixed eating area furniture, parklets and eatlets as per the Vibrant Public Spaces Policy.
- Alfresco dining as per the Outdoor Eating Area Permit.
- Displaying goods in a window display or on the footpath.
- Upgrading entrances for universal access.
- Public art including murals, sculptures, installations and bespoke street furniture.
- Window dressing and front window displays including vacant shopfront windows.
- Enhancement or activation of underused space and/or adaptive re-use of a space.

- Opening up a tenancy for servery windows.
- Improvements to frontages to interact with the street, such as bi-fold windows or doors.
- Installing or upgrading awnings/canopies
- Removal of redundant signage, air conditioning units and hoardings.
- Removal of window coverings, roller shutters and screening.
- Creative place branding signage including creative lighting or projections on facades, awnings and footpaths.
- Landscaping including planter boxes or vertical gardens on public and private property.

Ineligible enhancements include:

- Enhancements cannot predominantly involve business signage including business name or logo and/or specific product advertising.
- Projects that are already funded or supported by the City of Vincent.
- Enhancements that have already commenced or been installed



APPLYING FOR A GRANT

Applications will be open between **Monday 9 September 2024** and **Monday 21 October 2024**.

If you are interested in applying for a Business Enhancement Grant, please contact a Place Planner at mail@vincent.wa.gov.au or **9273 6000** to discuss your proposed project.

Applicants will need to address the following in their completed application form:

- Project details including an outline of the proposed enhancement/s.
- Project budget with associated quotes. Where practicable, enhancement works are to be undertaken by local suppliers based in the City of Vincent.
- The property owner's consent must be obtained as part of any application. For most proposals, this will likely be the owner of the tenancy. If a proposed enhancement is located on the footpath or other public land, Vincent is the land owner and compliance with the Vibrant Public Spaces Policy and any other associated policies and strategies will be deemed landowner approval.
- An understanding of the approvals and/or permits required (where applicable) to complete the works. All projects will need to comply with the Building Code of Australia, Vincent's Local Planning Scheme No. 2 and any other City Policies, Local Laws and Strategies.
- Brief explanation on how you will acknowledge Vincent's contribution to your enhancement.





ASSESSMENT CRITERIA

Applications will be assessed against the following criteria:

Impact on the business (30%)

- Quality of design of the enhancement.
- Potential for project to improve the street appeal and attractiveness of the business, activate underutilised or vacant spaces or positively improve safety and passive surveillance measures.
- Potential for project to increase business trade and activity, help to attract or retain customers or positively impact the night-time economy, shoulder periods or weekends.

Impact on the broader town centre or neighbourhood (40%)

- Extent of visibility from the public realm.
- Potential for project to improve the street appeal and attractiveness of the broader town centre or neighbourhood.
- Potential for project to assist in activating and increasing dwell times in the town centre or neighbourhood.
- Potential for project to improve the town centre or neighbourhood's competitive advantage.

Viability of the project (30%)

- Project planning adequately demonstrates the applicants understanding of any approvals or permits required to complete the project.
- Project planning adequately demonstrates that the project is financially viable.
- Project planning adequately demonstrates that the project likely to be finished by **Friday 16 May 2025**.

Successful applicants will be notified by **Monday 18 November 2024** and the project must be completed by **Friday 16 May 2025**. Successful applicants will enter into a written agreement with the City to manage the partnership and outline key responsibilities for both parties.

Following completion of the project, applicants are required to submit an acquittal including project details and evidence of grant expenditure including invoices and/or receipts from suppliers. Acquittals are due by **Friday 30 May 2025**. Grants will be paid upon completion of the works and receipt of an acquittal form to the acceptance of the City.

Please note that this is a competitive grant and funds are limited. Unsuccessful applicants will be notified in **November 2024**. Unsuccessful applicants can seek feedback to inform future applications.

IN-KIND SUPPORT

Where a Development Approval is required to deliver a proposed project, the City may waive Development Approval application fees. Any associated work required to obtain a Development Approval can be included in the project budget.

Where the approval of a Building Permit is required to deliver a proposed project, the City's component of the Building Permit application fees may be waived. The City will still collect and pass on legislated fees for applicable levies and training fund contributions.

Where a Vibrant Public Space agreement is required to deliver a proposed project, the City may waive the Vibrant Public Space approval fee.

Waivers of any other fees or bonds for projects funded through the Business Enhancement Grants will be assessed on a case-by-case basis.

CANVASSING OF ELECTED MEMBERS

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any grant application will result in the application being deemed ineligible.