

Program Guidelines

Mainstreet Revitalisation & Improvement Grant Program

The Mainstreet Revitalisation & Improvement Grant Program offers between \$2,000 and \$10,000 to small businesses, organisations and property owners along Hutt, Hindley, Gouger, Rundle, Melbourne and O'Connell Streets for a variety of medium-to-long term street level improvements.

Funding would be available for up to 80% of the costs of each Grant project, to a maximum of \$10,000 (excluding GST).

As a condition of the Grant approval, each recipient would need to fund 20% of the total project costs.

Applicants are encouraged to implement ideas that will support them to activate the outdoor areas adjacent to their business, enhance the presentation of a building or business, complement the Mainstreet Revitalisation plans of the surrounding area and improve the overall look, feel and amenity of the street experience.

What items can be funded?

Applicants are encouraged to implement ideas that will support them to:

- Activate the outdoor areas adjacent to their business or property
- Enhance the presentation of a building or business
- Complement the character of the surrounding area and contribute to amenity and a more interesting and exciting street experience.

Some examples of this include:

- Fixed external heating and cooling devices
- Non-fixed outdoor dining furniture including portable outdoor heaters
- Awnings/shade provisions
- Repainting of external shop frontage, including artwork and murals
- Adding external materials that provide attractive detail, such as texture or tiling
- Improving accessibility for all users
- Adding greening elements such as planting vines, green walls or window boxes
- Addition of bi-fold windows to the street frontage
- Additions to windows and street frontages to increase attraction.

Who can apply?

Applications will be considered from businesses, organisations and property owners along the following mainstreets: Hutt, Hindley, Gouger, Rundle, Melbourne and O'Connell Streets.

Applicant contribution

Applicants are required to demonstrate a contribution of 20% of the total cost of the proposed improvement (financial contribution). Funding of up to \$10,000 will be available for each successful applicant. Applicants will be required to provide quotes for the items they are seeking funding for and provide receipts and proof of purchases to acquit the grant within 6 weeks of implementation

Part funding

Council funding is limited and part-funding may be offered. Applicants are required to indicate whether they would accept part of the funds requested. If part-funding is not acceptable, applicants may forfeit their ability to be granted funding.

Important Dates

The grant program will open in May 2021, with grants to be issued by July 2021 for delivery of street enhancements between July 2021 and March 2022.

What will NOT be funded?

- Applications will be ineligible if any of the following apply:
- The applicant undertakes canvassing or lobbying of Councillors or employees of the City of Adelaide in relation to their application during the application and assessment process;
- The application is for improvements occurring outside the City of Adelaide area (i.e. projects must occur within the City and North Adelaide boundary).
- Applications contravene an existing City of Adelaide Policy or Operating Guideline;
- The application denigrates or excludes any groups in the community;
- The application has safety and/or environmental hazards;
- The applicant has not acquitted on previous City of Adelaide grants or funding;
- The application is for reimbursement of funds already spent or for items already funded by City of Adelaide;
- Applications from State or Australian Government departments or other Councils;
- The application requests in-kind services, or relies on recurrent funding, provided by the City of Adelaide;
- Applicants who have received funding through a City of Adelaide Outdoor Activation Grant are not eligible to apply (if you were successful and not yet proceeded with the grant, you will be required to withdraw your Outdoor Activation application to be eligible for a Mainstreet Revitalisation and Improvement Grant. Please contact City of Adelaide to discuss if this is relevant to your application.);
- The funding request is for improvements or enhancements that are the core responsibility of other levels of Government.
- Ineligible applications will not advance to the assessment stage and applicants will be notified.

What is the application process?

Applicants seeking funding can apply by submitting an application form online in Smarty Grants. Once submitted, an application will be assessed by a panel of assessors according to:

- Eligibility criteria
- Assessment criteria

Applications are assessed in accordance with the following criteria:

Assessment Criteria	Description	Weighting
High quality	The proposed enhancements demonstrate a high level of quality and will deliver a high level of amenity to visitors. The proposed enhancement will be aesthetically pleasing. Proposals that deliver a 'wow' factor in the location will be considered favourably; this may include a high level of creativity.	Total 40%
Highly visible	The proposed enhancement is highly visible and publicly accessible (only outdoor items or ground floor street frontage can be funded).	
Value for money	The quoted items and/or services to deliver the improvements represent value for money	Total 40%
Long term viability	Proposed items to be purchased are sustainable, hard wearing, safe for public use and fit for long term outdoor use	
Environmental considerations	Use of greening and eco-friendly approach to the enhancements evident	
Local benefit	The quoted items and/or services to deliver the improvements indicate use of South Australian based suppliers and businesses	
Connected to place	The proposed enhancements are aligned with Council's Mainstreets and Strategic Plans (Mainstreets and laneways activated for economic growth; and Beautiful and surprising places) and will clearly contribute to place revitalisation in the street. Evidence of engagement with the Place Coordinator will be considered favourably.	Total 20%

Notification and Payment

City of Adelaide will acknowledge applications at the time of submission by email.

The funding decision made by the City of Adelaide is final.

Prior to payment, all successful applicants will be required to:

- Sign a funding agreement detailing the project terms and conditions;
- Provide a copy of their public liability insurance “Certificate of Currency” (minimum \$20 million), noting The City of Adelaide as an interested party.
- Provide a tax compliant invoice for the agreed funding amount (plus GST if applicable).

Reporting and Acquittals

All successful applicants will be required to complete an acquittal report with all receipts within 6 weeks of completion of the enhancement. Your acquittal will tell us how the grant has benefitted your business or property and the mainstreet.

Applicants who do not complete and return an acquittal report will be ineligible for any future applications and funding.

Promotion of City of Adelaide

Successful applicants must acknowledge City of Adelaide in promotions regarding this opportunity.

How to apply

Please complete your application via the online form.

Further information

Applicants can discuss their improvement ideas with a City of Adelaide Place Coordinator:

- O’Connell Street - Carrie Johnson – C.Johnson@cityofadelaide.com.au
- Melbourne Street - Cathie Trezona – C.Trezona@cityofadelaide.com.au
- Hutt Street - Tanya Press – T.Press@cityofadelaide.com.au
- Hindley Street, Rundle Street and Gouger Street - Jacqui Kohler – J.Kohler@cityofadelaide.com.au