

# City of Adelaide Outdoor Activation Grant

Registration of Interest  
Guidelines



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# What is the City of Adelaide Outdoor Activation Grant?

Supported by a grant from the Government of South Australia, the City of Adelaide Outdoor Activation Grant will provide grants to businesses across the city and North Adelaide. These grants are designed to assist small businesses who have been impacted by social distancing restrictions in response to COVID-19 to better utilise and enhance the outdoor areas adjacent to their business. The grants are to be used to fund a variety of medium-to-long-term street level improvements.

We are encouraging businesses 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 character of the surrounding area and contribute to a more interesting and exciting street experience.



# Available Funding

The City of Adelaide will provide funding for 80% of projects costs to a maximum grant of \$10,000 (excluding GST). As a condition of the grant approval, each applicant will need to fund 20% of the project costs.

## Who can apply?

If you own a currently active small business or a property with a currently active small business in the city or North Adelaide, you can apply for a City of Adelaide Outdoor Activation Grant.

Only one application can be made per business.

An applicant must also have all appropriate insurances and licenses.

For the purposes of this grant a small business is classed as employing less than 20 full time equivalent employees.



# What types of improvements can I make?

Grants are available for medium to long-term, street-level improvements. These can include:

- Fixed external heating and cooling devices
- Non-fixed outdoor dining furniture including portable outdoor heaters
- Awnings / shade provisions
- Indirect linear lighting to highlight architectural detail and window sills
- Use wall wash and colour to light building facades
- Downlights in awnings to light public realm
- Shopfront decorative lighting and signage
- Repainting of external shop frontage, including artwork and murals
- Improvements to advertising signage if part of a broader shopfront enhancement project
- Adding external materials and treatments 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 noting plantings need to be appropriate for a public space (for example, vegetation that is not spiky or of a height that blocks sightlines)
- Improvements to frontages to interact with the street, such as the addition of folding windows
- Removal of security shutters and replacement with glass or security glazing

The City of Adelaide Outdoor Activation Grant is not available for:

- Improvements that have already commenced or are completed prior to this grant scheme
- Routine maintenance or cleaning
- Standalone advertising signage improvements
- Fixed planter boxes or furniture
- Purchase of buildings or property extensions
- Business relocation
- Internal shop fittings including display shelves and painting
- Indoor greenery (such as a green wall within a building foyer)
- The addition of/improvement of high-level signage (e.g. from first floor up)
- Business operating costs e.g. staff wages, rent, utilities and consumables
- Ongoing running or maintenance costs
- Development Application, permit or other statutory fees

Ineligible applications will not advance to the assessment stage and applicants will be notified.

If you think your business and/or property can be improved and supported through activating it in other ways, call us to discuss your ideas.

## When can I apply?

The City of Adelaide Outdoor Activation Grant opens on Thursday 20 August 2020 and applications will be assessed as they are submitted. Applications will be accepted on an ongoing basis while funding is available.

## Notification

Applications that include all required quotes and permissions will be assessed by City of Adelaide. Applicants will be advised within 10 working days of the outcome of their application, the amount of funding that the City of Adelaide will re-imburse at the completion of the project and next steps to be taken.

The funding commitment may be withdrawn if projects are not completed within six months of any required Development Approvals being received. Where Development Approval is not required, a project completion date will be negotiated between the applicant and the City of Adelaide.



# What is the application process?



Applications that do not provide the required supporting documentation will not be assessed. The City of Adelaide reserves the right to award grant funding at its discretion based on the merits of individual applications.

# Payment Terms

Reimbursement of an approved grant will only occur upon the submission of official tax invoices and evidence demonstrating that the business has expended the funds and the project has been completed.

Recipients are required to engage with the City of Adelaide to provide updates on the use of the grant money (when/if required).

The City of Adelaide shall pay invoices 14 days from receipt of that invoice.

# Outdoor Activation Grant promotion

Successful applicants will need to agree to have their business featured in City of Adelaide and Government of South Australia promotions related to the grant.

For further information contact:

**Sue McKenzie**

Place & Districts Consultant

Economic Development & Innovation

Phone (08) 8203 7093

Email [s.mckenzie@cityofadelaide.com.au](mailto:s.mckenzie@cityofadelaide.com.au)

# City of Adelaide Outdoor Activation Grant Application Form

This can be accessed and submitted online at [cityofadelaide.com.au/outdoor-activation-grant](http://cityofadelaide.com.au/outdoor-activation-grant)  
 Otherwise please complete the form below.

Name:
Business Name:
Address:
Postal Address (if different from above):
Phone:
Email:
Are you: <input type="checkbox"/> A leaseholder <input type="checkbox"/> The building owner

Please outline the proposed improvements:
Please attach two written quotes for the proposed works from the relevant contractors or for the proposed purchases from relevant suppliers.
If required, do you have the building owner's permission to undertake these works? Note: you will need to provide this in writing with your application.
<input type="checkbox"/> Yes, I have the building owner's permission <input type="checkbox"/> No, I do not have the permission
<input type="checkbox"/> As no changes are proposed for the building, owner permission is not required
<input type="checkbox"/> I agree to feature in Outdoor Activation Grant promotions

**The completed application form and supporting documentation can be submitted via:**

**Email** s.mckenzie@cityofadelaide.com.au

**Post** Place & Districts Consultant  
 City of Adelaide  
 GPO Box 2252 Adelaide SA 5001

**In Person** City of Adelaide Customer Centre  
 Attention: Sue McKenzie  
 25 Pirie Street, Adelaide

Only one application can be made per business. Applications will be accepted on an ongoing basis while funding is available. All works are to be completed within six months of any required Development Approvals being received.

# City of Adelaide Outdoor Activation Grant

## Assessment Criteria

All applications will be assessed against the below criteria. It is essential that the application addresses a minimum of two criteria:

### **Community Benefit**

- Does the project enhance the presentation of a building or business?
- Does the project complement the character of the surrounding area and contribute to a more dynamic and surprising street experience?
- Does the project provide activation of underutilised or vacant spaces?

### **Business Sustainability & Economic Benefit**

- Does the project create or retain present employment opportunities in the City of Adelaide?
- Does the project build business resilience and/or enable the business to become more responsive to changing requirements in the wake of COVID-19?
- Does the project increase business investment in the City of Adelaide?
- Does the project support or positively impact the night-time economy or shoulder activity periods (6am – 8am and 6pm – 8pm)?
- Businesses should also demonstrate the feasibility of the project with a realistic budget and ability to deliver the project within the specified timeline.