

STREETSIDE ACTIVATION GUIDELINES 2022

The Streetside Activation Grant Program offers up to \$5,000 to small businesses, organisations and property owners for a variety of street-level activation ideas. These grants have been supported by a grant from the Government of South Australia and jointly funded by the City of Adelaide to reignite the City.

The grants provide direct support to existing businesses in the City and North Adelaide to activate nearby footpaths, streets and park lands by bringing their business offerings (existing or new) outdoors in a covid-safe manner, or to attract people to their business / location in a new way.

Applicants are encouraged to submit ideas that activate outdoor areas in front of the business or organisation through the temporary activations or infrastructure.

Who is eligible?

Applications will be considered from all businesses, organisations or property owners with fixed businesses in Adelaide City or North Adelaide.

Important Dates

- The grant program will open on **Tuesday 22 February 2022**
- Applicants will be notified within 10 business days of submitting their application
- Projects must commence before **30 June 2022**
- Projects will need to be fully completed and acquitted before August 2022

What items can be funded?

- Funding will be targeted to new concepts and temporary infrastructure, events or related support required, rather than replacing what is already on street in a like-for-like manner (i.e. not replacing old chairs for new chairs)
- Ideas that activate the outdoor areas adjacent to their business or property
- Ideas that promote an existing city business in a new or unique way on street-level, or enable the business to operate or provide their services outdoors in a covid-safe way
- Ideas that complement the character of the surrounding area and contribute to amenity and a more interesting and exciting street experience
- Submissions for joint concepts that benefit multiple businesses will be viewed favourably
- Funding will target short term/temporary initiatives to run between now and June 2022
- The program is not intended to provide funding to replace standard outdoor dining offerings, for which other grants and initiatives cater for. However, new concepts from hospitality businesses are eligible and encouraged
- Some examples of activations include:
 - A salon conducting services on the street, rather than in an enclosed venue
 - A temporary installation of an art-work outside a business to draw visitation
 - A retail business hosting a pop-up stall of their products on the street
 - A massage therapist offering head and shoulder massages on the street
 - A hospitality venue hosting a pop-up art show outside of their venue
 - New ways to promote a non-ground level business from the street

Please note: A requirement for funding is not a requirement for submitting an idea / request – if activations can occur without the need for funds it will be encouraged.

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.

What will NOT be funded?

Applications will be ineligible if any of the following apply:

- The applicant undertakes **canvassing or lobbying** of the Lord Mayor or Councillors, or employees of the City of Adelaide during the application and assessment process intended to influence funding decisions (this does not include seeking advice and information from the Place Coordinators and grants officer as requested)
- The application is for improvements occurring outside the City of Adelaide LGA
- The application poses an unacceptable risk to public safety or the accessibility of public spaces
- The application denigrates or excludes any groups in the community
- The application demonstrates unacceptable 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 the 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
- 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
Innovation	The activation demonstrates something new or different for the location or area. Activations that deliver a 'wow' factor in the location will be considered favourably.	20%
Increase city visitation	The activation will enable the business/es to attract and serve a greater number of customers or visitors, in a COVID safe manner.	20%
Highly visible	The proposed activation is highly visible and publicly accessible.	20%
Safety considerations	The activation will be safe and allow for appropriate accessibility of public space. Permits or approvals required for the activation will be considered.	20%

Local benefit and connections	The activation will complement the area and surrounding businesses, and/or consultation with neighbouring stakeholders has been conducted.	20%
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Notification and Payment

The 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 six 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 SmartyGrants portal.

Further information

Applicants can discuss their activation ideas with the Program Administration Assistant to Regulatory Services, Hayley Lambi: h.lambi@cityofadelaide.com.au or (08) 8203 7277.