



City of  
Wagga Wagga



BUSINESS  
CHAMBER



# ECONOMIC DEVELOPMENT GRANTS PROGRAM 16/17

INCREASE YOUR STREET APPEAL WITH PARTNERSHIP FUNDING UP TO \$3000

## GUIDELINES



# ECONOMIC DEVELOPMENT GRANTS PROGRAM 16/17

## ECONOMIC DEVELOPMENT GRANTS PROGRAM

The Economic Development Grants Program is designed to encourage re-investment in the city's shop fronts and streetscapes for the purpose of increasing pedestrian activity and enhancing the vibrancy of our retail precincts. The grants will contribute to projects that seek to:

- Enhance the presentation and appeal of a building or business
- Increase foot traffic and patronage for retail outlets
- Improve accessibility for all users
- Add vibrancy to the existing streetscape and contribute to a more interesting and exciting experience
- Make a creative or unique contribution to the streetscape

## FUNDING AVAILABLE

A total of \$6,500 funding is remaining in the 2016/17 Program with grants available from a minimum of \$500 to a maximum of \$3,000 per project.

Applicants must make a financial (not in-kind) contribution either equal to or greater than the value of funding awarded through the program. This contribution must not be obtained through any other funding support from state, territory or federal governments.

The City of Wagga Wagga will reimburse a successful applicant once the works have been completed as agreed. To receive the reimbursement you must first pay for the finished works in full and then provide proof of payment.

## TYPES OF PROJECTS SUPPORTED

- Activation of on-street trading such as alfresco dining
- Activation of night time trade, including lighting improvements and acoustic audits to enable music.
- Initiatives that encourage greater pedestrian activity and create meeting places
- Improvements to furniture and fittings visible from the street
- Improvements necessary to enable display of goods on footpath
- Improvements to external shop frontages and/or façades
- Repairs or improvements to a shopfront awning
- Installation of approved security devices or alarm systems, security lighting and anti-graffiti treatment that will activate a public meeting space.

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## TYPES OF PROJECTS NOT SUPPORTED

- Improvements that have already commenced or completed
- Routine maintenance or cleaning
- Standalone advertising signage improvements
- Fixed planter boxes or fixed furniture
- Purchase of buildings or property extensions
- Business relocation
- Internal shop fittings including display shelves and painting
- Staffing or operational costs
- Development Application fees or other statutory fees
- Remediation of non-compliant developments

Collaborative applications for a project planned by businesses located either adjacent or nearby is encouraged. For example, neighbouring businesses may make an application for a collaborative project that will deliver benefit to all stakeholders, such as improvements to a common area within a retail precinct.

## ELIGIBILITY

### *AN APPLICANT MUST:*

- Be a property or business owner located in the local government area
- Be a property owner or a tenant holding owner's consent
- Have a registered Australian Business Number
- Be located, or can demonstrate a commitment to locate within the Wagga Wagga Local Government Area

### *THE FOLLOWING ARE NOT ELIGIBLE TO APPLY:*

- Franchisees, subsidiaries of larger companies, unincorporated associations and government departments or agencies

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## REQUIREMENTS OF AN APPLICATION

- Projects should be accurately costed and be accompanied by relevant plans, approvals and risk assessments for all works involved.
- All projects requiring development approval from Council should seek a pre-lodgement meeting with the City of Wagga Wagga Planning Directorate prior to lodging the application and if applicable, will be subject to development application approval.
- Applications related to alfresco dining must evidence the necessary approvals sought.
- Projects seeking retrospective funding for projects and expenditure already completed will not be considered for funding.
- All projects must be completed by September 30, 2017.
- Consideration will only be given to one (1) project per applicant for the 2016/17 program.
- An applicant can strengthen and resubmit an application previously rejected by the panel following feedback and advice sought from City of Wagga Wagga staff.
- Applicants must have acquitted previous grants received.
- Successful projects must acknowledge the support provided by the City of Wagga Wagga by placing the promotional sticker provided on the shopfront for a period of at least 12 months.

## ASSESSMENT

The 2016/17 Economic Development Grants Program will accept and assess applications following the Programs commencement date until the funding is exhausted or the program closes on June 30, 2017, whichever occurs first. Notification will be provided on the City of Wagga Wagga website if the funding has been expended.

Applications will be assessed as they are submitted in accordance with the current guidelines, criteria and budget allocations by a panel consisting of Council Officers, a City of Wagga Wagga Councillor and a representative from the Wagga Wagga Business Chamber. Recommendations will be given to the City of Wagga Wagga Council in published and publically available papers for final approval. The outcomes of an application will be communicated to the applicant by email and/or phone.

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## EXAMPLES

The following images demonstrate the type of project that will be supported through the Program:



107 Fitzmaurice Street, Wagga Wagga

## FREQUENTLY ASKED QUESTIONS

*I'M A NEW BUSINESS BUT HAVEN'T YET COMMENCED TRADING - AM I ABLE TO APPLY FOR A GRANT?*

Yes. An application will be considered if it can be demonstrated the works will be completed and the business will commence trading by June 30, 2017.

*CAN I APPLY FOR A GRANT UNDER THE SCHEME IF MY BUSINESS IS PART OF A FRANCHISE?*

No. Applications from Franchisees, subsidiaries of larger companies, unincorporated associations and government departments or agencies will not be considered eligible.

*I AM CURRENTLY CONSIDERING RELOCATING MY BUSINESS TO WAGGA WAGGA. CAN I APPLY FOR A GRANT TO UPGRADE A SHOPFRONT TO MY REQUIREMENTS?*

Yes. Applications from business owners located outside the Wagga Wagga Local Government Area will be considered, provided the applicant can demonstrate a commitment to relocate their business and complete the works prior to the program closing on June 30, 2017.

*CAN I APPLY FOR AN ECONOMIC DEVELOPMENT GRANT IF MY BUSINESS IS LOCATED IN A HERITAGE CONSERVATION AREA OR MY BUILDING IS A HERITAGE ITEM?*

Yes. Works in a heritage conservation area or to a heritage item will be considered provided the applicant has consulted with Council's Heritage Advisor and the necessary approvals have been secured.

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## *CAN I APPLY FOR FUNDING FOR THE PROJECT FROM BOTH THE ECONOMIC DEVELOPMENT GRANTS PROGRAM AND THE LOCAL HERITAGE CATEGORY OF THE CITY'S 2016/17 GRANTS PROGRAM?*

No. Applications to the Economic Development Grants Program cannot be combined with funding secured through the Local Heritage category of the City of Wagga Wagga's Annual Grants Program, or through any other funding support from state, territory or federal governments.

## *CAN I MAKE AN APPLICATION TO FUND THE PURCHASE OF REMOVABLE STREET FURNITURE TO USE IN AN ALFRESCO DINING SETTING?*

Yes. Funding for street furniture to enable outdoor dining will be considered, however fixed street furniture will not. Approval from Council for alfresco dining should be sought and evidenced within the application.

## *MY PROJECT NEEDS DEVELOPMENT APPROVAL FROM COUNCIL BEFORE I PROCEED. CAN I MAKE THE GRANT APPLICATION BEFORE SECURING THE NECESSARY APPROVALS?*

Yes. For projects requiring development approval from Council, a pre-lodgement meeting with Councils Planning Directorate is required. An application for funding can be awarded subject to the applicant securing the necessary approvals and provided the scope of the project does not change significantly.

## *WILL THE GRANT FUNDING COVER THE TECHNICAL DRAWINGS OR PLANS REQUIRED AS PART OF A MAJOR UPGRADE OF MY SHOPFRONT?*

No. Detailed drawings and/or plans must be included with the application and the project should be ready to implement at the time of submitting the application. Projects seeking retrospective funding for projects and expenditure already completed will not be considered for funding.

## *I WANT TO UPGRADE MY CURRENT SHOP SIGN. CAN I APPLY THROUGH THE PROGRAM TO HELP FUND A NEW ONE?*

Yes. Funding to upgrade signage will be considered if it is incorporated within a broader scope of works to enhance a shopfront or building, rather than as a standalone project.

## *HOW MANY QUOTES SHOULD I GET BEFORE MAKING MY APPLICATION?*

A minimum of two written estimates for the work proposed should be included with the application.

## *A COUPLE OF NEIGHBOURING BUSINESS AND I HAVE AN IDEA THAT WILL HELP ALL OF OUR BUSINESSES. CAN WE SUBMIT A JOINT APPLICATION?*

Yes. A joint application from multiple businesses to improve a business precinct is strongly encouraged. For example, neighbouring businesses may make an application for a collaborative project that will deliver benefit to all stakeholders, such as improvements to a common area within a retail precinct.

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## *MY SHOPFRONT WOULD LOOK MUCH BETTER IF THE STREET FAÇADE WAS PRESSURE CLEANED - WILL THE PROGRAM HELP FUND THIS?*

No. Routine maintenance or cleaning to either private or public assets will not be considered.

## *IF MY GRANT APPLICATION IS SUCCESSFUL, WHEN WILL I RECEIVE THE FUNDS?*

The City will reimburse a successful applicant once the works have been completed as agreed. To receive the reimbursement you must first pay for the finished works in full and provide the City of Wagga Wagga with proof of payment.

## *I HAVE A LEASEHOLD BUSINESS. DO I NEED TO SEEK THE BUILDING OWNER'S CONSENT?*

Yes. Consent of the building owner must be demonstrated through a letter or written communication such as an email and included with the application.

## *I'M NOT ABLE TO MAKE A FINANCIAL CONTRIBUTION TOWARD THE COST OF ANY WORKS AT THE MOMENT. WOULD THE CITY FUND 100% OF THE COST OF A SMALL IMPROVEMENT?*

No. Applicants must make a financial (not in-kind) contribution either equal to or greater than the value of funding awarded through the program.

## *I PLAN TO UPGRADE MY SHOPFRONT IN ABOUT 12 MONTHS OR SO. WILL THE ECONOMIC DEVELOPMENT GRANT BE AVAILABLE IN THE FUTURE?*

The Economic Development Grant Program will be reviewed by Council following June 30, 2017 and a decision regarding its future will be considered.

## QUESTIONS AND CONTACT

For more information on the Economic Development Grants Program please contact the City of Wagga Wagga Economic Development team at [business@wagga.nsw.gov.au](mailto:business@wagga.nsw.gov.au) or (02) 6926 9145.

