



COVID-19 ECONOMIC STIMULUS PROGRAM

Shopfront Revitalisation Grant

GUIDELINES

Fraser Coast Regional Council is committed to driving economic recovery and vitality via a range of projects that are designed to help build business capability within the region. The appearance of our towns, our businesses and our surrounding streets create a sense of place for residence, and a powerful first impression to visitors to our region.

The Fraser Coast Shopfront Revitalisation Grant program will provide up to a total of \$200,000 to assist property owners and tenants of shopfronts and commercial premises to refresh the facade of their business.

The COVID-19 Economic Stimulus Program supports the Goals outlined in Council's Corporate Plan 2018-2023:

- To be a diverse, strong and well governed region of vibrant places, with an innovative and diverse economy and connected as a whole by our community spirit and respect for our natural environment.
- To make a positive difference for the region and the lives of our community members by ensuring we provide a service that is forward looking and well managed.

as well as the Theme of Prosperity: A strong, diversified and resilient economy that supports growth and long term employment. <https://www.frasercoast.qld.gov.au/corporate-plan>

Funding for the Shopfront Revitalisation Grant sits within the COVID-19 Economic Stimulus Program included in Council's 2020-2021 Budget.

Purpose

The purpose of the Fraser Coast Shopfront Revitalisation Grant program is to assist Fraser Coast businesses in improving their visual street appeal whilst stimulating the local economy.

This Program is intended to:

- Encourage property owners and tenants of shopfronts and commercial premises to improve street appeal, generate customers and contribute to the character of the local area.
- Contribute to the development of unique shopping destinations.
- Create an engaging experience for residents and visitors.
- Increase civic pride.
- Align with Council's Corporate Plan 2018-2023.

Grant available

Assistance to be provided as a cash contribution, or through the provision of in-kind Council services.

The maximum grant available per applicant is \$5,000 (total grant value awarded). A total of \$200,000 is available through the Shopfront Revitalisation Grant program.

Applicants should be aware that applications will be assessed as part of a competitive process. As funding is limited, not every eligible application will necessarily receive a grant or the maximum grant amount requested.

Logistics

This grant will be an open round that is continually assessed and will close 30 June 2021, or until the funding pool expires. Grants up to \$5,000 will be available. Applicants and grant projects must comply with the program guidelines.

Projects and activities are to be completed within six months of the approval date (unless a variation has been approved) and no later than 31 December 2021.

By applying for this grant, recipients agree that they will participate in marketing and promotional activities of Council in relation to the program. This may include but is not limited to displaying Council's program decal sticker in the shopfront, acknowledging Council's contribution to the shopfront improvement, case studies, feedback, surveys and providing information about the benefits of participating following conclusion of the program

Assistance, assessment and approval responsibilities

Council's Economic Development unit is available to provide general guidance to owners and tenants of shopfronts and commercial premises when developing their shopfront revitalisation concept and applications. It should be noted however that there is no capacity for Council Officers to write and submit applications on behalf of the applicant.

A panel of Council Officers will assess and score each application according to the assessment criteria and provide recommendations to the Executive Manager Tourism, Economic Development & Partnerships for endorsement, before they are provided to the Chief Executive Officer (or their delegate) for final sign off.

Eligibility

Eligible applications

Applicants must be:

- Shopfronts and commercial premises located within the Fraser Coast local government area
- Made by the property owner, or the tenant with the property owner's written consent
- Holders of an appropriate business registration (ABN), including that of a sole trader
- Appropriately insured

Ineligible applications

The following are ineligible to apply:

- Properties that are part of a shopping centre complex (Eli Waters Shopping Centre, Stockland Hervey Bay Shopping Centre, Station Square Shopping Centre, Urangan Central Shopping Centre, Pialba Place) Properties owned or managed by Fraser Coast Regional Council or a State or Federal Government agency
- Premises that are exclusively used as a private residence
- Employees or contracted staff of Fraser Coast Regional Council
- Applicants with overdue debts owing to Fraser Coast Regional Council
- Applicants who have not met acquittal conditions for any previous Council grants

Council will not consider applications that:

- Are incomplete or applications that do not include all the required supporting documentation as provided for in these guidelines or the application form
- Do not support council's corporate Plan 2018-2023
- Do not comply with any applicable legislative requirements
- Cause offence to disadvantaged or minority groups
- Promote gambling, smoking and/or consumption of other addictive substances

Types of improvement applicable

Grants are available for long-term improvements to your shopfront or commercial premises that are visible from the street. These can include:

- Repainting of external shop frontage
- Improvements to branding/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 to all users
- Window treatments
- Repair, replacement or new applications of awnings
- Improvements to under-awnings
- Adding greening elements such as planting vines, green walls or window boxes
- Improvements to frontages to interact with the street, such as the addition of folding windows
- Preservation of internal features in publicly visible areas
- Internal and external display lighting
- Landscaping
- Cleaning - large scale industrial

Applicants are welcome to contact Council if there are alternate improvements that you would like to discuss. We also welcome proposals where a number of nearby businesses would like to collaborate to enhance collective street appeal.

Please note: all work is to be carried out by suitably qualified contractors.

The Shopfront Revitalisation Grant is **NOT** available for:

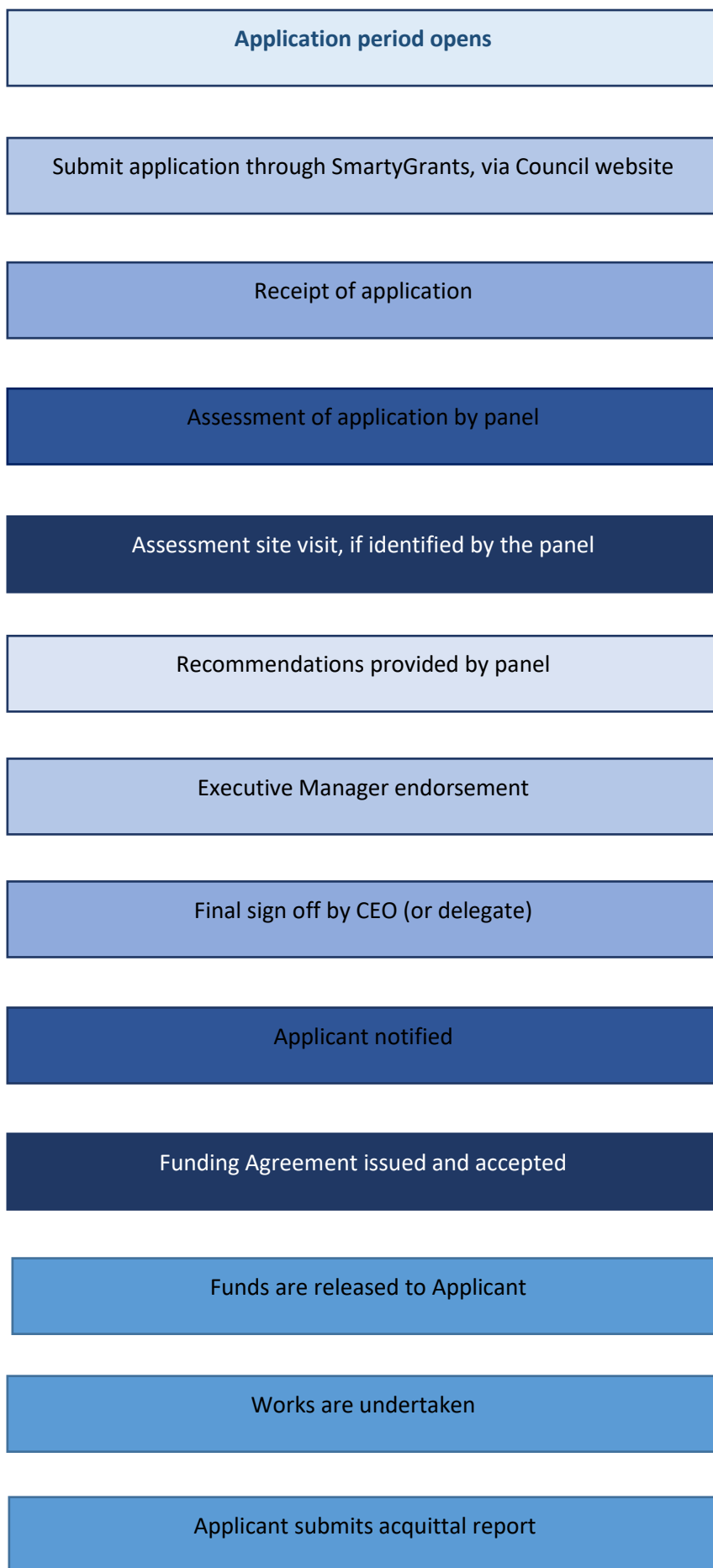
- Improvements that have already commenced or been completed
- Routine maintenance and cleaning
- Purchase of buildings or property extensions
- Business relocation
- Internal shop fittings including display shelves and painting
- Staffing or operational costs
- Development application or other statutory fees
- Remission of rates
- Retrospective payments or deficit funding
- Equipment which is not specifically inherent to project delivery and would otherwise support the recurrent operations of the business

Assessment criteria

Once eligibility criteria are checked, applications will be assessed against the following criteria. Council's delegate makes the final decision regarding funding allocation.

<p>THE PROJECT</p> <p><i>What work would you like to do to your facade?</i></p>	<ul style="list-style-type: none"> • Provide information and drawings (if applicable) detailing the proposed upgrade • Outline the proposed timeline • Include photos of existing building • Provide evidence of property owner's consent for the works and for submission of the grant application <p>Note: Applicants will need to demonstrate that the works can be completed within the acquittal process timeframe. Evidence that all necessary approvals for building/improvement work are in place prior to the application process must be provided to Council upon request.</p>
<p>THE BUDGET</p> <p><i>How much will the project cost?</i></p>	<ul style="list-style-type: none"> • Provide a minimum of two quotes for the proposed works, unless specialised works are required that have limited suppliers / providers • Where an accepted quote is greater than \$5,000, the balance is payable by the applicant. <p>Note: Where work is going to be DIY, only expenses for materials are eligible expenditure</p>
<p>LOCAL BUY</p>	<p>Does the contractor / provider undertaking the proposed works have their registered business address within the Fraser Coast Regional Council local government area?</p> <p>Note: Location of the proposed contractor / provider will be verified by the assessment team.</p>

Application process



Successful applicants

All successful applicants will be required to enter into a funding agreement with Council and acquit funds within the allocated timeframes.

The formal funding agreement will be sent to successful applicants to be signed and returned within 14 days of receiving the offer.

Inability to comply with the conditions of the funding agreement may result in withdrawal of support.

Unsuccessful applicants

Unsuccessful applicants will be formally advised of the outcome. If your application is unsuccessful, the decision does not necessarily reflect the worthiness of your proposal. Please note that this is a one-off, stimulus program only with limited funds available.

Unsuccessful applicants can seek feedback on how they can strengthen future applications. Advice on how to seek this feedback will be provided with the outcome advice.

Grant acquittal process

Acquittal forms will be available to successful applicants through the SmartyGrants portal.

All questions must be completed on the acquittal form and evidence supplied including:

- Outline of overall works undertaken;
- Invoices/Receipts for materials and labour used;
- Digital images of the final project;
- Evidence of Council acknowledgement (program window sticker placement, social media, advertisements, etc).

Businesses/property owners that do not satisfactorily acquit their funding may not be eligible for future funding and may be required to return the funds allocated to the project.

All projects must be completed no later than 31 December 2021.

Unspent grant funds must be returned to Council within 30 days of project completion.

Changes must not be made to the approved project without the prior agreement of Council. Council will endeavour to approve changes where the level of benefit is maintained as per the application.

All purchases associated with the project must be transacted with a Fraser Coast business where possible.

Recording of funds provided and acquitted

A register of all funds will be kept within the Smarty Grants software.

Program enquiries

For program enquires please contact:

Economic Development
economic.development@frasercoast.qld.gov.au
1300 79 49 29