

# City Centre Business Incentive Program - Proposal Stream

## Form Preview

### Grant Information

#### City Centre Business Incentive Fund - Proposal Stream

The purpose of the City Centre Business Incentives Fund is to incentivise business investment towards the shared goal of a vibrant City Centre and support the growth of local businesses.

City Centre Program Streams: Proposal Stream

- Activations/Events: maximum \$5,000 per application per year. Activations/Events can be one-off, or a series of activities over a set period, within the financial year.

The City's contribution to the project is capped at 50 per cent of the total project/s costs. Commercial sponsorships and partnerships are acceptable as additional funding sources alongside the applicant's own contributions.

The objectives of the City Centre Business Incentive Program are to encourage the growth of all or some of the following within the City Centre:

- Visitation numbers
- Dwell time
- Spend in local businesses
- Investment by business/landowners in public spaces and private spaces used by the public
- Aesthetic improvement of external public spaces to improve place identity and character
- Attraction of unique businesses, activations and products that add to a vibrant day or night City Centre experience.
- Integration and alignment of activation programs or projects with relevant City-led initiatives

### Eligibility

Applicants: please note

**Before completing this application form, you should have read the [City Centre Business Incentive Program Guidelines](#).**

Information provided by applicants or collected by City of Mandurah in relation to applicants or their applications may be used by City of Mandurah in the administration of the City Centre Business Incentive Program Application and in the assessment of the application.

Any personal or financial information will be solely used for the purpose of the Application and Assessment process. Information submitted will be subject to assessment and review by City of Mandurah.

Personal and financial information will not be released to third parties without the prior written approval of the applicant.

**Have you read the City Centre Business Incentive Program Guidelines**

☐ Yes

☐ No

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### Help

Speaking to a City Centre Officer at the City of Mandurah before you commence your grant application is important to get the best help for your project and grant application. Even as you are writing your grant application you can ask for feedback from an officer on 9550 3777.

#### Have you spoken to a City Centre Officer about your project concept?

- ☐ Yes  
☐ No

### Contact Details

#### Applicant Organisation

Organisation Name

#### Applicant Organisation Primary Address

Address

  

#### Primary Contact Person

Title      First Name      Last Name

  

#### Position

#### This is the person we will correspond with about this application

- ☐ Yes ☐ No

#### Primary Mobile Phone Number

Must be an Australian phone number.

#### Primary Email

Must be an email address.

### Organisation Details

#### ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

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Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

**Are you an Aboriginal business (at least 50% Aboriginal owned)**

**Are you an Australian Disability Enterprise**

**What year was the business established**

**Number of full-time staff ie 38hrs or more per week**

Must be a number.

**Number of casual or part-time staff**

Must be a number.

**Average weekly hours per casual/part-time staff member**

Must be a number.

## Joint Applications

Joint applications (partnerships) are acceptable, provided the lead applicant (as the main driver for the project) is eligible to apply. There must be a formal arrangement in place between all parties.

The assessment panel may request to view evidence of this arrangement.

**Is this project part of a partnership with another organisation?**

☐ Yes ☐ No

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### **If yes, provide details of the joint partnership / organisation. Supporting Information Upload**

Attach a file:

### **Commitment to Mandurah**

Applicant must verify that the business/organisation will remain in the district of Mandurah for the next 12 months ( i.e. evidenced via commercial lease)

### **If yes, provide evidence via commercial lease**

Attach a file:

**Can the applicant confirm that the event/program/activity is not a retrospective (already occurred) and that the event/program/activity and expenditure will not be undertaken prior to submitting this application?**

**Can the applicant confirm that it has not received, nor is it likely to receive other Government funding for the same activity?**

### **Project Summary**

#### **Project Title**

#### **Project Date/Timeframe**

#### **Project Description and Key Deliverables**

Word count:

Provide a short description (100 words recommended) of your project - what are you out to do?

**What is the current status of the project, i.e. status of planning, what funding and approvals have been sourced?**

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### Where is the project located?

### What is your main business activity?

- ☐ Food and drink
- ☐ Leisure and recreation
- ☐ Entertainment
- ☐ Retail
- ☐ Other

### What will the City's funding be used for?

Word count:

## Alignment with the Grant Priorities

A key component of the program is to attract and support vibrant, diverse and sustainable City Centre businesses.

### Which program benefit does your Project align to (you can select more than one):

- ☐ Increases measurable growth of visitation numbers and/or dwell time to the area/business
- ☐ Increases night time offerings and activations
- ☐ Activates public spaces to improve footfall at non-peak hours
- ☐ Value of offering for free public attendance, including attraction expectation, capacity limits
- ☐ New, innovative and unique offerings and activations within the City Centre
- ☐ Aesthetic improvement of an external publicly accessible space to improve place identity and character
- ☐ Growth opportunities to become a self-sufficient activation or event

### Any additional project benefits the City should be aware of, example youth employment.

### Detail how your program/activity will deliver the benefits identified above:

Word count:

### Please list the local producers, suppliers, artists and businesses you are able to utilise for this project

# City Centre Business Incentive Program - Proposal Stream

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Word count:

### Add Supporting Evidence

Attach a file:

## Commercial Soundness of Proposal

**Provide an overview of why a genuine business opportunity exists, or is likely to exist, for the project. Complete the following questions:**

Provide a short description (100 words recommended) of your project - what are you out to do?

## Business Readiness

**Provide an overview of your organisations ability to deliver this project by answering the following questions:**

**What percentage of proposed project funding is sourced by the Applicant?**

**Provide an overview of your organisational capability to deliver this project.**

Word count:

## Project Detail

Please provide information about core project details

Include:

- statutory/ approval requirements
- potential risks and how these will be minimised
- any engagement with customers or other businesses; and
- project evaluation (how will you know if your project was a success? What information can you collect and provide at the end of the project).

## Responses

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### Attachments

Attach a file:

### Accessibility for All

Please [click here](#) to open City of Mandurah Access and Inclusion Plan 2016-2020.

#### I have read and understood this document

☐ Yes ☐ No

#### Do you need to increase accessibility in relation to the project?

☐ Yes ☐ No

### Funding Sources

The City's contribution to the project is capped at 50 per cent of the total project costs.  
(Maximum \$5,000 per applicant)

Please outline your funding details below. Include details of funds that will count towards co funding of your project, and whether this funding has been confirmed or not.

All amounts should be GST exclusive.

Please do not add commas to figures - e.g. type \$1000 not \$1,000 - this will ensure the figures for each table total correctly.

### Project Expenditure

Expenditure - Main Items	\$ Amount exc GST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

### Expenditure Totals

#### Total Expenditure Amount

\$

This number/amount is calculated.

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### Project Income

**Income Source e.g Applicant, City of Mandurah**

**\$**

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

### Income Totals

**Total Income Amount**

\$

This number/amount is calculated.

### Funding Details

**Total Project Value**

\$

Must be a dollar amount.

What is the total budgeted cost (dollars) of your project?

**Total Amount Requested**

\$

Must be a dollar amount.

What is the total financial support you are requesting in this application?

**Is your funding confirmed/secured?**

**Please, attach copies of Quotes for the proposed project/activity from suppliers in relation to the funding.**

Attach a file:

### Organisational Financial Information

To enable the City to undertake a financial viability assessment of the project proponent, please upload the following financial information:

- Declaration of solvency\*;
- Copies of relevant Insurances\*;
- Copies of quotes from suppliers/consultants in relation to the funding\*;
- Proof of capacity to deliver the proposed project/activity (i.e. proof of previous successful projects, reference statements, etc)\*

**\*Essential for application**

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### Financial Information Upload

Attach a file:

**Are the Applicant's financial statements fully compliant with the Australian Accounting Standards?**

### Financial Viability

**Is there any current litigation or prosecution the Applicant is involved in the moment?**

**Has the Applicant or any of its senior office bearers (directors, partners, presidents, executive directors, project managers) been involved with any business failure (liquidation, voluntary administration or receivership)? (You may be required to provide further information upon request)**

**Has there been any significant financial matter which may impact on the ability of the Applicant to deliver the project? (You may be required to provide further information upon request)**

**Are there any future commitments or contingent liabilities that might materially affect the Applicant in the delivery of the project? (You may be required to provide further information upon request.)**

**Has the Applicant ever been found in default of its creditors? (You may be required to provide further information upon request)**

**Is the Applicant willing, and does it have the financial capacity, to cover all planned project activity expenditure?**

### Other Information

Supporting Information

Please include details of any other information relevant to your proposal.

### Supporting documents

Attach a file:

# City Centre Business Incentive Program - Proposal Stream

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### References

Please attach any documents that have been used to source the information outlined in this proposal including any studies, plans or assessments.

#### Reference Documents: (Letters of Support etc)

Attach a file:

### Certification

This section must be completed by an appropriately authorised person (eg: Owner, Director, CEO, CFO, Director or equivalent) on behalf of the applicant organisation (may be different to the contact person listed earlier in this application).

I certify that to the best of my knowledge the statements made within this application are true and correct.

#### I have read and understood this document

☐ Yes ☐ No

#### Name of Authorised Person

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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#### Position of Authorised person

#### Phone Number of Authorised Person

Must be an Australian phone number.