

Business Activation Grant Information Sheet



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Information Sheet



The Business Activation Grants program supports the vision of our Arts & Culture Strategy and Creative Port Plan, by **encouraging businesses to work with performers and creative practitioners** to deliver a critical mass of activity around significant events.

What is a Business Activation Grant?

The City of PAE's Business Activation Grants support local businesses and venues to activate their space, in alignment with select large-scale Council events delivered across the year. Business Activation Grants open in the leadup to nominated events. They are not offered year-round.

We are seeking applications that:

- Activate local places and spaces with creative programming, supporting the development of our region as a destination for arts and culture
- Demonstrate collaboration between business, arts, community and Council
- Enable businesses to deliver activities that drive visitation, connect community and showcase the City of PAE
- Support creative practitioners to deliver arts-based performances or workshops

Examples of activation could include:

- Live music performance or DJs
- Pop-up exhibitions
- Creative workshops or sessions
- Events
- Live comedy
- Markets
- Footpath activations (relevant permits required)

Please Note: that grant funding can *exclusively* be used to support the delivery of an activation that is *additional* to regular offerings/programming or to scale up regular offerings/programming.



Who is eligible?

Business Activation Grants are available to applicants who:

- Are a legal entity with an active ABN and appropriate public liability insurance (\$20 million)
- Own or run a business or venue in the PAE area
- Have no outstanding debts with PAE
- Have satisfactorily acquitted any previous funding received by PAE (if applicable)

Additionally, your activation must:

- Be accessible, inclusive and open to the public. Activation that offers free or low-cost attendance will be viewed favourably.
- Be delivered in alignment with a key Council event (priority will be given to business activations within or adjacent to the event footprint)
- Take into account any permits relevant to your application, ie. PAE's [Application for Events on Reserves & Roads](#) or [Application for Filming Media Productions](#)

How much can you apply for?

Our Business Activation Grants can support projects with up to \$1,000 in funding. Matched funding is not required.

Timeframes and Assessment

Applications are only open in the leadup to nominated large-scale Council events. Relevant timeframes for applications will be posted on the City of PAE website ahead of time.

Applications are assessed as they are received. If your application meets all of the eligibility criteria (see section 'Who is eligible?'), it will proceed to the assessment stage where it will be evaluated against the criteria below. We aim to ensure that successful applications achieve a score of 60% or more. If your application fails to meet that score, we will discuss it with you and provide feedback on what you need to improve.

Both the eligibility and assessment stages are undertaken by City of PAE staff. The decision of awarding grants will be made by City of PAE staff with appropriate delegations. You will be notified of the outcome within four weeks following submission of an application. All correspondence relating to an application will be made by email to the lead applicant.

Successful applicants will be required to spend the City of PAE's funds in line with the proposed activation's timeframes and acquit the grant within 2 months of the completion of the activation. Any unspent funding must be reimbursed to the City of PAE.

No.	Assessment Criteria	Weighting
1	Demonstrated community benefit, involvement and collaboration	30%
2	Demonstrated alignment with Council's key event	40%
3	Effective activation planning: budget, risk assessment, marketing, accessibility, public liability, affordability, etc.	30%
Total		100%

Grants will not be provided for/to:

- Applicants with outstanding debts such as rates, fees or charges to the City of PAE
- Applicants where an Evaluation/Acquittal report to the City of PAE is overdue or unsatisfactory
- Retrospective payments (including where the project or purchase occurred prior to the grant assessment)
- Budget deficits, fundraising activities, or costs associated with the running of an organisation (eg. administration costs or overheads, operational costs, utility bills, etc.)

What else do you need to know?

If the nominated activity includes the service of alcohol, it is the responsibility of the grant applicant to meet all licensing applications and requirements.

The City of PAE may choose to report on activities that have been funded as part of its marketing and communications.

Successful applicants will be expected to acknowledge Council's grant in any publications or publicity.

Change of Scope

Any changes to the scope of the activation under the funding agreement must be re-submitted to the City of PAE for assessment. The same criteria will apply to the re-submitted application, and the assessment process may take up to two weeks from the date of submission. While the City of PAE strives to fast track the review of re-submitted applications to minimise business disruption, it is essential that applicants discuss the rationale for the scope change with City of PAE staff before spending any awarded funds.

How to apply.

We provide an online application tool for you to prepare and submit your application:

It's available from our website, just visit  cityofpae.sa.gov.au and search:

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You are strongly encouraged to contact our Events Team to discuss your activation prior to submitting an application.

 events@cityofpae.sa.gov.au  8405 6600

