

Business Activation Grant Guidelines



CITY OF
Port Adelaide Enfield

Business Activation Grant Guidelines



What is a Business Activation Grant?

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.

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.



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.

Please note: This is a highly competitive grant program. We recommend that you carefully consider the required budget for delivery of your activation. In some cases, partial funding may be offered.

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](#)

What will you need to address in your application?

The online application form will ask you to address the following questions:

- What is your proposed activation? Please include details of any entertainment you are looking to book.
- How will it drive visitation to the PAE area?
- How does it align with Council's key event?
- How is it additional to your regular offerings/programming?
- If your activation is ticketed, how much will a ticket cost?
- Budget – your budget will need to show the income and expenditure of your activation
- Timeline – demonstration that the activation can be achieved within the specified timeframe





Timeframes and Assessment

Online 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 we will evaluate against the criteria below.

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.

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%

How to Apply

We provide an online application tool to help you prepare and submit your application.

It's available from our website, just visit:

 cityofpae.sa.gov.au and search:

Business Activation Grant



You are strongly encouraged to contact our Funding & Partnerships Officer to discuss your activation prior to submitting an application.

 grants@cityofpae.sa.gov.au

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