

# Illuminate Parramatta

Night Time Economy  
Activation Grants

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2020/2021 Guidelines



**CITY OF  
PARRAMATTA**

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# Introduction

**The night time economy is an important part of every great global city.**

As the Central River City of Sydney, it is imperative that we promote a diverse night time economy with great experiences for everyone to enjoy.

The City of Parramatta wants to make sure that our residents have an array of options for what to do when the sun goes down.

We know that our community wants more live music and entertainment after hours.

We know that our community want to see more arts and cultural activities at night and an array of different options that appeal to everyone.

These grants are focused on financially assisting businesses through capital improvements, studies or reports to support businesses, or seed funding to enable live music programming or community events at night.

Our *Parramatta Night City Framework 2020-2024* identifies the need for a thriving night city that promotes diversity of businesses, offerings and celebrates our unique identity.

We know that the night time economy is important to all parts of our City; that is why the Night Time Economy Diversification Grants Scheme is open to all businesses and members of the community throughout the City of Parramatta.

For more information about Council's framework for developing our night time economy, visit:

[cityofparramatta.nsw.gov.au/vision/night-city](https://cityofparramatta.nsw.gov.au/vision/night-city)

**"An array of options - when the sun goes down."**



## Purpose of the Night Time Economy

**Council wants to promote a safe, vibrant and diverse night city in the City of Parramatta and work towards delivering our bold ambition of being the next 24-hour city.**

It is evident that the effects of the COVID-19 pandemic have had a profound effect on the night time economy across the City of Parramatta. The 2020/2021 Night Time Economy Activation Grants are designed to support local businesses, community groups, event organisers and individuals to develop projects that will support the growth and diversity of the night time economy in the City of Parramatta, while supporting the ability to trial new and interesting concepts that will build capacity in our local night time sector into the future.



## How much funding is available?

**Council is providing a funding pool of \$50,000 for the 2020/2021 Night Time Economy Activation Grants, awarded in two categories.**

This program has been appointed to provide 50% cash matched funding of up to \$10,000 per successful application.

Grant applicants must demonstrate matched funding in the form of cash contributions (i.e. not 'in-kind contributions').

*Please note:* Grant funding cannot support projects done retrospectively.



## Grant categories

Grant applications to the Night Time Economy Activation Grants are welcomed across 2 categories based on the location in which the proposed activity will occur, or location of the business:

**Category 1: CBD and surrounds**  
Pool of funding available: \$40,000

**Category 2: Outside of CBD**  
Pool of funding available: \$10,000

To determine which area your proposed project location, business or group are located in, please refer to the map provided at Appendix 1.

Broadly speaking, the CBD and surrounds includes **Parramatta, Westmead, Harris Park, North Parramatta, Camellia, Rosehill and Rydalmere (part)**.

Please note, due to the nature of the source of funding, projects funded from Category 1 **must occur within the geographic boundary in Appendix 1 of these Guidelines**. Projects received that are outside of this boundary and incorrectly entered into Category 1 will automatically be moved to Category 2 for consideration.

If you are unsure as to which category to apply for, please email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) to confirm.



## What kinds of projects are eligible?

Please read this section carefully to ensure that your project is eligible for funding under this program. It is important that all potential applicants contact Council's Night Time Economy Officer at [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) prior to starting an application, to ensure your project is eligible.

Your project must seek funding for one of more of the following outcome types. Please note that the following list is not exhaustive.

### Capital improvements to a premise to facilitate night time activity

- To support improvements to a business that encourage night time visitation, such as public art, creative lighting and functional lighting upgrades
- Capital improvements to in-venue acoustics to help manage sound transfer from venues to surrounding properties.

### Night time programming

- Providing a new or additional service or offering in a retail or service premise conducted after 5pm, such as a workshop.

### Live music

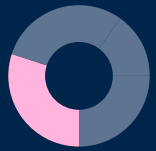
- Financial support for live music programming as part of an event or inside a business;
- Studies or acoustic reports to support development applications or licence approvals to host live music.

### Business development

- To assist in covering fees and charges associated with the establishment of a new or expanded night time business or activity. This could include development application fees, outdoor dining or street activity use charges, event permits or liquor licensing fees.
- To assist with development application costs associated with seeking an extension of trading hours of a business.
- Assisting with additional operational and staffing costs associated with extended trading hours, or a new night time activity.

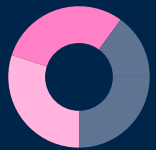
## Assessment criteria

Applications will be assessed against Council's *Grants and Donations Policy*. The assessment panel will also consider the following in relation to each grant application.



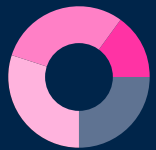
**30%**

How the proposal addresses the intended focus and outcomes of the Grants Program



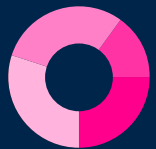
**30%**

Overall need for the project



**15%**

Innovative/distinctive idea or project that promotes the City of Parramatta as a unique and distinctive night time destination.



**25%**

Potential economic impact of the project (i.e. projected impact on the business' turnover, how many people are employed to deliver the project).

Council's Grants and Donations Policy can be found at: [cityofparramatta.nsw.gov.au/council/key-council-documents/council-policies](https://www.cityofparramatta.nsw.gov.au/council/key-council-documents/council-policies)



## Supporting documentation

- A copy of your organisation's latest annual financial report, or a current bank statement. If applying as an individual, a copy of your own current bank statement.
- A plan or schedule of the proposed project (i.e. indicative dates, times and locations for an activity to occur).
- Any quotes associated with your project (e.g. hire costs, consultant fees, fees and charges for a liquor licence, etc.)
- Proof of the owner's consent for the project to occur on or within their property.

### Other important things to consider:

- If your application is successful, you will need to provide evidence of an appropriate level of insurance to undertake your project, prior to commencing.
- If you already have insurance coverage, please attach a Certificate of Currency to your application.
- If you are unsure as to what documentation you may need to provide, email [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au) to confirm.

## Responding to COVID-19

The effects of COVID-19 are likely to impact on the way certain projects that may be funded under this grants program may be required to be designed or operated.

All projects must be conducted in accordance with the Public Health Order at the time of their project (which is subject to change as circumstances are difficult to predict).

As part of your application, all applicants will be asked to generally outline how you intend to keep your project COVID-safe. Detail should include (at a minimum):

- Keeping a record of all participants or customers of an activity (such as QR or physical sign-in);
- Availability of hand sanitisers, masks and other protective equipment;
- Physical distancing requirements.

Council staff will work with successful applicants on ensuring all activities are COVID-safe.



## Eligibility criteria

### To be eligible for funding, an applicant must:

- Undertake the project within the City of Parramatta Local Government Area;
- Meet the Grant objectives;
- Undertake the project between 15 March and 30 September 2021;
- Not have any outstanding debts to Council;
- Not have any overdue progress or acquittal reports for previously funded grants;
- Have the approval of the property owner for any capital works, or programming outside of ordinary business.

### What is not eligible for funding?

- Projects that do not contribute to achieving the program's objectives
- Any costs associated with "business as usual" activities, such as ordinary staffing costs, rent or other overheads;
- The purchase or commercial lease of a property;
- The relocation of a business, or routine maintenance costs;
- Expenditure unrelated to a project, such as internal fittings, display shelving, painting and the like;
- Projects that may occur in properties owned by a City of Parramatta employee or other government entity;
- Projects that will rely on future recurrent funding from the City of Parramatta beyond the funding provided.
- Projects that do not satisfy relevant planning controls or Council's policies (such as the Outdoor Dining Policy, Street Activity Policy, etc.)
- Projects that cannot comply with Public Health Orders that may be in force to protect the public from the spread of Coronavirus.



If you are unsure if you and/or your project are eligible for funding, please contact **Beau Reid – Night Time Economy Officer** on **02 9806 5538** or **[NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)**.



## How do I apply?

### Step 1

*Contact Council with any questions before preparing your application*

It is essential that applicant contact Council prior to submitting an application, to ensure your project is eligible. Before beginning your application, please contact **Beau Reid – Night Time Economy Officer** on **02 9806 5538** or email **NTE@cityofparramatta.nsw.gov.au** to discuss your proposal. Applicants will be advised of any necessary approvals required to facilitate their project as part of their pre-submission consultation, as well as the required documentation.

### Step 2

*Prepare your documentation*

Council staff will work with prospective applicants to review preliminary plans, works,

programming before the proposal is fully developed. Quotes and itemised cost estimates from providers, licensed trades or any other third party should be provided with your application.

### Step 3

*Submit your application by 22 February 2021*

Applicants should apply through the SmartyGrants program between 9am, 18 January 2021 and 5pm, 22 February 2021. Late applications, or applications in any other form (such as email) will not be accepted.

### Step 4

*Council will assess your application*

Council officers will review all applications received against the grant objectives, scope and outcomes. A recommendation of successful applications will be made to Council's Chief Executive Officer for approval.

### Step 5

*Successful applicants are notified*

All applicants are notified of the outcome of their application. Successful applicants will be notified by email and be required to sign a Funding Agreement with Council prior to commencing their project. Terms of payment of funds and reporting will be discussed with applicants.

### Step 6

*Commencement of works, reports, programs and projects*

Works, reports, programs, and projects are carried out as per the conditions stipulated within the Funding Agreement.

### Step 7

*Review and/or inspection of project progress*

Following completion of the works, reports, programs and/or projects, the applicant is required to contact Council via written

request for the payout of the funds agreed upon within the conditions of agreement. The applicant should also provide all receipts and tax invoices that indicate the completion of the works, reports, programs and/or projects. Council staff will undertake a site visit (or seek other forms of evidence, such as photos) to ensure that the work complies with the Funding Agreement.

### Step 8

*Review of works reimbursements*

Provided that the works have been satisfactorily completed as per the conditions of the funding agreement, Council will dispense the rebate within 30 days of being proceeded with the complete documentation. Applicants will have until 30 November 2021 to get their acquittal to Council in order for the funds to be paid.



## Key dates

The key dates for the Grants Scheme are as follows:

18 Jan 2021	Application round opens at 9am
18 Jan 2021 - 12 Feb 2021	Information sessions for potential applicants. Appointments are essential. Contact <a href="mailto:NTE@cityofparramatta.nsw.gov.au">NTE@cityofparramatta.nsw.gov.au</a> to schedule a discussion.
22 Feb 2021	Application round closes at 5pm
22 Feb 2021 - 8 March 2021	Assessment of all applications by Council
8 Mar 2021	Report to Council's Chief Executive Officer recommending successful applicants
15 Mar 2021	Notification of Council's determination
15 Mar 2021 - 30 Sept 2021	Successful applicants to sign funding agreements with Council and activation/works, etc. commence and rebate claim period opens
30 Nov 2021	Rebate claim period closes

## Contact information

If you require more information about the City's Night Time Economy Activation Grants, please contact:

Beau Reid

**Night Time Economy Officer**

Tel: **02 9806 5538**

Email: [NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)







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