



# COVID-19 BUSINESS REIGNITE GRANT PROGRAM GUIDELINES

## INTRODUCTION

One of the priority outcomes contained in the Shire's COVID-19 Recovery Plan is to consider initiatives that assist the business community with economic rebound. The 2020/21 budget includes \$30,000 to support York businesses affected by the coronavirus pandemic.

Capped funding of up to \$2,500 per business application is available.

Business Reignite welcomes proposals that:

- encourage day & night trade economy
- support staff upskilling and;
- attract visitors through paid marketing campaigns

If you have a project that could stimulate your business with activity that sits outside the objectives of this grant, please speak to the Shire to see if we can assist you with your project.

Successful applicants will be required to provide a simple acquittal report detailing how funds were spent, benefits gained and copies of receipts of expenditure. Funds are expected to be expended within three months of the funding approval date.

## OBJECTIVES

- Stimulate business activity
- Create employment opportunities for York's arts sector
- Build resilience in small business and improve their ability to respond to market conditions
- Encourage marketing campaigns to increase footfall and patronage

## ELIGIBILITY

To be eligible for funding from the Business Reignite Grant Program applicants must be:

- A registered business located in York, and;
- Provide evidence that COVID-19 impacted their usual business operations

Examples of the types of initiatives the Shire may consider are:

- Activation of underutilised spaces
- New offerings or experiences
- Staff training and skills development
- Involvement in paid advertising and professional marketing campaigns



The Shire is unable to provide funding for:

- Consumables
- Retrospective costs
- Standard operational equipment
- Staff wages and administration costs;
- Rent;
- Utilities

Businesses with outstanding debts with the Shire (i.e. no existing payment arrangements in place or hardship policy measures entered) are ineligible for application.

### **FUNDING CONDITIONS**

- Contribution from the Shire is capped at \$2,500 per business application.
- Applicants are not required to match the contribution they are seeking from the Shire.
- An acquittal document outlining how the monies were spent and their associated receipts must be provided no later than three months after expenditure.
- Business granted funding under this program will still be eligible to apply for future funding offered through other funding streams throughout the year (i.e. Community Funding)

### **APPLICATION & ASSESSMENT**

Applications open for a period of four weeks. Application forms during this time will be available on the Shire of York website, from the Shire front counter or can be sent by request in alternate formats.

Following the closing of the application period, an assessment panel comprising of Shire Officers will review all eligible applications and make recommendations to Council for consideration.

Applications will be assessed on the following criteria:

- The immediate business stimulus and contribution the project will provide
- The extent to which the project enhances the business
- Heritage considerations to ensure projects including works are appropriate.

Successful applicants will be required to complete all agreed activities within three months from the funding approval date.

Applications can be submitted by email to [records@york.wa.gov.au](mailto:records@york.wa.gov.au) or in person by hand at the Shire administration office before **2.00pm on Friday 28 August 2020**.

For enquiries or assistance relating to the Business Reignite Grant Program, please contact Esmeralda Harmer, Shire of York, Events & Economic Development Officer, on 9641 2233 or at [records@york.wa.gov.au](mailto:records@york.wa.gov.au)