

4 April 2022

At the conclusion of the Corporate, Finance, Properties
and Tenders Committee

Business and Economic Development Committee

Agenda

- 1. Disclosures of Interest**
- 2. Post Exhibition/Adoption - Precinct Activation Grant Guidelines**

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To enable the Committee to hear a wide range of views and concerns within the limited time available, we encourage people interested in speaking at Committee to:

1. Register to speak by calling Secretariat on 9265 9702 or emailing secretariat@cityofsydney.nsw.gov.au before 10.00am on the day of the meeting.
2. Check the recommendation in the Committee report before speaking, as it may address your concerns so that you just need to indicate your support for the recommendation.
3. Note that there is a three minute time limit for each speaker (with a warning bell at two minutes) and prepare your presentation to cover your major points within that time.
4. Avoid repeating what previous speakers have said and focus on issues and information that the Committee may not already know.
5. If there is a large number of people interested in the same item as you, try to nominate three representatives to speak on your behalf and to indicate how many people they are representing.

Committee meetings can continue until very late, particularly when there is a long agenda and a large number of speakers. This impacts on speakers who have to wait until very late, as well as City staff and Councillors who are required to remain focused and alert until very late. At the start of each Committee meeting, the Committee Chair may reorder agenda items so that those items with speakers can be dealt with first.

Committee reports are available at www.cityofsydney.nsw.gov.au

Item 1.

Disclosures of Interest

Pursuant to the provisions of the City of Sydney Code of Meeting Practice and the City of Sydney Code of Conduct, Councillors are required to disclose pecuniary interests in any matter on the agenda for this meeting.

Councillors are also required to disclose any non-pecuniary interests in any matter on the agenda for this meeting.

This will include receipt of reportable political donations over the previous four years.

In both cases, the nature of the interest must be disclosed.

Item 2.

Post Exhibition - Precinct Activation Grant Guidelines

File No: S117847

Summary

This report seeks Council adoption of the Precinct Activation Grant Guidelines and the related Operational Plan 2021/22 Addendum.

The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney (the City) responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative, community and small business sectors.

On 26 July 2021, as part of the 2021 Lockdown Response and the underlying Lockdown Recovery Package, Council requested the Chief Executive Officer develop a grant program for delivery of an additional \$4 million to support business and creatives in the recovery of the city economy including the funding for resources to do so, with the proposed program to be reported back to Council.

The resulting new Precinct Activation grant program will encourage collaborative partnerships between businesses, creatives and communities that renew and transform our city centre, local precincts and neighbourhoods. These collaborations will be designed to activate businesses, public places and vacant retail and commercial space with cultural programming. The program will be open to for-profits, not-for-profits and sole traders, with projects to be delivered between 1 June 2022 to 30 June 2023.

From the \$4 million budget for the grant program, a total of \$300,000 will be used to cover costs associated with administering the new grant program until end of June 2022. A further \$700,000 is the estimated value associated with extending the existing Covid-19 related fee waivers up to 30 June 2023 and will be revenue forgone only for those projects funded through the Precinct Activation grant program.

The \$3 million cash for the grant program has been made available through the reallocation of unspent funding from other programs in the 2021/22 financial year. Therefore, no cash or value in kind increase is required for the Grants Program Budget.

On 21 February 2022, Council endorsed placing on exhibition the draft guidelines for the new Precinct Activation Grant (Attachment A). On 21 February 2022, Council also endorsed placing on exhibition a draft revised Operational Plan 2021/22 Addendum, concurrently with the Precinct Activation Grant Guidelines (Attachment B). They were both exhibited from 22 February to 22 March 2022.

A total of two submissions for the draft Grant Program guidelines were received on one issue. All were assessed through internal review. The details of the issues raised in the submissions, together with responses and staff recommendations, are included in Attachment D for the draft Grant Program guidelines. No submissions were received for the Operational Plan 2021/22 Addendum.

The Precinct Activation Grant Guidelines and Operational Plan 2021/22 Addendum as placed on exhibition, have not been amended.

This report recommends the adoption of the exhibited Precinct Activation Grant Guidelines (Attachment A) and addendum to the Operational Plan 2021/22 (Attachment B), including revised 2021/22 budgets, in accordance with the requirements of the Local Government Act 1993.

Recommendation

It is resolved that:

- (A) Council note the submissions received from the community on the exhibited draft Grant Program Guidelines, as shown at Attachment D to the subject report;
- (B) Council approve the Precinct Activation Grant Guidelines as shown at Attachment A to the subject report;
- (C) Council approve the Operational Plan 2021/22 Addendum as shown at Attachment B to the subject report; and
- (D) authority be delegated to the Chief Executive Officer to approve any minor editorial corrections prior to publication and authorise the relevant staff to implement any such corrections.

Attachments

- Attachment A.** Precinct Activation Grant Guidelines
- Attachment B.** Operational Plan 2021/22 Addendum
- Attachment C.** 21 February 2022 - Resolution of Council - Public Exhibition - Precinct Activation Grant Guidelines
- Attachment D.** Submissions and Responses

Background

1. The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative community sector and small businesses.
2. As a health crisis, the response has been generally well managed in NSW and Australia. However, although workers and visitors are returning to the city, the CBD is quieter than before and this continues to significantly impact businesses.
3. The City's actions beginning in 2020 and ongoing are intended to complement the stimulus and support measures of the NSW and Federal Governments and to leverage the resources of Council to ensure the safety and survival of our business, cultural and community sectors.
4. In July 2021, in response to the ongoing lockdown, Council approved funding donations of \$700,000 to provide food relief to vulnerable communities and \$250,000 in new Community Emergency Quick Response Grants for not-for-profit entities to deliver community services addressing urgent community needs as they arise. These activities were funded from a budget transfer of \$950,000 from General Contingency which was approved at this same Council meeting.
5. In July 2021, Council requested the Chief Executive Officer develop a grant program for delivery of an additional \$4 million to support business and creatives in the recovery of the city economy. This \$4 million includes \$3 million cash for the grant program, \$300,000 operating expenditure in order to administer the program and a further \$700,000 in estimated value associated with the waiving of fees constituting additional revenue forgone through this program.
6. On 21 February 2022, Council approved extending the existing Covid-19 related fee waivers only for projects funded through the Precinct Activation grant program up to and including 30 June 2023, with the estimated value of \$700,000 (Attachment C). This would include the waiving of any outdoor event related application fees, power access fees, venue hire fees, or other applicable City service and event hire fees normally chargeable to activate the Local Government Area. It is noted that this is potential revenue forgone.
7. On 21 February 2022, Council endorsed placing on exhibition the draft guidelines for the new Precinct Activation grant program (Attachment A).
8. The new Precinct Activation grant program will focus on funding projects that promote place-based activations, strengthen local precincts, seed micro-precincts, and regenerate the City's 24-hour economy. These align with the Community Recovery plan.
9. Each application must have a lead applicant plus a minimum of five project collaborators, located near each other. The lead applicant may be a for-profit organisation, not-for-profit organisation or sole trader that is:
 - (a) a creative producer and/or agency;
 - (b) an event manager; or

- (c) a precinct coordinator.
10. The Precinct Activation Grant Guidelines were developed in consultation with key stakeholders including the Nightlife and Creative Sector Advisory Panel, local business chambers, industry associations and the community.
 11. Since the program will be open to for-profit organisations this will increase the for-profit allocation of grant funding by up to \$3 million.
 12. On 21 February 2022, Council also endorsed placing on exhibition a draft revised Operational Plan 2021/22 Addendum concurrently with the Precinct Activation Grant Guidelines (Attachment B).
 13. The Operational Plan 2021/22 Addendum includes the amended grants program for the 2021/22 financial year only.
 14. The \$3 million cash funding for the proposed grant program has been made available through the reallocation of unspent funding from other programs.
 15. In November 2021, in response to the ongoing lockdown, Council approved \$350,000 in additional funds for Community Emergency Quick Response Grants (\$100,000) to ensure support for community services and food donations (\$250,000) to support vulnerable communities for the period up to 31 January 2022 upon demonstration of community need. These activities were funded through the reallocation of unspent funding from other programs.
 16. The full \$3 million for Precinct Activation Grant program will be spent across the 2021/22 and 2022/23 financial years. The \$3 million reallocated in the 2021/22 financial year will also cover the \$350,000 in additional funds endorsed by Council in November 2021. Therefore, no net cash or value in kind increase is required for the overall Grants Program Budget in 2021/22, as outlined in the draft Operational Plan 2021/22 Addendum.

Public Exhibition - Precinct Activation Grant Guidelines

17. The Precinct Activation Grant Guidelines were placed on public exhibition for 28 days on 22 February 2022.
18. Electronic copies of the guidelines were made available to the community through Council's Sydney Your Say website, which had 178 unique visits and 34 downloads of the document.
19. The public exhibition was included in the City's March Sydney Your Say eNewsletter, sent on 17 March 2022 to 7,272 subscribers.
20. An in-person business collaboration session called Revitalising Sydney was held at Mary's Underground on 22 February 2022. A total of 38 participants, including creative producers, artists, business chambers and local businesses attended this session. An online grant briefing session for Business Chambers was held on 2 March 2022. A total of 17 attendees participated in the session. Additionally, another online grant briefing session was held on 3 March 2022 for potential grant applicants. A total of 173 attendees participated in the session. At all sessions, stakeholders were notified the Precinct Activation Grant Guidelines were on public exhibition and invited to review and provide feedback.

21. Council received one submission with no issues through the Sydney Your Say website. Council also received one submission on with one issue through the Sydney Your Say email address. Topics in the public submissions included: the recent Street Festivals program and available indoor spaces for the Precinct Activation Grant..
22. The two submissions have all been internally reviewed, with staff recommending that the exhibited content of the draft Precinct Activation Grant Guidelines remain unchanged from that exhibited in response to the submissions received. The issues raised in the submissions, together with the responses and staff recommendations, are included in Attachment D.

Public Exhibition - Operational Plan 2021/22 Addendum

23. The Operational Plan 2021/22 Addendum, was also placed on public exhibition for 28 days on 22 February 2022, concurrently with the Precinct Activation Grant Guidelines.
24. Electronic copies of the Operational Plan 2021/22 Addendum, were made available to the community through Council's Sydney Your Say website, which had 46 unique visits and 4 downloads of the document.
25. The public exhibition was included in the City's March Sydney Your Say eNewsletter, sent on 17 March 2022 to 7,272 subscribers.
26. No submissions were received during the public exhibition period.
27. This report recommends the adoption of the Precinct Activation Grant Guidelines and Operational Plan 2021/22 Addendum, in accordance with the requirements of the Local Government Act 1993.
28. The Operational Plan 2021/22 Addendum will be referred to as an appendix to the current Operational Plan 2021/22 on the City's website. The Precinct Activation Grant Guidelines will be available on the City's website through the Precinct Activation Grant webpage.

Key Implications

Strategic Alignment - Sustainable Sydney 2030

29. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This grant is aligned with the following strategic directions and objectives:
 - (a) Direction 6 - Resilient and inclusive local communities - continuing the work to revitalise the City by promoting place-based activations to strengthen local precincts, seed micro-precincts, and regenerate the City's 24-hour economy through more music, events and performances.
 - (b) Direction 7 - A Cultural and creative city - by stimulating creativity in the public domain and increasing avenues for creative participation, the creative community will be supported as well as providing opportunities for the public to participate in these events.

Organisational Impact

30. The funding for this grant has been made available through the reallocation of unspent funding from other programs within the 2021/22 financial year grants budget. Funding for the program includes funding for the resources and staff to deliver the program.

Risks

31. Operational risks associated with implementing the proposed new grant are considered to be low and have been explored by City staff. There has been internal consultation with staff across areas of the City and further consultation was given to the operational impact of implementing the program based on community feedback provided through the exhibition.

Economic

32. The pandemic has had severe impact on the city and the economy. The impact of the lockdowns and current uncertainties due to the Covid-19 Omicron variant is particularly significant in our local area due to the high number of hospitality businesses. As restrictions change due to ongoing impacts of the pandemic, it is important to continue the work to revitalise the local government area. This program aims to encourage visitors back to the city, helping businesses to survive in the short-term and creating opportunities for them to thrive in the long term.

Financial Implications

33. In July 2021, Council requested the Chief Executive Officer develop a grant program for delivery of an additional \$4 million to support business and creatives in the recovery of the City economy, including \$300,000 for resources to administer the program and \$700,000 estimated revenue forgone through waiving of fees for this program.
34. The estimated \$700,000 impact of future revenue forgone from the waiver of City service and event hire fees will affect future financial years' results and will be reflected in the City's 2022/23 operating budget. Extending the existing Covid-19 related fee waivers only for projects funded through the Precinct Activation grant program up to and including 30 June 2023, with the estimated value of \$700,000 was approved by Council on 21 February 2022 (Attachment C).
35. Funding for the \$3 million cash component of the grant program has been made available through the reallocation of unspent funding from other programs.
36. Approximately 75-90 per cent of the \$3 million of additional grants are anticipated to be paid out in the current (2021/22) financial year. The \$3 million budget transfer in the 2021/22 financial year, arising from unspent funding from other programs, will also include the additional \$100,000 of Community Emergency Quick Response Grants and \$250,000 in food donations endorsed by Council at the November 2021 meeting.
37. As a result of the budget reallocation in 2021/22, no net increase is proposed to the City's grants budget for 2021/22 financial year. An allowance has been included in the draft 202/23 operating budget for the balance of funds which are not forecast to be paid out in the current financial year.

Relevant Legislation

38. In accordance with Section 160(1) and (2) of the Local Government Act 1993, these draft guidelines were placed on public exhibition for 28 days and all submissions during this period were considered when finalising the Precinct Activation Grant Guidelines and Operational Plan 2021/22 Addendum.
39. Section 356 of the Local Government Act 1993 provides that a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
40. As part of the NSW Local Government Act 1993 and Integrated Planning and Reporting requirements, the City is required to exhibit changes to its grants program.

Critical Dates / Time Frames

41. The time frame for the new Precinct Activation Guidelines is as follows:

11 April 2022	Council Meeting (approval and adoption)
16 May 2022	Recommended Grants for Council Approval
June 2022 - June 2023	Grant programming period

Public Consultation

42. The draft Precinct Activation Grant Guidelines and Operational Plan 2021/22 Addendum containing the revised grants program were publicly exhibited from 22 February 2022 to 22 March 2022.
43. During this period, the community were invited to make comments and submissions regarding the Precinct Activation Grant Guidelines and Operational Plan 2021/22 Addendum. The City used the Sydney Your Say community engagement platform to seek responses. All submissions received by the City for the Precinct Activation Grant Guidelines have been considered and assessed. More details are provided in Attachment D. No submissions were received for the Operational Plan 2021/22 Addendum.

EMMA RIGNEY

Director City Life

Alana Goodwin, Grants Program Coordinator

Attachment A

Precinct Activation Grant Guidelines



Precinct activation grant guidelines

April 2022

Precinct activation grant guidelines

Front page: York Clarence Kent (YCK) Laneways Festival at Since I Left You

Photography credit: Cassandra Hannagan, 2021

Precinct activation grant

Purpose

This grant encourages collaborative partnerships between businesses, creatives and communities that renew and transform our city centre, local precincts and neighbourhoods.

Overview

This grant program encourages precinct-based collaborations between businesses, creative producers, cultural operators and community groups.

Funding can be used for new initiatives, activations and events, or to strengthen and adapt existing partnerships and programs.

These collaborations will be designed to activate businesses, public places and vacant retail and commercial space with cultural programming.

Applications must be lodged by a lead applicant and include collaborating businesses, creatives or cultural operators. Activations must take place in the City of Sydney area.

The City of Sydney is interested in supporting precincts in the city centre, Haymarket and inner-city local neighbourhoods within the City of Sydney area.

Precincts can be big or small. They are created when local businesses near each other collaborate to activate and enliven their area.

Key dates

- Applications open: 22 February 2022
- Applications close: 11 April 2022

- Project timeframe: 1 June 2022 to 30 June 2023
- Recommendations to Council: May 2022

Applicants can meet potential collaborators at a briefing session about this program in early 2022.

Funding available

Cash funding from \$100,000 to \$300,000 and value-in-kind venue and banner pole hire is available for precinct-based collaborations.

These will aim to foster strong precinct brands and encourage programmed activities in the city centre, local precincts and neighbourhoods.

Funding priorities

We will prioritise precinct-based activations that show:

- collaborations with Aboriginal and Torres Strait Islander run businesses, creatives, community-controlled organisations, and networks
- strengthened local precinct and neighbourhood identity
- creative activation of public spaces, business precincts and local neighbourhoods
- paid opportunities for local creatives
- collaborations between local businesses and local creatives to enliven the city
- promotion of local economies for the benefit of local businesses, creatives, residents and visitors

- increased visitors to the city centre, local precincts and neighbourhoods
- coordinated precinct leadership to support ongoing collaborations and activations
- plans to evaluate and monitor outcomes for the precinct in the short to medium term.

Expected program outcomes

Precinct-based activations must contribute to one or more of these outcomes:

- increase visibility and recognition of Aboriginal and Torres Strait Islander cultures
- strengthen the unique precinct identity and offering of the city centre, local precincts and neighbourhoods
- promote collaboration between local businesses, cultural operators and creatives in a local area
- support businesses by increasing visitors and spending in a local area
- strengthen connections between local businesses and their communities
- increase paid opportunities for local cultural and creative sectors including artists, musicians and performers.

Assessment criteria

Proposals are assessed against the funding priorities and expected program outcomes. The assessment panel will consider the lead applicants’:

- demonstrated collaboration with local businesses, creative and cultural operators and/or community groups
- evidence of direct benefit to local businesses, cultural and creative operators and local precincts and neighbourhoods
- evidence of the need for the project and proposed outcomes
- capacity and experience of the lead applicant to create successful activations at a precinct level

- inclusion of a clear project plan including secured partnerships and marketing/promotional plans
- evidence of a realistic budget with appropriate resourcing, including payment of creative personnel where applicable
- supporting documentation from a minimum of five collaborating businesses and other project partners
- evidence of pre-application discussions with the City of Sydney, including outdoor events or planning assessment teams as required
- clearly defined project proposals that identify activation locations in the city centre, local precincts and/or neighbourhoods.

Eligibility

To be eligible an applicant must operate in the City of Sydney local area or be able to demonstrate benefits for the area’s residents, workers or visitors.

We particularly encourage applications from organisations, groups and networks that support Aboriginal and Torres and Strait Islander communities including Aboriginal businesses, community controlled organisations and networks.

The lead applicant may be a for-profit organisation, not-for-profit organisation or sole trader that is:

- a creative producer and/or agency
- an event manager
- a precinct coordinator.

Other project collaborators may include:

- a creative, retail, entertainment, tourism and accommodation or hospitality business
- a land owner wanting to activate vacant space
- a media agency
- an arts/cultural operator based in the City of Sydney local area
- a community group wanting to reinvigorate their local neighbourhoods.

Each application must have a lead applicant **plus** a minimum of 5 project collaborators located near each other.

Not eligible for funding

Funding will not cover:

- projects that directly contravene the eligibility and ethics framework or existing City of Sydney policies
- capital expenditure over \$20,000 (equipment up to a cost of \$20,000 may be eligible)
- permanent staffing costs or ongoing operational costs.

More information

If you are planning to hold your activation at a City of Sydney managed outdoor space please review the [Fees and charges for outdoor venue hire](#) and contact the Outdoor Venue Management Team via email openspacebookings@cityofsydney.nsw.gov.au.

For more information on our grants and sponsorships see cityofsydney.nsw.gov.au/grants-sponsorships.

You can also email communitygrants@cityofsydney.nsw.gov.au or call 02 9265 9333.

How to apply

One application will be required for each collaboration, with funds allocated to the lead applicant. Proposals must identify a **lead applicant** and **project collaborators**.

Lead applicant

The lead applicant must lodge the application, sign the funding agreement and report project outcomes on behalf of all project collaborators.

The lead applicant will be responsible for activities such as:

- concept development and delivery
- coordinating collaborating businesses/organisations
- any public space activations
- liaising with the City of Sydney or any other relevant land owners or authorities for approvals
- coordinating marketing and media partners
- collecting data and project reporting
- coordinating and paying suppliers and/or contractors.

To apply, the lead applicant will need to provide a detailed project plan and budget outlining the activities as part of the collaboration, the time allocated to each activity, and the allocation of funds. Letters of support from collaborating businesses or organisations will also be required.



Attachment B

Operational Plan 2021/22 - Addendum

Operational Plan 2021/22 - Addendum



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Cover image: Sydney Park Wetlands

Introduction

The Covid-19 pandemic has had a significant and devastating impact on our communities and our economy. The City of Sydney responded swiftly when the pandemic first hit, closing community centres, libraries, pools and playgrounds, increasing cleansing and waste regimes and establishing new grants programs to help support our creative community sector and small businesses.

As a health crisis, the response has been generally well managed in NSW and Australia. However, although workers and visitors are returning to the city, the CBD is quieter than before and this continues to significantly impact businesses.

The City's actions throughout 2020 and ongoing are intended to complement the stimulus and support measures of the State and Federal Governments and to leverage the resources of Council to ensure the safety and survival of our business, cultural and community sectors.

Stimulus and support packages implemented by the Federal and State Governments during 2020 provided urgently required access to income support through the bolstered Jobseeker allowance and other benefits.

In 2020 the City implemented a support and stimulus package to support businesses, our cultural and creative industries and our community.

The measures were implemented in two phases with an estimated value of \$72.5 million. They were designed to enable organisations and businesses to adapt to a rapidly evolving context, to support their resilience so they are well positioned to bounce back, and to use our own resources to generate employment and provide relief to those most affected.

2020 Support Measures - Phase One

The City of Sydney's initial package put forward on 9 March 2020 and endorsed by Council on 30 March 2020 was valued at up to \$25 million. It included the following measures which were to be in place for an initial period of six months:

- a. waiving fees for Health and Building compliance activities;
- b. reviewing rents in conjunction with tenants in City premises for those tenants that require support on a case-by-case basis;
- c. waiving standard contractual terms and return venue booking and banner fees to people and organisations who have booked City of Sydney venues and banners and are now unable to proceed with their bookings;
- d. waiving footway dining, market permit and filming fees on the grounds of hardship; and
- e. a flexible approach to parking and other infringements.

The City also worked with our major business partners and contractors to support them as much as possible to maintain business continuity in the long term.

The City implemented policy changes in addition to the financial support including:

- working with businesses to facilitate the expansion of their outdoor dining areas to enable social distancing and enable them to increase or introduce take away food options;
- only taking enforcement action for matters that present an imminent public, environmental, health or safety risk; and
- enabling supermarkets and other stores to operate their loading docks 24 hours a day so that essential goods can be delivered.

2020 Support Measures - Phase Two

Phase Two of the City's support measures significantly expanded the initial measures with a second package of financial support valued at up to \$47.5 million. Phase Two was endorsed at an extraordinary council on 30 March 2020 and included the following actions:

- a. establish a cultural sector resilience grants program to provide support to the not-for-profit organisations and sole traders working in the cultural sector;
- b. direct donations to locally operated sector led funds, Support Act NSW, Artists Benevolent Fund and Actors Benevolent Fund, to provide emergency relief and mental health support to local cultural workers in crisis;
- c. establish a creative fellowships grants program to support artists;
- d. establish a small business grants program to assist businesses with innovation and adaptation;
- e. establish a small business, creative and community concierge service to assist small businesses, not-for-profits and charity groups to access support available to them via the city, state or federal governments;
- f. establish a community hotline that handles inquiries and provides concierge services to residents and community groups seeking information and support;
- g. bring forward future years capital works projects;
- h. provide additional rental support for our Accommodation Grant Program tenants and childcare services by waiving all rent for the next six months;
- i. amend the draft Central Sydney Development Contributions Plan 2020 to adopt a sliding scale for developer contributions;
- j. increase the Quick Response Grants and the Community Support Grants programs; and
- k. make a direct donation to Oz Harvest to maintain staffing levels and adapt their service model to meet food security needs of vulnerable communities.

In addition to the above, grant recipients were permitted to vary their deliverables under existing grants for the next six months to enable recipients to retain those funds to support the continuing viability of the City's cultural and creative community. Grants may have been allocated over multiple financial years.

Additionally, Council approved a \$35 million budget variation to increase the Chief Executive Officer (CEO) contingency to allow allocation of this funding to the appropriate operational budget within the adopted 2019/20 operational budget, in order to achieve a revised operational result of \$77.9 million, and a net operating result of \$1.5 million.

The City also worked with our major contractors to provide a range of support and assistance measures.

Community Recovery Plan

In June 2020 we expanded on our initial Covid-19 response and developed a Community Recovery Plan to give direction to how we'll work in partnership with our communities, businesses, the NSW Government and other local governments. The plan supports economic and social recovery in the local area.

Key goals of the City's Covid-19 Community Recovery Plan include working together with the NSW Government where actions must be coordinated, supporting businesses and organisations to adapt, rebuilding the visitor economy, prioritising the role of the cultural sector and safely managing public spaces to support community life and businesses.

Both the NSW Government and the City have recognised the need for a collaborative effort to encourage people back into the city in a safe way. This opportunity was identified and supported at the NSW Government Summer Summit in mid-September 2020 where the 24-Hour AI Fresco City program was proposed.

AI Fresco City

On 2 October 2020, the City and NSW Government announced a \$20 million joint funding partnership to boost the city centre economy, support businesses and creatives and invite the public safely back into the city, particularly during the summer months.

The NSW Government committed up to \$15 million and the City provided a further \$5 million towards AI Fresco City initiatives. \$4.3 million of this funding program is being delivered through grants administered by the City.

This partnership and funding commitment align with the objectives of our Community Recovery Plan. The AI Fresco City program is in line with these community recovery plan objectives.

It is vital that the City promote a safe, inclusive and welcoming city to enable a swift road to recovery for the benefit of the community. The most severely impacted sectors of the economy are those with a high concentration in the CBD including hospitality, tourism, retail and creative industries, all of which require an activated and enlivened city to aid recovery.

The AI Fresco City program includes the following initiatives:

- a. transforming the city into an outdoor summer cultural experience;
- b. creating a summer of outdoor dining;
- c. funding projects that enliven public spaces, venues, laneways with music, performance and public art;
- d. keeping Sydney's cultural institutions open into the evenings, and
- e. working with Destination NSW to promote this activity to Sydney and interstate visitors.

Extended Grants and Support Program

The City of Sydney's Grants and Sponsorship Program supports initiatives and projects that build the social, cultural, environmental and economic life of the city. The City seeks to optimise the use of public funds through effective and efficient grant processes, and clear grant program objectives linked to the organisation's strategic goals.

In 2020/21 the City responded to global pandemic with a new Covid-19 grants program to help support our creatives, community sector and small businesses. In 2021/22, the City's Grant and Sponsorship program has aligned to the Community Recovery Plan to better address emerging community issues and to support economic, cultural and social recovery in our city.

In July 2021 in response to the ongoing lockdown, Council approved funding donations of \$700,000 to provide food relief to vulnerable communities and \$250,000 in new Community Emergency Quick Response Grants for not for profit entities to deliver community services addressing urgent community needs as they arise. These activities were funded from a transfer of \$950,000 from the General Contingency funds which was approved at this same Council meeting.

In November 2021 in response to the ongoing lockdown, Council approved funding donations of \$250,000 to provide food relief to vulnerable communities and \$100,000 in new Community Emergency Quick Response Grants for not for profit entities to deliver community services addressing urgent community needs as they arise. These activities were funded from a reallocation of unspent funds from other programs.

Precinct Activation grant

In July 2021, Council also requested the CEO develop a grant program for delivery of an additional \$4 million to support business and creatives in the recovery of the city economy (including \$300,000 for resources to do so and \$700,000 estimated waving of fees as revenue forgone through this program).

The new Precinct Activation grant program will focus on funding projects that promote place-based activations, strengthen local precincts, seed micro-precincts, and regenerate the City's 24-hour economy.

Each application must have a lead applicant plus a minimum of five project collaborators located near each other. The lead applicant may be a for-profit organisation, not-for-profit organisation or sole trader that is:

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- an event manager
- a precinct coordinator.

The Precinct Activation grant guidelines were developed in consultation with key stakeholders including the Nightlife and Creative Sector Advisory Panel, local business chambers, industry associations and the community.

The funding for this grant has been made available through the reallocation of unspent funds from other programs. Therefore, no cash or value-in-kind increase is required for the Grants Program Budget.

Grants Program Summary

Current grants program 2021/22*

Cash	\$15.10M	
Value-in-kind	\$7.30M	(includes Accommodation grant program + banners + venues)
	\$22.4M	

Proposed revised grants program 2021/22*

Cash	\$15.10M	
Increase approved at July 2021 Council – cash	\$0.95M	For Community emergency quick response grants and Food relief donations funded from General Contingency
Value-in-kind	\$7.30M	(includes Accommodation grant program + banners + venues)
	\$23.35M	

Reallocations approved at November 2021 Council – cash*

Community Emergency Quick Response grants and Food relief donations	\$0.35M	Funding in 2021/22 via reallocation of unspent funds from other programs.
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Reallocations proposed at February 2022 Council – cash*

Reallocation of unspent funds from other programs	(\$3.00M)	Funding in 2021/22 via reallocation of unspent funds from other programs.
Precinct Activation grant	\$2.65M	Funding in 2021/22 via reallocation of unspent funds from other programs.

*grants may be allocated over multiple financial years – the anticipated impact on future years' operating budgets will be reflected in the 2022/23 Operational Plan and Long Term Financial Plan.

Grants programs names and proposed budgets

Cash

- Cultural and creative grants and sponsorship – \$1,300,000
- Festivals and events sponsorship – \$4,397,486
- Business support grant - \$780,000
- Commercial creative and business events sponsorship – \$655,000
- Environmental performance grants – \$850,000
- Community services grant – \$1,145,107
- Affordable and diverse housing fund – \$3,000,000
- Matching grant – \$340,000
- Knowledge exchange sponsorship – \$725,000
- Quick response grant – \$20,000
- Other grants and major homelessness support, food relief donations and precinct activation grants – \$5,885,000

Value-in-kind

- Accommodation grant – \$5,894,806
- Creative Spaces grant – \$114,400
- Short term empty properties grant – no budget required
- Venue hire support grants and sponsorship – \$780,000
- Street banner sponsorship – \$480,000

Note: while some programs are open to for profit organisations, the total funding provided to such entities will not exceed 5% of the City's forecast for ordinary rates this year.

New Covid-19 Recovery Grants and Sponsorship Summary

Precinct Activation Grant

Purpose	\$3 million to support economic recovery by bringing businesses and creatives together to activate businesses, public domain and vacant corporate space in the CBD with cultural programming.
Funding	From \$100,000 to \$3000,000 cash per application. Also includes additional value-in-kind fee waiver support for street banners and landmark venues.
Eligibility	For-profits, not-for-profits or sole traders.



Attachment C

**21 February 2022 – Resolution of Council –
Public Exhibition – Precinct Activation
Grant Guidelines**

Resolution of Council

21 February 2022

Item 6.12

Public Exhibition - Precinct Activation Grants Guidelines

It is resolved that:

- (A) Council note the 26 July 2021 Resolution of Council requesting the Chief Executive Officer develop a grant program for delivery of an additional \$4 million to support business and creatives in the recovery of the city economy including the funding for resources to do so, with the proposed program to be reported back to Council, as shown at Attachment C to the subject report;
- (B) Council endorse the draft Precinct Activation Guidelines as shown at Attachment A to the subject report for public exhibition for a period of 28 days in accordance with the requirements of the Local Government Act 1993;
- (C) Council endorse the draft Operational Plan 2021/22 - Addendum as shown at Attachment B to the subject report for public exhibition, concurrently with the Precinct Activation Guidelines, for a period of 28 days in accordance with the requirements of the Local Government Act 1993;
- (D) Council approve the continuation of existing Covid-19 related fee waivers up to 30 June 2023 only for projects funded through the Precinct Activation grant program and note the potential revenue forgone at an estimated value of \$700,000 per annum; and
- (E) authority be delegated to the Chief Executive Officer to make minor changes to the draft Guidelines and Operational Plan 2021/22 Addendum for clarity or correction of drafting errors prior to public exhibition.

Carried unanimously.

S117847

Attachment D

Submissions and Responses

SUBMISSION 1
SUBMISSION RELATING TO STREET FESTIVALS

Issue

No issue noted.

Background

A submission was received during the exhibition period from a member of the public stating that they loved the recent Street Festivals in Stanley Street, Darlinghurst and Crown Street, Surry Hills, noting it was “awesome fun and a great way to support our local hospitality business”.

The submitter made no requests.

Response

As there were no requests, no response was required from the City.

Recommendation

That the submission is noted with no change to the document as exhibited.

ISSUE 2

SUBMISSION RELATING TO AVAILABLE INDOOR SPACES FOR PRECINCT ACTIVATION GRANTS
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Issue

Wanting Council to assist with identifying available pre-development spaces for an indoor market as part of Precinct Activation Grants.

Background

A submission was received during the exhibition period from a member of the public regarding an idea for a Precinct Activation Grants project. The submitter has run an indoor marketplace in another council area by entering into a short term lease on a property that is due to be redeveloped in a few months' time. The submitter requested the City provide information on available empty spaces in the predevelopment stage that could accommodate an indoor marketplace and if an indoor marketplace would fit the criteria of a Precinct Activation Grant.

Response

The City can assist grant applicants to identify available indoor spaces through our Landmark Venue hire, Community Venue hire, Accommodation grant and short term empty properties grant.

Connecting applicants to privately owned spaces at pre-development stage falls outside the remit of the wider Grants program.

The City provided tailored advice to the respondent about their proposed project idea and guidance on the Precinct Activation Grant program, including the available venue hire options through this grant program.

Recommendation

That the submission is noted with no change to the document as exhibited.