

### Item 3.

#### Grants and Sponsorship - Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines

File No: S117676

#### Summary

This report proposes that draft grant program guidelines for the Dixon Street Improvement Grant and Haymarket Activation Grant be placed on public exhibition.

The Haymarket and Chinatown Revitalisation Strategy was adopted by Council on 11 December 2023, including actions to establish two new grant programs. In line with this approval, the following two programs are proposed:

- The Dixon Street Improvement Grant will provide matched funding up to \$60,000 per grant to support capital works that improve shop and building frontages on Dixon Street south, including facade, awning and food and beverage shopfront improvements. The program will be open to landowners and business occupants of buildings in the Dixon Street south area for a three-year period.
- The Haymarket Activation Grant will support one major activation each year for three years in the Haymarket precinct, to the value of \$200,000, and will attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion. The program will be open to for-profits and not-for-profits and collaborations will be encouraged. Applicants will be able to apply for value-in-kind grants of up to \$100,000 per year.

The total budget proposed for the Dixon Street Improvement Grant is \$1,200,000 over three years, starting in 2024/25 (subject to public exhibition and Council endorsement). The total budget proposed for the Haymarket Activation Grant will be \$600,000 over three years, starting 2024/25 (subject to public exhibition and Council endorsement). Should these draft grant programs be endorsed by Council, all proposed funding for these grant programs will be incorporated into future budgets and placed on public exhibition prior to being committed.

A further \$100,000 per year is the proposed maximum loss of revenue to the City associated with extending the value-in-kind fee waivers for projects funded through the Haymarket Activation Grant program (subject to public exhibition and Council endorsement). This would include the waiving of any outdoor event related application fees, power access fees, venue hire fees, event road closure fees or other applicable City service and event hire fees normally chargeable for such events.

Budget for the Dixon Street Improvement Grant program and Haymarket Activation Grant program will be subject to future budget and public exhibition processes under the Local Government Act 1993.

Following the public exhibition of the proposed grant program guidelines and consideration of submissions, the grant guidelines will be brought back to Council for approval. The grant guidelines and associated financial implications will also be subject to public exhibition and Council endorsement as part of the 2024/25 budget process.

All recommendations for the Dixon Street Improvement Grant and Haymarket Activation Grant will be brought back to Council for approval.

## **Recommendation**

It is resolved that:

- (A) Council note the 11 December 2023 Resolution of Council, requesting reports be brought back to Council for any new grant programs arising from the adopted Haymarket and Chinatown Revitalisation Strategy;
- (B) Council endorse the draft Dixon Street Improvement Grant 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 Haymarket Activation Grant Guidelines as shown at Attachment B to the subject report for public exhibition for a period of 28 days in accordance with the requirements of the Local Government Act 1993;
- (D) Council note the proposed budget implications as described in the subject report and that programs will be incorporated into future budgets for public exhibition and endorsement by Council; and
- (E) authority be delegated to the Chief Executive Officer to make minor changes to the draft Guidelines for clarity or correction of drafting errors prior to public exhibition.

## **Attachments**

- Attachment A.** Draft Dixon Street Improvement Grant Guidelines
- Attachment B.** Draft Haymarket Activation Grant Guidelines
- Attachment C.** 11 December 2023 Resolution of Council
- Attachment D.** Haymarket and Chinatown Revitalisation Strategy

## Background

1. The Haymarket and Chinatown Revitalisation Strategy (the Strategy) was adopted by Council on 11 December 2023.
2. The Strategy provides a coordinated response to the community vision and evidence-based studies. It identifies actions in five areas:
  - (a) renewal of the heart;
  - (b) planning and heritage;
  - (c) public domain and public art;
  - (d) culture, events, and activations; and
  - (e) collaboration and partnerships.
3. The Strategy includes actions to explore two new grant programs:
  - (a) improve the shopfronts in the southern part of Dixon Street through a grant program; and
  - (b) more grant funding for community-led festivals and events in Haymarket.
4. Both actions received strong support from respondents during the public exhibition of the Strategy.

## Dixon Street Improvement Grant

5. The Dixon Street Improvement Grant program is proposed to provide matched funding up to \$60,000 per grant to support capital works that improve shop and building frontages on Dixon Street south, including facade, awning and food and beverage shopfront improvements for a period of three years.
6. The Dixon Street Improvement Grant will provide support for three types of capital works projects:
  - (a) Street level major works provides matched cash funding up to \$60,000 per shopfront, and will prioritise:
    - (i) building works to bring food preparation to the front window to be visible from Dixon Street (required for this type of grant);
    - (ii) upgrades to shopfronts;
    - (iii) upgrading external signage and lighting;
    - (iv) installation of larger windows or bi-fold windows (opening up views from Dixon Street);
    - (v) repair or restoration of existing awnings; and
    - (vi) works to improve accessibility.

- (b) Street level minor works provides matched cash funding up to \$20,000 per shopfront, and will prioritise:
    - (i) upgrades to Dixon Street shopfronts;
    - (ii) upgrading external signage and lighting;
    - (iii) installation of larger windows or bi-fold windows (opening up views from Dixon Street);
    - (iv) repair or restoration of existing awnings; and
    - (v) works to improve accessibility.
  - (c) Upper storey works provides matched cash funding up to \$60,000 per property, and will prioritise:
    - (i) restoration or installation of signage or street art in keeping with Dixon Street's character;
    - (ii) cleaning, repair or repainting of external building façade;
    - (iii) repair or restoration of existing awnings and upper storey windows; and
    - (iv) removal of redundant air conditioning units, utilities, wiring or fixtures.
7. The Dixon Street Improvement Grants will be open to landowners and business occupants (with a letter of support from the landowner) of buildings in the Dixon Street South area.
  8. In addition, applicants for street level major works must bring food preparation to the front window to be visible from Dixon Street, contributing to a 'chef's gallery' on Dixon Street.
  9. Applicants will be supported through the process by a planning and design concierge service.
  10. Following completion of the grant application and assessment process, all grant recommendations for the Dixon Street Improvement Grant will be brought back to Council for approval.

### **Haymarket Activation Grant**

11. The new Haymarket Activation Grant program is proposed to provide support for one major activation each year for three years in the Haymarket precinct, to the value of \$200,000. The activation will attract people to Haymarket, celebrate Asian cultures and strengthen community inclusion and cohesion.
12. Value-in-kind up to the value of up to \$100,000 is also proposed to be made available, including fee waivers for street banner pole hire, venue hire, outdoor event related application fees, power access fees, event road closure fees or other applicable City service and event hire fees normally chargeable for such events.
13. The Haymarket Activation grant guidelines are based on the guidelines approved by Council for the Precinct Activation grant program in 2022.

14. The Haymarket Activation Grant program will prioritise projects that:
  - (a) celebrate Asian cultures and communities;
  - (b) strengthen social inclusion, enable connectedness and reduce social isolation;
  - (c) support the visitor economy through activations, events and promotion;
  - (d) represent the cultural and social diversity of our community; and
  - (e) activate Haymarket with creative programming.
15. The Haymarket Activation Grant program will be open to not-for-profits and for-profits, delivering an activation within the Haymarket area.
16. Following completion of the grant application and assessment process, all grant recommendations for the Haymarket Activation Grant program will be brought back to Council for approval.

## Key Implications

### Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

17. Sustainable Sydney 2030-2050 Continuing the Vision renews the communities' vision for the sustainable development of the city to 2050. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This program is aligned with the following strategic directions and objectives:
  - (a) Direction 3 - Public places for all - the Haymarket Activation Grant program will activate streets and public spaces in Haymarket with cultural events and activities.
  - (b) Direction 4 - Design excellence and sustainable development - the Dixon Street Improvement Grant program will support business to make their shopfronts attractive, inclusive and inviting.
  - (c) Direction 8 - A thriving cultural and creative life - the Haymarket Activation Grant program will activate streets and public spaces in Haymarket with cultural events and activities.
  - (d) Direction 9 - A transformed and innovative economy - the Haymarket Activation Grant program recognises the unique characteristics and history of Haymarket, and by activating the precinct with cultural events and activities will enliven the precinct and entice people to visit.

## Organisational Impact

18. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project, and review project acquittals, which include both narrative and financial reports.

19. Applicants for the Dixon Street Improvement Grant program will be supported through the process by a planning and design concierge service. This concierge service will be supported using existing resources within the Planning Assessments Unit.

### **Risks**

20. Operational risks associated with implementing the proposed new grants are considered low and have been explored by City staff. There has been internal consultation with staff across areas of the City and further consultation and consideration will be given to the operational impact of implementing the grants during the application period.

### **Cultural / Environmental / Economic / Social**

21. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities and business, within the local area.
22. The Haymarket Activation Grant program and the Dixon Street Improvement Grant program have been developed in response to feedback from the Haymarket and Chinatown Revitalisation Strategy community engagement process.

### **Financial Implications**

23. The total proposed budget for the Dixon Street Improvement Grant is an estimated \$1,200,000 over three years (subject to participation), subject to public exhibition and Council endorsement.
24. The total proposed budget for the Haymarket Activation Grant is an estimated \$600,000 over three years, subject to public exhibition and Council endorsement.
25. The Dixon Street Improvement Grant program and Haymarket Activation Grant program is proposed to form part of the Grants and Sponsorship Program and budgets for 2024/25, 2025/26 and 2026/27, be referenced within the Operational Plan for each of these years, and allocated within the next iteration of the Long Term Financial Plan.
26. A maximum of \$100,000 per year for three years 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 Operational Plan for each of these years, and allowed for within the next iteration of the Long Term Financial Plan.
27. Since both programs will be open to for-profit organisations this could increase the for-profit allocation of grant funding by up to a maximum of \$700,000 per year, for three years.

### **Relevant Legislation**

28. In accordance with Section 160(1) and (2) of the Local Government Act 1993, these draft guidelines will be placed on public exhibition for 28 days and any submissions up to 42 days will be considered when finalising the grant guidelines.

29. 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 following a public exhibition process.

### **Critical Dates / Time Frames**

30. The draft grant program guidelines for the Dixon Street Improvement Grant and Haymarket Activation Grant will be placed on public exhibition for at least 28 days.
31. Council is required to place proposed new documents related to the Integrated Planning and Reporting legislation on public exhibition for 28 days. The Local Government Act 1993 requires the draft budget, and revenue pricing policy for rates, annual charges and fees be incorporated within that exhibition and consultation process. This will occur in May 2024.

The Dixon Street Improvement Grant program is proposed to run for a three-year period, commencing in 2024/25.

The Haymarket Activation Grant program is proposed to run for a three-year period, commencing in 2024/25.

### **Public Consultation**

32. The Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines will be placed on public exhibition for at least 28 days, in accordance with the requirements of section 160 the Local Government Act 1993.
33. A report on the outcomes of public consultation and feedback on the guidelines will be provided with the final draft of the Dixon Street Improvement Grant Guidelines and Haymarket Activation Grant Guidelines for adoption by Council.

### **EMMA RIGNEY**

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