



Business Attraction & Improvement Fund

About the BAIF

The Westside Place Makers Business Attraction & Improvement Fund (BAIF) is provided to improve precinct amenity and stimulate local business activity in key retail precincts that exhibit attributes consistent with the City of Charles Sturt Place Making Framework.

The BAIF aims to assist small business and property owners to contribute to and build on the growth and revitalisation of these precincts by updating building facades and undertaking fit out upgrades.

BAIF Objectives

- To contribute to business diversity and attract a broad range of positive retail and business uses that respond to local demand.
- To enhance the appeal and amenity of key retail precincts in Charles Sturt by encouraging land owners and tenants to improve the physical appearance of their buildings, including their interface with the street.
- To lessen the risk for small business and landlords in pursuing new enterprises.
- To demonstrate a partnership approach to economic development and the development of Charles Sturt as an exciting and dynamic City to do business.

Funding Categories

Façade improvement

Council can provide up to 50% of project costs, to a maximum of \$3,000, for façade improvement of properties. Façade improvements need to be visually prominent and contribute to the desired character and contribute to street ambience of the retail precinct in which the business is located.

A façade improvement is more than just paint and plaster, it needs to consider how the improvement integrates with the public realm, generates civic pride, addresses all weather conditions, improves after hours public safety, enhances pedestrian use, and supports a retail and lifestyle precinct. Applications that are innovative and creative are more likely to receive funding.

Fit out

Council can provide up to 50% of project costs to a maximum of \$5,000 for new businesses seeking to establish or relocate within a retail precinct in the City of Charles Sturt that exhibits attributes consistent with the Place Making Framework. Priority will be given to businesses that make a positive contribution to existing strengths of the precinct, the conversion of office space to retail or where a property is currently vacant.

Fit out contributions can be for kitchen and dining areas, wall removal, customer service counters and display areas.



How to Apply

Property owners, tenants holding owner's consent or potential businesses that are interested in seeking funding for either Façade Improvement grants or Fit Out grants should first make contact with Council's Urban Projects team on 8408 1111 or email placemakers@charlessturt.sa.gov.au to discuss their proposal.

An onsite meeting will be convened to discuss what is proposed to ensure it complies generally with these guidelines.

To receive support a solid business plan/proposal should be lodged addressing the following issues:

- Compliance with BAIF guidelines.
- Intended business focus.
- Business hours.
- Proposed layout/floor plan.
- Intended works and three quotes.
- Start and completion dates.
- Letters of support from the property owner and proposed lease agreements.

Funding will be subject to Council's in-principle support for a proposal. Depending on meeting schedules, it may take up to eight (8) weeks after a proposal has been submitted for this support to be obtained. Urban Projects staff will advise accordingly.

Payment of Funds

Following receipt of Council's in-principle support funding will be provided once all the following conditions are met:

- A 12 month minimum lease agreement has been signed between the parties.
- All necessary statutory approvals and licenses have been secured (including development approvals and business permits).
- Support of the BAIF program must be acknowledged and Place Makers promotional material must be displayed during the course of the upgrade and for 6 months following completion.
- Satisfactory compliance with the terms of the initial in principle support.
- The completion of the upgrade is demonstrated to Council and receipts for works provided.