

COMMUNITY DEVELOPMENT GRANT PROGRAM - MARKETING GRANTS - ROUND ONE 2018

SUCCESSFUL APPLICATIONS

TABLE 1

<i>Shopfront Improvement</i>			
Applicant	Amount Requested	Project Description	Recommended / not recommended
Antiques to Retro	\$3,253.73	We would like to get local artist Jamin to do some artwork on our roller door. The brief is for shapes & lines that flow & merge. We want the design to be a hint of retro, but in a modern, contemporary style. With the building being grey, we are thinking warmer colours, to pop & stand out. The artwork will measure 4.6m long x 3m high. We are also engaging Rhi Bryce, another local artist, to do a mural on the upper story level of the shop frontage. The brief we gave her was black & white, large scale, so it stands out, a single armchair, a coffee table, a lamp, a lady in a retro dress, etc in a mid century retro style. The artwork will measure 6m long x 2m high. We will also need to hire a scissor lift, to gain safe access for Rhi's work.	Recommended \$3,253.73
TKS Superannuation Fund	\$5,000.00	The building has two levels, in the 1960's and 1970's various additions were made and concrete steps to the upper level were installed. I intend to remove the unsightly concrete steps and reinstate the original facade and add a modern entrance to the northern side of the building. To provide access to the upper level an internal staircase will be constructed. In addition to the shop front improvement the whole interior of the building will be improved to a high standard. New kitchenette, new disabled toilet, and two existing toilets upgraded. Insulation to the upper level and air conditioning units will be installed and the will be a complete internal re paint, floor coverings and tiles.	Recommended \$5,000.00

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Salamanca Arts Centre (SAC)	\$5,000.00	Salamanca Arts Centre (SAC) is a popular and important capital city arts and community hub with the site activated both day and night. Situated within SAC are both the Founders Room and the unique Peacock Theatre which are popular Hobart evening venues. Shows generally commence at 8pm and with daylight savings occurring from October to April the remaining six months still require new audience members to locate the building and specific entrances. We would like SAC's exterior signage to be strip lit at night. This includes the Salamanca Arts Centre signage above the main entrance, signage on the corner of Kelly's and Wooby's Lane and the entrance to the Founders Room on Wooby's lane. The current lighting does not directly shine on any of the exterior signage. Personal safety is a concern without our signage lit in the laneways. To be installed primarily for directing visiting audiences and tourists to the centre and safety, it will also to allow us to visually show support for cultural events with a colour control setting that allows us to tailor our light to the relevant festival identifier colour.	Recommended \$5,000.00

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Local Trader				
Applicant	Location	Amount Requested	Project Description	Recommended / not recommended
Lily & Dot	Mid Town	\$3,253.73	Following the production of the Make it to Midtown brochure in December 2017 featuring 20 small businesses (Phase 1), the precinct has gained significant traction in social media and tourism platforms to help increase visitation to the area. The trader group has also forged a strong relationship with UTAS Hobart Apartments, participating in a student welcome event in March 2018. This grant for Phase 2, presents an opportunity to extend our reach via new physical and digital distribution channels, including the cruise ship market, to encourage footfall during the quieter Winter trading period and into Spring/Summer 2018/19.	Recommended \$3,253.73
Salamanca Square Inc.	Salamanca	\$5,000.00	We are seeking to have a Christmas event in Salamanca Square that brings the Hobart community together by activating and driving visitation to Salamanca Square in what is often an under utilised space on a Sunday afternoon. 'Christmas Family Fun' in Salamanca Square will include Christmas entertainers, face painters, a visit from Santa, a family Christmas movie on the Mercury big screen, Christmas caroling and tasty Christmas food.	Recommended \$5,000.00

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TABLE 2

Shopfront Improvement			
Applicant	Amount Requested	Project Description	Recommended / not recommended
Just a Bite	\$4,000	Applying for a grant to repair/replace dark green rectangular heritage tiles, paint the shop frontage a heritage dark green, rewrite existing signage on the canopy as it has faded and replace the side gate with colorbond to give it a more modern but still in keeping with the heritage look.	Not Recommended
Maatsuyker Abalone Co	\$5,000	Maatsuyker Abalone Co has partnered with The Fish Man seafood punt at Hobart's Constitution Dock, with the combined aim of presenting a new line of live and value-added abalone and rock lobster products. The partnership requires some significant new signage to engage a growing Asian tourist market. This new multilingual signage will undoubtedly engage the new Asian visitors to the dock area, and surely benefit all neighbouring businesses. Note that while the Constitution Dock area is technically a TasPorts managed precinct, we strongly believe that the growing number of International tourists visiting by both plane and cruise ship requires a concerted effort by local businesses to engage these visitors in their languages. By making the first effort in the area with cross-language signage, particularly Mandarin, Cantonese and Japanese, we hope to inspire other local businesses in the HCC managed area to follow suit.	Not Recommended
The Frog Trading Trust	\$3,114	We are looking to uplift the standard of the little room that is front and center of the Pickled Frog and a prominent feature on Liverpool Street. The existing structure would be more aesthetic if the roof were replaced and the fascia boards to be updated and the windows to repaired. We are working on lifting the standard of the entire building this year and would like to focus on the little room as part of the shopfront development grant.	Not Recommended

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TABLE 2

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Applicant	Amount Requested	Project Description	Recommended / not recommended
The Bank Arcade 64-68 Liverpool Street, Hobart	\$5,000	We hope, if successful, to: 1. Install new signage to the Liverpool St entrance - new fascia instalment 2. Replace the existing Wellington Court entrance sign with a new sign.	Not Recommended
Straight up coffee and food	\$2,750	We are hoping to apply for upgrades to the front of our café with a repaint of walls and window frames/door and external awning mounted heaters. The paint is quite chipped and aged, the window frames are all aluminum that doesn't look that appealing and also is a great place for people to place graffiti. We are looking at painting the external walls a lighter grey and then paint the aluminum a darker colour as then it will make it harder to graffiti the underneath of the awning we will just freshen up with a similar colour as our neighbours have.	Not Recommended

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Domestique Cyclewear	Bank Arcade	\$5,000	This marketing campaign is in response to the growing cruise ship market in Hobart and recognises the unique advantage The Bank Arcade has as one of Australia's oldest trading arcades. As a collective of independent micro businesses we wish to draw tourists into our space who would otherwise miss our 'tucked away little gem' in the heart of city. This grant would enable us to present a display board/sign at the Hobart Cruise Terminal and provide up-to-date portfolio of the businesses trading within the arcade, including a small brochure with a map to find us for visitors to take.	Not Recommended