

Business and Community Assistance Program

The following are current initiatives from this Council as a response to COVID-19

- * Waiving footpath trading permits
- * Waiving health registration fees for affected businesses
- * Waiving on-street car-parking fees
- * Community clubs and organisations rental assistance
- * Commercial tenancy rental assistance for affected Council-owned properties

The \$484,000 from the proposed 2% Rate increase will fund:

- * **Discover Your Own Backyard** - a promotion for locals to get out and about
- * **Horsham Accommodation** - encouraging short-stay visits in and around Horsham
- * **Love Your City** - marketing activation for music/art/media
- * **Conference promotion** - marketing Horsham as a conference destination
- * **Digital Horsham** - training and mentoring for online business marketing
- * **Virtual Main Street** - an online platform for promoting Horsham products and shopping
- * **Community Grants** - funding boost for the existing program
- * **Stronger Business** - grants available for innovation and change
- * **COVID Safe** - a support program with grants for adaptation for events
- * **Business Sustainability** - business Horsham and industry networking
- * **Community Wellbeing** - supporting community connections and resilience
- * **Sports and Community** - grants to assist with financial challenges and adaptation

TOTAL VALUE: \$1,096,572

The following are support and promotional initiatives using **existing** funding:

- * Grampians Way - destination marketing
- * Grampians Resident Attraction and Retention Strategy
- * Wimmera Lakes promotion
- * Forum - supporting event organisers
- * Shopfronts - lighting, heritage upgrades, grants program
- * Shop local - #togetherwearestronger is an existing campaign
- * City Centre Activation - public space activation works
- * Silo painting - a regional arts and tourism opportunity

TOTAL VALUE: \$147,000

- * Funding for the **Hardship Co-ordinator** - Assisting people with advice and information

ALL UP: \$1,293,687

Noting that all of the above are 'proposals' at this stage

Mayor, Mark Radford