



**REGENERATING MIDTOWN**

# Midtown Small Business Support Programme 2024

**AUCKLAND'S FUTURE IN PROGRESS**





# Regenerating midtown

Auckland's city centre is progressing towards an exciting future, as part of the planned vision in the City Centre Masterplan.

Already downtown, Karangahape Road, and Wynyard Quarter have undergone transformational upgrades, providing a different experience of urban life for people in these areas.

The regeneration of midtown is centred around the City Rail Link Te Waihorotiu Station that will see tens of thousands of people use the station daily to get to work and study, as well as to midtown's unique offering of arts, culture and entertainment venues and activities.

The Auckland Council group will be delivering a series of projects that will create attractive public spaces; make midtown a safer and more efficient place to move around; and deliver infrastructure that will enable more homes and businesses to be located here.

Once complete, it will mean:

- Wide and generous footpaths for people walking and shopping, with space for outdoor dining and activation.
- Easier and safer access to employment, study, culture and entertainment opportunities in the city centre.
- Enabling new buildings and developments like the Symphony Centre which will provide more homes and places for people to live and work. This will in turn bring more potential customers for businesses and create employment opportunities.
- A healthier and greener place with more trees and plants and better air quality.
- Award-winning architecture, design and artwork that tells the story of the Waihorotiu valley and Tāmaki Makaurau.

## Find out more

Follow the progress at: [progressAKL.co.nz/midtown](https://progressAKL.co.nz/midtown) Contact us at: [midtown@aucklandcouncil.govt.nz](mailto:midtown@aucklandcouncil.govt.nz)

*This programme is made possible with the support of the city centre targeted rate.*



City Rail Link's Te Waihorotiu Station entrance on Wellesley Street

# Supporting businesses in midtown

We know that building an underground train station and improving infrastructure and streetscapes in the middle of a city comes with disruption, and being a good neighbour is important to us.

That's why the Auckland Council whānau, including Auckland Transport and Watercare, have built on the Link Alliance Small Business Support Programme to expand support for businesses during construction across the wider midtown area.

This programme was developed with the support of local business association, Heart of the City.

## How the Small Business Support Programme works

This programme offers tailored support and services to help businesses boost resilience and adapt to the changing environment, and prepare to take advantage of the opportunities that will come with the City Rail Link (CRL) and the regeneration of midtown.

It is part of a comprehensive approach to supporting business through construction – including things like minimising noise and disruption, maintaining access and wayfinding, wellbeing support, and a programme of activities to ensure midtown still feels as vibrant and attractive as possible during construction.

Key to the programme is an independent business connector who works with businesses to help identify their specific needs and guide them towards existing support options, including a \$3000 business support microgrant.

Auckland Council will also work with businesses to enable expanded outdoor dining in new streetscapes (where permitted by the Street Trading Bylaw). Customised support may include help with understanding and completing licensing requirements, licence fees and equipment.

Free  
**business  
connector**  
service

Microgrants  
of up to  
**\$3,000**  
per year

Support for  
expanded  
**outdoor  
dining**

### Introducing William Keung, independent business connector



Building on his recent work for CRL in midtown and Karangahape, William Keung from WERKITS Ltd and his team are adept at identifying solutions to the challenges of operating a business in a construction zone. Their remit is wide, and the team can provide marketing advice, mentoring and access to an extensive network of professional services for advice outside their own expertise. This is a free, independent, tailored service. Your conversations with William are confidential and will not be shared with Auckland Council unless you want them to be.

## Annual microgrants to small businesses in midtown

Businesses impacted by construction in midtown can apply for a grant of up to \$3,000 per year.

To be eligible your business must be:

- a retail, service or hospitality business within midtown (area shaded in blue\* in map below) and
- located on the ground or first floor and impacted negatively by construction disruption, and
- have fewer than 20 full-time equivalent employees or contractors.

The independent business connector will work with you to tailor your grant application according to your specific business needs.

For 2024, the grant amount is up to \$3,000 per business and must be used within six months of application.

Successful applicants will be required to provide proof of purchase or equivalent evidence that the grant was used for the approved purpose, and be asked to complete a survey about their experience of the Small Business Support Programme.

### Eligible area:



### What can grants be used for?

Grants must be used to help businesses grow resilience or adapt to the changing environment during disruption, or prepare to take advantage of the new public spaces following construction, such as:

#### Digital and other marketing

- Development of e-commerce and social media commerce platforms
- Social media strategy
- Social media advertising
- Other advertising or promotional initiatives

#### Shopfronts

- Increasing the attractiveness of your frontage and/or outdoor space
- Maintenance or equipment such as signage, outdoor dining furniture, heating or shelter

#### Business adaptation or innovation

- Exploring new products or services to meet the needs of changing customer needs in midtown

#### Wellbeing

- Resilience support or training for owners or staff
- Counselling, mindfulness training, yoga sessions or other activities to address stress and support physical wellbeing

### How to apply

If you'd like support for your small business, simply contact us at [midtown@aucklandcouncil.govt.nz](mailto:midtown@aucklandcouncil.govt.nz).

If you'd like to apply for a microgrant, our independent business connectors will walk you through the application process. They'll meet with you to discuss your needs and help you complete the simple application form. They'll then add their comments to help us consider your application, and submit it direct to Auckland Council on your behalf.

If your application is successful, they'll help you provide the necessary paperwork to receive payment. Refer to the grant application form for more details, terms and conditions.

# SUPPORTING BUSINESSES IN MIDTOWN

## Grant Application - Auckland Council Midtown Small Business Support Programme

### About your business

Business name:

Business No (NZBN):

Contact Person:

Physical Address:

Postal Address:

Phone:

Email:

Business bank account:

(Please provide a copy of business bank deposit slip or bank statement along with this application)

GST Registered?

Yes ☐ No ☐

GST number

If successful, do you want your grant to be paid to a third party e.g. the supplier you will engage to provide the services funded using the grant? Yes ☐ No ☐

If yes, who should the funds be paid to?

### Applicant Disclaimer and Signature

I certify that my application is true and complete to the best of my knowledge.

I understand that false or misleading information in my application may result in my application being withdrawn or declined, and no further grant applications will be considered.

I acknowledge that Auckland Council or their representative has the right to seek verification to ensure the grant is used for the purpose specified in my application.

If my application is successful, I commit to spending the funds on the stated purpose within six months from the approval date. Proof of purchase must be kept on file for at least three years/36 months.

Signature:

Date:

Supporting information attached:

<input type="checkbox"/>	Bank account confirmation e.g. deposit slip or bank statement
<input type="checkbox"/>	Quote or cost estimate



Applicant to complete in conjunction with independent business connector:

## **Your grant proposal**

What will you use the grant for, and why?

Please ensure that your proposal includes:

- How much is the application for? (up to a maximum of \$3,000)
- How will you use the grant, what is it for?
- How will it make a difference to your business?
- How will you know if it has made a difference? (e.g. increased revenue, decreased costs, improved customer feedback)

You may add more information in separate documents if needed.

Please supply a quote or similar to show the anticipated cost of the item/service you will purchase with the grant.

For administration only:

## Business Connector Evaluation

To be completed by WERKITS Ltd business connector. Please ensure your comments include:

- Category of spend
- Professional assessment of legitimacy and viability of proposed grant purpose
- Any other comments or information to support Auckland Council decision making

## Business Connector Disclaimer and Signature

WERKITS Limited, having been appointed as service provider of this business support programme, declares that WERKITS Limited and WERKITS company employees are not, and shall not be, in any situation that could give rise to an actual or perceived conflict of interest in this application or the use of any proposed grant purpose.

If a conflict of interest arises, WERKITS Limited shall notify Auckland Council immediately and make alternative arrangements.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

## Auckland Council Decision

<input type="checkbox"/>	Approved	<input type="checkbox"/>	Declined	<input type="checkbox"/>	More information needed
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Comments:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

