

HEARTLAND ENTERPRISE PLACEMAKING GRANT

WHAT IS THE HEARTLAND ENTERPRISE PLACEMAKING GRANT?

The Heartland Enterprise Placemaking Grant supports selected ground-up placemaking projects that will help to inject vibrancy and boost consumer spending at heartland shops.

These include

- community engagement activities,
- public art installations,
- workshops, and
- thematic festivals, all of which contribute to business growth and footfall in the heartlands.

HOW CAN I BENEFIT FROM THE GRANT?



Organise innovative placemaking projects that can help you expand your customer base, increase revenue and identify new business models.

WHAT SUPPORT CAN I GET?



Up to **50%** funding of eligible cost for selected placemaking activities in the heartlands¹, capped at \$10,000 support per project. These could include, but are not limited to:

- Third-party consultancy services
- Hardware, equipment and software
- Marketing collaterals and activities
- Professional services (e.g. event management, branding/creative works, audit)

Operational costs and existing, commonly found placemaking activities in the heartlands, such as festive light ups, bazaars and traditional night markets will not be supported.

¹ Heartlands refer to precinct clusters, neighbourhood centres and town centres within HDB postal codes. Applicants can check if their shop falls within a HDB postal code based on HDB's One Map.

HOW CAN I APPLY?

- 1 You may connect with Business Advisors from the Heartland Enterprise Centre Singapore (HECS) for a complimentary consultation.
- 2 You will then require an endorsed grant evaluation form from HECS.
- 3 Finally, submit your application together with the grant evaluation form and vendor quotation(s) on the Business Grants Portal (BGP) at www.businessgrants.gov.sg.

*You will need to register for a CorpPass account to transact on BGP.

Ready to take the first step? Find out more:



Scan the QR code to connect with Heartland Enterprise Centre Singapore.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm

An initiative by:

**Enterprise
Singapore**

In partnership with:



Updated as of March 2024

邻里企业社区营造计划

什么是邻里企业社区营造计划？

邻里企业社区营造计划支持一系列企业自发的社区营造项目。这些项目将为邻里注入新活力，增加公众在邻里商店的客流量和消费。

此计划的主要目的是通过

- 社区活动、
 - 公共艺术装置、
 - 工作坊、
 - 主题节庆等获批的社区营造项目
- 来促进邻里商业的发展和增加客流量。

我将如何收益？



组织创新的社区营造项目有助于拓展您的客户群，增加收入，并探索新的商业模式。

我能获得什么支持？



获批的邻里区¹营造活动可获得高达**50%**的成本资助，各项目的资助以S\$10,000为限。这些活动可包括但不限于：

- 第三方咨询服务
- 硬件、设备和软件的租借或购买
- 营销传单或活动
- 专业服务（例如活动管理、品牌/创意工作、审计）

项目的运营经费和现有的传统社区营造活动，例如节日灯光装饰、集市和传统夜市，无法受到此计划的支持。

¹ 邻里区指的是组屋局邮政编码内的区域集群、社区中心和市镇中心。申请人可以根据组屋局的 One Map 检查他们的商店是否位于组屋局的邮政编码范围内。

我该如何申请？

1 您可以联系新加坡邻里企业中心 (HECS) 的业务顾问，获得有关此计划的免费咨询。

2 您需要获得由HECS 认可的资助评估表格。

3 最后，将您的申请表格和供应商报价提交至企业津贴网 (Business Grants Portal, 简称BGP) : www.businessgrants.gov.sg。

* 您需先注册一个商业电子政府密码 (CorpPass) 账户，才可在BGP平台上进行交易。

踏出第一步，您准备好了吗？欲知详情，



扫描二维码，与新加坡邻里企业中心联系。

请拨 6741 3429

营业时间：周一至周五，上午 9:00 点至傍晚 6:00 点

主办机构：

Enterprise
Singapore

合作机构：



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