

## CREATIVE KUALA LUMPUR GRANTS PROGRAMME

### OVERVIEW

Application Opens	Application Closes	Applicants Notified By	Approved Applications Workshop
29 May 2023	26 June 2023	24 July 2023	1 week after notification
	17 July 2023	18 August 2023	
	14 August 2023	15 September 2023	

#### **1. What is Downtown Kuala Lumpur?**

Downtown Kuala Lumpur is the historical city centre of Kuala Lumpur that is thriving with new energy, due to a wealth of iconic and beautiful tangible and intangible heritage and cultural assets. Over the years, multiple efforts have been taken by various stakeholders and communities to preserve and celebrate Malaysia’s history, creative and cultural offerings.

To fully unlock the potential of Downtown Kuala Lumpur, the Kuala Lumpur Creative and Cultural District (KLCCD) Strategic Master Plan was created with a vision to create an inclusive, authentic, and viable creative and cultural places that knit together the historic fabric to enhance its liveability and visitor appeal.

#### **2. What is the Creative Kuala Lumpur Grants Programme?**

The Creative Kuala Lumpur (Creative KL) Grants Programme aims to revitalise the historical city centre towards the creation of a creative, liveable, vibrant, and thriving hub by offering opportunities to perform creative district revitalisation and economic development work while, strengthening social, and environmental resilience within Downtown Kuala Lumpur.

It hopes to draw talent and businesses to Downtown Kuala Lumpur; and encourage creation of an environment that appeals to them to live, work, eat and play. Quality of place attributes are integral to attracting and keeping talent, and a deep pool of diverse talent will be a key selling point for bringing new investment to the creative district.

Revitalisation takes multiple forms and varying levels of targeted public investment. Therefore, Think City, with the support of the Ministry of Finance, has launched the Creative KL Grants Programme under Budget 2023, to achieve that vision and address the urban challenges present within Downtown Kuala Lumpur.

### **3. What are the objectives of the Creative KL Grants Programme?**

The programme objectives are to:

- Preserve and celebrate diversity of cultural assets in Downtown Kuala Lumpur, whilst strengthening its sense of place and identity;
- Optimise underutilised and undervalued tangible and intangible cultural heritage assets and enhance the appeal of Downtown Kuala Lumpur;
- Strengthen community empowerment and development through capacity building and community programmes;
- Catalyse the creation of a network of cultural and creative nodes through new businesses that will drive creative and culture-based economy; and
- Encourage more knowledge sharing, private-public partnership, spurring multi-stakeholder interest and commitment towards more sustainable urban regeneration.

### **4. Who can apply for the Creative KL Grants Programme?**

The grants programme is open to individuals, collectives, community-based organisations and non-governmental organisations\* with project ideas that can diversify the visitor experience, create culturally aligned local economic outcome and contribute to the rejuvenation efforts of Downtown Kuala Lumpur.

The lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

*\*Organisations registered under Registrar of Companies, Registrar of Societies and Registrar of Businesses are welcome to apply.*

### **5. What does the Creative KL Grants Programme support?**

The Creative KL Grants Programme supports direct expenses for you to implement your proposed project that may range from **RM50,000 to RM300,000** per application.

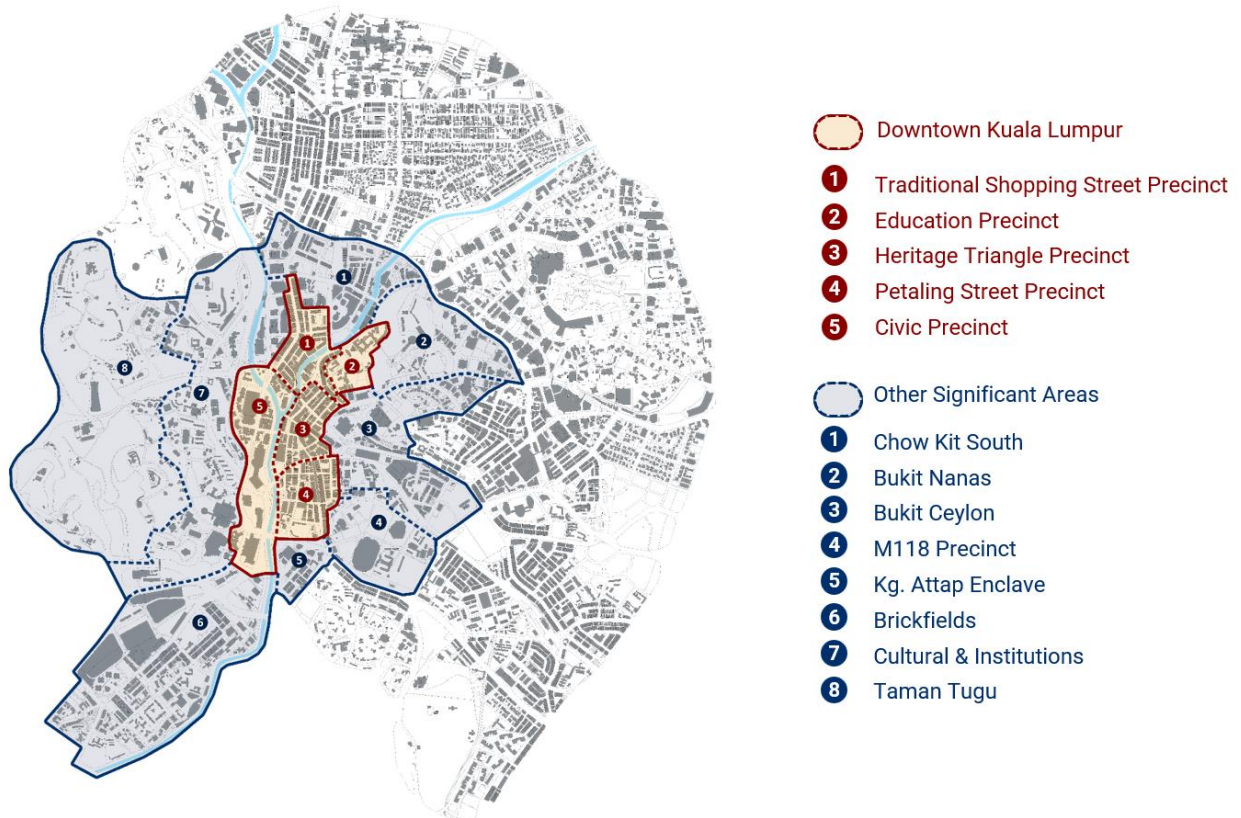
It is important to note that the programme:

- prioritises projects that have a 1:1 co-investment;
- prioritises projects with high impact potential;
- supports projects that are inclusive to all communities, bring new users to the space, injects new creative content, diversifies usage of spaces; and
- prioritises projects that can completed by end of 2023.\*

*\*A written request must be submitted to Think City by 1 November 2023 should an extension beyond this time be required.*

**6. Where is the geographical focus of the Creative KL Grants Programme?**

The programme prioritises projects within 250m radius surrounding the Dataran Merdeka Area, Masjid Jamek LRT Station, Jalan Hang Lekiu Area and Pasar Seni Transit Hub. These areas are primarily within Downtown Kuala Lumpur (highlighted in red). Nevertheless, applicants are welcome to propose projects beyond these mentioned areas as long as it is within the coverage outlined in the map below (highlighted in blue).



Source: Kuala Lumpur Creative and Cultural District Strategic Master Plan

## 7. What does the Creative KL Grants Programme support include?

The Creative KL Grants Programme supports direct project costs associated to five themes:

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### 7.1 SPACE REJUVENATION

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To invigorate and bring new life to dilapidated/abandoned buildings and spaces around Downtown Kuala Lumpur by reviving, refurbishing, and repurposing them to preserve urban heritage, create positive and healthy spaces, enhance liveability and visitor appeal.

- **Technical support** – Studies, technical assistance, assessment and other advisory services required to achieve:
  - Building restoration including façade treatment, roofscape repairs or enhancements, interior fit-outs,
  - Public spaces improvement including pocket parks, extending green cover, enhancing the space around your building for public recreation, amongst others.
- **Capacity building support**- The grant covers efforts to enhance skills, knowledge, and competencies of local communities towards fulfilling the project objective.
- **Project implementation** – Supporting the construction or refurbishment of the project.
  - Building restoration including façade treatment, roofscape repairs or enhancements, interior fit-outs,
  - Public spaces improvement including pocket parks, extending green cover, enhancing the space around your building for public recreation, amongst others.

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### 7.2 BUSINESS SEEDING AND/OR EXPANSION

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To repopulate the city and contribute to the socioeconomic development of the city by assisting business owners with starting new business or relocating and expanding their existing business in Downtown Kuala Lumpur.

- **New businesses** – The start of a new business within the area, this may include product production, provision of services or technological integrations to support the creative and cultural ecosystem.
- **Business expansion** – The expansion of an existing business to strengthen its presence within the area.

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### 7.3 CREATIVE CONTENT AND/OR ACTIVATION

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To support and strengthen the creative ecosystem through the creation of opportunities for artisans, cultural workers, and creative practitioners to deliver high quality content and programmes in Downtown Kuala Lumpur.

- **Content creation** – Collating, compiling, publishing, and interpreting information that can be shared with the public to enhance visitor experience and widen the visibility of both tangible and intangible content.
  - Tangible content – for e.g., events, physical or digital publications, programmes
  - Intangible content – for e.g., research, methodologies
- **Activation** – Curating, coordinating, and producing events, festivals, programmes to celebrate the diversity of stories, history, and cultural assets; and enriching the visitor experience.

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### 7.4 COMMUNITY DEVELOPMENT

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To strengthen resilience, encourage participation via programmes that are designed for local communities.

- **Capacity building** – Programmes, activities, workshops, masterclasses, courses, or certification to facilitate the transfer of knowledge or skills of a particular subject to the wider community.
- **Community programmes** – Community led programmes or activities to increase community involvement, inclusivity, and resilience within Downtown Kuala Lumpur.

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### 7.5 RESEARCH AND/OR PUBLICATION

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To build a creative and cultural district that is well-supported by research, that will in turn enhance the visibility of the district, enhance visitor experience, and create opportunities for the community to thrive.

- **Research and analysis** – Fund researchers to conduct thorough analysis to identify needs and challenges of the ecosystem and track impact.
  - **Publication** – Collating, compiling and interpreting information that will go into publishing, including cultural mapping, guidelines, documentation, and printing of collaterals.
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## **8. What are the requirements to apply for the Creative KL Grants Programme?**

Interested applicants are required to attend open day sessions and/or grant application clinics organised by Think City, to fully understand the necessary criteria, objectives, and proposal preparations.

<b>8.1 SPACE REJUVENATION</b>	
Technical support	For projects to qualify: <ul style="list-style-type: none"> <li>Identified property(s) must be located within the Downtown Kuala Lumpur focus area;</li> <li>To include an activation plan and financial projection. The property must be utilised to support the KLCCD agenda by accommodating a business or an activity post-project implementation;</li> <li>Applicant must submit proof of ownership, lease, or letter of interest from property owner for project to potentially be implemented at the identified property.</li> </ul>
Capacity building	
Project implementation	
<b>8.2 BUSINESS SEEDING AND/OR EXPANSION</b>	
New businesses	For projects to qualify: <ul style="list-style-type: none"> <li>To include a business plan;</li> <li>To include a financial projection of at least 3 years;</li> <li>For new businesses, to have secured some form of partnership or kickstart funding.</li> </ul>
Business expansion	
<b>8.3 CREATIVE CONTENT AND/OR ACTIVATION</b>	
Content creation	For projects to qualify: <ul style="list-style-type: none"> <li>To include a project implementation plan, including marketing and outreach strategy;</li> <li>To include project partner(s).</li> </ul>
Activation	
<b>8.4 COMMUNITY DEVELOPMENT</b>	
Capacity building	For projects to qualify: <ul style="list-style-type: none"> <li>To include a project implementation plan, including marketing and outreach strategy;</li> <li>To include project partner(s).</li> </ul>
Community programmes	
<b>8.5 RESEARCH AND/OR PUBLICATION</b>	
Research and analysis	For projects to qualify: <ul style="list-style-type: none"> <li>To include a proposed abstract and methodology employed;</li> <li>For publications, to include a draft manuscript;</li> <li>To include project partner(s).</li> </ul>
Publication	

*Table 8.1: List of application criteria and requirements based on different grant themes.*

**9. What are examples of expenses that the Creative KL Grants Programme support?**

Below are examples of qualifying costs under the Creative KL Grants Programme.

<b>ELIGIBLE EXPENSES</b>	
<b>Project mobilisation and preliminary works</b>	<ul style="list-style-type: none"><li>• Studies, technical assistance, assessment and other advisory services required prior to project implementation;</li><li>• Site mobilisation, clearance, and cleaning</li></ul>
<b>Materials and supplies**</b>	Raw or produced materials required for the purpose of: <ul style="list-style-type: none"><li>• Artwork or installation production</li><li>• Construction</li><li>• Greening</li><li>• Publication</li></ul>
<b>Production, construction and publication</b>	Costs related to project implementation that may include the rental of machinery, labour, manufacturing, printing, distribution, event technical setup amongst others.
<b>Marketing and promotional activities</b>	Inclusive of social media/ digital ads, marketing collaterals, printing of catalogues/ e-catalogues, designer fees, copywriter, photographer, videographer costs for the documentation of project.

*\*\* The examples may not be exhaustive. Please contact Think City should you require further clarification.*

**10. What are examples of expenses that the Creative KL Grants Programme do not support?**

The grants do not cover:

- Past expenditures that were commenced or implemented prior the signing of the grant agreement;
- Registration of affiliation fees;
- Cost of routine repair and maintenance;
- Existing organisational overheads (i.e., rent, insurance, utility bills, staff salaries, council tax);
- Sales and Services Tax (SST)

**11. Who is not eligible for the Creative KL Grants Programme?**

Your application will not be supported if you:

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Are an individual/ collective/ organisation:

- Have been declared bankrupt or undergoing bankruptcy proceedings;
- Currently facing an action, claim, process, or investigation against the applicant;
- Being charged and/or convicted in a criminal process or names as accused in a pending court case process;
- That have pending/ outstanding evaluation reports on the use of previous funding programme from Think City; and
- If there are any adverse findings on those applying during the due diligence process.

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Are proposing a project that:

- Has commenced prior to the date of grant notification;
  - Where the project background, issues, objectives, and outputs are not clearly defined;
  - Is not compliant with applicable laws and ordinances;
  - **Denigrate or debase a person, group, or class of individuals based on race or religion, or serve to create conflict or misunderstanding in our multicultural and multireligious society;**
  - **Threaten the nation's security or stability;** and
  - Is not intended for wider public consumption.
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## **12. What documents should be submitted with your application?**

Applications must be accompanied by a proposal that clearly identifies the intention, process, and technical requirements (if applicable) of the project. As a guideline, proposed projects should meet these basic values.

- **Respectful** – Reflect and respect local culture, history, diversity of Malaysia, and conform to applicable laws and ordinances.
- **Inclusive** – Be interactive, engaging, and accessible to people of different backgrounds regardless of age, ethnicity, social class, ability, or gender.
- **Innovative** – Contribute to the adoption of new methods or ideas to advance, compete, and differentiate successfully in their marketplace.
- **Entrepreneurial** – Demonstrate a diverse range of skillsets in order to accommodate the expansion of their businesses and brands.

Other required documents to include in your submission (in PDF format) are the below:

- Completed application form
- Applicant's CV/ profile/ portfolio (for individuals/ organisation)
- Budget – a detailed breakdown of costs, including any third-party costing (Budget breakdown template is at the end of the application form)
- Blanked-out bank statement to show proof of mailing address
- Company details – Certificate of Registration with Registrar of Companies/ Societies/ Business-Form 9, 13, 24, 44, 49, M&A
- Other supporting documents – pictures to illustrate the proposed project site, third-party costings, research documents, etc.
- Relevant documents listed in Table 8.1

## **13. How can you apply for the Creative KL Grants Programme?**

Interested applicants can submit their application and relevant documents to the official email [downtownkl@thinkcity.com.my](mailto:downtownkl@thinkcity.com.my).

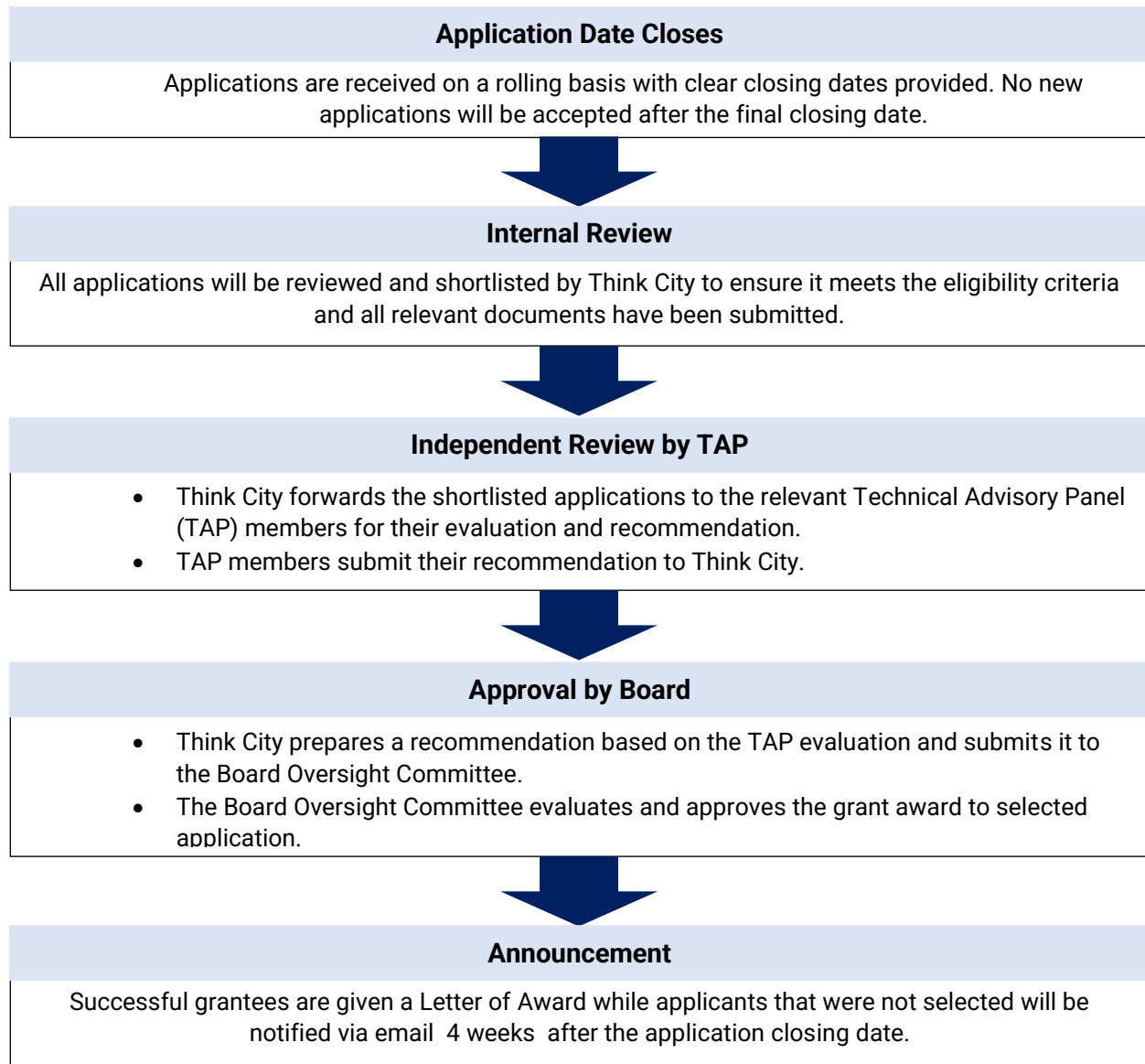
Please note that it is a requirement for you to attend the our open day sessions or grant application clinics.

Dates for these sessions will be announced on the Think City website and communicated through all relevant Think City platforms.

#### **14. What happens after you apply?**

All applications are jointly assessed and approved through a highly competitive evaluation process.

The process shall be as follows, subject to change or alterations from time to time as may be necessary to be decided at the sole discretion of Think City:



## **15. What happens after the applications are assessed?**

### **Successful Applications**

Successful applicants will receive an official email notification with the Letter of Offer (LOO).

The offer will be valid for seven (7) days from the time the email of notification is sent out. If you do not accept the offer within this period of time, the offer will lapse.

As a successful grantee, you will be required to be present at an Approved Application Workshop with Think City to confirm the terms and conditions of the grants.

Once the milestone deliverables are agreeable by both the grantee and Think City, you will receive a Letter of Award (LOA) stating:

- Approved grant amount and purpose;
- Terms & Conditions of the project;
- Scope of works and list of milestone deliverables.

### **Unsuccessful Applications**

Unsuccessful applicants will receive an email notification if the application is not shortlisted within the same notification period.

### **Appeals**

Think City will not be able to accept appeals. All decisions are final.

## **16. How will you receive funding?**

Funding will be disbursed upon completion of agreed milestones and deliverables. The funding will be banked in within 30 days of approved submission and sign off of milestone report to the recognised bank account of the grantee (individual or organisation).

The outlined percentages and deliverable of each milestone may be refined based on case-by-case basis and subject to final approval. The process flow is outlined below:



The cited reports provide Think City with valuable information data and outcomes reporting to monitor the performance and activity of each project and ensures accountability of public funds. It also informs the research and communication by Think City, allowing us to demonstrate the impact of our funded applicants.

## **17. What are the expectations for deliverables and reporting requirements from successful applicants?**

Throughout the grant period, you will be required to:

- Deliver proposed project within the grant period outlined in the Letter of Award (LOA) and adhere to reporting requirements as agreed;
- Keep in regular contact with Think City to update on project progress or should there be any changes in the scope of work or timeline;
- To acknowledge Think City's support through relevant media platforms and adhere to Think City's brand guidelines i.e., to include logo on all publicity and marketing collaterals for supported projects.

Milestone Reports must be submitted at the end of every agreed milestone and a Project Closure Report would be required at the end of the project, along with:

- An Outcome Assessment Survey that is to be submitted within fourteen (14) days upon completion of the project (provided by Think City);

- A finance statement that outlines actual budget utilisation (template provided by Think City); and
- Any other form of supplementary materials such as photography, videography and/or collaterals created.

Additional Notes:

Think City reserves the right to revoke any applications/ approvals should there be:

- Changes in the scope of the project without notifying and getting approval from Think City;
- Unable to complete the project as per the submitted proposal (without valid justification);
- Breach of terms and conditions specified and agreed in the Grant Agreement.

**18. Who can you contact if you have questions?**

If you have any questions, or wish to discuss your applications in detail, please contact Think City at +6013 251 8930 or email [downtownkl@thinkcity.com.my](mailto:downtownkl@thinkcity.com.my) with your enquiries or secure an appointment.

**About Think City**

Think City is an impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to [thinkcity.com.my](http://thinkcity.com.my).

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Updated on 26 May 2023.