CREATIVE KUALA LUMPUR GRANTS PROGRAMME

OVERVIEW

Application Opens	Application Closes	Applicants Notified By	Approved Applications Workshop
8 May 2024	21 June 2024	5 August 2024	1 week after notification
	29 July 2024	9 September 2024	

1.   *What is Downtown Kuala Lumpur?*

Downtown Kuala Lumpur the historical city centre of Kuala Lumpur that is thriving with new energy, due to its rich array of 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 unlock Downtown Kuala Lumpur's full potential, the Kuala Lumpur Creative and Cultural District (KLCCD) Strategic Master Plan was developed by Think City and Kuala Lumpur City Hall, with support from the National Heritage Department, Ministry of Tourism, Arts and Culture, and Yayasan Hasanah. The visionary plan aims to create an inclusive, authentic, and sustainable creative and cultural places that integrate together with the historic fabric, enhancing its liveability and visitor appeal.

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

The Creative Kuala Lumpur (Creative KL) Grants Programme conceived in 2020, is designed to revitalise the historical city centre towards the creation of a creative, liveable, and thriving hub. By empowering communities and providing opportunities for creative district revitalisation and economic development, the programme aims to enhance social and environmental resilience within Downtown Kuala Lumpur.

It hopes to draw talent and businesses to Downtown Kuala Lumpur; creating an environment that entices them to live, work, eat and play in the area. This emphasis on quality of place attributes is crucial for attracting and retaining talent, which, in turn, becomes a key factor in attracting new investments to the creative district.

To date the programme has awarded RM5.6million to 54 applicants, achieving a co-investment ratio of 1:6.8. These grantees thus far focused on areas such as the Civic Precinct, Petaling Street Precinct, Heritage Triangle Precinct amongst others.

Given the diverse nature of revitalisation efforts and varying levels of targeted public investment, we are grateful for the continued support of the Ministry of Finance, Malaysia. Think City remains

committed to advancing the Creative KL Grants Programme under Budget 2024, to achieve the vision for Downtown Kuala Lumpur and address the urban challenges it faces.

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

The programme objectives are to:

- Establish a network of creative and cultural hubs through supporting new businesses, incubation and knowledge-based centres;
- Optimise underutilised heritage assets whilst enhancing the appeal of Downtown Kuala Lumpur;
- Enhance environmental resilience through urban greening, and other innovative solutions;
- Create positive and liveable spaces to encourage repopulation and vitality;
- Foster digital innovation and growth opportunities in the digital and multimedia sector; and
- Promote knowledge sharing and private-public partnership, for sustainable urban regeneration.

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

The grants programme welcome individuals, collectives, community-based organisations, businesses 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 take on full administrative responsibility and actively participate in the entire process.

∗Organisations registered under Registrar of Companies, Registrar of Societies and/or Registrar of Businesses are welcome to apply.

5.   What does the Creative KL Grants Programme support?

The Creative KL Grants Programme provides funding for direct expenses related to proposed project, with grant amounts ranging from **RM30,000 to RM300,000** per application.
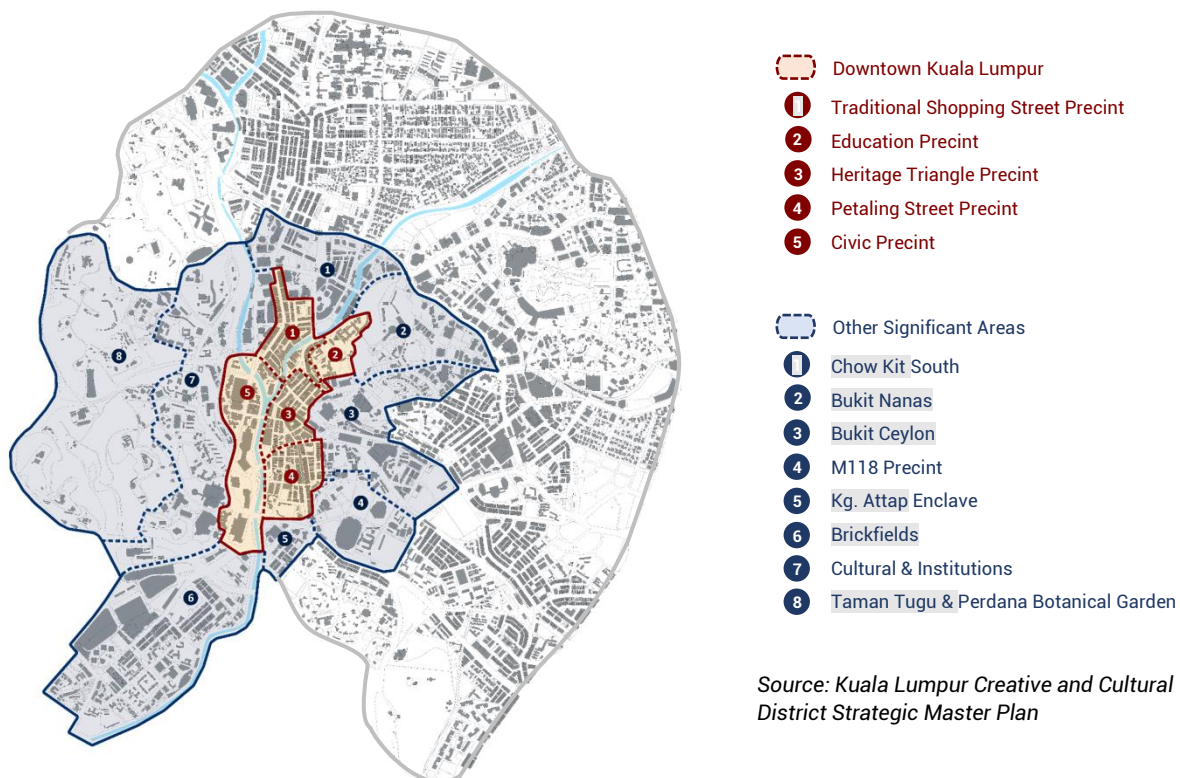
It is important to note that the programme:

- prioritises projects that have a RM1:RM1 co-investment;
- prioritises projects with high impact potential;
- supports projects that are inclusive to all communities, attract new users to the space, introduce new creative content, or diversify the usage of spaces; and
- prioritises projects that can be completed by 30 June 2025.∗

A written request must be submitted to Think City by 1 May 2025 for any extension beyond deadline.

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

The programme prioritises projects within the core area of Downtown KL i.e. 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) and its other significant areas (outlined in blue). Nevertheless, applicants are welcome to propose projects within the KLCCD coverage area. (outined in grey).

Downtown Kuala Lumpur
1 Traditional Shopping Street Precinct
2 Education Precint
3 Heritage Triangle Precint
4 Petaling Street Precint
5 Civic Precint

Other Significant Areas
1 Chow Kit South
2 Bukit Nanas
3 Bukit Ceylon
4 M118 Precint
5 Kg. Attap Enclave
6 Brickfields
7 Cultural & Institutions
8 Taman Tugu & Perdana Botanical Garden

Source: Kuala Lumpur Creative and Cultural District Strategic Master Plan

7. *What urban challenges are faced in Downtown KL?*

Dilapidated Built Form	Lack of Thermal Comfort	Poor Public Realm	Negative Perception of Safety
Lack of First and Last Mile Connectivity	Homelessness	Limited Night-time Activity	Decline in Traditional Trades
Lack of High Value Visitor Experience and Offering	Lack of Support Services for Creative Business	Limited Knowledge-based Content and Incubation Hubs	Lack of Residential Population

8. *How can the Creative KL Grants Programme help your project support Downtown KL's vision?*

The Creative KL Grants Programme supports projects associated to six themes:

8.1 SPACE REJUVENATION

Revitalise and repurpose unutilised heritage assets and spaces around Downtown Kuala Lumpur. This will preserve our urban heritage, create positive spaces, and make the area appealing for residents and visitors.

- **Restoration and adaptive reuse** – Support studies, technical assistance, assessment, advisory services and/or physical upgrades to restore heritage buildings and reinstate its architectural and heritage significance.

- **Technical support –** Enhance the skills, knowledge, and competencies of local communities towards fulfilling the project objective.

- **Creative and cultural space enhancement** – Support the refurbishment of interior spaces to meet specific functional requirements of operating a *creative and cultural business*[1], including improving technical specifications to facilitate events.

Reference

1. In the Malaysian context, DIKN (2009, p.i), the creative and cultural industries were categorised into three main areas, with a dedicated focus on digital/multimedia from the outset:
o **Multimedia:** film and TV, advertising, design, animation and digital, content;
o **Culture and arts:** crafts, visual arts, music, performing arts, creative writing, fashion and textiles; and
o **Cultural heritage:** museum, archives, restoration, preservation

8.2 CREATIVE & CULTURAL BUSINESS SEEDING AND/OR EXPANSION

To support the establishment and growth of creative and cultural businesses to enhance socioeconomic development, ecosystem and community building whilst strengthening Downtown Kuala Lumpur's identity as a thriving hub.

- **Business seeding** – Seeding new creative and cultural businesses or supporting services, which may include product development, provision of services or technological integrations.

- **Business expansion** – Expanding existing creative and cultural business or preservation of *heritage trades and traditional business[1]* to strengthen its presence within the city, which may include wayfinding, refreshed branding, interpretation, documentation, or activation efforts.

Reference

1. According to a 2016 study by International Islamic University Malaysia (IIUM), heritage trades and traditional businesses can be defined as those that have been operating for at least 25 years, with inherited and/or displayed special character related to cultural value (eg: involving traditional crafts or associated with traditional customs)

8.3 CREATIVE CONTENT AND/OR ACTIVATION

To support and strengthen the creative ecosystem by creating opportunities for artisans, cultural workers**,** and creative practitioners in Downtown Kuala Lumpur.

- **Research and publication** – Support the creation, interpretation, and documentation of high-quality content to enhance accessibility and appreciation for the city's cultural diversity. This includes cultural mapping, creating photobooks, producing films, and publishing content across various platforms.

- **Activation and programming –** Support the planning curation, and organisation of events, festivals, workshops and activities, to activate spaces, promote community inclusion and collaboration, while positioning Downtown Kuala Lumpur as a creative, liveable hub.

8.4 ENHANCING ENVIRONMENTAL RESILIENCE

To foster vibrant, and liveable environments that attract people to live, work and play, by demonstrating effective urban greening, nature-based practices and innovative solutions.	• **Greening interventions** – Enhance greenery and implement Nature-based Solutions for better thermal comfort, shading, cooling, and overall pedestrian experience, which may include community gardens, pocket parks, and green walls or roofs. • **Innovative mitigations –** Use innovative methods, practices or technologies to address and mitigate urban environmental challenges like flash floods, urban heat island effect, air pollution, and improper waste disposal.

8.5 DIGITALISATION

To promote innovative digital solutions, to engage the community, celebrate heritage assets, exchange knowledge and enhance visitor experiences.	• **Content digitalisation and gamification** – Use technology to interpret, document, showcase and share cultural content, historical and educational information. • **Tech-enabled urban solutions** – Develop and implement innovative solutions such as smart infrastructure, and digital platforms to address urban challenges such as waste management, and mobility.

8.6 CAPACITY BUILDING

To strengthen resilience, and community participation via programmes that are designed for local communities.	• **Professional development** – Boost talent and creative and cultural economy growth by equipping emerging talents with necessary technical and/or business skills, knowledge, insights and networks. • **Youth empowerment** – Provide children and youth with exposure towards the creative and cultural realms, encouraging interest, participation, and appreciation from an early age.

9. *What are the requirements to apply for the Creative KL Grants Programme?*

Interested applicants are required to attend open day sessions or other outreach sessions by Think City or its associated partners, to understand the criteria, objectives, and proposal preparations. Application requirements for each Creative KL Programme theme are detailed below:

9.1 SPACE REJUVENATION

Restoration and adaptive reuse	For projects to qualify:
Technical support	• Asset must be located within the KLCCD focus area;
Creative and cultural space enhancement	• Applicant must plan for or secure a conservator for heritage building projects;
	• Property must support the KLCCD agenda by hosting a business or an activity post-project implementation;
	• Submit an activation plan and financial projection;
	• Provide proof of ownership, lease, or letter of interest from the property owner for the project site.

9.2 CREATIVE AND CULTURAL BUSINESS SEEDING AND/OR EXPANSION

Business seeding	For projects to qualify:
Business expansion	• Submit a business plan;
	• Provide a financial projection for at least 3 years;
	• For new businesses, secure a partnership or kickstart funding;
	• Submit proof of ownership, lease, or letter of interest from the property owner for the project site

9.3 CREATIVE CONTENT AND/OR ACTIVATION

Research and publication	For projects to qualify:
Activation and programming	• Submit a project implementation plan, including a marketing and outreach strategy;
	• Provide a list of project partner(s);
	• For research and publications, include a draft manuscript, a proposed abstract, and methodology where necessary;
	• Submit proof of ownership, lease, or letter of interest from the property owner for the project site.

9.4 ENHANCING ENVIRONMENTAL RESILIENCE

Greening intervention	For projects to qualify:
Innovative mitigations	• Submit a project implementation plan, including a marketing and outreach strategy;
	• Provide a list of project partner(s);
	• Submit proof of consultation with BOMBA or DBKL on the

	technical and legal of proposed project; • Submit proof of ownership, lease, or letter of interest from the property owner for the project site.
9.5 DIGITALISATION	
Content digitalisation and gamification Tech-enabled urban solutions	For projects to qualify: • Submit a project implementation plan, including marketing and outreach strategy; • Provide list of project partner(s); • Submit proof of ownership, lease, or letter of interest from the property owner for the project site.
9.6 CAPACITY BUILDING	
Professional development Youth empowerment	For projects to qualify: • Submit a project implementation plan, including marketing and outreach strategy; • Provide list of project partner(s).

Table 9.1: List of application criteria and requirements based on grant themes.

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

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

ELIGIBLE EXPENSES	
Project mobilisation and preliminary works	• Studies, technical assistance, assessment, and other advisory services required prior to project implementation; and • Site mobilisation, clearance, and cleaning.
Materials and supplies	• Costs associated with raw or produced materials required for the purpose of artwork, installation, production, construction, greening and publication.
Equipment and technology	• Costs may include rental of machinery, equipment, software or necessary technology for manufacturing, printing, distribution, and event technical setup.
Professional services	• Fees for hiring consultants, contractors, or other professional or advisory services required for specific project tasks; and • Costs associated with capacity building activities aimed

	at enhancing the skills and knowledge of the project team or wider community.
Marketing and promotional activities	• Expenses related to promoting and disseminating project information, such as social media/digital ads, marketing collaterals, printing of catalogues and website development; and • Inclusive of engagement of creative personnel – designer, copywriter, photographer, videographer.

Remarks:
The examples provided above may not be exhaustive. Please contact Think City should you require further clarification.

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

The grants do not cover:

- Expenditures incurred before the signing of the grant agreement;
- Registration fees or licenses;
- Accommodation costs;
- Routine repair and maintenance expenses;
- Purchase and acquisition of physical assets;
- Existing organisational overheads (i.e., rent, insurance, utility bills, staff salaries, council tax);
- Fines, financial penalties and litigation expenses; and
- Sales and Services Tax (SST)

12. Who is not eligible for the application of Creative KL Grants Programme?

Your application will not be supported if you:

Are an individual/collective/organisation:
- Declared bankrupt or undergoing bankruptcy proceedings.
- Currently involved in legal actions, claims, processes, or investigations.
- Facing criminal process or named as accused in a pending court case process.
- Have pending/ outstanding evaluation reports on the use of previous funding programme from Think City.
- Adverse findings discovered during the due diligence process.

Are proposing a project that:

- Commenced prior to the date of grant notification.
- Lacks clear definition of project background, issues, objectives, and outputs.
- Does not comply with applicable laws and ordinances.
- Contains content that denigrate or debase individuals, or groups based on race or religion, or may create conflict or misunderstanding in our diverse society.
- Threaten the nation's security or stability.
- Not intended for wider public consumption.

13. 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 engaging, and accessible to people of all backgrounds regardless of age, ethnicity, social class, ability, or gender.
- **Innovative** – Introduce new methods or ideas to advance, compete, and differentiate successfully in the market.
- **Entrepreneurial** – Demonstrate a range of skillsets to expand businesses or 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)
- Project team and roles (including key partners who are overseeing or advising for the entire tenure of the project)
- 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/ Organisation details – Certificate of Registration with Registrar of Companies/ Societies/ Business-Form 9, 13, 24, 44, 49, M&A
- Other supporting documents – current pictures of project site, third-party costings, research documents, etc.
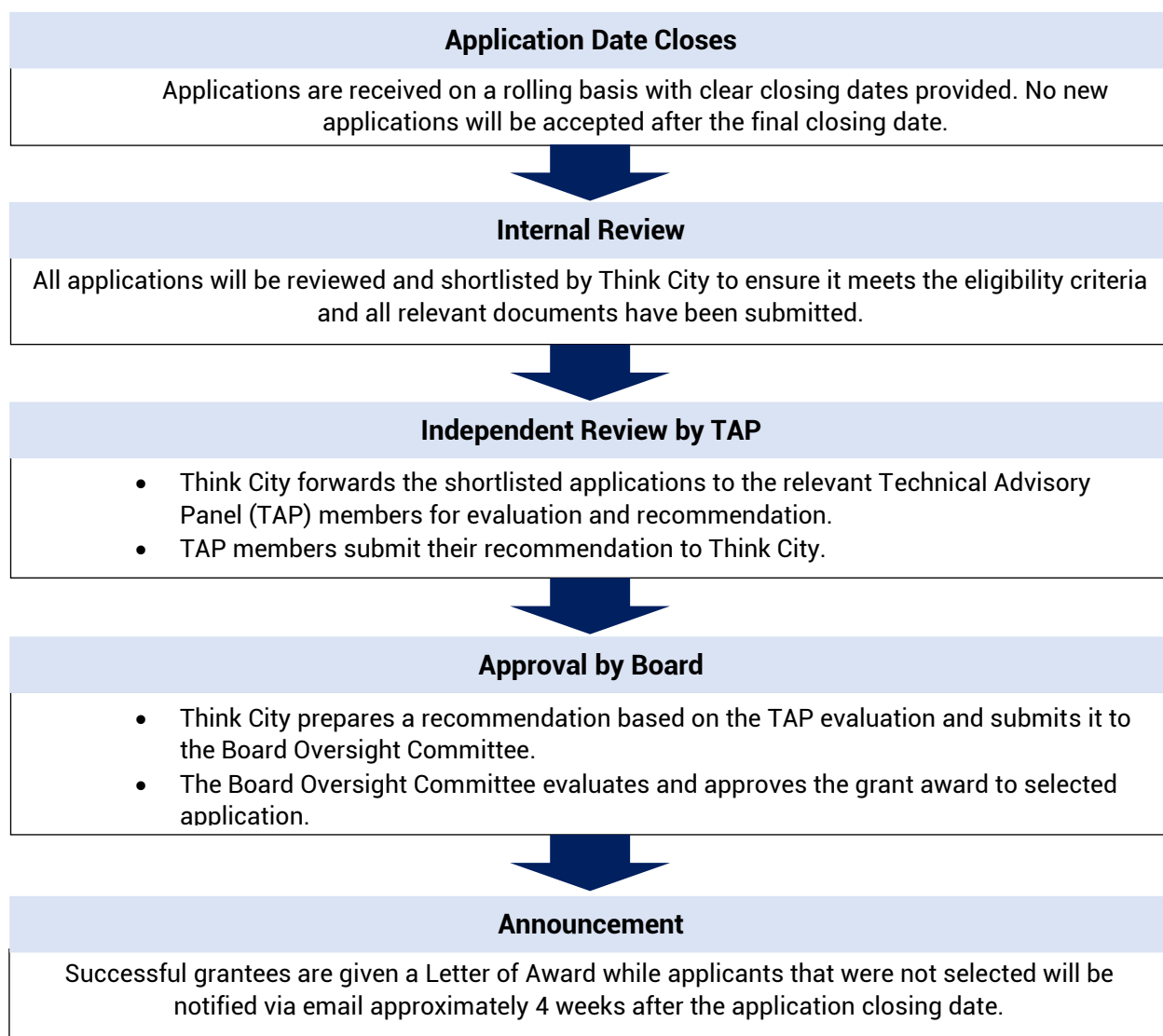- Relevant documents listed in Table 9.

14. How can you apply for the Creative KL Grants Programme?

Interested applicants can submit their application and relevant documents to grants platform at
https://thinkcity.com.my/CKLGP.

Please note that it is a requirement for you to attend our open day or outreach sessions. Dates for these sessions will be announced on the Think City website and communicated through all relevant Think City platforms.

15. 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:

Application Date Closes

Applications are received on a rolling basis with clear closing dates provided. No new applications will be accepted after the final closing date.

⬇

Internal Review

All applications will be reviewed and shortlisted by Think City to ensure it meets the eligibility criteria and all relevant documents have been submitted.

⬇

Independent Review by TAP

- Think City forwards the shortlisted applications to the relevant Technical Advisory Panel (TAP) members for evaluation and recommendation.
- TAP members submit their recommendation to Think City.

⬇

Approval by Board

- Think City prepares a recommendation based on the TAP evaluation and submits it to the Board Oversight Committee.
- The Board Oversight Committee evaluates and approves the grant award to selected application.

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Announcement

Successful grantees are given a Letter of Award while applicants that were not selected will be notified via email approximately 4 weeks after the application closing date.

16.   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.
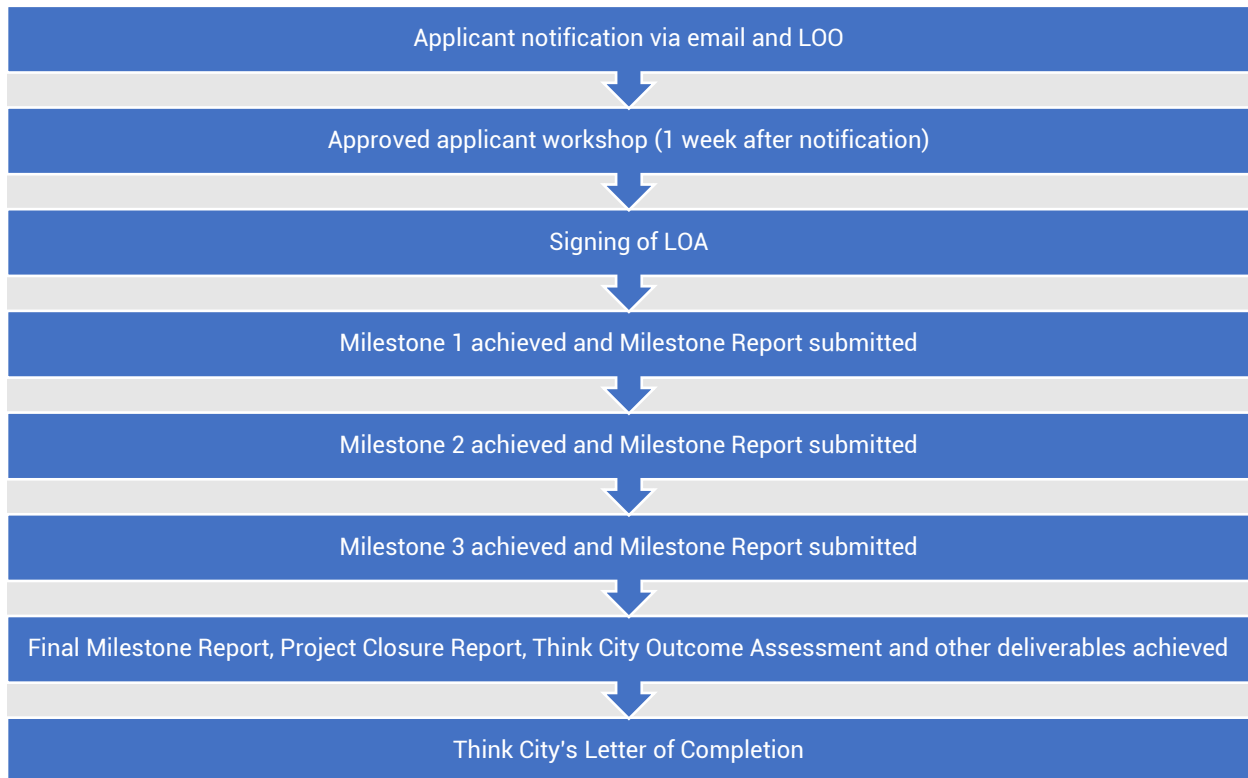
Appeals
Think City will not be able to accept appeals. All decisions are final.

17. *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 a case-by-case basis and subject to final approval. The process flow is outlined below:

Applicant notification via email and LOO
↓
Approved applicant workshop (1 week after notification)
↓
Signing of LOA
↓
Milestone 1 achieved and Milestone Report submitted
↓
Milestone 2 achieved and Milestone Report submitted
↓
Milestone 3 achieved and Milestone Report submitted
↓
Final Milestone Report, Project Closure Report, Think City Outcome Assessment and other deliverables achieved
↓
Think City's Letter of Completion

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.

18. 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; and
- Acknowledge Think City's and Budget 2024'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); and
- Breach of terms and conditions specified and agreed in the Letter of Award (LOA).

19.   *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 via Whatsapp message at +6013 201 8930 or email 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.

End.

Updated on 6 Mei 2024.