

Heartland Enterprise Placemaking Grant (邻里企业社区营造计划)

What is it?

One of the focus areas of 'Our Heartlands 2025' initiative is to enhance the vibrancy of heartland precincts and enable these merchants to stay relevant and competitive.

The Heartland Enterprise Placemaking Grant (HEPG) encourages heartland merchants to organise innovative placemaking activities. These include community engagement activities, public art installations, workshops, and thematic festivals. These activities will complement regular events in the heartlands organised by the local Community Clubs and Merchants' Associations, contributing to business growth and footfall in the heartlands.

How does it work?

The HEPG defrays up to 50% of eligible cost for selected placemaking activities organised by heartland merchants in the heartlands, capped at S\$10,000 support per project.

Supportable areas include:

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

However, the HEPG does not support operational costs and commonly found placemaking activities in the heartlands, such as festive light ups, bazaars and traditional night markets.

Who is it for?

Interested heartland merchants will need to meet the following criteria:

- Be a business entity that is registered/ incorporated in Singapore;
- Have a minimum of 30% local shareholding;
- Have a group annual turnover not exceeding S\$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees; and
- Have a physical storefront or shop, and operating a business in the heartlands¹.

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](#).

From 1 March 2024, interested applicants can connect with Business Advisors from the Heartland Enterprise Centre Singapore for a free consultation by calling 6741 3429 or emailing enquiries@hecs.com.sg. More information can be found at <https://www.enterprisesg.gov.sg/budget-2024>.

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