Heartland Placemaking Grant: Test a S$14,000 Project

### Description

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**Enterprise Singaporeâ??s Heartland Enterprise Placemaking Grant supports selected community activities, public art, workshops and thematic festivals at up to 70% of eligible costs, capped at S$14,000 per project. Routine operating costs and common festive light-ups, bazaars or traditional night markets are not supported.**

This guide is for a heartland merchant or merchant group considering a community placemaking project. Its purpose is to decide whether the concept is innovative and supportable rather than an excluded routine bazaar or operating expense. The answer comes first because the costliest mistake is usually taking the next irreversible step before the controlling condition is known.

## Which operating path applies?

### The idea is a routine bazaar or festive light-up

Redesign it around a stronger placemaking outcome or do not use HEPG.

### The applicant lacks a heartland storefront

Check another support route.

### The project has eligible third-party, hardware, marketing or professional costs

Build a cost-and-evidence schedule.

### Work is about to start

Confirm application and approval timing before committing.

The table is a triage tool, not a substitute for the underlying authority. It separates the readerâ??s situation from the action, so a general rule is not applied to the wrong person, property, business, journey or account.

## Define the place problem

An event format alone is not a business case. The controlling position was checked against EnterpriseSG HEPG page.

**Do this:** Measure footfall, dwell time or empty periods first. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Build an original intervention

The grant excludes common formats that do not add new value.

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**Do this:** Explain why the activity changes how people use the precinct. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Confirm business eligibility

Local shareholding, size and storefront conditions apply.

**Do this:** Prepare ownership, turnover or employment and location evidence. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Separate eligible from operating cost

Rent, ordinary payroll and routine overhead should not be disguised.

**Do this:** Create a line-by-line cost classification. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Calculate the cap correctly

Seventy per cent support still leaves co-funding and stops at S$14,000. The related operating detail was also checked against EnterpriseSG HEPG brochure.

**Do this:** Model approved eligible cost, support and merchant cash. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Design measurement before launch

Footfall claims need a baseline and comparable period.

**Do this:** Choose counters, receipts and participant feedback methods. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Use the advisory route

EnterpriseSG points applicants to Heartland Enterprise Centre Singapore.

**Do this:** Take the concept and draft budget to the consultation. This turns the rule into a dated record that another person can review, instead of leaving the outcome to memory or an informal message.

## Two original tools for this decision

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### a grant-cap calculator separating eligible project cost, 70% support and merchant co-funding

This LBRD analysis applies each branch above to the readerâ??s actual role, timing and evidence. Write the facts in separate columns, mark unknowns, and do not convert an estimate into a confirmed eligibility result.

### a before-and-after placemaking scorecard for footfall, dwell time, new customers and merchant participation

Keep the source, date checked, decision owner, deadline and supporting document in the same record. The value of this tool is not the template itself; it is the visible connection between the official condition and the action taken.

## Stress-test the plan

A S$30,000 eligible project would not receive S$21,000 because the support cap is S$14,000. If fully approved at the cap, the merchant group still needs at least S$16,000 plus any excluded costs; this is a planning calculation, not a grant promise.

The example is an analysis, not a promise that an authority, operator, provider or professional will reach the same result. Change one material fact at a time and re-run the decision. If the route depends on a date, amount, pass type, legal form, age, location or approved drawing, verify that field at the point of action.

## Before acting

1. Redesign it around a stronger placemaking outcome or do not use HEPG.
2. Check another support route.
3. Build a cost-and-evidence schedule.
4. Confirm application and approval timing before committing.
5. Choose counters, receipts and participant feedback methods.
6. Take the concept and draft budget to the consultation.

Save the two official pages with the date checked. If an online form, price, timetable, clinic network or approval condition changes, the current official service must take priority over this explainer.

## Recheck the evidence before the final step

Read the official material in the order the decision occurs. First confirm who or what is covered. Next confirm the effective date, threshold, location or document requirement. Then record any exception and the evidence for using it. Finally, verify the live submission, booking, payment or approval channel. This sequence prevents a valid rule from being attached to the wrong case.

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A second reviewer should be able to reproduce the conclusion from the saved facts. If they cannot, the file is not ready: identify the missing field, return to the primary source and label any remaining uncertainty plainly.

Do not combine separate controls into one yes-or-no answer. Eligibility, cost, timing, approval, suitability and service availability can each have a different source and owner. A favourable answer on one field does not cure a failed condition on another. Keep the branches separate until every consequential field is confirmed.

Also distinguish the date a rule was announced, the date it takes effect and the date the reader must act. Where a future change is involved, write both the present process and the transition point. That makes it clear which instruction applies today and what must be checked again later.

## Limits and escalation

Approval is selective and current terms control. Do not start or commit expenditure before confirming the application conditions.

Where the facts are disputed or the consequence is material, pause and ask the controlling authority or an appropriately qualified professional. Keep the answer with the documents used to make the decision.

## Related LBRD guides

For the next adjacent task, read Enterprise Development Grant: Apply Before You Start. You may also need Startup SG Founder: Take the AMP Route Before Applying.

**Date Created**
14/08/2026
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