



# DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL

## TOURISM FESTIVAL & PARTICIPATIVE EVENTS GRANT 2024



Mountains



Cultural



Coastal

**CLOSING DATE WED 7TH FEB 2024**

Forms available : [www.dlrcoco.ie](http://www.dlrcoco.ie)

Tourism Festival & Participative Events Grant

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# DLR Tourism Festival & Participative Events Grant 2024

## Application Guidelines

**Important DATE:**  
Grant Process DEADLINE – **07.02.24 at 3.00pm**

### Introduction:

Dún Laoghaire-Rathdown County Council has received a small amount of funding to support a number of regional festivals and participative events from Fáilte Ireland. Together Dún Laoghaire-Rathdown County Council and Fáilte Ireland seek to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination.

Dún Laoghaire-Rathdown County Council has developed a Tourism Strategy and marketing plan. This strategy sets out a new vision for tourism development in Dún Laoghaire-Rathdown. This Regional Festivals & Participative Events grant funding will support the objectives on this strategy.

## 1. What is the DLR regional Festivals & Participative Events Grant 2024?



This programme is aimed at supporting festivals and participative events which drive domestic and international tourism and help to improve the visitor experience by animating destinations in Dún Laoghaire-Rathdown.

Typical grants awarded are **€1,000-€5,000**. In certain circumstances Dún Laoghaire-Rathdown County Council may increase the grant awarded.

Grants awarded in 2024 will be subject to available funding and the amount of applications approved.

Applicants are advised

- The DLR Regional Festivals and Participative Events Grant is a competitive grant process.
- The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out in this document.

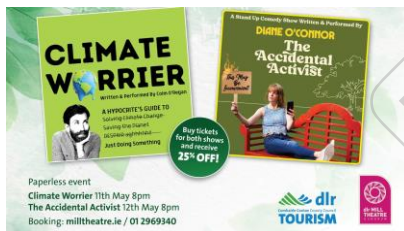
## 2. What are the Qualifying Conditions & Minimum Eligibility Thresholds for 2024?

To be considered for funding, applicants need to demonstrate the following:

- The festival/participative event **must generate a minimum of 100 visitor or tourist bed nights** in paid accommodation. In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Dún Laoghaire Rathdown County Council.
- The proposed festival or participative event project **must have a minimum expenditure of €10,000**

There is no guarantee of funding for applications which achieve the minimum eligibility requirements. The fund is limited, and all eligible applications will be evaluated on a competitive basis against the criteria set out.

## 3. Priority will be given to proposals which:



- New events to the county
- Events held outside of the traditional tourism months (i.e. October to March)
- Create memorable visitor experiences.
- Are comprehensive and professionally designed and motivating for the visitor.
- Propose a clear business plan have been prepared (*full income and expenditure budget for the event, and a comprehensive marketing and promotions plan*).
- Use digital technology to widen reach & impact
- Propose an organiser/s with an appropriate profile.
- Funding recipients 2024 be available to brief 3<sup>rd</sup> parties on their upcoming event
- Promote the Irish Language through their event
- Propose an event which nurtures and encourages a diversity or biodiversity element/s.

## 4. Who is the Programme Aimed At?

The DLR Regional Festival and Participative Events Grant 2024 is aimed at festivals and participative events that fit into one of the following categories:

- General festivals (i.e. literary, historic, traditional culture or family focused)
- Arts, Music & Theatre.
- Food & Drink.
- Sports & Outdoors.
- Business & Education.

### Ineligible events

- Purely commercial events with limited tourism appeal
- Spectator-based sporting events
- Circuses and carnivals.
- Christmas fairs and markets.
- Agricultural shows and countryside fairs with limited tourism appeal.

## 5. What are the Evaluation Criteria?

Applications that meet the qualifying conditions will be assessed under four evaluation criteria:

### 5.1 Experience Brand Fit

Dún Laoghaire-Rathdown County Council is developing a new Tourism Strategy and marketing plan. This strategy sets out a new vision for tourism development based on the promotion of three signature experiences in Dún Laoghaire- Rathdown.



#### Opening up the Coast

This concept seeks to build on the maritime possibilities presented by the destination by providing opportunities to spontaneously engage in activities on, in and beside the water.

It will respond to the need for fun, lively, active adventures, easy to get to, with great food and views.



Not only is the activity and spectacle important, but opportunities to learn are also a key aspect of this concept; whether it is learning a new water sports skill, discovering how the marine environment is being looked after or being moved by the stories of the area's rich maritime heritage.

Another key aspect of this type of experience will be the opportunity for visitors to participate in the celebration of the maritime and in the events and festivals which will showcase this to best effect.

### *Enhancing experiences and cultural heritage*



This concept speaks to the cultural heritage aspects of Dún Laoghaire Rathdown's offer of value – both its historic significance as well as its contemporary relevance. Of particular note is the literary landscape of the destination and its association with globally recognised figures.



This brand also alludes to the musical heritage of the area, as well as the lines of communication revealed in the many expressions of artistic endeavour, language and performance.

### *Activating the Mountains*



This concept seeks to build on the opportunities that the landscape offers to reach new heights, get a clearer perspective, marvel at the panoramic view, enjoy the spectacle below and encounter the hidden aspects of the mountains and valleys.

It also offers the prospect of different ways of moving through this landscape with the opportunity to encounter villages and smaller towns which can provide orientation to the mountains.

## **5.2 Tourism Impact**

This is the ability to entertain visitors and grow visitor numbers in Dún Laoghaire-Rathdown by extending the season (March to Sept) & dispersing visitors throughout the county.

## **5.3 Marketing (including Digital Marketing)**

**How is the festival/participative event going to be marketed to generate interest for the event, and possibly sold to tourists?**

We will also evaluate how the festival/participative event will be presented online and utilise digital marketing channels to generate interest amongst tourists and how the festival/participative event create's and shares motivating digital content and builds digital communities.

## **5.4 Event Planning & Management Team**

The experience and ability of the organisers will be evaluated to ensure the event is effectively managed and delivered. The festival/participative event's financial sustainability will also be reviewed.

## 6. Who Can Apply?

Organisations proposing must have

- A business address and a current Tax Clearance Access Number in the Republic of Ireland.
- Proposed event must be run in the county (Dun Laoghaire Rathdown) in 2024.

Only those applications that meet the programme's minimum eligibility criteria will be assessed for funding. It is important to note that applications will be evaluated on a competitive basis – there is no guarantee of grant assistance even if the qualifying conditions are met.

## 7. How & When to Apply?

The application form can be accessed on the Dún Laoghaire-Rathdown County Council's website. See <https://www.dlrcoco.ie/tourism-development/tourism-festivals-participative-events-grant-2024> for details.

Closing date for the receipt of applications is **Wed 7<sup>th</sup> February 2024 at 3.00pm** . All applications should be submitted to Carolyn McCarthy in person or by email . [cmcarthy@dlrcoco.ie](mailto:cmcarthy@dlrcoco.ie)

Incomplete applications and applications received after the closing date will not be considered for grant assistance.

## 8. What can be funded?

The following costs are eligible expenses and may be funded under the programme:

### 8.1 Marketing Activity:

- Marketing activities with a regional and/or national reach (This may include advertising, public relations, digital marketing and similar activities).
- Onsite branding of the event location during the event. **Note: Local marketing is not eligible.**

### 8.2 Programming of Events/Activities associated with the Festival/Participative Event:

Expenditure incurred on elements which has not received grant aid from other public bodies (e.g. Arts Council) and is considered to deliver significant benefits to tourism.

### 8.3 Development Activities:

- Feasibility studies, training and branding consultancy activities may be covered once it is clearly of long-term benefit and or/raises the festival or participative event's profile.
- If a grantee intends claiming for a development activity it must be agreed in advance and noted in the Letter of Offer.

## 9. Ineligible Expenses

The following costs are ***ineligible*** for funding:

Local Marketing Activity: Local Promotional activities i.e. flyers for local distribution, local paper advertising and paid advertising on local radio.

- Hospitality costs.
- Operational costs/overheads/administrative expenses, for example: salaries, rent, phone, office supplies, postage, photocopying. Food, accommodation and subsistence for the festival delivery team.
- Capital costs.
- In general, the cost of items for resale are ineligible, except where it can be demonstrated that they will deliver significant tourism benefits and where they have been expressly allowed in the letter of offer.
- Activities which have been or are being grant aided by other public sources (except where this co-funding arrangement has been acknowledged and expressly allowed in the letter of offer).
- Travel and related costs unless expressly allowed in the letter of offer.
- Activities that duplicate activities that Fáilte Ireland is already undertaking
- Activities undertaken outside the dates as specified in the Letter of Offer.
- Recoverable VAT
- In-kind contributions.
- Fines, penalty payments, legal costs, audit fees, financial consultancy fees.
- Trade Association membership fees or equivalent.

All applicants must be aware that the documentation required for any grant awarded, including current Tax Clearance Access Number, bank statements and claim documentation must be in the name of the grantee.



## 10. What else do we need to know ?

### 10.1 Ineligible Applications:

If an application form is from an ineligible category or fails the minimum eligibility thresholds it will not be evaluated, and the applicant will be notified of this.

### 10.2 Grant Letter of Offer:

Successful applicants will receive a grant offer letter by email. The grant letter of offer will form the contract between Dún Laoghaire-Rathdown County Council and the applicant. The grant letter of offer will detail all conditions and requirements attached to the grant. Any possible grant offer can only be made to the party identified and named in the application form.

### 10.3 Grant Drawdown Requirements:

Grant payments will only be made to the body specified as the grantee. Expenditure paid by a third party, unless reimbursed by the grantee, will not be grant aided.

Subject to the business case, up to 50% of the grant may be paid in advance once the signed acceptance of the letter of offer has been returned. Dún Laoghaire-Rathdown County Council reserves the right to withhold this facility. Any remaining amounts will be paid after the festival/event has taken place and when the grant claim (for the full amount) has been verified by Dún Laoghaire-Rathdown County Council.

**NOTE: A post event report must be received by dlr Tourism before the grant can be paid. The report must confirm how the event met the criteria set out in the guidelines.**

### 10.4 Tax Clearance:

The need for a current Tax Clearance Access Number applies to all grants awarded under this grant scheme. Successful applicants will be required to submit these details in advance of receiving payment under this scheme.

Please request this document from ROS and submit to dlr Tourism once confirmation of grant funding is received. This document can slow the payment of a grant so its best to apply for it early to avoid delays.

### 10.5 Appeals Procedure:

If an unsuccessful applicant wishes to appeal Dún Laoghaire-Rathdown County Council decision they must do so in writing within 14 days of receiving notification. All appeals will be carefully considered. Successful applicants are not permitted to appeal the amount awarded.



## 10.6 Public Procurement:

Please note that National and EU public procurement procedures must be followed where applicable. For further information refer to: <http://www.etenders.gov.ie/generalprocguide.aspx>

## 10.7 Confidentiality:

Dún Laoghaire-Rathdown County Council acknowledges its statutory duty of confidentiality to the applicant in respect of all the information received in regard to the proposed festival/participative event and undertakes not to disclose such information without prior written consent from the applicant or as required by law.

## 10.8 Canvassing:

Applicants who canvass and/or seek to influence the grant award process may be disqualified.

## 10.9 Privacy (GDPR)

Data collected as part of the grant process is managed in line with our data protection policy <https://www.dlrcoco.ie/gdpr-foi/data-protection-and-dlr>

## 10.11 Late Applications

Late applications received after the deadline will not be accepted.

## 10.12 Past Funding

Applicants should note that there are always more applications for funding than it is possible to support and this is a competitive scheme. We reserve the right not to support festivals and events that may have received funding in the past.



For further information please contact:

**Ms Carolyn Mc Carthy**

Finance & Economic Development  
Department

Dún Laoghaire-Rathdown County  
Council

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