

Dún Laoghaire Rathdown County Council

Tourism Festivals & Participative Events Grant 2022

APPLICATION GUIDELINES

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 the 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 Tourism Festivals & Participative Events Grant 2022?

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-€3,000. In certain circumstances Dún Laoghaire-Rathdown County Council may increase the grant awarded.

Grants awarded in 2022 will be subject to available funding and the amount of applications approved.

Applicants are advised

- The DLR Tourism 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 2022?

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

- The festival/participative event must generate a minimum of 100 visitor or tourist bednights 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. What Must Successful Applicants Do Well?

Successful applicants must be able to demonstrate the following:

- Help to build memorable visitor experiences in the locality, by adding vibrancy and colour to the area.
- The proposed festival/event programme will be comprehensive and professionally designed and motivating for the visitor.
- A clear business plan has been prepared to include a full income and expenditure budget for the event, and a comprehensive marketing and promotions plan.
- Where possible use digital technology to widen reach and impact
- The profile of the organisers is appropriate to manage the calibre of the proposed event.
- Festivals/participative events awarded funding must be available to brief Fáilte Ireland Tourist Information Offices in advance about the event so that information can be shared with visitors.

4. Who is the Programme Aimed At?

The DLR Tourism Festival and Participative Events Grant 2022 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.
- Other.

Importantly, the following categories of festival and participative events are ***ineligible*** for this programme, due to their limited tourist appeal:

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

5. What are the Evaluation Criteria?

Applications that meet the DLR Tourism Festival's and Participants Events Grant 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.

A. *Urban Splash*

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.

B. *Between the lines*

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. 'Between the Lines' 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.

C. *"Well Worth The Climb"*

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 festival/participative event's ability to entertain tourists and grow visitor numbers in Dún Laoghaire-Rathdown by extending the season and dispersing tourist's through the county.

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 creates and shares motivating digital content and builds digital communities.

5.4 Delivery 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 who are planning to host a festival or event within the administrative boundaries of Dún Laoghaire Rathdown in 2022. All Applicants must have a business address and a current Tax Clearance Access Number in the Republic of Ireland.

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/en/tourism-development/regional-festival-participative-events-grant> for details of opening and closing dates.

Closing date for the receipt of applications is **4.00pm February 25th 2022**. All applications should be submitted by email to dlawless@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:

The cost of marketing activities with a regional and national reach. This may include advertising, public relations, digital marketing and similar activities. Eligible costs may also include the cost of site-branding the location during the event. 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:

For example 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 Development Activity it must be agreed in advance and noted in the Letter of Offer.

8.4 Cross-Border Festival/Participative Events:

Only that portion of the project taking place in the Republic of Ireland can be funded. In this regard, applicants will need to clearly demonstrate the benefit to tourism in the Republic of Ireland from the cross border festival/participative event.

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 You 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. The grant letter of offer will form the contract between Dun 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. Dun 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 Dun Laoghaire-Rathdown County Council.

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.

10.5 Appeals Procedure:

If an unsuccessful applicant wishes to appeal Dun 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.

For further information please contact:

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