

Festivals and Events Initiative 2010

Application Guidelines for the Regional Programme

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1. The Role of Fáilte Ireland

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. In this context, our mission is broadly:

“To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry.”

Our key role is to support and help the industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, regional and local levels working together towards a common goal.

2. Purpose and introduction the Festivals and Events Regional Programme

- The Regional Events Programme is intended to support festivals and events which attract significant numbers of overnight visitors to the host locality.
- The fund is limited and applications will be evaluated on a competitive basis on the ability of the proposed event to attract overnight visitors, to provide a quality visitor experience and to raise awareness or attract media coverage to the attractions of the locality.
- The event and its organisers must demonstrate a track record in bringing significant tourism and economic benefits to the area / another area.
- To submit an application the organisers must create tourist packages around the event through co-operation and cross-selling with tourism businesses in the area (e.g.; Fáilte Ireland approved accommodation providers and / or restaurants, attractions and activity providers).
- The event must demonstrate financial sustainability and have the capacity to develop over time to a point where it does not require financial support from Fáilte Ireland.
- The Regional Programme is aimed at festivals and events who can promote themselves nationally or regionally and assist Fáilte Ireland in meeting regional tourism objectives.
- Applications for financial support under the Regional Programme will be invited through the local office.
- Festivals and events that are not eligible for financial support under this scheme may also avail of practical business supports provided by Fáilte Ireland including training, mentoring and promotion.
- Queries on the Regional Programme should be directed to the festival co-ordinator in your regional (see section 10).

3. Minimum Eligibility Criteria

- To be eligible for this programme the event must have marketing expenditure in excess of €10,000.
- Participative events which will attract a minimum of 1,000 bednights to the locality and which preferably showcase our culture, heritage, or natural landscape are eligible to apply (bednights estimated by Fáilte Ireland officers or through independent verification).
- Events falling below these thresholds are advised to contact the Fáilte Ireland officer in their region to discuss opportunities for promotion under the 'Discover Ireland' campaign which includes PR, print and radio advertising and online advertising.
- Only applications that have been invited in writing by officers of Fáilte Ireland /Dublin Tourism / Shannon Development will be accepted.

4. Criteria for Assessing Applications

The following factors will be important in assessing your application:

- How the proposal fits with the Festivals and Events Strategy and the Fáilte Ireland Regional Strategies.
- Ability to attract overnight visitors to the area,
- The quality of the experience, including whether the event provides visitors with the possibility to interact with local people and / or an authentic experience of Irish culture, landscape or heritage.
- Demonstration of cross-selling with tourism businesses and other active or passive experience-based tourism products.
- The expected benefits to tourism of the festival/event (number of visitors, €'s generated, bednights etc.).
- Value for money for each activity proposed.
- How the activity programme plans to target wider audiences in addition to the local market.
- A strategic marketing approach and plan with realistic goals and objectives.
- Whether the plan includes activities that will lead to noticeable long-term improvements in the festivals and events product sector.
- That the activity is carrying out a role that Fáilte Ireland wouldn't otherwise take.
- Strategies to reduce the dependence on Fáilte Ireland funding for year-on-year activities.
- Promoters track record and proven ability to deliver the activity/activity programme
- Previous results achieved.
- How the proposal complies with the Fáilte Ireland guidelines on How to make your Event a Green One, which provides environmental best practice for event organisers to assist you in minimising your event's impact on the environment.

5. Support Available

- Grants are available towards the cost of marketing the event beyond the local area. Support may be offered towards branding and signage at the event/locality. In general grants between €5,000 and €20,000 will be offered. *(See section 7 for list of eligible/ineligible activities).*

- Events seeking support for programming or operational activities should contact their local Leader company - details can be obtained from the Department of Community, Rural and Gaeltacht Affairs (www.pobail.ie).
- Support for programming may be available from this programme if it was excluded from Leader programme funding or where applications for support under the Leader programme have been unsuccessful.

6. Eligibility

Who can apply?

The Scheme is open to:

Individuals - who are Irish citizens or have permanent resident status in the Republic of Ireland.

Groups – In this regard a party must be nominated to take legal and financial responsibility for any funding awarded by Fáilte Ireland.

Organisations legally constituted within the Republic of Ireland - successful groups, unincorporated associations and other bodies with no legal status will be required to nominate an individual or legally constituted organisation to take legal and financial responsibility for receiving and administering the payment.

All applicants should be aware of the required documentation required for any grant awarded, including Tax Clearance Certificates and bank statements in the name of the event. Further details can be found in section 9 of this document.

7. Eligible/Ineligible Expenditure

Eligible Expenses for grant assistance:

Eligible costs must have clearly identifiable benefits. The following costs are eligible for funding:

- Marketing activity – regional, national and international. Marketing support may be given towards branding and signage of the location during the event.
- Development activity – audience research, feasibility studies, training, branding consultancy – must be of long term benefit and/or considerably raise profile of event.
- Cross border events - only that portion of the project that takes 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 at application for funding stage.

Ineligible Expenses for grant assistance:

The following costs are ineligible for funding:

- Local marketing activity.
- Programming Costs (except in areas excluded from the Leader Programme or for events that have been refused funding by Leader/LAG).
- Operational Costs.

- Overhead/Administrative Expenses - salaries, rent, phone, supplies, postage, photocopying.
- Events that promote unapproved accommodation.
- 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).
- Activities that duplicate what Fáilte Ireland is currently performing.
- Activities not specified in the letter of offer.
- Activities undertaken prior to grant approval or outside the dates as specified in the grant offer letter.
- Unpaid expenditure.
- Recoverable VAT.
- In-kind contributions.
- Expenditure paid for by a person other than the grantee.
- Fines, penalty payments, legal cost, audit fees, financial consultancy fees.

8. Method of calling for & processing grant applications

- Applications for financial support under the Regional Programme will be invited from the Fáilte Ireland Regional offices/ Dublin Tourism/ Shannon Development.
- Queries on the Regional Programme should be directed to the festival co-ordinator in your regional (see Section 10).
- Applications to the Regional Programme will be evaluated by Fáilte Ireland's regional offices, Dublin Tourism or Shannon Development, depending on the location of the event.
- Applications must initially demonstrate they satisfy the appraisal criteria above.
- Applications will be evaluated by nominated staff in the Fáilte Ireland Regional Offices.
- Following the decision correspondence will issue from Fáilte Ireland/Dublin Tourism/Shannon Development as appropriate.
- Incomplete applications and applications received after the closing date will not be considered for grant assistance other than at the discretion of the regional officers.

9. Conditions attaching to the grant offer

This section outlines the various requirements that applicants should be aware of.

Grant offer letter

Successful applicants will receive a grant offer letter. The grant offer letter will form the contract between Fáilte Ireland and the promoter. The grant offer letter will detail all conditions and requirements attached to the grant and these may include the following:

- Purpose – the purpose of the funding including targets to be achieved.
- Grant drawdown requirements.
- Acknowledging the support of Fáilte Ireland.
- Access to audience / market research.
- Retention of records.

- Public liability insurance
- Public procurement
- Freedom of information

Purpose

The targets associated with any grant offer may include one or more of the following;

- Visitor numbers or bednights.
- Level of cross-selling with tourism businesses, accommodation providers and other active or passive experience-based tourism products.
- € value of business generated from funded activities.
- Markets segments targeted.
- Circulation for print/radio/TV advertising.
- Audience Research / Market intelligence i.e. Consumer profile by country of origin and socio economic group.
- No. of hosted media/trade/tour operators/travel agents.
- No. of packaged offers sold.
- How the event's impact on the environment was minimised.
- Other relevant indicators.

Grant drawdown requirements

- It is the decision of the local office as to whether upfront payments (generally to a maximum of 50%) will be made or whether grants may only be drawn down after the event.
- In all cases the following documentation and back up must be supplied.
 - Signed Letter of Offer.
 - Completed conditions of financial assistance form – this form will be issued with the Letter of Offer.
 - A bank statement in the name of the event to show that there is a specific bank account for the event. Bank statements in individual names will not be accepted.
 - A letter from the Bank authorising Fáilte Ireland to deal with the nominated individual on behalf of the event.
 - A current Tax Clearance Certificate in the name of the event.
 - Any additional information or documentation that the Regional office deems necessary e.g. marketing plan.
- Claims for grant draw down must be submitted within the deadline and conditions specified in the Letter of Offer.
- Payments will be made on receipt of the completed grant claim which includes the following components;
 - Post event report (using the template provided).
 - Directors statement of claim signed off by two committee members (Claims over €20,000 must be certified by an independent auditor/accountant).
 - Income and expenditure statement signed off by two committee members.
 - Current Tax Clearance Certificate.
 - Bank statement showing that any initial payment amount has passed through the account of the event.
 - Events should hold on file all invoices and bank statements for 6 years. Organisers should be aware that a Fáilte Ireland employee or nominated individual may request at any time to see all of or a sample of the invoices,

- bank statements and any other documentation relating to the grant within 6 years.
 - Audited accounts for grants over €20,000.
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- Where claims have not been submitted by the deadline Fáilte Ireland may require the event to refund any advance payment made.
 - The grant will be released subject to Fáilte Ireland being in receipt of sufficient funds. In the event of any delays in payment there is no liability on the part of Fáilte Ireland or the exchequer to make good any shortfall.
 - The need for a tax clearance certificate applies to all grants awarded under this scheme. Successful applicants will be required to submit a tax clearance certificate in advance of receiving any payment under this scheme.
 - 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.

Acknowledging the support of Fáilte Ireland

Where any of the following are produced in relation to the funded activity undertaken the Fáilte Ireland logo and the words "*in association with Fáilte Ireland*", must appear on same;

- Website - a hyper-link to Fáilte Ireland's consumer website should be provided.
- Literature/brochures.
- Posters / Billboards.
- Audio-visual material.

In addition Festivals and events supported under the Initiative will be required to:

- Incorporate into the media coverage verbal mention of Fáilte Ireland and references to Ireland or your town/city/region as a holiday destination.
- Only promote accommodation that has been registered and approved by Fáilte Ireland.

Access to Market Research

To ensure that we can provide an effective service to the industry we are continuing to strive to collate and leverage all sources of market intelligence in the marketplace. Therefore, we request that if in receipt of funding you provide us with a copy of any relevant market research data that you have collected or have access to. A tourism research template is available from Fáilte Ireland if required.

Public procurement

Please note that EU public procurement procedures must be followed where applicable.

Freedom of information

Fáilte Ireland wishes to advise applicants that, under the Freedom of Information Act (which came into force on 21st April 1998), the information supplied in the application form may be made available on request, subject to Fáilte Ireland's obligations under law.

Retention of records

Grantees must comply with all conditions in relation to the retention of records. All relevant records must be made available on request for examination by authorised officials of Fáilte Ireland, the Department of Arts, Sport and Tourism, other relevant Government Departments and the Office of the Comptroller and Auditor General. The statutory period for retaining records of account under Irish law is generally 6 years.

Public Liability Insurance

Grantees are required to supply proof of appropriate public liability insurance coverage for activities licensed on public land. Grantees are strongly advised to have appropriate public liability insurance in all circumstances.

10. Further Information

Further Information on this scheme can be obtained from the following regional offices:

Fáilte Ireland – **South West** (Cork, Kerry)
Áras Fáilte, Grand Parade, Cork City
Main contact: Justine Carey
Phone +353 (0)21 425 5100
Email justine.carey@Fáilteireland.ie

Fáilte Ireland – **South East** (Carlow, Kilkenny, South Tipperary, Waterford, Wexford)
41 the Quay, Waterford City
Main contact Jackie Murphy
Phone +353 (0)51 875 823
Email jackie.murphy@Fáilteireland.ie

Fáilte Ireland – **West** (Galway, Mayo, Roscommon)
Áras Fáilte, Forster Street, Galway City
Main contact Marie Donoghue
Phone +353 (0)91 537 700
Email marie.donoghue@Fáilteireland.ie

Fáilte Ireland – **North West** (Cavan, Donegal, Leitrim, Monaghan, Sligo)
Áras Reddan, Temple Street, Sligo
Main contact Noelle Cawley
Phone +353 (0)71 916 1201
Email noelle.cawley@Fáilteireland.ie

Fáilte Ireland – **East & Midlands** (Kildare, Laois, Longford, Louth, Meath, North Offaly, Westmeath, Wicklow)
Dublin Road, Mullingar, County Westmeath
Main contact Derek Dolan
Phone +353 (0)44 935 8761
Email derek.dolan@Fáilteireland.ie

Dublin Tourism (Dublin City & County)
Suffolk Street, Dublin 2
Main contacts Corinne Lincoln/Jane Fitzpatrick
Phone +353 (0)1 605 7758
Email festivals@dublintourism.ie

Shannon Development (Clare, Limerick, South Offaly, North Tipperary)
Tourism Marketing, Town Centre, Shannon, County Clare
Main contact Laura Meehan
Phone +353 (0)61 710 319
Email Meehanl@shannon-dev.ie