

# **Festivals and Events Initiative 2012**

## **Application Guidelines**

### **Regional Festivals and Participative Events Programme**

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## **The Role of Fáilte Ireland**

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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.

## **Introduction to the 2012 Festivals and Events Initiative**

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The Festivals and Events Initiative is administered by Fáilte Ireland’s Business Tourism & Events Division, in consultation with its regional offices and Dublin Tourism and Shannon Development.

The initiative is primarily intended to assist festivals and participative events which;

- Attract significant numbers of overnight visitors to the host locality
- Animate key destinations within Ireland
- Provide quality visitor experiences of Irelands culture, heritage and landscape
- Raise awareness or attract media coverage of the attractions of the locality
- Demonstrate financial and environmental sustainability

There are two grant schemes

### **Regional Festivals and Participative Events Programme**

- The regional programme is aimed at supporting events which drive domestic tourism and help to improve the visitor experience by animating key destinations in Ireland.
- Grants will normally be in the range of €5,000 to €20,000.
- Application forms for this programme will be available from 21<sup>st</sup> November 2011 from the festival co-ordinator in your region (details at end of this document).
- All applications for 2012 events must be submitted by email by midnight on Friday 13<sup>th</sup> January 2012.

### **National Festivals and Participative Events Programme**

- The national programme is aimed at supporting larger events which attract significant numbers of international visitors to Ireland.
- Applications to this programme must be made online at [www.failteireland.ie/festivals](http://www.failteireland.ie/festivals) . The online application process will be made available from 21<sup>st</sup> November 2011.
- All applications for 2012 events must be submitted by email by midnight on Friday 13<sup>th</sup> January 2012.

## **Minimum Eligibility Thresholds**

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Only eligible applications will be considered for funding. In order to focus limited resources on events with an immediate tourism impact changes have been made to the structure of the grant schemes and event organisers are requested to consider the following minimum eligibility thresholds before completing an application.

To apply for this programme, events must clearly demonstrate the following:

- Festivals must generate a minimum of 600 bednights. In the absence of valid accommodation surveys or audience surveys, the tourism impact will be estimated by Fáilte Ireland staff.
- Participative sporting events must generate a minimum of 1,000 bednights.
- The festival /event must have a minimum expenditure of €10,000.
- 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).
- Festivals and events that are not eligible for financial support under this scheme may avail of practical business supports provided by Fáilte Ireland including training, mentoring and in certain cases promotion.

### **Evaluation Criteria**

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

Fáilte Ireland will prioritise events which;

- Attract overnight visitors to Fáilte Ireland approved accommodation.
- Attract overseas visitors to Ireland.
- Animate key destinations within Ireland.
- Provide quality visitor experiences of Ireland's culture, heritage and landscape.
- Raise awareness or attract media coverage of the attractions of the locality.
- Are well organised and run by experienced professionals.
- Demonstrate a track record in bringing tourism benefits to the area / another area. (Events that have previously been funded but cannot demonstrate the impact in terms of tourist numbers attending the event should expect funding to be reduced).
- Demonstrate financial sustainability and have the capacity to develop to a point where they do not require financial support from Fáilte Ireland.

### **Who can apply?**

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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.

## **SUPPORT AVAILABLE**

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### **Eligible Expenses for grant assistance:**

Eligible costs must have clearly identifiable benefits. The following costs are eligible for funding of up to 100%

- Marketing activity – Up to 100% of the cost of selected marketing activities with a regional, national and international reach (may include advertising, PR, emarketing etc). Local marketing is not eligible. Marketing support may also include the cost of branding of the location during the event.
- Programming Activity - Up to 100% of the cost of selected programming activity, where the programme element has not received other grant aid and is considered to deliver significant benefits to tourism. NB: In areas where the Leader Programme / Rural Development Programme is in operation, support for programming will only be available if the Leader Company has refused to provide support for programme expenditure.
- 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.
- 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.

## **METHOD OF CALLING FOR & PROCESSING GRANT APPLICATIONS**

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- 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.

## **CONDITIONS ATTACHING TO THE GRANT OFFER**

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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.
- 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**

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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:

Rose Green – [rose.green@failteireland.ie](mailto:rose.green@failteireland.ie) / Phone 021-4255108

Fáilte Ireland – **South East** (Carlow, Kilkenny, South Tipperary, Waterford, Wexford)

4<sup>th</sup> Floor, Wallace House, Maritana Gate, Canada Street, Waterford

Main contact: Jackie Murphy

Phone +353 (0) 51 312707

Email [jackie.murphy@Fáilteireland.ie](mailto: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](mailto:marie.donoghue@Fáilteireland.ie)

Fáilte Ireland – **North West** (, Donegal, Leitrim, Sligo)

Áras Reddan, Temple Street, Sligo

Main contact: Noelle Cawley

Phone +353 (0)71 916 1201

Email [noelle.cawley@Fáilteireland.ie](mailto:noelle.cawley@Fáilteireland.ie)

Fáilte Ireland – **East & Midlands** (Kildare, Laois, Longford, Louth, Meath,

North Offaly, Westmeath, Wicklow)

Dublin Road, Mullingar, County Westmeath

Main contacts:

Louth, Meath, Kildare, Wicklow: Colin Hindle: [colin.hindle@failteireland.ie](mailto:colin.hindle@failteireland.ie) / Phone: 087-1278510

Longford, Laois, North Offaly, Westmeath, Cavan, Monaghan: Mary Allen: [mary.allen@failteireland.ie](mailto:mary.allen@failteireland.ie) / Phone: 044-9348761

**Dublin** Tourism (Dublin City & County)  
Suffolk Street, Dublin 2  
Main contact: Jane Baxter  
Phone +353 (0)1 605 7758  
Email [festivals@dublintourism.ie](mailto: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](mailto:Meehanl@shannon-dev.ie)