

Festivals and Events Initiative 2010

Application Guidelines

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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. The Purpose of the Festivals and Events Initiative

The Festivals and Events Initiative is administered by Fáilte Ireland’s Leisure Tourism Division, in consultation with its regional offices, Dublin Tourism and Shannon Development. The primary objective is to encourage the spatial spread of visitors throughout the country by strategically investing in attractive and sustainable festivals and events which enhance the local tourism product and in turn expand regional tourism.

3. Introduction to the 2010 Festivals and Events Initiative

Regional Programme

- Festivals and selected participative events with total annual expenditure of €200,000 or less may be eligible for support under the Regional Programme.
- 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.
- To be eligible for financial support under the Regional Programme the festival / event must have a minimum marketing budget of €10,000.
- Applications for financial support under the Regional Programme will be invited in January 2010.
- 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 (details at end of this document).

National Programme

- Festivals and Events with annual expenditure in excess of €200,000 should apply for funding under the National Programme.
- The National Programme is intended for larger, professionally run festivals and Events, which are promoted to national and international audiences in addition to their local

audience and, which can demonstrate their success in bringing tourism and economic benefits to Ireland and the local area.

- Applications to the National Programme must be made online and the online application process will be made available in December 2009. The deadline for applications is midnight on Monday January 2010.

ANNUAL EXPENDITURE	OVERARCHING CRITERIA	RELEVANT PROGRAMME	CONTACT
€200,000 +	<ul style="list-style-type: none"> ✓ Promoted to National and international audiences in addition to the local audience. ✓ Demonstrate tourism and economic benefits are brought to Ireland in addition to the local area. ✓ Have national and international media appeal ✓ Demonstrate a synergy with the core brand values expressed through Ireland's destination branding.(www.tourismireland.ie) 	National Programme	Fáilte Ireland – Dublin (see below)
€10,000*- €200,000	<ul style="list-style-type: none"> ✓ Promoted to regional and national audiences. ✓ Must have capacity to grow to a level at which it will attract significant numbers of overnight visitors to the host locality. ✓ Must have national media appeal 	Regional Programme*	Fáilte Ireland – regional office/Dublin Tourism/Shannon Development (see below)

****the Minimum threshold for the regional programme is €10,000 in marketing expenditure. Festivals and events that are below the threshold for financial support under this scheme may still avail of practical business supports provided by Fáilte Ireland including training, mentoring and promotion. Contact the relevant Fáilte Ireland – regional office/Dublin Tourism/Shannon Development for further details.***

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.
- 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.
- Level 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 activities 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

Maximum support provided will be:

- Up to 50% for marketing and programming activity.
- Up to 100% for development activity judged to be of long term benefit and/or considerably raise the profile of the event.

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.

7. Method of calling for & processing grant applications

This section outlines the procedure for individual grant applications from application to grant decision.

Regional Programme

- Applications for financial support under the Regional Programme will be invited in January 2010.
- Queries on the Regional Programme should be directed to the festival co-ordinator in your regional (details at end of this document).

- 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.

National Programme

- Applications to the National Programme will be sought by open invitation from Fáilte Ireland in December 2010.
- Applications to the National Programme must be made online and the online application process will be made available in December 2009. The deadline for applications is midnight on Monday January 2010.
- Applications to the National Programme will be evaluated through the Festivals and Events unit in Fáilte Ireland's Dublin office.

All applications

- Applications must initially demonstrate they satisfy the appraisal criteria above.
- The evaluation process will involve independent oversight by an expert in the sector and an internal evaluation and approvals process involving an internal committee, a sub-committee of the Fáilte Ireland Authority and the Fáilte Ireland Authority.
- Following the decision of the Authority correspondence will issue from Fáilte Ireland/Dublin Tourism/Shannon Development as appropriate.
- Incomplete applications and applications received after the closing date will be will not be considered for grant assistance

8. Conditions attaching to the grant offer

This section outlines the various other 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 Key Performance Indicators 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 Key Performance Indicators associated with any grant offer may include one or more of the following;

- Visitor numbers (Specify local/domestic/overseas)
- Bednights (Specify local/domestic/overseas & no. of bednights in Ireland)

- 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
- High yield segment/markets targeted
- New markets/priority markets targeted
- Circulation of magazine where advert was placed
- Ratings for radio/TV advertising
- Increase in number of visitors to or bookings taken through your dedicated internet site (as compared with the previous year)
- 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

- 50% of the grant will be paid once the signed acceptance of the letter of offer has been received.
- A further 50% payment will be made on receipt of the completed grant claim which includes the following components; independent auditors certificate (for amounts less than €10,000 an auditor's certificate is not required), vouched expenditure, post event report and supporting documentation.
- 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 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 may require that as a condition of funding you will provide us with a copy of any relevant market research data that you have collected or have access to. In addition you may be required, as a condition of funding, to carry out consumer research using a tourism research template provided by Fáilte Ireland.

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.

9. 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
- Website design and development – 3 tenders / quotes must be submitted before support is confirmed
- Programming costs – elements of the festival programme that are considered to enhance the overall event and deliver significant benefits to tourism and/or the promotion of the event

- Development activity – audience research, feasibility studies, training, branding consultancy – must be of long term benefit and/or considerably raise profile of event
- In general, events in Dublin City will only be considered if the event takes place outside of the peak season or is considered to be of national importance.
- 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
- 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 acknowledge 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

10. Further Information

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

Regional Programme (depending on location of event)

Fáilte Ireland – **South West** (Cork, Kerry)
Áras Fáilte, Grand Parade, Cork City
Main contact Justine White
Phone +353 (0)21 425 5100
Email justine.white@failteireland.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@failteireland.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@failteireland.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@failteireland.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@failteireland.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

National Programme

Fáilte Ireland, Amiens Street, Dublin 1
Main contact Fiona Maddock
Phone +353 (0)1 884 7151
Email fiona.maddock@failteireland.ie
Or
Rory McCarthy
Phone +353 (0)1 884 7166
Email rory.mccarthy@failteireland.ie