

FAILTE IRELAND AND LIMERICK CITY AND COUNTY COUNCIL REGIONAL FESTIVALS AND PARTICIPATIVE EVENTS FUND 2019

Application Guidelines

Call out announcement: Tuesday 23rd July, 2019

CLOSING DATE FOR APPLICATIONS: 4pm 20th of August 2019

Introduction

A new funding arrangement has been put in place between Fáilte Ireland and Local Authorities to drive the implementation of tourism focused festivals and participative events. This new funding arrangement will replace Fáilte Ireland's existing annual Regional Festivals and Participative Events Programme. This funding arrangement has been developed in the context of an enhanced role for Local Authorities in tourism as set out in the Governments 2015 tourism policy *People, Places and Policy, Growing Tourism to 2025*. This commitment to a strengthened role has been further reflected more recently in realising our *Rural Potential: Action Plan for rural Development 2017*, which identified the need for Fáilte Ireland to 'provide practical support to Local Authorities in the development of comprehensive tourism strategies and support collaborative approaches at Local Authority and community levels'. In addition, the Action Plan identified an action focused on the development of festivals and a review of current arrangements for regional and community festivals.

The fund and its objective?

This funding is aimed at supporting festivals and participative events which drive domestic tourism and help to improve the visitor experience by animating destinations in Ireland. Under this programme €24,000 was allocated by Fáilte Ireland to support festivals and participative events in Limerick to achieve these aims. Typical grant awards are €1,500-€5,000. Grants awarded in 2019 will be subject to available funding and the number of applications received.

Grant Scheme Criteria

The Regional Festival and Participative Events Programme 2019 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

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

WHAT ARE THE QUALIFYING CONDITIONS & MINIMUM ELIGIBILITY THRESHOLDS FOR 2019?

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

- The festivals must generate a minimum of 100 bed nights in paid accommodation from visitors or tourists attending the event.
- Participative events must generate a minimum of 800 bednights in paid accommodation from visitors or tourists attending the event.
- In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated in so far a valid rationale is given to justify the projected figures.
- The festival/event must have a minimum expenditure of €10,000.

WHO CAN APPLY

- Groups, companies and individuals who 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.

- Festivals and Participative events that take place between 1st Jan 2019 and the 31st of Dec 2019. If your event has already taken place during this time period you can apply for this funding as retrospective funding.
- Funding will only be provided to festivals and events that focus on marketing and promoting Limerick and that have a city and county-wide impact. This is not an emergency fund for existing projects that may have lost other sources of funding.
- The Tourism Development Strategy sets out a new vision for tourism development in Limerick. One of the key themes in the Strategy is “Alive and Kicking”. The Council recognises the importance of Festivals and Events in attracting visitors but also providing entertainment for the people of Limerick. This Regional Festivals & Participative Events grant funding will support the objectives on this strategy.

What costs you can apply for?

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

- **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.
- **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.
- **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.

Ineligible Costs

- i. Proposals from commercial organisations that share out profits to members.
- ii. Persons in full time undergraduate and postgraduate level study during the period of the delivery of the festival/event.

- iii. Activities that have been or are being grant-aided by other sources of funding.
- iv. Charity fundraisers.
- v. Festivals/ Participative Events with the sole purpose of celebrating a religious or political event/commemoration.
- vi. Festivals/ Participative Events intended to take place outside of Limerick City and County.
- vii. Day to day operational costs and overheads: specifically, salaries, rent, non-festival related phone, supplies, postage, photocopying and food for staff.
- viii. Proposals in which programmes are primarily focused on the delivery of workshop series, summer schools, on-going classes, or instances where the sole purpose of the event is the delivery of a competitive process etc.
- ix. Capital Costs - for example:
 - a. The cost of items for resale e.g. merchandise, except where it can be demonstrated that they will deliver significant benefits and where they have been expressly allowed in the Letter of Offer and Memorandum of Understanding.
 - b. Building expenses including purchase, works and maintenance.
 - c. Purchase of equipment which is not solely for the purpose of producing and delivering the Festival/Event.
- x. Travel and related costs incurred by or on behalf of the event delivery teams/organisers unless expressly approved in writing in advance by Limerick City and County Council
- xi. Activities that duplicate what Limerick City and County Council is currently delivering in tourism, culture, arts and heritage field.
- xii. The cost of any research which, has not been approved in advance by Limerick City and County Council.
- xiii. Any activities not specified in a Memorandum of Understanding.
- xiv. Activities which do not relate directly to the Festival/ Participative Event or which do not have clearly identifiable benefits for tourism and or social, cultural and economic benefit to Limerick.
- xv. Unpaid expenditure or loans
- xvi. Cash expenditure
- xvii. Recoverable VAT
- xviii. In-kind contributions
- xix. Expenditure paid for by a person other than the Grantee, unless and to the extent that such expenditure has been reimbursed by the Grantee.
- xx. Fines, penalty payments, legal costs, audit fees, financial consultancy fees, Trade association membership fee or equivalent.

How to apply

- 1.** Limerick City and County Council will advertise the scheme. We aim to complete the application process which within **6 weeks** of being advertised. This process will ensure that all applications for the coming year are evaluated together on a competitive basis and not in isolation.
- 2.** Application forms will be provided and must be completed by all applicants. Incomplete application forms will be deemed ineligible and will not be assessed. Non-completion of financial questions or N/A answers to questions will also deem an application ineligible.
- 3.** Following submission of completed application forms, Regional Festival and Participative Events Programme assessment group will meet to assess projects and recommendations for funding.

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/ participative 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 notify both the Limerick Fáilte Ireland Tourist Information Offices and Limerick Marketing & Communications Department in advance about the event so that information can be shared with visitors.
- In view of the central role of Limerick City and County Council in supporting local economic and cultural development, proposals for funding should relate only to projects which will support local economic development, i.e. attracting or generating additional events, investment, spending or jobs in Limerick.
- The full extent of co-funding or matching funds either sought or obtained from other sources must be disclosed. Events in receipt of, or in line for, other public funding which will make up more than 50% of their total budget will be ineligible for consideration under this scheme.

- Funding will only be provided post event completion and upon receipt of an event report and appropriate invoices/receipts. The submission of a post event evaluation report will measure the economic impact/benefit of the activity or event to Limerick, demonstrating that funding criteria and conditions have been met, that the event adhered to the business plan and that all marketing, communications and branding requirements were fulfilled.

Terms and Conditions

- All grants awarded in this round are for 2019 festival/ participative events only taking place between **1st Jan 2019 – 31st Dec 2019**.
- Limerick City and County Council is proud to support and be associated with high quality work produced by creative practitioners based in Limerick. Our logos will be provided to successful applicants and we ask that it is included in the film credits and on all print and online material, including websites, apps, videos, blogs, posters, brochures, invitations and advertisements associated with the project being funded.
- Should you be successful in securing funding for the same proposal from one of the available Limerick City and County Council funding streams or any other public funding body or sponsor, you will not be eligible to claim duplicate costs.
- Any application that submits a claim for expense already agreed under another funding stream will be deemed immediately ineligible.
- Payment of a grant shall be in respect of a specific project/activity and not towards the payment of former debts.
- Applicants must be prepared to furnish further particulars or information to the Council if requested.
- Applicants must have full, legal rights to the material they are submitting.
- The recipients must follow the procedure as confirmed in writing to them regarding drawing down the grant and the acknowledgement of funding requirements. A grant may be withheld if the above is not adhered to.
- Drawdown of the funding will be after the event has taken place and the requested documentation is received by this office.
- If successful written acceptance of the grant funding must be received by **Friday, 13th September 2019**. Failure to accept the grant in writing may result in the grant award not being allocated to you.
- Please note the only method of payment of the grant will be by Electronic Funds transfer. To draw down funding successful candidates will have to provide bank details and/or a Tax Clearance Certificate or a PPS number.
- Any successful applicants for whom it becomes necessary to reschedule the activity to another date within the approved timeframe, or who need to change the planned activity in any significant manner, should contact Limerick Tourism Department **immediately** with this proposal. Activities that cannot be rescheduled in the approved timeframe will not be entitled to draw down funding.

- Specific conditions may be attached to the funding, which will be outlined in the letter of offer.
- Limerick City and County Council reserves the right to terminate grant aid if statutory or criminal negligence is involved.
- Limerick City and County Council funding policy requires any organisation seeking funding whose activities involve children, vulnerable adults or animals to submit a copy of their current relevant protection policy.
- An agreed Memorandum of Understanding must be signed by the appropriate person with authority to sign on behalf of the organisation before any funds may be drawn down.
- Limerick City and County Council may publically share information about all funded festivals/events and include information about these projects in reports, publications and publicity. All creative rights remain with the applicants.

Pre-qualifying Quiz

Are you ready to apply for the Marketing Promotion Fund 2019?

a. Does the project/proposal deliver an experience that meets the criteria outlined above?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
b. Have the project proposers the experience to deliver a major opportunity for Limerick and is this demonstrated?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
c. Does the project/proposal have a quality website and associated social media platforms?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
d. Is the project/proposal financially viable?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
e. Is the project/proposal clear on the co-funding requirements that must be in place?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

f. Does the project/proposal take place within the required timeframe: 1st January 2019 – 31st January 2019	YES <input type="checkbox"/>	NO <input type="checkbox"/>
g. Is the project/proposal clear on the requirements of Limerick City and County Council to be branded as a funder of this initiative, including branding/logo placement/event & media recognition?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
h. Will the company adhere to conditions that are part of the Grant*? * Conditions will be applied to the Regional Festivals and Participative Events Fund grant and these will be explained clearly to the grantee at the time of award.	YES <input type="checkbox"/>	NO <input type="checkbox"/>

FOR NOTE IF YOU ARE IN RECEIPT OF PUBLIC FUNDING:

<p>CLARITY</p> <ul style="list-style-type: none"> • UNDERSTAND THE PURPOSE AND CONDITIONS OF THE FUNDING AND THE OUTPUTS REQUIRED • APPLY FUNDING ONLY FOR THE BUSINESS PURPOSES FOR WHICH THEY WERE PROVIDED • APPLY FOR FUNDING DRAWDOWN ONLY WHEN REQUIRED FOR BUSINESS PURPOSES • SEEK CLARIFICATION FROM THE GRANTOR WHERE NECESSARY - ON THE USE OF FUNDS, GOVERNANCE AND ACCOUNTABILITY ARRANGEMENTS 	<p>GOVERNANCE</p> <p>ENSURE APPROPRIATE GOVERNANCE ARRANGEMENTS ARE IN PLACE FOR:</p> <ul style="list-style-type: none"> • OVERSIGHT AND ADMINISTRATION OF FUNDING • CONTROL AND SAFEGUARDING OF FUNDS FROM MISUSE, MISAPPROPRIATION AND FRAUD • ACCOUNTING RECORDS WHICH CAN PROVIDE, AT ANY TIME, RELIABLE FINANCIAL INFORMATION ON THE PURPOSE, APPLICATION AND BALANCE REMAINING OF THE PUBLIC FUNDING • ACCOUNTING FOR THE AMOUNT AND SOURCE OF FUNDING, ITS APPLICATION AND OUTPUTS/OUTCOMES
<p>VALUE FOR MONEY</p> <p>BE IN A POSITION TO PROVIDE EVIDENCE ON:</p> <ul style="list-style-type: none"> • EFFECTIVE USE OF FUNDS • VALUE ACHIEVED IN THE APPLICATION OF FUNDS • AVOIDANCE OF WASTE AND EXTRAVAGANCE 	<p>FAIRNESS</p> <ul style="list-style-type: none"> • MANAGE PUBLIC FUNDS WITH THE HIGHEST DEGREE OF HONESTY AND INTEGRITY • ACT IN A MANNER WHICH COMPLIES WITH RELEVANT LAWS AND OBLIGATIONS (E.G. TAX, MINIMUM WAGES) • PROCURE GOODS AND SERVICES IN A FAIR AND TRANSPARENT MANNER • ACT FAIRLY, RESPONSIBLY AND OPENLY IN YOUR DEALINGS WITH YOUR GRANTOR

**Closing date for completed Application Forms is 4pm on Tuesday 20th August 2019.
Incomplete application forms will not be considered.**

Freedom of Information Statement:

Limerick City and County Council is covered by Freedom of Information Act 2014, which provides members of the public with the rights to access information held by public bodies to the greatest extent possible, consistent with the public interest and right to privacy. This means that details contained in applications and supporting documents may, on request, be released to third parties.

Privacy (General Data Protection Regulation G.D.P.R.)

Any personal information you give us will be processed, stored and managed in strict accordance with General Data Protection Regulations.

The purpose for processing your data is to process your application for a Grants Under the Arts Act Award in line with the criteria of this award. This information you provide will be assessed by an Assessment Panel. Your information will be retained for five years if you are granted an award and for one year if not granted an award. If you do not furnish the personal data requested, Limerick City and County Council will not be able to process your application.

You have the following rights, in certain circumstances and subject to applicable exemptions, in relation to your personal data:

- the right to access the personal data that we hold about you, together with other information about our processing of that personal data
- the right to require us to rectify any inaccuracies in your personal data
- the right to require us to erasure your personal data
- the right to request that we no longer process your personal data for particular purposes
- the right to object to our use of your personal data or the way in which we process it

Please note that to help protect your privacy; we take steps to verify your identity before granting access to personal data.

If you would like to exercise any of these rights, please submit a request to our Data Protection Officer outlining the specific details of the request: Email: dataprotectionofficer@limerick.ie All valid requests will be processed without undue delay and in any event within one month of receipt of the request. This period may be extended by up to two further months where necessary.

Submission of Applications

Applications will be accepted by post or email.
Please return form and applicable documentation to:

Post:

**Tourism Department,
Limerick City and County Council,
Merchant's Quay,
Limerick**

Please, mark postal applications **Regional Festivals and Participative Events**

e-mail:

tourism@limerick.ie

When e-mailing please include the following reference in the subject line: **Regional Festivals and Participative Events**

CLOSING DATE FOR APPLICATIONS: Tuesday 20th August

Limerick Tourism Department Phone: 061 557445