



MAYO COUNTY COUNCIL

REGIONAL FESTIVALS & PARTICIPATIVE EVENTS 2018

APPLICANT GUIDELINES



Completed application forms with supporting documentation must be submitted by post to Anna Connor, Tourism Officer, Mayo County Council, Cedar House, Moneen, Castlebar, Co Mayo not later than 5.00pm on Thursday, 1st February 2018.

1. BACKGROUND

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 and will commence in 2018. Mayo County Council will be administering this funding programme for festivals and events in Mayo for 2018.

2. WHAT IS THE FESTIVALS AND PARTICIPATIVE EVENTS PROGRAMME 2018?

This programme is aimed at supporting festival and participative events which drive domestic tourism and help to improve the visitor experience by animating destinations in Ireland. Under this programme €32,500 was allocated by Fáilte Ireland to support festivals and participative events in Mayo to achieve these aims.

Typical grants awarded are €2,500-€3,000. In certain circumstances Mayo County Council may increase the grant awarded.

Grants awarded in 2018 will be subject to available funding and the number of applications received.

3. WHAT ARE THE QUALIFYING CONDITIONS & MINIMUM ELIGIBILITY THRESHOLDS FOR 2018?

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

- The festival/participative event must generate a minimum of **500** visitor or tourist bednights in paid accommodation. Participative events must generate a minimum of **800** visitor or tourist bednights in paid accommodation.
- In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Mayo County Council.
- The project has 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.

4. WHAT MUST SUCCESSFUL APPLICANTS DO WELL?

- 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.

5. WHO IS THE PROGRAMME AIMED AT?

The Regional Festival and Participative Events Programme 2018 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

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

6. WHAT ARE THE EVALUATION CRITERIA?

Applications that meet the Regional Festival's and Participative Programme's qualifying conditions will be assessed under four evaluation criteria:

Experience Brand Fit

As a result of significant market research Fáilte Ireland has determined that in a very competitive market place, Ireland can best achieve a higher profile and growth by putting tourism propositions of scale in front of potential visitors. This approach consisting of three key geographically based areas has been adopted to present Ireland to overseas tourists.

The Experience Brand relevant to Mayo County Council funding is the **Wild Atlantic Way**. Applicants should demonstrate that their festival/participative event is aligned with the Wild Atlantic Way brand. The synergy between the festival/participative event and the host area's tourism strengths where the festival/participative event is located will be evaluated. Does the festival/participative event build memorable visitor experiences and respond to visitor needs?

Wild Atlantic Way: Ireland's first long-distance touring route, stretching along the Atlantic coast from Donegal to West Cork. The overall aim of the project is to develop a route that will achieve greater visibility for the west coast of Ireland in overseas tourist markets.

Linkages to 'Destination Mayo – A Strategy for the future development of tourism in County Mayo 2015 – 2021'

'Destination Mayo – A Strategy for the future development of tourism in County Mayo 2015 – 2021' and its related Action Plan outlines a vision for Mayo's tourism industry in 2021 is to be a high quality, inclusive and authentic destination and sets out Mayo County Council's priorities and investment plans to 2021.

The development of high quality and sustainable festivals and participative events that showcase the county and appeal to locals and visitors alike are an integral part of the strategy. A number of actions related to festivals and participative events have been identified and applicants should take note of these when developing their festival or participative event.

Applicants should be aware that Mayo County Council supports the development of a balanced calendar of events throughout the year.

The Strategy and Action Plan can be consulted at <http://www.mayococo.ie/en/YourCouncil/CorporateDocuments/PDFFile,28407,en.pdf>

Tourism Impact

This is the festival/participative event's ability to entertain tourists and grow visitor numbers to the host area by extending the season and dispersing tourists outside of the core location (where possible).

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.

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.

7. 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.

8. HOW & WHEN TO APPLY?

The application form can be accessed on Mayo County Council's website at www.mayococo.ie.

Completed application forms with supporting documentation must be submitted by post to Anna Connor, Tourism Officer, Mayo County Council, Cedar House, Moneen, Castlebar, Co Mayo not later than 5.00pm on Thursday, 1st February 2018.

Incomplete applications and applications received after the closing date will not be considered for grant assistance.

9. WHAT CAN BE FUNDED?

Eligible Expenses

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.

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.

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.
- Unpaid expenditure.
- Hospitality costs.
- Expenditure paid for by a person other than the grantee.
- 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 not specifically related to and required for the festival/participative event.
- 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.
- Cash expenditure.

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?

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.

Unsuccessful Applicants: Applicants will be notified if their application is evaluated but there is no recommendation for funding.

Grant Letter of Offer: Successful applicants will receive a grant offer letter. The grant letter of offer will form the contract between Mayo 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.

All conditions of funding outlined in Grant Letter of Offer must be strictly adhered to. See overleaf for details.

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. Mayo 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 Mayo County Council. A post-event report form will be provided by Mayo County Council for this purpose.

In the event of any delays in payment of the grant there is no liability on the part of Mayo County Council or the exchequer to make good any shortfall. The grant will be released subject to Mayo County Council being in receipt of sufficient funds.

Tax Clearance: The need for a current Tax Clearance Access Number applies to all grants awarded under this scheme. Successful applicants will be required to submit these details in advance of receiving payment under this scheme.

CONDITIONS OF FUNDING

- The organisers of successful festivals/participative events must notify Mayo County Council in writing if the date(s) of the festival/participative event change.
- A fully completed post-event report form must be submitted to Mayo County Council within 30 days of the festival/participative event. This form will be provided by Mayo County Council.
- Financial assistance provided under this scheme must be acknowledged by successful applicants in promotional materials. Mayo County Council, Mayo.ie, Fáilte Ireland and Wild Atlantic Way logos should be displayed where possible. These are available from upon request from the Tourism Office in Mayo County Council.
- Successful festival/participative event organisers are obliged to:
 - i. Submit details of the festival/participative event to info@mayo.ie for inclusion in Mayo County Council's calendar of events, and
 - ii. Invite the Cathaoirleach of Mayo County Council **and** the Cathaoirleach of the Municipal District in which the festival/participative event is to take place to the festival/participative event.
- Successful festival/participative event organisers are obliged to consult with the relevant Municipal District Office to ensure that the all required licences (Casual Trading/Temporary Signage) and permissions (if events are being held on Mayo County Council property are in place before the event.
- **Mayo County Council will not be responsible for any aspect of insuring grant aided festivals/participative events.** It is the responsibility of festival/participative event organisers to ensure that:
 - i. They have appropriate levels of Public Liability Insurance, and
 - ii. Where appropriate, have adequate Employers Liability Insurance, and
 - iii. Ensure that all contractors employed by the festival/participative event hold adequate Public Liability and Employers Liability insurances.
- Where relevant, successful festivals/participative events must have in place a policy and proper procedures regarding working with children and young people. Evidence of compliance with Child Protection legislation may be required before funding can be drawn down.
- Successful applicants must hold:
 - i. a dedicated bank/credit union account, and
 - ii. A Tax Reference Number, and
 - iii. A current Tax Clearance Number.