

Tourism Festival Grants 2024

Guidelines for Applicants

Purpose of the Programme

This Programme aims to support festivals in County Leitrim. The supported Festivals must help drive domestic and international tourism visitors to Leitrim, increase bed nights, stimulate local economic activity, and help improve the county's visitor experience.

Qualifying Conditions & Minimum Eligibility Thresholds for 2024:

- The Festival should assist **in attracting** domestic and international visitor arrivals to County Leitrim
- The festival must:
 - have a minimum expenditure of €3,000.
 - generate a minimum of 200 visitor bed nights in paid accommodation.
 - take place during 2024 for a minimum of two days.
 - include high-quality content and design.
 - have appropriate insurance cover.
 - always have an online presence with up-to-date information available.
 - be fully compliant with current regulations and requirements for holding such a festival.
 - be a new festival providing additionality to the existing festival calendar or an existing festival. Where an Application is in respect of an existing festival, applicants are encouraged to consider including a new element to the programme.

Who can apply?

Community and Voluntary Organisations based in and undertaking festivals in the administrative area of Leitrim County Council (The Council) are eligible to apply for funding under this Scheme. Proposals from individuals will not qualify.

Festival and Events Training

Festival Training is being provided. We encourage Festival and Event organisers to attend this training and record their attendance in the relevant section on their application form .

Training for festival organisers will take place on-line, on the following dates: Wednesday 6th, 13th and 20th of March 2024 from 7:00 to 9:00 pm. These three, two-hour workshops will help to equip Festival Committees with the knowledge and information required to run a successful Festival or Event, which in turn will have a positive economic impact on the

Eligible Festivals:

To be eligible for funding, in addition to the other qualifying criteria, festivals must fit into one of the following categories:

- General Festivals (literary, historical, traditional culture, music or family-focused).
- Food Festivals
- Angling Competitions

Ineligible Festival:

The following festivals are not eligible for funding:

- Festivals with minimal tourism appeal. The appeal is indicated by its ability to **attract** visitors to Leitrim as a destination rather than be something extra for visitors to experience while in Leitrim.
- Spectator-based sporting events.
- Circuses and carnivals.
- Christmas fairs and markets.
- Festivals promoting non-Failte Ireland registered accommodation.
- Solely virtual Events.
- Activities that fall under the remit of another government department i.e. health promotion.
- Activities which are supported by other local authority funding sources i.e. heritage.

Eligible Expenses:

The following costs are eligible expenses under this fund:

- Programme content – activities and events included in the Festival Programme.
- Marketing – local and national marketing and promotional activity, including online marketing, and public relations costs.
- Training and Development – costs associated with training courses, festival branding, and feasibility studies.

Ineligible Expenses:

Expenses not covered by the fund include:

- Advertising
- The cost of items for resale.

- Unpaid expenditure.
- Fines, penalty payments, legal costs, audit fees, and financial consultancy fees.
- Un-vouched expenditure
- Staff Costs including stewarding.

Applicants MUST:-

Provide an outline of the eligible Festival.

- Outline how the festival programme will help to attract domestic and international visitors to County Leitrim and provide a memorable visitor experience.
- Provide clear details of the marketing plan, anticipated income and expenditure, waste management plan, and other information as requested in the online application form.
- Provide a profile of the organisational structure and the experience of the team that will deliver the proposed festival. The proposed festival must be professionally designed and delivered.
- Be registered with County Leitrim Participation Network.
- Applicants must indicate on the Application form how the success of any festival marketing initiatives will be measured.
- Festival statistics, including attendance records, must be kept for all festival events and provided to The Council while having regard to data protection legislation.
- Commit to acknowledge The Council and Enjoy Leitrim's funding support in publicity, use both logos on promotional material, and link to website. The logos should only be used for the purpose of the event that is being funded.
- Provide a Copy of Child Protection Policy (if festival involves events with or for children)

Enjoy Leitrim Brand

The Council is committed to working with the festival organisers to achieve the vision for Leitrim Tourism. To work collaboratively to achieve this outcome, relevant details of the festival should be included on www.enjoyleitrim.ie.

Evaluation:

The application will be assessed only on the information submitted along with the completed online application form. Relevant additional documentation should be included with the application to support any information given.

An internal Evaluation Group within the Council, comprising executive members, will assess the application and make a recommendation. Applications will also be reviewed at the relevant Municipal district meeting.

The following criteria will be used when assessing applications:

- **Festival Programme:** The Festival Programme must include high-quality content and design. This shapes the ability of the festival to increase visitor numbers, increase bed nights, stimulate local economic activity, and help to improve the visitor experience in Leitrim.
- **Collaboration:** The extent to which the festival collaborates with the local community and other organisations/partners/tourism networks to maximise the local and visitor potential of the festivals.
- **The Brand Fit:** The synergy between the festival and tourism strengths of the host area, with the Enjoy Leitrim Brand, including, The Wild Atlantic Way and/or Ireland's Hidden Heartlands.
- **Marketing & Digital:** How the Festival will be marketed to generate interest for the Festival and attract visitors to Leitrim. Consideration will be given also as to how the Festival will be presented online and through digital marketing channels to generate tourists.
- **The Environmental Management Plan:** The actions the Festival will take to minimise the impact on the environment (e.g. preventing waste, reduction in energy & water use, minimising/eliminating single-use materials, etc.).
- **The Delivery Team Capacity & Budget:** Extent to which the festival organising committee demonstrates its organisational capacity to deliver the Festival and the proposed budget.

Data Protection:

The Council (the Council) are the Data Controller, and the lawful basis for processing is the basis of the individual Applicant's consent which is consistent with Section 71.2 (b) of the General Data Protection Regulation, 2016. Applications are submitted to The Council for the Festival Grant Scheme. The Council will use the information on this Application Form to process the application. The Council may seek further information to clarify aspects of the application. The Council may draw on broader, more specialist expertise where required, and such information as considered necessary to complete an assessment of the application may be shared with those experts. The Applicant, the Council and the Third-party are subject to the data protection and privacy laws of Ireland and the EU, in particular the Data Protection Act 2018 and Regulation (EU) 2016/679, known as the EU General Data Protection Regulation ("GDPR"). Any personal information provided as part of the application process will be obtained and processed in compliance with Data Protection legislation.

The Council may, at times, have to cross-check with other departments regarding other funding schemes applied for by this Group, and details of the same may be shared.

The Council will use the data obtained solely to process the application and in compliance with the requirements of data protection legislation. The Council retains the right to disclose for the purposes of a request under the Freedom of Information Act 2014 or otherwise, in connection with the funded festival any information supplied by the Applicant to the Council,

- any relevant data gathered by The Council in administering grant aid to the Applicant, except where the information is considered to be personal or commercially sensitive.

Supporting Documents:

The following documents must be available on request: -

- Vision and Mission Statement.
- Child Protection Policies and Procedures.
- Health and Safety Plan.
- Environmental Management Plan.
- Copy of current Insurance cover.
- Provide evidence that there are more than 200 Failte Ireland registered bed nights within 50km of the festival location.

Acceptance of Offer:

Following the approval of grants at the relevant Municipal District meetings, the Council's Tourism Department will formally write to the Applicant, advising if the application has been successful. This letter will indicate the level of funding support on offer. The letter of offer will be accompanied by a Funding Agreement setting out the terms and conditions of the offer. The relevant persons must sign the Funding Agreement, and a signed copy must be returned to the Tourism Department of Leitrim County Council within ten days of receipt of the letter of offer. Offers will lapse in the event of the non-return of a signed Funding Agreement by the specified date.

How do I draw down the grant?

Prior to the Festival taking place, successful applicants must forward draft copies of all marketing material to the Tourism Department, Leitrim County Council prior to being printed.

Once the festival has been completed, successful applicants can submit a **claim**.

The Successful Applicants will be required to:

- Complete and submit a comprehensive post-event report. This is a summary report on the funded festival. The report must be accompanied by the following:
 - Invoices and original receipts detailing expenditure – Invoices and Receipts must be made out specifically to the relevant organising committee and must be in respect of 2024.
 - Each transaction being claimed for must be highlighted on bank statements.
 - Photographic evidence of the festival having been held together with promotional materials containing the relevant logos.
 - Evaluation Report of the Festival to include attendance records and metrics from marketing activity.
- Funding is allocated on an annual basis and cannot be carried forward.
- Funding will only be granted on the elements specified in the application form.

- Funding not claimed by the agreed deadline will be withdrawn.
- The Applicant must comply with Tax Clearance procedures.
- Funding will only be paid to the organising committee's official bank account and not to any third party or personal account.
- Any changes in date or event elements must be approved in advance by The Council.
- Funding drawdown is to be submitted no later than Friday, 1st December 2024.

The Closing Date for submission of online applications is **Midnight Tuesday 2nd April 2024.**

Note: There is no funding guarantee for applications that achieve the minimum eligibility requirements. The fund is limited, and all eligible applications will be evaluated competitively against the criteria set out.

Contact:

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