

South Dublin County Council Tourism Events and Festivals Grant 2024



INTRODUCTION

The County Promotion Unit at South Dublin County Council are dedicated to supporting events and festivals that will drive tourism and help to develop the visitor experience on offer in the area. The aim is to fund innovative events/festivals centred around food, culture, sport and activity that will increase bed nights and stimulate the local economy.

The funding available for the Tourism Events and Festivals Grant in 2024 is €60,000.

Who/what is this funding programme aimed at?

This funding programme is aimed at organisations and event organisers who plan to hold a public event or festival in **South Dublin County Council's administrative area** and who require financial assistance via public funds to deliver the event/festival. This event must aim to attract tourists to the county.

Who can apply?

- Sporting/Recreational Groups
- History/Heritage/Cultural Groups
- Music / Arts and Theatre
- Accommodation/bar/restaurant owners and other business groups
- Craft/Culinary Groups
- Events and Festival Organisers
- Community Groups
- Business and Education Organisations
- Other

How is the grant value determined?

The maximum available grant will be €7,500. Payment of any grant value will be subject to meeting the objectives and criteria of the scheme and will have regard for the scale and potential for recurrence of the event, and will also be directly related to the number of out of county and overseas visitors/spectators in attendance. Subject to availability of funding and having regard to the number of applications received, it is proposed that the maximum levels of funding will be:

- €20 per out of county visitor subject to a maximum of €4,000;
- €35 per out of country visitor subject to a maximum of €3,500;

Criteria & Eligibility

South Dublin County Council will consider every application on its merits, and priority for financial assistance will be given to events which:

- Attract domestic and international visitors to the area.
- Increase bed-nights and stimulate the local economy.
- Enhance the County's tourism offering by supporting a varied seasonal programme of events across the county, throughout the year.
- Animate public spaces in an innovative and creative way.
- Have a general audience appeal and be socially inclusive.
- Proposals must clearly demonstrate potential to generate economic, social and/or cultural benefits.
- Demonstrate funding sources, financial sustainability and the capacity to develop the event.
- Have a clear PR and marketing plan including a social media strategy to actively promote the event and the Dublin's Outdoor brand.
- Adhering to public health measures

Scheme terms:

- Only **one** application per event will be considered.
- Applications must be submitted online at least 6 weeks in advance of proposed event date.
- Statutory agencies **ARE NOT ELIGIBLE** to apply.
- Compliance with current legislation and financial regulations including provision of current Tax Clearance Certificate and evidence of organiser's bank details.
- Adequate insurance must be produced and South Dublin County Council must be indemnified where appropriate to the value of €6.5million public liability and €13million employers liability.

The applicant must be fully compliant, competent and aware of event management requirements and all relevant legislation.



ASSESSMENT

- Applications will be assessed on the basis of the information supplied in the standard application form.
- Shortlisted applicants will be notified in writing.

PLEASE NOTE

- Funding is limited and there is no guarantee of funding for events which achieve the minimum eligibility criteria.
- Previous awarding of funding is not an indication that future funding will be secured.
- An award of funding in 2024 will not be an indication that funding will be awarded in future years.
- Successful applicants must comply with South Dublin County Council's and Dublin's Outdoors brand guidelines.
- This application relates solely to funding of a festival/event and does not replace or negate any necessary processes or negotiation with South Dublin County Council related to the event/festival.
- Successful applicants must comply with any reasonable request regarding publicity from South Dublin County Council.
- The Grant will be paid post event, applicants must submit a report on completion of the event to include evidence of;
 - income and expenditure
 - visitor numbers and origins
 - Dublin's Outdoors branding on promotional materials
 - compliance with criteria outlined above
- Evidence of adequate insurance must be produced and South Dublin County Council must be indemnified where appropriate to the value of €6.5million public liability and €13million employers liability.
- South Dublin County Council reserves right to inspect/verify any details relevant to the award of grant.
- Applicants must have inclusive policies and practices.
- Applicants must demonstrate their ability to operate in line with public health measures.



How to apply

To apply for the scheme please submit your online application here www.submit.link/eF

You will need to have the following information to hand;

- details of the event
- organiser's details
- marketing plan
- projected income and expenditure
- proof of insurance
- event management safety plan
- insurance details

Please note that although there is no closing date for applications there is limited funding available. In the event the number of applications exceeds the value of the overall fund, preference will be given to the events / festivals that in the Council's view drives tourism and helps to develop the visitor experience on offer in the area.

Queries in relation to this scheme should be emailed to econdev@sdblincoco.ie





South Dublin County Council
County Hall, Tallaght,
Dublin 24
Comhairle Contae Átha Cliath Theas
Halla an Contae, Tamhlacht,
Átha Cliath 24

If you have any queries please
contact econdev@sdblincoco.ie

Web: www.sdcc.ie



Dublin's Outdoors