

# South Dublin County Council

## Tourism Events and Festivals Grant Scheme 2021



# INTRODUCTION

The County Promotion Unit at South Dublin County Council are dedicated to supporting businesses and community groups across South Dublin County in rebuilding visitor experiences centred around food, culture, sport and activity based events. The aim is to fund innovative events/festivals to enhance the visitor experience and awareness of our county, while adhering to public health measures.

The funding available for the Tourism Event and Festival Grant Scheme in 2021 is €40,000.

## Who/what is this funding programme aimed at?

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

## 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

## What fund amounts are available?

The maximum grant available will be **€6,500**. Payment of any grant amount will be subject to meeting the objectives and criteria of the scheme. The purpose of the scheme has been and will revert to be, a support for those organising events that grow the tourism offering of South Dublin. However, in acknowledgment of the challenges brought about by COVID-19 the scheme will pivot in 2021 to take consideration of the following;

- A baseline grant of up to €2,000 will be available for holding an in-person event.
- An additional €15 per attendee (capped at €3,000) will also be available. Please note event capacity must be managed in accordance with public health measures.
- A promotional contribution towards marketing and advertising costs capped at €1,500 is also available.
- Special consideration will be afforded to organisers holding an on-line event at a prominent South Dublin location, who showcase and promote county landmarks to an online audience. Maximum grant available for this category is €1,750.

## ELIGIBILITY

### Organisations must:

- Have a bank account in its own name and adequate insurance cover for all aspects of their activities.
- Carry out their activities ensuring compliance with current legislation and financial regulations including an up to date Tax Clearance Certificate.
- Have policies and practices that are inclusive.
- Demonstrate their ability to operate in line with public health measures. Only one application per event will be considered. Statutory agencies ARE NOT ELIGIBLE to apply.

## CRITERIA

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

- 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.
- Are focused on rebuilding the domestic tourist and visitor experiences in the County.
- Meet the County Promotion Unit's objective of compiling a varied programme of events throughout the year including variety, seasonal and geographical spread.
- Demonstrate financial sustainability and the capacity to develop the event.
- Have secured other funding and support from either public or private sources and provide evidence of this funding/support.
- Have a clear PR and marketing plan including a social media strategy to actively promote the event.

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 2021 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.
- Successful applicants must complete and return an Event Outline Form, Event Management Safety Plan (which will be supplied with letter of offer) and Event Insurance Form at least 6 weeks in advance of your event.
- 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, evidence of South Dublin County Council/Dublin's Outdoors branding on promotional materials and compliance with criteria outlined.
- 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.





## How to apply

To apply for the scheme please submit your online application here [www.submit.link/eF](http://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

*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*

**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 most enhance the visitor experience and awareness of South Dublin.**

Queries in relation to this scheme should be emailed to [econdev@sdbublincoco.ie](mailto:econdev@sdbublincoco.ie)





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

Please submit your application via  
email to [econdev@sdublincoco.ie](mailto:econdev@sdublincoco.ie)  
Web: [www.sdcc.ie](http://www.sdcc.ie)

