



# Laois County Council

## Tourism Grants Scheme 2019

### Guidelines and Application Form

#### **Introduction:**

Laois County Council's Tourism Grants Scheme aims to promote and support tourism projects, events or developments that will result in a social, cultural and economic benefit to the County. The County Council recognises the contribution that tourism makes to the lives of the people of the county and the economic benefits in terms of increased activity and visitor numbers. In recognition of these benefits and the extent of the voluntary effort involved in the organisation of festivals and events, the Council will be making available a Tourism Grants Scheme in 2019.

#### **Objective:**

The main purpose of the Grants Scheme is to provide financial assistance to groups and organisations engaged in projects, events or developments at local level. The emphasis of the scheme is on providing funding for a diverse range of projects thus ensuring that the limited financial resources available is used to the maximum benefit of the community at large.

#### **What the Grant Covers:**

The Council will provide grant finance to qualifying projects, events or developments. Applications received by Laois County Council will be assessed and if successful a letter of offer will issue to successful applicants. Payment of the grant will generally be made when the event has been held and a post event report submitted giving details of expenditure and the general running of the event.

The minimum grant that may be applied for under this scheme is €500 and the maximum is €3,000.

#### **Applications:**

Completed applications have to be submitted to the address below before the deadline of 26<sup>th</sup> February 2019. Each application submitted will be evaluated and a decision in relation to an offer of grant funding will be based on the following:

1. The number of tourists attracted from outside the county.
2. The extent to which proposed initiatives maximise community participation.
3. The additional economic activity generated by the event.
4. Number of people attending the festival or event.
5. The extent to which the proposed initiative contributes to 2019 Laois Calendar of Events.
6. The extent to which the project proposed is unique, innovative, creative, interesting and likely to have future potential.
7. Availability of grant funding.

Contact: *Mr. Dominic Reddin, Administrative Officer,  
Laois County Council, Áras an Chontae, Portlaoise, Co. Laois:*  
or email [dreddin@laoiscoco.ie](mailto:dreddin@laoiscoco.ie) telephone 057 86 64218  
[www.laois.ie](http://www.laois.ie)



## Laois County Council

### Tourism Grants Scheme 2019

### Application Form

#### Section 1: Applicant

Applicant Details	
Name of Applicant/ Organisation:	
Address of Applicant/ Organisation:	

Name and contact details of person dealing with the application	
Name:	
Title:	
Email:	
Telephone:	

GROUP / ORGANISATION DETAILS	
State nature of organisation e.g. commercial / not for profit / community / charity etc.	
Are your group / organisation affiliated to any relevant local, regional or national body?	
Festival Committee Tax Reference No	
Does your company have Charitable Status? If so please state Charity No. CYN No.)	
Have you previous experience of staging festivals / events in the public arena? If, so describe briefly	

## Section 2: The Festival / Event

Details of Proposed Festival / Event	
Name of festival/event :	
Dates of festival/event:	
Location of the festival / event:	
Is the festival new or existing:	
Festival/event operating since (year):	

Provide details of proposed event, (max 500 words)

#### Section 4: Projected Expenditure

**Note:** The purpose of this section is to estimate the actual cost involved in delivering the festival/event.

<b>Programme and Event Production Costs</b>	<b>Projected Spend 2019</b>
Artists/Performers Fees,	
PA/AV equipment costs	
Infrastructure costs	
Technical costs and fees	
Security Costs	
Other (please specify)	
<b>Total Program Cost</b>	

<b>Other expenditure Costs</b>	<b>Projected Spend 2019</b>
<b>Marketing Costs</b>	
Public Relations –including all leafleting/social media	
Site branding and signage	
Other ( <i>please specify</i> )	
<b>Total Marketing Costs</b>	
<b>Overall Total Cost of Event / Festival</b>	

## Section 5: Sales & Marketing Strategy

How will you promote the festival / event? Please outline your strategy.  
If you have prepared a marketing plan please provide a copy in support of this section

## ACKNOWLEDGMENT & PUBLICITY

It is a requirement that any funding allocated from Laois County Council to your event/festival will be publicly acknowledged in press releases, websites and social media and any other forms of advertising.

## Section 6: Declaration

### Declaration by Applicant (s)

We apply for funding of €\_\_\_\_\_ towards the total cost of the Festival/Event.

I/we have read and understood the application form for financial assistance for Festivals and Events.

I/we certify that all information provided in this application, and all information given in any documentation submitted in support of the application is truthful and accurate.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: (in block capitals):

\_\_\_\_\_