



## Laois County Council

### Tourism Grants Scheme 2020

### 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 2020.

#### **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.

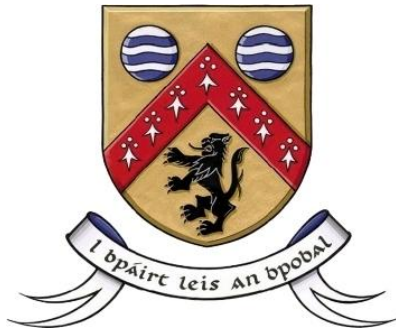
The minimum grant that may be applied for under this scheme is €500 and the maximum is €3,000.

#### **Applications:**

Completed applications have to be submitted to the address below before the deadline of Friday 6<sup>th</sup> March 2020. 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 2020 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 2020

### Application Form

#### **Section 1: Applicant**

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

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

GROUP / ORGANISATION DETAILS	
<b>Festival Committee Tax Reference No</b> <i>(This is a requirement and the number must be that of the Festival Committee applying for the grant)</i>	
Have you previous experience of staging festivals / events in the public arena? If, so describe briefly.	
Website:	
Facebook / Twitter	



### **Section 3: 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 2020</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 2020</b>
Marketing Costs	
Public Relations –including all leafleting/social media	
Site branding and signage	
Other (please specify)	
<b>Total Marketing Costs</b>	
<b>Overall Total Cost of Event / Festival</b>	

#### **Section 4: 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.

*We would request that you register your organisation or group with Laois Tourism to further promote your event through social media, networking and training by contacting [festivals@laoistourism.ie](mailto:festivals@laoistourism.ie). See [www.laoistourism.ie](http://www.laoistourism.ie) for further information.*

#### **Section 5 : Disclaimer & Declaration**

I have read and understood the Application Guidelines for the Laois County Council Grant Scheme 2020.

I understand that this is a competitive process and agree to adhere to the criteria, terms and conditions as outlined in the guidelines.

I confirm that we have adequate and comprehensive insurance cover for our activities.

I confirm that a Child Protection Policy is in place where our activities involve children/young people under 18.

On behalf of the above organisation/group, I hereby apply to Laois County Council for financial assistance towards the festival/event outlined above, and I declare that the information supplied is accurate to the best of my knowledge and belief.

#### **Signed on behalf of the organisation applying:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No: \_\_\_\_\_

Email address: \_\_\_\_\_

Position in organisation/group: \_\_\_\_\_

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

Please Note: Any supporting documentation should be attached on separate accompanying sheets.

#### **General Data Protection Regulation**

The purpose of processing your data is to process your application to the Laois County Council Tourism Grants Scheme. The information will be retained on file for 7 years.

## **Checklist**

Please confirm that you have included the following documentation, where relevant, in support of this application

<b>Required Information at application stage:</b>	<b>Tick here to show it has been included</b>
Fully completed application form	
Income & Expenditure projections for the proposed festival/ event in 2020 <u>must be attached</u> OR <u>completed fully</u> within the application form	
<b>ONLY INCLUDE THE FOLLOWING TWO ITEMS IF THEY ARE RELEVANT TO YOUR PROPOSAL</b>	
Copy of Child Protection Policy if festival/event proposes working with children	