



DRAKENSTEIN MUNICIPALITY

EVENT SUPPORT FRAMEWORK

APPROVED/AMENDED	MEETING	DATE
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Approved	Council	27/5/08
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1. INTRODUCTION

Community festivals and events can make a significant contribution to attracting visitors/tourists to the Drakenstein Municipality and serve as an instrument to promote our towns as high quality tourism destinations. The development of new and support to existing community festivals/events should continue. The exact nature of the support provided and the role that Council can play in organizing such events should be made clear to all event organizers.

2. AIM

To provide financial and in-kind support to events that are capable of generating tourism activity, stimulate the local economy and providing social benefits to communities in the Drakenstein Municipality.

3. OBJECTIVES

- To coordinate the implementation of a festival and events funding programme
- Promote and support festivals and events within Drakenstein Municipality
- Promotion of cultural diversity
- Working together with Cape Town Routes Unlimited and the Cape Winelands District Municipality to promote Drakenstein Municipality as a premier destination for the hosting of events.

4. EVENTS / FESTIVALS

4.1 TYPES OF EVENTS / FESTIVALS THAT WILL BE SUPPORTED

- Community celebrations/festivals
- Conferences/conventions/exhibitions
- Sporting events

4.2 WHY HOLD FESTIVALS AND EVENTS IN DRAKENSTEIN

Festivals and events benefit the local economy and communities in a number of ways. These include:-

- Economic impact generated through increased number of visitors/tourists
- Promotion of the area as a tourism destination
- Community involvement and pride is promoted

a) Economic Impacts

Events form an important component of the marketing strategy for Drakenstein Municipality. It attracts visitors to the area which in turn spend money within our local communities. Events that take place over more than one day generates additional benefits; such as increased spending over a longer period.

b) Tourism Promotion

Festivals and events have the ability to leverage editorial coverage through newspapers, television and radio. This in turn promotes the Municipality as a preferred tourism destination.

c) Community

Events that engage the community during the organizing of the event create high community spirit and pride.

5. WHO IS ELIGIBLE FOR SUPPORT?

- a) Local community groups/organizations
- b) Not for profit organizations based in Drakenstein Municipality
- c) NGO's/NPO's must be tax registered

6. WHO IS NOT ELIGIBLE FOR SUPPORT?

- Individuals
- Organisations that have not fulfilled previous sponsorship obligations
- Infrastructure costs associated with funding of an organization
- Events not open to general public
- Religious Organizations
- Political Parties

7. ASSESMENT CRITERIA

An event must meet the following criteria to qualify for financial/ in-kind support:-

- The event must add to the community and cultural life
- Demonstrated community support and involvement in organizing the event
- Demonstrated additional financial contribution
- Realistic budgeting

Support from other sources: -

- Generate media coverage of the event
- Event must be held within the boundaries of Drakenstein Municipality
- Number of visitors/tourists envisaged that will attend

8. FRAMEWORK OF SUPPORT THAT MAY BE GRANTED

8.1 Category Event A: +10 000 Visitors

- Free Venues
1 x Stadium
2 x Halls
- Traffic services support
- Emergency services support
- Refuse removal
- Marketing/Publicity
- Road Closures
- Electricity power points
- Cash contribution

Cost of Support (maximum):	
Cash Contribution & In-kind support	R40 000-00

8.2 Category Event B: 5 000 - 10 000 Visitors

- 1 x Free Venue
- Traffic services support
- Emergency services support
- 1 x extra Refuse removal / day
- Marketing/Promotion
- Road Closures
- Electricity power points
- Cash contribution

Cost of Support (maximum):	
Cash Contribution & In-kind support	R25 000-00

8.3 Category Event C: 1 000 - 5 000 Visitors

- 1 x Free Venue

- Traffic services support
- Emergency services standby
- Road Closures (if required)
- Electricity power points (if required)
- Cash contribution

Cost of Support (maximum):	
Cash Contribution & In-kind support	R15 000-00

- 8.4 Council reserves the right to approve support exceeding the above amounts in case of a special event/s.

9. INSTITUTIONAL FRAMEWORK

An event support fund/vote number must be created to cover costs for support to festivals/events, and this vote number to be located in the LED budget. (It is proposed that a vote allocation of R1 million be created that will include cost of support to Cultivaria.)

Event planning and organizing is a year-long process and event organisers normally know a year in advance what they are planning. In order to create an open and transparent process, the event support fund must be advertised and applications for funding be called in the media.

A committee [consisting of the LED Manager, the Social Development Manager and any other relevant official(s) as determined by the Municipal Manger] must be established to review and evaluate the applications received and recommendations must be made to Management and the Mayoral Committee.

10. PROCESS

Invitation to apply for event Support advertised	1 June
Closing date for applications	30 June
Evaluate applications & report to Management	30 July

Recommendation to Mayco

15 Aug

K: @Led/Tourism/Event Support/Events Framework