



DRAKENSTEIN

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Financial assistance for public events Policy

Date of Approval/Review by Council

Reviewed 26 September 2018

Implementation Date

26 September 2018

Signed by the City Manager

Signature Date

26 September 2018

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1. DEFINITIONS

For the purposes of this policy, except where clearly indicated otherwise, the words and expressions set out below have the following meaning:

Approved budget	An annual budget that is approved by a municipal council and includes such an annual budget as revised by an adjustments budget in terms of section 28 of the Local Government: Municipal Finance Management Act, 2003 (Act No. 56 of 2003).
Business events	Events where there is a business purpose for hosting. For example, a new product launch or an industry gathering which promotes investment
By-law	Legislation passed by the council of a municipality which is binding to the municipality or persons to whom it applies.
Commercial sponsorship agreement	An agreement concluded between the Drakenstein Municipality and an event organiser where a financial transfer is made by the Municipality in return for a rights package.
Commercialisation of events	Activities at events in which the Drakenstein Municipality wishes to generate an income through commercial initiatives associated with events.
Community cultural events	Community based cultural activities such as festivals and cultural club activities.
Community Event	An event which takes place in a community and attracts community interest.
Community sport events	Community based events such as school sports and local and regional sporting leagues.
Corporate hospitality	The provision of food, liquid refreshments (alcoholic and non-alcoholic) and entertainment to the public or invited guests within a permanent or temporary demarcated hospitality area which may be located in a stadium or a venue or along a route or within the immediate or outer precincts thereof, for commercial purposes.

Council	The Council of the Drakenstein Municipality, established by Provincial Notice 488 of 2000 issued in terms of section 12 of the Municipal Structures Act, 1998.
Councillor	Means a member of the municipal council.
Delegation	In relation to a duty and includes an instruction to perform the duty. Delegate has a corresponding meaning.
Demonstration	Any demonstration by one or more persons, but not more than 15 persons, for or against any person, cause, action or failure to take action. In terms of the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993)
Drakenstein Local Tourism Association (DLTA)	Local Tourism Authority that markets the destination on behalf of the Municipality and the Private sector.
Drakenstein Municipality's Event Service Departments	Municipal Departments who render services to events including but not limited to Disaster Management, Fire and Rescue Services, Traffic Services, Law Enforcement, Roads and Storm Water, Waste Management, Water Services, Electricity Services and Legal Services, Building Control, Planning and Economic Development
Drakenstein Municipality's Host Departments	Municipal Departments who lead, partner and host events as part of their business plans, including but not limited to: Planning and Economic Development directorate and the Mayor's office or any other department that hosts events.
Environmentally sustainable	The provision of a service or the hosting of an event in a manner aimed at ensuring that risk of harm to the environment and to human health and safety is minimised. Potential benefit to the environment and human health is maximised to the extent that it is reasonably possible and that legislation intended to protect the environment, human health and safety is complied with.
Event	Sporting, entertainment, recreational, religious, cultural, exhibition, organisational or similar activities, hosted at a

	stadium, venue or along a route or within their respective precincts.
Event Greening	The process of incorporating social and environmental responsible decision making into the organizing, implementation and participation of an event. It involves incorporating sustainable development principles and practices into all levels of event organisation and aims to ensure that an event is hosted responsibly.
Event Committee	A committee consisting of members of the Municipality's service departments and members of the Municipality's host and permitting departments and relevant stakeholders such as SAPS, whose responsibility is to evaluate event plans submitted by event organisers, ensure compliance with a range of legal requirements to ensure the safe management of events in the Municipality; and to approve the event.
Event organiser	Any person who plans, is in charge of, manages, supervises or holds event or sponsorship rights to an event or in any manner controls or has material interest in the hosting of an event.
Event approval Office	The department responsible for coordinating event approval applications in our instance the Corporate Services Directorate, coordinating the approval and rejection of events in accordance with the Municipality's legal and operational requirements and issuing a permit with appropriate conditions.
Event Approval Officer	The head of the Drakenstein Municipality Events Permit Office and any other official delegated by him or her. In Drakenstein Municipality the Executive Manager: Corporate Services signs off the event approval letter.
Event Risk Categorisation	A categorisation determined by the SAPS National Police commissioner relating to the safety and security risk associated with each event as defined in Section 6 of the Safety at Sports and Recreational Act, 2010 (Act No. 2, 2010).

Event services	Goods and services required at events including but not limited to temporary fencing, temporary toilets, temporary structures, security services, etc.
Event support budget	An annual budget which is approved by a municipal council. This includes in-kind support and cash support. Currently both the Economic Development and Tourism division and Community Services Directorate have event support budget allocations.
Events Evaluation Committee	A committee approved by Council to facilitate the selection of events that the Council wishes to support.
Executive manager	A person appointed by the Council to head a Directorate in the Municipality and shall include any person acting in that position or to whom authority is delegated.
Executive Manager: Planning and Economic Development Directorate	The person appointed by the Council as Executive Manager of the Planning and Economic Development Directorate or Community Services Directorate and shall include any person acting in that position or to whom authority is delegated.
Executive Mayor	The person elected in terms of section 55 of the Local Government: Municipal Structures Act 1998 (Act No. 117 of 1998) to be the Executive Mayor of the Municipality and shall include any person acting in that position or to whom authority is delegated.
Functions	Parties or community activities that do not impact on Municipal Services or any applicable laws. These could be private functions, such as birthday parties or weddings, or community functions such as sports or social club get-togethers.
Fundraising events	Where the sole or main purpose is a fundraising initiative for a charity or NPO.
Gathering	Any assembly, concourse or procession of more than 15 persons in or on any public road as defined in the Road Traffic Act, 1989 (Act 29 of 1989), or any other public place or premises wholly or partly open to the air.



Guest management	The process of managing guests – from invitations to arrival and servicing guests at events.
Integrated Development (IDP)	Means single, Inclusive and strategic plan for the development of the municipality
Local community” or “community	In relation to the municipality means that body of people comprising of; - <ul style="list-style-type: none"> • The residents of the municipality; and/or • The rate payers of the municipality.
Local economic development events	Events where the sole purpose is to provide opportunities to trade to SMMEs, informal markets e.g. night markets.
Local Event	A municipal wide event which is of significance to the particular municipal area and attracts local interest and visitors.
Major/Mega Event	An event which attracts significant participation/attendance and attracts significant visitor numbers and media interest to a destination. It also contributes significantly to the economy through direct and indirect benefits. Such events have the potential to attract international competitors/participants, tourists and media. These events bring about significant economic benefits to the destination and the country. E.g. ABSA Cape Epic, Comrades Marathon.
Mayoral committee	The committee appointed by the Executive Mayor to assist the Executive Mayor in terms of Section 60 of the Local Government: Municipal Structures Act, 1998 (Act 117 of 1998).
Mayoral events	Events supported and/or funded by the Executive Mayor’s office. The Mayor is the custodian of all municipal events.
Meetings, Incentives, Conferences and Events	Events where there is a business purpose for hosting. For example a Professional Association hosting a members’ conference in the destination.
Memorandum of Understanding	An agreement concluded between the Municipality and an event organiser/entity where a financial or in-kind support or

	both in-kind and financial support are made by the Municipality in return for certain objectives that need to be achieved.
Municipal events	Events hosted, supported, partnered or organised by the Drakenstein Municipality.
Municipality	Means the Drakenstein Municipality established in terms of section 155 of the Constitution, Local Government: Municipal Structures Act, 1998, and the Province of the Western Cape: Provincial Notice 488/2000 dated 22 September 2000.
Municipal Services	All services rendered by the Municipality to events.
National days of significance	Events held to commemorate National days. For example, World Aids Day on 1 December, International Women's Day on 9 August and Mandela day on 18 July.
Outdoor Advertising and Signage	Any outdoor advertisement or signage, regulated in terms of the Municipality's outdoor advertising and signage by-law, displayed at an event venue or route, or displayed to market an event.
Person	Includes any sphere of government, natural and juristic person.
Purpose built venue	Permanently constructed venues designed specifically to host events, such as stadiums, convention centres, banqueting facilities and sporting facilities.
Regional Event	An event of regional significance which attracts regional visitors and regional media coverage.
Religious events	Events organised by religious organisations, which attract large numbers of participants, who require the event to be hosted in a stadium or similar large capacity facility. These events may have high profile speakers but attract mainly community participants.
Revenue generation at events	A series of activities where income is generated to off- set costs.
Rights package	A series of rights acquired by the Municipality through supporting events. The package of rights is a commercial transaction where the Municipality obtains rights to promote its

	brand through various event activities. For example marketing opportunities, media opportunities, hospitality and tickets.
Service delivery events	Events to celebrate milestones achieved by Council departments. These events may include inter-governmental service delivery events. For example, the opening of a new facility, handing over of housing to residents, etc.
Special Events Committee	A committee approved by the Council of the Drakenstein Municipality in terms of Section 80 of the Local Government: Municipal Structures Act, 1998 (Act No. 117 of 1998) to facilitate the selection of events that the Council wishes to support.
Strategic facilities	Facilities owned by the Drakenstein Municipality which purpose is hosting of events.
Tourist	A person who spends more than 24 hours in an area outside their normal place of work or residence.
Venue	Any area or place, where an event is hosted, that has seated or standing spectator capacity within a permanent or temporary structure. This area or place may be erected or demarcated by an enclosed or semi- enclosed temporary or permanent structure.
Venue owner	Any person or legal entity now or who, in the future, will directly or indirectly own, lease, rent or who now or will in the future, acquire and/or exercise the powers of an owner or occupier of a venue used for events.
Visitors	A person who visits an attraction or destination for a day (less than 24 hours).

2. ABBREVIATIONS

CBO	Community Based Organisation.
DLTA	Drakenstein Local Tourism Association.
IDP	Integrated Development Plan.
Municipality	Drakenstein Municipality.
NGO	Non-Governmental Organisation.
PBO	Public Benefit Organisation.
SAPS	South African Police Services.
SCM	Supply Chain Management.
SMME	Small, Medium, Micro Enterprises.
TEAM	Planning and Economic Development directorate or Community Services Directorate.
WCG	Western Cape Government.

3. PROBLEM STATEMENT

3.1 The tourism sector in the Western Cape continues to enjoy steady growth rates despite the contraction of the national economy in recent years. The success of the 2010 FIFA World Cup has catapulted the Province's ability to showcase the destination as a leading world-class event destination. With this in mind the Western Cape Government developed a 16 year strategy from 2014-2030 to become the Cape of Great events. With this strategy Cape Town and the Western Cape aim to achieve the following:

- be one of the world's leading event destinations;
- be known to host world-renowned events;
- be recognized for excellent events, regardless of size; and
- recognize and action opportunities to move forward from "good" to become "great".



- 3.2 The Cape of Great Events strategy further aims to address universal issues facing the Western Cape events industry in an effort to ensure that municipal destinations improve their national and global competitiveness and harness their unique selling points as event destination venues. The Cape of Great Events strategy's eight objectives will drive the future direction of events in the Western Cape namely:
- Leverage events to address economic development, social inclusion, cultural diversity and environmental responsibilities and challenges;
 - Rational decision making about events based on market intelligence and comprehensive information about impacts;
 - A consistent, proactive and integrated approach to event processes and management;
 - Portfolio of events spread across the Province and the annual calendar;
 - Effective use and management of event venues, facilities and assets;
 - Strategic development of infrastructure to "future-fit in line with long-term views on events;
 - Supportive, enabling and co-operative institutional arrangements; and
 - Incubate events through public sector support.
- 3.3 This Events Policy aims to align with the Cape of Great Events strategy for 2014-2030.
- 3.4 The Municipality's Integrated Development Plan (IDP) focuses very strongly on the development of the Tourism sector as a major economic driver for the area. For the past three years Drakenstein Municipality has channeled a significant amount of resources to ensure that the institutional capacity to promote our destination as a tourism destination of choice amongst regional, national and international tourism markets. In so doing we have also Identified Events as one of the key drivers to grow the tourism sector in our region. Generally Events promote regional tourism and the success thereof are critical in the promotion of our destination as a 365-day destination to mitigate the pronounced seasonality characterised by the tourism industry in the Western Cape.
- 3.5 The review of this policy will reflect Drakenstein Municipality's long-term commitment to support events that will contribute to Drakenstein's vision which is for the Municipality of Drakenstein to be recognised nationally and internationally as a premier sports tourism and outdoor active events destination in the Western Cape and South Africa.

- 3.6 Drakenstein has a very good track record as a domestic and international sports events destination.
- 3.7 The promotion of Drakenstein as a sporting destination of excellence is listed as a strategic objective in the Integrated Development Plan (IDP).
- 3.8 The Municipality plays an important role in the regulation of events, establishment of partnerships with events organised in the Municipality, events organisation, co-ordination between private and public sector event stakeholders and the provision of infrastructure services for events. The updated Events Policy is needed to improve the management and control of events in the Drakenstein Municipality.

4. STRATEGIC FOCUS AREAS IN TERMS OF TOURISM SECTOR DEVELOPMENT

- 4.1 The strategic focus areas of the Municipality are enshrined in the Municipality's Integrated Development Plan (IDP).
- 4.2 Events create platforms that have the ability to support the strategic focus areas of the Municipality. Should events underline the strategic goals of the organization, the Municipality may wish to provide financial or in kind support to the event.
- 4.3 Events create the necessity for co-operation, connectivity and constructive partnerships with the public and private sectors and thereby contributing to enhancing existing growth sectors. Events assist in defining market identity and the global positioning of the destination. A long-term event strategy can catalyse infrastructure and capacity upgrades. Events stimulate the local economy by increasing local visitor numbers.
- 4.4 By regulating the activities at events in accordance with the Municipality by-law, the Municipality ensures that events comply with safety and environmental criteria as set out in the events by-law.
- 4.5 Creating access to Municipal support, trading, vending and other economic opportunities and the ability to attend and participate in events and creating event platforms provide

opportunities for the diverse communities of Drakenstein to integrate in a single public space.

5. PURPOSE OF THE EVENTS POLICY

5.1 The purpose of the Events Policy is to ensure the following:

5.1.1 Serve as a catalyst to achieve the Economic Development and Growth Strategic objectives of the Drakenstein Municipality as set out in the IDP;

5.1.2 Align with the updated requirements of the Host and Service departments;

5.1.3 Uphold the principles of the new National and Provincial Events strategy;

5.1.4 Enable the implementation of new legislation, specifically the Safety at Sports and Recreation Events Act, 2010 (Act No. 2 of 2010);

5.1.5 Promote the co-operation and collaboration between internal and external partners and stakeholders;

5.1.6 Promote a positive legacy linked to the hosting of events; and

5.1.7 Ensure events are managed to achieve inclusive economic development, job creation, social cohesion and sustainable event greening goals.

5.2 The Events Policy prescribes processes to be followed by the Municipality for event support provision, commercial partnerships, event permit applications, co-ordination of the Municipality's events calendar, hospitality, guest management, ticketing, event marketing and event services. The control and detailed management of events will be set out in a Events By-law.

6. DESIRED OUTCOME

6.1 The Events Policy aims to achieve the following:

6.1.1 facilitate enhanced social cohesion, community spirit and pride;

6.1.2 develop stronger united communities;

6.1.3 create stronger identity and inclusivity;

6.1.4 ensure geographical spread;

6.1.5 create cross-cultural awareness and understanding;

- 6.1.6 facilitate local and regional economic development;
- 6.1.7 facilitate sustainable job creation;
- 6.1.8 promote Drakenstein as a responsible and green tourism destination;
- 6.1.9 increase tourism, sport and economic stimuli;
- 6.1.10 generate international and national media attention and increase the profile of the region;
- 6.1.11 attract creative and talented people and businesses to share their talents;
- 6.1.12 promote co-operation and collaboration between internal and external stakeholders; and promote a positive legacy linked to the hosting of events; and
- 6.1.13 Identify whether and to what extent any municipal funding could and should be made available.

7. SCOPE OF POLICY APPLICATION

7.1 This policy is applicable to:

- 7.1.1 any event held within the area of jurisdiction of the Drakenstein Municipality, including events held on both private land and public places, provided that where an event is held on private land, subject to any other applicable legislation, it has an impact on the resources of the Municipality and the surrounding community.

7.2 This policy does not apply to –

- 7.2.1 events of fewer than 30 persons where there is no amplified sound or no temporary structures to be used;
- 7.2.2 public participation or meetings held by a ward councillor;
- 7.2.3 small events such as family and community events held on private property or purpose built venues, subject to any other legislation;
- 7.2.4 funerals and funeral processions, events held at a purpose built venue or the grounds of any school, playground, place of worship, hotel and/or any other conference facility, athletic field, arena, auditorium or similar permanent place of assembly when used for events normally held in such venue, provided that this exclusion does not apply to events or parts of events held outside the venue or building, or which by their nature, size or impact are considered outside the normal use parameters for the venue;
- 7.2.5 sport fixture and events regulated by the Safety at Sports and Recreational Events Act No.2 of 2010.

7.3 Considering paragraph 2 above, the Events Permit Officer or a Law Enforcement Officer may –

- when the Events Permit Officer or a Law Enforcement Officer finds that the By-law is, or likely to be, contravened by an event organizer ;or
- when a stakeholder affected by the impact and risk attached to an event files a complaint with the Event Permit Officer or a Law Enforcement Officer, issue a compliance notice to the event organizer in terms of section 8 and act in terms of the By-law

7.4 Purpose-built venues are excluded from this policy in respect of events normally held in such venue, provided that–

7.4.1 this exclusion does not apply to events or parts of events held outside the venue or building, or which by their nature, size or impact are considered outside the normal use parameters for the venue; and

7.4.2 owners or managers of purpose-built venues must submit an application to the events permit office for approval of their events programmes which shall be valid for one year.

7.5 The Events Permit Officer may, from time to time, issue directives regarding specific or special application process for any specific or special event which may vary in respect of the criteria which will be outlined in an Events By-Law does not contribute financial support to any political party events. Should in-kind support be required this policy applies.

7.6 Further details regarding the applicability of the policy will be set out in an Events By-law.

8. REGULATORY CONTEXT

The policy is developed and guided by the following legislation and regulations:

- 8.1 The Constitution of the Republic of South Africa: Act 108, 1995, section 156 (1) (a), read with Part B of Schedule 4**
- 8.2 Safety at Sports and Recreation Events, 2010 (Act, no. 2 of 2010)**
- 8.3 The Disaster Management Act, 2002 (Act no. 57 of 2002)**
- 8.4 The National Environmental Management Act, 1998 (Act no.107 of 1998)**
- 8.5 Local Government Municipal Finance Management Act 2003, (Act No.56 of 2003).**
- 8.6 Occupational Health and Safety Act, 1993 (Act no. 85 of 1993)**
- 8.7 Private Security Industry Regulating Authority (PSIRA)**
- 8.8 National Health Act, 2003 (Act no. 61 of 2003)**



- 8.9 SANS 10400 of 1990 Application of National Building Regulations
- 8.10 Fire Brigade Service Act, 1987 (Act No 99 of 1987)
- 8.11 National Road Traffic Act, 1996 (Act no. 93 of 1996)
- 8.12 Spatial Planning and Land Use Management Act of
- 8.13 The Land Use Planning Act
- 8.14 Drakenstein Zoning Schemes
- 8.15 Regulation of Gatherings Act, 1993, (Act no. 205 of 1993)
- 8.16 The Drakenstein Municipality's proposed Events by-law
- 8.17 Schedule 16 of the Outdoor Advertising and Signage by-law
- 8.18 Drakenstein Municipality System of Delegations
- 8.19 Drakenstein Municipality Entertainment Policy
- 8.20 Drakenstein Municipality Integrated Environmental Policy
- 8.21 Drakenstein Integrated Development Plan
- 8.22 The Cape of Great Events Strategy for 2014-2030

9. ROLE PLAYERS AND STAKEHOLDERS

There are a wide variety of existing and potential stakeholders. These ranges from Drakenstein Municipality Event Service and Drakenstein Municipality Event Hosting departments, Municipality agencies and other spheres of government and the private sector. The principal stakeholders are the Economic Development and Tourism division, the Community Services Directorate, Municipal Host Departments and other Municipal Service Departments.

The table below is an outline of the affected role-players and stakeholders:

Council	Internal
Community Services directorate	Internal
LED Department	Internal
Economic Development	Internal
Electricity department	Internal
Environmental and Heritage Resource Management	Internal
Finance Department	Internal
Legal Department	Internal
Mayor's Office	Internal
Marketing	Internal
Heritage	Internal
Roads and Stormwater	Internal
Sports and Culture	Internal
Tourism	Internal
Water Department	Internal and External
	Internal

Planning and Building Development Department	Internal
Supply Chain Management Department	Internal
Parks, Sport and Recreation Department	Internal
National Government Departments	External government
Parliament	External government
Provincial Government of the Western Cape	External government
Businesses	External
Convention Bureau (WESGRO)	External
Drakenstein Local Tourism Association	External
Communities	External
Cultural and Creative Industry	External
Design Industry	External
Diplomatic Corps	External
Events Industry	External
Faith Based Organisations	External
Major facility and property owners	External
Media	External
Municipal Institutes	External
Participants at events	External
Private sector sponsors	External
Rate Payers Associations	External
Residents	External
Safety and Security	Internal
South African Police Services	External
Sports Federations and professional clubs	External
Tourism Industry	External
Traders (Informal)	External
Vendors / Service Providers	External
Wesgro	External

10. POLICY DIRECTIVE DETAILS

In order to promote effective management of events in the Drakenstein Municipality the following policy directive details will apply:

10.1 CLASSIFICATION OF EVENTS

In this policy events are classified according to the desired strategic objectives referred to in section 6.

- A. Jewel events** These type of events features on the Event Calendar annually and are an integral part of the destination’s brand for e.g. Interschools between Gimnasium High School and Paarl Boys High. These events generally have high expenditure potential and provide the destination with a competitive advantage. It can include International sporting, business or cultural events that are hosted in Drakenstein. These events may range from large scale, with global media coverage, to small scale events.
- B. Iconic events** These are also annual events that are very famous and well known on the Drakenstein Events Calendar. These events attract measurable visitors and tourists to Drakenstein.
- C. Incubator events** Annual events on the Drakenstein calendar. These events attract mainly Drakenstein communities but show potential to attract visitors and tourists to Drakenstein. These are a number of local events that build a sense of community, promotes social cohesion. These events typically require product development support and in certain instances have the potential to deliver significant socio-economic impact.
- D. Leverage events** Events that take place outside Drakenstein where the Municipality participates in order to market Drakenstein on a national or global platform.
- E. Community events** These events take place in a community, for community purposes and are attended mainly by the community. They may be Mayoral events, service delivery events, fundraising events, local economic development, emerging sport and cultural events, religious events and events celebrating national days of significance.



F. Inaugural events These events are taking place in Drakenstein for the first time. They may be sports events, cultural events, and business events and may attract a number of local, domestic and international visitors to the area. These events may require funding from Council.

10.1.1 The above classification is not a reference to the scale or size of events but rather to the core market of participants and spectators that the event attracts, ranging from a high proportion of visitors (e.g. international events and Drakenstein Iconic events) to mainly Drakenstein residents (e.g. community events).

10.1.2 Events are also classified by SAPS according to their security risk as defined in Section 2 of the Safety at Sports and Recreation Events Act, 2010 (Act No. 2 of 2010). These classifications are applied in the events permitting process.

10.2 MANAGEMENT OF THE MUNICIPALITY'S EVENTS TIME FRAMES

10.2.1 In order to allow the Municipality to best allocate human and financial resources deadlines for applications or requests are set out in Annexure A

10.2.1.1 To assist in planning an official online monthly Events Calendar will be published in order to improve planning for events. The management of the calendar will be the responsibility of Corporate Communications division and the LED and Tourism division and Community Services, as well as all other departments which receive requests for event support will be required to provide detailed information to the Communications division.

10.2.2 The events approved by Council as part of the council budget will form the basis of the annual events calendar.

10.2.2.1 The Corporate Communications division will draw up guidelines for the official Municipality Events Calendar to ensure quality and consistency in the management of the Events Calendar.

10.2.3 Municipal host departments will be advised of successful inclusion or if an event presents a

significant clash, in which case a mutually agreed upon solution will be found between the event's organizer and relevant municipal officials.

10.2.4 The preferred notification and response periods for events (depending upon the nature of the event and the extent of the event) is set out as per Annexure A.

10.3 EVENTS SUPPORT

10.3.1 Partnership with event organisers

10.3.1.1 The Municipality may from time to time choose to support an event owner in delivering events in the Drakenstein Municipality.


10.3.1.2 The support will take the form of direct funding of an event or subsidizing the cost of Municipal services and/or event services needed for hosting the event.

10.3.1.3 As the owners of the event, the Municipality as far as possible use a service provider as guided by the Supply Chain Management processes unless deemed not possible as per SCM policy.

10.3.2 Events the Municipality wishes to support

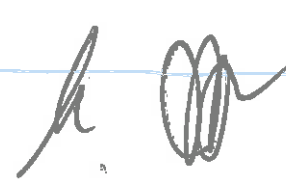
Below is a list of guidelines indicating the types of events the Municipality may wish to support or partner:

- Events that attract a high proportion of visitors to Drakenstein.
- A media attraction, particularly international and national media.
- Events that provide the Municipality with marketing opportunities.
- Demonstrates a positive economic, social and environmental impact.
- Supports the Municipality's facilities.
- Events that address seasonality in the Municipality's events calendar.
- Applies responsible tourism and sustainable living principles.
- Events that apply event greening principles.
- Information on trading opportunities for local traders.
- Job creation opportunities as a result of the event.
- Information on local suppliers.
- Lasting legacies from the hosting of the event.
- Creates access for communities and assists with geographic spread and social integration.



10.3.3 Financial event support requirements

- 10.3.3.1** A Municipal host department can only recommend the approval of financial support if the required funding is approved in the budget. Depending on the magnitude of the event, the budget would have been determined as of the budget cycle. The ED and Tourism division and Community Services directorate have separate budget votes to support the respective municipal events. The budget for the event must be considered by the Events Committee.
- 10.3.3.2** The Drakenstein Municipality may choose the level of funding it wishes to enter into with an event organiser. The Municipality is guided by the Events funding schedule and budget but it is the Council's discretion to decide on the amount allocated to a specific event. This funding schedule will be advertised at the beginning of each financial year. This advert will include a set of event support criteria to assess events, and all applications will be required to submit an event application with a detailed budget, an indication of other sponsors and financials of the previous year's event (the latter is exempted if it is a first time event.)
- 10.3.3.3** An event will only be eligible for funding for three years, unless motivated and in exceptional cases. These motivations will be timeously submitted to our Executive Mayor and Mayoral Committee for approval.
- 10.3.3.4** There will be a limit to the amount given to events, based on size and other criteria. All funds are subject to an MOU (See Annexure B) being signed and the event being approved by the Events Committee.
- 10.3.3.5** The Municipal Manager will be mandated to set the limit for each events support application, as it will depend on budget availability.
- 10.3.3.6** The resulting funding models may be defined in the following categories:

Two handwritten signatures in black ink, one appearing to be a stylized 'A' and the other a more complex scribble.

- A. **Sponsor** The Municipality may choose to partner with an event organiser by purchasing a rights package to promote the Drakenstein Municipality in return for a financial transfer.
- B. **Host Municipality** The Municipality may choose to fund with event organisers up to a maximum of 50% of the costs of staging the event.
- C. **Commercial funding agreement** The Municipality may choose to fund with an event owner by purchasing a rights package in return for the funding.
- D. **Event organizer** The Municipality may choose to create events to achieve strategic objectives.

10.3.4 Financial and legal mechanisms to facilitate partnerships with financial implications

Funding of events can be facilitated through the following financial and legal mechanisms:

- A. **Funding transfer** Facilitated through a commercial sponsorship agreement.
- B. **Cash transfer** Facilitated through the Section 67 mechanism as provided for the in Municipal Finance Management Act (MFMA).
- C. **Inter-departmental transfer** Facilitates the provision of Municipal services at events after the necessary authority is obtained as described in 9.3.7.
- D. **Subsidising events by providing event infrastructure and or services.** To assist event organisers with goods and services by direct procurement. Such procurement takes place after authority is obtained to support the event as described in 9.3.7.
- E. **Revenue sharing model** Facilitates the Municipality's participation in revenue generation income of the event.

All Memoranda of Understanding, legal obligations and funding agreements must be reviewed by the Municipal Legal Advisor and approved by the Municipal Manager before such agreements can be concluded.



10.3.5 Application process for event support

The following outlines the event application process:

10.3.5.1 Event organisers are required to submit an application form (See Annexure C) in a prescribed format as per the time frames set out in Annexure A. Applications for event support must be submitted by persons over the age of 18 years to the Manager: LED and Tourism. The application must include:

- The name and full details of the individual, entity, organisation or body to be responsible as the event organiser;
- Company Management structure and management teams experience in organising previous events;
- Event track record (if the event was previously organised- including how long the event has been in existence), where and when;
- The proposed venue for the event;
- The proposed days and hours of operation for the event;
- List of sponsorships and media partners, and approximate values;
- Any funding required from the Municipality
- Financial model of the event
- Financials of the previous year's events (first time events are exempted see previous bullet point)
- Approved land use application (e.g. temporary use departure) if required;
- Proof of public liability insurance
- A copy of the contract with operator of the venue, unless the operator is the applicant;
- The maximum number of proposed attendees, including staff, to be allowed at the event;
- The proposed security plans for the event including the number of personnel and their qualifications;
- The proposed fire, medical and safety plans for the event including the number of personnel and their qualifications;
- The proposed parking and traffic plans for the event;



- Information on the beneficiaries of the proceeds from the event including whether the fundraising purpose of the event is for profit or not-for-profit;
- Additional benefits which will accrue to a specific or larger communities, including SMME development, use of local labour and expertise, use of local businesses;
- A proposed monitoring and evaluation tool to assess the success or not, of the event;
- Any research information, including economic and environmental impact studies;
- Carbon footprint of the event, or an indication of measures to reduce energy demands/waste and to limit the impact on sensitive environments.
- Any other information required by the Events Committee

10.3.5.2 International, Annual and Iconic events applications must be made one year in advance. A call for event support applications will be published in the local newspaper on an annual basis.

10.3.5.3 All event applications must be submitted to the Events Committee for evaluation before it is submitted to MAYCO for final consideration.

10.3.5.4 New Event applications must be submitted to the Executive Management Team first after the Events Committee has evaluated the application.

10.3.5.5 All event applications will include a clause on compulsory disclosure which would require the event organiser to stipulate to which other government organisations or semi-government institutions they have submitted applications for financial or non-financial support.

10.3.6 Decision making process for event support with a financial transfer

10.3.6.1 The processes set out in 9.3.5 apply, and once the event is approved the funding process will be facilitated through Council systems and structures such as Council meetings, the budget process, the Special Events Committee and the following municipal system of delegations.

10.3.6.2 The approval process for new applications may take up to 90 days from the day the application for financial support was lodged until final approval.

10.3.6.3 The decision will be communicated to the event organizer once the final MAYCO or Council decision is made available. This may take up to a maximum of 14 working days after the respective meeting has taken place.

10.3.7 Decision making process for event support without a financial transfer

10.3.7.1 The Drakenstein Municipality regularly receives requests for support that do not have financial implications. However, the approval process set out in 9.3.5 applies. The following support can be made available:

Type of event	Mechanism
A) Letters of support for booklets and publications	Requests for letters of support for publications must be sent to the Office of the Executive Mayor. Only letters signed by the Executive Mayor will be considered official.
B) Appearances or representation at events	Requests for appearances or representation at events should be sent to the office of the Executive Mayor.
C) Event permit process	An application for an event permit, must be submitted to the Corporate Services Event permit office

- D) Event logistics assistance** Event organisers, e.g. National Departments request that the Drakenstein Municipality's ED and Tourism division assists them with local logistics and planning for events
- E) Enabler** The Municipality creates an event friendly environment, enabling event organisers to obtain the necessary guidance and approvals for their events. This includes facilitating the promotion of low-carbon event delivery in keeping with the Municipality's support for developing a green economy and ensuring a positive
- F) Event Permitting** This is facilitated through the Event Permit office. The Municipality creates an enabling environment for events by creating a co-ordination function which enables event organisers to interact with all required Municipality services.

10.3.8 Reporting

10.3.8.1 The ED and Tourism division will provide six-monthly reports to EMT regarding the events the Municipality supported for the period.

10.3.8.2 Event owners, who are beneficiaries of Municipality Event Support are required to provide the Drakenstein Municipality with a post event report which provides actual information on tickets or entries sold (where possible), geographical information of where such sales originated, information on the participants and spectators, accommodation, transport used, a media and marketing report, economic opportunities generated, jobs created, event greening initiatives implemented, challenges, issues and complaints, areas of improvement and the financial value of the event to Drakenstein. A report is required 30 days after the event.

10.3.8.3 More detailed impact studies which may be undertaken relating to Economic Impact, Environmental Management and Social Impact can be submitted at a later stage when the studies are complete, should the Municipality require.

10.3.8.4 Event owners may be requested to make a presentation to the Executive Management Team, at any time.

10.4 EVENT BIDDING

The Municipality may wish to pro-actively bid to host events. At this stage, the Municipality has limited event-bidding capacity due to the fact that we do not have a local Conventions Bureau and therefore the Municipality will co-bid with other spheres of Government to host a major international or national event.

10.5 EVENT PERMITS

10.5.1 Events permits are required to host events in the Drakenstein Municipality. These permits are only issued after the Events Committee has approved the event, unless the EMT approves, certain events are delegated to the Events Permit Offices. (All event applications must be considered by the Events Committee)

10.5.2 Event organisers are required to apply for an event permit in terms of the Drakenstein Events policy.

10.5.3 Event organisers are required to apply for an event risk grading categorization from the South African Police Service as defined in section 6 of the Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010).

10.5.4 Event organisers are required to comply with all applicable laws.

10.5.5 The Drakenstein Municipality may from time-to-time issue operational guidelines to assist Event Organisers in planning events.

10.5.6 Approval/Rejection of Event Permit Applications

10.5.6.1 Only the Events Committee can approve or reject an application provided that such approval or rejection is aligned to the guidelines outlined below.

10.5.6.2 Approval of the event is achieved through the issuing of a permit by the Drakenstein Municipality only.

- 10.5.6.3** The time-frames for approvals may vary depending on the supporting information submitted.
- 10.5.6.4** A two-step process will be introduced in which the Event date and proposed venue is approved, subject to the submission of plan.
- 10.5.7** Criteria for permit approvals / rejection
- 10.5.7.1** The Adherence to the Municipality's policies, legislation and By-laws
 - 10.5.7.2** Adherence to other applicable laws, notably the Safety at Sports and Recreational Events Ad, 2010 (Ad No. 2 of 2010)
 - 10.5.7.3** Submission of all required plans and documentation in order to make assessments
 - 10.5.7.4** The impact of the event on the surrounding area/ community/ environment
 - 10.5.7.5** The impact of the event on the transport network
 - 10.5.7.6** Safety and risk management in relation to the event
 - 10.5.7.7** Compliance with health and safety
 - 10.5.7.8** Other events planned and approved in the Municipality which may impact on the event
 - 10.5.7.9** The previous event history of the event, event organiser and/or event venue
 - 10.5.7.10** Event application or Event Plan not submitted timeously.
 - 10.5.7.11** Event application or Event Plan incomplete.
 - 10.5.7.12** Event Plan not completed and submitted for approval.
 - 10.5.7.13** Event Plan submitted but not approved.
 - 10.5.7.14** Organiser or any party involved in staging the event has a previous record of non-compliance
 - 10.5.7.15** Sufficient Municipal services available to provide services to the event.
 - 10.5.7.16** Frequency of use in environmentally sensitive areas.
 - 10.5.7.17** Nuisance, health and noise concerns are not satisfactorily addressed.
 - 10.5.7.18** Comment and support received from the applicable ward councilor and the rate payers' association.
 - 10.5.7.19** Where overwhelming objections have been received by a range of stakeholders to the event taking place.
 - 10.5.7.20** Liquor License if required.

- 10.5.8 Submission of a permit application is not an approval of the event.
- 10.5.9 Receiving financial support from a municipal host Department does not constitute an approval.
- 10.5.10 The Drakenstein Municipality reserves the right to refuse an event.
- 10.5.11 The Drakenstein Municipality reserves the right to approve events at short notice provided that such events are unforeseen, of national or regional interest and on the instruction of the Executive Mayor. Such events must comply with all the guidelines listed in 9 5 7. Above.
- 10.5.12 The permit must be kept by both the Event Organiser and the Venue and be available for scrutiny at all times.
- 10.5.13 Should an event proceed without a Drakenstein Municipality Events permit, the event is deemed illegal and the Drakenstein Municipality may take appropriate action to address the non-compliance.
- 10.5.14 The Drakenstein Municipality will assess whether an event requires a Land Use Management approval should the event become regular or for any other purpose

10.6 MONITORING AND EVALUATION OF EVENTS

- 10.6.1 The Event Organiser and Venue Owner are responsible for ensuring that all conditions of the permit are strictly adhered to, and public liability is in place.
- 10.6.2 If permit conditions are not adhered to, the Drakenstein Municipality, through its Law Enforcement unit can take action by shutting the event down.
- 10.6.3 Applicable punitive measures will be set out in the Drakenstein Municipality Events By-law.

10.7 EVENT RESEARCH

- 10.7.1 At the core of monitoring and evaluation lies ongoing research on the socio-economic impact of events and festivals in Drakenstein Municipality.
- 10.7.2 Drakenstein Municipality will conduct at least two Event Impact studies over a five year time period.

10.8 DRAKENSTEIN MUNICIPALITY INTER-DEPARTMENTAL COORDINATION

- 10.8.1 The municipal host departments are required to provide the Events Permit Office with a list of events they will be supporting, as soon as Municipality's support for such events is confirmed
- 10.8.2 The municipal host departments are required to provide the Events Permit Office with the name of the relevant project manager.
- 10.8.3 All events supported by the Drakenstein Municipality must be legally compliant and therefore require an event permits where the events fall within the scope of this policy.
- 10.8.4 The Events Permit Office will advise the project manager if an application for the event has been lodged.
- 10.8.5 If no application has been lodged or information is outstanding, the project manager must facilitate the submission of the outstanding information from the event organiser.
- 10.8.6 A monthly interdepartmental meeting will be held to discuss the forthcoming Municipality's Events Calendar.

10.9 INTER-GOVERNMENTAL CO-ORDINATION

- 10.9.1 Inter-governmental participation is required as event organisers often approach more than one sphere of government for support and participation in an event.
- 10.9.2 In most cases event organisers may apply for funding from the Cape Winelands District Municipality and other relevant provincial Government Departments such as the Department of Cultural Affairs and Sport, Department of the Premier, Department of Economic Development and Tourism and WESGRO.
- 10.9.3 The Drakenstein Municipality's ED and Tourism division will share relevant information with other spheres of government to foster good inter-governmental relations.

10.10 HOSPITALITY AT EVENTS

- 10.10.1 The Drakenstein Municipality may, from time to time, wish to host media launches and/or hospitality at events taking place at strategic municipal assets, or as part of the rights package.
- 10.10.2 This is additional to the provisions in the Drakenstein Municipality Gift policy of 2016.

10.10.3 The purpose of hosting guests may be part of a strategy to promote the Drakenstein Municipality's strategic assets and council facilities or as part of a marketing activation activity.

10.10.4 The service may include the provision of the following: Hospitality area/venue rental, catering, beverages, hiring of entertainment décor rental, furniture rentals.

10.10.5 The relevant Executive Manager approves the decision for hospitality at a selected event which complies with conditions outlined in 9.10.4.

10.10.6 All procurement supporting the provision of hospitality at events must be in accordance with the Supply Chain Management policy.

10.11 GUEST LIST AND INVITATION MANAGEMENT

10.11.1 Guest lists must be compiled by the Municipal host department in conjunction with the event organisers and approved by the relevant Executive Manager, Municipal Manager or the Executive Mayor depending on who the host is.

10.12 TICKET DISTRIBUTION

10.12.1 The Drakenstein Municipality may receive or purchase tickets to events.

10.12.2 Distribution of such tickets can be for the following groups and purposes: vulnerable groups, charitable causes, development projects, prizes in competitions and municipal staff.

10.12.3 Members of Municipal staff, Mayoral Committee members and Portfolio Committee members may receive tickets and entries to events on the following conditions which includes but are not limited to;

10.12.3.1 The Event Manager (in this case the relevant municipal official assigned to be part of the event organizing) will assist the Municipality with post event report feedback.

10.12.3.2 The Event Manager will assist in networking with key guests invited to a particular event, such networks to be beneficial to the Municipality.

10.12.3.3 The Event Manager is responsible for overseeing the implementation of projects at the events such as the vulnerable group's charitable cause's development project and prizes, such support shall be reasonable.

10.12.4 Ticket distribution can be facilitated by the event host department, the ED and Tourism

division or Community Services Directorate for external events.

10.12.5 A record of ticket distribution for events must be kept by the events host department.

10.13 EVENT MARKETING

10.13.1 Marketing activities for events include the placement and production of posters, pamphlets, advertisements in the press, publications, outdoor billboards, flag poles, mobile advertising platforms and digital marketing platforms.

10.13.2 Internal Event hosts departments may activate these activities at events provided there is sufficient budget and the necessary supply chain management processes are followed.

10.13.3 External event organisers must apply for permission to erect or activate the events and receive approval the Events Committee.

10.13.4 Event hosts departments must inform the Executive Manager: Planning & Economic Development of planned activities in order to ensure co-ordination with other Municipality event activities.

10.13.5 All outdoor advertising for events must comply with the Municipality's Outdoor Advertising and Signage By-law, and clearly indicate the advertising has been approved by the Municipality.

10.14 EVENT SERVICES

10.14.1 Drakenstein Municipality's event host departments may need to procure event services in support of events.

10.14.2 Event services include but are not limited to: Fencing, private security, toilets, stage, sound and technical, electrical generators, professional event organisers, safety officers, temporary infrastructure, cleansing and waste management, volunteers, promotional clothing, staff catering, corporate gifts, venue hire, road closure adverts, road/traffic signage, professional speakers/programme directors, entertainment and consultants for monitoring and evaluation.

10.14.3 Event hosts departments may procure municipal services including but not limited to: Law enforcement, traffic services, disaster management, fire services, water, cleansing, electricity, poster stickers and lamp pole hiring for event flags.

10.14.4 Event host departments may procure event services, provided there is sufficient budget and

authority to support an event has been obtained.

10.14.5 All procurement must be in alignment with the Supply Chain Management Policy

10.14.6 No advance payments are permitted.

10.15 THE ROLE OF DEPARTMENTS AND OTHER STRUCTURES

10.15.1 Role of the Drakenstein Municipality' Event host departments

10.15.1.1 Drakenstein Municipality's event host departments may initiate events and initiate bids to host events.

10.15.1.2 Event host departments are responsible for Community Sports events, Community Cultural events, Economic Development events Business Events and Service Delivery Events

10.15.1.3 Event host departments can organise and project manage events relevant to their functional area, if the events are relevant to their business plans.

10.15.1.4 If an event is project managed by the ED and Tourism division or the Community Services Directorate due to its significance to the Drakenstein Municipality, the relevant functional department will be a co-hosting department and responsible for providing developmental content.

10.15.2 Role of Drakenstein Municipality's service departments

10.15.2.1 To ensure that events comply with the applicable legislation.

10.15.2.2 To ensure that events are safe.

10.15.2.3 To ensure that access to event services is aligned with the Municipality's strategic objectives through accessibility to services.

10.15.3 Role of the Drakenstein Local Tourism Association (DLTA)

10.15.3.1 The DLTA will assist external event organisers with specific event support as and when requested.

10.15.3.2 The DLTA will assist in marketing activities for the event which will include the placement of advertisements in the press, social media and other digital marketing platforms.

10.15.3.3 The DLTA will provide all tourism related information and marketing collateral to assist with the bidding for an event.

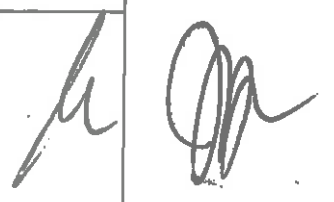
10.15.3.4 The DLTA will facilitate familiarization tours for visiting media and event specific

ANNEXURE A

EVENTS CATEGORY SCHEDULE:

TYPE OF EVENT	STRUCTURE	NUMBER OF PARTICIPANTS	FINANCIAL REQ.FROM MUNICIPALITY	APPROX. VALUE TO MUNICIPALITY	NON-FINANCIAL REQ.FROM MUNICIPALITY	DELEG. TO SIGN	APPLICATION PERIOD	PERIOD FOR APPROVAL
A. Jewel Events	<ul style="list-style-type: none"> International sports, business or cultural events. May range from large scale, with global media coverage, to small scale events. All have an international focus and may be once-off. 	A minimum of 100 to a maximum of 10 000.	<p>R250 000</p> <p>A maximum of three years</p>	R500 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster Fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event	60 days
B. Iconic	<ul style="list-style-type: none"> Annual events on the Drakenstein Events calendar. 	These events attract measurable amount of visitors and tourists. May range from 500 to more than 20 000 visitors over a period of time	<p>R100 000</p> <p>A maximum of three years</p>	R200 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event.	60 days

C. Incubator	<ul style="list-style-type: none"> Annual events on the Drakenstein Events calendar. 	These events attract mainly Drakenstein communities but show potential to attract visitors and tourists to Drakenstein.	R50 000 A maximum 3 years	R100 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event.	60 days
D. Leverage	<ul style="list-style-type: none"> Events that take place outside Drakenstein where the Municipality participates in order to market Drakenstein on a national or global platform. 	These events attract a measurable number of visitors and provides good marketing exposure for our destination.	R75 000. This will depend on the nature of the event as costs will differ. A maximum 3 years	R150 000	<p>Not applicable. Normally a cash contribution is required to cover travel, accommodation, exhibition and other marketing related costs.</p>	CM	12 months before the actual event.	90 days depending on extent of logistical arrangements involved in planning.
E. Community Events	<ul style="list-style-type: none"> These events take place in a community, for purposes and are attended mainly by the immediately surrounding community. 	These events are mainly attended by the local community and may include Mayoral events, service delivery events, fundraising events, local economic development, emerging sport and social development activities.	R50 000 A maximum of 3 years	R100 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	SMT (for cash and non-financial support) SMT (for non-financial support to value of R5 000,00)	3 to 6 months before the actual event	30 days for non-financial support. 60 days for financial and non-financial support



F. Inaugural	<ul style="list-style-type: none"> • Events taking place in Drakenstein for the first time. 	<p>These events may attract a number of local, domestic and international visitors and tourists to the area.</p>	<p>Council may exercise own discretion</p> <p>R100 000 First year only</p>	<p>A cash contribution. Council may exercise own discretion.</p>	<ul style="list-style-type: none"> • Free Venue • Waiving of Banner & Poster fees • Refuse Removal • Marketing/Publicity • Traffic Services & Road Closures • Electricity Services 	MM	12 months before the actual event	90 days
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stakeholders within the DLTA's means.

10.15.3.5 The DLTA must inform the Manager: LED and Tourism of any planned events and festivals in and around the Drakenstein area to ensure effective co-ordination of municipal event activities

11. CONTRACTUAL OBLIGATIONS

11.1 The event organiser will enter into a Memorandum of Understanding and obligations of the Municipality and the event organizer

12. IMPLEMENTATION, EVALUATION AND REVIEW

12.1 This policy aims to streamline event management within the Municipality of Drakenstein

12.2 The Events policy will be implemented by the

12.3 Monitoring and evaluation will be conducted by the Tourism division

12.4 Director of Events will identify and report any blockages within the policy

SEE ANNEXURE A

into account for future amendments to this policy.

Policy must be re-submitted to Council for review and approval.



DRAKENSTEIN

MUNISIPALITEIT • MUNICIPALITY • UMASIPALA

Paarl | Wellington | Gouda | Saron | Simondium

FINANCIAL ASSISTANCE FOR PUBLIC EVENTS POLICY

APRIL 2017

11. CONTRACTUAL OBLIGATIONS

11.1.1 The following reporting obligations must be adhered to by the event organiser:

In the case of a transfer below R50,000:

- (i) A Memorandum of Understanding or Agreement that includes the following obligations (refer to sections (ii) to (v)) must be entered into with the municipality.
- (ii) A report to be submitted to the department regarding any expenditure against the transfer allocation received, in at least monthly intervals.
- (iii) A close-out report to be submitted within 1 (one) month after the event. The close-out report is to be signed off by chairperson of the board/committee or other relevant official or member of the organisation.
- (iv) An agreement by the event organiser to implement effective, efficient and transparent financial management and internal control systems to guard against fraud, theft, and financial mismanagement;
- (v) A confirmation by the event organiser that it has, in respect of previous transfers, complied with the provisions of Section 67 (1) of the Municipal Finance Management Act 5 of 2003.

In the case of a transfer allocation being equal to R50,000 or more:

- (i) A Memorandum of Understanding or agreement that includes the following obligations (refer to sections (ii) to (vi)) must be entered into with the municipality.
- (ii) The event organiser shall provide the Municipality with Audited Financial Statements specifically reflecting the transfer received, within 6 (six) months after the financial year, in which the event has taken place. The audit report to the Audited Financial Statements is to be signed off by an Auditor registered with the Independent Regulatory Board for Auditors (IRBA).
- (iii) A report to be submitted to the department regarding any expenditure against the transfer allocation received, in at least monthly intervals.
- (iv) A close-out report to be submitted within 1 (one) month after the event. The close-out report is to be signed off by chairperson of the board/committee or other relevant official or member of the organisation.

- (v) An agreement by the event organiser to implement effective, efficient and transparent financial management and internal control systems to guard against fraud, theft, and financial mismanagement;
- (vi) A confirmation by the event organiser that it has, in respect of previous transfers, complied with the provisions of Section 67 (1) of the Municipal Finance Management Act 5 of 2003.

11.1.2 Failure to comply with the reporting obligations set out in sec 7.2 will disqualify the recipient from further applications for funding in subsequent years.

12. IMPLEMENTATION, EVALUATION AND REVIEW

- 12.1 This policy aims to streamline events management as an integrated function of Drakenstein Municipality.
- 12.2 The Events policy will be implemented once approved by Council.
- 12.3 Monitoring and Evaluation will be performed by the EG and Tourism division
- 12.4 Directorates are to advise the EG and Tourism division of any blockages within the policy implementation framework.
- 12.5 Changes in legislation must be taken into account for future amendments to this policy.
- 12.6 Any amendments to this policy must be re-submitted to Council for review and approval.

MINUTES: COUNCIL/RAAD/IBHUNGA
31 MAY 2017

7.7	FINANCIAL ASSISTANCE FOR PUBLIC EVENTS POLICY FOR DRAKENSTEIN MUNICIPALITY
	FINANSIËLE ONDERSTEUNING VIR OPENBARE FEESTELIKE GELEENTHEDE BELEID VIR DRAKENSTEIN MUNISIPALITEIT
	INXASO MALI KUMGAQO NKQUBO WEMIBHIYOZO KAWONKE WONKE KUMASIPALA WASE DRAKENSTEIN

UNANIMOUSLY RESOLVED

1. that the Financial Assistance for Public Events Policy be approved; and
2. that the investigation to centralise Events Management Administration under one Directorate, be approved.

Meeting: Council – 31/05/2017	Submitted by Directorate: Planning and Economic Development		
Ref No: 11/8 & 5/13/1/1	Author/s: Cheryl Phillips		
Coll Nr: 1210290	Referred from: MC-24/05/2017		
PAR: 1-2	ACTION: Implement decision	RESPONSIBLE DEPT: EM: Planning and Economic Development	DUE DATE:

