

Rural City of Wangaratta Tourism Event Grant Funding Program Application Form 2022 January 1 – June 30

The Rural City of Wangaratta Tourism Event Grant Funding Program supports the growth of events in the region that attract outside visitation resulting in economic benefits for the town. Events supported under this program have a strong tourism focus that demonstrate the potential to promote the destination and aligns with the strategies of the Rural City of Wangaratta.

Please note, this program is valid for events taking place from January 1, 2022 – June 30, 2022. Applications for events that fall outside of these months will not be assessed.

The Tourism Event Funding Program provides funding up to:

\$5,000 for Marquee and Major events

\$2,000 for Minor events

- *Marquee events– attracts greater than 3,000 visitors & provides a significant economic benefit*
- *Major events– attracts between 500 to 2,999 visitors*
- *Minor events– attracts less than 500 visitors*

OBJECTIVES

Applicants are required to outline how the funding will assist the event to contribute to one or more of the following key objectives:

- Increase visitation to the region
- Enhance Wangaratta as a holiday destination
- Attract key target markets
- Provides an economic benefit
- Enhances the culture of the community
- Supports and enhances the local tourism strengths
- Grow the event to become financially viable and sustainable

KEY DATES:

Applications Open	Monday, September 20
Applications Close	5pm Friday, October 15
Announcement – Council Meeting	Tuesday, November 23
Financial Acquittal Due	Three months after the event date

ELIGIBILITY

To be eligible for consideration for a Rural City of Wangaratta Community Grant, all applicants must demonstrate the following:

- be a community group or an incorporated not-for-profit organisation, (sporting, cultural, industry bodies) or private enterprise;
- have a current Australian bank account in the name of the community group or not-for-profit organisation, or business;
- have an event that meets one or more of the Tourism Events Grants objectives;
- event must be held between 1 January 2022 and 30 June 2022
- be able to meet the conditions associated with receiving the grant; and
- submit a completed application form before the program closing date.

Ineligible projects will not be considered for assessment.

WHAT WILL LIKELY BE FUNDED

- Marketing, promotional materials & advertising costs that look to not only promote the event to individuals who reside in the Rural City of Wangaratta but to those who live outside and further away from our LGA
- Costs associated with securing and hosting events
- Strategic or business plans for event development
- New innovations or additional activities to expand an event program
- Events that visitors who reside outside of the Rural City of Wangaratta

WHAT CANNOT BE FUNDED

- Local events with a community focus or appeal
- Events without the capacity to attract visitation outside of the Rural City of Wangaratta
- Events that have failed to acquit previous funding programs from the Rural City of Wangaratta or meet previous obligations from grant funding.
- Events that have already secured financial support through another Rural City of Wangaratta program or source
- The purchase of land or rent
- Events that have already commenced at the time of application, or events that have been completed prior to the application
- Staff wages, contractor fees
- Events staged outside of the Rural City of Wangaratta
- General administration costs and maintenance costs
- Administrative equipment and supplies

ASSESSMENT CRITERIA

Strong consideration for support through the Tourism Event Grant Funding Program will be given events that can deliver an:

- economic or social impact to the community and businesses within the municipality
- that aligns with the tourism strategies of the Rural City of Wangaratta, regional and state tourism
- events that can demonstrate the capacity to increase visitation from outside of the Rural City of Wangaratta and immediate surrounding region
- event that promotes the Rural City of Wangaratta as a tourism destination
- festivals and events from committees with experience in delivering events
- events with detailed event plan and marketing strategy
- new and innovative events
- events demonstrating financial viability and sustainability
- Implemented waste reduction and environmentally sustainable practices

APPLICATION PROCESS

Applications will be assessed initially by Rural City of Wangaratta Council Officers to ensure the application is complete and meets the eligibility requirements. If the application is deemed eligible, it will then be examined in more detail against the assessment criteria. Officers and staff from across Council may be consulted where specialist advice is required. External Stakeholders may also be included in the evaluation process. Ineligible events, incomplete submissions and applications received after the due date will not be considered for assessment.

Successful applicants will be required to:

- sign and return a funding agreement to Council.
- acknowledge the Rural City of Wangaratta's support through logo presentation on all promotional material, publications, and media releases.
- evaluate and acquit the project no later than three months following the event.