

## Marketing Fund 2024/25

The Marketing Promotion Fund was established to ensure that the Council could provide support for the holding of major events and festivals in the city and support Rate paying businesses in the city.

The Regional Festivals Programme aims to support Festivals and Participative Events that will drive domestic tourism and help to improve the visitor experience.

The key objectives are:

- To attract and develop domestic and international visitors to the city in the shoulder season.
- To increase bed nights and benefit the local economy.
- To raise awareness of the region internationally

The conditions of the funds are:

- Assistance from these funds should be provided only to projects that will support local economic development, i.e. attracting or generating investment, spending, jobs, or additional events in the city.
- Funding should only be provided to projects and events that have a city-wide impact. These are not funds for small-scale, local events nor is it an emergency fund for existing projects that may have lost other sources of funding.
- Events that take place in the shoulder season were eligible to apply. For this fund, Galway City Council looked for applications for events or festivals from September 2024 to April 2025.
- Galway City Council welcomes proposals aimed at bolstering events that contribute to the enhancement and diversity of the Night-Time Economy (NTE), focusing on activities unfolding from 6 pm onward. The Night-Time Economy is multifaceted encompassing cultural activities, entertainment, hospitality, festivals, and sports. Proposals that actively contribute to the vibrancy, safety, and inclusivity of the night-time experience are encouraged.

### Budget

The total budget allocated by Galway City Council to the Marketing Fund is €100,000. The Regional Festival Fund includes a budget of €18,500 supported by Fáilte Ireland

We received 15 applications requesting €224,378 worth of funding.

### Sinking Fund

The Marketing Fund has built up a significant sinking fund. Funds are reserved each year as a sinking fund for use on major projects and events. The current sinking fund stands at €804,760. GCC is proposing adding €10,000 to the sinking fund from the 2024 budget bringing the new total €814,760.

### Criteria

- In view of the central role of the Council in supporting local economic development, proposals for funding should relate only to projects that will support local economic development, i.e. attracting or generating additional events, investment, spending, or jobs in the city.
- These funds are a competitive process, and no applicant is guaranteed funding. No applicant should assume funding will be approved from these funds until a letter of offer is received. All applications to the Marketing Fund must be approved by the elected members of Galway City Council

- Events in receipt of, or in line for, other public funding which will make up more than 50% of their total budget will be ineligible for consideration under these schemes. The Council is placing this cap on the maximum proportion of public funding in order that any project should not be funded completely from public monies and that private sponsorships and fund-raising should be identified and documented.
- A maximum of 50% of the funding allocated to a particular project will be provided in advance of the event. The remainder of the funding will be paid on the production of appropriate reports demonstrating that funding criteria have been met, that the event adhered to its business plan and that branding requirements were fulfilled.

All 2024 applications were scored on the following criteria:

Criteria	Marks
<p>Economic Impact</p> <p><i>How does the activity plan to grow visitors to Galway City and have a positive economic impact?</i></p>	60
<p>Matched Funding</p> <p><i>Events in receipt of, or in line for, other public funding which will make up more than 50% of their total budget will be ineligible for consideration under these schemes. The Council is placing this cap on the maximum proportion of public funding in order that any project should not be funded completely from public monies and that private sponsorships and fund-raising should be identified and documented.</i></p>	30
<p>Marketing &amp; Promotion of Galway</p> <p><i>Outline how the activity will be marketed to attract additional footfall and visitors to Galway city including any partnerships with local accommodation providers to increase hotel occupancy?</i></p>	30
<p>Quality &amp; Ambition of the Activity</p> <p><i>Will the activity add to the visitor experience in Galway and give visitors and users of the city a positive experience?</i></p>	30
<p>Night-Time Economy elements</p> <p><i>Outline how your project contributes to the enhancement of the Night-Time Economy (NTE)</i></p>	30
<p>Delivery Team</p> <p><i>Indicate experience of the organisers in providing experience to deliver this project?</i></p>	20
<p>Sustainability</p> <p><i>Details of plan to make your activity greener and more sustainable in 2024?</i></p>	20

Family Friendly <i>Provide details of how the event will be family friendly?</i>	10
Alcohol Free Events <i>Will the event have alcohol free elements?</i>	10
Sponsorship Opportunities <i>The sponsorship (branding) opportunities that will be afforded to Galway City Council in return for funding?</i>	10
<b>Total Marks</b>	<b>250</b>

### Recommendations

Applicant	Description	Amount Proposed	Amount Sought	2023 Funding	Score
Comedy Festival  Tues 22 - Mon 28 Oct 2024	Ireland's biggest comedy festival will have a capacity of 20,000 attendees, with 100+ artists performing in 70+ shows and will attract thousands of visitors to the city, making it the biggest comedy festival in the EU	€25,000	€30,000	€30,000	205
Galway Master Basketball  1st - 3rd Nov 2024	It is planned that his Years Tournament will have 48 teams. Of the 48 Teams, the usual allocation of where the teams will be travelling from will be as follows: 24 Teams are from Overseas -UK & Scotland, Europe and the USA / Canada, 20 Teams are from Ireland (from outside of Galway County) and there will be 4 Teams representing Galway Masters.	€8,300	€8,378	€8,800	205
Connacht Rugby  Throughout the year	Hosting over 40 games per season (25 Club and Schools games, 12 Senior Men's and 2 Women's Interprovincial games). The application is not for any single event or festival but for a concerted effort to attract more visitors to Dexcom Stadium over the course of the season in particular fans from teams from across Ireland and Europe.	€20,000	€27,500	€25,000	180

<p>Food on the Edge</p> <p>18<sup>th</sup> – 23<sup>rd</sup> Oct 2024</p>	<p>Food on the Edge is a unique international food symposium with a programme of events that will run across 6 days.</p> <p>The central objectives of Food on the Edge are to showcase Galway and the West of Ireland’s food, food culture, tourism and hospitality - exposing the quality of our food products to leading influencers in the culinary world and enhancing our reputation both as a food producer and as a culinary and tourism destination.</p>	<p>€10,000</p>	<p>€15,000</p>	<p>Returning last funded 2019</p>	<p>170</p>
<p>Blas Na Gallimhe</p> <p>Nov 2024</p>	<p>To support, market and promote ‘Blas na Samhna’, which run throughout the month of November. Objectives of the festival include Supporting and promoting the Galway food industry, their businesses and venues. Promoting and marketing Galway city as a food destination. Drive domestic tourism and help to improve the visitor experience. To increase bed-nights and benefit the local economy. Build a strong food network. Facilitate a collaborative approach to the marketing and promotion of Galway as world class food destination.</p>	<p>€10,000</p>	<p>€20,000</p>	<p>New</p>	<p>160</p>
<p>Tonnta Festival</p> <p>31<sup>st</sup> Jan – 2<sup>nd</sup> Feb 2025</p>	<p>Déanfaidh an fhéile Tonnta ceiliúradh ar an nGaeilge agus ar Ghailimh ina cathair dhátheangach . Beidh sé ar siúl ón Aoine 31 Eanáir go dtí 2 Feabhra. Ó tharla gur deireadh seachtaine na Féile Bríde a bheidh ann, beidh roinnt téamaí i gceist ach is é príomhthéama na Féile ná ceiliúradh a dhéanamh ar stádas na Gaillimhe ina cathair dhátheangach.</p> <p>Tonnta - Galway’s Bilingual Festival, will celebrate the Irish language and Galway as a bilingual city. Tonnta will run from Friday 31st January until February 2nd. There are a number of themes, but the primary one is to celebrate Galway’s status as a bilingual city.</p>	<p>€10,000</p>	<p>€35,000</p>	<p>€15,300</p>	<p>160</p>

Galway Rally  Sat 1 <sup>st</sup> – Mon 3 <sup>rd</sup> Feb 2025	The 2025 Galway International Rally is planned to take place on the February Bank Holiday Weekend. The event will be organised on the new February bank holiday weekend. The weekend date contributes significantly to the local economy (many millions of euros) and the long weekend format is a significant boost to the local nighttime economy also.	€7,500	€15,000	Returning last funded 2023	155
An Tóstal  April 2025	The project is An Tóstal 2025; a two-day event to be held at the end of April / early May with Hooker Sailing races and Currach Racing. The Galway Hookers will take to the bay on the Saturday with several races contested. Hooker Racing will be located adjacent to the Seapoint/Aquarium area. On the Sunday, it will be high octane Currach racing with An Tóstal being a fixture on the Currach Racing national League.	€7,500	€10,000	€8,350	150
Galway Drum Show  22nd - 23 <sup>rd</sup> March 2025	The Galway Drum Show is a unique festival of all thing Drums. The Galway Drum Show (GDS) will take place on March 22nd and 23rd with street performances in Eyre square, Shop Street and the Spanish arch on Saturday March 22nd and the Expo will take place in the Clayton Hotel on March 23rd.	€4,500	€25,000	€3,500	135
Galway Fest  27th Feb - 2nd March 2025	Galway Fest is a whitewater kayaking festival that runs in early March each year in Galway. 2025 will be the 13th edition of the event. The event attracts kayakers from all over Europe and further afield to Galway City each year. The festival caters to a maximum of 300 competitors with many more spectators accompanying the competitors to the event each year.	€2,100	€6,000	New	125
Galway Love Festival  16 <sup>th</sup> – 18 <sup>th</sup> Feb 2025	Galway Love Festival is an annual festival which celebrates the culture, food, art and music of Galway. The culture and character of Galway is always central to the festival, and they theme each year around icons of Galway. They work closely with venues to create novel and unique events which draws a great crowd.	€2,100	€3,000	New	125

Galway Cartoon Festival	The Galway Cartoon Festival has four main strands to our project, a suite of exhibitions of cartoons in major city-centre venues, guest cartoonists and a series of interactive public events, a programme of other events, during the festival itself	€1,500	€4,000	2,500	120
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### Applications Not Considered

Run Galway Bay	This is a sporting race, that is like many other events in the city.	€10,000
Architect on the Edge	This Festival is funded through the Arts Office at GCC	€4,500
Going Costal Music Festival	This application is to be considered by the NTE Advisor and a project we will try and support with funding from elsewhere.	€11,000

### Sinking Fund Proposal

GCC is proposing to fund Druid €50,000 in 2025 from the Sinking Fund for Druids 50th Anniversary 2025.

**“...anchored in the West of Ireland and looking to the world...”**

A programme is being developed to reflect the concentric areas of the company’s impact over the past 50 years. 2025 will acknowledge Druid’s 1975 founding and its five-decade evolution. The tone of the celebration to be one of generosity and gratitude, emphasising their debt to their audiences and artists, and inviting people to share memories and look ahead to the company’s next 50 years at the heart of Galway.

This will be a joyful, forward-looking statement of Druid’s place in the world as demonstrated in an artistic programme that combines new voices and Druid discoveries, with ‘old friends’ in work by major Irish writers whose texts illuminate Irish and West Irish culture and life with a series of events across the City and County.

GCC will work with Druid on a programme that will celebrate the achievements of Druid over the last 50 years, ensure a significant branding presence across the city and a programme that will reach new audiences with performances in venues across the city.

The 50-year celebration will be leveraged by the city across the globe to highlight the city as a Cultural and Arts destination for visitors.

The Sinking Fund following this allocation will have a fund of €764,760.