

REPORT: FESTIVAL & EVENT GRANT SCHEME 2022

Background

Kilkenny County Council approved a Festivals and Events Grant Scheme for 2022 to support the work being done by: 1. local community groups in organising events (Community Events Scheme); and 2. groups that organise Tourism Festivals throughout Kilkenny (Tourism Festival Grant Scheme).

The total fund this year as per the adopted Budget is €112,000.

It is recommended that €15,000 of the fund is set aside for the following:

- €5,000 to be allocated towards Kilkenny Day 2022. Kilkenny County Council aims to build on the previous 2 years in order to engage our local communities and to showcase the spirit and pride that exists in Kilkenny.
- €10,000 to be allocated (as in 2021) to support communities and event organisers to continue to make use of the “Festivals Kit” acquired in 2021. Festival and Event organisers will be encouraged to use the Kit in their events around the County and the funding allocated will go towards the costs associated with transport of the kit, set up and take down of the kit, etc.

In line with Council policy, 80% of the remaining Budget (i.e. €77,600) is allocated to the Tourism Festival Grant Scheme, managed and administered by the Tourism Section; and 20% (i.e. €19,400) is allocated to the Community Events Scheme promoted and administered by the Community Section. The funding being recommended to elected members at the February Council Meeting is under the Tourism Festival Grant Scheme

Evaluation Criteria for Tourism Festival Grants

Applications under the Tourism Festival Grant Scheme are assessed on their ability to:

- positively impact tourism;
- help deliver the Council’s Tourism strategy; and
- improve the visitor experience in Kilkenny City and County.

Applications

The Tourism Festival Grant Scheme was advertised in January, 2022 and the closing date for applications was 16th February, 2022.

- Twenty three applications were received;
- Fourteen applications have been recommended for approval;
- Nine applications do not meet the criteria for the Tourism Festival Grant Scheme and will be advised to make application under the Community Events Scheme to be advertised later this year.

Further to review of the applications, the list of Festivals and award amount recommended for approval is outlined on table below.

NOTE: A condition of all Tourism Festival Grants awarded this year will state that “*should an event have to be cancelled or move to an on-line platform due to changing COVID restrictions, only 25% of the original grant award will be paid*”. This condition is in line with Fáilte Ireland policy on supporting festivals on-line in 2022.

Table: List of Applications Recommended for Approval under Tourism Festival Grant Scheme 2022

Event Name	Date of event	Visitor Number	Overall Cost	Amount sought	2022 Grant
Castlecomer Wellie Race	Jan-23	8,000	€ 10,000.00	€ 3,000.00	€ 3,000.00
Kilkenny TradFest	March 17th - 21st	TBC	€ 53,500.00	€ 10,000.00	€ 6,000.00
Smithwicks Kilkenny Roots Festival	April 29th - May 2nd	8,000	€ 135,000.00	€ 15,000.00	€ 10,000.00
Kilkenny County Fleadh Cheoil	April 22nd - 24th	800-900	€ 9,000.00	€ 1,500.00	€ 1,000.00
The Kilkenny Cat Laughs Comedy Festival	June 2nd - 6th	10,000	€ 227,000.00	€ 30,000.00	€ 10,000.00
Keep Her Lit ~ Inistioge	August 5th - 7th	1,000	€ 25,500.00	€ 5,000.00	€ 2,500.00
Alternative Kilkenny Arts Fringe Festival	August 5th - 14th	3,000 - 6,000	€ 22,000.00	€ 22,000.00	€ 5,000.00
Iverk Show	August 27th	22,000	€ 229,000.00	€ 10,000.00	€ 2,000.00
Kilkenny Animated	Sept 30th - Oct 2nd	2,000	€ 85,000.00	€ 15,000.00	€ 6,000.00
Kilkenny Pumpkin Picking (in Kells)	October 15th - 30th	15,000	€ 47,850.00	€ 10,000.00	€ 2,000.00
Savour	October 27th - 31st	50,000	€ 120,000.00	€ 30,000.00	€ 20,000.00
Abhainn Ri Festival	Oct 28th - Nov 1st	4,500	€ 14,200.00	€ 5,000.00	€ 2,100.00
Kilkenomics	November 3rd - 6th	2,000	€ 85,000.00	€ 15,000.00	€ 5,000.00
Graigenamanagh Town of Books	TBC	10,000	€ 25,000.00	€ 10,000.00	€ 3,000.00
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