



Draft Events Assistance Policy 2021

TABLE OF CONTENTS

1. DEFINITIONS	3
2. ABBREVIATIONS	9
3. PROBLEM STATEMENT	9
4. STRATEGIC FOCUS AREAS IN TERMS OF TOURISM SECTOR DEVELOPMENT	11
5. PURPOSE OF THE EVENTS	11
6. DESIRED OUTCOME	12
7. SCOPE OF POLICY APPLICATION	12
8. REGULATORY CONTEXT	13
9. ROLE PLAYERS AND STAKEHOLDERS	14
10. POLICY DIRECTIVE DETAILS	15
11. CONTRACTUAL OLBIGATIONS	25
12. IMPLEMENTATION, EVALUATION AND REVIEW	26

1. Definitions

For the purpose of this policy, except where clearly indicated, 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 George 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 George 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 George 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 act. In terms of the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993)
George Local Tourism Association (DLTA)	Local Tourism Authority that markets the destination on behalf of the Municipality and the Private sector.
George Municipality's Event Service Department	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 Development Department.
George Municipality's Host Department	Municipal Departments who lead, partner and host events as part of their business plans, including but not limited to: Planning and Development, Community Services Department, 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. Population Certificate.
Event Facilitating 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 and ensure compliance with a range of legal requirements to ensure the safe management of events in the Municipality. This committee has no authority to approve an event, it merely facilitates communication and smooth operations. In instances of a larger event this committee may be replaced by a Local Organising Committee
Event Organiser	Any person who plans, oversees, 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 Approvals Officer	The authorised official in terms of the CoFS bylaw (any other official delegated by him or her to conclude the Population Certificate (where over 50 persons on site) and pre-approve or approve the event.
Event Risk Categorisation	Where the event will host over 2000 persons, a risk 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). However, the Event Approvals Officer has the authority to require additional measures
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 Growth and Tourism division and Community Services Department have event support budget allocations
Executive Director	A person appointed by the Council to head a Department in the Municipality and shall

	include any person acting in that position or to whom authority is delegated
Executive Director: Planning and Development	The person appointed by the Council as Executive Director of the Planning and Development Department or Community Services Department 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 or where the land use permits such activities. These could be private functions, such as birthday parties or weddings, funerals, or community functions such as sports or social club gatherings.
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 the Gatherings Act, 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 the residents of the municipality; and/or the rate payers of the municipality
Local event	A municipal wide event which is of significance to the municipal area and attracts local interest and visitors.
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 agreement	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 George Municipality.
Municipality	Means the George 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 this includes but is not limited to World Aids Day on 1 December, Youth Day on 16 June 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
Population Certificate	"Population Certificate" means a population control certificate that is issued by the Chief Fire Officer in terms of section 16 and 21 of the Community Fire Safety Bylaw as determined by SANS10400A:2010 (20 & 23)
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 intergovernmental service delivery events. For example, the opening of a new facility, handing over of housing to residents, etc.
Municipal facilities	Facilities (such as town halls, community centres, sports fields, stadiums) owned by the George 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.
IDP	Integrated Development Plan.
MUNICIPALITY	George Municipality.
NGO	Non-Governmental Organisation.
PBO	Public Benefit Organisation.
SAPS	South African Police Services.

SCM	Supply Chain Management.
SMME	Small, Medium and Micro Enterprises.
TEAM	Planning and Development Department or Community Services Department.
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. 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:
- a) Be one of the world's leading event destinations.
 - b) Be known to host world-renowned events.
 - c) Be recognized for excellent events, regardless of size; and
 - d) 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 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:
- a) Leverage events to address economic development, social inclusion, cultural diversity and environmental responsibilities and challenges.
 - b) Rational decision making about events based on market intelligence and comprehensive information about impacts.
 - c) A consistent, proactive, and integrated approach to event processes and management.
 - d) Portfolio of events spread across the Province and the annual calendar.
 - e) Effective use and management of event venues, facilities, and assets.
 - f) Strategic development of infrastructure to "future-fit in line with long-term views on events.
 - g) Supportive, enabling, and co-operative institutional arrangements.

- h) Incubate events through public sector support.
- 3.3 This Events Assistance 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 George Municipality has channelled a significant number 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 George Municipality's long-term commitment to support events that will contribute to George's vision which is for the Municipality of George 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 George has a very good track record as a domestic and international sports events destination.
- 3.7 The promotion of George 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, coordination between private and public sector event stakeholders and the provision of infrastructure services for events. The Events Assistance Policy is needed to improve the management, funding, and control of events in the George 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 can 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 an 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 George to integrate in a single public space.

5. PURPOSE OF THE EVENTS POLICY

- 5.1 The purpose of the Events Assistance Policy is to ensure the following:
 - 5.1.1 Serve as a catalyst to achieve the Economic Growth and Tourism strategic objectives of the George 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.
 - 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 Assistance Policy prescribes processes to be followed by the Municipality for event support provision, commercial partnerships, event permit applications, coordination of the Municipality's events calendar, hospitality, guest management, ticketing, event marketing and event services.

6. DESIRED OUTCOME

- 6.1 The Events Assistance 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 George 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.
- 6.1.13 Identify whether and to what extent any municipal funding could and should be made available.
- 6.1.14 Ensure Event takes place in safe manner to the public complying with national laws regulations and standards.

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 George 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 Public participation or meetings held by a ward councillor held in a venue certified as for public assembly
 - 7.2.2 Small events such as family and community events held on private property or purpose-built venues, subject to any other legislation, where less than 50 persons and held in a venue certified as for public assembly
 - 7.2.3 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, unless held in a venue certified as for public assembly or in a venue with a permanent population certificate in place.
 - 7.2.4 Sport fixture and events regulated by the Safety at Sports and Recreational Events Act No.2 of 2010 unless temporary or permanent population certificate is in place.

- 7.3 Considering paragraph 7.2 above, the Events Approval Officer or a Law Enforcement Officer may issue a compliance notice to the event organizer in terms of section 8 when—
- 7.3.1 The Events Approval Officer or a Law Enforcement Officer finds that any relevant legislation or regulation is, or likely to be, contravened by an event organizer
- 7.3.2 A stakeholder affected by the impact and risk attached to an event files a complaint with the Event Approval Officer or a Law Enforcement Officer.
- 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.
- 7.5 The Events Approval 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.
- 7.6 The Municipality cannot contribute financial support to any political party events. Should in-kind support be required this policy applies.

8. REGULATORY CONTEXT

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

- 8.1 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 Disaster Management Act, 2002 (Act no. 57 of 2002).
- 8.4 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 and SANS 10336:2012 regarding Health and Safety at events
- 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 The Land Use Planning Act.
- 8.13 George Zoning Scheme and Land Use Management Bylaw.
- 8.14 Regulation of Gatherings Act, 1993, (Act no. 205 of 1993).
- 8.15 All relevant George Municipal by-laws including the “Bylaw relating to Community Fire Safety and the proposed Events by-law.
- 8.16 Schedule 16 of the Outdoor Advertising and Signage by-law.
- 8.17 George Municipality System of Delegations.
- 8.18 George Integrated Development Plan
- 8.19 Cape of Great Events Strategy for 2014-2030; and
- 8.20 Any other relevant legislation, bylaw, or procedure.

9. ROLE PLAYERS AND STAKEHOLDERS

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

The Events Approval Officer will draft a Standard Operating Procedure setting out the roles and responsibilities of the internal and external role players.

10. POLICY DIRECTIVE DETAILS

To promote effective management of events in the George Municipality the following policy directive details will apply:

10.1 Classification of events

A. World, special or International Events	An event of international significance which also attracts international visitors and international media coverage and assists in positioning the city as a Tourism or events destination in the Global Market. These types of events feature on the Event Calendar and are an integral part of the destination's brand. 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 George. These events may range from large scale such as the FIFA World Cup, with global media coverage, to small scale events, such as an international golf event such as the BMW World Golf Championships.
B. National Events	These are annual events that are very famous and well known on the George Events Calendar. These events attract measurable visitors and tourists to George, such as the Southern Cape Old Car Show.

C. Regional Events	Annual events on the George calendar. These events attract mainly George communities but show potential to attract visitors and tourists to George. These are several local events that build a sense of community, promotes social cohesion, such as the Red Berry Strawberry Festival.
D. Incubator Events	These events typically require product development support and in certain instances have the potential to deliver significant socio-economic impact, such as the Evoking Art Festival.
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 George for the first time. They may be sports events, cultural events, and business events and may attract several 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 George iconic events) to mainly George residents (e.g., community events). The classification is intended to assist if funds are made available for an event.

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 To assist in planning an official online Events Calendar will be published to improve planning for events. The management of the calendar will be the responsibility of the Corporate Communications division, the Economic Growth, Tourism division, 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.

10.3 Events support

10.3.1 Partnership with event organisers:

10.3.1.1 The Municipality may from time to time choose to host or partner with events in the George 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:
- a) Events that attract a high proportion of visitors to George.
 - b) A media attraction, particularly international and national media.
 - c) Events that provide the Municipality with marketing opportunities.
 - d) Demonstrates a positive economic, social, and environmental impact.
 - e) Supports the Municipality's facilities.
 - f) Events that address seasonality in the Municipality's events calendar.
 - g) Applies responsible tourism and sustainable living principles.
 - h) Events that apply event greening principles.
 - i) Information on trading opportunities for local traders.
 - j) Job creation opportunities because of the event.
 - k) Information on local suppliers.
 - l) Lasting legacies from the hosting of the event; and
 - m) Creates access for communities and assists with geographic spread and social integration.

10.3.3 Financial event support requirements

- 10.3.3.1 Municipal support of the event can only be afforded 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.
- 10.3.3.2 The George Municipality may choose the level of funding it wishes to enter with an event organiser based upon the classification set out in clause 10.1. It is Council's discretion to decide on the amount allocated to events.
- 10.3.3.3 Should Council allocate funding for events, a proposal call will be advertised in all local media and on the municipal website for financial assistance.
- 10.3.3.4 The proposal call 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) and any other information required.

- 10.3.3.5 All applications received will be tabled to a committee chaired by the Executive Mayor. The committee will allocate funds (within the approved budget), may indicate in-kind support or a combination of both forms of support. This committee will identify and confirm the successful applicants. The Administration will inform the applicants of the outcome in writing.
- 10.3.3.6 An event will only be eligible for funding for three years, unless motivated and in exceptional cases. These motivations must be submitted to the committee referred to in clause 10.3.3.5 for a decision.
- 10.3.3.7 There will be a limit to the amount given to events, based on size and other criteria. All funds are subject to a Memorandum of Agreement being signed and the event being approved by the Events Committee.

10.3.4 The resulting funding models may be defined in the following categories:

A. Sponsor	The Municipality may choose to partner with an event organiser by purchasing a rights package to promote the George Municipality in return for a financial transfer.
B. Host Municipality	The Municipality may choose to fund an event, with a partner or by itself
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 Support	The Municipality may choose to support events to achieve strategic objectives.

10.3.5 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 in the Municipal Finance Management Act (MFMA).

C. Inter-departmental transfer.	Facilitates the provision of Municipal services at events after the necessary authority is obtained.
D. Subsidising events by providing event infrastructure and or services (also known as in-kind support.	To assist event organisers with goods and services by direct procurement. Such procurement takes place after authority is obtained to support the event.
E. Revenue model sharing.	Facilitates the Municipality's participation in revenue generation income of the event.

All Memoranda of Agreement, legal obligations and funding agreements must be reviewed by the Office of the Municipal Legal Advisor and signed by the Municipal Manager or his/her delegate before such agreements can be concluded.

10.3.6 Application process for event financial support

The following outlines the event financial support application requirements:

- 10.3.6.1 Event organisers are required to apply, in a prescribed format. Applications for event support must be submitted by persons over the age of 18 years to the Director: Planning and Development.

The application must include:

- a) The name and full details of the individual, entity, organisation, or body to be responsible as the event organiser
- b) Company Management structure and management teams experience in organising previous events
- c) Event track record (if the event was previously organised- including how long the event has been in existence), where and when
- d) The proposed venue for the event
- e) The proposed days and hours of operation for the event
- f) List of sponsorships and media partners, and approximate values
- g) Any funding required from the Municipality
- h) Financials of the previous year's events (first time events are exempted see previous bullet point)
- i) Approved land use application (e.g., temporary use departure) if required
- j) Proof of public liability insurance

- k) Additional benefits which will accrue to a specific or larger community, including SMME development, use of local labour and expertise, use of local businesses; and Any other information required, including a declaration on previous lawsuits and or non-compliance matters, and the outcome of those procedures

10.3.6.2 The awarding of any financial support does not imply that the event has been authorised and the event organisers are expected to ensure that the relevant authorisations, certificates, and permits are received in advance of the event. Should funding have been transferred in advance of the event and the event does not proceed for any reason, including the failure to acquire an event permit, such funds must immediately be returned to the municipality.

10.3.6.5 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.

10.3.8 Decision making process for event support without a financial transfer.

The George Municipality regularly receives requests for support that do not have financial implications. However, the application process and approval process set out in this policy apply.

10.3.9 Reporting

10.3.9.1 Event owners, who are beneficiaries of municipal event support are required to provide the George 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 George. The Memorandum of Agreement will set out the process related to this requirement.

10.3.9.2 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.

10.4 EVENT BIDDING

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

international or national event. Such an application will be budget dependant and all due processes must be followed.

10.5 EVENT PERMITS

10.5.1 Events permits are required to host events in the George Municipality. These permits are only issued after the Events Committee has approved the event. All event applications must be considered by the Events Committee.

10.5.2 Event organisers are required to apply for an event permit

10.5.3 Event organisers who 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), shall submit the risk categorisation to the Events Permitting Officer.

10.5.4 Event organisers are required to comply with all applicable laws. 10.5.5 The George 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 Event Approvals Officer can approve or reject an application provided that such approval or rejection is aligned to the guidelines outlined below. Approval of the event is achieved through the issuing of a permit by the George Municipality only.

10.5.6.2 The timeframes for approvals may vary depending on the supporting information submitted.

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 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 Inputs received from the applicable ward councillor.
 - 10.5.7.19 Where overwhelming objections have been received by a range of stakeholders to the event taking place; and
 - 10.5.7.20 Approved (Permanent or Temporary) Liquor License if required.
- 10.5.9 Receiving financial or in-kind support from the municipality does not constitute an approval.
- 10.5.10 The George Municipality reserves the right to refuse an event.
 - 10.5.11 The George Municipality reserves the right to approve events at short notice provided that such events are unforeseen, of national or regional interest. Such events must comply with all the legal prescripts listed in this policy and attain approval of the Event Approvals Officer.
 - 10.5.12 The permit must be kept by both the Event Organiser and the Venue and be always available for scrutiny.
 - 10.5.13 Should an event proceed without a George Municipality Events permit, the event is deemed illegal, and the George Municipality may take all appropriate actions to address the non-compliance in terms of the relevant legislation and bylaws.
 - 10.5.14 The George Municipality will assess whether an event requires Land Use Management approval.
 - 10.5.15 All approvals related to an event are subject to any prevailing Disaster Management Regulations. Should an event be cancelled due to these Regulations or on any other reasonable grounds any funding which has been

made available must be reimbursed in terms of the concluded Memorandum of Agreement.

10.6 MONITORING 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 George Municipality, through its Chief Fire Officer, Event Approvals Officer, Law Enforcement unit or any other mandated official can act by shutting the event down.

10.7 EVENT RESEARCH

- 10.7.1 George Municipality will conduct at least two Event Impact studies over a five-year time.

10.8 GEORGE MUNICIPALITY INTER-DEPARTMENTAL COORDINATION

- 10.8.1 The municipal departments are required to provide the Events Committee with a list of events they will be supporting as soon as Municipality's support for such events is confirmed.
- 10.8.2 All events arranged or supported by the George Municipality must be legally compliant and therefore require an event permits where the events fall within the scope of this policy.

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. However, only the GM Event Approvals Officer may permit an event.
- 10.9.2 In most cases event organisers may apply for funding from the Garden Route Garden Route 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 George Municipality's 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 George 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 George Municipality's Gift policy of 2016.
- 10.10.3 The purpose of hosting guests may be part of a strategy to promote George 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 Municipal Manager approves the decision for hospitality at a selected event.
- 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 Director, Municipal Manager or the Executive Mayor depending on who the host is.

10.12 TICKET DISTRIBUTION

- 10.12.1 The George Municipality may receive or purchase tickets to events. Any purchasing of tickets must be in accordance with legislation and policy.
- 10.12.2 Any tickets which are supplied to the Municipality in recognition of support must be submitted to the Office of the Municipal Manager. The Municipal Manager and the Executive Mayor will allocate gifted tickets within the municipality or to external parties.

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 Event organisers must apply for permission to erect or activate the events and receive approval the Events Committee. Any tariffs payable for the erection of posters must be paid prior to approval of the event.
- 10.13.3 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 George Municipality 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 host departments may procure event services, provided there is sufficient budget and authority to support an event has been obtained. All procurement must be in alignment with the Supply Chain Management Policy.
- 10.14.4 No advance payments to service providers are permitted.

11. CONTRACTUAL OBLIGATIONS

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

In the case of a transfer below R50,000:

- 11.1.1 A Memorandum of Understanding or Agreement that includes the following obligations (refer to sections (11.1.2) to (11.1.5)) must be entered into with the municipality.
- 11.1.2 A report to be submitted to the department regarding any expenditure against the transfer allocation received, in at least monthly intervals.
- 11.1.3 A close-out report to be submitted within 1 (one) month after the event. The closeout report is to be signed off by chairperson of the board/committee or other relevant official or member of the organisation.
- 11.1.4 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.
- 11.1.5 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:

- 11.1.6 A Memorandum of Understanding or agreement that includes the following obligations (refer to sections (11.1.7) to (11.1.11)) must be entered into with the municipality.
- 11.1.7 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).

- 11.1.8 A report to be submitted to the department regarding any expenditure against the transfer allocation received, in at least monthly intervals.
 - 11.1.9 A close-out report to be submitted within 1 (one) month after the event. The closeout report is to be signed off by chairperson of the board/committee or other relevant official or member of the organisation.
 - 11.1.10 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.
 - 11.1.11 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.
- 11.2 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 Changes in legislation must be considered for future amendments to this policy.
- 12.2 Any amendments to this policy must be re-submitted to Council for review and approval.