



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

CITY OF CAPE TOWN EVENTS POLICY (POLICY NUMBER 12329) AMENDMENT TO EVENTS POLICY

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Submitted by: **Rowelna Williams**

Approver: **Events Department**

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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 which is approved by 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.
City	The City of Cape Town, a municipality established by the City of Cape Town Establishment Notice No 479 of 22 September 2000 issued in terms of the Local Government: Municipal Structures Act, 1998, (Act No. 117 of 1998) or any structure of employee of the City acting in terms of delegated authority.
City events	Events supported, partnered or organised by the City Event Hosting Departments.
City Event Hosting Departments	City Departments who lead, partner and host events as part of their business plans, including but not limited to: Events, Enterprise and Investment, Strategic Assets, the Cape Town Stadium, Recreation and Parks, Communications, Social Development and Early Childhood Development and the Mayor's office or any other department that hosts events.
City Event Service Departments	City Departments who render services to events including but not limited to Health Services, Disaster Management, Fire and Rescue Services, Metro Police, Traffic Services, Law Enforcement, Transport, Roads and Storm Water, Waste Management, Water Services, Electricity and Legal Services.
City Services	All services rendered by the City to events.
Commercialisation of events	Activities at events in which the City wishes to generate an income through commercial initiatives associated with events.
Commercial sponsorship agreement	An agreement concluded between the City and an event organiser where a financial transfer is made by the City in return for a rights package.
Community cultural events	Community based cultural activities such as festivals and cultural club activities.
Community sport events	Community based events such as school sports as well as 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.
Council	The Municipal Council of the City of Cape Town.
Delegation	In relation to a duty 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).
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 the respective precincts.
Event Coordinating Committee	A committee consisting of members of the Event permit office, City Event Service Departments and City Event Hosting Departments and relevant stakeholders whose responsibility is to evaluate event plans submitted by event

	organisers, ensure compliance with a range of legal requirements and ensure the safe management of events in the City.
Event greening	The process of incorporating social and environmental responsible decision making into the organising, 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 organiser	The person (recognised by the City) 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 Permit Office	The department responsible for coordinating event permit applications, coordinating the approval and rejection of events in accordance with the City's legal and operational requirements and issuing permits with appropriate conditions.
Event Permit Officer	The head of the City of Cape Town Events Permit Office or any other official delegated by him or her.
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 Events 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.
Executive Director	A person appointed by the Council to head a Directorate in the City and shall include any person acting in that position.
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 City and shall include any person acting in that position.
Functions	Parties or community activities that do not impact on City 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 of the event is a fundraising initiative for charity.
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 No. 29 of 1989), or any other public place or premises wholly or partly open to the air. In terms of the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993).
Guest management	The process of managing guests – from invitations to arrival and servicing guests at events.
Local economic development events	Events where the sole purpose is to provide opportunities to trade to SMMEs, informal traders e.g. night markets.
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 No. 117 of 1998).
Mayoral events	Events supported and/or funded by the Executive Mayor's office.
National day events	Events held to commemorate national days or events of national importance. For example, national Women's Day on 9 August, Human Rights Day 21 March and Mandela Day on 18 July.
Outdoor Advertising and Signage	Any outdoor advertisement or signage, regulated in terms of the City'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 such as stadiums, convention centres, theatres, conference venues, banqueting facilities and sporting facilities designed specifically to host events.
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 City through supporting events. The package of rights is a commercial transaction where the City 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 City 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	An advisory committee appointed by the Executive Mayor to facilitate the selection of events that Council wishes to support as well as to give effect to delegation 13 (1) Part 1 in the system of delegations.
Strategic facilities	Facilities owned by the City of Cape Town whose primary purpose is for the hosting of events e.g. Cape Town Stadium, City Hall, Athlone Stadium, the Goodhope Centre, the Grand Parade and any other facility the City deems to be a strategic facility.
Sub-council	A metropolitan sub-council established by Council in terms of section 62 of the Local Government: Municipal Structures Act, 1998 (Act No. 117 of 1998) read with the Sub-council Bylaw, 2003 as amended.
Tariff Schedule	The City tariff schedule which indicates charges for services rendered and equipment rentals. Tariff schedules are updated annually.
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.
Visitor	A person who visits an attraction or destination for a day (less than 24 hours).

2. Abbreviations

CBO	Community Based Organisation
CCT	City of Cape Town
IDP	Integrated Development Plan
NGO	Non-Governmental Organisation
ODTP	Organisational Development and Transformation Plan
PBO	Public Benefit Organisation
PGWC	Provincial Government of the Western Cape
SCM	Supply Chain Management
SMME	Small, Medium, Micro Enterprises

3. Problem Statement

- 3.1. Cape Town has a strong track record as an events destination and has hosted major global events such as the 1995 Rugby World Cup, 2003 Cricket World Cup and 2010 FIFA World Cup.
- 3.2. Cape Town has developed a strong global brand and wishes to utilise this strength to develop as an events destination of choice and to further build the city's brand identity. This branding is critical for business perceptions about the City as an investment destination.
- 3.3. The City's events programme is listed as a strategic objective in the Integrated Development Plan (IDP). Extensive research has been conducted on the impact of hosting strategic events and on local economic growth and development.
- 3.4. The City plays an important role in: the regulation of events, partnerships with events organised in the City, events organisation, facilitation and the provision of services at events. The Events Policy is needed to improve the management of events in the City of Cape Town.
- 3.5. The City of Cape Town also wishes to exploit events hosted in the City to achieve City objectives such as: economic growth, job creation, social inclusivity, environmental and event greening goals.

4. Desired Outcomes

- 4.1. The Events Policy aims to create mutually beneficial outcomes for Cape Town residents, businesses and visitors by using the platforms created by events to contribute to Cape Town's growth, development and inclusivity.
- 4.2. The Events Policy will assist and guide the City in managing event related activities in an efficient and effective manner thereby providing clarity to all role players and stakeholders. The Events policy aims to create an enabling mechanism for new approaches to event initiatives.
- 4.3. The City would like to ensure that Cape Town becomes a place for impressive events to attract visitors to Cape Town and events, by creating stability in the City's events calendar and clearly defining processes and systems that support events.
- 4.4. Cape Town aspires to being a thought leader in the hosting of events and encourages innovation, new initiatives and creativity in areas such as the creation of new events, commercialisation of events, event greening, job creation projects and other innovative initiatives that can be implemented through the hosting of events.

5. Strategic Focus Areas (Intent)

- 5.1. The strategic focus areas of the City are enshrined in the City's Integrated Development Plan (IDP) and are categorised into five pillars: The Opportunity city, the Well-run city, the Safe city, the Caring city and the Inclusive city.

- 5.2. Events create platforms that have the ability to support all five pillars. This policy particularly focusses on supporting the Opportunity city, the Safe city and the Inclusive city.
- 5.3. The underlying principles of the 'Opportunity city' in relation to events is through creating 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.
- 5.4. The underlying principles of the 'Safe city' relates to the events permit process. By regulating the activities at events in accordance with the City's by-laws, the City ensures that events comply with safety and environmental criteria as set out in the Events By-law and the Safety at Sports and Recreational Events Act, 2010 (Act 2 of 2010).
- 5.5. The underlying principle of the 'Inclusive city' is to ensure accessibility for Cape Town residents to events hosted in the City. This includes access to event support, trading, vending and other economic opportunities and the ability to attend and participate in events. The 'Inclusive city' also refers to creating event platforms where the diverse communities of Cape Town integrate in a single public space.

6. Purpose

- 6.1. The purpose of the revised Events Policy is to achieve alignment of the Policy to the following:
 - 6.1.1. Event operations in the City organisationally to the Events Department's business plan;
 - 6.1.2. New strategic imperatives of the City as set out in the IDP;
 - 6.1.3. Update requirements of the Hosting and Service departments;
 - 6.1.4. To promote co-operation and collaboration between internal and external stakeholders;
 - 6.1.5. To promote a positive legacy linked to the hosting of events; and
 - 6.1.6. To ensure events are managed to achieve economic development, job creation, social inclusivity and event greening goals.
- 6.2. The Events Policy prescribes processes to be followed by the City for providing event support, commercial partnerships, event permits, and co-ordination of the City's events calendar, event bidding, hospitality, guest management, ticketing, event marketing and event services.
- 6.3. To create a platform for the review of the Events By-law, 2009 as amended.

7. Scope of Application

This policy is applicable to:

- 7.1. Events within the City's jurisdictional area, which may in any way require the services of the City, have implications for public safety, the environment and local communities and which occur in a public and/or private place as contemplated in the City's Events By-law, 2009 as amended, and the Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010).
- 7.2. Organisations and any of the spheres of government and across the event spectrum (cultural, business, sport etc.) and in private sector venues which impact on the public resources and have implications for community public safety and the environment.
- 7.3. Sporting, cultural and business events which may or may not impact on City Services but could have a significant impact on the City's objectives for tourism, events and marketing.
- 7.4. Events which are hosted in conjunction with neighbouring municipalities. These events will be subject to a formalised agreement between the City and the neighbouring municipalities. Where events, hosted in the jurisdictional areas of neighbouring municipalities, impact on the City infrastructure the City will engage with the municipality to manage the impact on the City's infrastructure. Such engagement will be subject to formalised agreements between the City and the respective municipalities.
- 7.5. The City's Events Policy does not apply to public gatherings and demonstrations as defined in the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993).
- 7.6. The City's Events Policy does not apply to workshops and meetings organised by City departments.
- 7.7. The City's Events Policy does not apply to private or community functions which:
 - 7.7.1. Do not require the services of the City;
 - 7.7.2. Do not have implications for public safety, the environment and local communities. This must be verified by the event permit office; and
 - 7.7.3. Comply with all applicable legislation.
- 7.8. While purpose built venues are generally excluded from the scope of the policy, the policy will apply when the following conditions are impacted upon i.e. City services, public safety, the environment, local communities, etc.
- 7.9. The City does not contribute financial support to any political party events.

8. Regulatory Context

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

1. The Constitution of the Republic of South Africa, 1996, section 156 (1) (a), read with Part B of Schedule 4

2. Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010)
3. The Disaster Management Act, 2002 (Act No. 57 of 2002)
4. The National Environmental Management Act, 1998 (Act No.107 of 1998)
5. Local Government: Municipal Finance Management Act 2003, (Act No. 56 of 2003) (MFMA)
6. Occupational Health and Safety Act, 1993 (Act No. 85 of 1993)
7. Private Security Industry Regulation Act, 2001 (Act 56 of 2001)
8. National Health Act, 2003 (Act No. 61 of 2003)
9. SANS 10400 of 1990 Application of National Building Regulations
10. Fire Brigade Services Act, 1987 (Act No. 99 of 1987)
11. National Road Traffic Act, 1996 (Act No. 93 of 1996)
12. Spatial Planning and Land Use Management Act, 2013 (Act 16 of 2013)
13. City of Cape Town Municipal Planning By-law, 2015 as amended
14. Land Use Planning Act, 2014 (Act 3 of 2014)
15. Regulation of Gatherings Act, 1993, (Act No. 205 of 1993)
16. City of Cape Town's Events By-law, 2009 as amended
17. City of Cape Town Outdoor Advertising and Signage By-law, 2001 as amended
18. City of Cape Town Catering Policy
19. City of Cape Town Entertainment Policy
20. City of Cape Town Integrated Metropolitan Environmental Policy
21. City of Cape Town Integrated Development Plan

9. Role Players and Stakeholders

There are a wide variety of existing and potential stakeholders. These range from City Event Service and City Event Hosting departments, city agencies and other spheres of government and the private sector.

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

Cape Town Stadium	Internal
Communications Department	Internal
Council	Internal
Directorate: Safety and Security	Internal
Events Department	Internal
Electricity Generation and Distribution Department	Internal
Enterprise & Investment Department	Internal
Environmental Management	Internal
Finance Department	Internal
Health Department	Internal
Legal Services Department	Internal
Mayor's Office	Internal
Planning and Building Development Department	Internal
Roads and Storm Water	Internal
Supply Chain Management Department	Internal
Recreation and Parks Department	Internal
Social Development Department	Internal
Strategic Assets Department	Internal
Transport Department	Internal
Water Department	Internal

Business Associations Chamber of Commerce	External
Cape Town Tourism	External
Communities	External
Convention Bureaux (WESGRO)	External
Cultural and Creative Industry	External
Design Industry	External
Diplomatic Corps	External
Events Industry	External
Event Greening Industry	External
Faith Based Organisations	External
Major facility and property owners	External
Media	External
Municipal Institutes	External
National Government Departments	External government
National Parliament	External government
Participants at events	External
Private sector sponsors	External
Provincial Government of the Western Cape	External government
Rate Payers Associations	External
Residents	External
South African Police Services	External
Sports Federations and professional clubs	External
Tourism Industry	External
Traders (Informal)	External
Vendors / Service Providers	External

10. Policy Directive Details

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

10.1 Classification of Events

In this policy events are classified according to the desired strategic outcomes.

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| A. | International events | International sporting, business or cultural events that are hosted in Cape Town. These events may range from large scale, with global media coverage, to small scale events. |
| B. | Cape Town iconic events | Annual events on the Cape Town events calendar. These events attract measurable visitors and tourists to Cape Town. |
| C. | Incubator events | Annual events on the Cape Town calendar. These events attract mainly Cape Town communities but show potential to attract visitors and tourists to Cape Town. |

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| D. | Leverage events | Events that take place outside Cape Town where the City participates in order to market Cape Town on a national or global platform. |
| E. | Cape Town 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. |

10.1.2. 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 Cape Town iconic events) to mainly Cape Town residents (e.g. community events).

10.1.3. Events are also classified according to their security risk as defined in Section 2 of the Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010) and the City of Cape Town Events By-law. These classifications are applied in the events permitting process.

10.2 Management of the City's Events Calendar

10.2.1. In order to improve planning for events, an official City of Cape Town Events Calendar will be published and updated monthly.

10.2.2. The management of the calendar will be the responsibility of the Events Department.

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

10.2.4. All City Event Hosting Departments are required to submit their event dates to the Events Department for inclusion on the Events Calendar.

10.2.5. The Events Department will be responsible for the development of an electronic calendar solution which will have both internal functionalities for City departments to interface with and an external calendar to provide information to the public.

10.2.6. Guidelines for the Official City Events Calendar will be drawn up to support the management of the Events Calendar.

10.2.7. City Event Hosting 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.

10.3 Event Support

10.3.1 Supporting Events

- 10.3.1.1. The City may from time to time choose to support an event owner in delivering events in the City of Cape Town.
- 10.3.1.2. The support will take the form of direct funding of an event or subsidising the cost of City services or event services needed for hosting the event.
- 10.3.1.3. As the owner of the event will in all instances be a single provider as envisaged in the Supply Chain Management policy 289.2.
- 10.3.1.4. The process of appointment or support of an event will be undertaken through this policy

10.3.2 Events the City Wishes to Support

Below is a list of guidelines indicating the types of events the City may wish to partner:

- A. Events that attract a high proportion of visitors to Cape Town.
- B. A media attraction, particularly international and national media.
- C. Events that provide the City with marketing opportunities.
- D. Demonstrates a positive economic, social and environmental impact.
- E. Supports the City's facilities and Strategic Facilities.
- F. Events that address seasonality in the City'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 as a result of the event.
- K. Information on local suppliers.
- L. Lasting legacies from the hosting of the event.
- M. Creates access for communities and assists with geographic spread and social integration.

10.3.3 Event Support Requirements

- 10.3.3.1. A City hosting department can only contemplate supporting an event if the City Event Hosting Departments has the funding approved in the budget.

10.3.4 Types of Funding

- 10.3.4.1. The City may choose the level of funding it wishes to provide to an event organiser. The different funding models may be defined in the following categories:
 - A. Sponsor The City may choose to support or fund an event organiser by securing a rights package to promote the City in return for a financial transfer.
 - B. Host city The City may choose to fund with event owner up to a maximum of 50% of the costs of staging the event.

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| C. | Commercial funding agreement | The City may choose to fund an event owner by purchasing a rights package in return for the funding. |
| D. | Event organiser | The City may choose to create its own events to achieve strategic objectives. |

10.3.5 Financial and Legal Mechanisms to Facilitate Funding

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

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| 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 City services at events after necessary authority is obtained as described in 10.3.7. |
| 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 10.3.7. |
| E. | Revenue sharing | Facilitates the City to participate in revenue generation income of the event. |

10.3.6 Application Process for Event Support

10.3.6.1. Event organisers are required to submit an application for event support to the City.

10.3.6.2. The application should be aligned to the guidelines as outlined below:

- a) An application form on a standard template will be provided to applicants by the Events Department.
- b) Applications for event support must be submitted to the Events Department.
- c) Event support applications should be made at least 90 days in advance in order to facilitate the decision-making processes.
- d) Event funding applications received less than 90 days before the anticipated event day may not be considered.

e) The City will provide applicants with an acknowledgement of receipt once an application has been lodged.

f) It is anticipated that application submission will be facilitated by an electronic application system, inclusive of process related alerts to the applicant, through an events portal in the future.

10.3.7 Decision Making Process for Event Support with a Financial Transfer

10.3.7.1. The decision making process will be facilitated through Council systems and structures such as Council meetings, the budget process, the Special Events Committee and the following Council Delegation 13(1) of Part 1 of the System of Delegations.

10.3.7.2. Authorisation to provide event support must be obtained in the processes outlined in 10.3.7.3 and 10.3.7.4.

	TYPE OF EVENT	MECHANISM
10.3.7.3.	Annual Events	The City will develop a list of events that it wishes to support annually. These events will form part of the budget process.
10.3.7.4	Event support applications	All event support requests received through the event support application system will be considered by the Special Events Committee. Decision-making within their delegations or recommendations for support will be made to the Executive Mayor or Council as per the delegations.

10.3.8 Decision Making Process for Event Support without a Financial Transfer

10.3.8.1 The City regularly receives requests for support that do not have financial implications, for example:

	TYPE OF REQUEST	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	An application for an event permit, must be submitted to the Events Department. Applications are facilitated through the Event Permit office. The City creates an enabling environment for events by creating a co-ordination function which enables event organisers to interact with all required City services.

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| D. | Event logistics assistance | Event organisers, e.g. National Departments request that the City's Events Department staff to assist them with local logistics and planning for events. |
| E. | Enabler | The City 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 City's support for developing a green economy and ensuring a positive legacy from the event. |

10.3.9 Guidelines for Event Support Applications

In addition to the guidelines outlined in 10.3.2 of this document, the provision of the following pertinent information will be required in order to assess the reputational and legal risk the City may expose itself to by partnering with an event:

- 10.3.9.1. Company board members and the management teams experience in organising previous events.
- 10.3.9.2. Event track record (if the event was previously organised).
- 10.3.9.3. Any research information, including economic and environmental impact studies.
- 10.3.9.4. Carbon footprint of the event, or an indication of measures to reduce energy demands / waste and to limit the impact on sensitive environments.
- 10.3.9.5. Other event partners, particularly sponsors and media partners.
- 10.3.9.6. The financial model of the event.
- 10.3.9.7. 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.
- 10.3.9.8. The City does not contribute financially to any political party events.

10.3.10 Reporting

- 10.3.10.1. The Events Department will provide quarterly reports to their assigned Portfolio Committee.
- 10.3.10.2. Event owners, who are beneficiaries of City Event Support are required to provide the City 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, jobs created, event greening initiatives implemented, challenges, issues and complaints, areas of improvement. A report is required 90 days after the event.

- 10.3.10.3. 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.
- 10.3.10.4. Event owners may be requested to make a presentation to the Event Department's Portfolio Committee.

10.4 Event Bidding

The City may wish to pro-actively bid to host events. The bidding process can be a complex process which requires both financial and non-financial support.

10.4.1 Event Screening

- 10.4.1.1. City Event Hosting Departments may screen for events in the future that it believes the City may wish to host.
- 10.4.1.2. The City wishes to identify events to bid for based on the same criteria as outlined in 10.3.2 and 10.3.9.
- 10.4.1.3. Future events can be identified 3 – 15 years in advance but the ideal time-frame is 5 years.
- 10.4.1.4. City Event Hosting Departments may also be approached by external federations, city agencies or other spheres of government to bid for events.
- 10.4.1.5. City Event Hosting Departments should obtain the necessary information and sanction of the applicable organising body and ensure the Events Department is kept informed.
- 10.4.1.6. The City's Events Department will keep a bidding register which is a record of all events that the has expressed an interest in hosting in the future
- 10.4.1.7. Recommendation on support bidding events will be made by the Special Events committee.
- 10.4.1.8. The decision to support a bid resides in Council.
- 10.4.1.9. The City Event Hosting Departments is required to ensure that a report is submitted to Council and that funding to support the event is requested on the budget in the financial year where such funding may become applicable.
- 10.4.1.10. In the event that the budget implications for hosting an event is so large that it requires assistance from more than one sphere of government, it is the hosting departments responsibility to manage the process and solicit the support in order to make the business plan viable.

10.4.2 Non-financial support for bidding

- 10.4.2.1. Such support includes letters of support from the Executive Mayor and access to the City's Mayoral Committee members for networking and assistance with information.
- 10.4.2.2. Only letters of support signed by the Executive Mayor will be deemed valid.

10.4.3 Financial Support for Bidding

- 10.4.3.1. Support that may result in expenditure includes the developing and printing of bid books, hosting dinners and making presentations at venues outside the City. In some cases, the City may be required to pay an upfront bidding fee and sign a host city agreement.

10.5 Event Permitting

- 10.5.1. Events permits are required for hosting events in Cape Town.
- 10.5.2. Event organisers are required to apply for an event permit in terms of the City's Events By-law and this policy.
- 10.5.3. Event organisers are required to apply for an event risk categorisation 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 City 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. The Events Coordinating Committee or the appointed Event Permit Officer (for less complex events) 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 City 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 plans.
- 10.5.7. **Guidelines for Event Permit Approvals/Rejection**
 - 10.5.7.1. Adherence to legislation and the City's policies and by-laws.

- 10.5.7.2. Adherence to other applicable laws, notably the Safety at Sports and Recreational Events Act, 2010 (Act 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, and 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 requirements.
- 10.5.7.8. Other events planned and approved in the City which may impact on the event.
- 10.5.7.9. The history of compliance with requirements and conditions imposed on events held by the event organiser or at the 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 City 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 councillor and the ratepayers' associations.
- 10.5.7.19. Where overwhelming objections have been received by a range of stakeholders to the event taking place.
- 10.5.8. Submission of a permit application is not an approval of the event.
- 10.5.9. Receiving financial support from a City Event Hosting Departments does not constitute an approval.
- 10.5.10. The City reserves the right to refuse an event.
- 10.5.11. The City 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 10.5.7. 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 City Events permit, the event is deemed illegal and the City may take appropriate action to address the non-compliance.

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.
- 10.6.2. If permit conditions are not adhered to, the City, through its Law Enforcement unit can take action by shutting the event down.
- 10.6.3. Applicable punitive measures are set out in the City of Cape Town Events By-law, 2009 as amended.

10.7 Event Research

- 10.7.1. The City envisages establishing a research unit which will lead a process to standardise event impact assessments for all events hosted in the City.
- 10.7.2. Event organisers are encouraged to assist this process by providing to the City event impact information for their respective events.

10.8 City Inter-departmental Coordination

- 10.8.1. City Event Hosting Departments are required to provide the Events Permit Unit with a list of events they will be supporting, as soon as city support for such events is confirmed.
- 10.8.2. The City Event Hosting Departments are required to provide the Events Permit Unit with the name of the relevant project manager.
- 10.8.3. All events supported by the City must be legally compliant and therefore require an event permit, where the events fall within the scope of this policy.
- 10.8.4. The event permit unit 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, inter-departmental meeting will be held to discuss the forthcoming City events calendar.

10.9 Inter-governmental Coordination

- 10.9.1. Inter-governmental coordination is required as event organisers often approach more than one sphere of government for support and participation in an event.
- 10.9.2. In addition, some provincial and national departments such as the Department of Cultural Affairs and Sport, Department of the Premier, Department of Economic Development, Department of Environmental Affairs, WESGRO, Cape Town Tourism, Department of Arts and many others, may provide event organisers with grants towards hosting events in the City.
- 10.9.3. The City's Events Department will be responsible for the set-up of an information sharing forum where inter-governmental co-ordination is established for discussing strategies, objectives and co-operation at events.
- 10.9.4. This forum will meet at least once a quarter or as required.

10.10 Hospitality at Events

- 10.10.1. The City may, from time to time, wish to host media launches or hospitality at events at for example, events taking place at strategic assets, or as part of the rights package.
- 10.10.2. The purpose of hosting guests may be part of a strategy to promote the City of Cape Town's strategic assets, council facilities or as part of a marketing activation activity.
- 10.10.3. The service may include the provision of the following: Hospitality area/venue rental, catering, beverages (including alcohol), hiring of entertainment, décor rental, furniture rentals.
- 10.10.4. The relevant City of Cape Town Executive Director or delegated authority approves the decision for hospitality at a selected event which complies with conditions outlined in 10.10.2.
- 10.10.5. 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 City Hosting Department and approved by the relevant Executive Director.
- 10.11.2. The Events Department can assist in managing the invitation process on behalf of the City Hosting Department, if requested.

10.12 Ticket Distribution

- 10.12.1. The City 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, key stakeholders in a department, members of Mayoral Committee, the Portfolio committees, as prizes in City organised competitions (in accordance with the consumer protection act, section 11) and City staff.
- 10.12.3. City 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 member will assist the City of Cape Town with post event report feedback;
 - 10.12.3.2. The member is the project manager for the event and his/her presence is required as part of their duties;
 - 10.12.3.3. The member will assist in networking with key guests invited to a particular event, such networks to be beneficial to the City of Cape Town;
 - 10.12.3.4. The member is overseeing the implementation of projects at the events such as the vulnerable groups, charitable causes, development project and prizes, such support shall be reasonable;
 - 10.12.3.5. The member participates in the event; and
 - 10.12.3.6. The member wins a competition in which tickets are prizes.
- 10.12.4. Ticket distribution can be facilitated by the Event Hosting Department or the Events Department.
- 10.12.5. A record of ticket distribution for events must be kept by the City Hosting 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. Event hosting departments may activate these activities at events provided there is sufficient budget and the necessary supply chain management processes are followed.
- 10.13.3. Event hosting departments must inform the Events Department, of planned activities in order to ensure co-ordination with other City event activities.
- 10.13.4. All outdoor advertising for events must comply with the City of Cape Town Outdoor Advertising and Signage By-Law.
- 10.13.5. The Events Department will be responsible for the development and management of an events website for marketing and coordination purposes.

10.14 Event Services

- 10.14.1. City Hosting 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, public transport provision through My Citi or Metrorail, dedicated transport (busses), 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 hosting departments may procure City services including but not limited to: Law enforcement, traffic services, metro police, disaster management, fire services, water, health, medics, cleansing, electricity, poster stickers and lamp pole hiring for event flags.
- 10.14.4. Event hosting 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 Role of City Structures and Departments

10.15.1. **Role of the City Event Hosting Departments**

- 10.15.1.1. City Event Hosting Departments may initiate events and initiate bids to host events.
- 10.15.1.2. City Event Hosting Departments are responsible for Community Sports events, Community Cultural events, Local Economic Development events, Business Events and Service Delivery Events.
- 10.15.1.3. City Event Hosting 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 Events Department due to its significance to the City, the relevant functional department will be a co-hosting department and responsible for providing developmental content.

10.15.2. **Role of City Event 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 City's strategic objectives through accessibility to services.

10.15.3. **Role of the sub-councils in Event Support**

10.15.3.1. Sub-councils participate in events, through their delegations and budgets, as event organisers providing event support and approving the use of local facilities.

10.15.3.2. Events hosted in/by sub-councils must comply with the City of Cape Town Events by-law, the Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010) and all applicable laws.

11. Implementation, Evaluation and Review

- 11.1. This policy framework is important for the management of events in the City. It provides an administrative procedure for the management of events.
- 11.2. The revised Events Policy will be implemented once approved by Council.
- 11.3. Monitoring and evaluation of this policy will be performed by the Events Department.
- 11.4. Directorates are to advise the Events Department of any blockages within the policy implementation framework.
- 11.5. Changes in legislation must be taken into account for future amendments to this policy.
- 11.6. Any amendments to this policy must be re-submitted to Council for review and approval.