

## **MBOMBELA LOCAL MUNICIPALITY**



## **DRAFT POLICY FOR SUPPORTING OF EVENTS FOR MBOMBELA LOCAL MUNICIPALITY**

## 1. DEFINITIONS AND ABBREVIATIONS

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 a municipal council and includes such an annual budget as revised by an adjustments budget in terms of section 28.
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.
Council events	Events supported, partnered or organized by Mbombela Local Municipality.
Council Services	All services rendered by the Council to events.
Community cultural events	Community based cultural activities such as festivals and cultural club activities.
Community sport events	Community based events such as school sports and local and regional sporting leagues.
Commercial sponsorship agreement	An agreement concluded between Mbombela Local Municipality and an event organizer where a financial transfer is made by the Council in return for a rights package.
Commercialization of events	Activities at events in which Mbombela Local Municipality wishes to generate an income through new commercial initiatives.
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 Council of Mbombela Local, established by Provincial Notice 479 of 2000 issued in terms of section 12 of the Municipal Structures Act, 1998.
Delegation	In relation to a duty. Includes an instruction to perform the duty. Delegate has a corresponding meaning.

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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.
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 minimized. Potential benefit to the environment and human health is maximized to the extent that it is reasonably possible and that legislation intended to protect the environment, human health and safety is complied with.
Event organizer	Any person 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 services	Goods and services required at events including but not limited to temporary fencing, temporary toilets, temporary structures, security services, etc.
Event	Sporting, entertainment, recreational, religious, cultural, exhibition, organizational or similar activities, hosted at a stadium, venue or along a route or within their respective precincts.
Events Management Department	The LED, Tourism and Trade Unit which is the unit or department to be responsible for events management and support in the municipality
Executive Mayor	The person elected in terms of section 55 of the Municipal Structures Act to be the Executive Mayor of the City and shall include any person acting in that position or to whom authority is delegated.
Fundraising events	Where the sole or main purpose is a fundraising initiative for charity.
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.
General Manager	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.

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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 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.
Local economic development events	Events where the sole purpose is to provide opportunities to trade to SMMEs 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 Municipal Structures Act.
Mayoral events	Events supported and/or funded by the Executive Mayor's office.
National days of significance	Events held to commemorate national days. For example, World Aids Day on 1 December, International Women's Day on 9 August and Mandela day on 18 July.
Purpose built venue	Permanently constructed venues designed specifically to host events, such as stadiums, convention centres, banqueting facilities and sporting facilities.
Rate card	A departmental tariff schedule which indicates charges for services rendered and equipment rentals. Rate cards are updated annually.
Revenue generation at events	A series of activities where income is generated to off-set costs
Religious events	Events organized by religious organizations, 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.
Rights package	A series of rights acquired by Council through supporting events. The package of rights is a commercial transaction where the Council obtains rights to promote its brand through various event activities. For example, marketing opportunities, media opportunities, hospitality and tickets.
Special Events Committee	A committee appointed by the Accounting Officer and constituted by administration officials from affected service departments

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Service delivery events	These events celebrate milestones achieved by Council departments. For example, the opening of a new facility, handing over of housing to residents, etc.
Strategic facilities	Mbombela Stadium, Council Hall, Council Stadiums and other event hosting venues
Tourist	A person who spends more than 24 hours in an area outside their normal place of work or residence.
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.
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.
Visitors	A person who visits an attraction or destination for a day (less than 24 hours).
CBO	Community Based Organization
IDP	Integrated Development Plan
MLM	Mbombela Local Municipality
NGO	Non-Governmental Organization
PBO	Public Benefit Organization
SMME	Small, Medium, Micro Enterprises
TEAM	Tourism, Events and Marketing directorate
SCM	Supply Chain Management

## 2. BACKGROUND

2.1. Mbombela has a strong track record as an events destination and has hosted major global events such as 2010 FIFA World Cup, 2013 Afcon and local events, such as Innibos festival; SASOL rally; Immemo yamaKhosi; music festivals; and many others.

2.2. Mbombela has developed a strong global brand and wishes to utilize 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.

2.3. The Council 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.

2.4. The Council plays an important role in the regulation of events, partnerships with events organized in the Council, events organization, facilitation and the provision of services at events. The Events Policy is needed to improve the management of events in Mbombela Local Municipality.

2.5. Mbombela Local Municipality also wishes to exploit events hosted in the Council to achieve Council objectives such as: economic growth, job creation, social inclusivity and environmental goals.

2.6. Tourism alone attracts hundreds of thousands of tourists into the municipality, which result in millions being spent in the hospitality, catering and entertainment industries.

### **3. DESIRED OUTCOME**

3.1. The Events Policy aims to create mutually beneficial outcomes for Mbombela residents, businesses and visitors by using the platforms created by events to contribute to Mbombela's growth, development and inclusivity.

3.2. The Events Policy will assist and guide the Council 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.

3.3. MLM would like to ensure that it becomes a municipality for great events for visitors to the municipality and the events industry, by creating stability in the municipality's events calendar and clearly defining processes and systems that support events.

### **4. PURPOSE**

4.1. The purpose of the Events Policy is alignment of Council policy to the following:

4.1.1. Event operations in the municipality organizationally to the Tourism, Events and Marketing directorate business plans.

4.1.2. New strategic imperatives of the municipality as set out in the IDP.

4.1.3. Update requirements of the Hosting and Service departments.

4.1.4. New legislation, specifically the Safety at Sports and Recreation Events Act, 2010.

4.1.5. To promote co-operation and collaboration between internal and external partners.

4.1.6. To promote a positive legacy linked to the hosting of events.

4.1.7. To ensure events are managed in accordance with the municipalities and Province's support for the triple bottom line – economic, social and the environment.

4.2. The Events Policy prescribes processes to be followed by the municipality for providing event support, commercial partnerships, and event permit applications, co-ordination of the municipality events calendar, event bidding, hospitality, guest management, ticketing, event marketing and event services.

4.3. To create a platform for the review of the events by-law

## **5. SCOPE OF APPLICATION**

This policy shall apply to:

5.1. Events within the municipality's jurisdictional area, which may in any way require the services of the municipality, have implications for public safety, the environment and local communities, and which occur in a public and/or private place as contemplated in any Council by-law and the Safety at Sports and Recreational Events Act, 2010.

5.2. Organizations and/or 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.

5.3. Sporting, cultural and business events which may or may not impact on Municipality Services but could have a significant impact on the Municipality's objectives for tourism, events and marketing.

5.4. Events which are hosted in conjunction with neighbouring municipalities. These events will be subject to a formalized agreement between Mbombela Local Municipality and the neighbouring municipalities. Where events, hosted in the jurisdictional areas of neighbouring municipalities, impact on the Municipality infrastructure, the municipality will engage with the municipality to manage the impact on the Municipalities infrastructure. Such engagement will be subject to formalized agreements between Mbombela Local Municipality and the respective municipalities.

5.5. The Events Policy does not apply to public gatherings and demonstrations as defined in the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993 as amended).

6.6. The Events Policy does not apply to workshops and meetings organized by municipality departments.

5.7. The Events Policy does not apply to private or community functions which do not require the services of the municipality, have implications for public safety, the environment and local communities and comply with all applicable legislation.

## **6. REGULATORY CONTEXT**

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

- ✓ The Constitution of the Republic of South Africa, Act 108 of 1996, section 156 (1) (a), read with Part B of Schedule 4
- ✓ Safety at Sports and Recreation Events Act, No. 2 of 2010
- ✓ The Disaster Management Act, No. 57 of 2002
- ✓ The National Environmental Management Act, No.107 of 1998
- ✓ Municipal Finance Management Act (MFMA), No. 56 of 2003
- ✓ Occupational Health and Safety Act, No. 85 of 1993
- ✓ Private Security Industry Regulating Authority
- ✓ National Health Act, No. 61 of 2003
- ✓ SANS 10400 of 1990 Application of National Building Regulations
- ✓ Fire Brigade Service Act, No. 99 of 1987
- ✓ Schedule 16 of the Outdoor Advertising and Signage by-law
- ✓ National Road Traffic Act, No. 93 of 1996
- ✓ Land Use Planning Ordinance, No. 15 of 1985
- ✓ Integrated Development Plan

## 7. ROLE PLAYERS AND STAKEHOLDERS

There are a wide variety of existing and potential stakeholders. These range from parastatals and agencies to other spheres of government and the private sector. The principal internal stakeholders include the LED, Tourism and Trade Unit and the other Municipal Service Departments.

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

LED, Tourism & Trade Section	Internal
Arts and Culture Unit	Internal
Mbombela Stadium Management	Internal
Communication Section	Internal
Council	Internal
Safety and Security Unit	Internal
Finance and rescue	Internal
Legal Section	Internal
Mayor's Office	Internal
Supply Chain Management Department	Internal
Sport Section	Internal



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National Government Departments	External government
Provincial Government of the Western Cape	External government
Mpumalanga Tourism & Parks Agency	External
Business Associations Chamber of Commerce, NAFCOC	External
Communities	External
Cultural and Creative Industry	External
Events Industry	External
Faith Based Organizations	External
Major facility and property owners	External
Media	External
Municipal Institutes	External
National Departments	External
Participants at events	External
Private sector sponsors	External
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

## 8. POLICY DIRECTIVE DETAILS

In order to promote effective management of events in Mbombela Local Municipality the following policy directive details shall apply:

## 8.1. CLASSIFICATION OF EVENTS

According to this policy events shall be classified according to the desired strategic outcomes.

A. International Events	International sporting, business or cultural events that are hosted in Mbombela. These events may range from large scale, with global media coverage, to small scale events.
B. Mbombela Iconic Events	Annual events on the Mbombela events calendar. These events attract measurable visitors and tourists to Mbombela.
C. Incubator Events	Annual events on the municipal calendar. These events attract mainly Mbombela communities but show potential to attract visitors and tourists to Mbombela.
D. Leverage Events	Events that take place outside Mbombela where the municipality participates in order to market Mbombela on a national or global platform.
E. Mbombela 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.

8.1.2 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 Mbombela iconic events) to mainly Mbombela residents (e.g. community events).

8.1.3 Events shall also be classified according to their security risk as defined in Section 2 of the Safety at Sports and Recreation Events Act, 2010. These classifications shall be applied in the events permitting process.

## 8.2. MANAGEMENT OF THE MUNICIPAL EVENTS CALENDAR

8.2.1. In order to improve planning for events, an official Mbombela Events Calendar shall be drafted, published and updated on a monthly basis.

8.2.2. The management of the calendar shall be the responsibility of the LED, Tourism & Trade unit.

8.2.3. All municipality hosting departments shall be required to submit their event dates to the LED, Tourism and Trade unit for inclusion in the Events Calendar.

8.2.4. The LED, Tourism & Trade unit shall be responsible for the development of an electronic calendar solution which will have both internal functionality for Municipality departments to interface with and an external calendar to provide information to the public.

8.2.5. Guidelines for the Official Municipality Events Calendar shall be drawn up to support the management of the Events Calendar.

8.2.6. Municipality hosting departments shall be advised of successful inclusion or if an event presents a significant clash, in which case a mutually agreed upon solution shall be found.

### **8.3. EVENTS SUPPORT**

8.3.1 The Municipality shall from time to time choose to partner with event organizers in delivering events in the Mbombela municipal area.

8.3.2 Below is a list of guidelines indicating the types of events the Municipality may wish to partner with:

- A. Events that attract a high proportion of visitors to Mbombela.
- B. A media attraction, particularly international and national media.
- C. Events that provide the Municipality with marketing opportunities.
- D. Events that demonstrate a positive economic, social and environmental impact.
- E. Events that support Municipality's facilities and Strategic Assets.
- F. Events that address seasonality in the Municipality's events calendar.
- G. Events that apply responsible tourism and sustainable living principles.
- H. Events that apply event greening principles.
- I. Events that promote Information on trading opportunities for local traders.
- J. Events that promote job creation opportunities as a result of the event.
- K. Information on local suppliers.
- L. Events that provide lasting legacies from the hosting of the event.

#### **8.3.3. Event support requirements**

8.3.3.1. A municipality hosting department can only contemplate supporting an event if the Municipality Hosting Department has the required funds in the approved budget. In such cases, financial assistance shall be kept to a minimum, and only be granted to events staged by other government departments and/or municipalities. This shall be negotiated with the parties involved to avoid unauthorized expenditure and/or unfunded mandates. All requests for financial assistance regarding events of government departments and/or other municipalities shall be approved by Council in advance and where applicable by the Executive Mayor in terms of section 29 of the Municipal Finance Management Act, No. 56 of 2003, unless such event(s) form part of the integrated development plan (IDP) of the Municipality.

The Municipality shall, for each and every event, conclude a service level agreement or memorandum of understanding with the concerned parties clearly indicating the roles and responsibilities of each party concerned.

The concerned department of the Municipality, for each event, shall ensure proper planning of all annual events, especially where there will be financial implications and Council be appraised accordingly. In this regard, provision of any financial assistance by Council of any event should be budgeted for during the budget process and should be approved by Council together with the budget for the applicable financial year.

#### 8.3.4. Types of partnerships with external stakeholders other than government departments

8.3.4.1. The Municipality may choose the level of partnership it wishes to enter into with an event organizer. The resulting partnership may be defined in the following categories:

A. Sponsor	The municipality may choose to partner with an event organizer by purchasing a rights package in return for a financial transfer.
B. Host city	The municipality may choose to partner with event organizers, such support to be limited to a maximum of 50% of the costs of staging the event.
C. Commercial partnership agreement	The municipality may choose to partner with an event organizer by absorbing some of the upfront costs of staging the event and sharing in the revenue.
D. Event organizer	The municipality may choose to create events to achieve strategic objectives.
E. Enabler	The municipality creates an event friendly environment, enabling event organizers to obtain the necessary guidance and approvals for their events. This includes facilitating the promotion of low-carbon event delivery in keeping with the municipality's support for developing a green economy and ensuring a positive legacy from the event.
F. Co-ordinator of municipal services	The municipality creates an enabling environment for events by creating a co-ordination function which enables event organizers to interact with and receive all required municipal services, such as but not limited to; traffic control, fire and rescue, disaster management, provision of skips, refuse removal, use of street poles and corners for banners and posters, venues, operational equipments, water, and electricity.

#### 8.3.5. Financial and legal mechanisms to facilitate partnerships with financial implications

8.3.5.1. Partnerships with event's organizers can be facilitated through the following financial and legal mechanisms:

A. Cash 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 municipal services at events.
D. SCM Processes	Facilitates the provision of event services at events.
E. Revenue sharing model	Facilitates the municipality's participation in revenue generation income streams to offset costs.

#### 8.3.6. Application process for event support

8.3.6.1. Event organizers shall be required to submit an application for event support to the Mbombela Local Municipality.

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

8.3.6.3. Applications for event support must be submitted to the LED, Tourism and Trade Department.

8.3.6.4. Event support applications should be made as far in advance as possible in order to facilitate the decision-making processes.

8.3.6.5. Event funding applications received less than 90 days before the anticipated event day shall not be considered.

8.3.6.6. It is anticipated that application submission shall be facilitated by an electronic application system through an events portal in the future.

#### 8.3.7. Decision making process for event support with a financial transfer

8.3.7.1. 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 municipalities system of delegations:

Type of event	Mechanism
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8.3.7.2. Annual events	The municipality shall develop a list of events that it wishes to support annually. These events shall form part of the budget process.
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8.3.7.3. Event support applications

All event support requests received through the event support application system shall be considered by the Special Events Committee. Decision-making within their delegations or recommendations for support shall be made to Council.

8.3.8. Decision making process for events support without a financial transfer

8.3.8.1. The municipality regularly receives requests for support that do not have financial implications, for example:

Type of event	Mechanism
8.3.8.2. 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 shall be considered official
8.3.8.3. Appearances or representation at events	Requests for appearances or representation at events should be sent to the office of the Executive Mayor.
8.3.8.4. Event permit process	An application for an event permit, must be submitted to the LED, Tourism and Trade Department.
8.3.8.5. Event logistics assistance	Event organizers, e.g. Government Departments request that the municipality assist them with local logistics and planning for events.
8.3.8.6 Assistance with municipal services & facilities	Applications must be submitted to the Office of the Municipal Manager. Only an approval letter signed by the Municipal Manager shall be considered official

8.3.9. Reporting

8.3.9.1. The unit responsible will regularly provide reports to the Portfolio Committee for LED, Tourism and Trade for supported events.

8.3.10. Guidelines for event support applications In addition to the guidelines outlined in this document, the provision of the following pertinent information will be required in order to assess the reputational and legal risk the municipality may expose itself to by partnering with an event:

8.3.10.1. Company board members and the management teams experience in organizing previous events.

8.3.10.2. Event track record (if the event was previously organized).

8.3.10.3. Any research information, including economic and environmental impact studies.

8.3.10.4. Carbon footprint of the event, or an indication of measures to reduce energy demands / waste and to limit the impact on sensitive environments.

8.3.10.5. Other event partners, particularly sponsors and media partners.

8.3.10.6. The financial model of the event.

8.3.10.7. 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.

#### **8.4. EVENT BIDDING**

The Municipality may wish to pro-actively bid to host events. In such a case, the bidding process shall be a complex process which requires both financial and non-financial support.

##### **8.4.1. Event screening**

8.4.1.1. Municipality hosting departments may screen for events in the future that it believes the municipality may wish to host.

8.4.1.2. Future events can have a 3 – 15 years horizon, ideally five years.

8.4.1.3. Municipality hosting departments may also be approached by external federations, agencies or other spheres of government to bid for events.

8.4.1.4. Municipality hosting departments shall obtain the necessary information and sanction of the applicable organizing body and ensure the Events Department is kept informed.

8.4.1.5. The responsible department shall keep a bidding register.

8.4.1.6. Decisions to support bidding events shall be made by the Bid Committees.

8.4.1.7. If a bid campaign is supported by the Mbombela Local Municipality, the hosting department shall be required to ensure that funding to support the event is made available on the budget in the financial year where such funding may become applicable.

##### **8.4.2. Non-financial support for bidding**

8.4.2.1. Such support includes letters of support from the Executive Mayor and access to council Mayoral Committee members for networking and assistance with information.

8.4.2.2. Only letters of support signed by either the Executive Mayor or Municipal Manager shall be deemed valid.

##### **8.4.3. Financial support for bidding**

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

8.4.3.2. It is the responsibility of the relevant hosting department to ensure that the required budget provision has been made to support the bid campaign and the event, once the bid has been successful.

## **8.5. EVENT PERMITS**

8.5.1. Events permits shall be required for hosting events in Mbombela Local Municipality.

8.5.2. Event organizers shall be required to apply for an event permit.

8.5.3. Event organizers shall be required to apply for an event grading from the South African Police Service.

8.5.4. Event organizers shall be required to comply with all applicable laws.

## **8.6. INTER-GOVERNMENTAL CO-ORDINATION**

8.6.1. Inter-governmental participation is required as event organizers often approach more than one sphere of government for support and participation in an event.

8.6.2. In addition, some provincial and national departments such as the Department of Cultural, Sport and Recreation, Office of the Premier, Department of Economic Development, Environment and Tourism, Department of Arts and Culture, and many others, may provide event organizers with grants towards hosting events in the municipality.

8.6.3. The Department responsible for the events shall 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.

8.6.4. This forum shall meet regularly as required.

## **8.7. HOSPITALITY AT EVENTS**

8.7.1. The municipality may, from time to time, wish to host media launches and/or hospitality at events at, for example, events taking place at strategic assets, or as part of the rights package. The purpose of hosting guests may be part of a strategy to promote the municipality strategic assets, Council facilities or as part of a marketing activation activity.

8.7.2. The service may include the provision of the following: Hospitality area/venue rental, catering, beverages (including alcohol), hiring of entertainment, décor rental, furniture rentals.

8.7.3. The relevant hosting department's General Manager approves the provision of hospitality at events.



## **8.8. GUEST LIST AND INVITATION MANAGEMENT**

8.8.1. Guest lists shall be compiled by the hosting department and approved by the relevant General Manager.

8.8.2. The Events Management Department shall assist in managing the invitation process on behalf of the municipal hosting department, if requested.

## **8.9. TICKET DISTRIBUTION**

8.9.1. Mbombela Local Municipality may receive or purchase tickets to events.

8.9.2. Distribution of such tickets shall be for the following groups and purposes: vulnerable groups, charitable causes, development projects, prizes in competitions and Mbombela staff.

8.9.3. Ticket distribution shall be facilitated by the event hosting department.

8.9.4. A record of ticket distribution for events shall be kept by the municipal hosting department.

## **8.10. EVENT MARKETING**

8.10.1. Marketing activities for events shall include the placement and production of posters, pamphlets, billboards, flag poles, mobile advertising platforms and digital marketing platforms.

8.10.2. Event hosting departments may activate these activities at events provided there is sufficient budget and the necessary supply chain management processes are followed.

8.10.3. Event hosting departments shall inform the General Manager: LED, Tourism and Trade of planned activities in order to ensure co-ordination with other municipal activities.

## **8.11. EVENT SERVICES**

8.11.1. Municipal hosting departments may need to procure event services in support of events.

8.11.2. Event services shall include but not limited to: Fencing, private security, toilets, stage, sound and technical systems, electrical generators, professional event organizers, safety officers, temporary infrastructure, cleansing and waste management, volunteers, promotional clothing, staff catering, public transport provision through dedicated transport (busses), corporate gifts, venue hire, road closure adverts, road/traffic signage, professional speakers/programme directors, entertainment and consultants for monitoring and evaluation.

8.11.3. Event hosting departments may procure municipality services including but not limited to: by-law enforcement, traffic services, metro police, disaster management, fire and rescue service, water, cleansing, electricity, poster stickers and lamp pole hiring for event flags, venues and operational equipment.

8.11.4. Event hosting departments may procure event services, provided there is sufficient budget and that it is in alignment with the supply chain management process.

## **8.12. THE ROLE OF MUNICIPALITY STRUCTURES AND DEPARTMENTS**

### **8.12.1. Role of Mbombela hosting departments**

8.12.1.1. Municipal hosting departments may initiate events and initiate bids to host events.

8.12.1.2. Hosting departments shall organize and project manage events relevant to their functional area, if the events are relevant to their business plans.

8.12.1.3. If an event is project managed by the Events Management Department due to its significance to the municipality, the relevant functional department shall be a co-hosting department and responsible for providing developmental content.

### **8.12.2. Role of Mbombela service departments**

8.12.2.1. To ensure that events comply with the applicable legislation.

8.12.2.2. To ensure that events are safe.

8.12.2.3. To ensure that access to event services is aligned with the municipality strategic objectives through accessibility to services.

## **9. IMPLEMENTATION, EVALUATION AND REVIEW**

9.1. This policy framework is important for the management of events in Mbombela Local Municipality. It provides an administrative procedure for the management of events.

9.2. The events policy shall be implemented once approved by Council.

9.3. Monitoring and evaluation shall be performed by the Events Department.

9.4. Directorates are to advise the Events Department of any blockages within the policy implementation framework.

9.5. Changes in legislation shall be taken into account for future amendments to this policy.

9.6. Any amendments to this policy shall be re-submitted to Council for review and approval.