



Rand West City Local  
Municipality  
Mayoral Bidding and Hosting  
Fund

**2024/ 2025 Financial Year**

**GUIDELINE/EVALUATION CRITERIA**

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Economic Impact

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# ECONOMIC IMPACT

- Anticipated number of unique attendees
- Anticipated profile of event participants
- Anticipated profile of event attendees
- Event Duration
- Season
- Location
- Linkages to leisure tourism
- Linkages to business tourism
- Total projected economic impact

# MEDIA PROFILE

- Media interest
- Extent of Media coverage
- Duration of media coverage
- Estimated value of media coverage

## SOCIAL IMPACT

- Improves livability in Rand West City Local Municipality
- Encompasses diversity
- Unifying/ creation of social cohesion
- Event activities lead to a growth in general interest in the theme

## SOCIO-ECONOMIC IMPACT

- Community involvement
- Community interest
- Number of Jobs (working days) created/ sustained
- Skills development
- Diversity of service providers
- Community displacement

## EVENT LEGACY

- Skills development
- Increase in interest, number of participants, general development in/ of the event theme

## ENVIRONMENTAL IMPACT

- Waste minimisation
- Water conservation
- Environmental impacts minimised
- Environmentally friendly procurement



# PROFESSIONALISM AND SUPPORT QUALITY

- Quality of business plan
- Experience of organisers
- Extent of support from local, provincial, national government
- Involvement of federation where necessary

# FUNDING

- Extent of committed financial support from stakeholders
- Extent of committed financial support from sponsors