

To: Secretariat, Pilot Scheme for Characteristic Local Tourism Events
 Hong Kong Tourism Board
 11/F, Citicorp Centre, 18 Whitfield Road,
 North Point, Hong Kong
 Email: eventsupport@hktb.com
 Tel: +852 8120 0037

(Official Use Only)	
Application No:	_____
Date of Receipt:	_____

Pilot Scheme for Characteristic Local Tourism Events (“the Pilot Scheme”) Twenty-first Round Application Application Form

1. Before completing this form, please read carefully and comply with the provisions in the Guide to Application for Pilot Scheme for Characteristic Local Tourism Events (“Guide to Application”), available at https://partnernet.hktb.com/en/trade_support/pilot_scheme_for_characteristic_local_tourism_event/index.html.
2. The applicant must be the organiser of the proposed Event (as defined in footnote 3). If the proposed Event will be organised by two or more organisations, the principal or lead organisation must fill in this form and a joint application must be submitted.
3. Attach supplementary sheet(s) if more space is required.
4. Each applicant is allowed to apply for only one proposed Event.
5. The personal data provided in the application and related supporting documents and supplementary information will be used by Hong Kong Tourism Board and the Evaluation Panel of the Pilot Scheme for the following purposes:
 - a. processing and assessing the application, conducting relevant checks, and authenticating the application for the Pilot Scheme;
 - b. arranging the payments for the Pilot Scheme funding;
 - c. preparing statistics and conducting research;
 - d. arranging publicity;
 - e. meeting any disclosure requirements;
 - f. monitoring the performance of the funding agreement and evaluating the funded Event;
 - g. taking any remedial or follow-up action for the funded Event; and
 - h. other purposes related to the above.
6. The Pilot Scheme Secretariat Office (“the Secretariat”) will screen each application to ascertain whether it meets all the eligibility criteria. The applicant may be asked to provide clarification or supplementary information about the application. Subject to the Secretariat’s discretion, the Application Form may be returned to the applicant for correction of typographical or other errors as deemed necessary. No revision of the Application Form will be allowed unless requested by the Secretariat.
7. In addition to all the information in this application, provide all the personal data requested, or the application may not be considered. Subject to the exemptions under the Personal Data (Privacy) Ordinance of the Laws of Hong Kong, you have the right to access and correct your personal data. If you wish to exercise this right, please contact the Secretariat.
8. Wherever possible, provide all the information requested in this form and attach the relevant supporting documents to facilitate assessment of the application.
9. Notify the Secretariat immediately in respect of any material variation or modification to the proposed Event, including any change in the implementation timetable, in the scope, content or nature of the proposed Event, in the budget, in the key personnel of the proposed Event team, or any declaration of interest.
10. This application form has been translated into Chinese. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version will prevail.

Event Title	(Eng)	
	(Chi)	
Applicant(s)	(Eng)	
	(Chi)	

SECTION A – THE PROPOSED EVENT AND DELIVERABLES**1. Event Title**

(Eng)

(Chi)

2. Event Nature Arts Cultural Dining Sports Festival

Others (Please Specify): _____

3. Event Date (dd/mm/yyyy)

From

To

 Proposed Confirmed**4. Event Venue(s)**

Venue name

Venue address

Has the venue(s) been confirmed?

 Yes (Please provide supporting documents) No**5. Admission** Free admission Ticketed event:

Ticket Price	Programme / Details

6. Event Frequency to be Staged in Hong Kong One-off Annual Every 2 years Others (please specify): _____

If the proposed Event is **not** one-off, how do you plan to expand and attract more attendees over time? Please provide a clear vision for the future of the proposed Event in Hong Kong and outline your improvement plan.

7. Existing Event / New Event

(For existing recurring events, please provide the audited financial statements or management accounts for the latest 3 editions of the event. If you do not have records for 3 editions, please provide the available editions.)

- | | |
|--|---|
| <input type="checkbox"/> The proposed Event is an existing event .
<input type="checkbox"/> Previous edition(s) is/are <u>not financially “self-sufficient”</u>
<input type="checkbox"/> Previous edition(s) is/are <u>financially “self-sufficient”</u> , the Pilot Scheme funding will serve to <u>enhance or improve</u> the event in the following ways: | <input type="checkbox"/> The proposed Event is a new event.
<input type="checkbox"/> The Applicant and/or the Joint Applicant(s) have <u>no experience</u> in organising events in the past.
<input type="checkbox"/> The Applicant and/or the Joint Applicant(s) <u>have experience</u> in organising events in the past. <i>(Please provide details on P.16 and Excel file – “Event Targets, Budget & Cash Flow Projection”)</i> |
|--|---|

8. Event Summary *(Describe the proposed Event in 100 words or less, and list all the programme elements.)*

9. Local Characteristics of Hong Kong *(Please explain how your proposed event showcases the distinctive local characteristics or unique attributes of Hong Kong.)*

10. Branding Impact for Hong Kong

(a) How will the proposed event create a positive branding impact for Hong Kong and reinforce its position as the “Events Capital of Asia” and “East-meets-West Centre for International Cultural Exchange”?

(b) Please describe the Marketing and Promotion Strategy of the Event and channels / means for promotion.

11. Travel Experience of In-town Visitors *(Please elaborate on how the proposed Event can enhance the travel experience of non-local visitors in Hong Kong.)*

12. Are there similar events (not organised, sponsored, or funded by you or the joint applicant) in the community?

Yes *(Please illustrate the edges of the proposed Event in the space below.)*

No

13. Is there any other event(s) whose nature or content is similar to the proposed Event that will be organised, sponsored or funded by you and/ or the joint applicant(s) in Hong Kong or overseas within six months before or after the launch date of the proposed Event?

Yes *(Please provide details of (i), (ii) and (iii) below.)*

No *(Please go to the next question – 14. Proposed Event's Operational and Business Plan – Implementation Plan.)*

(i) Details about the similar event(s): Title, event period, size, content, nature

(ii) Do you anticipate that certain costs and/or materials will be shared between the similar event(s) and the proposed Event for the Pilot Scheme? If yes, please specify.

(iii) What synergy will be created between the similar event(s) and the proposed Event for the Pilot Scheme?

14. Proposed Event’s Operational and Business Plan – Implementation Plan

<p align="center">Period <i>(dd/mm/yyyy)</i></p>	<p align="center">Key Milestones</p>

☑ Put a tick in the appropriate box(es).
Please delete as appropriate

15. Proposed Event’s Targets

(a) Proposed Event’s Targets *(Please complete the Excel file – “Event Targets, Budget & Cash Flow Projection”)*

(b) Please elaborate on the basis of the estimation of the event target figures in 15(a).

(c) Do you agree to adopt scientific method(s)¹ to the satisfaction of the HKTB to ensure an accurate attendance count and to distinguish local from non-local attendees, and to employ objective evaluation method(s) (e.g. publicity value, scoring of feedback survey(s)) to assess the effectiveness of the proposed Event?

Yes

No *(Please describe the other method(s) that will be used in the space below.)*

16. Risk Assessment

List the most probable risks for the proposed Event and state the proposed risk control measures or contingency plan (particularly for bad weather, lower-than-expected attendance, epidemics, government order or protest, if applicable).

<u>Probable Risk</u>	<u>Risk control measures or contingency plan</u>

¹ Scientific method includes the methodology, the agency involved, the method of distinguishing local from non-local visitors, and the random checking method used to count attendees without double-counting.

Put a tick in the appropriate box(es).

Please delete as appropriate

17. Staffing / Key Personnel for Organising and Implementing the Event²

(a) Please give details on the key personnel for organising and implementing the Event.

(i) Project Co-ordinator		(ii) Deputy Project Co-ordinator	
Name (Eng) (Mr/Ms/Prof/Dr)		Name (Eng) (Mr/Ms/Prof/Dr)	
Name (Chi)		Name (Chi)	
Post Title		Post Title	
Organisation		Organisation	
Address		Address	
Tel No.		Tel No.	
Fax No.		Fax No.	
Email Address		Email Address	
Website		Website	

(b) Describe the experience, expertise and track record of the Project Co-ordinator and the Deputy Project Co-ordinator in organising and implementing similar events.

² The Project Co-ordinator and Deputy Project Co-ordinator will be responsible for:

- (a) overseeing the carrying out of the approved Event in accordance with the terms and conditions of the Funding Agreement;
- (b) monitoring the use of the funds to ensure they are properly spent;
- (c) ensuring the accuracy and completeness of the information provided in the progress reports, Post-Event Evaluation Report, Publicity Report, Survey Report, and other information submitted to the EP;
- (d) liaising with the Secretariat, the HKTB and the EP on matters relating to the approved Event; and
- (e) attending progress meetings which may be convened by the EP from time to time and visits to the Events and activities organised under the approved Event.

Put a tick in the appropriate box(es).

Please delete as appropriate

Section B - Event Financial Planning and Budgeting

1. Proposed Event's Financial Planning

(a) Will the proposed Event still be staged if there is no funding support from the Pilot Scheme?

Yes

No

(b) Has any public funding been earmarked for the proposed Event so far, or have you applied for or are you going to apply for funding or other financial support from the Government(s) or other public funding source(s)?

Yes *(Please provide complete information about the public funding source(s) that has been earmarked, or has been applied for or is going to be applied for, including the name of the granted scheme, the funding amount and the funding purpose in the below space.)*

No

(c) In case of a deficit resulted from the implementation of the proposed Event, please propose a plan to cover any shortfall. Please refer to paragraph 4.6.2 of the Guide to Application for details.

2. Budget for the Proposed Event *(Please complete the Excel file – “Event Targets, Budget & Cash Flow Projection”)*

3. Cash Flow Projection *(Please complete the Excel file – “Event Targets, Budget & Cash Flow Projection”)*

4. Procurement Mechanism

Do you agree to adhere to the procurement procedures and practices as set out in paragraph 4.6.9 of the Guide to Application?

Yes

No *(Please provide a full justification with proper documentation in the space below.)*

5. Financial Control

List the cost/budget control measures for implementing the proposed Event.

Example (1): All purchases are approved by a supervisor prior to being passed to financial team.

Example (2): Where there are any large items (e.g. Hotel costs), the organiser will run a tender exercise.

6. Event Account

Do you agree to open and maintain a bank account for the sole and exclusive purpose of keeping track of the Pilot Scheme funding and income, and processing the transacting all other financial transactions in respect of the proposed Event, and ensure that all receipts and payments for the proposed Event are properly and promptly recorded?

Yes

No *(Please refer to the requirement as set out in paragraph 4.5.1 of the Guide to Application.)*

7. Conflict of Interest

(a) Are you aware of or do you foresee any conflict of interest (whether actual or potential, direct or indirect) that would and / or may arise, involving yourself or any persons mentioned in paragraphs 4.6.15 and 4.6.16 of the Guide to Application, in carrying out the Event, particularly in relation to procurement, staff recruitment, or any matters involving monetary transactions?

Yes *(Please complete the attached Declaration of Interests Form.)*

No

(Note: If you become aware of any further financial, professional, commercial, personal or other interests (whether actual or potential, direct or indirect) after submitting this Application Form, notify the Secretariat immediately in writing by filling out a new Declaration of Interests Form.)

(b) Do you have a system in place to remind all the key post-holders in your organisation to abide by established rules to avoid conflict of interest (e.g. avoid bidding for contracts under a Pilot Scheme-sponsored Event), and if unavoidable, to declare any conflict as soon as they are aware of it?

Yes *(Please provide details in the space below.)*

No, but we will establish such a system shortly and notify the Secretariat once it is in place.

(c) When establishing the above procurement mechanisms and a system for key post-holders to avoid conflicts of interest, do you agree to adopt the best practices provided in the “*Strengthening Integrity and Accountability – Government Funding Scheme Grantee’s Guidebook*” available on the website of the Independent Commission Against Corruption (“ICAC”) Corruption Prevention Department to ensure proper corruption-prevention safeguards are incorporated into the relevant mechanisms and system?

Yes

No (*Please refer to the requirement as set out in paragraph 4.6.12 of the Guide to Application.*)

(Note: The “Strengthening Integrity and Accountability – Government Funding Scheme Grantee’s Guidebook” is available on the ICAC website:

English version: <https://cpas.icac.hk/EN/Info/Lib_List?cate_id=3&id=142>

Chinese version: <https://cpas.icac.hk/ZH/Info/Lib_List?cate_id=3&id=142>

SECTION C – PARTICULARS OF THE APPLICANT**1. Information about the Applicant**

Organisation Name	(Eng)	
	(Chi)	
Organisation Address	(Eng)	
	(Chi)	
Organisation Website		

2. Contact Person of the Applicant

Name	(Eng)		(Chi)	
Post Title	(Eng)		(Chi)	
Tel No.			Fax No.	
Email Address				

3. Registration Information of the Applicant

The status under which the Applicant is registered:

- The Societies Ordinance (Cap. 151, Laws of Hong Kong)
- The Companies Ordinance (Cap. 622, Laws of Hong Kong) or its predecessor ordinance (i.e. the former Companies Ordinance (Cap. 32, Laws of Hong Kong))
- Charitable institution or trust of a public character that is exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112, Laws of Hong Kong)
- Other Ordinances (please specify):
- _____

- Attach documentary evidence and provide a photocopy of the relevant registration certificates and the constitution documents of the Society/ Company's Memorandum or Articles of Association, whichever is applicable.
- Attach documentary evidence of the non-profit-making status and bona-fide nature of the organisation³, including audited financial statements/ management accounts of the organisation, no more than 18 months old (if any).

³ Only Hong Kong-registered non-profit organisation (i.e. a local, bona-fide, non-profit organisation, such as a sport or non-governmental organisation, arts association or chamber of commerce) are eligible to apply:

- The Applicant must be registered in Hong Kong under the Societies Ordinance (Cap. 151, Laws of Hong Kong), or incorporated under the Companies Ordinance (Cap. 622, Laws of Hong Kong) or its predecessor ordinance (i.e. the former Companies Ordinance (Cap. 32, Laws of Hong Kong)), or formed by statute in Hong Kong, or registered on the list of charitable institutions or trusts of a public character that are exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112, Laws of Hong Kong); and
- The Applicant must provide documentary evidence of its non-profit-making status and bona-fide nature to the satisfaction of the Pilot Scheme Evaluation Panel.

4. Introduction of the Applicant			
Date of Establishment <i>(dd/mm/yyyy)</i>		Number of Staff	
(a) History and Background of the Organisation			
(b) Governance Structure of the Organisation <i>(Please provide the names of the Directors and Senior Management and an organisation chart)</i>			
(c) Core Services and Activities of the Organisation			
5. Previous Event Experience of the Applicant			
<i>(Leave blank if you have no prior experience in organising events, especially those <u>similar</u> to the proposed event.)</i>			
Event Title	(Eng)		
	(Chi)		
Event Date <i>(dd/mm/yyyy)</i>		Event Venue	
Event Description			
Event's Deliverables & Income and Expenditure Record	(i) Complete the <i>Excel file – “Event Targets, Budget & Cash Flow Projection”</i> (ii) <i>Please provide <u>audited financial statements or management accounts</u> of the Event. (For <u>recurring events</u>, please provide the records for the <u>latest 3 editions</u> of the event. If you do not have records for 3 editions, please provide the available editions.)</i>		
List of media coverage of the last Event.			

6. Information about the Joint Applicant(s) <i>(Go to Section D – Declaration if there is no Joint Applicant(s))</i>			
Organisation Name	(Eng)		
	(Chi)		
Organisation Address	(Eng)		
	(Chi)		
Organisation Website			
7. Contact Person of the Joint Applicant(s)			
Name	(Eng)		(Chi)
Post Title	(Eng)		(Chi)
Tel No.			Fax No.
Email Address			
8. Registration Information of the Joint Applicant(s)			
The status under which the Joint Applicant(s) is registered:			
<input type="checkbox"/> The Societies Ordinance (Cap. 151, Laws of Hong Kong)			
<input type="checkbox"/> The Companies Ordinance (Cap. 622, Laws of Hong Kong) or its predecessor ordinance (i.e. the former Companies Ordinance (Cap. 32, Laws of Hong Kong))			
<input type="checkbox"/> Charitable institution or trust of a public character that is exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112, Laws of Hong Kong)			
<input type="checkbox"/> Other Ordinances (please specify): <hr/>			
<ul style="list-style-type: none"> • Attach documentary evidence and provide a photocopy of the relevant registration certificates and the constitution documents of the Society/ Company's Memorandum or Articles of Association, whichever is applicable. • Attach documentary evidence of the non-profit-making status and bona-fide nature of the organisation⁴, including audited financial statements/ management accounts of the organisation, no more than 18 months old (if any). 			

⁴ Only Hong Kong-registered non-profit organisation (i.e. a local, bona-fide, non-profit organisation, such as a sport or non-governmental organisation, arts association or chamber of commerce) are eligible to apply:

- c) The Applicant must be registered in Hong Kong under the Societies Ordinance (Cap. 151, Laws of Hong Kong), or incorporated under the Companies Ordinance (Cap. 622, Laws of Hong Kong) or its predecessor ordinance (i.e. the former Companies Ordinance (Cap. 32, Laws of Hong Kong)), or formed by statute in Hong Kong, or registered on the list of charitable institutions or trusts of a public character that are exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112, Laws of Hong Kong); and
- d) The Applicant must provide documentary evidence of its non-profit-making status and bona-fide nature to the satisfaction of the Pilot Scheme Evaluation Panel.

9. Introduction of the Joint Applicant(s)			
Date of Establishment <i>(dd/mm/yyyy)</i>		Number of Staff	
(a) History and Background of the Organisation			
(b) Governance Structure of the Organisation <i>(provide the names of the Directors and Senior Management and an organisation chart)</i>			
(c) Core Services and Activities of the Organisation			
(d) Nature and Details of Collaboration with Principle Applicant			
(e) Responsibilities of the Joint Applicant(s)			

10. Last Event Experience of the Joint Applicant(s) *(Leave blank if the Joint Applicant has no prior experience in organising events, especially those similar to the proposed event.)*

Event Title	(Eng)		
	(Chi)		
Event Date <i>(dd/mm/yyyy)</i>		Event Venue	
Event Description			
Event's Deliverables & Income and Expenditure Record	<p>(i) Complete the Excel file – “Event Targets, Budget & Cash Flow Projection”</p> <p>(ii) Please provide <u>audited financial statements or management accounts</u> of the Event. <i>(For <u>recurring events</u>, please provide records for the <u>latest 3 editions</u> of the event. If you do not have records for 3 editions, please provide the available editions.)</i></p>		
List of media coverage (e.g. country /region, name of media, and type of media, including print / TV / radio / telecommunications) of the last Event.			

Section D – DECLARATION

- (a) We certify that we have not been suspended from applying for any funding scheme(s) of the Hong Kong Tourism Board or other government departments or bureaux. **OR**
- We certify that we have been suspended from the following funding schemes of the Hong Kong Tourism Board or other government departments or bureaux. (*Provide details in the space below.*)
- (b) We certify that all the information provided in this application, the accompanying information, and any information which may be provided in the future (including all annexes, attachments, supplementary information and revisions) are true and accurate. We understand that giving any false or inaccurate information, or withholding any material information will render the application null and void. We will inform the Secretariat immediately if there are any subsequent changes to this information.
- (c) We declare that if the application is approved, we will devote the utmost dedication and determination to completing and monitoring the proposed Event according to the proposal stated in this application, subject to any amendments or additions required or specified by the Hong Kong Tourism Board.
- (d) We certify that the organisation and implementation of the proposed Event, and the use or possession by the Hong Kong Tourism Board and its authorised users, assigns and successors-in-title of any materials we provide do not and will not infringe any intellectual property rights of any party.
- (e) We agree that information provided in this application can be used by the Hong Kong Tourism Board to process this application and for related purposes. We authorise the Hong Kong Tourism Board and the Pilot Scheme Evaluation Panel (including the Secretariat) to handle the personal data/ information provided in this application for these purposes.
- (f) We agree that the information contained in this application and subsequent submissions (including all appendices, attachments, supplements and revisions) may be used or disclosed for public announcement and publicity.
- (g) We have read the *Guide to Application* and will comply with its provisions.
- (h) We understand that any false declaration in this application form will lead to termination of the funding agreement under the Pilot Scheme for Characteristic Local Tourism Events, the refund of any funds disbursed, and the possibility of criminal charges.

Authorised signature of Applicant
(with organisation chop)

Authorised signature of Joint Applicant(s)
(with organisation chop) (if applicable)

Name:

Name:

Position:

Position:

Date:

Date:

~END~

CHECKLIST FOR SUBMISSION OF APPLICATION

<input type="checkbox"/>	Complete and sign the original application form together with the Declaration of Interest Form.
<input type="checkbox"/>	Provide documentary proof of your registration information (with relevant registration certificates and related documents, including the Constitution of Society/Company Memorandum or Articles of Association, whichever is applicable) and that of the joint applicant(s), if applicable.
<input type="checkbox"/>	Provide documentary proof of the non-profit-making status and bona-fide nature of the applicant and that of the joint applicant(s), if applicable.
<input type="checkbox"/>	Provide a list of the board of directors and senior management, and an organisation chart of the applicant; and declare any potential conflicts of interest by any of them or any other associates ⁵ who have any position of control over the applicant or the joint applicant(s), if applicable.
<input type="checkbox"/>	<i>(Applicable to confirmed Income or other Funding support for the proposed Event)</i> Provide documentary proof of any contribution from the applicant or sponsorship (potential or secured) from HKSAR Government funding, other public funding, or other sources to the proposed Event's budget or that of the joint applicant(s), if applicable.
<input type="checkbox"/>	Provide Applicant organisation's certified true copies of the latest audited accounts (no more than 18 months old), comprising a profit and loss account, balance sheet, and related notes, and those of the joint applicant(s), if applicable.
<input type="checkbox"/>	<i>(Applicable to existing recurring events)</i> Provide audited financial statements or management accounts for the last 3 editions of the event. If the event has taken place fewer than 3 times in the past, provide all available records.
<input type="checkbox"/>	Provide any pending (or threat of) claims or litigation; or claims or litigation which have been completed, closed, discharged or cleared within two years of this submission; if there are none, include a negative statement to that effect.
<input type="checkbox"/>	Attach the original copy of the completed application form, as well as one copy of each of the above supporting documents and information.
<input type="checkbox"/>	Attach one electronic copy of the completed application form (together with supporting documents and information).

METHOD OF SUBMISSION OF APPLICATION

The original completed application form, together with the related documents, and electronic copy, should reach the Secretariat of the Pilot Scheme for Characteristic Local Tourism Events by post or in person at the Hong Kong Tourism Board, 11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong by 12:00 noon, 28 February 2024.

⁵ The word "associate" of any person means:

- (i) a relative or partner of that person; or
- (ii) any body of persons (corporate or unincorporated), one or more of whose Directors is in common with one or more of Directors of that person.

The word "director" means any person occupying the position of director by whatever name it is called, including a de facto or shadow director, or any person in charge of the day-to-day management or operation of a body of persons (corporate or unincorporated).

Pilot Scheme for Characteristic Local Tourism Events

DECLARATION OF INTEREST FORM

Event Title	
Applicant / Joint Applicant(s)#	

To: Secretariat Office, Pilot Scheme for Characteristic Local Tourism Events

We declare that we have the following interests (actual, potential or perceived) through our involvement in the captioned Event:

- (i) proprietorships, partnerships, directorships or shareholdings in related companies;
- (ii) personal interest in the Event, e.g. association/ committee member, remunerated employment, office, trade, profession or vocation; or
- (iii) other direct or indirect interests that have an actual, potential or perceived conflict with the Event.

Full name of person involved	Position of person involved in the Applicant(s)	Role in the Event	Related Company	Nature of Interest (proprietorship, partnership, directorship, shareholding, etc.)	Remedial action(s) taken and proposed remedial action(s)/ resolution(s)
<i>Example</i> Chan Tai-Man	Director, Applicant A	Event's tender selection board member	ABC Company	Committee member of ABC company	Immediately replaced Mr Chan Tai-Man by Mr Lee Kung-yee, director of Applicant A as a tender selection board member

Put a tick in the appropriate box(es).

Please delete as appropriate

(Attach a separate sheet if there is not enough space.)

Authorised signature of Applicant
(with organisation chop)

Authorised signature of Joint Applicant(s)
(with organisation chop) (if applicable)

Name:

Position:

Organisation:

Date:

Name:

Position:

Organisation:

Date:

- Put a tick in the appropriate box(es).
- # Please delete as appropriate