



FRAMEWORK OF OPPORTUNITIES EVENTS

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Introduction

Since April 1, 2016, the rules about organizing events and getting discounts or support for them have changed.

With these new rules, the city of Antwerp is looking to generate more clarity and transparency. In this way, we reach proper decision-making and, above all, more opportunities for the customer.

What constitutes an event?

An event is movable and organized. It is limited in time and usually open to the public, but may also be a closed affair. Consider, for example, a company event. There are large, small, recurring or one-off events.

That is the general definition used by the city. Of course, there are also supra-local, local, non-profit, etc. events. That classification is for you as an organizer of an event in Antwerp slightly less relevant.

What is relevant to you, is the new event Categories into which the city will classify all requests. This is to establish a clearer framework of the kind of events held in Antwerp. Each request will be examined and classified in one of six possible Categories.

Six categories

The support that the city may offer to your event - both in terms of discounts and exemptions, and in terms of logistical support - is fixed in a matrix. This schedule consists of six Categories, each with their own rules for support

- Category 1: organized by the city of Antwerp group
- Category 2: events in co-organisation with the city of Antwerp group
- Category 3: name-enhancing events and new events with the same potential
- Category 4: society-enhancing district-related events
- Category 5: other, externally organized events, non-profitable or nominally exempt
- Category 6: other, externally organized and profitable events

Category 1: organized by the City of Antwerp group

These are all events organized by the city of Antwerp group. Without external interference. External partners may be included by the city, but this merely concerns the outsourcing of certain matters. The event will continue to be run in full accordance with the views of the city of Antwerp group.

Category 2: events in co-organisation with the City of Antwerp group

This includes any event where:

- The city of Antwerp group helps determine the course of the event.
- There is an active involvement of staff, operational resources and logistical support from the city of Antwerp group.
- The city of Antwerp is being advertised.

Category 3: name-enhancing events and new events with the same potential

In order to be name-enhancing, an event must meet several requirements:

- It takes place within the territory of the city of Antwerp, even if it is held at a private property.
- It supports, or helps determine, the brand and positioning of Antwerp in a positive way.
- It is consistent with the objective of the city of Antwerp.
- The event has its own quality and detailed programme for the entire duration of the event. It thus constitutes a powerful event in itself.
- It generates at least 5,000 visitors or participants.
- The city of Antwerp is being advertised.
- It offers Antwerp great added value.

New events, too, can have name-enhancing potential when they meet the following conditions:

- Of course, have the potential.
- The first edition will be held in Antwerp.
- The organizer may not have applied the event's concept outside of Antwerp before.
- It takes place within the city's territory.
- It supports, or helps determine, the brand and marketing positioning of Antwerp in a positive way.
- It is consistent with the objective of the city of Antwerp.
- The event has its own quality and detailed programme for the entire duration of the event. It thus constitutes a powerful event in itself.
- The organisation must provide the city of Antwerp permission to perform both quantitative and qualitative checks during the event.
- The city of Antwerp is being advertised.
- The organisation runs an active PR campaign, both digital and analog.
- It offers Antwerp great added value.

Category 4: society-enhancing district-related events

These are events that support and strengthen social cohesion and living together within an Antwerp district. To fall under this category, an event must also comply with some conditions:

- It takes place within the territory of the city of Antwerp, even if it is held at a private property.
- It supports, or helps determine, the brand and positioning of Antwerp and its districts in a positive way.
- It is consistent with the objectives of the district(s) where the event takes place.
- The district is being advertised.
- If an event makes a profit, that profit is used in part for a good cause. That objective is linked to the district and serves the general interests of the district

residents. A third option is that a portion of the profit is used to improve the next event of the organization as a society-reinforcing, district-related event.

- It offers great added value to the districts where it is organized.

Category 5: other, externally organized events, non-profitable or nominally exempt

The city of Antwerp wishes to help events that make no profit by exempting them from taxes and by providing them with logistical support. There is also a distinction between nominally exempt events and events that are not profitable, but still have to answer to the city.

Nominally exempt events include:

- Charity events, provided that at least 80% of the revenue is spent on the charity.
- Community initiatives supported by City Makers, such as street parties and the like.
- Events in the city halls which are held during city days and use a limited proportion of the public space.
- Student inauguration events organized by associations who signed the city's inauguration charter.
- Events of traders and the catering industry staged to advertise their businesses. If you organize such an event, make sure you meet the conditions of the regulations 'Initiatives of budding and existing trading associations'.
- Events organized by government and educational establishments.

And events that make no – or a very modest – profit and wish to receive support from the City, must sign a declaration of honour before the event starts and comply with these conditions.

- It has to be an event:
 - Where nothing is sold;
 - With no entrance fee;
 - The public, physical advertising or promotion of which is restricted to a maximum of two advertising media.
- Or it has to be an event:
 - Where products or services are sold and where an entrance fee is asked at the door;
 - But the physical advertising is still restricted to two media maximum;
 - And at least 95% of the revenue is used to cover the costs of the event. These are not the costs of general management, but the costs which the city may levy.

Category 6: other, externally organized en profitable events

If your event does not meet any of the above Categories, your event - probably commercial in nature – will fall under this category.

How to decide which event belongs to which category?

The category to which an event request belongs is determined by the client managers of the city department Enterprise and City Marketing. They divide all the applications into the categories, except category four.

It is the district itself that decides on its society-enhancing, district-related events.

Assessment Categories 2 en 3

For events that qualify for category 2 or 3, there is an extra step. The events are assessed by a jury, consisting of representatives from various departments.

To determine whether an event belongs to category 3, and is, thus, name-enhancing or has that potential, the jury applies a points system based on the criteria below.

Main criterion	Points	Partial criterion	Points
Media and communication value	30	Audience reach (regionally restricted = 2 points; regionally extended = 5 points; national = 8 points; international = 10 points)	10
		Targeted distribution of printed matter	2
		Presence in the press (regional = 1 point; national = 2 points)	2
		Presence on the radio (regional = 1 point; national = 2 points)	2
		Visual presence on the streets	2
		Presence on social media	2
		Presence of quality website or app (in one language = 2 points; in several languages = 4 points)	4
		Presence on television (regional = 3 points; national = 6 points)	6
Affordable	10	The entrance fee is free or substantially lower than the going rate	10
Added value in terms of content	30	Stands out: in terms of concept, content, location or target group. Experimental, original, artistic, exceptional or innovative. Unique within a given	10

		geographic area (e.g. Benelux)	
		Societal added value: mobilizes target groups who live in the city. And strengthens social cohesion or achieves an objective of general interest (environmental, health, ...)	10
		Substantial contribution to the city's economy:	
		• The audiences' spending with traders in the city, outside the event, is plausible or stimulated	3
		• Overnight stays in the city, outside the event, are likely due to the nature of the event	3
		• Employment is increased through targeted employment of the city's residents	2
		• Local partners are involved (catering, shops, creative economy,..)	2
Growth scenario	10	The event does not strive for pure growth in numbers (quantitative growth), but growth to strengthen the positioning of the target group. Promoting the event's uniqueness, quality and attractiveness (qualitative growth)	10
Positive evaluation previous editions	20	Evaluation of previous editions is positive if:	20
		• They were organized in accordance with the agreements made with the city.	
		• They were held without problems in terms of public order, safety, ...	

Assessment category 4

With regard to their incoming event request, the Antwerp districts always verify them against a number of criteria. All those criteria can result in a maximum of 100 points. The more criteria an event meets, the higher the score and the greater the chance that your event will be given the green light.

It is important to know that you need to achieve a minimum score of 60% in order to have your request approved.

Below is a list of the criteria which society-enhancing and district-related events must meet.

Main criterion	Points	Partial criterion	Points
Affordable	10	The entrance fee is free or least significantly lower than the going rate	10
Link with the district	20	Familiarity with the identity of the district: Tie with local traditions and customs In line with the district's goals and policy	20
Energizing added value	30	The event has a strong, mobilizing effect on the district's residents The event gives the district a boost and also gives it a lively image	15 15
Societal added value	30	The event has a strong societal (social, cultural, sports, youth,...) value or strong folkloric value for the district The event contributes to social cohesion, which makes it more attractive to live in and the level of satisfaction among the residents is increased	15 15
Positive evaluations previous editions	10	Evaluation of previous editions is positive if: <ul style="list-style-type: none"> The previous editions were organized in accordance with agreements made by the city council Previous editions were held without problems in terms of public order, safety, etc. 	10
Total score	100		100

Assessment category 5

Category 5 includes events, organized by traders and the catering industry, to promote their own businesses. Upon receipt of such an event request, the opinion is requested from the department Enterprise and City Marketing about meeting subsidy conditions.

Exemptions, discounts and support

On the basis of the chart below, it is determined which exemptions, discounts and support your event can enjoy.

Category	Sub-category	Fee for taking up public domain	Fee for logistical material	Utilities	Bins	Clean-up	No-parking signs	Removal street furniture
Category 1		100% discount	free	100% discount	100% discount	100% discount	100% discount	100% discount
Category 2	Any allowance from event fund	100% discount	free	100% discount	100% discount	100% discount	100% discount	100% discount
Category 3	Qualifies for event fund with unfavourable budget	100% discount	free	100% discount	100% discount	no discount	100% discount	no discount
	Qualifies for event fund with favourable budget	100% discount	free	no discount	no discount	no discount	no discount	no discount
	Not selected for event fund with gradual discount	50 - 80% discount	free	no discount	no discount	no discount	no discount	no discount
Category 4		100% discount	free	100% discount	100% discount	no discount	100% discount	no discount
Category 5		100% discount	free (non-promotional material)	100% discount	100% discount	no discount	100% discount	no discount
Category 6		no discount	not possible to borrow material	no discount	no discount	no discount	no discount	no discount

With regard to all events that enjoy discounts or exemptions on the fee for taking up public space, when there are breaches of agreements with the City, safety, public order, etc., the City can still charge the normal fees. Examples of such offences are litter, drunkenness, problems with installation, not respecting deadlines, etc.

Gradual discount system

Category 3 – name-enhancing events and new events with the same potential – is subject to a gradual discount system that applies to the tax on taking up the public domain. That reduction will vary with the importance of the event for the City. The greater the importance, the higher the discount:

- Limited interest for the City (points score of 60 to 70) = 50% discount
- Moderate interest for the City (points score of 71 to 80) = 60% discount
- Great interest to the City (points score of 81 to 90) = 70% discount

- Extremely important for the City (points score of 91 to 100) = 80% discount

Event Fund

The event fund of the City of Antwerp is a virtual fund, consisting of the allowance budgets of the various policy areas to support events.

These events can claim from the Fund:

- Category 2: events in co-organisation with the City of Antwerp group.
- Category 3: name-enhancing events and new events with this potential (organized externally).
 - With an unfavourable budget.
 - With a favourable budget, but very much in line with the City's marketing strategy and events policy for the calendar year in which the event will take place.

Categories 5 and 6

When you organize a category 5 event – externally organized events, non-profitable – the following rules apply:

- Exemption of fee for taking up the public domain.
- Free logistical support (only non-promotional material will be loaned).
- Exemption of utilities fee.
- Clean-up is paid 100% by external organizer.
- Exemption fee for bins.
- Exemption fee for no-parking signs.
- Costs for the removal of street furniture are also paid 100% by the external organizer.

When you organize a category 6 event – externally organized events, profitable – the following rules apply:

- Fee for taking up public domain is 100% payable by the external organizer.
- Not possible to borrow logistical material.
- Utilities 100% payable by the external organizer.
- Cost of clean-up, bins, no-parking signs and removal of street furniture 100% payable by the external organizer.

Concluding agreement

Of course, the support and the conditions under which the support is given by the city of Antwerp are subject to an agreement with the event organizers.

In these agreements and charters, the following formula is included:

The city is allowed to carry out a check on the compliance with the conditions during and after the event and may retrieve all necessary supporting documents.

Normal fees may still be charged and any allowance can still be recovered if, after the event, it transpires that:

- *The event did not meet all the conditions for obtaining support from the City.*
- *Or if the organizer committed offences against public order and safety, or failed to fulfil, or fulfilled insufficiently, his duty to prevent these.*

For the events that fall under Categories 2 or 3, a customised agreement is concluded. This can be done by letter, a separate charter or in an agreement; depending on the size and classification of the event. If an event under category 2 or 3 is a recurring event, the agreement may also include a commitment to support over several years. This is to provide the organizers some security in the long term.

If you organize an event under category 5 or 6, you will have to sign a charter to receive the exemptions and support from the city of Antwerp.

Rules regarding fees in the public domain

The City is divided into four city zones. Each zone has its own rate for taking up public space, depending on the location and marketing value. Different aspects were taken into account, such as the number of activities in crowded places, the attraction factor for tourists and residents and the concentration of businesses.

Four city zones

In the table below, we list the new zones and their corresponding locations:

Zone A (Via Sinjoor axis)	Zone B	Zone C	Zone D
Keyserlei Groenplaats Grote Markt Handschoenmarkt Jan Blomstraat Leesstraat Meir Meirbrug Operaplein Schoenmarkt Steenplein Suikerrui Teniersplaats	Supra-local streets & squares: - Gedempte Zuiderdokken - Central shopping and tourist axis (excluding the Via Sinjoor axis) Officially protected parks and green areas Top locations for street trading: - Eilandje - Gedempte Zuiderdokken (between Vlaamse- and Waalsekaai) - Park Spoor Noord - Theaterplein Supra-local catering centres Central shopping area Central Antwerp	Supra-local streets & squares: - Streets with through traffic function - Diamond District (Hoveniersstraat, Rijnstraat, Schupstraat) Unprotected green areas and parks Local catering centres Priority and non-priority central shopping areas (excluding Central Antwerp)	All other streets and squares outside the A, B and C

Technical review

After a favourable opportunity assessment, the technical review of your application will follow.

In this context, the organization is viewed from different angles: ranging from, *inter alia*, the safety of mobility, noise pollution, right through to cleanliness. Various departments request opinions on these and other topics. Local police, the fire department, city council, city cleaning, urban development, etc. will all shed light on the organization of the event. Needless to say, you will also need to meet a number of conditions so that your event runs smoothly. This applies to both participants and non-participants. These conditions are based on the opinions of the different departments concerned and will form an integral part of the event admission.