

ITEM FOR FINANCE COMMITTEE

**HEAD 152 – GOVERNMENT SECRETARIAT :
COMMERCE AND ECONOMIC DEVELOPMENT BUREAU
(COMMERCE, INDUSTRY AND TOURISM BRANCH)**

**Subhead 700 General non-recurrent
New Item “Mega Events Fund”**

Members are invited to approve the creation of a new commitment of \$150 million for extending the operation of the Mega Events Fund to attract more internationally-acclaimed mega events to Hong Kong and reinforce Hong Kong’s position as the Events Capital of Asia.

PROBLEM

The three-year funding period for the Mega Events Fund (MEF) ended on 31 March 2012. We need to decide on the way forward of the Fund.

PROPOSAL

2. We propose to create a commitment of \$150 million to facilitate the continued operation of the MEF, and modify the current MEF scheme into a two-tier system to enhance flexibility and improve the operational effectiveness of the Fund. Subject to the funding approval by the Finance Committee (FC), we plan to launch the modified MEF scheme in May 2012.

/JUSTIFICATION

JUSTIFICATION***THE CURRENT MEF SCHEME******Modus operandi***

3. Following the funding approval given by the FC in May 2009 for the establishment of the MEF, the MEF Assessment Committee (AC) was formed in June 2009 to advise the Government on the administration of the MEF, including drawing up the guidelines and criteria for assessing the applications, considering the applications, monitoring the progress of supported events and evaluating their performances. The MEF AC comprises experts from the relevant fields and representatives from relevant government bureaux and departments. The terms of reference and membership of the MEF AC are at Enclosures 1 and 2 respectively.

Encls 1&2

4. When approving the establishment of the MEF, FC also endorsed four broad principles in assessing individual cases. The four principles together with a sample marking scheme detailing the assessment criteria are at Enclosure 3.

Encl. 3

Benefits

5. As of March 2012, six rounds of applications, with a total of 80 submissions, have been processed. A total sum of \$51.34 million was approved to support 16 mega events^{Note}. Details of the approved events are set out at Enclosure 4.

Encl. 4

6. The MEF-supported events have brought about substantial economic and publicity benefits to Hong Kong. The 16 MEF-supported events attracted a total of over 900 000 participants, of whom more than 170 000 were non-local visitors. A total of about 10 000 jobs were created during the events period, far exceeding the original estimate of 2 800. Most of these jobs were related to event management and production, publicity and marketing, venue set up, food and beverages, security and cleaning services. These events have also stimulated local economic activities in hotels, airlines, catering and other related sectors.

/7.

^{Note} Originally, 19 events were approved. But three applicants subsequently withdrew their applications due to various reasons beyond the Government's control. The approved MEF funding for these three events amounted to over \$21 million.

7. On the publicity side, the MEF-supported events have added colour and vibrancy to our city and enriched our tourism portfolio. For example, the “Hong Kong Dragonboat Carnival” in 2010 and 2011 generated a total of 79 pieces of media articles and 72 counts of television/radio broadcast overseas. “Hope and Glory” multi-media arts exhibition in 2010 put Hong Kong on the frontpage of four regional and global arts media – an area not viewed as Hong Kong’s traditional strength. The “Hong Kong Well-wishing Festival” and “Hong Kong Dragon and Lion Dance Extravaganza” in both 2011 and 2012 highlighted our strength in promoting intangible cultural heritage and generated very positive media feedback.

Review and Observations

8. We submitted a progress report of the MEF to the Legislative Council Panel on Economic Development (the Panel) in November 2010. In general, Panel members agreed that more deserving mega events of different nature should be held in Hong Kong. They further suggested that –

- (a) the MEF should support events that can attract coverage by international media, so as to promote Hong Kong globally;
- (b) the MEF should give more consideration to events with strong traditional Chinese and local cultural characteristics, innovative elements, potential to be held in Hong Kong year after year, as well as musical performances featuring famous performing groups and/or international pop-stars;
- (c) successful applicants should strengthen co-operation with the travel trade in order to better promote the funded events and utilise the events’ tourism potential more fully;
- (d) the MEF should provide further funding to support small event organisers to facilitate the administration of their events; and
- (e) it would be useful to know whether there were, and if so how many, visitors had come to Hong Kong specifically for the supported events.

9. In late 2011, we conducted a review on the way forward for the MEF. We noted that major cities in Asia had spared no effort in attracting mega events with high tourism impact on a regular basis. Examples of such events included the Formula 1 Races in Shanghai, Singapore and Seoul; Association of Tennis Professional Tennis Tours in Shanghai; golf tournaments with top players’ participation in Singapore, Shanghai and Shenzhen; themed festivals, pop-concerts

/or

or musicals with internationally renowned casts, etc. With costs ranging from HK\$50 million to over \$1 billion, most of these events were owned and/or operated by commercial event organisers or professional sports associations, and some of them had strong entertainment and commercial elements. The local governments of the host cities were known to provide both substantial monetary and logistical support to these events.

10. As for Hong Kong, a prevailing condition of the MEF is that only local non-profit-making organisations hosting arts, cultural and sports events in Hong Kong are eligible for funding support. However, according to our observation in the past three years, some local arts and sports bodies lack the experience and ability to host very large scale iconic events. As a result, some proposals put forward were unimpressive and of rather limited scale. In addition, compared to professional event organisers, these organisations often have to struggle with the problem of inadequate financial and human resources, and the challenge in managing the logistics of mega events throughout the process. The Secretariat of the MEFAC has been providing assistance in the planning and publicity aspects of these events as far as possible.

11. As regards funding conditions, the MEF scheme has stipulated that the Government's funding support for each event would not exceed 50% of an event's total cost. This condition was set by FC in May 2009, and gives a clear signal to event organisers that it would be their own responsibility to secure sufficient funding for the events and that they could not rely solely on public funding. Also, under the MEF scheme, organisers are required to return any operating surplus generated from the MEF-supported events, up to the maximum MEF approved funding amount. Furthermore, to encourage events to become self-sustainable in the long-run, the MEF AC has decided that funding for "renewed applications" (i.e. applications which had received funding in the previous year and would wish to receive support from the MEF again) should only be approved with a reduced level of funding support.

12. Our experience in the past three years shows that events with ticket income, sports events in particular, are more successful in soliciting commercial sponsorships. Free-of-charge events, especially those featuring traditional Chinese culture, are much less successful on this front and have a greater reliance on public funding. Nevertheless, these events are equally important in highlighting Hong Kong's unique characteristics and attracting tourists and media coverage. There are also views that if an event is to be held annually, there is a case to allow the organiser to retain the surplus for future use and better project cash flow.

13. In conclusion, we are of the view that the MEF has served its purpose to facilitate the hosting of more signature events in Hong Kong to enrich the experience of our visitors, hence the scheme should be extended. Nevertheless, in light of the feedback received and the findings of the review, we agree that there is a need to modify the scheme to enhance its effectiveness.

THE PROPOSED MODIFIED MEF SCHEME

14. In the light of the review and the experience accumulated in the past three years, we propose to modify the MEF scheme into a two-tier system to enhance flexibility and facilitate its effective operation. Tier 1 will be a new mechanism to attract internationally-acclaimed mega events to Hong Kong, whilst Tier 2 will essentially be an enhanced version of the previous scheme.

Tier 1

15. Tier 1 aims to provide financial incentive to attract new or established high profile mega events to Hong Kong to reinforce our image as the Events Capital of Asia. For example, these could be sports events involving top international sports teams, world class classical or pop concerts, or events to be held in the Victoria Harbour (like yacht races). These events may be owned and/or operated by private event management companies or professional organisations established outside Hong Kong. Apart from following the broad principles and satisfying the assessment criteria of the MEF, additional requirements will be set by the MEF AC for each Tier-1 event. For instance, the event should have a strong international appeal, it should be able to generate wide international media coverage and attract considerable number of visitors coming to Hong Kong particularly for that purpose. We also hope to attract events to anchor in Hong Kong for at least a few years to maximise the tourism and international publicity impact.

16. To take this forward, we will, through the Government's established consultancy selection procedures, engage an independent consultant to conduct a comprehensive survey to identify a list of potential Tier 1 events to be introduced to Hong Kong. In drawing up the list of potential events, the consultant will be required to, inter alia, take into account local factors typically applicable to Hong Kong, such as event culture and physical/venue considerations.

17. After consideration by the MEF AC and obtaining in-principle approval from the Controlling Officer of the MEF (i.e. the Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)), we

/will

will approach the relevant owner(s) of the identified events according to the agreed priority to explore whether they are interested in bringing these events to Hong Kong. There will then be a negotiation process between the Government and the event owner(s) on the terms and conditions. The advice of the MEF AC will be sought on the negotiation process and the major terms and conditions. Based on the negotiation results, the organiser(s) will be invited to submit formal MEF applications for consideration by the MEF AC. In considering an event under Tier 1, the MEF AC will observe the following general rules –

- (a) the organiser(s) must demonstrate that the event in question is financially feasible; can deliver the required tourism impact as well as publicity benefit; and has secured and/or is capable of securing non-Government financing and/or sponsorships which will amount to at least 50% of the event's total event cost;
- (b) the Government's total financial contribution (including the MEF funding) to an event will be capped at 50% of the event's total event cost;
- (c) the MEF AC may decide and impose any additional conditions in the agreement to be signed with the event organiser(s) as the MEF AC deems appropriate;
- (d) in general, the MEF funding should mainly be used to secure exposure, publicity and third party endorsement for Hong Kong, enrich the content of the events and facilitate tourist attendance (e.g. secure certain amount of free/discounted tickets for tourism promotion purpose);
- (e) the detailed business plan and budget of the event in question will be subject to careful scrutiny by the Government, the MEF AC, and independent experts of the relevant fields as appropriate. The event organiser(s) must disclose to the Government all relevant financial and related information of the event;
- (f) the organiser(s) must open a separate Hong Kong Dollar bank account with one of the local banks in Hong Kong to handle the MEF funding and all other financial operations of the supported event; and
- (g) if the event in question is commercially operated, subject to the detailed conditions to be imposed by the MEF AC and reached during negotiation, as a general rule, the Government will be entitled to profit sharing of the supported event in a manner commensurate with the MEF's share of funding contribution in relation to other financiers towards the event on a pro rata basis. The profit shared will be credited to the General Revenue of the Government. In case of loss, the MEF's maximum commitment will be up to the funding approved by the Controlling Officer.

18. On the recommendation of the MEF AC, the Controlling Officer will be the authority to grant approval. If approved, the Government will enter into project agreement(s) with the organiser(s) and other relevant parties as appropriate. The agreement(s) will prescribe in detail the rights and obligations of the organiser(s) and other financiers, and each party's involvement in the events.

Tier 2

19. Tier 2 aims to provide funding support to local non-profit-making organisations to host events which have potential to become mega events in Hong Kong, especially those activities which can showcase traditional Chinese culture and local heritage. All locally registered non-profit-making bodies are eligible to apply for MEF funding support under Tier 2. Whilst the proposed modus operandi for Tier 2 will be by and large similar to the previous MEF scheme, we propose the following improvements to increase the variety of MEF-supported events and encourage organisers to host worthy events on a recurrent basis –

- (a) in addition to arts, cultural and sports events, the scope of Tier 2 will be expanded to cover entertainment events, such as street parades, beer festivals, pop concerts, fashion shows, etc.;
- (b) the practice to provide a reduced amount to renewed applications (paragraph 11 refers) will be removed. In future, the MEF AC will exercise discretion on the appropriate MEF funding amount for each renewed event, as long as the same event is found suitable for MEF support, and its past performance is satisfactory; and
- (c) the event organisers will be allowed to retain operating surplus generated from events supported under Tier 2 for the sole purpose of organising the same event in the following year(s). If the organisers eventually decide to discontinue the events in the following year, the surplus in question should be returned to the Government immediately.

20. Tier 2 applications will be assessed based on the four broad principles as endorsed by FC previously and the criteria as detailed on the marking scheme for the MEF scheme.

Enhancing tourists' participation in MEF-supported events

21. To leverage on the mega events for the promotion of tourism, the Hong Kong Tourism Board (HKTB) will continue to incorporate MEF-supported events into its marketing plan and make use of different promotional channels, including web communications, industry circulars, publicity display boards of various tourist spots, etc. to maximise the publicity impact of the events. The HKTB has also been actively encouraging members of the travel trade to organise special tour groups to tie in with the events. Examples include "Hong Kong Dragon Boat Carnival" and "Hong Kong Well Wishing Festival". Some event organisers also partnered with travel agents to develop special tour packages to attract visitors to come to Hong Kong for their events. For example, the organiser of the "Hong Kong Tennis Classic" developed travel packages with trade partners in Japan, South Korea and Guangdong to attract tourists to come to Hong Kong to watch the tournament. We will ensure that these efforts will continue and be further strengthened.

Control, monitoring and evaluation mechanism

Encl. 5

22. We propose that the existing monitoring mechanism (Enclosure 5) shall apply to events supported under both Tiers 1 and 2 in the future. The MEF AC, with the support of the MEF AC Secretariat under the Tourism Commission, will monitor the implementation of the funded events. Once funding approval is given to an event, there will be close contact between the organiser and the Secretariat throughout the planning and implementation of the whole event. MEF AC members and Secretariat staff shall pay site-visits and participate in working meetings of the event, observe the attendance and collect feedback from participants on site, and record such observations properly. Staff and equipment deployed by the organiser(s) shall be inspected on site by Secretariat staff. Appropriate advice and support will be given to the organiser where necessary. Major changes in the event's plan are subject to the endorsement of the MEF AC. Funds will be disbursed in phases, subject to fulfillment of pre-set milestones where appropriate, as one of the financial control measures.

23. After completion of the event, Secretariat staff will remind the organiser to submit post-event evaluation report, publicity report, survey report and the audited accounts in a timely manner. Outstanding MEF funding would not be released until the organiser has satisfactorily completed the event and submitted all the reports and accounts to the satisfaction of the MEF AC and the Controlling Officer. The Controlling Officer, on the advice of the MEF AC, reserves the right to impose appropriate sanctions on the organiser if its performance in organising the event is not satisfactory or if it fails to achieve the pledged targets and deliverables of the supported event, including to terminate the funding agreement, reduce the level of funding, not to disburse the outstanding fund or suspend the organiser from future MEF application, etc.

24. For Tier 1 events, we shall consult the Independent Commission Against Corruption to develop more stringent monitoring and control measures from the corruption prevention angle.

Expected benefits

25. The benefits of the previous MEF scheme have been reported in paragraphs 6 and 7 above. The proposal is expected to bring more attractive mega events to Hong Kong. These events will stimulate local economic activities, increase visitor spending and create job opportunities, thereby benefiting the tourism, hotel, airline, catering, retail and other related sectors. They will also raise Hong Kong's profile as an Events Capital of Asia.

FINANCIAL IMPLICATIONS

26. We propose to create a commitment of \$150 million to extend the operation of the MEF. We expect that the allocation will be able to support the modified MEF to operate for about five years up to March 2017. Our preliminary forecast for the annual expenditures is \$25 million, \$35 million, \$35 million, \$35 million and \$20 million respectively for 2012-13, 2013-14, 2014-15, 2015-16 and 2016-17, subject to the number and timing of applications to be received, the number of events found suitable for funding support each year, and the actual disbursement amounts and schedules for the successful events.

27. Under the proposed two-tier system, we expect the number of MEF applications and MEF-supported events to increase in the coming five years. To ensure proper control and monitoring, we will enhance the manpower in the MEFAC Secretariat to cope with the increased workload. The Tourism Commission will continue to be responsible for the administration of the MEF, and will absorb associated costs from existing resources.

PUBLIC CONSULTATION

28. We consulted the Panel on the proposal on 26 March 2012. Members were supportive of the proposal. Members generally considered that resources should be focused on supporting events which are truly mega. Some members expressed views on the scale and type of the events to be funded by the MEF as well as the ability of these events to attract overseas visitors to come to Hong Kong

/specifically

specifically. While supporting the introduction of the proposed two-tier system, some Members cautioned that there must be a proper control mechanism and sufficient safeguards to ensure that public money would be used in a prudent manner. We undertook to take into account Members' views in developing the modified MEF scheme.

Commerce and Economic Development Bureau
April 2012

**Mega Events Fund
Assessment Committee
Terms of Reference**

1. To advise the Secretary for Commerce and Economic Development (SCED) on the use of the Mega Events Fund (the Fund).
2. To make recommendations to the Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) (PSCIT) on the following matters relating to the administration of the Fund :
 - (a) the procedures, guidelines and criteria for assessing applications;
 - (b) the merits of individual applications, and upon selection of successful applicants, the terms, amount and forms of funding support;
 - (c) any subsequent need to change the terms, amount and forms of support to a funded event in view of any material variation of or modification to the implementation of the event;
 - (d) compliance of funded events with the terms of support and their effectiveness in achieving stated objectives; and
 - (e) follow-up actions in respect of any non-compliance, non-performance or default in meeting pre-determined performance indicators in relation to a funded event.
3. To advise on any other matters related to the Fund as referred by SCED or PSCIT.

**Mega Events Fund
Assessment Committee
Membership**

Chairman: The Hon Jeffrey LAM Kin-fung, GBS, JP

Members: Mr Chris BURKE

Professor Frank FU Hoo-kin, MH, JP

Mr Michael H. HOBSON

Mr Wayne LEUNG Wai-yin

Mr Stephen TAN

Deputy Commissioner for Tourism

Deputy Director of Information Services

Deputy Secretary for Home Affairs

Secretary: Assistant Commissioner for Tourism (2)

**Mega Events Fund
Broad Principles and Assessment Criteria for considering
MEF Applications**

I. Broad Principles

- (1) The event should raise the profile of Hong Kong internationally, create a branding impact, attract visitors to come to Hong Kong specifically for the event and generate media coverage (both local and overseas);
- (2) The mega arts, cultural or sports event should be of a considerable scale. The total number of people involved (including participants, spectators and reporters) should be 10 000 or more;
- (3) The event should contain an international element and include participants from overseas; and
- (4) Such arts, cultural or sports event should allow participation by the local public.

II. Marking Scheme

Criterion	Brief Description	Maximum Marks ^{Note}
1. Economic benefits	<ul style="list-style-type: none">• The events' ability to attract visitors and participants from Mainland and overseas? Is it able to increase visitors' length of stay in Hong Kong?• The number, nature and duration of jobs to be directly created?• The economic impact on related trades and services, such as hotel, airline, food and beverage, retail, etc.?• Can other local bodies, chambers or businesses leverage on the event to create business opportunities, conventions, exhibitions or other related events?	30
2. Public relations and other benefits	<ul style="list-style-type: none">• Does the event contain international elements?• To what extent can the event raise Hong Kong's international profile?• To what extent can the event create a positive branding impact for Hong Kong?• Will the event be able to enhance/reinforce Hong Kong's position as the events capital of Asia?• What level of publicity will be generated in local and non-local media?	20

Criterion	Brief Description	Maximum Marks ^{Note}
3. Scale of the event	<ul style="list-style-type: none"> • Over 10 000 participants? Number and coverage of venues? Duration of the event? 	10
4. Technical feasibility	<ul style="list-style-type: none"> • Is the event manageable? <ul style="list-style-type: none"> - Is the event’s implementation schedule practicable and reasonable? - Is the workplan reasonable? - Is there sufficient expertise to manage the event? • What are the technical and project management capabilities of the applicant(s)? • What are the past performances of the applicant(s)? 	20
5. Financial viability	<ul style="list-style-type: none"> • Is the event financially sound? <ul style="list-style-type: none"> - Is the budget prudent and realistic, with sound justifications for the proposed income and expenditure items? - Are there sufficient alternative sources of funding for the event? What are the nature, amount and sources of the alternative funding? - Are the manpower, marketing and promotional plans reasonable? - What are the proposed performance indicators, deliverables and key milestones of the event? Are they appropriate and acceptable? 	20
	Total :	100

Note: The passing mark for each individual criterion is 60% of their respective maximum mark.

**16 Mega Events Fund (MEF) Supported Events
(Position as at 1 April 2012)**

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
1	Hong Kong Philharmonic Orchestra	Swire “Symphony Under the Stars”	Large-scale outdoor classical concert	13 November 2009	Happy Valley Race Course	18 000 (1 078)	214	\$1.4M	\$4.26M	<ul style="list-style-type: none"> • One of the biggest outdoor classical concerts held in the region. • The organiser broke the Guinness World Record by assembling more than 6 000 performers playing harmonica to a pre-selected tune.
2	Hong Kong Tennis Patrons’ Association Limited	Hong Kong Tennis Classic 2010	International tennis tournament	6-9 January 2010	Victoria Park Tennis Stadium	14 320 (942)	826	\$9M	\$24.3M	<ul style="list-style-type: none"> • An international tennis tournament with “Hong Kong” as the title sponsor and adopted a “World Team Challenge” format. • Four international teams with world-class players from Europe, Russia, the Americas and Asia Pacific competed for the championship in 16 matches.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
3	Hung Shing Festival Preparatory Committee Limited	Mui Wo Water Lantern and Sky Lantern Festival	Traditional cultural activity	26-29 March 2010	Various venues in Mui Wo	49 935 (9 915)	775	\$1.5M	\$6.16M	<ul style="list-style-type: none"> • A local traditional cultural festival. • A series of Chinese custom activities took place, such as launching of sky lanterns, food carnival, giant basin feast, an international sky lantern design competition and an international sculling competition.
4	The Hong Kong Federation of Youth Groups	Hong Kong 2010 International a cappella Festival	Large-scale music festival	27 March – 22 April 2010	Various performance venues such as City Hall, Hong Kong Cultural Centre and the Tsim Sha Tsui Promenade	13 481 (2 304)	17	\$0.8M	\$2.75M	<ul style="list-style-type: none"> • A series of indoor and outdoor concerts performed by over 100 renowned a cappella singers from Australia, Japan, Sweden, the UK and the US were held.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
5	Springtime Experimental Theatre Perry Chiu Experimental Theatre Ah Lo Productions Chung Ying Theatre Company	Hong Kong Musical Festival	Large-scale musical opera festival	29 March – 21 April 2010	Jockey Club Auditorium, The Hong Kong Polytechnic University	31 211 (3 317)	250	\$2.5M	\$7.45M	<ul style="list-style-type: none"> 45 shows of four large-scale musicals featuring a mix of local and Western culture were performed.
6	The Birch Foundation	Hope and Glory	Large-scale multi-media arts exhibition	8 April – 30 May 2010	Artistree (1/F, Cornwall House, Taikoo Place)	63 250 (6 359)	300	\$2M	\$14.17M	<ul style="list-style-type: none"> A large-scale visual arts exhibition comprising film, music, sculpture, costume, performance, painting and photography.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
7	Hong Kong Dragon Boat Association Hong Kong Tourism Board	Hong Kong Dragon Boat Carnival	Traditional cultural activity with strong sports element	23-25 July 2010	Victoria Harbour and East Tsim Sha Tsui Promenade	150 461 (54 027)	551	\$5M	\$15M	<ul style="list-style-type: none"> • A large-scale festival with strong sports element showcasing Hong Kong's traditional culture. • Over 130 local and international dragon boat teams competed in the Victoria Harbour. A Beer Garden Carnival was also held simultaneously.
8	Hong Kong Dragon and Lion Festival Preparatory Committee	Record Breaking Dragon and Lion Dance Extravaganza	Traditional cultural activity	1 January 2011	Tsim Sha Tsui (Canton Road, Hong Kong Cultural Centre, Avenue of Stars and UC Centenary Garden)	60 000 (10 000)	2 500	\$1M	\$2.29M	<ul style="list-style-type: none"> • A local cultural festival event with the theme of traditional dragon and lion dance. • Major activities included a lion dance's show of 1,111 lions in Canton Road of Tsim Sha Tsui to break the Guinness World Record, and a dragon and lion dance parade in Tsim Sha Tsui area.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
9	Hong Kong Tennis Patrons' Association Limited	Hong Kong Tennis Classic 2011	International tennis tournament	5-8 January 2011	Victoria Park Tennis Stadium	12 802 (1 114)	857	\$5M	\$25.2M	<ul style="list-style-type: none"> • An international tennis tournament with “Hong Kong” as the title sponsor and adopted a “World Team Challenge” format. • Four international teams with world-class players from Europe, Russia, the Americas and Asia Pacific competed for the championship in 16 matches.
10	Lam Tsuen Wishing Square Development Limited	Hong Kong Well-wishing Festival	Traditional cultural activity	11-17 February 2011	Lam Tsuen Wishing Square, Tai Po	54 639 (2 879)	667	\$1.8M	\$4.12M	<ul style="list-style-type: none"> • A local cultural festival event. • A series of traditional Chinese cultural and local rural ritual activities took place to promote traditional Chinese culture in the festival ambience of Lunar New Year.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
11	Hong Kong Dragon Boat Association Hong Kong Tourism Board	Hong Kong Dragon Boat Carnival 2011	Traditional cultural activity with strong sports element	17-19 June 2011	Victoria Harbour and East Tsim Sha Tsui Promenade	215 558 (51 346)	553	\$4M	\$16M	<ul style="list-style-type: none"> • A large-scale festival with strong sports element showcasing Hong Kong's traditional culture. • Over 160 local and international dragon boat teams competed in the Victoria Harbour. A Beer Garden Carnival was also held simultaneously.
12	Hong Kong Jazz Association	Hong Kong International Jazz Festival 2011	Large-scale music festival	25 September – 2 October 2011	Various performance venues such as Hong Kong Cultural Centre Piazza, City Hall and West Kowloon Waterfront Promenade Piazza	29 250 (3 435)	195	\$3M	\$9.56M	<ul style="list-style-type: none"> • A musical festival with the theme of Jazz music. • The festival included a series of indoor and outdoor concerts, workshops, seminars and bands competition; and performance by world renowned musicians and local artists.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
13	The Hong Kong Cricket Association	Hong Kong Cricket Sixes 2011	International cricket tournament	28-30 October 2011	Kowloon Cricket Club	12 779 (1 017)	about 365	\$3.5M	\$12.48M	<ul style="list-style-type: none"> An international cricket tournament with participants of world's top cricket teams.
14	Hong Kong Golf Association Limited	UBS Hong Kong Open Championship 2011	International golf tournament	1-4 December 2011	Hong Kong Golf Club	33 344 (5 184)	about 150	\$8M	\$52.53M	<ul style="list-style-type: none"> A large-scale golf tournament with participants of world's top professional players.
15	Hong Kong Dragon and Lion Festival Preparatory Committee	Dragon and Lion Dance Extravaganza	Traditional cultural activity	1 January 2012	Central and Wanchai (Charter Road to Southorn Playground)	55 000 (10 130)	about 2 400	\$1.4M	\$3.53M	<ul style="list-style-type: none"> A local cultural festival event with the theme of traditional dragon and lion dance. Major activities included a performance involving 88 "dragons" in Charter Road of Central to break the Guinness World Record, and a dragon and lion dance parade from Charter Road in Central to Southorn Playground in Wan Chai.

No.	Organiser(s)	Project title	Nature	Project Date	Venue	Number of Participants (Visitors)	Number of Jobs Created	Approved MEF (HK\$)	Project Budget (HK\$)	Remarks
16	Lam Tsuen Wishing Square Development Limited	Hong Kong Well-wishing Festival 2012	Traditional cultural activity	23 January – 6 February 2012	Lam Tsuen Wishing Square, Tai Po	111 300 (10 200)	about 261	\$1.44M	\$3.15M	<ul style="list-style-type: none"> • A local cultural festival event. • A series of traditional Chinese cultural and local rural ritual activities took place to promote traditional Chinese culture in the festival ambience of Lunar New Year.
					Total :	925 330 (173 247)	about 10 881	\$51.34M		

Existing Control and Monitoring Mechanism of MEF

To ensure proper monitoring of the use of the MEF and the progress of the events, the following control measures have been put in place:

- ◆ applicants will be required to state the event's deliverables, key milestones, targets, and methods for measuring its performance when they submit proposals for consideration by the AC
- ◆ the Controlling Officer may stipulate specific terms to control the use of the allocated funds and request compliance by the applicants who receive support from the MEF
- ◆ the Controlling Officer has the right to decide that the approved funds be paid by installments after the organisers have achieved the pre-determined milestones
- ◆ successful applicants are required to maintain all relevant records of the events (including procurement/tendering and staff payroll records), separate and complete books of accounts and register of equipment procured, for inspection and checking by members of the AC or representatives of the Government as and when required. Such records are required to be kept for a period of seven years following completion of the event
- ◆ Members of the AC or representatives of the Government may participate in progress review or organising committee meetings of the events, conduct visits to the relevant venues of the events and record on-site observations of visits and meetings
- ◆ successful applicants are required to submit final audited accounts, evaluation reports and publicity reports upon completion of the events to the satisfaction of the AC and the Controlling Officer
- ◆ the Controlling Officer reserves the right not to disburse the outstanding funds to successful applicants or reduce the amount of outstanding funds to be paid, if their performance in organising the events are not satisfactory or if the events fail to achieve the pre-determined deliverables/targets; or if they breach any funding terms and condition as stated in the agreement
