



<b>Subject:</b>	Proposal for Nashville in Belfast event
<b>Date:</b>	6 December 2017
<b>Reporting Officer:</b>	Donal Durkan, Director of Development
<b>Contact Officer:</b>	Laura Leonard, European and International Relations Manager

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of Main Issues</b>
1.1	The purpose of this report is to seek Members' approval for a new initiative to promote and celebrate the Nashville Sister City relationship.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>• Endorse the development and promotion of the Nashville in Belfast events at a maximum cost of £20,000 from within the International Relations existing budget. This cost will include the hosting of an inward Nashville delegation to coincide with the programme dates.</li></ul>

<b>3.0</b>	<b>Main Report</b>
3.1	<p data-bbox="272 226 421 255"><u>Key Issues</u></p> <p data-bbox="272 275 1469 456">Members will be aware that through the International Relations Framework (2017-2021), the Council's focus of international activity is on the city's Sister Cities of Boston, Nashville and Shenyang. Priority areas of work include business growth and export development, education and learning, and tourism development.</p>
3.2	<p data-bbox="272 530 1469 1010">Partner engagement in this activity is coordinated through Stakeholder Groups. The US Stakeholder Group focuses on opportunities to secure partner buy in to locally-based events aimed at furthering the relevant city-to-city links. One of the opportunities that partners identified was the potential to organise a 'Nashville in Belfast' event. The aim would be to promote the long-standing relationship with Nashville and to act as a platform for further partner engagement. It is anticipated that these events will serve to bring new partners to the Sister City collaborations, expand current collaborations and promote our local product, talent and investment opportunities to the incoming delegation. The programme will also serve to drive footfall and business into the city through the range of events on offer. This economic impact will be assessed upon project completion.</p>
3.3	<p data-bbox="272 1090 1469 1160">Whilst the programming is still a work in progress, the following initiatives are under development:</p> <ul data-bbox="272 1180 1469 1816" style="list-style-type: none"> <li>- Programme launch as part of Lord Mayor's Day – 28 April 2018</li> <li>- Ulster Hall musical concert – 29 April 2018 – a joint city initiative, this event will be promoted by The Ulster Hall and Nashville are sourcing a performer for the same. Finer details will be advanced upon Nashville's identification of available artist.</li> <li>- Study Abroad event in City Hall – 30 April 2018 – to encourage young people to explore opportunities to broaden their educational experiences through intercalary years or thematic summer camps. Providers of tertiary education in Belfast have agreed to collaborate on the event content and the opportunity to promote their sister city exchanges with Nashville Colleges will be incorporated.</li> <li>- Nashville themed Twilight Market – 1 &amp; 2 May 2018 in St George's Market.</li> <li>- Cathedral Quarter Arts Festival music event – 5 May 2018</li> <li>- Lunchtime family heritage workshops through the Ulster Historical Foundation – 1-4 May 2018 plus potential Ulster Historical Foundation book launch.</li> </ul>
3.4	<p data-bbox="272 1897 1469 1973">Discussions are continuing with interested parties such as Film Hub, the Linenhall Library, the Ulster Orchestra, BID One, Generator NI, the Cathedral Quarter BID and a number of</p>

	<p>arts centres and organisations. These partners are willing to programme activity at their own cost.</p>
3.5	<p>In addition, the BBC are willing to schedule a number of interviews to promote the programme as well as conducting outside broadcasts. Discussions are also ongoing with the Nashville Sister City Committee, who have agreed to investigate the possibility of bringing a Nashville musician to Belfast for a select number of performances. This may also open the opportunity of events being broadcast back in Nashville.</p>
3.6	<p>Work is also ongoing to explore whether a State Department Trade Mission could also link in with the above dates. This would facilitate Nashville businesses to come to Belfast as part of the programme and in conjunction with Invest NI a bespoke trade itinerary will be developed according to market sector participation. The purpose of this will be to promote Belfast as an investment location. Invest NI are also seeking to deliver business workshops for local companies interested in doing business in the United States as part of the overarching Nashville in Belfast programme.</p>
3.7	<p>In addition, an invite will also be issued to the Mayor of Nashville, Mayor Barry, to encourage participation in this inaugural programme. This will lever additional Nashville representation and participation and permit opportunities to be maximised in the fields of education, trade and tourism, in line with the International Relations Framework.</p>
3.8	<p><u>Equality and Good Relations Implications</u></p> <p>The Council's International Relations Framework has been equality screened and approved.</p>
3.9	<p><u>Financial and Resource Implications</u></p> <p>Financial support to promote the Nashville in Belfast programme will come within the existing International Relations unit budget and will not exceed £20,000. This resource will be directed towards marketing the initiative and hosting an inward delegation from Nashville.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None attached.