

APPENDIX 1
ITINERARY: Civic Visit to Nashville 9 – 12 March 2008

DATE	ACTIVITY	OBJECTIVE	DELEGATES
Sun 9 March	Departing Belfast International 10.15 am to Newark arriving 13.45 p.m, local time Departing Newark at 16.45 pm, to Nashville arriving 18.27 pm, local time	Flight	BCC DELEGATION Members: Lord Mayor Jim Rodgers Councillor Michael Browne Councillor William Humphrey Staff: Marie-Therese McGivern Shirley McCay (Carolyn Mathers dpt 8 th March)
Mon 10 March			
8am	Breakfast Meeting at Hermitage	Update	BCC DELEGATION
8.30am	Collected by Sister Cities and travel to Mayor's Office		BCC DELEGATION
9am	Meeting with the Mayor of Nashville, Karl Dean and representatives from the Mayor's Office of Economic Development	Welcome and discuss sustaining and developing Sister City Link	BCC DELEGATION
9.45am	Historical Tour	Downtown Nashville led by Ann Roberts, Nashville Historical Commission	BCC DELEGATION Sister Cities Reps
1pm	Lunch and Health Sector meeting at Nashville Chamber of Commerce	Meeting with Dr Ian Brick and John Butler, Vice President International Business, Nashville Area Chamber of Commerce. Health Sector Meeting to create an opportunity to engage with Nashville health care at a high level and secure a Trade Conference in Nashville and Trade Mission in Belfast	BCC DELEGATION Dr Ian Brick John Butler
2.45pm	Travel to the Hilton Hotel		

3pm	Education meeting organised by Sister City Representatives	To establish educational projects and community exchange visits with youth groups	BCC DELEGATION Sister Cities Ulster Project Metro School Mayor's Office
4.15pm	Travel to 3rd & Lindsley http://www.3rdandlindsley.com/		BCC DELEGATION
4.30pm	Reception - Travel Trade Showcase in partnership with Tourism Ireland (tour operators and travel journalists) Exhibitors include: NI Music Industry Commission Belfast Nashville Songwriters' Festival	To promote Belfast as the gateway to Ireland and Europe and raise the profile of Belfast as a vibrant European destination. This will be enabled through the launch and marketing of new cultural tourism products including: 1. 72 Hours in Belfast Guide 2. Genealogy Guide 3. A Nashville Launch of the Belfast Nashville Songwriters' Festival	BCC DELEGATION
5.45pm	Formal Speeches	Welcome Invited Audience	Mayor Karl Dean, Lord Mayor Councillor Browne, Minister Poots
6pm	Live Concert: A Celebration of Belfast Nashville Songwriters Partners: NIMIC, Belfast Nashville Songwriters' Festival and the Real Music Club	For Mayor's Office and key Sister Cities representatives To create a high profile media event to raise the profile of Belfast (including TV, radio, web, specialist trade magazines and Tennessee news press) To showcase Belfast's music talent in the international marketplace To provide networking opportunities for those working in Belfast's music sector and potential buyers and distributors in the world music industry To raise the profile of the Sister City Relationship in Belfast - BBC Radio Ulster will be present to MC and record event.	BCC DELEGATION

8.30pm	Dinner at the Watermark hosted by Beth Seigenthaler Courtney (Sister Cities Board Reps. and Delegation)		BCC DELEGATION <i>Musicians and partners entertained by Sister Cities</i>
Tue 11 March			
8am	Breakfast Meeting at Hermitage	Update	BCC DELEGATION
8.40am	Meeting at downtown public library with Nashville and Tennessee government archivists re: Genealogy Guide	To profile cultural and historical links between the two cities	BCC DELEGATION
10.30am	Travel		BCC DELEGATION
11am	Andrew Jackson's Homestead	Photo opportunity of the Belfast Nashville Guide and the Belfast Genealogy Guide to Tracing your Family History in order to profile cultural and historical links between the two cities and target the Scots-Irish community in the Southern States as potential holiday visitors	BCC DELEGATION
12.30pm	Travel		BCC DELEGATION
1.30pm	Meeting with Phil Bredesen, Governor, State of Tennessee	Welcome Explore and develop economic linkages between Belfast and the State of Tennessee	BCC MEMBERS
1.45pm	Lunch / Travel		BCC DELEGATION
2.30pm	Tour Cheekwood Botanic Gardens	Tour by Claire Corby (Ian Brick's daughter). Discuss links with Belfast Botanic Gardens and Ulster Museum	BCC DELEGATION
6pm	Pick-up		BCC DELEGATION
7pm	Dinner at home of Mayor Karl Dean	To discuss and confirm the 2008/9 Sister City Action Plan	BCC Members Mayor Dean - wife Anne Davis Bill Purcell (previous Mayor of Nashville) - wife Debbie Miller
Wed 12 March			
	Depart Nashville 08.05 a.m		BCC DELEGATION

Appendix 2: Sister City Nashville Action Plan, 2008-09

Aim: To promote cultural, tourism and economic development

Project	Lead Organisation & Partners	Output
<p>Capital City Agenda to foster and maintain international alliances</p>	<p>Cllr Michael Browne, <i>BCC, Chair</i> Cllr William Humphrey, <i>BCC, Deputy Chair</i> Peter McKittrick, <i>US Consulate</i> Colin Magee, <i>Belfast Nashville Songwriters' Festival</i> William Roulston, <i>Ulster Historical Foundation</i> George Patton, <i>Ulster-Scots Agency</i> Ralph McLean, <i>BBC</i> Jim Heaney, <i>Real Music Club</i> Ross Graham, <i>NIMIC</i> Andrew Castles, <i>Ulster Scots Heritage Council</i> Ann Cowan, <i>Scouts Association</i></p>	<p>Bi-monthly meetings with Sister City Advisory Group. Co-ordinate representatives from the leisure and cultural sector, historical groups, genealogy associations, community development, media and educational organisations. A strong desire to work in collaboration to enable the relationship between the two cities to be strengthened and a focus on achieving outputs in order to have tangible benefits for Belfast.</p> <p>- Agree a new action plan outlining projects in relation to cultural, tourism and economic development.</p> <p>- Identify and enlist new members to group to reflect extended action plan:</p> <p>Aubrey Irwin, Tourism Ireland Una Reid, Queen's University Rosemary Lightbody, NITB</p>
<p>Inward Civic Visit from Mayor Dean and Delegation</p> <p>22nd–25th May 2008</p>	<p>Belfast City Council Belfast Nashville Advisory Group</p> <p>Mayor Karl Dean Former Mayor Bill Purcell Dr Ian Brick</p>	<p>Meet with Queen's to identify gaps in Mitchell Programme and schedule meetings in relation to Action Plan.</p> <p>Develop itinerary including: Welcome reception with the Lord Mayor Introduction to Belfast Tour</p> <p>Friday 23rd May: Agree venue, invitation list and entertainment Identify media opportunities with Corporate Communications</p>

<p>Education</p> <p>Bi-annual</p>	<p>Belfast: Queen's University</p> <p>Nashville: Vanderbilt University</p> <p>BELB / BIFHE</p> <p>US Consulate</p> <p>Scouts Association Sister Cities Committee BCC Youth Officer</p>	<p>Establish one educational project per year between Belfast and Nashville – teacher / lecturer exchange</p> <p>INCLUSIVE EDUCATION IN A DIVERSE SOCIETY PROGRAMME Nashville, Tennessee. Fourteen individuals (seven from Ireland and seven from Northern Ireland) to include government representatives, high level school administrators, school teachers and principals, and those affiliated with non-governmental organisations to participate in a ten-day exchange programme in the U.S. featuring academic seminars and meetings with education policymakers, educators, students, and nonprofits involved in promoting inclusive education in a diverse society. The programme is sponsored by the Irish Institute at the Center for Irish Programmes, Boston College, and the U.S. Department of State, Bureau of Educational and Cultural Affairs. All programme-related costs including travel, accommodation, meals, and tuition are provided.</p> <p>Establish one community project per year between Belfast and Nashville</p>
<p>Genealogy</p> <p>Autumn 08</p> <p>Andrew Jackson Homestead</p>	<p>Belfast City Council Tourism Ireland Ulster Historical Foundation Ulster Scots Agency</p> <p>Ulster Scots Agency Ulster Scots Heritage Council Tourism Ireland</p>	<p>Identify opportunities to promote the Genealogical Guide 'Researching Scots-Irish Ancestors the essential guide to early modern Ulster' and new website in Nashville. <i>The Ulster Historical Foundation has fifty years of experience in dealing with family history enquiries and is widely regarded as the principal genealogical research agency in Ireland providing a comprehensive and professional service.</i></p> <p>Schedule genealogy exhibitions, seminars and workshops to promote Scots Irish linkage.</p>

	<p>Ulster Scots Agency Ulster Scots Heritage Council</p>	<p>Identify opportunities for a permanent exhibition at the Andrew Jackson Homestead of historical links to Belfast and Northern Ireland and genealogy promotion</p> <p>Update and promote Belfast Nashville Sister Cities Guide. It features: Short history of Belfast / Nashville connection Travelling to Belfast How to Research Family History Music and Cultural Tourism Belfast as the Gateway to Europe</p> <p>Follow-up campaign with Sister Cities Committee and Mayor's Office to raise profile</p>
<p>Outward Civic Visit from Lord Mayor</p> <p>Autumn 2008 / 09</p>	<p>Belfast City Council NI Bureau</p>	<p>Civic delegation to visit in order to update links in relation to economic development and launch genealogy products.</p>
<p>Partnerships</p> <p>Ongoing</p>	<p>Belfast Zoo / Nashville Zoo</p> <p>Botanic Gardens / Cheekwood Botanic Gardens</p> <p>Ulster Hall / Ryman Auditorium</p>	<p>Research potential linkages and develop initiatives between organisations</p> <p>Issue being actively considered in context of the reopening of the Ulster Hall.</p>
<p>Exhibitions</p>	<p>Cheekwood Gallery and Ulster Museum US Consulate</p>	<p>Research and source funding for exchange of fine art exhibition</p>

Autumn / Winter	British Council MAGNI	
5th Belfast Nashville Songwriters' Festival Belfast February 2009	<p>Belfast Nashville Songwriters' Festival Tourism Ireland Belfast City Council: Events Manager Creative Industries Officer Cultural Tourism Officer</p> <p>The highlight of the connection between the two cities is the Belfast Nashville Songwriters Festival which promotes our Sister City Link and enhances our cultural exchange. The main aim of this festival is to encourage creative song writing between the two Sister Cities with a shared cultural heritage. Each year the festival will promote a different theme to help to encourage respect for different languages, inspire Belfast communities to be more creative, raise the profile of the city and increase tourism. It is a five day festival with extensive media coverage in UK/Ireland and North America.</p>	<p>Source funding to develop programme and increase scale and profile of Festival eg: Attract high profile artists Increase the number of concerts and workshops Establish the Belfast Nashville Songwriters' Convention Programme seminars on Scots-Irish Emigration</p> <p>Tourism Unit work with PanArts in order to maximise Tourism potential by assisting and advising on marketing, advertising and public relations.</p> <p>Tourism Ireland to provide relevant media contacts in the States, inviting media to festival and monitor coverage</p> <p>NITB to provide discounted hotels, packs in hotel rooms and tours (eg North Coast) for headline acts</p>
Belfast Nashville Songwriters' Festival Nashville 17 th March 2009	<p>Belfast City Council Mayor's Office Sister City Committee</p>	<p>An opportunity to reflect Belfast's cultural traditions – the following will be considered:</p> <p>Ryman: High profile concert featuring Belfast Nashville Musicians <i>BBC / Nashville Public Television Live Broadcast</i></p> <p>Dan McGuinness: Belfast Nashville Showcase / Music Industry</p> <p>Genealogy Seminar and Workshops</p>

		<p>Tourism Ireland Showcase</p> <p>Exhibition: Titanic in Frist Center</p> <p>Tennessee Media Campaign: Seigenthaler Public Relations</p> <p>Potential Outcomes: Create a high profile media event to raise the profile of Belfast (including TV, radio, web, specialist trade magazines and Tennessee news press)</p> <p>Showcase Belfast's music talent in the international marketplace</p> <p>Provide networking opportunities for those working in Belfast's music sector and potential buyers and distributors in the world music industry</p> <p>Raise the profile of the Sister City Relationship in Belfast</p> <p>Improve the business networks and partnerships between Belfast and Nashville and showcase Belfast's music talent in the international marketplace</p> <p>Produce and distribute audio visual resources that highlight Belfast, it's artists and venues to the widest international audience</p> <p>Increase the number of Belfast musicians doing business internationally by identification of potential new investment and partnerships</p>
<p>Tourism ongoing</p>	<p>Belfast City Council Tourism Ireland</p>	<p>The promotion of Belfast as a vibrant European destination and the gateway to Ireland and Europe. Targeted marketing by Tourism Ireland to the Scots-Irish community in the Southern States to increase cultural tourism visitors:</p> <ul style="list-style-type: none"> - Promote the Belfast Nashville Guide and the Belfast Genealogy Guide to Tracing your Family History in order to profile cultural and historical links between the two cities. - PR and media coverage in the States to send out a positive message of Belfast - TV, radio, web, Tennessee news press, specialist trade music magazines, specialist travel press. Potential to attract thousands of new

		<p>visitors.</p> <p>Launch and market new cultural tourism products</p> <p>Profile and increase web downloads of cultural tourism guides Belfast City Council, Tourism Ireland</p> <p>Promotion of Luxury Belfast and partner with Nashville Bureau to promote leisure and sport products</p>
<p>Media Broadcasts</p> <p>Autumn / Winter</p>	<p>BBC Nashville Public Television Nashville Country Music Channel</p> <p>Ulster Scots Agency BBC Scotland</p>	<p>President of Nashville Public Television to work with BBC to produce documentary on Sister City Link. Documentary on historical links between Belfast Nashville to be broadcast on Nashville Public Television and BBC – joint initiative.</p> <p>Nashville Country Music Television will attend the Belfast Nashville Songwriters Festival to produce series of programmes. Documentaries on Belfast Nashville Songwriters Festival to be broadcast in Nashville.</p> <p>Series of programmes written and produced by Ralph Mclean on Nashville / Belfast. Broadcast on Radio 3 and Radio Ulster.</p> <p>Explore opportunity to include Belfast in this initiative.</p>
<p>Health Sector Trade Conference in Nashville</p> <p>Health Sector Trade Mission in Belfast</p> <p>Ongoing</p>	<p>Nashville Advisory Group</p> <p>Dr Ian Brick</p> <p>John Butler Vice President International Business Nashville Area Chamber of Commerce</p> <p>US Embassy in London</p> <p>Friends of Belfast Queen's Ambassadors Programme</p>	<p>Create an opportunity for NI to engage with Nashville health care at a high level.</p> <p>Explore potential for attracting an international conference on health care.</p>
Sister Cities	Belfast City Council	Promote the Sister Cities International Conference held in Belfast in 2009. This

<p>International Conference</p> <p>July 2009</p>	<p>Sister Cities International Committee</p>	<p>will be the first occasion in 52 years that the conference has been held outside the USA and it has the potential to make a contribution of at least £2.5million to the local economy.</p> <ul style="list-style-type: none"> - Include information in all press releases and to achieve delegate numbers of 600
<p>Communications Strategy</p> <p>Ongoing</p>	<p>Key Contacts in Nashville:</p> <p>Mayor's Office</p> <p>Sister Cities</p> <p>Beth Courtney PR</p>	<p>Implement a communications strategy from May 2008 onwards to ensure co-ordination between Belfast / Nashville products and links between organisations.</p> <p>Organise regular e-bulletins and updates between Sister City contacts and the Belfast Nashville Advisory Group.</p>