



Belfast City Council

Report to:	Development Committee
Subject:	Lions Club International Conference 22-24 April 2011
Date:	12 August 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

Members will be aware that the Tourism Unit brings regular update reports to Committee. The purpose of this report is to advise Members of:

Conference Subvention

Lions Club International Conference 22-24 April at Belfast Waterfront Hall

Key Issues

Conference Subvention

Members will be aware that Belfast City Council has a Conference Subvention policy which is utilised to secure and support national and international conferences to Belfast and to build the city's profile as a conference destination.

Lions Club International is considering bringing its international conference to Belfast in April 2011 and has requested financial support to assist in off-setting costs associated with use of Belfast Waterfront Hall for the conference. This is the first time that Lions Club International has considered bringing its conference to Belfast and they also aim to plan for a return international conference every 4 to 5 years. Delegates will come from Europe, North America, England, Scotland, Wales and the ROI.

The proposal has been assessed against the funding criteria and it meets the category for financial support as it is anticipated that the economic impact from this conference will be at least £1.3 million and will create 8,000 bed nights for BVCB members. It will

also assist in enhancing the image of Belfast as an international conference destination and encourage repeat visits from delegates in the future.

Resource Implications

Financial

Conference subvention of £20,000 which will be provided from existing budget.

Recommendations

It is recommended that Committee agree to subvention of £20,000 allocated to this request since the economic impact is very significant at £1.3 million and it will assist in enhancing the image of Belfast as a major conference destination.

Decision Tracking

Subject to ratification subvention of £20,000 to be paid to the Lions Club International
Timeline: March 2010 Reporting Officer : Shirley McCay

Abbreviations

BVCB Belfast Visitor & Convention Bureau