

## Appendix 1

### Belfast City Council Applications to NITB Tourism Innovation Fund 2009/2010

#### Breakdown is as follows:

	Total	Funding Source		
		NITB	BCC	Other
<p><b>Sundays</b> To support and build on the full Sunday Action Plan approved by Development Committee in June 2008. To increase the Sunday cultural tourism offer and coordinate product development with the cultural tourism sector, particularly between the hours of 9.30am and 1pm, in particular opening of venues, street animation, Art Tourism, Christian Heritage, Creative Tourism, Family Tourism and Music Tourism.</p>	<b>164,000</b>	123,000	41,000*	-
<p><b>Evening – delight in twilight</b> "Delight in the Twilight" – the umbrella title for a product portfolio of tactical packages, events and promotions to grow the evening and weekend economy, animate the city during key dates/times and raise the prominence of our unique culinary product to improve the visitor experience.</p>	<b>136,000</b>	60,000	50,000*	26,000
<p><b>Literary</b> To support and build on the Literary Tourism Strategy approved by Development Committee in June 2009. The story of our literary heritage will be brought to life, it will create new found self-awareness of people and place and promote our modern culture, characters and writers, poets and playwrights on the world stage. Based on leading Case Studies from the UK's Centre for Tourism and Cultural Change such as 'Developing the Potential of Literary Tourism' this will include: 1. The Development of Literary Tours and Trails 2. A Literary application for mobile devices 3. Increasing Literary Events and Programming 4. Effective e-marketing of Literary Tourism</p>	<b>158,000</b>	113,000	45,000	-
<p><b>Music</b> To support and build on the Music Tourism Strategy approved by Development Committee in May 2008. 'Take a trip through Belfast's musical history' will bring our musical heritage to life, will create new found self-awareness of people and place and promote our modern culture, characters and artists on the world stage. 1. Research and development to extend the contemporary music exhibition to form a celebration of our greatest artists and serve as a focal point for contemporary music in Northern Ireland. This would include interpretative style and audio content for five themed areas and working with Oh Yeah Music Centre to ensure transference of visual style to other interpretative elements. 2. An immersive and interactive online exhibition, content for Music Mobile Application and development of an</p>	<b>196,500</b>	126,500	65,000*	5,000

online community. Using the model <a href="http://www.britishmusicexperience.com">www.britishmusicexperience.com</a> as a case study. Belfastmusic.org will be expanded to create a new online interactive museum of popular music (sourced on the Oh Yeah Music Exhibition). 3. Development of music and animation programmes to bring our musical story to life and invigorate existing visitor experiences.				
<b>Total</b>	<b>654,500</b>	<b>422,500</b>	<b>201,000</b>	<b>31,000</b>

\*Also includes funding from across Department including Creative Industries and Waterfront Hall