

# Appendix 1: Sister City Nashville Action Plan, 2010 - 2011

*Aim: To promote cultural, tourism and economic development*

Project	Lead Organisation & Partners	Output
<p><b>Capital City Agenda to foster and maintain international alliances</b></p>	<p>Cllr Conor Maskey, <i>BCC, Chair</i>            Cllr William Humphrey, <i>BCC, Deputy Chair</i>  <i>One representative from each of the other Party Groupings on the Council</i>            Deputy Consul General Kevin Roland, <i>US Consulate (&amp; Peter McKittrick)</i>            Prof John Thompson, <i>Queen's University</i>            Damian Smyth, <i>Arts Council NI</i>            Colin Magee, <i>Belfast Nashville Songwriters' Festival</i>            Fintan Mullan, <i>Ulster Historical Foundation</i>            George Patton, <i>Ulster-Scots Agency</i>            Ralph McLean, <i>BBC</i>            Jim Heaney, <i>Real Music Club</i>            Aubrey Irwin, <i>Tourism Ireland</i>            Ian Carlisle, <i>Ulster Scots Community Network</i>            Mary McKeown, <i>British Council</i>            Laura Spence, <i>BBC</i>  <i>BCC Creative Industries, Corp Coms, Economic Initiatives and Tourism Culture &amp; Arts</i></p>	<p>Quarterly 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. 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><b>Communications Strategy</b></p>	<p>Kathryn McDaniel, Chair of Belfast Sister Cities            Heather Campbell, Sister Cities Director</p>	<p>Implement communications strategy to ensure co-ordination between Belfast / Nashville products and links between organisations.</p> <p>Regular e-bulletins and updates between Sister City contacts and the Belfast Nashville Advisory Group.</p> <p>Schedule regular updates from the Belfast Nashville Advisory Group.</p> <p>Nashville Sister City Advisory Group to identify key contacts to implement action plan</p>

<b>Mayor's Office of Economic and Community Development</b>	Nashville: Mayor Karl Dean  Mayor's Office of Economic Development  BCC Economic Development Unit	Set up formal partnerships and initiatives between the Mayor's Office of Economic and Community Development and Belfast City Council Economic Development Unit to stimulate local economic activity through focusing and coordinating government resources.
<b>Education</b>	Belfast: Queen's University Nashville: Vanderbilt University  BELB / BIFHE  US Consulate	Develop international research collaborations and exchanges with Queen's University and Vanderbilt University and to facilitate connections between schools, departments, and offices to promote internationalization.  Establish one educational project per year between Belfast and Nashville – teacher / lecturer / school exchange  Establish one student exchange per year between Vanderbilt and Queen's through the International Academic Opportunities Programme  Establish one community project per year between Belfast and Nashville  Research further opportunities with linkages between schools.
<b>Genealogy</b>	Belfast City Council Tourism Ireland Ulster Historical Foundation Ulster Scots Agency  Identify further partners to ensure broader representation of Belfast and genealogy linkages	Identify opportunities to promote genealogy exhibitions, seminars and workshops to promote linkage.  Identify opportunities for a permanent exhibition at the Andrew Jackson Homestead of historical links to Belfast and Northern Ireland and genealogy promotion  Update and promote Belfast Nashville Sister Cities Guide. Short history of Belfast / Nashville connection Travelling to Belfast How to Research Family History Music and Cultural Tourism Belfast as the Gateway to Europe  Follow-up campaign with Sister Cities Committee and Mayor's Office to raise profile

<p><b>Partnerships</b></p>	<p>Nashville Sister Cities Steering Group  Belfast Sister Cities Steering Group  Identify further partnership opportunities.</p>	<p>Formal linkages and develop initiatives between organisations</p> <p>Oh Yeah Music Centre / Nashville Music Hall of Fame</p> <p>Ulster Hall / Ryman Auditorium</p> <p>Belfast Zoo / Nashville Zoo</p> <p>Botanic Gardens / Cheekwood Botanic Gardens</p> <p>Research and identify further cultural partners and venues to include a broader representation of Belfast.</p> <p>New potential partnerships with cultural organisations across the city including those who support Irish language and traditional music.</p>
<p><b>Literary Tourism</b></p>	<p>Queen's University  Vanderbilt University  Tourism Ireland</p>	<p>See Literary Tourism Action Plan for full details – utilise relations between Schools of English to launch BCC's Literary Tourism Action Plan and new literary tourism products. Research funding opportunities for Belfast's writers to visit in order to hold a literary festival with Nashville writers.</p>
<p><b>Tourism</b></p>	<p>Belfast City Council  Tourism Ireland</p>	<p>Tourism Ireland's role is to grow overseas tourism revenue and visitor numbers to the island of Ireland, and to help Northern Ireland to realise its tourism potential. They will utilise the Belfast Nashville relationship to promote Belfast as a vibrant European destination and the gateway to Ireland and Europe.</p> <p>Launch and market new cultural tourism products – key priorities:</p> <ul style="list-style-type: none"> <li>- Titanic <ul style="list-style-type: none"> <li>• Roll out a la Communications brief</li> <li>• PR'ing forthcoming centenaries</li> <li>• Revamp Smithsonian exhibit</li> <li>• Secure high profile venue</li> </ul> </li> </ul> <p>Forward Agenda</p> <ul style="list-style-type: none"> <li>• Targeted tours to named lists</li> <li>• Music City Belfast</li> <li>• Literary Belfast</li> <li>• Gateway Belfast</li> <li>• Co-op with bmi ; flybe; Aer Lingus etc</li> <li>• Gardens, Parks and Food</li> </ul>

	<p>BVCB Nashville Visitor Convention Bureau</p>	<p>Inward familiarisation visit from Nashville and Tennessee key media to attend Songwriters' Festival in February 2011</p> <p>Print ads throughout Tennessee Direct mail Prizes / Developing tours with tour operators</p> <p>Tourism Ireland Media Campaign (includes competitions for free flights to Belfast)</p> <p>BBC Radio Belfast Nashville Programme – one radio station per month in run up to Festival</p> <p>Profile and increase reciprocal web links</p>
<b>Exhibitions</b>	<p>Tourism Ireland / Nashville Public Library</p> <p>Oh Yeah Music Centre / Nashville Country Music Hall of Fame</p> <p>Linen Hall Library</p> <p>Cheekwood Gallery</p> <p>Ulster Museum</p> <p>US Consulate</p> <p>British Council</p> <p>MAGNI</p> <p>Ulster Scots Community Network</p>	<p>Nashville Country Music Hall of Fame: The Belfast Music Exhibition – see music tourism action plan (in particular the origins of bluegrass, roots, Van Morrison was given Freedom of Nashville)</p> <p>Ensure all genres of music represented including Traditional.</p> <p>Nashville Andrew Jackson Homestead: Genealogy Exhibition</p> <p>Research the potential of exhibition exchanges between Belfast and Nashville and the touring potential of existing exhibitions, for example, the Linen Hall Library</p>
<b>Belfast Nashville Songwriters' Festival</b> <b>Belfast</b>	<p>Belfast Nashville Songwriters' Festival Tourism Ireland US Consulate Arts Council NI NITB</p>	<p>The main aim of this festival is to encourage creative song writing between the two Sister Cities with a shared cultural heritage. It is a five day festival with extensive media coverage in UK/Ireland and North America. It includes</p> <ul style="list-style-type: none"> <li>- Concerts</li> <li>- Belfast Nashville Photographic Exhibition</li> <li>- Workshops on song writing</li> </ul>

February 2011		<ul style="list-style-type: none"> <li>- Seminars on Scots-Irish and Irish Emigration</li> <li>- Community &amp; Schools Outreach Programme</li> <li>- Cultural Tours for visiting Nashville Artists</li> </ul> <p>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> <p>Work with the Belfast Nashville Songwriters Festival to ensure wider access to communities across the city</p>
<b>Activity in Nashville</b>	<p>Belfast City Council</p> <p>Mayor's Office</p> <p>Sister City Committees</p> <p>Arts Council NI</p> <p>Tourism Ireland</p>	<p>Tourism Ireland providing relevant media contacts in the States, inviting media to festival / travel expenses for their visits          Tourism Ireland monitoring coverage in the States and visitor numbers to Belfast          NITB providing discounted hotels, packs in hotel rooms and tours (eg North Coast) for headline acts</p> <p>Tourism Unit and BVCB working with Panarts in order to maximise Tourism potential. Assisting and advising on marketing, advertising and public relations.</p> <p>Ryman: High profile concert featuring Belfast and Nashville Musicians  <i>BBC / Nashville Public Television Live Broadcast</i></p> <p>Showcase Belfast's 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>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>
<b>MUSIC EVENTS</b>	<p>Belfast Nashville Songwriters Festival</p> <p>Oh Yeah Music Centre</p> <p>Ulster Orchestra</p> <p>Nashville Symphony Choir</p> <p>Clearview Gospel Choir Nashville</p> <p>Identify new potential partnerships with cultural organisations across the city including those who support traditional music.</p>	<p>Investigate opportunities for music promotion and joint creative industries initiatives in order to maintain profile of music tourism throughout the year</p>
<b>Media Broadcasts</b>	<p>BBC</p> <p>Nashville Public Television</p> <p>Nashville Country Music Channel</p> <p>NI Screen</p>	<p>Investigate opportunities for a 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>
<b>Music Tourism</b>		<p>See Music Tourism Action Plan for full details.</p> <p>An opportunity to showcase Belfast's music talent in the international marketplace, highlight Belfast and its artists to the widest international audience and identification of potential new investment and partnerships. Tourism Ireland will promote Belfast's music and new products internally by organising a series of media trips familiarisation trips, and externally across the States through presence and activity in Nashville.</p> <p>Music and the shared musical heritage between Belfast and Nashville will be the hook</p>

		<p>to profile Belfast as a cultural tourism destination in the Southern States and increase tourism revenue from this market.</p> <p>Permanent presence of Belfast Music Exhibition in Nashville telling the story of our rich musical heritage.  Launch Belfast Music Mobile Applications for i-phone.  Belfastmusic.org will feature details on Belfast's Jazz, Traditional, Folk, Rock and Classical traditions and provide a fully searchable events listings for all gigs and festivals  An international marketing campaign including a series of media familiarisation trips, profiling Belfast as a great musical city</p> <p>Investigate further musicians from Belfast who have worked in Nashville across all genres and identify opportunities for linkages.</p>
<b>Creative Industries</b>	<p>BMI  ASCAP  SESAC  NSAI (Nashville Songwriters Assoc)</p> <p>Arts Council NI</p> <p>Nashville Mayor's Office</p>	<p>Improve the business networks and partnerships between Belfast and Nashville and showcase Belfast's music talent in the international marketplace:</p> <ul style="list-style-type: none"> <li>- Provide networking opportunities for those working in Belfast's music sector and potential buyers and distributors by inviting 200 key figures from the music industry to the Belfast Trade Show and Music Concert</li> <li>- Arrange and co-ordinate meetings with Belfast and US based creative companies as part of exhibition and presence at exhibition stand</li> <li>- Increase the number of Belfast musicians doing business internationally by identification of potential new investment and partnerships</li> <li>- Increased knowledge and understanding of the opportunities available in Nashville for musicians by distributing information</li> </ul> <p>- Arts Council support for Festival in Nashville  - Music publicist to raise profile Belfast's music industry</p> <p>Liaise with Mayor's Office re Nashville music industry and current studies for business leaders outside the music industry.</p>
<b>Civil Rights</b>	Nashville Public Library	Investigate linkages, potential synergies and partners between the Nashville and Belfast Civil Rights Movements, including the Nashville Public Library exhibition and Queen's University.
<b>Health Sector Trade Conference in</b>	<p>Nashville Advisory Group</p> <p>John Butler</p>	Create an opportunity for NI to engage with Nashville health care at a high level.

<p><b>Nashville</b></p> <p><b>Health Sector Trade Mission in Belfast</b></p>	<p>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>Explore potential for attracting an international conference on health care.</p>
<p><b>Communications Strategy</b></p>	<p>Key Contacts in Nashville as above.</p> <p>Mayor's Office</p> <p>Sister Cities Steering Groups</p>	<p>Implement a communications strategy 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> <p>Marketing / PR / Raising Profile Sustained marketing throughout the year BBC Live TV Broadcast – Nashville equivalent Nashville Radio Broadcast of BBC Radio Ulster Belfast Nashville Programme BCC Corporate Communications and equivalent role in Mayor's office Reciprocal website coverage Tennessean / Belfast Telegraph – media partnership</p>
<p><b>Outward Civic Visit</b></p> <p>Chair, Deputy Chair (or their nominees) and 3 Officers</p>	<p>Belfast City Council in partnership with the Belfast Nashville Steering Group</p>	<p>Investigate potential of a visit which would ensure economic return to Belfast.</p> <p>To explore, agree and implement identified areas of cultural, tourism and economic development and collaboration between the two cities.</p> <p>To strengthen and enhance the partnership between the two cities and cement relationship with the Nashville Mayor and Sister Cities Team</p> <p>To co-ordinate and support the activities taking place between both cities and better maximise our relationship with Nashville</p>
<p><b>Inward Civic Visit from Mayor Dean and Delegation</b></p>	<p>Belfast City Council Belfast Nashville Advisory Group</p>	<p>Develop itinerary of meetings in relation to the Belfast Nashville Action Plan and achieving economic outputs. Include Welcome reception with the Lord Mayor Identify media opportunities with Corporate Communications</p>