

Appendix 2: Sister City Nashville Action Plan, 2010 - 2011

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>Chair of the Development Committee BCC Deputy Chair of the Development Committee BCC Deputy Consul General : Kevin Roland, US Consulate (& Peter McKittrick) Prof John Thompson: Queen's University Damian Smyth: Arts Council NI Colin Magee: Belfast Nashville Songwriters' Festival Fintan Mullan: Ulster Historical Foundation George Patton: Ulster-Scots Agency Ralph McLean: BBC Jim Heaney: Real Music Club Aubrey Irwin: Tourism Ireland Ian Carlisle: Ulster Scots Community Network Mary McKeown: British Council Laura Spence: BBC BCC Creative Industries, Corp Coms, Economic Initiatives and Tourism Culture & Arts</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>Communications Strategy</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>

<p>Mayor's Office of Economic and Community Development</p>	<p>Nashville: Mayor Karl Dean</p> <p>Mayor's Office of Economic Development</p> <p>BCC Economic Development Unit</p>	<p>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.</p> <ul style="list-style-type: none"> • Works with the Mayor and others to develop plans and incentives for attracting and retaining businesses; • Works as a liaison between new and existing businesses and the city's; permitting and regulatory processes; • Acts as a source of business information and referrals in the Nashville area; • Administers the Nashville Foreign Trade Zone; • Facilitates and/or issues the city's permits for film, special events, and parades; • Works to support and enhance tourism.
<p>Education</p>	<p>Belfast: Queen's University</p> <p>Nashville: Vanderbilt University</p> <p>BELB / BIFHE</p> <p>US Consulate</p> <p>Irish Institute at the Center for Irish Programmes U.S. Department of State Bureau of Educational and Cultural Affairs</p>	<p>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.</p> <p>Establish one educational project per year between Belfast and Nashville – teacher / lecturer exchange</p> <p>Establish one student exchange per year between Vanderbilt and Queen's through the International Academic Opportunities Programme</p> <p>Academic Programs & Departments with International Fields of Study – set up formal programme between Vanderbilt Blair School of Music and Queen's School of Music & Sonic Arts</p> <p>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</p>

	Scouts Association Belfast Sister Cities Committee	<p>inclusive education in a diverse society. The programme is sponsored by the. 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>
Genealogy	<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>Ulster Scots Agency Ulster Scots Heritage Council</p>	<p>The Ulster Historical Foundation is a long-established, highly reputable research and publishing agency. It offers extensive knowledge on the sources available for tracing Irish and Scots-Irish ancestors. Services include online databases of over 2 million records, genealogy and history books, and personal ancestral research.</p> <p>Identify opportunities to promote the Genealogical Guide 'Researching Scots-Irish Ancestors the essential guide to early modern Ulster' and new website n 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>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. 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>Scots-Irish Direct Marketing campaign: Direct Marketing campaign featuring personalised communication to the top 20 Scots Irish names, in the top 20 cluster Scots Irish regions of the US. Part of an offline and online campaign.</p>
Partnerships	Nashville Sister Cities Steering Group	Formal linkages and develop initiatives between organisations

	Belfast Sister Cities Steering Group	<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>
Literary Tourism	Queen's University Vanderbilt University Tourism Ireland	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.
Tourism	Belfast City Council Tourism Ireland	<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>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 visitors. <p>Launch and market new cultural tourism products – key priorities:</p> <ul style="list-style-type: none"> - Concert Advertising - Titanic <ul style="list-style-type: none"> • Roll out a la Communications brief • PR'ing forthcoming centenaries • Revamp Smithsonian exhibit • Secure high profile venue <p>Forward Agenda</p> <ul style="list-style-type: none"> • Targeted tours to named lists • Music City Belfast • Literary Belfast • Gateway Belfast • Co-op with bmi ; flybe; Aer Lingus etc • Gardens, Parks and Food

	BVCB Nashville Visitor Convention Bureau	<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>
Exhibitions	<p>Tourism Ireland / Nashville Public Library</p> <p>Oh Yeah Music Centre / Nashville Country Music Hall of Fame</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 Public Library: 'Titanic - Built in Belfast' exhibition features a never before seen image of the Titanic and newsreel footage, from the longest known version of a 1912 nitrate newsreel film. It is from the world-class archive collections of the Ulster Folk and Transport Museum. Titanic – Built in Belfast not only offers a snapshot of Northern Ireland's social and industrial history, but also tells the story of the growing tourism and commercial potential in the city and across the region. It also highlights Northern Ireland's revitalised communities, world-class visitor attractions and museums, business transformation, regeneration and economic opportunity.</p> <p>Nashville Country Music Hall of Fame: The Belfast Music Exhibition at the Oh Yeah Music Centre– see music tourism action plan (in particular the origins of bluegrass, roots, Van Morrison was given Freedom of Nashville)</p> <p>Nashville Andrew Jackson Homestead: Genealogy Exhibition When Ulster Sailed West The Ulster-Scots contribution to the making of the United States An exhibition charting the role of Scotch-Irish influence in education, religion, politics and culture, such as Andrew Jackson, Woodrow Wilson, John Steinbeck, Mark Twain and Neil Armstrong.</p> <p>Research and source funding for exchange of fine art exhibition with Belfast and Nashville Artists</p> <p>Northern Ireland Tour of the Belfast Nashville Photography Exhibition by Ken Haddock to raise the profile of the relationship at home.</p>
Belfast Nashville	Belfast Nashville Songwriters' Festival	The main aim of this festival is to encourage creative song writing between the two

<p>Songwriters' Festival</p> <p>Belfast February 2011</p>	<p>Tourism Ireland US Consulate Arts Council NI NITB</p>	<p>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"> - Concerts - Belfast Nashville Photographic Exhibition - Workshops on song writing - Seminars on Scots-Irish and Irish Emigration - Community & Schools Outreach Programme - Cultural Tours for visiting Nashville Artists <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>Activity in Nashville</p>	<p>Belfast City Council Mayor's Office Sister City Committees Arts Council NI 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>Dan McGuinness: Belfast Nashville Showcase / Music Industry</p> <p>Genealogy Seminar and Workshops</p> <p>Tourism Ireland Showcase</p>

		<p>Potential Outcomes:</p> <p>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 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>
MUSIC EVENTS	<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>Investigate opportunities for music promotion and joint creative industries initiatives in order to maintain profile of music tourism throughout the year</p>
Media Broadcasts	<p>BBC</p> <p>Nashville Public Television</p> <p>Nashville Country Music Channel</p> <p>NI Screen</p> <p>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>
Music Tourism		<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. Music and the shared musical heritage between Belfast and Nashville will be the hook 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>
Creative Industries	<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"> - 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 - Arrange and co-ordinate meetings with Belfast and US based creative companies as part of exhibition and presence at exhibition stand - Increase the number of Belfast musicians doing business internationally by identification of potential new investment and partnerships - Increased knowledge and understanding of the opportunities available in Nashville for musicians by distributing information <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>
Health Sector Trade Conference in Nashville	<p>Nashville Advisory Group</p> <p>John Butler Vice President International Business Nashville Area Chamber of Commerce</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>

Health Sector Trade Mission in Belfast	US Embassy in London Friends of Belfast Queen's Ambassadors Programme	
Communications Strategy	Key Contacts in Nashville as above. Mayor's Office Sister Cities Steering Groups	Implement a communications strategy from Sept 2009 onwards to ensure co-ordination between Belfast / Nashville products and links between organisations. Organise regular e-bulletins and updates between Sister City contacts and the Belfast Nashville Advisory Group. 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
Outward Civic Visit Chair, Deputy Chair (or their nominees) and 3 Officers	Belfast City Council in partnership with the Belfast Nashville Steering Group	Purpose of Visit: To explore, agree and implement identified areas of cultural, tourism and economic development and collaboration between the two cities. To strengthen and enhance the partnership between the two cities and cement relationship with the Nashville Mayor and Sister Cities Team To co-ordinate and support the activities taking place between both cities and better maximise our relationship with Nashville Programme of civic meetings scheduled by the Nashville Sister Cities Committee in relation to the Action Plan. Media Launch of Belfast Tourism Products Tourism Ireland Travel Showcases Programme of Genealogy Tourism Workshops Belfast Nashville Songwriters' Showcases re music industry and high profile public concert with Nashville and Belfast Musicians BBC Broadcast of Concert

Inward Civic Visit from Mayor Dean and Delegation	Belfast City Council Belfast Nashville Advisory Group	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
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