

Dublin – A Breath of Fresh Air
South Dublin County Festival Proposal
'Happy Active Days & Fun Filled Nights'

Background:

Arising from SDTWG meeting on 4th April 2016 the developing of a second festival for the county was discussed. South Dublin Chamber Tourism Industry Group were asked to research and submit a proposal of possible new Festival for the County to the Economic Enterprise & Tourism Development of South Dublin County Council. Since that meeting SDCTIG have had several meetings and consultations with the main tourism stakeholders within the county and with existing national and international festival/event organisers and consultants to further develop this concept.

Objective:

To develop a festival(s) with the view to cross selling and creating awareness with the local community of SDCC and to the greater Irish and International community of the tourism projects and offerings in the county within the theme of the outdoors as a strength identified and planned for within the Tourism Strategy for the county.

Calendar of Festivals/Events for the County:

Arising from our extensive discussions and consultation it was agreed that the county has and will have a fantastic extensive range out outdoor/heritage/cultural offerings for our Tourism Package and the development of a year calendar of Festival/Events as a vehicle to attract potential visitors and highlight these attractions and activities within the county.

It is proposed that a year calendar of Festivals and Events be developed for the county and also to identify the key Festival and Events within Dublin and the surrounding local authority districts which could be leveraged and used to achieve our overall objective (stated above) and to increase visitor number to and within the County.

Proposed Calendar of Festival/Events within South Dublin County:

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| • 1 st Quarter of the Year (Jan – April) | Gaelforce East Festival (New) |
| • 2 nd Quarter of the Year (May-July) | Air show Baldonnell (Renew) |
| • 3 rd Quarter of the Year (August – September) | Mindfulness Festival (New) |
| • 4 th Quarter of the Year (October – December) | Red-Line Festival (Existing) |

This calendar will be the framework on which to build and promote awareness of the Tourism product and attractions as outlined in 'A Tourism Strategy for South Dublin County 2015-2020'.

(1) Gaelforce East – Festival/Event (1st Quarter / Jan-April)

Event: Wicklow is often seen as the playground of Dublin but we would like to contest this by offering Dublin's very own Adventure Race. Our proposal is the running of an adventure race in the county (South Dublin County) – 'Gaelforce East'.

Objective: To cross sell and create awareness with the local and wider community of the tourism projects, in particular reference to the outdoors, which are already in and being developed in the county.

Timescale: Proposed for February 2017

The Hook: This type of event is a fantastic catalyst for bringing family and competitors together for a day of fun and adventure. Couple that with the fact that this will be the first adventure race in the Dublin area, this should make it a big draw.

N.B. The event will be a partnership organised event between SDCC, SDCTWG, SDCTIG, and lead by Killary Gaelforce and Dynamic Events

The Venue: The venue is crucial to the success of this event and can only be an indoor space at that time of the year. (note: Building an outdoor festival at this time of year would be really cost restrictive.)

The venue should have the following:

- *Indoor*
- *Parking available*
- *Facilities*
- *Catering*
- *Accommodation*

Entertainment: Proposed to run a family day style of event with lots of adventure activities for all ages. (See attached a full shopping list of activities as a starting point for discussions.)

Marketing: Proposed that this be driven through new county Tourism Website, Social Media, 'Dublin, A Breath of Fresh Air', and Killary Gaelforce database of over 19,000

Other Items for consideration: Insurance, First Aid, H&S, Security etc. TBC

Estimate Costing: Initial investigations indicate costs of in the region €60,000.00 plus.

Concluding Notes/Comments:

These proposals are based on research, meetings and discussions with the various bodies mentioned above.

Initial outlined proposals for 'Gaelforce East' have been investigated and discussed with the main parties (Killary Gaelforce & Dynamic Events) with the view to being able to move the concept forward for delivery in 2017 if approved by SPC and Tourism Working Group.

Initial Discussions and research have been done in relation to the possible other Festival/Events for the calendar year within South Dublin County.

We would welcome the opportunity and be delighted to further research and develop further offerings within the county in furthering the aims and objectives of 'A Tourism Strategy for South Dublin County 2015-2020'.

Proposed Other Festivals/Events:

Baldonnell Air-Show – Festival/Event (2nd Quarter / May-July)

The Air-Show was a regular feature at Casement Aerodrome in Baldonnell over the years. The last Air-show in 2000 attracted some of the biggest attendances ever to an air-show in the country and along with the festival/family activities organised was a huge success. The air-show was organised in main by the Aer Corps with assistance and support from SDCC and the local businesses.

We strongly believe that the revival of this Event should be strongly considered for the county.

Wellness Festival – Festival/Event (3rdQuarter / August-September)

Our health and well-being is becoming more important every day. We propose the development of a Wellness Festival based on the lines of 'Mind Body Spirit & Yoga' and 'Wellfest.ie' but with a strong family aspect to the event. It would tie in with the Health& Wellbeing week/events already a huge success in the County. Through our many parks and outdoor offerings, it is an ideal partner and vehicle to achieving our overall objective (detailed above).

Appendix 1. Sample Family Offerings for Proposed Festival(s)

INFLATABLES & GAMES for ADULTS/KIDS

- Bungee Run
- Crazy Golf (9 Holes)
- Fair Ground Stalls
- Human Demolition
- Inflatable Basket Ball1
- Laser Invader
- Whack Attack
- Quickfire 4
- Player Bungee Run
- Racing Pods (indoors)
- Rock n Roll Gladiatior
- Rodeo Bull
- The Chaser (indoors)
- Mine Sweeper

INFLATABLES FOR CHILDREN

- Mega Activity Centre
- Boogie Bounce
- Castles
- Axe Throwing

ACTIVITIES

- Archery (subject to available space)
- Garden Games Package
- Table Foosball
- Giant Connect 4 x 2
- Garden Boules
- Test your Strength
- Giant Chess
- Giant Draughts
- Croquet
- Giant Inflatable Twister

ENTERTAINERS

- Live Band
- DJ & MC
- Meet & Greet Characters
- Stilt Walker
- Magician
- Illusionist
- Face Painter
- Balloon Modeller
- Arts n Crafts
- Creche Area
- Falconry
- Reptile Zoo

CARNVIAL FOOD

- Pop Corn Stall
- Candy Floss
- Ice Cream Van

PHOTOGRAPHY

- Fun Photo Booth with 6x4 prints
- Green Screen with 9x6 prints
- Photography for event
- Videography for event