

DONEGAL BRAND

GOAL: TO DEVELOP A DONEGAL BRAND ACROSS ALL SECTORS

TOSAÍOCHTA: LE BRANDA DHÚN NA NGALL A FHOIRBAIRT TRASNA NA N-EARNÁILEACHA AR FAD

Key Activities / Tosaíochta	Progress Update to CDB at 07/09/10
<p>1. Develop the concept of a Donegal brand to support all aspects of development and promotion of the county</p>	<ul style="list-style-type: none"> • <u>Consultation</u> initiated with CDB Sectoral Fora and other stakeholders with regard to Donegal Brand development. Led by Community & Enterprise and CDB Forum convenors. • <u>CDB Working Group</u> initiated - lead Community & Enterprise • <u>Tourism Sectoral Forum</u> – TSF will make submission to the review of the County Development Plan. • <u>Donegal Live Event</u> – Planning underway to capitalise on Donegal Live event – with possible extension of events at other locations. • <u>Donegal TV AD</u> – Donegal Tourism have initiated TV ad campaign for 2010 in conjunction with Failte Ireland.
<p>2. To develop a Diaspora project for the county</p>	<ul style="list-style-type: none"> • <u>Donegal North West Diaspora Project</u> – full application now with SEUPB for assistance under Interreg IVA Programme. Lead partner Donegal County Council. • <u>Ireland North West/Boston Event</u> –Donegal participated in this event which saw the initiation of a North West Ireland/Boston Partnership to build on the previous Boston/Derry Partnership. • <u>Diaspora Library Project</u> – A project has been initiated to foster cooperation between libraries, schools and other stakeholders. Initial activity in this will see the establishment of a Diaspora Resource Section in Donegal County Library and sections on Donegal established in the libraries of the City of Lawrence in Massachusetts and the University of St. Thomas, New Brunswick Canada. Led by Community & Enterprise/Donegal County Library. • <u>Moville Emigration Monument</u> – The Moville Emigration Monument which will act as a focal point for the Donegal Diaspora was unveiled in September. Led by Community & Enterprise/Donegal Public Art Office.
<p>3. To develop mechanisms to disseminate information and promote all aspects of Donegal in Ireland and Internationally</p>	<ul style="list-style-type: none"> • <u>Donegal Community in Touch ezine</u> – issue 5 produced – lead Community & Enterprise

<p>4. Develop an ambassadors programme to promote Donegal Brand</p>	
<p>5. Research world class benchmarks of branding and implement good practice in Donegal</p>	<ul style="list-style-type: none"> • Derry City Council/ILEX Case Study – Donegal has made contact with DCC/ILEX regarding a presentation of best practice in terms of regional brand development.
<p>6. Establish database of contacts and use brand to promote investment in and relocation to the county</p>	<ul style="list-style-type: none"> • <u>Diaspora Database</u> established – lead Community & Enterprise
<p>7. To consolidate local and attract external festivals & events to promote Donegal Brand</p>	<p><u>Local Events</u></p> <ul style="list-style-type: none"> • <u>Earaqail Arts Festival</u> – 3rd – 18th July 2010. The main focus of the 22nd annual festival will be the “Made In Donegal” brand, with performances and presentations of new work by Donegal artists and international collaborations across all artforms, to include a showcase of Donegal music to invited festival directors and tour promoters from around the world as well as 2 symposiums, around the themes of The Donegal Tradition in Music and Cultural Industries in A Rural Context. Following the successful presentation of the Made In Donegal showcase the festival has undertaken research and development to promote Donegal artists in the USA in 2011, with offers in principle for key performances in Chicago secured for both Fidil and The Henry Girls. Initial proposals are now being drafted to produce Made In Donegal cultural showcases in key US cities such as Chicago, Boston, New York, Washington, Atlanta. • <u>Donegal Bay/Bluestacks Festival</u> – to consolidate and deliver next festival in October 2010. Led by Donegal County Council Arts Service. • <u>Imaging Donegal Photography Commission</u> – New commission of 5 professional photographers focusing on aspects of each of the five electoral areas in Donegal. Elements of the commission can be used again in the branding of Donegal. <p><u>External Events</u></p> <ul style="list-style-type: none"> • <u>Oireachtas na Gaeilge</u> – took place in Letterkenny in October. Led by Community & Enterprise. • <u>Ulster Dancing Championships</u> – Ulster Dancing Championship to take place in Letterkenny – lead Community & Enterprise.

<p>8. Undertake events to promote Donegal Brand in Ireland and abroad</p>	<ul style="list-style-type: none"> • <u>Donegal Event Dublin May 2010</u> – lead Donegal Association Dublin • Participation in <u>Boston/Ireland North West</u> Event October 2009 - Community & Enterprise
<p>9. Develop and promote Donegal Brand for various product areas</p>	<ul style="list-style-type: none"> • <u>CDB Working Group</u> established – lead Community & Enterprise Division
<p>10. To promote and establish Donegal as a location for film making and associated activities</p>	
<p>11. Promote and support "Donegal Brand" utilisation in relation to Donegal goods, services, attractions etc.</p>	