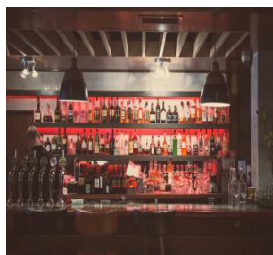


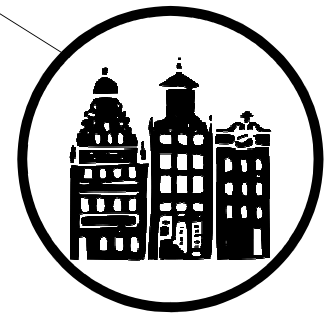
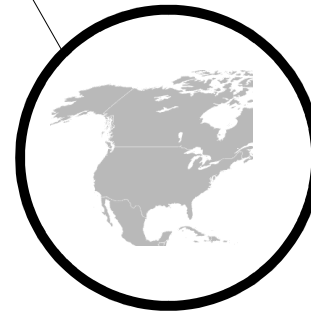
SHARING THE DUBLIN EXPERIENCE

REALDANIA
ODENSE, DENMARK
4th MAY 2015



BUSINESS IMPROVEMENT DISTRICTS

- North American model
 - New York
 - Philadelphia
- Compete with out of town developments
- Dublin experience matched this
 - M50 shopping centres
 - 1990's & 2000's



Challenges
for the BID
in Dublin

The Dublin City BID Experience.

Why was
BID the
right
model?

€

What makes the city
more attractive to
visitors?

ACTIVITIES

Marketing & Communications

- Events
- Area marketing

Visitor Assistance

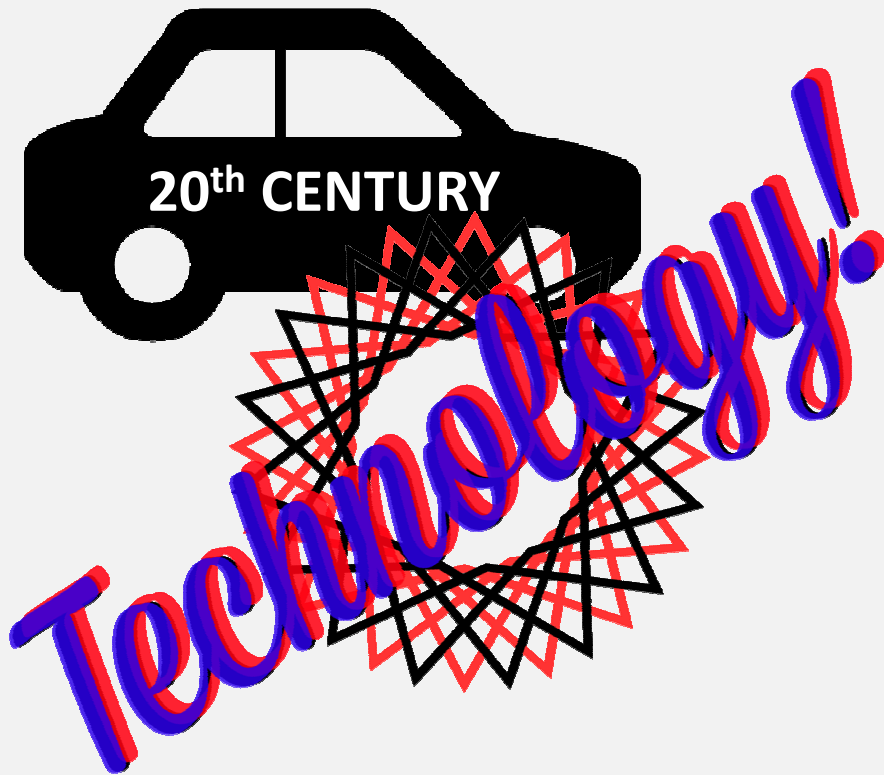
Strategic Developments

- Branding
- Policing
- Access & movement in the city

Addressing Barriers

- Anti-social behaviour
- Additional cleaning
- Graffiti and immediate response

THE DUBLIN EXPERIENCE

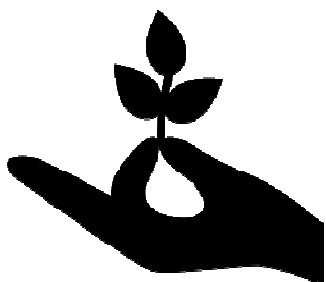


The power of mCommerce...

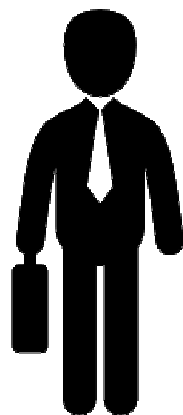
- From nothing to €bns since 2010
- Mobile websites – apps are passing
- 70% of DublinTown traffic is via mobile
- Usage patterns: evening commute & Sunday evenings.



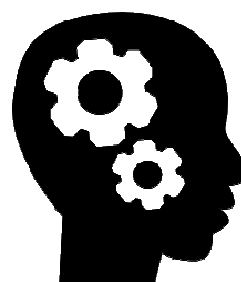
PATTERNS OF URBAN LIVING.



- Environmental awareness and peak oil .



- Walk to Work & increase use of public transport.
- Bicycles & Wi-Fi
- Use them to promote our town.



- Educational attainment & sophistication.
- A trip to the pub is no longer enough.



- How relevant is your town to your local population?
- What is the experience offered by your town?

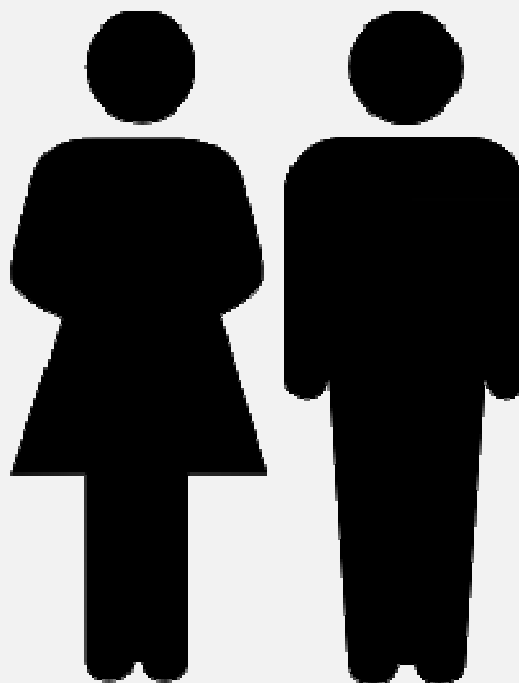
THE DUBLIN EXPERIENCE



The economic & social
map will be redrawn.

How relevant is your
town to you local
population?

What is the experience
offered by your town?



Educational attainment
– sophistication - arts &
leisure

Families & public
transport. Make it an
easier option.

THE DUBLIN EXPERIENCE



YOUR POPULATION, NOT YOUR TOURISTS.

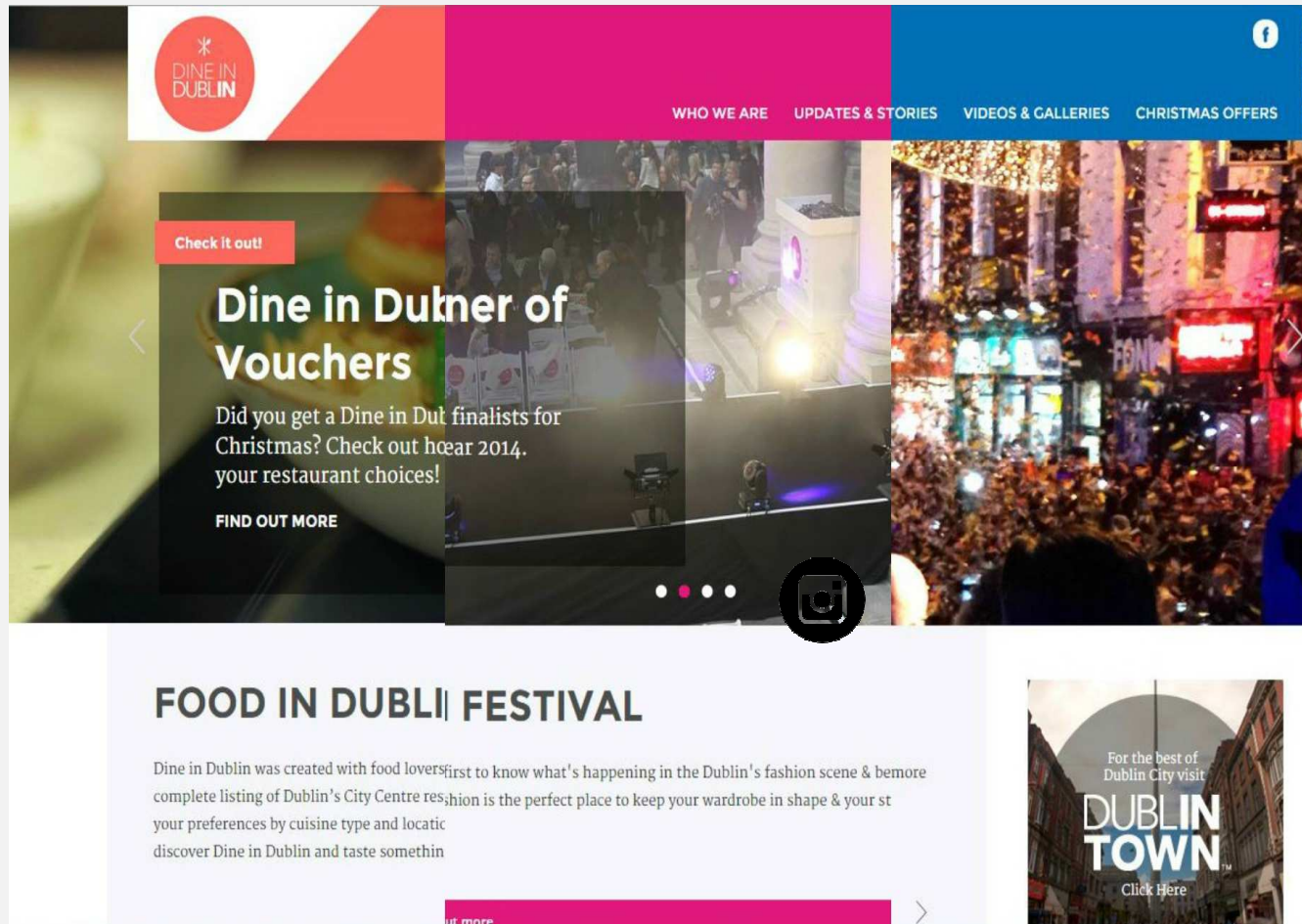
- ✓ What do they think?
- ✓ What do they want?
- ✓ Do they shop & socialise with you?
- ✓ Do they shop & socialise elsewhere?
- ✓ Why?
- ✓ Can you win them back with quick changes?
- ✓ Who do you have to work with to make the changes?



The Dublin Strategy.

- » Knowing our population
- » Part of the city we promote 'going to town'
 - » Fitting with the Dublin brand
 - » Represent what people love about Dublin
- » 5 distinct areas with different personalities

THE DUBLIN EXPERIENCE



Website
created for
mobile use

App will
be phased
out

Over
100,000
social
media
followers

THE DUBLIN EXPERIENCE



Creative Quarter

- » Creative Quarter
- » New York Times & Conde Nest
- » Don't go to Temple Bar – go to the Creative Quarter
- » Started process in November 2010

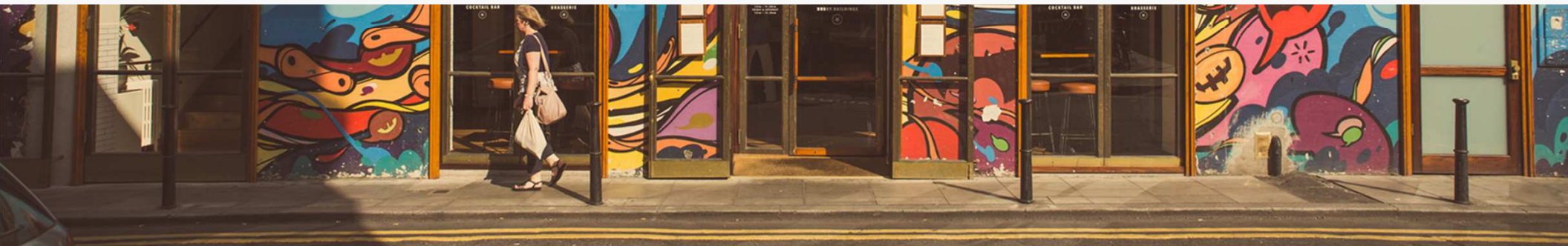
- » High vacancy, declining footfall
- » Under utilised – didn't meet 20th century retail needs
- » Significant architecture
- » Boutiques / cafes & restaurant use

THE DUBLIN EXPERIENCE



CREATING CREATIVE QUARTER

- » hipster central
- » heavy use of social media
- » elements of Dine in Dublin & DFF
- » partnership with businesses, BID, Gardaí & DCC
- » 1,500 restaurant seats per annum
- » double digit footfall & no vacancies



THE DUBLIN EXPERIENCE

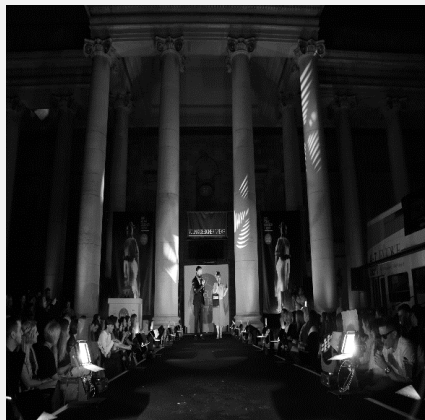
NEXT DISTRICT CHALLENGE: HENRY DISTRICT

Henry Street District – requires infrastructure changes including changing pedestrian junctions, and establish an evening trade.



- » Use events to attract business (Dine in Dublin Pavilion)
- » Continue to keep anti-social behaviour under control and use 2016 as an opportunity
- » Need to show progress by 2017

THE DUBLIN EXPERIENCE



Marketing & promotion best left to the private sector.

5 year terms keep you on your toes.

Need to engage with the entire business community.

There will always be opposition – often it is very vocal.

Need to be professional.

Budget to get things done.

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WeAreDublinTown.ie | DublinTown.ie

THANK YOU!

