

**LIMERICK CITY AND COUNTY COUNCIL
MUNICIPAL DISTRICT OF ADARE-RATHKEALE
MEETING TO BE HELD ON 21ST APRIL, 2015**

16th April, 2015.

**To: The Cathaoirleach and Each Member of the Municipal District of
Adare-Rathkeale
Re: GMA Proposals**

A Chomhairleoir, a chara,

I wish to refer to the General Municipal Allocation of €275,000 as approved by the Members in 2014.

I now set out, in Appendix A attached, proposals for expenditure under the various headings.

Is mise le meas,

**Tom Gilligan,
Head of Finance.**

Adare Rathkeale Municipal District		2015	
General Municipal Allocation (GMA)		€275,000	
B04	Local Road Works	€50,000	
	Project to be agreed.		
D05	Tourism Development & Promotion	€65,000	
	Grants Tidy Towns	€2,500	Priming Grants Tidy Towns
	Assistance for Maintenance of Open Spaces	€6,000	Grass Cutting Grants
	Marketing / Tourism		Funding targeted at attracting business and visitors to Limerick and to enhance profile of Limerick City and County as a prime destination.
	Citizen Engagement Campaign	€2,000	
	Business Engagement Campaign	€2,000	
	Marketing Video / Collateral	€12,000	
	Secure and Host Visits from Travel Media	€2,000	
	Nationwide Features / Target Whats On Column	€10,000	
	Invest Learn Live Brochure / Marketing Collateral	€5,000	
	Targeted Advertising on National Local Media	€15,000	
	Gap Analysis to Identify Needs/ Bespoke Campaigns	€6,000	
	Business & Retail Incentive Scheme	€2,500	
F03	Parks, Pitches, Playgrounds	€40,000	
	Adare Town Park	€25,000	Maintenance
	Croom Town Park	€15,000	Maintenance
F04	Community Initiatives	€20,000	
	Contribution Scheme Area Specific	€20,000	Contributions in 2014 to Adare Heritage, Askeaton Civic Trust, Foynes Aviation and Maritime Museum, Limerick Community Games.
	Special Projects	€100,000	
	Foynes Air Show	€50,000	
	Other Project to be agreed	€50,000	