

13th September 2017

To: The Mayor and Each Member of The Metropolitan District of Limerick

Agree to Allocations to Festivals under the Metropolitan District of Limerick GMA Allocation 2017

A Chomhairleoir, a chara,

Further to the workshop that took place in relation to I.NY and Richard Harris International Film Festival, the approval of the Metropolitan District Council is requested for the payment of these grants to the following festivals:

I.NY	€50,000
Richard Harris International Film Festival	€30,000

Further programme information on I.NY is included.

Is mise le meas,


Josephine Cotter Coughlan
Director of Service

Further information on I.NY 2017

The ambition is that the I.NY project will become a key place of exchange and engagement between Irish and New York audiences and communities, and a flagship national annual event with a unique international focus, all happening in Limerick.

I.NY 2017 takes place at a number of venues across Limerick, Ireland from October 5th -15th 2017

Confirmed artists, with additional guest speakers;

14 free events

9 venues (more to be announced)

5 local partners

3 national partners

& New York partners

I.NY 2017 Programme Overview

The programme consists of music events, film events, talks, an international symposium and a gathering.

Confirmed Artists and Events:

Designer **Orla Kiely**, David Bowie's musical director **Gerry Leonard**, director of The New Yorker Festival **Rhonda Sherman**, Oscar-winning musician **Glen Hansard**, award-winning novelist **Joseph O'Connor**, **Kathryn Lloyd** (Director of Projects at the Lower East Side Tenement Museum), **Tim O'Connor** (former New York Consul General), musicians **Damien Dempsey & Chris Byrne** (Black 47), **Dermott Rowan** (MD of Kiely Rowan), **Qool DJ Marv** (producer and DJ for HBO and Soho House New York), **Dara O'Ciinneide** (All-Ireland winning footballer), **Mary Leonard** (graphic designer), **Aidan Kelly** (photographer) and club nights **Sunday Times** and **Mother**. The festival also features: **The Annie Moore Talks** series inviting guest speakers from Ireland and New York to explore a range of topics from architecture to immigration; the diaspora-focused **I.NY Gathering** hosted in Dromoland Castle; the **I.NY Symposium on Creative Education** in the University of Limerick; and the **I.NY Festival Club** at The Granary.

Free Events:

14 free events in total, including all of the talks within the **Annie Moore Talks** series taking place in the Hunt Museum and The Granary. The **Annie Moore Talks** series is named for the 17-year old girl from Cork who was the very first immigrant through Ellis Island when it opened 125 years ago on New Year's Day, 1892. Along with the Annie Moore Talks Series most of the events at the I.NY Festival Club are free and more are being confirmed and will be announced.

Venues:

Belltable, Lime Tree Theatre, UCH, The Hunt Museum, The Granary, LIT Millenium Theatre, Adare Castle, Dromoland Castle, University of Limerick (Irish World Music Academy) more to be announced

Partners:

The following are confirmed partners:

Limerick	JP McManus Fund, University of Limerick, Chamber of Commerce, Hotel Federation (including a contribution of 80 rooms over the course of I.NY from 8 city centre hotels), Limerick Leader
National	Fáilte Ireland, Culture Ireland, Irish Times
New York	Marketing support and event participation from New York partners including The New Yorker Festival, Lower East Side Tenement Museum, Ellis Island and the Irish Arts Centre with further confirmed partners due in the coming weeks

Marketing:

Local Press arrangements have been made with the Limerick Leader, The Limerick Post, Live 95fm and the Limerick Magazine. I.NY are currently negotiating PR and marketing agreements with the Irish Times and RTE, along with international coverage with select New York press and podcasts, with story pitches and ad placements to run from late August through to close of event.

A local and regional programme distribution campaign will run in September, along with a proposed billboard campaign in Dublin, Cork and Galway, depending on available finance.

Local, national and international digital marketing activity will run from website/press launch through to close of event on specific I.NY platforms and on partner platforms in Ireland and New York. I.NY will feature as a partner on the website of the Lower East Side Tenement Museum in New York (<http://www.tenement.org/>) and be promoted by the Museum through their social media: Tenement Museum Facebook (25,000 followers), Twitter (22,000 followers), and Instagram (10,000 followers).