



Comhairle Cathrach  
& Contae **Luimnigh**

**Limerick City  
& County Council**

Forbairt Gheilleagrach,  
Ceanncheathrú Chorporáideach,  
Cé na gCeannaithe,  
Luimneach

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16<sup>th</sup> July, 2018

**To: The Mayor and Each Member of Limerick City and County Council**

## **Refundable Contribution to Gaelic Grounds Limerick to Support a Cultural Event**

**A Chomhairleoir, a chara,**

Limerick Gaelic Grounds on behalf of Limerick GAA in association with CWB Event Management will produce a large-scale music event at the Gaelic Grounds on Saturday 29th September 2018. There will be a projected attendance of 10,000 at the event.

The show was a sell-out when it played across America, and is making its European debut in the Gaelic Grounds, a significant coup for Limerick. The event combines the National Geographic natural history footage synchronised with an original symphony. The 80-piece National Geographic Symphony Orchestra, led by renowned Irish composer Kenneth Rice, will perform live on a stage. A national promotional campaign across radio, outdoor, TV and online in conjunction with national and local media partners has rolled out since the launch date on 3rd July.

This musical, arts and cultural event is an exclusive European premiere highlighting the Gaelic Grounds as a world-class venue and demonstrates Limerick as leading location for signature events. Technically the event will be produced using locally based world-class crew and suppliers utilising the biggest screen in Europe plus 100 performers on stage. The event is suitable for all ages and will be a fully seated audience in the Mackey stand with the performers on the pitch. Based on the accepted industry multiplier of €6.06 generated for the local economy for each €1 spent on a ticket, this event will provide an economic boost of in excess €3 million to Limerick. It is projected that 50% of tickets will be sold outside the Midwest area with 10% of sales from coming from abroad leading to significant extra bed nights for Limerick area.

Limerick Gaelic Grounds on behalf of Limerick GAA have sought a repayable financial contribution of €150,000 from Limerick City & County Council to facilitate the staging of the concert.

**Recommendation**

It is recommended that Council approve under section 66 of the Local Government Act 2001 (as amended) a financial contribution of €150,000 from Limerick City and County Council to Limerick Gaelic Grounds, repayable by 31<sup>st</sup> December 2018.

**Is mise le meas,**



**Pat Daly,  
Director of Services,  
Economic Development.**