



17th January, 2022.

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

Attendance at The Annual St. Patrick's Day Parade New York City 2022

A Chomhairleoir, a chara,

An invitation has been received by the Mayor of the City and County of Limerick to attend the Annual St. Patrick's Day Parade in New York City 2022.

This is an ideal opportunity for the Council to develop and foster linkages for Limerick during the St. Patrick's Day period at a variety of events that will be taking place in New York at that time. It is hoped that the creation of further links would build on the current high exposure that Limerick has been receiving and lead to additional benefits for Limerick in the areas of Tourism, Culture, Community and Economic Development. There will be a significant gathering of business and community leaders in New York around this time and it is hoped to build on the linkages already developed across a wide variety of agencies to promote Limerick as an ideal location for development and investment going forward.

It is proposed that Mayor Daniel Butler would lead a delegation to visit New York during the St. Patrick's Day festival period to attend some of the many business and tourism/cultural events being held in the city at that time which should provide many opportunities for the promotion of Limerick in the broader international arena.

The Mayor and Councillors will represent Limerick at the St. Patrick's Day Parade in the city and will, in addition, meet with a number of local businesses and tourism interests with a view to the promotion of Limerick as part of the itinerary while there, and build on the existing links developed during the visit of the Mayor in previous years.

In accordance with Section 142(5) of the Local Government Act, 2001, as amended, the approval of the Council is hereby sought for this proposed visit to New York with an estimated cost per Councillor of €2,700.

Is mise le meas,

Laura Flannery

Laura Flannery
Senior Executive Officer
Corporate Services, Governance and Customer Services