



Report to Arts, Culture, Recreation and Community SPC

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Item No. 6

Dublin2020

Dublin has handed over the Bid Book, Dublin's application to be European Capital of Culture in 2020.

The Dublin2020 campaign culminated last week as the bid book was handed over to the Department of Arts, Heritage and the Gaeltacht. The Bid Book outlines why we think Dublin should be shortlisted into the next round towards being designated European Capital of Culture.

The European Capital of Culture is awarded for one calendar year, highlighting the diversity, richness and integration of cultures in Europe and the chosen city. For 2020, four cities in Ireland are competing to win the title for Ireland.

Expenditure on first round of Bid

Category	Amount
Contributions	€150,000
Consultants	€165,000
Design/Marketing	€38,000
Programming	€40,000
Miscellaneous	€83,000
Total	€476,000

The Judging of Dublin2020's application

Following the handover of the bid book, the 10 judges will arrive in Dublin on 12th and 13th of November to assess the application, interview the Dublin2020 team (and the other city teams) and consider whether Dublin will be put forward to the shortlist for phase 2.

Ongoing public awareness & pop up events

Dublin2020 celebrated the bid book handover with a free gig in Temple Bar's Meeting House Square and numerous pop up events in the City centre. Until the Judges arrive, the awareness campaign will continue on social media and with other pop up events such as the 'Dublin Made Me' Market on 1st November, which will highlight the richness of food that people are finding and making in Dublin, showcasing for all that's positive about urban farming, amongst others.

Possible Benefit of being awarded the title

The cultural, social and economic benefits of being European Capital of Culture would be vast for Dublin. It would give Dubliners an opportunity to rethink the city. Previous Capitals of

Culture are testament to how the title could provide an excellent opportunity for regeneration, raising international profile, enhancing perceptions of the city in the eyes of its own citizens, boosting tourism and giving a new lease of life to the city.

Legacy

Dublin's application to be European Capital of Culture has been influenced hugely by the thoughts and ideas that have come from the meetings, chats and workshops the Dublin2020 team have had with thousands of the capital's citizens.

The legacy of this bidding process, win or lose, will allow these conversations to continue. While the Dublin2020 team has begun planning for phase 2, in preparation of the possibility of being shortlisted, preparations have also begun to harness the goodwill and learning from the bid process even if Dublin is not short-listed.

The bidding process has brought the community, businesses, statutory agencies and groups together and has helped everyone involved to focus on improvements they would like to see for their city. It's crucial that we do not lose sight of the huge positive outcomes of this bidding process as the work already carried out by all candidate cities can be put to good use by each one, including those that are not short-listed, to give impetus to their cultural life of their city.

www.dublin2020.eu

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