



# Drumshanbo Enterprise Forum

Public Information Meeting  
Ramada Hotel, Oct 25<sup>th</sup> 2007



Questions will be taken at end of this presentation.



## Agenda

- Introduction
- Work done to date
- Survey results
- Marketing strategy
- Next steps
- Open Discussion / feedback



Questions will be taken at end of this presentation.



# Introduction

**Formed in March 2007 arising from an initiative from the Enterprise Center**

**Purpose:**

1. To examine Priority areas for improving the economic potential of Drumshanbo and surrounding areas.
2. To establish a business/enterprise Forum.

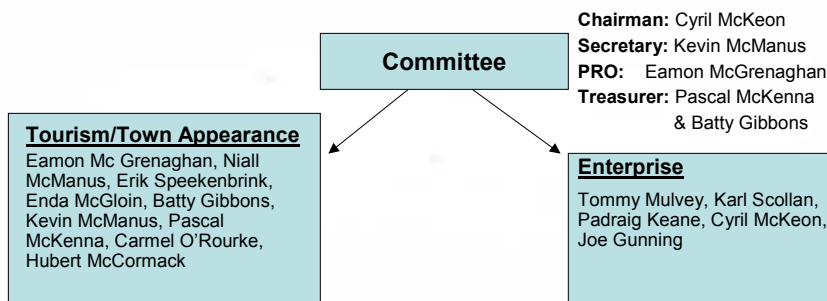
**Members:**

Eamon Mc Grenaghan, Niall McManus, Cyril McKeon, Erik Speekenbrink, Enda McGloin, Tommy Mulvey, Karl Scollan, Batty Gibbons, Joe Gunning, Padraig Keane, Kevin McManus, Pascal McKenna, Carmel O'Rourke, Hubert McCormack

Questions will be taken at end of this presentation.




# Structure



**Mission statement:**


“To facilitate and motivate tourism, services and enterprise opportunities promoting a better quality of life and environment for Drumshanbo”

Questions will be taken at end of this presentation.



# Motivate

Questions will be taken at end of this presentation.



## Work done to date

**Launch items**

- Launched own website [www.drumshanboforum.com](http://www.drumshanboforum.com)
- Newspaper/LOCAL notes - Croke Park expo



Questions will be taken at end of this presentation.



# Work done to date



## Pride of Place week

- Objective a town cleanup and motivate all to continue that work
- 8 Major road/street areas received a good make-over



Questions will be taken at end of this presentation.



# Work done to date



Area		Cost	
		Material	Labour
		€10,790	€21,445
Dowra rd	Digger work - clearing ground, level picnic area and removal of material. Create stone area. 75m of picket fencing (supplied and fitted). Concrete pads for benches		

**Value of work €32,235.00 !!!**

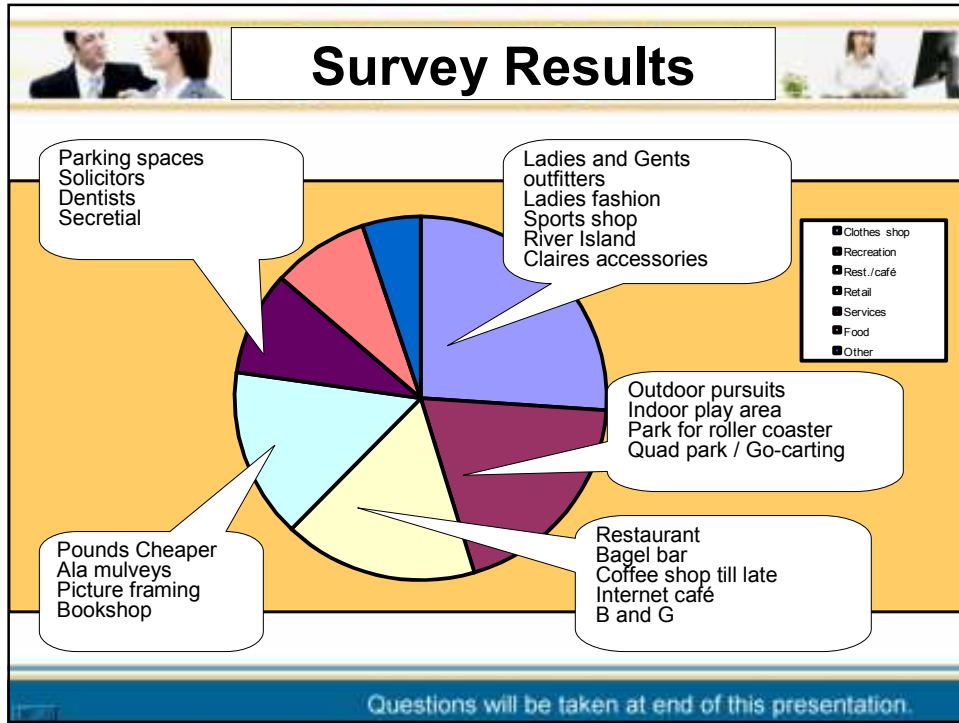
	and wall capping. Create gravel lawn	€1,720	€3,300
Mahanagh	90m fencing supplied and erected. Area lawns levelled and seeded. Concrete pads for benches and benches		

**Cost of work €0.00 !!!**

Ballinamore rd	Bakery mill area levelled and seeded. Rebound to bridge.	€450	€500
Carrick Road	Benches repaired and painted	€100	€200
Rubbish collection	General cleanup of Dowra road, link road, manorhamilton road, Ballinamore road, Carrick road. Total distance 5.5 miles		€8,025
Power washing	High street (both sides and road), Ballinamore rr (bakery hill to pitch), Convent wall, Gallaghers corner, Laird house paving, Mahanagh bridges and walls	€2,852	€5,350

Questions will be taken at end of this presentation.





## Work done to date

**Alignment with Leitrim County Council**

- Meeting held with County Council representatives and started 'concurrent enterprise' program

**Enterprise park**

- Some start-up facilities available in town but limited scope
- We could be loosing enterprise companies but don't actually know
- Definitive need for mid-size enterprise park for phasell companies

**Church Gate Collection**

- Collection realised 1131

Questions will be taken at end of this presentation.



## Work done to date



### Car-parking plans

- The kernel to most disappointing issues in town – must be addressed now
- Incremental approach been taken – must have everyone on board
- Signage in main car park to request fair use of spaces

Questions will be taken at end of this presentation.



# Marketing Strategy

Questions will be taken at end of this presentation.



# Work done to date



## Marketing strategy

- Most key data in place and problems understood
- Aligned with Momentum Creative Marketing Services, Leitrim Village
- Other key projects will be referenced to avoid duplication

## Lough Allen Catchment... assessing the significance ... realising the potential

The document contains several columns of text and a map. The map shows a large blue lake (Lough Allen) surrounded by green land. The text appears to be a report or assessment document.

## Harvest Feast

- Follow up on tremendous success of this event held for first time this Sept.
- [Play Video](#)

Questions will be taken at end of this presentation.



# Marketing Drumshanbo "Bringing Leitrim to Life"

An Action Plan by Momentum

Presented by Maggie Ruane

Questions will be taken at end of this presentation.



## Sales Campaign 1- Expatriate



- **Plan of Action**

- Devise a '*Reach Out to Your Neighbour*' campaign
- Public Meeting to be held for inhabitants in the area
  - Identify 3-5 people living abroad that are interested in moving back to the area
  - Build up a database of expatriates by **skill set and area of expertise** (Chefs/Marketeters/Accountants whatever it may be)
  - Draft suitable **press coverage** to highlight campaign in **International newspapers** emphasising those services and amenities that are particularly needed (restaurateur, IT skills, retail owners of drapery, shoes, beauty treatment etc)
  - Set up email account to illicit **pool of ideas** based on skill sets of interested parties
  - Identify **top 10 individuals** with appropriate skill sets who are ready to move back and/or fund setting up a business in the town

- **Create a brochure**

Questions will be taken at end of this presentation.



## Sales Campaign 2- Business Contacts outside the area



- **Plan of Action**

- Devise a '*Why Relocate to Drumshanbo*' campaign
- Set up meetings between relevant watchdog organisations and members of Drumshanbo Business Forum to include
  - **Western Development Commission** – Move West Campaign
  - **Arigna Leader, Leitrim County Enterprise Board, Leitrim County Council, Enterprise Ireland etc** – identify potential new business prospects
  - Identify **3 ways to leverage campaign** with these organisations based on their existing efforts to attract people to the West
  - Draft suitable **press coverage** highlighting Drumshanbo as an ideal business hub for start up and migration of existing businesses

Questions will be taken at end of this presentation.



## Sales Campaign 3- High Potential Start Ups



### • Plan of Action

- Devise a '*Why start up a business in Drumshanbo*' Campaign
- Organise an '**Entrepreneurs Wanted Forum**' to attract interest within the community and from surrounding areas
  - Meeting to specifically **target potential entrepreneurs**
  - Participation from **Arigna LEADER, LCEB and Momentum Consulting** on funding available and sources of support for small business start ups
  - Draft suitable **local press coverage** to highlight Entrepreneurial initiative for Drumshanbo
  - Encourage representation from **Drumshanbo Enterprise Centre, Food Hub and Lough Allen Hotel**
  - Identify **5 high potential start up** entrepreneurs to maximise available commercial space in the town

Questions will be taken at end of this presentation.



## Sample Events



- Identify a set of rolling activity based themes in conjunction with the Lough Allen Hotel, Lough Allen Activity Centre etc.
- Can be midweek weekend or both
- **Cookery School** – Leveraging the food theme already in place with The Food Hub
  - Avail of the Community Kitchen as a cookery school option
- **Outdoor pursuits** – Paint balling & Kayaking, Golfing, Swimming, Horse riding
- **Murder mystery** – Hire professional team to do murder mystery weekends
- **Health & Wellness** – Building on the Lough Allen Spa, and the emphasis on organic food and local produce

Questions will be taken at end of this presentation.



## Sample Festivals



- **Identify themes for festivals with a view to implementing 1-2 key festivals a year**
- **Suggestions**
  - Flower festival in May
  - Children's Festival (July/August) build activities around reading workshops, sport & music workshops
  - Food Festival – Get all local producers to come together similar to Harvest Feast this year

Questions will be taken at end of this presentation.



## Next Steps

Questions will be taken at end of this presentation.



## Next steps



### Continue communications process

- 6 monthly review process
- Communicate regularly through local press and other avenues

### Legal entity

- We plan to form a legal company to help with the administration of the forum
- Funding proposals essentially irrelevant from current standing

### Business directory

- Complete '08 directory with releases to correspond with Joe Mooney Summer School

### Marketing Strategy

- Complete build out of Marketing Strategy with Momentum group
- Stay aligned on all other initiatives
- Begin execution of Marketing strategy with realistic but aggressive timelines

### Car Parking

- Gauge response to current signage in main car park
- Continue to request public alignment and move through next phases of plan

Questions will be taken at end of this presentation.



## Next steps



### Professional services

- We will launch a campaign to attract key professional services to the Town (accountant, solicitor, dentist,
- Build out business proposition and seek tenants

### Enterprise park

- Continue to seek out suitable locations and make decision asap
- Build out business proposition and seek tenants

### Write a book on Drumshanbo

- Define level of interest and facilitate subgroup to research book

### Next Festival

- Decide on next theme festival and get subgroup in place before year end
- Work closely with Marketing strategy on detail

### Christmas lights

- Christmas lights will be in place for the 2007 festive season
- Erect a wind-turbine powered Christmas tree in the Church Carpark

Questions will be taken at end of this presentation.





## Next steps



- **Press release**
  - “Reach out to your neighbour” initiative – Christmas period

### **Entrepreneurial forum - end Nov**

- **Please leave details on sign-in sheet**
- **Volunteers needed for Forum committee and festivals**

Questions will be taken at end of this presentation.