


CASTLEBAR 2020 VISION PRIORITY & PROJECT PORTFOLIO

Castlebar 2020	Panel 1 Town Centre	Panel 2 Enterprise Development	Panel 3 Environment & Image	Panel 4 Culture & Events
PRIORITIES 	<ul style="list-style-type: none"> Physical Regeneration of Town Centre Collaboration with LA's and Key Developers Marketing and PR Movement & Parking 	<ul style="list-style-type: none"> Infrastructure Business Support Promotion & Marketing Innovation Entrepreneurship Connectivity 	<ul style="list-style-type: none"> Built Environment Natural Environment Information and Awareness Town Energy Rating 	<ul style="list-style-type: none"> Cultural Participation Outdoor Events Tourism Promotion Collaboration Awareness & Marketing
P R O J E C T S	Town Centre Enhancement: <ul style="list-style-type: none"> Building Maintenance Signage and Frontage Streetscape plans Baskets and Benches Tidy Town co-ordination 	Castlebar Knowledge Park: <ul style="list-style-type: none"> Grow-on space for tech & knowledge sectors Wide bandwidth broadband Mentorship and support Events and networking 	Tidy Town Renaissance: <ul style="list-style-type: none"> Tidy Towns Awards Aesthetic and Environ improvements to Town Centre, residential areas and approaches. Natural ecosystems / parks 	Castlebar Culture: <ul style="list-style-type: none"> Events guide to Castlebar Culture Corner on Chamber website and in local press Culture Calendar Promo DVD (see P1 & P2)
	Retail Parking Plan: <ul style="list-style-type: none"> Retail blue zones 50% 	Castlebar Connected: <ul style="list-style-type: none"> Broadband project 	Castlebar Town River / Lough Lannagh Amenities (see P1.1, P3.1 & P3.3)	Utilising Public Amenities <ul style="list-style-type: none"> Outdoor Events - The Mall/Market Sq/Lake etc Community Participation
	Anti-Social Business: <ul style="list-style-type: none"> Addressing anti-social behavior in Town Centre <ul style="list-style-type: none"> Vandalism & Graffiti Theft Intimidation 	Business Lifecycle Service <ul style="list-style-type: none"> Quality and Integrated System of Support Meeting all Business Needs Export Promotion/licensing 	Information Seminars <ul style="list-style-type: none"> Energy Efficiency Sustainable Development Statutory Regs & Directive Greening your Business 	Civic Pride <ul style="list-style-type: none"> Pride of Place Castlebar Volunteer Networking Castlebar Culture Signage
	'Destination Castlebar' Branding and Promotion: <ul style="list-style-type: none"> Retail Destination Branding Key Culture Events Marketing Partnership Promo DVD & Brochure 	Investment Marketing Strategy <ul style="list-style-type: none"> LookWest Target Sectors Promo DVD & Brochure 	Environment Partnership <ul style="list-style-type: none"> Coordinating Efforts across all Agencies and Sectors Identifying Strengths & Opportunities 	Festivals Force <ul style="list-style-type: none"> Events Infrastructure Volunteer Database Sponsorship & Promotion Tools & Templates
	Town Centre Vision Co.: <ul style="list-style-type: none"> BID Model Co. Integrated Development Priorities and Action Improved Retail and Leisure Experience 	Mayo Innovation <ul style="list-style-type: none"> Workshops and Seminars Technical Assistance Innovation Vouchers GMIT R&D collaboration 		Tourism Scoping <ul style="list-style-type: none"> Strengths and niches Mayo/IRE West Partners Amenities e.g. TIO Funding & Support