

# LOVEDROGHEDA BID Proposal 2025 – 2029



*If everyone is moving forward together, then success takes care of itself*



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## INTRODUCTION

In 2019, the business community of Drogheda took the brave decision to back the development of Love Drogheda Business Improvement District, a ratepayers organisation funded by the business community to work for the business community.

Love Drogheda BID was officially established in January 2020 and have worked diligently for the business community since then championing collaboration, partnership and project delivery as the keys to promoting Drogheda as a wonderful place to live, work and enjoy.



# OUR VISION

At the heart of our efforts lies a core priority to:

- Enhance the prosperity of those located within the Business Improvement District
- Improve the wellbeing of the community through our projects
- Foster a viable and sustainable town centre economy

To achieve these goals, we have adopted a partnership approach, by forging strong alliances and relationships with various organisations that share our vision. This collaborative foundation serves as the bedrock for all our projects and ensures a solid framework for the years to come. We remain committed to pursuing positive initiatives that align with our primary objective, to make Drogheda an even better place to work, live and do business in, at all times we will strive to add to projects and not replace the duties delivered by the rating authority.



# BID HISTORY

Since its inception, Love Drogheda Business Improvement District (BID) has been at the forefront of revitalizing and enhancing the economic landscape of our vibrant community. Founded on the principles of collaboration, innovation, and dedication, Love Drogheda BID have worked tirelessly towards fostering a thriving environment for businesses, residents, and visitors alike.

Over the years, Love Drogheda BID has become synonymous with progress, serving as a catalyst along with our partners for positive change within our town and BID area. From streetscape improvements to marketing initiatives, from fostering a sense of community to advocating for the needs of local enterprises, Love Drogheda BID has consistently demonstrated its commitment to the prosperity and vitality of our town.

As we embark on the next phase of our journey from 2025 – 2029, this proposal document outlines our vision for the evolution of Love Drogheda BID. We are seeking to build upon the foundations that have been laid during our first term, we aim to leverage new opportunities, tackle emerging challenges, and continue our mission of driving sustainable growth and prosperity for all businesses in our district.

Drogheda ratepayers have contributed over €1million euro in levies since the inception of Love Drogheda BID in 2020. This funding, derived from the business community, has enabled the development and growth of many new projects in the town including the significant investment in the Christmas Lights, Festoon lighting along the quays, lighting of trees and streets, town centre parklets to offer opportunities for rest, footfall counters, town centre activation with special characters during the summer months, the Love Drogheda Gift Card which has retained over €500,000 in the local economy together with marketing and promotional campaigns that showcase all aspects of the town.

In addition to these projects, Love Drogheda BID have actively worked with partners and developed new festivals and events including the Drawda Mural Trail, Boyne Valley Trails walking festival, the hugely popular Lú Festival of Light which has attracted 140,000 visitors over 2 years, the Drogheda Comedy Festival and sponsored the St Patrick's Day Parade and Festival. We will continue to work with Fáilte Ireland, Louth County Council Tourism team and our newly established Tourism Cluster to promote and build Drogheda as a visitor destination by utilising frameworks such as the Drogheda Event Strategy which brings a long-term strategy to growing our capacity.

# GOVERNANCE & MANAGEMENT STRUCTURE

The Drogheda Business Improvement District CLG is a company limited by guarantee formed in November 2018, Company Number 638263. The constitution of the company sets out the objects of the company, which in summary are:

- To organise and run a BID in Drogheda
- To implement and manage the BID in accordance with the Local Government (Business Improvement District) Act 2006
- To ensure that each project, service, and work under the scheme is carried out in accordance with the Local Government (Business Improvement District) Act 2006
- To carry out the functions of the Company in accordance with the Local Government (Business Improvement District) Act 2006

The constitution also sets out the requirements on the following:

- Conduct of meetings
- Votes of members
- Number of directors and make up of the board
- Powers and duties of directors
- Rotation of directors
- Proceedings of directors
- Appointment of Secretary
- Provision of audited accounts



# COMPOSITION OF THE BOARD

There are a maximum of 12 directors on the Love Drogheda BID Board, 10 of which are elected by levy payers as and when position(s) become vacant as per the requirements set out in the company Articles of Association, a copy of which is available to members.

The Local Government (Business Improvement Districts) Act 2006 states a BID company shall have a board of directors consisting of not less than 6 members and at least two-thirds of the directors shall be:

- Ratepayers of ratable property in the bid district or
- Representatives of such ratepayers

Two positions on the Board are reserved for representatives of Louth County Council. One from the Executive, and one selected by Louth County Council from the elected Public Representatives.

The Board reserves the right to work with representatives from other level-paying businesses who can offer specialist activities where appropriate. In fulfilling their roles and responsibilities as directors, the Board will at all times minimise any risk associated with the

Love Drogheda BID (financial or otherwise) by adhering to best practice, while at the same time being open and transparent.

The Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise such as happened with COVID 19 pandemic. At all times, our board are conscious that they work for the members, on behalf of and in the best interests of the levy payers and without recourse to an alteration ballot.

Members have the ultimate responsibility for directing the affairs Love Drogheda BID CLG, ensuring it is solvent, well-run, and delivering the outcomes for which it has been set up.

The Board is guided by a clear delineation of its strategic and leadership roles, as well as key function. These essential responsibilities encompass:

- Ensuring strict adherence to the organisation's objectives, purposes, and values, as outlined in its governing document.

- Establishing and approving policies, plans, and budgets aimed at achieving set objectives, and diligently monitoring performance against them.
- Safeguarding the financial health, solvency, and overall performance excellence of the organisation.
- Ensuring full compliance with all laws, regulations, and statutory requirements.
- Overseeing the appointment (and, when necessary, the dismissal) of employees.
- Establishing and upholding a robust framework for delegation and internal control.
- Providing consent or ratification for all policies and decisions that may pose significant risks to the organisation, whether financial or otherwise.

The Board is entrusted with the ongoing alignment of the organisation's overall vision, mission, values, and activities with its core objectives.

- Members are bound by an overarching duty, both individually and collectively, to always act judiciously in the best interests of the Love Drogheda BID and its present and future beneficiaries (BID members).
- Each Member bears equal responsibility for the actions and decisions of the Board, holding an equal status.
- Each Member is obligated to act in their personal capacity, devoid of representation from any external group or organisation, irrespective of their nomination, election, or selection process as a board member.

**Measuring Success** – Throughout the lifetime of Love Drogheda BID, all work on the BID projects will be monitored to ensure the projects proposed in the Business Plan achieve a high level of impact and are delivered to the satisfaction of the business that voted for the Love Drogheda BID and that we are accountable for what we deliver.



## **LOVE DROGHEDA BID BOARD OF DIRECTORS WILL CONSIST OF:**

- 10 Board Members, Business Owners, Property Owners & Rate Payers
- 1 Board Member by nomination of Louth County Council Chief Executive
- 1 Board Member by nomination of Louth County Council elected representatives

## **OFFICERS OF THE BOARD OF DIRECTORS**

### **Chairperson**

**Niall Kierans**

Ratepayer

### **Company Secretary**

**Valerie Sherlock**

The Marcy/Nelly's Bar & Restaurant

### **Treasurer**

**Niall Curran**

Wesco's

Fully subscribed BID members can join the board of Love Drogheda BID which is open to any business member within the BID area. All members are offered the opportunity to nominate to the board prior to each Annual General Meeting.

## **LOVE DROGHEDA BID BOARD MEMBERS**

### **Adrian King**

McKevitt King Architects

### **Sarah Taaffe**

The Punt Bar

### **Leo Monahan**

Gala Dry Cleaners

### **Elaine Stereo**

McDonalds Restaurant

### **Eddie Phelan**

Drogheda & District  
Chamber Representative

### **Nichola Kelly**

Scotch Hall  
Shopping Centre

### **Mark McGowan**

Scholars TownHouse Hotel

### **Pio Smith**

Elected Representative

### **Colette Moss**

Louth County Council  
CE Appointee



## THE BID OFFICE & STAFF

### Trevor Connolly

CEO Love Drogheda BID

### Kelly-Louise Foley

Office Administrator

The Board will ensure that formal arrangements are set up for the regular supervision, appraisal, and personal development of their CEO. This may be carried out by a workgroup of the boards members.

The Board will ensure that there is a formal mechanism for setting the remuneration of the CEO, which should be ratified by the Board. The remuneration package for the CEO should:

- Be adequate to attract and retain the quality of staff required, but no more
- Be disclosed in the organisation's audited accounts, including pension and other benefits.

## A CONNECTED BID WORKING FOR ITS MEMBERS

In 2019 Drogheda businesses voted by ballot to establish Love Drogheda BID with a 5 year term lasting to 2024. The BID proponents held several public meetings with business owners and visited hundreds of businesses prior to the BID ballot. As part of our consultation for a second term, Love Drogheda BID will conduct an extensive information campaign advising ratepayers located within the boundaries of the BID scheme of what has been achieved in our first term and the details of the programme of work that we intend to deliver over the next five years.

It is proposed to continue with the established working sub committees for:

### Finance

Including audited accounts, sponsorship opportunities and grants.

### Events

Development and additionality to all current events we are involved in but not limited to Christmas Light Switch On, Boyne Valley Trails Walking Festival, Drogheda Comedy Festival, Lú Festival of Light.

### Tourism

Cluster development along with partners in Fáilte Ireland, Louth County Council and local business stakeholders.

### Purple Flag

Supporting new and safe initiatives in the Evening and Night Time Economy.

### Operations

Christmas Lighting, Illumination of landmark properties, Flowering, street cleaning, graffiti removal, area specific enhancement projects.



## **ADDITIONAL FUNDING**

Love Drogheda BID will continue to identify funding opportunities that will create opportunities to enhance our town whether this is through festivals, events, or public realm. Since inception, Love Drogheda BID have accessed over €225,000 for projects as a match funder for approved sponsorship applications. In addition, Love Drogheda BID supported the grant application with our partners in Louth County Council and Fáilte Ireland for the Urban Animation Grant of €672,000 that has helped create and deliver the Lú Festival of Light and the Cailleach Mural.

## **PROPOSED BID BOUNDARIES**

Love Drogheda BID believe that a lively town centre is indispensable for Drogheda to uphold and enhance its regional prominence and to establish itself as the preferred destination for retail and leisure visitors in the region. As the fastest growing town in the country it is essential that we have an attractive and revitalized town centre, one that is safe, welcoming and enjoyable to traverse. It is essential that works continue apace at our gateway points including the Westgate Vision area and the waterfront. To help the town prosper, we believe that improved accessibility and serviced public transport options will help the town centre thrive.

The positive impact of a vibrant Drogheda town centre will reverberate throughout the entire community. As a BID we endorse the aspiration of continued growth and the future attainment of City Status. Consequently, the Board advocates for continued support of the BID levy by the entire rate base of the Drogheda BID area.

For a comprehensive list of current rateable properties within the Proposed Business Improvement District, please refer to appendix C (provided by Louth County Council).

The BID Boundary is unchanged from previous term.

**LOVEDROGHEDA**

# ANNUAL BID CONTRIBUTION LEVY

The Annual BID multiplier is calculated as follows: 
$$\frac{A + B}{C}$$

- A** = Annual BID Contribution determined by the BID Company pursuant to Section 129L(2) (ie €399,924)
- B** = Total of all estimated costs that the rating authority expects to incur over the next chargeable period – (currently set at €0, as the costs are already included in the budget expenditure figures.)
- C** = The aggregate valuation of all rateable properties in the relevant BID district (ie €)

Therefore, the Annual BID multiplier = €399,924 / €42,504,290 = 0.0094

For any rate payer to determine their Annual BID contribution levy they take their commercial valuation as per their rates bill and multiply by 0.0094.

For example, if your commercial valuation is €12,000 for your property your annual BID contribution levy will be €12,000 X 0.0094 = €112.80.

This will equate to an additional contribution of between 3.47% and 3.8% of your existing rates bill.





# REASONS TO BACK BID

## Reasons to Support the Continuation of Love Drogheda Business Improvement District:

**1** Love Drogheda BID has been instrumental in driving economic growth by attracting investment, supporting local businesses, and creating job opportunities, contributing to the prosperity of the community.

**2** Through strategic initiatives, Love Drogheda BID has improved the town's look and appeal through lighting enhancements, parklets and murals to make it more attractive for residents, visitors, and businesses alike.

**3** Love Drogheda BID has effectively marketed the town, promoted its unique attractions, events, and offerings whilst showcasing local businesses through our social media channels. We endeavour to grow this platform and reach throughout our next term. We will seek to showcase the variety on offer that we have as a town.

**4** Love Drogheda BID fosters a sense of community by organising events and initiatives that bring residents, businesses, and stakeholders together, creating a cohesive and vibrant town environment.

**5** We have worked with An Gardaí Síochána and the Geiran Implementation Board to bring new initiatives such as 'See Something, Say Something' and the Purple Flag to Drogheda. We will continue to advocate for increased Garda presence on our town to provide a safe and secure environment. From our surveys, this is one of the largest challenges we face as a town and one that we will continue to work on.

**6** Love Drogheda BID will continue to be a strong advocate for the interests of local businesses, representing your concerns and needs to relevant authorities and policymakers, ensuring that the voice of the business community is heard in decision-making processes.

**7** Love Drogheda BID will provide effective and valuable communication to businesses on how to access funding, grants and supports through our monthly newsletters and website.

**8** We have commissioned research to help guide our development including the creation of a new Drogheda Event Strategy, we also undertake regular business surveys and economic impact appraisals.

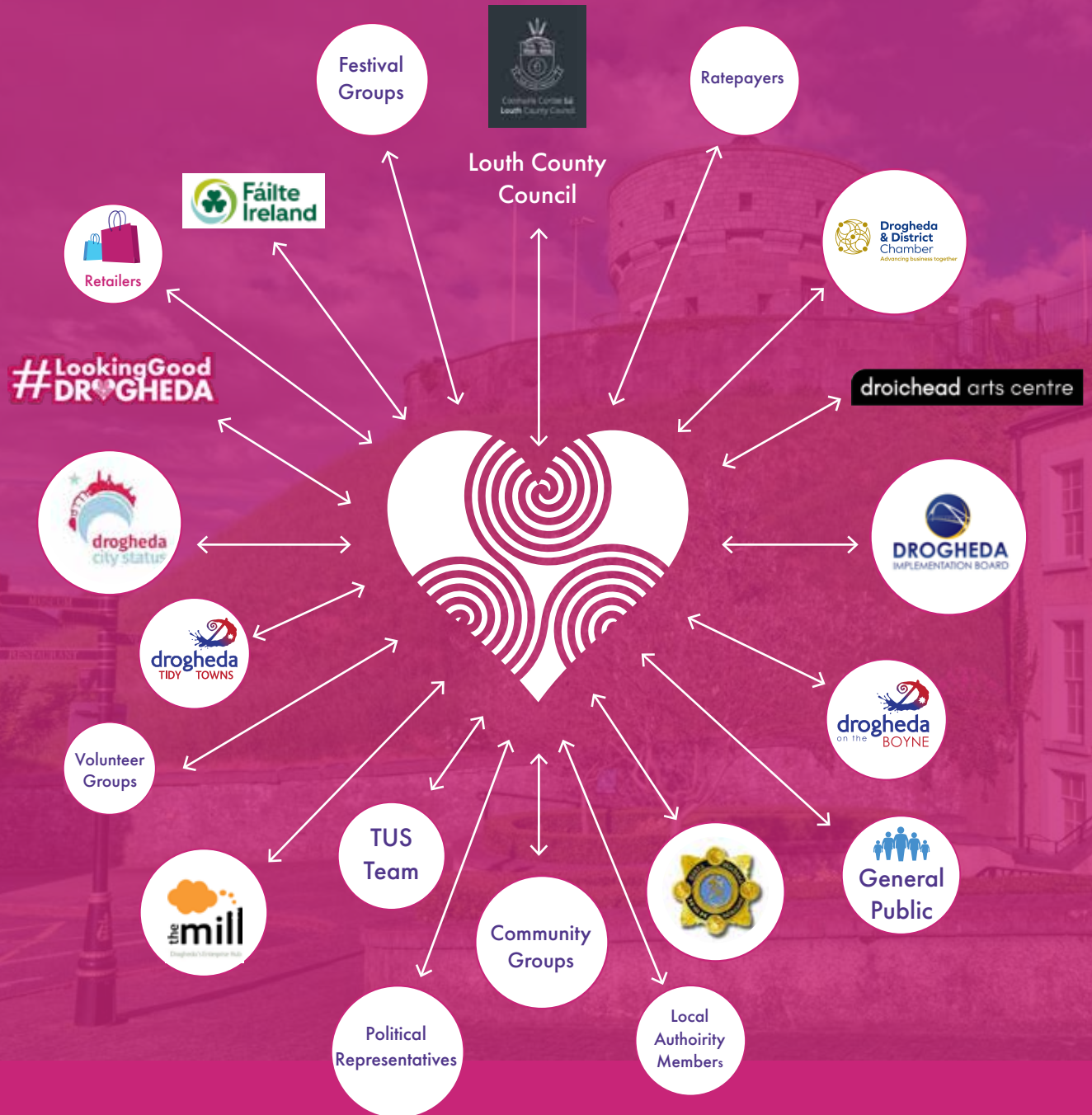
**9** Love Drogheda BID will work with our partners in Louth County Council, Drogheda and District Chamber, Tidy Towns and the TUS team to continue the Looking Good Drogheda Campaign. We will actively work on new beautification and cleanliness initiatives, ensuring that the town remains aesthetically pleasing and welcoming, creating a positive impression on residents and visitors alike.

With a history of successful projects and initiatives, Love Drogheda BID has demonstrated its effectiveness in driving positive change and delivering tangible benefits to the community, making it a worthy investment for continued support and collaboration.

**By voting to Back Love Drogheda BID you will be empowering the BID office to work with all stakeholders to:**

- Continue to promote and advocate that Drogheda works towards becoming a vibrant, exciting, sustainable town, attracting businesses and visitors, driving the local economy, and enhancing the quality of life of residents and visitors to Drogheda.
- Promote close co-operation and collaboration with local key stakeholder agencies and amongst BID members.
- Ensure that Drogheda realises its ambition of a regional centre for growth as per the National Planning Framework, Ireland 2040.
- Facilitate and support programmes of actions that will enhance the cultural identity of the town and boost its national and international profile and image.
- Deliver value for money to ratepayers in Drogheda and work with stakeholders within the town to build a prospectus to actively work on attracting further investment in the town.
- As with all of our projects Love Drogheda BID will seek to create additionality in any festival, event or programme of works that we engage with the local authority as our partners in and not replicate or duplicate works that would otherwise be undertaken.

# WORKING TOGETHER FOR DROGHEDA'S FUTURE



## PROJECTS DELIVERED WITH MULTIPLE PARTNERS

- Drawda Urban Art Trail Murals – 7 murals across three years (Full partnership with Droichead Arts Centre)
- Parklets
- IBAL Hoarding improvement on the Marsh Road
- IBAL mural in Ballsgrove and street cleaning
- Alleyway and gum removal through the town
- Business Surveys
- Commuter Surveys with the Mill, Chamber of Commerce
- Purple Flag Interim Renewal and Full Renewal
- Event Strategy for the Town (Fáilte Ireland and Louth County Council)
- Christmas Light Improvements and capital investment in new stock
- Tree lighting West Street & South Quay
- Stockwell Lane Canopy Lighting
- Festoon Lighting along the quays
- St Patricks Day Parade sponsorship
- Púca Festival Funding 2020 & 2021





- Lú Festival of Light (Additionality included and not limited to: On-Street entertainment, Economic Impact Report, Visitor Surveys, promotional videos, signage, marketing, business engagement to increase dwell time and draw factors, engagement with audio visual display team and onsite management and liaison with delivery team)

- Drogheda Comedy Festival (Additionality sponsorship and marketing)

- Bunting and roadside signage for Louth Team

- Love Drogheda Gift Card developed and delivered to retain local spend over €500,000 to date

- Flower grants for businesses since 2020

- Dine Drogheda video & social campaigns

- Promotional videos for the town

- Discover Drogheda Video campaign

- Shop Local video campaign

- Walking video campaign for Boyne Valley Trails

- Website development

- Christmas Light Switch on Events 2022 & 2023

- Boyne Valley Trails September Walking Festival

- Boyne Valley Trails June Bank Holiday Walking Weekend

- Town centre activation throughout the summer with on street entertainment every Saturday 12-4pm

- Town centre music system operational during Christmas season



## BUILDING AWARD-WINNING PARTNERSHIPS

At Love Drogheda BID, our primary focus is on cultivating robust and enduring partnerships to orchestrate events that drive increased foot traffic to the town centre. We take great pride in collaborating with various stakeholders, including youth groups, businesses, community organisations, and local authorities, to deliver exceptional initiatives. Our collective efforts have garnered notable recognition, including:

- Louth Volunteers 'Local Legends' Awards
- Louth PPN Public Participation Award in 'Arts and Culture'
- Digital Towns.ie 'Digital Rising Star Award 2023'
- Drogheda and District Chamber 'Best Not-for-Profit' Finalist 2023
- Drogheda and District Chamber 'Best Tourism Business' 2023
- Received the prestigious ATCM Purple Flag award in both 2019 and 2023.
- Named a finalist for the 'Best Outdoor Event' by Outsider Magazine, highlighting our collaboration with Boyne Valley Trails in 2023

These accolades underscore our commitment to fostering vibrant community engagement and enhancing Drogheda's appeal as a thriving destination.



## PROMOTION AND MARKETING OF DROGHEDA AS A GREAT PLACE TO SHOP, VISIT & ENJOY

In our endeavour to establish Drogheda as a premier destination for shopping, leisure, and exploration, Love Drogheda BID places a high level of importance on fostering positive front-of-mind awareness within our community.

To achieve this goal, we've collaborated with local videographers, social media experts, and web designers to elevate the visibility of our town's brand. Over the past four years, we've cultivated a strong presence across various digital platforms including Facebook, Instagram, TikTok, Twitter, and LinkedIn. Through these channels, we've effectively spotlighted the hundreds of thriving businesses in our town, ranging from charming cafes and restaurants to essential services like laundrettes and professional firms.

Since the reopening post-COVID-19, we've seized the opportunity to showcase over 500 businesses through engaging content such as business spotlights, new openings, and our popular 'Where to spend it Wednesdays' series.

# WHAT WE PROMISE TO DO:

- To continue marketing and promoting the destination locally, nationally, and internationally
- To provide opportunities for members to enhance their knowledge and skills base to effectively market themselves and the destination to their target audiences
- Keep up to date with new technologies, channels and trends in social media marketing to enhance our promotions and campaigns
- Continue collaborative work with external partners and key stakeholders to increase destination awareness to new audiences
- Continue collaborative work with creators to further promote the destination and member businesses creatively and effectively



# HOW WE WILL HELP MEMBERS

To provide members with access to the tools, information and experience needed to develop and deliver improvements for people, places, and profit

- To work with appropriate agencies in identifying and supporting initiatives that will improve the tourism and retail infrastructure
- To promote and support responsible events and festivals, with additional focus on those which encourage visitors during traditionally quieter periods
- To develop initiatives that encourage visitors to treat our communities and historical, cultural & natural assets responsibly and with respect
- Increase our work with members and communities to identify priority projects and provide assistance with applying for funding and identifying resources, in order to bring them about

# OVER 20 VIDEOS

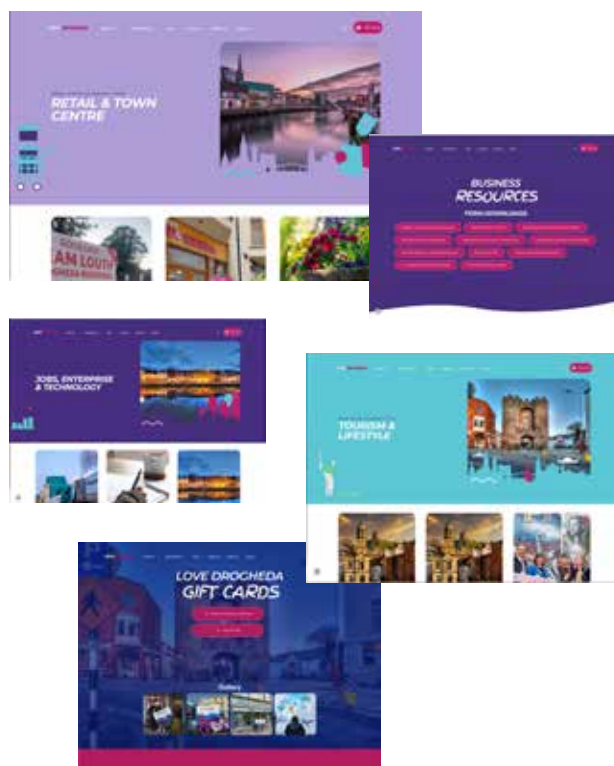
## COMMISSIONED BY LOVE DROGHEDA

- Boyne Valley Trails Festival 2022 (3 videos)
- Boyne Valley Trails Festival 2023 (3 videos)
- Nights out in Drogheda 2024 Purple Flag (unreleased video at this time)
- Christmas Lights 2023 switch on
- Christmas Lights 2022 switch on
- Christmas hospitality video 2023
- Christmas in Drogheda 2021 "Merry Christmas from Love Drogheda"
- Lú Festival of Light 2023
- Lú Festival of Light 2022
- Dine in Drogheda Aishas Café & Bistro
- Dine in Drogheda D'Vine
- Dine in Drogheda Scholars Townhouse
- DRAWDA Urban Art Trail
- DRAWDA Family FunDay
- This is what it means when we say "I'm from Drogheda"
- Business is Back-post-covid reopening
- We are ready for you-post Covid reopening



## NEW WEBSITE STATS

In Spring 2022, Love Drogheda BID initiated the creation of a dynamic new website, designed to serve as a comprehensive hub for showcasing videos, blogs, projects, and various resources. This includes valuable content such as grant information, footfall data, downloadable resources, upcoming events, our latest survey findings, and the convenient option to purchase Love Drogheda Gift Cards. Since its launch, our website has consistently attracted an average of 1000 views per week, solidifying its position as a vital resource for both locals and visitors alike.



## CULTURE, ARTS & HERITAGE

Over the past five years, Love Drogheda BID has fostered strategic partnerships with various organisations in Drogheda to cultivate a diverse array of events. Collaborators include Louth County Council, Droichead Arts Centre, The Boyne Valley Camino, Drogheda Festivals Committee, Highlanes Gallery, Theatres, and various venues throughout the region.

Through these partnerships, our aim has been to curate a dynamic calendar of events and festivals that resonate with the desires of our community. We endeavour to offer a selection of engaging activities throughout the year, reflecting the interests and preferences of the people in our area.

In our inaugural term, we collaborated with our partners to launch initiatives such as the Lú Festival of Light, the Drawda Urban Art Trail, Boyne Valley Trails walking festival, and the Drogheda Comedy Festival. We have provided support for the enhancement and expansion of existing events like the Christmas Lights, the St. Patrick's Day Parade, and the Mid

Summers Festival. Additionally, we've extended sponsorship to numerous projects in music, athletics, and the arts.

Moving forward, we remain committed to partnering with forward-thinking, creative, and motivated groups to cultivate inspiring festivals and events. Our collective efforts aim to drive footfall into our area, fostering vibrancy and growth within our community.



## **OPERATIONS, INFRASTRUCTURE & PLACE**

Love Drogheda BID takes pride in our track record of implementing impactful projects that contribute to the development of a vibrant community identity. A prime example of this commitment is our successful collaboration with Droichead Arts Centre, Louth County Council, and Fáilte Ireland in delivering the Drawda Mural Trails.

If entrusted with the responsibility, we pledge to maintain our collaborative approach with partners to continue implementing positive interventions for the town, adapting to its evolving needs. This includes ongoing cooperation with teams and partners from Louth County Council, Drogheda

Tidy Towns, and Drogheda TÚS team to execute cleaning programs aimed at creating a more inviting, clean, and aesthetically pleasing town center.

Furthermore, we aspire to expand our initiatives by enhancing our tree lighting program and introducing new lighting schemes in the town centre. This effort will be complemented by sustained investment in projects focused on floral arrangements, painting, power washing, and overall cleanliness, ensuring a visually appealing and welcoming environment for residents, businesses and visitors alike.



## **ENTERPRISE & DEVELOPMENT**

Drogheda is currently the fastest growing town in the country, to help support this rapid growth and expansion, we will be seeking to work with our partners in Louth County Council, Drogheda Chamber of Commerce, The Mill Enterprise Centre, LMETB, Drogheda Institute of Further Education, The IDA, Enterprise Ireland, Drogheda City Status and all other relevant stakeholders to work collectively to help identify and grow suitable employment sites.

As a BID, we will continue to seek infrastructure Improvement to enhance connectivity within the town and with surrounding areas. This includes advocating for improved connectivity and permeability in the town, increased levels of public transportation, and cycling infrastructure to ease congestion and facilitate easier movement of people and goods.

We will seek to build a prospectus to showcase the opportunity sites that are available within Drogheda and promote the high levels of housing stock together with a highly educated local workforce. As a business organisation, we will work with education providers and to ensure our local workforce meets the needs of local businesses and industries.

Key to attracting investment will be a town and streetscape that is attractive, warm, welcoming and vibrant, revitalisation of the town centre is essential. To help support this, we will work with business and building owners to utilize refurbishment grants. This may involve refurbishing historic buildings, improving public spaces, and supporting local businesses through incentives and beautification efforts.

# TOURISM

Tourism plays a pivotal role in driving the economic vitality of Drogheda, particularly given our strategic positioning within the Boyne Valley Region. Love Drogheda BID is committed to collaborating with tourism and hospitality establishments to foster growth and promotion of Drogheda as a premier destination. Our focus lies in amplifying Drogheda's stature as the gateway to the Boyne Valley Region while enticing visitors to extend their stay through targeted marketing initiatives spotlighting the town's rich heritage and distinctive tourism offerings.

Building upon the groundwork laid during our initial term, we aspire to craft a cohesive and forward-looking Event Strategy in close partnership with industry stakeholders, aimed at fully harnessing our potential.

Recognising the current limitations in visitor accommodations, our efforts will be geared towards enhancing accessibility for day-trippers by identifying suitable locations for coach parking. Furthermore, we remain dedicated to collaboration with key partners such as Louth County Council and Fáilte Ireland to introduce novel events and festivals that showcase Drogheda's allure as a destination and bolster visitor footfall.

Moreover, we are committed to fostering enhanced connectivity between our town and neighboring tourist attractions, including Brú Na Boinne, Oldbridge House and Estate, Mellifont Abbey, and our renowned murals. By facilitating seamless access and promoting synergies between Drogheda and its surrounding treasures, we aim to enrich the overall visitor experience and solidify Drogheda's position as a must-visit destination within the Boyne Valley Region.



## **BENEFITS OF BID:**

- In the past 5 years, Love Drogheda BID have helped to leverage additional funding of over €900,000 through strategic partnership, match funding and grants for the town of Drogheda
- Love Drogheda are actively promoting Drogheda as a great place to live, work and enjoy and are continuously making submissions on behalf of the business community to strategic plans
- Love Drogheda BID actively support new festivals and events to create greater levels of footfall into the town



## **THE KEY OUTPUTS LOVE DROGHEDA WILL SEEK TO DELIVER:**

- Comprehensive data for both Local Authority, existing and in-coming businesses (e.g. footfall data and land use survey data)
- Improved profile for Drogheda through professionally organized and adequately funded events
- A concerted effort and focus on the development of a vacant stock database that can then be utilised to identify buildings for repurposing within the BID area
- Focused marketing of the town's strengths, with organised promotions that target key market segments both domestic and international
- Identification and adoption of retail and hospitality best-practices for regenerating and growing regional towns
- Retention of the Purple Flag (annual)
- Create additionality to all festivals and events where possible, this will create opportunities for increased dwell time and engagement with other audiences
- Improved communication between all stakeholders of the town, ratepayers and local authority



## Budget 2025 – 2029

|   | YEAR 1          | YEAR 2          | YEAR 3          | YEAR 4          | YEAR 5          |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>REVENUE</b>                            |                 |                 |                 |                 |                 |
| BID Levy                                  | €399,924        | €399,924        | €399,924        | €399,924        | €399,924        |
| Other Income                              | €40,000         | €45,000         | €47,500         | €50,000         | €50,000         |
| Balance Carried forward                   |                 | €5,426          | €10,852         | €13,778         | €19,204         |
| <b>Total Revenue</b>                      | <b>€439,924</b> | <b>€450,350</b> | <b>€458,276</b> | <b>€463,702</b> | <b>€469,128</b> |
| <b>EXPENDITURE</b>                        |                 |                 |                 |                 |                 |
| Marketing Promotion & Tourism Development | €45,000         | €45,000         | €45,000         | €45,000         | €45,000         |
| Social media/ websites                    | €10,000         | €10,000         | €10,000         | €10,000         | €10,000         |
| Town Infrastructure                       | €45,000         | €45,000         | €45,000         | €45,000         | €45,000         |
| Enterprise & Business Development         | €30,000         | €35,000         | €40,000         | €40,000         | €40,000         |
| Skills & Training Development             | €5,000          | €5,000          | €5,000          | €5,000          | €5,000          |
| Events & Culture                          | €60,000         | €60,000         | €60,000         | €60,000         | €60,000         |
| <b>Operational Expenditure</b>            | <b>€195,000</b> | <b>€200,000</b> | <b>€205,000</b> | <b>€205,000</b> | <b>€205,000</b> |
| <b>OVERHEADS</b>                          |                 |                 |                 |                 |                 |
| Office Payroll & Admin                    | €118,000        | €118,000        | €118,000        | €118,000        | €118,000        |
| Office Rent                               | €15,000         | €15,000         | €15,000         | €15,000         | €15,000         |
| Accounting /Insurance                     | €7,500          | €7,500          | €7,500          | €7,500          | €7,500          |
| Other Costs / contingency                 | €12,000         | €12,000         | €12,000         | €12,000         | €12,000         |
| Bad Debt Provision                        | €75,000         | €75,000         | €75,000         | €75,000         | €75,000         |
| Collection Costs                          | €11,998         | €11,998         | €11,998         | €11,998         | €11,998         |
| <b>Expenditure Total</b>                  | <b>€434,498</b> | <b>€439,498</b> | <b>€444,498</b> | <b>€444,498</b> | <b>€444,498</b> |
| Sinking Fund                              | €5,426          | €10,852         | €13,778         | €19,204         | €24,630         |
| <b>TOTAL</b>                              | <b>€439,924</b> | <b>€450,350</b> | <b>€458,276</b> | <b>€463,702</b> | <b>€469,128</b> |

# PROPOSED PROJECTS FOR THE TERM 2025 – 2029

The Love Drogheda BID team will seek to continue to build on the foundations laid in the first term across the whole project spectrum from events, tourism, retail environment and Marketing and promotion of Drogheda. At all times we strive to ensure that we provide additionality as opposed to duplication of any services as per the BID Act 2006.

Where we work with strategic partners on events such as Lú Festival of Light we will seek to provide additionality above what would be expected and take a lead on certain areas such as on street entertainment, engagement with business community to create additional dwell factors for visitors,

onsite engagement with event suppliers, visitor surveys, economic impact analysis, promotional videos, liaison with onsite management to widen the appeal and add to the success of the festival.

Festivals and events are a key part of developing and creating positive impressions of our town and as such we will continue to be supportive of festival groups that are creating and delivering festivals that attract footfall through sponsorship, funding, administrative and operational support. Outlined below are some of but not limited to the scope of projects we intend to deliver in our second term.

## FESTIVALS & EVENTS TO INCLUDE:

- Christmas Light Switch on
- St Patricks Day Parade
- Drogheda Comedy Festival
- Boyne Valley Trails Walking Festival
- Mid Summers Eve River front Festival
- Lú Festival of Light
- Support for a local events and musical events

## TOWN CENTRE & BID AREA RETAIL:

- Love Drogheda Gift Card
- Continuous multi-platform promotion of retail offering
- Shop local campaigns.
- Small urban improvements on our streetscapes through partnership with Tidy Towns and Drogheda TÚS teams
- Town Lighting and Illumination
- Purple Flag Safe Evening and Night Time Economy

## MARKETING & PROMOTION:

- Continuous social media promotion across multiple channels and platforms
- Digital town hub website
- Positive promotional video development focused on place, heritage, culture and evening and night time economy

- Traditional print, radio, billboard and roadside campaigns
- Customer Surveys
- Business Surveys

## OPERATIONS & INFRASTRUCTURE:

- Christmas Lighting installation, capital investment and storage
- Illumination strategy for the town and its heritage buildings
- Graffiti removal
- Flower grant programme
- Facades project to be investigated
- Engagement and co-operative working with Tidy Towns & TÚS
- Enhanced street cleansing, gum removal and sanitation in required areas

## BUSINESS SUPPORT SERVICES & REPRESENTATION:

- Business liaison
- Submissions to National, Regional and Local Development Plans
- Engagement with public sector bodies including An Garda, Louth County Council, Irish Water, ESB, NTA
- Representing business community on Tourism Forum as Fáilte Ireland Cluster Lead.









**LOVE**  
**DR**  **GHEDA**

Working together for Drogheda's future

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