

Tartan Week in the USA 2007/08

The City of Edinburgh Council

20 September 2007

1. Purpose of report

- 1.1 To inform the Council of the engagements and activities carried out by all members of the Council party during Tartan Week 2007, to provide an analysis of the activity and to inform Committee of the Scottish Government's approach to Tartan Week activity in 2008.

2 Main report

- 2.1 On 21 December 2007 Council approved the attendance of the Lord Provost and her Consort at the 2007 Tartan Week in the USA celebrations. A post event report was requested.

3 2007 Summary of Council participation

- 3.1 The city exhibited in the 2007 Scotland Village Exhibition in Grand Central Terminal New York for ten days. The City of Edinburgh Council shared the stand with Glasgow City Marketing Bureau. As part of the Glasgow Edinburgh Collaboration programme both cities promoted year round destinations for Festivals and Events. The stand was co-ordinated by the Council and funded and staffed by Visit Scotland, Edinburgh Festival Fringe, Glasgow City Marketing Bureau and City of Edinburgh Council.
- 3.2 The City of Edinburgh Council produced 10,000 brochures for the stand incorporating details of each of the festivals and the City Region Brand. Three DVDs highlighting festivals, events and the City Region were played on a continuous loop throughout the event. This material was cut with footage of Glasgow's festivals and events.
- 3.3 Nine hundred and nine people entered an internet competition to win a trip to Glasgow during August or Edinburgh during the Winter Festivals. The competition was operational throughout the exhibition.

- 3.4 Edinburgh's Hogmanay beanie hats were the most popular promotional gifts at the exhibition (and at the Scotland Run) and made the most prominent visual statement.
- 3.5 The Scottish Executive awarded a grant of £70K jointly to the Edinburgh Festival Fringe and the Council to organise a high profile promotional showcase event, presentation, and reception and networking event.
- 3.6 The showcase event held in the Public Theatre, highlighted some of the best Fringe acts from the US and Scotland. A targeted audience was invited to the workshops and showcase. Of the 45 companies who attended the event 35 participated in the 2007 Festival Fringe programme, resulting in approximately 474 additional performers and crew from New York.
- 3.7 Edinburgh's Festivals preview screening event was created by the City of Edinburgh Council with Festivals Edinburgh and Visit Scotland to establish a business to business event targeting the US travel trade and travel press with key City Region Brand messages and Edinburgh tourist product. Good contacts and business relations were established with the targeted audience. Trade and Travel contacts would have been extremely difficult to attract if they were not in town for Tartan Week. As a direct result of the event Dooley Vacations of New York based specific promotion around the festival package and sold 25 pairs (50 individual) holidays to Edinburgh.
- 3.8 The Lord Provost hosted the event, introducing Faith Liddell, Director Festivals Edinburgh. This provided an excellent platform to outline her unifying role with the festivals, and to raise awareness of her unique position and invite engagement with the travel trade.
- 3.9 Directors of the Edinburgh International Festival, Edinburgh Festival Fringe and the Edinburgh Tattoo also attended this event, their first joint appearance outside the UK, demonstrating the importance they gave to being in attendance to network and develop business contacts.
- 3.10 A joint festivals DVD showcasing all Edinburgh's major festivals and events was produced specifically for this event. Its screening gave the audience a real feel for the diversity, energy and creativity in Edinburgh. This was so well received that both the Public Theatre, and Peter Tear, Executive Producer of 59 East 59th Street Theatre requested copies of the DVD to screen throughout the year, between shows at their venues. US formatted copies have subsequently been sent to them.
- 3.11 A summary of activities undertaken by Council representatives is attached in Appendix 1


4 Tartan Week 2008

- 4.1 The Scottish Government's approach to Tartan Week activity on 2008 is currently under review. They have indicated that it is very unlikely that they will financially support other organisations such as Councils, as they have done in the past, to carry out such a broad range of activity in New York during Tartan Week. They have indicated that they are considering spreading their activity over a number of cities in North America, focusing on a business agenda and ministerial meetings. It is very unlikely that they will give specific financial

support to Council activity and events promoting an Edinburgh specific agenda. It is therefore not anticipated that the City of Edinburgh Council will require to be in attendance at Tartan Week New York 2008.

5 Recommendations

5.1 It is recommended that the Council note the content of this report


Jim Inch
Director of Corporate Services
12/09/07

Appendices	Appendix 1 – Lord Provost’s delegation activities 2007 Appendix 2 – Tartan Week by numbers
Contact/tel	Jane Bremner tel: 0131 529 7622
Wards affected	All
Background Papers	

Lord Provost's Delegation Activities
New York 2007

Appendix 1

DATE	Event	Description
Friday 30 March	Continental Airlines Flight	Depart Edinburgh
Friday 30 March	Meeting with Richard Cairns Edin/Glas Collaboration project to plan activities	Scottish Village, Grand Central Terminal, NYC
Friday 30 March	Scotland Village – Press Preview Event Vanderbilt Hall, Grand Central Station	Opportunity to make press contacts (arts/travel/news) and interest them in covering the Edinburgh Festivals event and product
Saturday 31 March	Scotland Village – Opening Ceremony Vanderbilt Hall, Grand Central Station	Opportunity to network with US invited organisations and New York public and talk up interest in Edinburgh as a destination
Saturday 31 March	Festival Directors Photocall with pop up banners, arranged by CEC Vanderbilt Hall, Grand Central Terminal	Media photocall - pictures wired out internationally
Saturday 31 March	Public Theatre meeting with venue manager	Meeting to discuss requirements for our event and future liaison with Festivals in Edinburgh
Saturday 31 March	Scottish Exec funded partners co-ordinating meeting	To ensure key messages, speeches, press and other activity compliments each others product and event
Sunday 1 April	4 th Annual Scotland Run (10k) Central Park	Opportunity to congratulate winners and photo opportunity
Sunday 1 April	Festivals Edinburgh Showcase Event NY Public Theatre 425 Lafayette Street	Main CEC funded business to business event to promote Edinburgh to Travel trade buyers and writers.
Sunday 1 April	Festival Fringe Showcase event NY Public Theatre	Festivals Edinburgh / Fringe joint event to showcase to NYC producers, directors, talent scouts and performers

Monday 2 April	Lord Provost meeting with Director Edinburgh Military Tattoo	Opportunity to discuss future international promotional activity for the Edinburgh Military Tattoo
Monday 2 April	Feasibility Study Meeting with Scottish Executive staff and Scottish First Sec to the USA	Opportunity to discuss Edinburgh's involvement in Tartan Week and promote ideas for future events
Monday 2 April	Lord Provost meeting with Festival Directors	Opportunity to get feedback from Festival Directors on future participation in Tartan Week and joint promotion elsewhere
Monday 2 April	Dressed to Kilt Reception and Fashion Show	Opportunity to network with potential US Festival supporters
Tuesday 3 April	Friends of Scotland Alba House official opening 118 East 64 th Street	Opportunity to meet with Friends of Scotland representatives and assess facilities at Alba House
Tuesday 3 April	Launch Reception 'Journeys from Scotland to America' New York Historical Society, 170 Central Park West at 77 th Street Launch of Spirit John Paul Jones Exhibition	The Scottish Museums Council and Scottish Screen joint event and opportunity to network with New York Historical Society
Wednesday 4 April	British Memorial Garden - Concert	Event to mark the development of the garden to commemorate UK victims of 9/11 (Special Scottish section of garden)
Wednesday 4 April	Lord Provost hosted dinner for US contacts and Scottish Parliament Presiding Officer	Opportunity to discuss future Scottish business interaction with North America and increase interest in supporting Edinburgh's Festivals
Thursday 5 April	Formal Launch Silver of the Stars exhibition Forbes Gallery	
Thursday 5 April	Tartan Bites 2007 – Scottish Poetry event	Opportunity to promote the Edinburgh International Book Festival

Friday 6 April	Tour Scotland Village exhibition and talk to NYC public Meeting with Peter Lederer, Chair Visit Scotland	Opportunity to promote Edinburgh as destination to public
Saturday 7 April	The Island Tapes performance Ellis Island	Opportunity to introduce the event and promote Edinburgh as a cultural destination
Sunday 8 April	2 nd Presbyterian Church Easter Service	Lord Provost Reading
Sunday 8 April	Scotland Village Vanderbilt Hall, Grand Central Station	Pack up exhibition and thank partner organisations and staff
Monday 9 April	Edinburgh Party return	