

Tartan Week in the USA 2007

The City of Edinburgh Council

21 December 2006

Purpose of report

- 1 To seek approval for a Council delegation, led by the Lord Provost, to visit Tartan Week in New York, USA in April 2007.

Main report

- 2 Tartan Day was established in the USA in 1998, with a Senate resolution, sponsored by the then Republican Senator, Trent Lott. The date of 6 April was chosen because it is the anniversary of the signing of the declaration of Arbroath, thought by many to have influenced the American Declaration of Independence.
- 3 Since 1998, Tartan Day has developed across the USA, with hundreds of celebrations of varying sizes taking place. By far the largest and most publicly recognised celebrations are those held on the east coast, notably in New York city. The City of Edinburgh Council has participated in Tartan Day events in New York on an annual basis since 2000 and has encouraged and helped shape their development to maximise the promotional opportunities for the city. The Lord Provost's delegation programme for Tartan Week 2006 is attached as Appendix 1 and a full report on this will be provided in January 2007.
- 4 The Scottish Executive has once more agreed that the 2007 Tartan Week is an important opportunity to promote Scotland and has decided to use this to focus on a cultural, academic and networking programme of activities.
- 5 A programme of events for 2007 is being developed at present by a number of agencies, led by the Scottish Executive, but a key element of which will be a strong focus on Festivals. Details of the proposed programme will be provided in a further report to Council in January 2007.
6. Visitscotland will be staging a 'Scotland Village' exhibition in Grand Central Station in the New York during the first week in April 2007. 500,000 people per day will pass the exhibition. Visit Scotland commissioned market research showed that 250,000 US citizens directly visited the exhibition and made enquiries about Scotland over the 10 day period in 2006. To date, this is the most successful and popular exhibition ever held in Grand Central Terminal. A similar audience is anticipated in 2007.
- 7 It is expected that the diverse nature of the programme for 2007 will allow the Council to raise Edinburgh's profile to a variety of US audiences.
- 8 Consideration should be given to the Lord Provost and her Consort attending the New York Tartan week activities in April 2007. Opposition leaders have indicated

that there is unlikely to be cross party involvement in 2007 due to the proximity of the May elections.

Financial Implications

- 9 Last year's Tartan Week travel and accommodation cost the Council approximately £10,000. If arrangements for travel are completed as soon as possible, it is hoped that the Council's costs would be less than previous years due to the smaller size of the delegation.

Recommendations

- 10 The Council is recommended to:
- (i) approve the attendance of the Lord Provost and her Consort at the 2007 Tartan Week in the USA celebrations;
 - (ii) approve expenditure on travelling and accommodation and marketing/promotional activity;
 - (iii) remit to me to arrange for the attendance of appropriate officers;
 - (iv) note that such costs will be contained within existing budgets; and
 - (v) note that a further full report on the 2006 Tartan Week programme will be provided in January 2007 along with details of the proposed programme for the 2007 event.


Tom Aitchison
Chief Executive
13/12/06.

Appendices	Appendix 1 – Lord Provost's 2006 programme
Contact/tel	Isabell Reid, Head of Corporate Communications, email Isabell.reid@edinburgh.gov.uk ; 0131 529 4020
Wards affected	All
Background Papers	

Lord Provost's Delegation Tartan Week Programme 2006

Thursday 6 April

20:10 Arrive New York (JFK)

Friday 7 April

10:30 Cllr Dawe, Cllr Whyte meet with NY City Council with Commissioner Anderson and the Archivist Leonora Gidlund.

12:00 Cllr Whyte, Cllr Dawe meet with Det. Jones, NYPD for a presentation on CompStat.

11:00 Meeting for Martin Hinds with Susan Kent, Head of New York Libraries

All Day Optional visit to all day events
The Scottish Salon - 18th Century Paintings
New Editions Scotland - contemporary printmaking
Scotland Village - Grand Central Station

15:00 Lord Provost's meeting with Dr Vartan Gregorian, President of the Carnegie Trust with Sir Tom Farmer.

17:00 Lord Provost and delegation visit Scotland Village at Grand Central Station
Photocall and accept cheque for One City Trust fundraising through DVD Sales
Meet with young people from Sighthill Library
View Edinburgh Exhibition and talk to New York public

20:00 'Treasures of the John Murray Archive' at New York Public Library.
Talk by Cate Newton, NLS Director of Collection Development.

21:00 Pre-Parade Ceilidh - Abigail Adams Auditorium

Saturday 8 April

10:00 Kirkin O' the Tartan, Central Presbyterian Church, Lord Provost gives reading

11.00 Central Presbyterian Church Brunch

13:00 Dignitaries briefing prior to the parade

14:00 8th Annual NYC Tartan Day Parade

16:30 Post Parade reception at Stout NYC.

- 17:30 The Lord Provost will present special anniversary quaichs at post parade reception to:
American Scottish Foundation (250th) - President Alan Bain
New York Caledonian Club (150th) - Chieftain Andrew Macmillan
St Andrews Society of New York (250th) - President Duncan Bruce
- 19:00 Attend performance of 'Geordie' – Scottish Youth Theatre with Edinburgh Library Youth Group
- 21:00 Dinner with Sighthill Library Youth Group and staff

Sunday 9 April

- 10:15 Second Presbyterian Church Service. The Lord Provost will give a reading and present an anniversary quaich on the occasion of their 250th anniversary
- 12.30 Followed by lunch with Church school head teacher and shown round school

Monday 10 April

- 18:00 Charles Rennie Macintosh lecture
- 19:15 Charles Rennie Macintosh Reception
- 20:00 Dinner with Lord Provost of Glasgow

Tuesday 11 April

- 06:00 Leave Hotel for JFK Airport