

Executive Summary – 2010 Dublin Irish Festival

“If you’d like to explore your Irish roots this summer but can’t make the trip to Dublin, the Emerald Isle’s capital, chances are there’s an Irish festival near you including the one in Dublin, Ohio, that’s one of the country’s biggest Irish-themed events.”

Associated Press

Dates : Friday, August 6
Saturday, August 7
Sunday, August 8

Hours: Friday: 4 p.m. to Midnight
Saturday: 11 a.m. to Midnight
Sunday: 11 a.m. to 9 p.m.

Location: The Dublin Irish Festival is set on 27 rolling acres, in Coffman Park, just minutes away from the Jack Nicklaus championship golf course, Muirfield Village Golf Club and the Columbus Zoo & Aquarium.

Attractions: Seven stages of entertainment featuring Irish music and dance - offering more than 130 performances throughout the weekend. Visit the cultural areas, Irish Marketplace with traditional Irish wares, an Emerald Arts Isle featuring hand-made Irish arts, food vendors (many with Irish fare), a Wee Folk Area for children and a Celtic Sports Field.

Achievements: In 2009, the Dublin Irish Festival received ten International Festival and Events Association Haas & Wilkerson Pinnacle Awards for the Dublin Irish Festival. The IFEA/Haas & Wilkerson Pinnacle Awards competition recognizes outstanding festival and events promotions and media initiatives. Entries are judged on criteria including creativity, clarity of message, design, overall appeal and measurable results.

The Dublin Irish Festival is the second largest Irish Festival in the country. The Festival was chosen by the American Bus Association as one of the TOP 100 Events in North America from more than 60,000 events in the United States.

Exposure:

- In 2009, the Festival received more than 48 million media impressions
- Festival dates ran in the Chicago Tribune, The Cleveland Plain Dealer and on Mensjournal.com

Our Guests:

- More than 102,000 guests visited the Festival in 2009
- 45 percent of our guests are between the ages of 30 – 50 years of age
- 67 percent of guests surveyed have college or post-graduate degrees
- 52 percent reported an annual income of more than \$60,000

Financials: The Dublin Irish Festival is funded by revenue generated by the event as well as the City of Dublin’s Hotel/Motel Tax Fund as reviewed and approved by Dublin City Council. Revenue dollars return to Hotel/Motel Tax Fund and help support community organizations and events.

