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Paul Hayes | Director/ CEO

Extensive leadership experience | Expertise in programming, fundraising, staffing, and strategic management | Track record managing large-scale cultural projects, including over 60 theatrical productions.

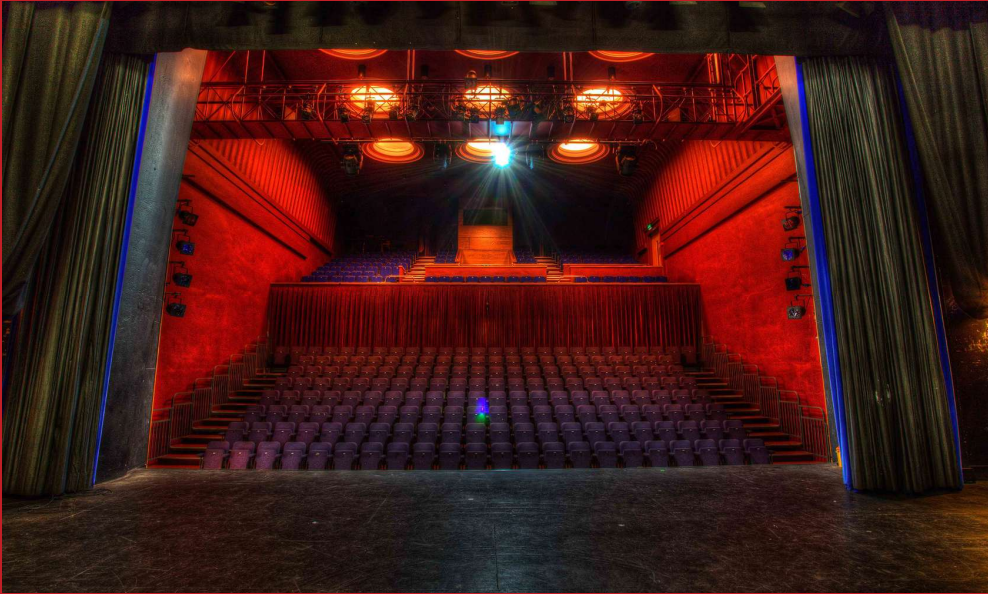


Mary Claire Cowley | General Manager

Over 25 years experience in arts industry, primarily in film production | Everything from Creative Producing Films to Audience Development | Currently balancing my role at An Táin Arts Centre with my practice as a socially engaged filmmaker.

## THE ARTS CENTRE LED BY ARTISTS

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But most importantly we provide access to the Arts for all



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## HOW IT STARTED - 2014

2 Staff  
 21 Events  
 3,500 Annual audience  
 0 Artists Supported



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## HOW IT'S GOING - 2025

16 Staff  
 85 Volunteers  
 201 Events  
 35,000 Annual audience  
 100+ Artists Supported

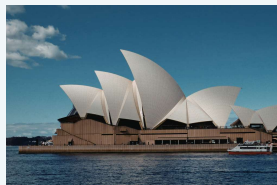
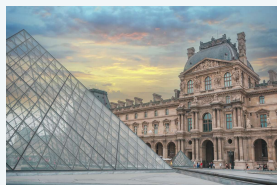


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# WHAT IS CULTURAL TOURISM



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## THE JOURNEY

Travelling to connect with people, history and identity

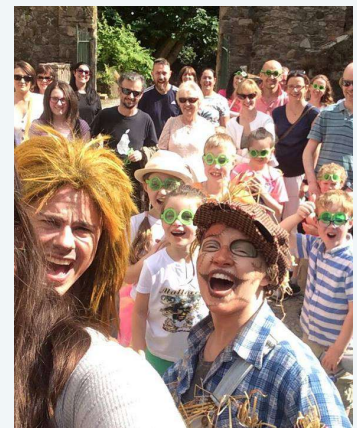
Experiencing a culture through its art can create a strong emotional connection.

Emotional connection can be a motivating factor in taking a trip.

Supporting local professional artists to make work and present it locally enhances the cultural tourism offering.

A robust cultural tourism offering enhances a visitors experience.

A positive fulfilling experience increases the chances of a return trip, better reviews, referrals etc.



*The Deadly Wizard of Oz - Quintessence Theatre at Anaverna House*

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# PREVIOUS PROJECTS



*Warrior of the Táin*  
Quintessence Theatre



*Louth Culture Quest*  
Artist: Grainne Murphy



*Threading the Táin Tapestry*  
In association with  
Creative Spark



*Beyond the Border*  
M.A.D Youth Theatre



*Walk With Legends*  
In Association with EPSO  
Murals and Dundalk  
BIDS

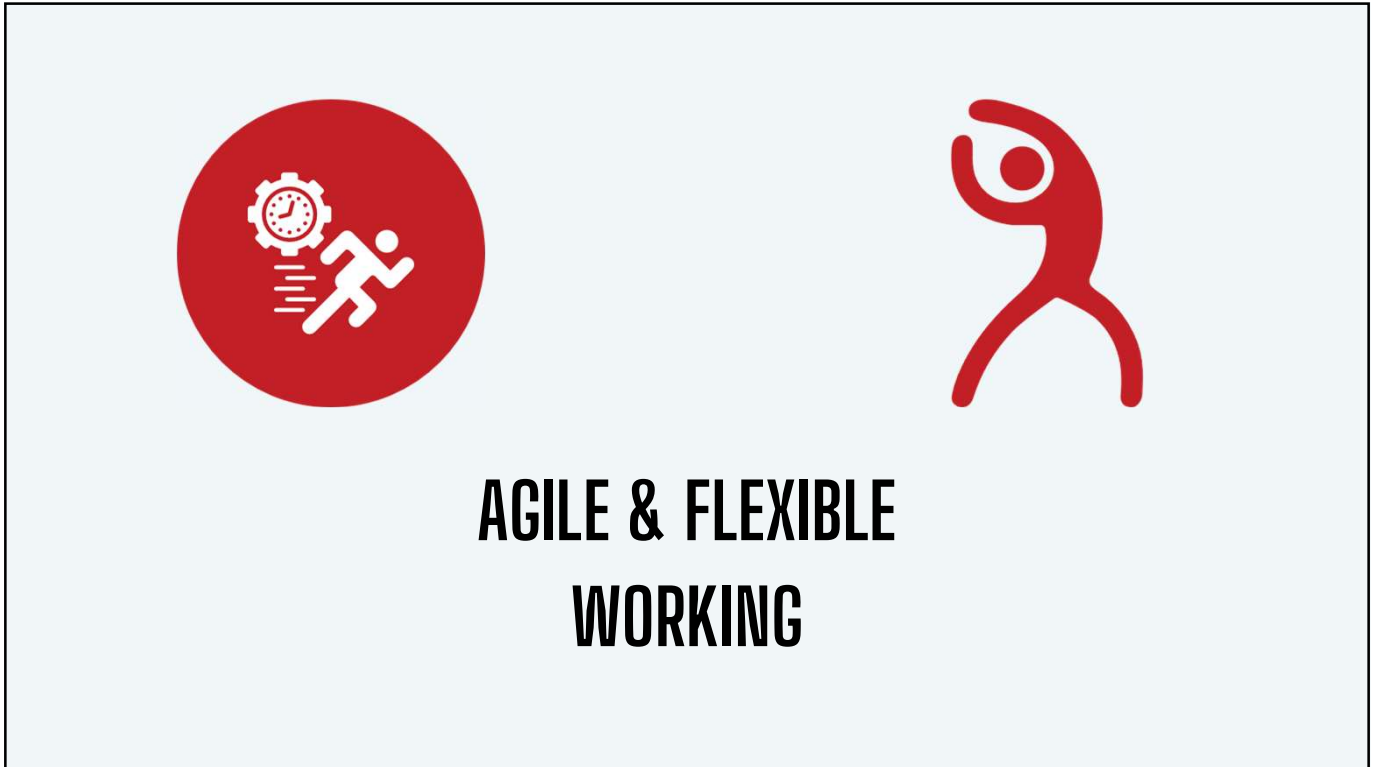
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# PARTNERSHIP #1

# YOUR TEAM



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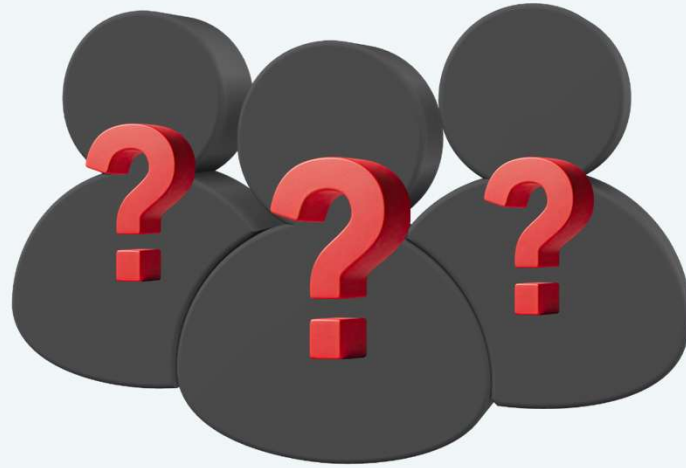
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# PARTNERSHIP #2

# YOUR AUDIENCE



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# MEET PATRICIA



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# MEET PATRICIA

Loves emotive literature  
by female authors 📖



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# MEET PATRICIA

Loves emotive literature  
by female authors 📖

Adores music from  
classical to contemporary 🎵



21

# MEET PATRICIA

Loves emotive literature  
by female authors 📖

Adores music from  
classical to contemporary 🎵



Grandchildren who live  
in New Zealand 🇳🇿

22

## MEET PATRICIA

Loves emotive literature  
by female authors 📖

Grandchildren who live  
in New Zealand 🇳🇿

Adores music from  
classical to contemporary 🎵

Her Husband is tall 🧑



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## ACCEPTED FACTS

The cost of acquiring a new customer is more than the cost of retaining an existing one.

Repeat customers generally spend more, stay longer, upgrade experiences and bring friends.

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## MEET PATRICIA

Loves emotive literature  
by female authors 📖

Grandchildren who live  
in New Zealand 🇳🇿

Adores music from  
classical to contemporary 🎵

Her Husband is tall 🧑



## HAS LOTS OF FRIENDS

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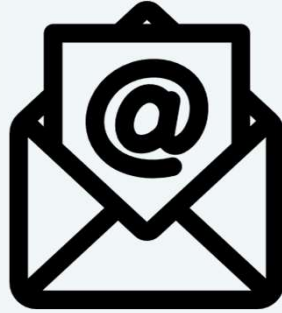
## WHO IS YOUR PATRICIA?

Is your communication making  
them feel valued?



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## LEVERAGE YOUR EMAIL MARKETING



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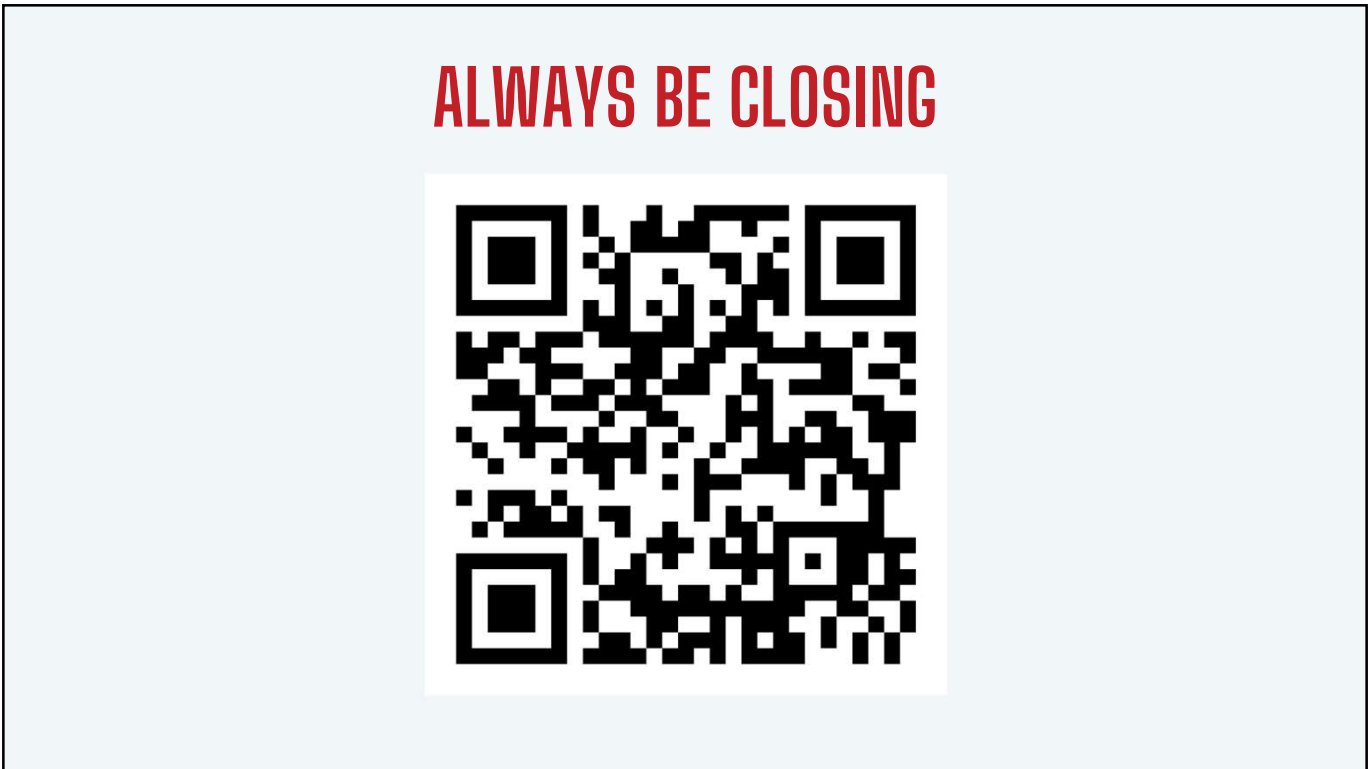
## SEGMENT YOUR EMAIL DATABASE



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**Keep your side of the Deal**

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**Just ask!**



**PERFORMING  
ARTS FORUM**

**Audience Insights Report**

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# BUILDING LOYALTY THROUGH CLUBS & MEMBERSHIPS



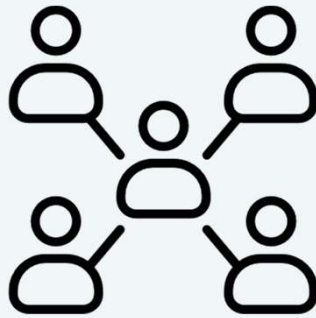
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# PARTNERSHIP #3

COLLABORATING WITH THE WIDER COMMUNITY

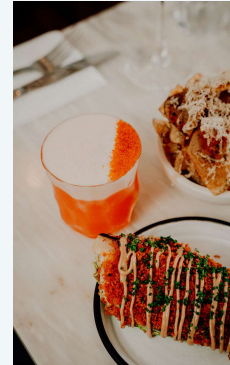


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# Square



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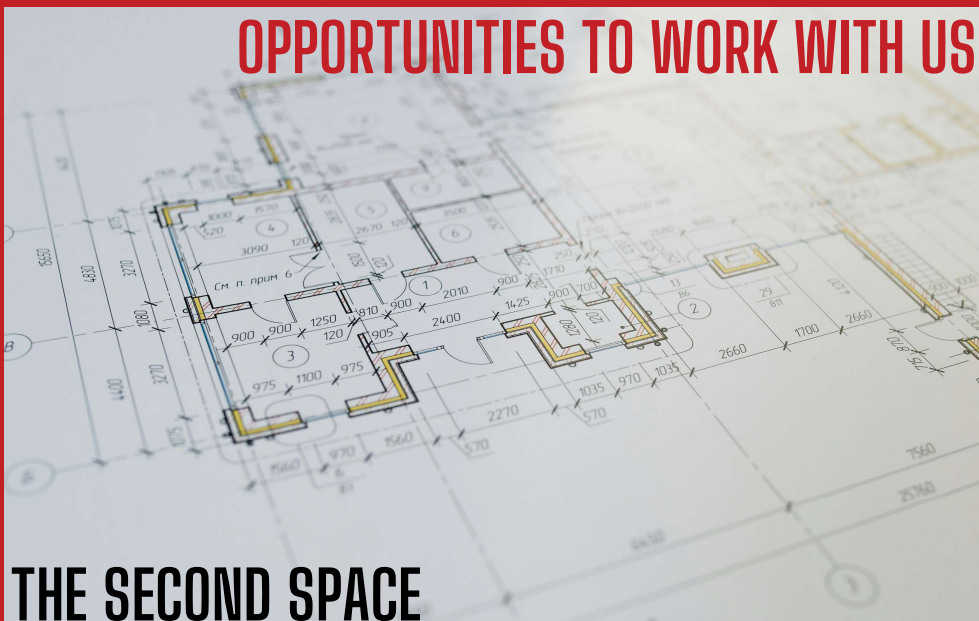
# OPPORTUNITIES TO BE A PART OF AN ENHANCED CULTURAL TOURISM OFFERING IN LOUTH



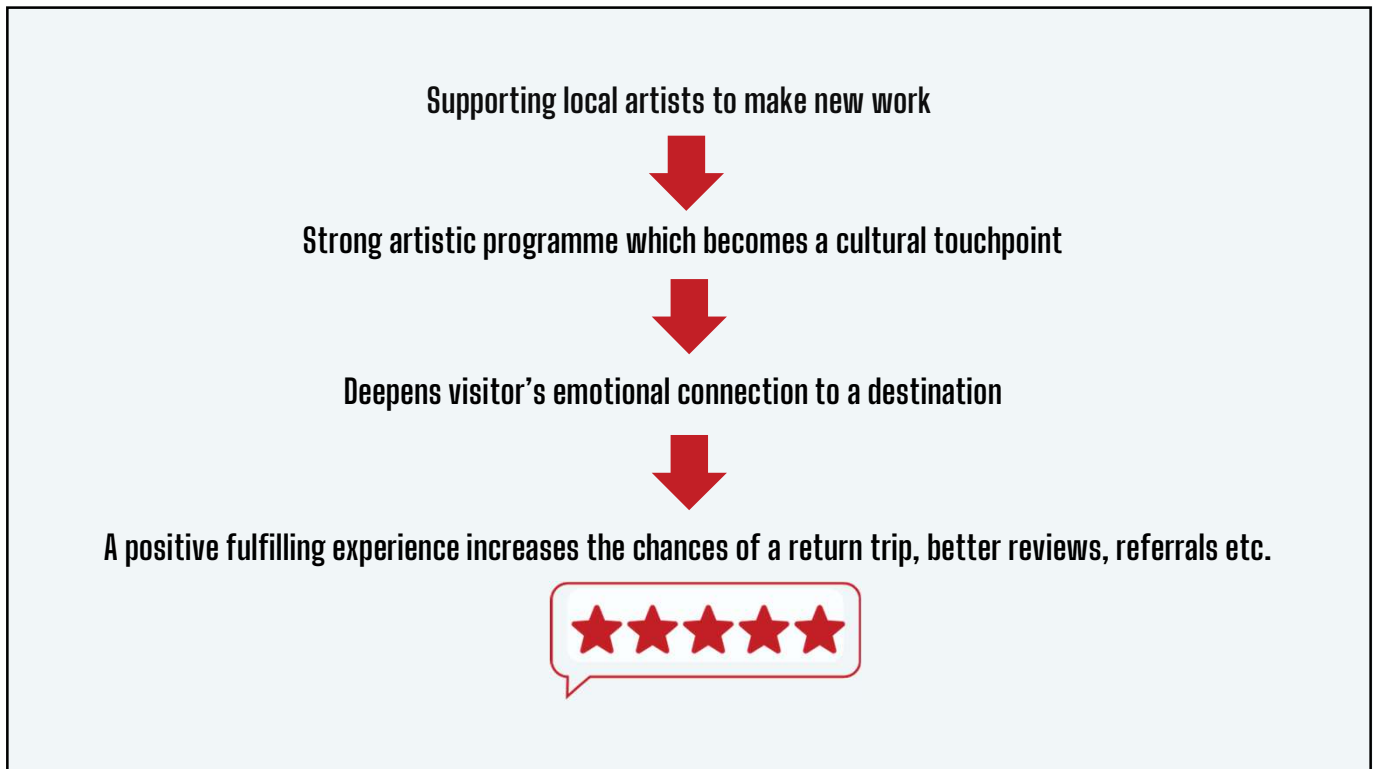
Seeking strategic financial partners  
for up-coming projects

Chronicles - C.S Lewis and County Louth

## OPPORTUNITIES TO WORK WITH US



### THE SECOND SPACE



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CONNECT YOUR BUSINESS TO THE HEART  
OF ARTS AND CULTURE IN DUNDALK

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