

# TRALEE 2040

CTCHC's - Getting Into Our Stride!



This Is  
Tralee

Modern  
Vibrant  
Business  
Town



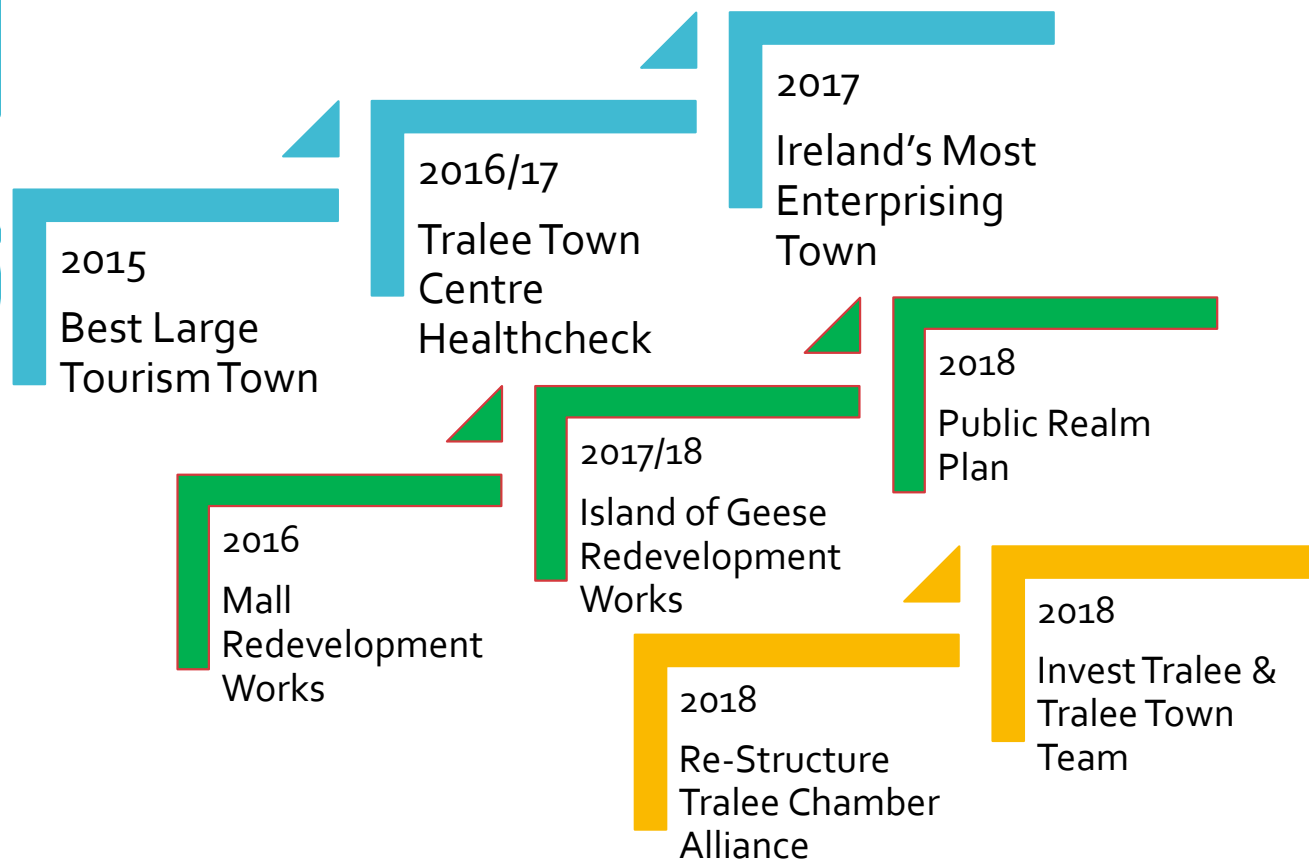


And:  
Culture  
Festivals  
Scenery



# Time-Line

*Town =  
Work In  
Progress*





What  
We are  
Doing  
Right  
Now!

- Joined the Atlantic Economic Corridor (AEC) to enhance collaboration along Atlantic Corridor & improve counterbalance of investment.
- Restructuring of Tralee Chamber Alliance to include Economic Development, Town Development, Tourism and Green Initiatives.
- Developing Stronger Relationship with other Kerry Chambers to enhance county-wide Collaboration.
- Engaging with Local Authority on Public Realm Plan, Local Area Development Plan, Shopfront Design Policy and Parking/Transport Strategy development.
- Development of an InvestIn Tralee Forum to drive FDI and Business Creation in Tralee.
- Develop Business Training for small local Businesses, including Digital Marketing & Customer Service.
- Brand Development & Enhancing identity / awareness of Tralee.

Our New  
Brand  
- Launch  
July 2018



**Tralee**  
KERRY'S CAPITAL



## What Needs to Be Done!

Specifically for towns that do not have their own Municipal Local Authority, in order to build on the Framework for Town Centre Renewal document the following must be implemented:

- **Increased Collaboration between all Stakeholders (Local Authority, Chamber of Commerce, Elected Representatives, HEI, Gardai)**
  - Mutually Agreed & Accountable Action Points
  - Cohesive Effort with Open Dialogue
- **Established Framework and Policy under the Dept. of Housing, Planning & Local Government**
  - Clear Oversight which is Accountable with Macro & Micro Indicators
  - Clear Pathway and Timeframe for implementation
- **Structured Investment**
  - Supporting Training, Events & Marketing
  - Ring-fenced Physical infrastructure & town improvement works
  - To support both Public and Private staffing to support Town Team structures