

# Maximising the City's Potential

## People, Prosperity & the City

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**Dublin City Council**  
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# What sectors contribute towards the economic success of a City?

- COMMERCIAL SECTOR, SERVICES SECTOR & FINANCIAL SECTORS
- RETAILING
- COMMUNITY
- CULTURE/SPORT/ENTERTAINMENT
- TOURISM
- EDUCATION
- CIVIC GOVERNANCE
- INFRASTRUCTURE



# Why do Companies decide to locate in Dublin City?

- Company Tax Rates
- University Town
- Quality of Life
- Proximity to Airport and Port
- English Speaking
- Educated Workforce



# Why would a Company relocate from Dublin City or not locate here?

- High Wages
- Unavailability of Suitable Sites
- Traffic
- Cost of Living
- Price of Housing



- The Knowledge Economy

- The Creative City



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136,000 people work in  
the area between the  
canals but only 15,500  
of them live there



# How should we market Dublin?

- Creative City
- Cultural City
- Modern High Tech City
- Tourist City
- Fun City



# Workshop Issues

- How will increased density benefit the City Economy?
- How might increased density damage the City Economy?
- How do we want to market Dublin City?

