

TASCQ

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Lisa Fitzsimons, Communications Manager

TASCQ [Traders in the Area Supporting the Cultural Quarter]

Temple Bar, now celebrating the 15 th anniversary of its regeneration can look back proudly over the last 15 years as the area has been transformed from a potential Bus Depot into the hustling cultural melting pot that it is today; home to scores of businesses, residents and cultural centres Temple Bar is also one of Ireland's foremost tourist attractions with every conceivable service available to its legions of visitors and all conveniently laid out among a myriad of cobbled streets. The business face of Temple Bar is reflected through TASCQ, the local traders organisation who work with all local Temple Bar stakeholders as well as the Gardaí and Dublin City Council

TASCQ (Traders in the Area Supporting the Cultural Quarter Limited) is an independent non profit company, which aims to enhance the local environment and promote Temple Bar both at home and abroad. With over eighty members, TASCQ is the single largest traders group in Temple Bar and is the only organisation of its kind in Dublin City. Membership includes restaurateurs, hoteliers, publicans, retailers, cultural centres, charities, resident associations and service providers each of whom contribute into the TASCQ area fund. TASCQ provides a range of services back to its members and the district including area marketing, additional street cleansing and business networking opportunities.

When TASCQ Ltd was established back in November 2003, the company created a new portal website for Temple Bar – www.visit-templebar.com. This site is the official visitor information and business directory for the area and provides a one-stop-shop for those seeking information about current events, along with recommendations on where to eat, sleep, shop and socialise.

An average of 60,000 people visit Temple Bar every day and many of these visitors are from abroad. The TASCQ website enables visitors to research their trip in advance and find places of interest before they land in Dublin. www.visit-templebar.com. currently attracts thousands of users each month from all four corners of the world, particularly North

America, Europe and Asia.

“Our website allows us to market Temple Bar and communicate with our customers via web based enquiry forms, making it an extremely important and cost effective marketing tool”, commented Lisa Fitzsimons, Communications Manager with TASCQ. Since our website is our shop front to the world, it is imperative that we receive a reliable service from our web hosting company. In over two and a half years, Novara has never let us down”.

The TASCQ website is also used to communicate exclusively with the eighty or so traders who are members of the organization. A TASCQ members' website, hosted on the www.visit-templebar.com, enables the TASCQ team to communicate efficiently and regularly with this key audience. The members' website not only posts important dates and events, but also carries an online version of the TASCQ newsletter, a directory of useful contacts, details of special offers to TASCQ members and a library of articles offering advice and tips related to marketing and running a small business.

TASCQ

were first introduced to Novara in November 2003 through one of the local companies who were already using the service. According to General Manager Martin Harte, we have always used novara as a one stop shop for all our hosting and registering and domain transfer requirements because their service is excellent, simple to use and most of all they are 100% reliable and accessible, the online management system really takes the hassle out of managing your domains.