



Mizen Tourism Co-operative Society Ltd.

Harbour Road , Goleen, West Cork

Tel: 028-35225 Fax: 02835422

info@mizenhead.ie

www.mizenhead.ie www.mizenhead.net

Regd no. 4724

PricewaterhouseCoopers
No 1 South Mall
Cork

November 2007

Dear Sirs,

**MIZEN TOURISM CO-OPERATIVE SOCIETY LIMITED
NATIONAL DEVELOPMENT PLAN 2000 - 2006 TOURISM DEVELOPMENT
SCHEME
LETTER OF OFFER DATED 31 MAY 2004 CLAIM NO 3**

This representation letter is provided in connection with your examination of the above mentioned grant submission.

We acknowledge our responsibility for the preparation of the grant applications. We confirm that all the accounting records relating to the above mentioned projects have been made available to you for the purposes of your examination and that all the transactions undertaken have been properly reflected and recorded in the accounting records. All information which we consider important and relevant to the applications and your examination of them has been brought to your attention.

Yours faithfully,

S O'Sullivan
Secretary

The Manager
 Grant Payments Section
 Failte Ireland
 Baggot Street Bridge
 Dublin 2
 Att: Gordon Gaffney

November 2007

DMG/bb/26117n

Dear Sir,

**MIZEN TOURISM CO-OPERATIVE SOCIETY LIMITED GRANT CONTRACT
 DATED 31 MAY 2004, CLAIM NO 3**

In accordance with the above contract number under which a National Development Plan 2000-2006 Tourism Development Scheme grant amounting to €211,428 was approved for Mizen Tourism Co-Operative Society Limited, we hereby apply for a grant instalment amounting to €27,398.

The following amounts have been paid to date, are exclusive of VAT and are in accordance with the books and records of the Society.

Current claim

Type of Cost	Total Expenditure €	Ineligible Expenditure €	Eligible Expenditure €	Grant Rate %	Grant Amount Claimable €	Remaining to be claimed €	Grant now Claimed €
Construction	12,419.95	-	12,419.95	36	4,471.18	-	-
Fittings - fixed or loose	72,224.00		72,224.00	36	26,000.64	25,814	25,814
Fees	<u>7,734.38</u>	-	<u>7,734.38</u>	36	<u>2,784.38</u>	<u>1,584</u>	<u>1,584</u>
	<u>92,378.33</u>	-	<u>92,378.33</u>		<u>90,855.04</u>	<u>27,398</u>	<u>27,398</u>

Cumulative claim to date

Letter of offer Eligible amount €	Total Expenditure Claimed to date €	Balance Available €
---	--	---------------------------

Construction	330,000.00	330,000.00	-
Fittings - fixed or loose	245,300.00	245,300.00	-
Fees	<u>12,000.00</u>	<u>12,000.00</u>	-
Total cost	<u>587,300.00</u>	<u>587,300.00</u>	-
Grant rate	<u>36%</u>	<u>36%</u>	<u>36%</u>
Grant amount	<u>211,428.00</u>	<u>211,428.00</u>	<u>211,428.00</u>

Amounts claimed in respect of software purchased from Transas totalling €10,617 represent part payment of a total invoice cost of €30,000 plus VAT of €6,300. The balance of the invoice will be paid in instalments and is due, under an agreement with Transas, to be fully paid by 30 June 2008.

Details of expenditure in respect of the present application are attached and supporting invoices, statements, etc, in respect of this application can be inspected at the Society's premises at Goleen, West Cork.

Yours faithfully

B O'Connell
Chairperson

S O'Sullivan
Secretary

Fáilte Ireland,
Baggot Street Bridge,
Dublin,2.

Re: Mizen Head Signal Station

Dear ,

Over the last fifteen years, since 1992, we have been developing the visitor centre at Mizen Head Fog Signal Station. We are just completing a development phase and are interested in planning and executing the next phase.

There have been three phases of development, each of which have taken 5 years from inception and application for funding to completion. For the last tranche, we made our application in February 2002 and got the go-ahead in July 2005. We have had funding from ERDF/Fáilte Ireland, West Cork LEADER Co-op, National Millennium Fund, Cork County Council, shareholders, a benefactor returning to his roots(€50,000 in 2006), Murphys Brewery (£15,000 in 1993), Ford Ireland Ltd. (£1000 in 1995). The total investment is in excess of €1.7m not including Cork County Council car park and funds invested from income.

The funding has enabled us to create a viable business giving employment in a rural disadvantaged area. Mizen Tourism Co-operative has used the investment to make PRSI jobs, to grow its own management, give some year round employment and give paid summer work experience to many young local people. The visitor numbers are very steady between 45 – 50000 p.a. who pay to cross the Bridge and approximately 20000 who visit but are unable to cross the bridge for a variety of reasons, including bad weather. The ROI has been exceptional for a business in such a remote area.

We have almost finished the drawdown of the ERDF/Fáilte Ireland funding. We are marketing the visitor attraction to schools, tour companies, We note that Fáilte Ireland is developing a series of iconic visitor centres and we want to be included in that list. We have always had an aggressive marketing strategy. Many people make the long detour from the N22 Cork – Killarney and vice versa on the strength of our advertising, reviews in guidebooks, online and word of mouth. We are anxious to grow to our full potential we own an office building which is to be upgraded as an information point and ticket office.

However, at the moment we feel that very often we are left out of marketing plans. We have a reasonable marketing budget for a facility our size. There is so much public money in Mizen Head Signal Station that it should be automatically

included in any editorial emanating from Fáilte Ireland about Cork or the Southwest. Unfortunately this does not happen automatically and we are often overlooked.

Marketing support
PR support
Iconic status