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# Milwaukee - Galway

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Sister City Annual  
& 5 Year Renewal

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# Road Map

- Brief overview of CelticMKE
- Quick overview of Galway, Ireland and our Sister City relationship
- CelticMKE's goals with our Sister City relationship
- Current activities of the organization as it relates to SCC

# CelticMKE, Home of Milwaukee Irish Fest

- Mission: is to promote and celebrate all aspects of Irish, Irish American and Celtic cultures, and to instill in current and future generations an appreciation of their heritage.
- 1532 N. Wauwatosa Ave., Wauwatosa, WI 53213
- Umbrella organization for:
  - Milwaukee Irish Fest
  - Milwaukee Irish Fest School of Music
  - Milwaukee Irish Fest Summer School
  - The Ward Irish Music Archives
  - Irish Fest Foundation
- Year-round Community Commitment
  - Culture: concerts, ceili dances
  - Youth Engagement
  - Community Partnerships



# Galway, Ireland as our Sister City

- Galway's population: 85,256
- Similarities:
  - Cities dedicated to culture
    - Milwaukee = City of Festivals
    - Galway = Croí Cultúrtha na hÉireann, or the Cultural Heart of Ireland
  - Cities on rivers next to major bodies of water
    - Milwaukee = Milwaukee River, Menomonee River, Kinnickinnic River & Lake Michigan
    - Galway: River Corrib & the Atlantic Ocean
- Relationship: officially recognized in 1997, but was initiated in 1993 by the Spirit of Galway group and has continued to grow and solidify over the years, with many Galway representatives visiting the City of Milwaukee. Each year Galway has been well represented at our annual festival by dignitaries, elected officials and entertainment



# CelticMKE's Goals with Our Sister City, Galway

- Increase tourism in both Milwaukee and Galway
- Exchange and promote culture of Milwaukee and Galway
- Employ our relationship to promote the culture of Ireland throughout North America
- Activate CelticMKE's mission through our Sister City relationship
- Activate our United Nations-based Sustainable Development Goals (SDGs) through our Sister City relationship

# Current activities of the organization

- Attendance at Irish Fest by Galway politicians and national level Irish politicians contributes to tourism and promotion of Irish culture in our city year-round
  - Goal: promote an authentic Ireland by bringing Irish and other international acts - requires funding from our government and the Irish government
  - How our Sister City helps: connection with our primary contact, Keith Finnegan, at Galway Bay FM, and every year he brings with him representatives and dignitaries from Galway and Ireland



# Current activities of the organization, cont'd

- GOAL: Use our connections and relationships to further our mission as well as develop the economy and tourism in Galway
- Example: the 2024 Association of Irish and Celtic Festivals (AICF) Conference
  - How our Sister City helped us: our relationships in Galway paved the way for a partnership to host this large event
  - How we helped our Sister City: this event brought international attention to Galway, including over 90 attendees from 20+ North American festivals, as well as with the attendance of Irish politicians and musicians



# Current activities of the organization, cont'd

- GOAL: Use our connections and relationships to further our mission as well as develop the economy and tourism in Galway
- Example: the 2024 Association of Irish and Celtic Festivals (AICF) Showcase
  - Local artists benefitted from being seen by festivals who may want to hire them across North America and booking agents in Ireland
  - Monroe's Tavern (where the showcase took place) benefitted from the exposure to Culture Ireland (government funding agency for culture) for potential future collaboration and the attendees who would promote in the future as a must-visit location in Galway



# Current activities of the organization, cont'd

- GOAL: Use our connections and relationships to further our mission as well as develop the economy and tourism in Galway
- Example: Macnas Parade
  - Emphasis on Irish culture: Halloween comes from the Irish (*Samhain*), and this parade was a stunning homage to the holiday
  - How our Sister City helped us: because of our SCC relationships, we met with the directors of the parade and opened the lines of communication for future collaboration



# Current activities of the organization, cont'd

- GOAL: Activate our United Nations-based Sustainable Development Goals (SDGs) through our Sister City relationship
- As a member of the United Nations, Ireland seeks to
  - Maintain international peace and security
  - Promote the peaceful settlement of disputes
  - Promote and protect human rights and fundamental freedoms
  - Promote economic and social development
  - Promote the Sustainable Development Goals (SDGs) and work to achieve the SDGs by 2030
    - “The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030. Click on any specific Goal below to learn more about each issue and take action.” [UN](#)

# Current activities of the organization, cont'd

- GOAL: Activate our United Nations-based Sustainable Development Goals (SDGs) through our Sister City relationship
- As a representative of Ireland in Milwaukee we also seek to embody these goals on a local level
  - Of the 17 SDGs, we are working with a Sustainability Facilitator to focus on five of the UN's goals including: #3 Good Health and Well-Being, #4 Quality Education, #10 Reduced Inequalities, #11 Sustainable Cities and Communities, #12 Responsible Consumption and Production
- In collaboration with our Sister City
  - What does our Sister City do in relation to these goals, and what can we learn from them?



## In closing

So much of what we do as an organization has roots in and is contingent upon our Sister City relationship. It is a gateway to share and promote Irish culture, which is at the heart of our mission.

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# Questions?

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# Let's Connect!

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