



## Certificate in BID Management

### **Gail McGibbon, Sligo BID**

Gail McGibbon is the CEO of Sligo Business Improvement District (BID) and has worked as a senior corporate account manager in the USA, Australia, and Ireland. Gail holds a BSc from UIW, San Antonio, Texas and an MSc from IT Sligo. Gail has a background in business development, revenue generation, strategic planning, events, destination building and town centre management. A former Chamber CEO and CEO of one Ireland's leading inbound tour operators, Gail has a distinguished reputation across communications, tourism, sales and marketing campaigns, event management, and is skilled at building lasting national and international networks.

Gail has worked with destinations in assessing and reconfiguring identified areas of growth and has successfully delivered large scale events with an economic impact valued at €100+ million.

As the first Town Centre Manager in the Republic of Ireland, Gail has worked with business development units in towns and cities in developing a cogent plan for a destination. To date, Gail has secured in excess of €2.5 million in funding for projects. Sligo BID won the award for Partnership from the Association of Town and City Management UK and Ireland in 2016 and in 2015, Sligo was successful in winning Purple Flag, the internationally accredited award for the Evening and Night-Time Economy. In 2017, Sligo won the first Coach Friendly Destination in Ireland (certified by the Coach Tourism Council of Ireland). Gail represents the ROI towns and cities on the Advisory Council and Board of the ATCM and is a Senior Assessor for the ENTE Purple Flag Award. Gail is the project lead for Sligo on the CTCHC, Heritage Council of Ireland programme, founder member of the Irish Town and City Development Association and a Fellow of the Institute of Place Management.

