

**PROGRAM OF CULTURE DEVELOPMENT FOR THE
CITY OF PILSEN for years 2009-2019**

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**with cooperation of Department of culture
public of Pilsen**

Program of Culture Development for the City of Pilsen
for years 2009-2019

the City of Pilsen

Program of Culture Development in the City of Pilsen for years 2009-2019 replaces

Cultural policy of the city of Pilsen

authorized by the Council of the city of Pilsen decision Nr.585/2001

PREAMBLE

the City of Pilsen
coming from

the Constitution of the Czech Republic, Charter of Fundamental Rights and Basic Freedoms
and Law of towns Nr. 128/2000 of Code

with the knowledge

that culture is a significant part of the city of Pilsen and its citizens,
bringing life enrichment to the city, increases its appeal, promotion and tourist industry
contributes to an internal stability of a human being and entire urban community,
contributes to self identification of a human being as a free individuality and also to
identification with the city and its history, to a development of its intellectual, emotional and
moral level and with that it observes life long educational function next to a domain of
education. A culture creates space for a contact with the outside world, through
communication and encounters, it helps to include handicapped citizens in society, to
understand and know other people, nations, communities and their history, and with that it is
an effective prevention against criminality, racism and xenophobia, furthermore, it is a
significant economic factor in many indicators about quality of future life in the city, it is an
integral part of a development of the city of Pilsen

whereas

for the purpose of this document the perception of culture is defined as all forms of creative,
educational and cognitive activity, organized and unorganized, setting an objective for
harmonic, mental, psychical, intellectual, social and physical development of a human being
leading to a preservation of his historical consciousness and identity. Leading to a
preservation and development of historical heritage in a spiritual and material sphere and to a
development of a creative potential of each individual as well as society in all domains of
human activities

finds

culture as a domain of public interest

VISION

Pilsen is open and communicative metropolis with a cultural and artistic scene of high quality, a gracious city taking care of its appearance, its heritage, its citizens and visitors. It is provoking, inspiring and enticing, a city pleasant for life, a city that you must see, a city where you will want to live.

Candidature for the title of European Capital of Culture 2015- tool to fulfill the vision

The creation of Program of Culture Development is closely entwined with the candidature of the city of Pilsen as the European capital of culture in 2015. The European capital of culture is an opportunity to crown the effort in a city transformation in European context with a compliance of a vision above, planned arrangements stated in this Program are necessary for a fulfillment of this vision even without a consideration of a running contest of candidate cities. Pilsen wins!

PROGRAM PRIORITIES

1. **PILSEN the European Capital of Culture 2015**
2. **PILSEN PROUD and self-sufficient**
3. **PILSEN LIVING with quality brand in a domain of culture and art**
4. **PILSEN CREATIVE, INSPIRING AND COMMUNICATING**
5. **PILSEN UNFORGETTING**
6. **PILSEN ATTRACTIVE**
7. **PILSEN EDUCATED AND PROSPEROUS**

1. PILSEN the European Capital of Culture 2015

1.1. Condition of a successful candidature

Objective: To ensure all necessary organizational, financial and institutional steps to acquire the title European Capital of Culture 2015 and a successful project realization to bring desirable effects in order to strengthen economic and social stability of the city.

Measures:

1.1.1. Application in contest and events within the framework of candidature

To send up for the title European Capital of Culture 2015 and to deliver the application in Czech and English version at the Ministry of Culture in the Czech Republic by 31.10.2009; to ensure its dignified presentation before a jury.

1.1.2. Controlling object Pilsen 2015

In case of a success in the competition and winning the title European Capital of Culture 2015, it is from the budgetary year 2011 conducted in a city budget a controlling object Pilsen 2015 as a budgetary tool serving to finance project implementation The European Capital of Culture 2015. The financial resources of the city will be subsequently transferred by city contract onto a purposely founded cultural organization Pilsen 2015, whereas this system can be adjusted depending on the means to provide financial transfers also from the other donors (EU, state budget, sponsors, partners).

Objectively verifying indicators:

- From the budgetary year 2011, there is a controlling object entitled, Pilsen 2015, conducted in the city budget.

Presumed costs: cca 20 mil. CZK/year

Sources of financing: a budget of the city Pilsen

1.1.3. Purposely founded cultural organization „Pilsen 2015“

The experience from other cities that have won the title The European Capital of Culture, and the condition of an existence of an individual organisational subject shows evidence of that the only possible way of winning the title The European Capital of Culture 2015 is to start a purposely independent cultural organization with objectively and time limited mandate of 2016 which will be responsible for the realisation of all associated projects. The basic presumption of a success is its team continuity, independency and explicitly defined management accountability, accompanied by corresponding institutional and financial background. The organization Pilsen 2015 will coordinate, organize and lead all activities

connected with the project: Pilsen The European Capital of Culture 2015, including program schedule, its realisation and evaluation. The activity of this organization has three basic areas which are the realisation of cultural events and programs, public relations and promotion of the entire project The European Capital of Culture 2015 and financing its own organizational operations. Its objective will partly be the support of cooperation among institutions from various resorts. Financial means budgeted on a controlling object Pilsen 2015 and simultaneously means acquired from other donors (see 1.1.2.) will be used to finance remarkable artistic events realized in Pilsen with the uttermost emphasis to attract foreign artists to Pilsen.

Objectively verifiable indicators:

- A cultural organization Pilsen 2015 with its own subjectivity and competency is founded by the city at the latest until the end of 2010. The city appoints the board of directors and the board of trustees.
- Its head manager and close management is appointed at the latest until the half of 2011.
- At the latest in the end of 2016 the organisation is terminated after the city council in Pilsen approves of its final report about the project realization.
- Acquiring financial means budgeted in a controlling object Pilsen 2015 and from other donors (see 1.1.2).
- From 2012 distributing means in the frame of open grant proceedings.
- From 2013 30% of projects are realized by the foreign subjects.
- Complex system which is user friendly to foreign artists and foreign productions exists to collect project proposals (conditions and forms are in English, possible communication in English).
- At least 200 hundred projects are realized until the end of 2015.
- At least 2 articles reflecting projects realized in Pilsen are published in worldwide journals until the end of 2016 (for instance, Financial Times, Herald Tribune, FAZ).

Presumed costs to finance cultural events, programs and PR activities: in the amount of acquired means budgeted by a controlling object Pilsen 2015 and from other donors (see 1.1.2.)

Presumed costs to finance own organizational operations: cca 18 mil.CZK in the entire period of its existence (approximately 3 mil. CZK per year).

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, state budget, EU, partners and sponsors.

1.1.4. Budget program „Pilsen 2015“

In the case of winning the title The European Capital of Culture it is necessary to increase the amount of capital distributed in the frame of open grant proceeding in the city of Pilsen with the conditions for organizations founded and established by the city and independent production do not differ in principle.

Objectively verifiable indicators:

- Independent grant program is in existence to finance projects related with The European Capital of Culture 2015 (finding and financing projects which are in compliance with theme pillars of the project The European Capital of Culture) in the ideal amount of approximately 4 mil. CZK per year.

- As from the year 2011 the grant program separately supports next to current themes the following:
 - Exceptional artistic events nationwide (priority areas: theatre, design, new media and technology, art in public space, site specific projects)
 - local initiatives interconnecting art and community development (art as a tool for social inclusion, art as a tool to build citizenship and neighbouring cohesion, art as a tool to map local memoirs and building a local patriotism) art production of Pilsen schoolchildren and students (elementary art school, art majors at universities and secondary schools, joint activities for teachers, schoolchildren and students), art production by minorities and for minorities

Presumed costs: according to budget city options (see 2.1.1.)

Sources of financing: the budget of the city of Pilsen

1.1.5. Brand name „Support Pilsen- The European Capital of Culture 2015“

To create a prestige brand name which will officially shelter high quality business intentions or investors in the area of culture and services.

Objectively verifiable indicators:

- The brand name is awarded for the first time by 2014.
- In the following years there will be annual increase in nominated companies by 20%.

Presumed costs: impossible to determine, according to realization

Financial sources: within the scope of a budget of the City of Pilsen

2. PILSEN PROUD and self sufficient

2.1. Financing of culture

Objectives: Financing of culture and its sustainable development

Measures:

2.1.1. Sustainable city expenses for culture operation until 2019

To keep financing of culture operation at least on 9% of operational expenses of the city of Pilsen (the average in the last five years), and to ensure long time sustainability. By financing culture operations are meant operational contributions of allowance organizations, subsidies, annual and mutli-annual grants until 2019.

Objectively verifiable indicators:

- To keep at least 9% of the operation budget of the city of Pilsen intended for financing culture operation until 2019.

Presumed costs: withing the framework of the operation city budget.

Sources of financing: the budget of the city of Pilsen.

3. PILSEN LIVING with a high grade quality in the area of culture and art

3.1. Living art with a grade label of the highest cultural quality

Objectives: To aspire for enhancement of quality in culture and art, to support the establishment and presentation of magnificent cultural and artistic production and to utilise it to build a cultural prestige of the city, with an international impact.

Measures:

3.1.1. Magnificent production in Pilsen

To create conditions for the establishment of magnificent artistic projects within the framework of activities in own allowance organization. Simultaneously, to create opportunities accessible to independent subjects and individuals such as internships, scholarships, artistic residencies stays all in the framework of interconnected system of public support.

Objectively verifiable indicators:

- Each institutions cooperates with a prize holder in a given field.
- Starting with a year 2012 a theatre performance produced in Pilsen will be annually nominated for an award (see 3.1.8.) .
- Starting with a year 2011 a project will be realized annually by the prize holder of a significant art prize (for instance, Thalie, Prague Spring participation, the prize of Alfréd Radok, the prize of Jindřich Chalupecký).
- Starting with a year 2013 a piece of work of an artist accredited nationwide or a foreign artist will be annually placed in public space
- Starting with a year 2014 at least one project in exhibition will be implemented. Such exhibitoin will be nationwide reflected at least in one review in nationwide weekly (weekend section in nationwide daily paper) or one profile article in life style periodical or one TV coverage broadcasted nationwide.
- In the framework of three year complex evaluation of cultural offer in Pilsen the increasing quality is appreciated according to the opinion of specialists community.

Presumed costs: in the framework of operational expenses of individual organizations

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, the budget of Ministry of Culture, own revenues of organisations, partners, sponsors

3.1.2. The quality of festivals

The city of Pilsen is unique by its own concentration of festivals and street productions. It is always something happening in the city from February until December. A string of festivals is extraordinary in a nationwide context. Nonetheless, it is necessary to strengthen the quality and variety of festival offers by the space for encounters, discussions and informal education.

Objectively verifiable indicators:

- Every institution cooperates with the award holder in given field.
- In the framework of three year complex evaluation of cultural offer in Pilsen the increasing quality is appreciated according to the opinion of specialists community.

Presumed costs: in the framework of operational expenses of individual organizers

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, the budget of Ministry of Culture, own revenues of organizations, partners, sponsors

3.1.3. Multicultural and alternative projects

To support innovative projects at the greatest public involvement and with the international attendance of artists.

Objectively verifiable indicators::

- At least one project is awarded in this area every year.
- In the framework of three year complex evaluation of cultural offer in Pilsen the increasing quality is appreciated according to the opinion of specialists community.

Presumed costs: in the framework of individual project garant.

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, the budget of Ministry of Culture, own revenues of organisations, partners, sponsors

3.1.4. Artistic residencies stay

To establish an elaborate support system of residencies and scholarships which will provide space for individual and team work in interdisciplinary context in order to attract new artists, know-how, thoughts and ideas for the city and a region and simultaneously will provide space to local and already established artists. The program will be aimed both at artists from the Czech Republic and abroad with the emphasis on partner cities.

Objectively verifiable indicators:

- At least 15 residential projects will be realized by the end of 2012 where at least half of them by foreign artists.
- Artistic residencies programs will cover all artistic fields by 2014.
- The outcomes of a residencies program are annually reflected at least in one nationwide daily paper, at least in one nationwide weekly (eventually in weekend section in nationwide daily paper) and in one life style periodical.

Presumed costs: in the framework of the budget of the city and operational expenses of individual organizations

Sources of financing: the budget of the city of Pilsen, EU programs, partners and sponsors

3.1.5. Organizations established and founded by the city Council

To keep cultural institutions with a direct link on the city budget only in activities taking place continuously, daily and unsubstituted. To establish strategies for these institutions, their development with the prospect of five to ten years as public strategic documents. To appoint a director always for a five year long term in cultural institutions with a direct link to the city budget.

Objectively verifiable indicators:

- Each of organizations founded by the city has an elaborated strategy of its development until the end of 2011 which was discussed by the appropriate local authorities and is filed in Department of culture of municipality of the city of Pilsen. The strategy contains especially:
 - determination of program emphasis and target group
 - steps aimed at development of organization from the institutional, material, personal and artistic point of view
 - objectives in term of the national award and participation in international festivals, international exchanges
 - objectives in the area of financing (foremost by acquiring external and sponsor means)
 - determination of partners and subjects for cooperation whereas the means of such cooperation are simultaneously defined

Starting with 2010 all directors by the city founded and established cultural organizations are appointed for 5 year term gradually so how their 4 year terms end. At least half of the members of the selected commission is formed by recognized specialists in a given field.

- All cultural organizations founded or established by the city shall prepare an annual report according to a manual approved by the Council of the city of Pilsen.
- Until the end of 2011 each organization fulfill stated objectives in term of its own, external and sponsor financing, the city operational contribution amounts maximum up to 80% of a return of an institution.
- Starting with 2011 activities of these organizations which form the foundation of a cultural offer in the city in a given field are annually evaluated.
- In the framework of 3 year complex evaluation of a cultural offer in Pilsen the quality of individual institutions is evaluated according to opinions of the specialists community.
- The results of all of the stated evaluations are annually published and submitted to local authorities.

Presumed costs: in the framework of operational expenses of individual organizations and operational expenses of the Department of culture at municipality of the city of Pilsen

Sources of financing: the budget of the city of Pilsen, own revenues of organization

3.1.6. *Continuous financing –multiannual grants*

The quality only rises with the possibility of a long- time work which is conditioned by a long-time financing. Therefore, it is necessary to retain and elaborate on the system of continuous financing (multi-annual grants) at organizations that are not directly connected with the budget of the city whose activity is in significant cultural public service, holding of important festivals or continuous alternative and multi-cultural activities in consideration of minorities involvement. To evaluate these projects and activities by means of opposing evaluations from independent specialists with consideration to possibilities of the city budget and the possibility of public presentation and defense of submitted projects and activities. By these projects it is assessed duty for subjects drawing continuous financing (multi-annual grants) to submit an annual report, financial statement, evaluation during a project by the subject itself and media publicity to the city annually.

Objectively verifiable indicators:

- The program for continuous financing (multiannual grants) for the next four year term (2012-2015) is announced during 2011.
- The program for continuous financing (multiannual grants) for the next four year term (2016-2019) is announced during 2015.

Presumed costs: in the framework of the city budget scope

Sources of financing: the budget of the city of Pilsen

3.1.7. Reflections and discussions

To encourage a critical reflection and discussion about culture and art in the city of Pilsen. To use the space of existing and established media (monthly periodical, social periodical) to publish reviews and critiques, to open space to publish reviews and critiques in the framework of the Internet portal (see 4.2.3.), to open space for discussions for users and providers of cultural service. To relate acquired results to current and prestige themes in the area of culture and art and to their interconnection with society as such on national and international scale.

Objectively verifiable indicators:

- The quality reflection and discussion about culture and art in the city is positively evaluated by the respondents in the framework of a regular 3 year long complex evaluation.
- The discussion is also always applied to an evaluation of the past year in the framework of an annual conference.

Presumed costs: in the framework of operational expenses of the Department of culture of the municipality of the city of Pilsen, in the framework of operational expenses of cultural institutions, in the framework of operational expenses of publishers and in the framework of operational expenses of web providers

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, the budget of partners and sponsors

3.1.8. The Art Award of the City of Pilsen

To establish a status of an award for Pilsen artists and art projects realized in Pilsen awarded on the base of recommended independent specialists as a part of a status of The Award of the City of Pilsen.

Objectively verifiable indicators:

- The Prize is awarded starting with 2011.
- The nominated number of projects increases annually by 10%.

Presumed costs: in the framework of operational costs of the mayor office

Sources of financing: the budget of the city of Pilsen

3.1.9. The International Prize of Ladislav Sutnar

Ladislav Sutnar is most likely the internationally famous native of Pilsen, one of the icons of modern design. The prize will be awarded for an outstanding and innovative international enterprise in the area of design or an intersection of art, science and technology or in the area of innovative education in culture. Invitations and deadlines to make nominations will be presented by international communications network in English, the communications networks among universities will be put in use as well. The prize will have a status of an internationally prestigious award awarded on the base of international nominations by jury panelled by internationally recognized specialists, a representative of the Ministry of Culture and the mayor of Pilsen.

Objectively verifiable indicators:

- The Prize is awarded starting with 2013.
- The nominated number of projects increases annually by 10%.
- The Prize reflections increases in nationwide media annually by 10%.
- Starting with 2014 the Prize award is broadcasted nationwide.

Presumed costs: in the framework of operational expenses

Sources of financing: the budget of the city of Pilsen, the budget of the Ministry of Culture of the Czech Republic, the budget of partners and sponsors.

3.2. Cultural infrastructure in the ownership of the city

Objectives: To continue in project preparations of objects embedded in The Integration Plan for the Plan Development of the City of Pilsen – The European Capital of Culture 2015, to strive for obtaining funds from ROP NUTS II Jihozápad.

To demand participation and responsibility from the Pilsen County and also from the state in financing of building cultural infrastructure important architecture with regard to regional reach of cultural services offered and with regard to reform state erroneous decisions in the 1960's and 1970's and to a moral right of the city of Pilsen to demand this investment help from the state.

Measures:

3.2.1. New theatre building

The objective of this activity suggested is to build a new building of a city theatre which will be able to serve as a background for concert activities of the Pilsen Philharmonic and simultaneously ensures all the necessary facilities for such types of productions which were not possible to realize in the city of Pilsen thus far. The building will also serve as a background for a ballet school and management of The Theatre of J. K. Tyl. Due to this new theatre building it will be possible to leave the building of the current Chamber Theatre and thus allow another development of an adjacent region.

Objectively verifiable indicators:

- At the latest by 2011 the construction is commenced (capacity available 500 seats main hall, 200 seats studio, foyer adjusted for performances, a restaurant, staff facilities for all ensembles).
- The object is approved in 2013 (2014).
- The theatre performance is annually reflected on by at least four reviews in nationwide daily and four reviews in nationwide weekly (in nationwide daily weekend section) and two profile articles in life style monthly periodical.

Presumed cost: impossible to determine

Sources of financing: the budget of the city of Pilsen, the budget of Pilsen County, the state budget, EU funds

3.2.2. 4x4 Cultural Factory

To build up a background, testing areas and stage space for cultural unprofessional organizations in Pilsen, for alternative art, art workshops and areas for artistic-residencies stays. Pilsen, though young by its atmosphere, does not dispose of space for an independent production which is directly dimensioned for encounters of various genres (theatre, performance, music, dance, creative art). A multifunctional building ensues from a reconstruction of an industrial object which will be especially used by local organizations, cultural initiatives and experimental artists. Within the framework of building facility there will be a capacity for artists residential stays.

Objectively verifiable indicators:

- At the latest by 2011 the construction is commenced (rehearsals rooms for dancers and musicians with a background, main hall, exhibition rooms, ateliers, accommodation at least for four persons (see 3.1.4).
- At the latest by 2015 the building approval is in progress.
- By 2019 at least thirty artists will experience the residential stay in the object each of which will have left behind the results of his/her work in the city of Pilsen or his/her work explicitly refers to the city of Pilsen by 2019.

Presumed costs: 100 mil.CZK

Sources of financing: the budget of the city of Pilsen, EU funds

3.2.3. The Library of the City of Pilsen

Although founded in 1867, the Library of the city of Pilsen has never resided in the room designed for its purposes. A multimedia centre for information and education will be established whose function will far exceed plain circulation for students and seniors. It should be counted with a room for minimally 330 000 books, for 800 visitors daily, with 100 seats in a conference room, with 30 seats in literary café or 100 seats in a reading room with Internet access in the building.

Objectively verifiable indicators:

- Until the end of 2013 the premises for its development are defined.
- Until the end of 2014 the study is processed.
- Until the end of 2016 the project documentation process is commenced.

- At the latest in 2019 construction works are commenced.

Presumed costs: 130 mil.CZK

Sources of financing: the budget of the city of Pilsen, the state budget, EU funds

3.2.4. Cultural object „Peklo“

The unsatisfactory state of the listed object „Peklo“ is the shame of the city, especially in the situation when the prestigious building will rise in its nearest neighbourhood. Due to the theatre project an analog of „culture quarters“ can give rise to the whole block, therefore the entire block related should be solved in a complex way. A revitalization of „Peklo“ is a necessity, nevertheless its condition is to find a vital content and an appropriate entrepreneur. It is also possible to consider a form of a long term lease, a sale, eventually to return the object to the state.

Objectively verifiable indicators:

- Until the end of 2014 the objective of utilization of object „Peklo“ is processed including a binding study for its reconstruction.
- At the latest by 2019 reconstruction works for new cultural enjoyment are commenced (valid only in case of leaving the object in city estate)

Presumed costs: impossible to determine

Sources of financing: impossible to determine

Notes for realization: to entrust the Department of concept and development of the city of Pilsen with processing the objective to determine new cultural establishment of the object „Peklo“

3.2.5. Patton Memorial Pilsen

To build new exhibition rooms relating to Pilsen liberation and related themes – World War II, the transfer of Jewish families and the Museum of totality exposition in object Klatovská 19, Pilsen. The object will be operated by the beneficial organisation American Center Plzeň with city funds (financial city support)

Objectively verifiable indicators:

- At the latest in 2010 the exposition Patton Memorial Pilsen is open.
- At the latest in 2015 all other expositions are open including outside.
- In 2019 the attendance will be increased by 30% compared to 2015.

Presumed costs: 50 mil.CZK

Sources of financing: the budget of the city, the budget of Pilsen County, partners and sponsors

3.2.6. Water tower

To support building of appropriate expositions in one of the unique objects in a close neighbourhood of a central square, in the Prague street. To interconnect the Water tower with a site tour of Pilsen historical underground and make it accessible to public.

Objectively verifiable indicators:

- At the latest in 2012 the object is approved.

- The object has never been made accessible to public, therefore its attendance increases by 100%.

Presumed costs: presently impossible to determine

Sources of financing. Plzeňský Prazdroj, a.s., Plzeňská vodárna, funds from the city budget

3.3. Cultural infrastructure in the ownership of partners

Objective: To cooperate and participate in current modernisation and to amend key cultural infrastructure in the urban area which is established and operated by the state, the Pilsen County or districts. This infrastructure serves both to city people and to its visitors, and it is crucial for city cultural development. This infrastructure has a significant potential for cultural development of tourism and due to multiplier effects it projects economic benefits for the city of Pilsen. The cooperation of this structure development is therefore a very important premise to fulfil objectives of the Program.

3.3.1. Cooperation on the building of the West Bohemian Gallery

In a modern history of the Czech Republic a new building has never been built which would be intended as a gallery from the very beginning. The West Bohemian Gallery in the city of Pilsen is with its Czech creative art collection fund a unique institution on the national scale, however, it can not exhibit it anywhere. Rooms which would conform by their parameters and capacity to European gallery standards in city comperable size do not exist in the city of Pilsen.

Objectively verifiable indicators:

- In 2010 the cooperation agreement of preparation and project management is signed closed between the city of Pilsen and the Pilsen County (on 3rd September 2009 the municipal council of the city of Pilsen has decided on grant of land for 1CZK after a final building approval)
- The construction work is commenced in 2014.
- The building is approved in 2015.
- In 2019 the gallery is annually attended by at least 30% more visitors as compared to 2015.
- The West Bohemian Gallery exhibition activities are annually reflected on at least four reviews in nationwide daily and four reviews in nationwide weekly (nationwide daily weekend section) and two profile articles in lifestyle monthly periodical.

Presumed costs: the city expenses are not to be expected

Sources of financing: the budget of the Pilsen County, EU funds

3.3.2. Foundation of the Museum of Design and Life Style

Not even one institution of national scale resides in the city of Pilsen. In regard to size and economic importance of the city an effort to place such an institution is crucial. It is to that effect to establish its separate branch with the cooperation of the Industrial Art Museum in Prague which will entirely cover design and life style. Such institution does not exist in the Czech Republic although to intensify the impact of a design has become a trend of the 21st century. The city of Pilsen has a tradition in industrial design, therefore it is a logical place for headquarters of such an institution. The Museum of design and life style presents a great architectural opportunity. In regard to the theme the building directly challenges a novel and unique solution. Newly established institution will also represent an opportunity to attract outstanding curators for more lasting activity.

Objectively verifiable indicators:

- In 2010 the cooperation agreement of preparation and project management is signed closed between the city of Pilsen and the Ministry of Culture in the Czech Republic.
- The construction work is commenced in 2014.
- The building is approved in 2015.
- At least 30 000 visitors annually attend the Museum.
- Starting with 2017 attendance will be increased annually by 15% compared to 2015.
- The Museum exhibition activities are annually reflected on at least one review in foreign press, four reviews in nationwide daily and six reviews in nationwide weekly (nationwide daily weekend section) and two profile articles in life style monthly periodical or broadcasting nationwide in two TV spots.

Presumed costs: expenses not expected except current operational expenses on a project preparation

Sources of financing: the state budget, EU funds

3.4. Accessibility and Sustenance of Significant Public Cultural Services

Objectives: To aim at evaluation and quality improvement of current culture and art potential in Pilsen on the level which presents dramatically out of regional content for the public so that its potential will be fully utilized for a meaningful quality improvement of life and public competitive advantage empowering social cohesion and improving city image for its citizens and visitors.

Measures:

3.4.1. Balance in culture services financing

To consistently demand co-financing of significant public cultural services by the Pilsen County in proportion to corresponding public cultural service regional reach.

Objectively verifiable indicators:

- In 2010 an agreement is in existence about the Theatre J. K. Tyl, the Pilsen Philharmonic, the Pilsen ZOO and The Theatre Alfa operational financing cooperation closed between the city of Pilsen and the Pilsen County
- From 2011 a respective item in the budget of the city of Pilsen exists.

Presumed costs: in the framework of above stated organizations operational budget
Source of financing: the budget of the city of Pilsen and the budget of the Pilsen County

3.4.2. Reduction system

To enforce in all public cultural services supported by the budget of the city of Pilsen their accessibility to all population levels, to exercise price reduction for services and public levels selected.

Objectively verifiable indicators:

- In 2010 an agreement is in existence about preparation and project management cooperation closed among the city of Pilsen, the Pilsen County or eventual partners.
- At the latest at the end of 2011 the cultural production reduction system is discussed and endorsed in the city of Pilsen related to, for instance the Pilsen Card (for seniors, students, family entrance fee and other selected groups).

Presumed costs: in the framework of operational costs

Sources of financing: the budget of the city of Pilsen, the budget of the Pilsen County, the budget of partners

3.4.3. Out-of Budget Sources Utilization

Each organisation established or founded by the city has stipulated its operational indicators for out-of budget sources utilization. The measure of such indicators enforcement is one of factors evaluated in a regular annual report (activity 3.1.5)

Objectively verifiable indicators:

- In 2017 the operational indicators are enforced on 90% at all established and founded cultural organizations.
- In 2017 more than half of the city established and founded cultural organizations exceed planned operational indicators.
- In 2017 by the city established and founded cultural organisations with general budget exceeding 10 mil.CZK form an out-of-budget financing at least by 15%.

3.4.4. The „Culture Friendly Society“Award

To engage in private financing is necessary to maintain quality art production in the city. A presumption for the prize award is simple and structured offer for organizations which can engage to support extraordinary cultural production by means of sponsor programs.

Objectively verifiable indicators:

- At the latest by the end of 2011 fully financed cultural projects from sponsor sources without a public finance support exist.
- At the latest by the end of 2011 „project exchange“ offering firms an opportunity in art investment is in existence (or concrete projects sponsorship)
- Until the end of 2014 sponsor means represent 7% of the Fund expenses (activity 1.1.2.) which flow out onto cultural projects support.

Presumed costs: 0.5mil.CZK/year

Sources of financing: the budget of city of Pilsen, partners and sponsors

4. PILSEN CREATIVE, INSPIRING, COMMUNICATIVE

4.1. Independent production support

Objectives: To consistently support civil activities, cultural activities in associations and ensembles, activities of professional artist associations and syndicates, multicultural activities and alternative museum. To support distinctively subjects engaging in children and youth activities development. To aim at the establishment of interconnected system of democratic and participative tools of public service in the domain of culture and art which ensures synergy necessary, activates civil society and stimulates interdisciplinary cooperation. Furthermore, to aim to ensure coordination and cultural activities promotion in Pilsen to that financial means invested bring desirable social and economic effects and to spur new and dynamic communication in society with culture and art in its centre.

Measures:

4.1.1. Grant program to support activity all year round

To sustain a grant program which is intended to support continuous culture activities leading to public presentation whether it concerns development, entrances, performances, concerts or publication.

Objectively verifiable indicators:

- A program to support all year round activities of cultural organizations and associations is annually announced.

Presumed costs: no extra expenses expected except current amount of given grant program including presumed increase according to measure 2.1.1.

Sources of financing: the budget of the city of Pilsen

4.1.2. Grant program to support innovative projects

In the framework of grant program to support one-off projects to define theme area aimed to support innovative and novel projects preferably of young artists. The condition of success is grant program promotion directly at Pilsen universities with art focus. Project themes are to be opposed at least by one out of Pilsen field specialist.

Objectively verifiable indicators:

- Starting with 2011 separate domain for innovative events support is annually established in city public space in the framework of grant program.
- Starting with 2013 the number of innovative projects applications annually increases by 10%.

Presumed costs: no extra expenses expected except current amount of competent grant program including expected increase according to measure 2.1.1., evaluation expenses cca 30 000CZK/year

Sources of financing: the budget of the city of Pilsen

4.1.3. Communication Centres Network Support

On the premises of each district in Pilsen shall be space which is a centre for local cultural life. By no means this refers to a local „cultural centre“. It shall be established to support organizations, initiatives, associations, civil associations providing offers of different free time activities. The room can be both city and in the ownership of a third person, art, social and educational organizations and individual city districts support these communication centres on the cultural basis.

Objectively verifiable indicators:

- In 2019 on the premises of city districts space is found for living culture, social activities and local production with the following parameters:
 - local independent productions, syndicates and civil associations participate in space operation and utilization
 - allowance organisations of the city can provide this space having corresponding space on city district premises and their activities do not collide with community centre content.
 - allowance organizations that dispose of corresponding space on the city premises can ensure a content of cultural communication centre
 - space providing opportunities for public performance, testing rooms, schoolrooms, ateliers, etc.
 - in case of a city district as a leaser a city district exercises a friendly price policy
 - in case of a third person ownership a city district supports financially cultural communication centre operation.
 - city districts support organizations ensuring a cultural communication centre content on its premises

Presumed costs: not possible to determine exactly

Sources of financing: the budget of the city of Pilsen, the city districts budget

4.1.4. The Art of Communities and Community Art

To establish conditions for the origin and development of creative, educational and transcendent cultural activities in which the entire scale of participants from various target groups and population levels can get involved.

Objectively verifiable indicators:

- Starting with 2011 the measure of transcendent cultural activities in other spheres, especially educational, social, etc., is stipulated in the framework of a grant program to support one-off projects as single criteria for application evaluation in financing
- Starting with 2011 high school students cultural activities are greatly supported.
- Starting with 2011 at least three projects which support creative activity, student education and are presented in public are annually realized.

Presumed costs: not extra expenses expected except current grant amount including presumed increase according to measure 2.1.1.

Sources of financing: the budget of the city of Pilsen and own sources of the applicants

4.1.5. Children Art Expression- The Gallery Paletka

To support gallery activities of children's art expression in Pilsen; a very unique gallery in the framework of the Czech Republic systematically attending to youth and children art creativity in the long term. Apart from exhibition and collection activities to adequately restore gallery activities as a centre of aesthetic education.

Objectively verifiable indicators:

- At the latest in 2013 a centre of aesthetic education for children, youth and starting artist exists in the framework of Gallery Paletka.

Presumed costs: in the framework of organization operational cost

Sources of financing: multi-annual grant for activity support from the budget of the city of Pilsen, partners and sponsors

4.2. Information, communication, presentation

Objectives: To ensure effective and systematically interconnected tools for information, communication, presentation and marketing in the area of culture and art on local, regional and international scale.

Measures:

4.2.1. The Concept of city presentation and communication

To process the concept of presentation and communication strategy of the city- high quality presentation and communication both in the city with the emphasis on feedback (public participation) and outward - image creation of the city. To create a marketing system of important cultural activities and events in the city on national and international scale and to present one own experience in the Republic as a city making the best account of culture as an engine of self-development.

Objectively verifiable indicators:

- At the latest in the end of 2010 presentation and communication strategy of the city of Pilsen is approved.

Presumed costs: in the framework of operational city budget

Sources of financing: the budget of the city of Pilsen

4.2.2. Information Centre

To prepare a project of European, regional and urban centre as a user friendly point of contact with professional services provided. A part of services provided is promotion of the city of Pilsen as the city of culture. Information centre is one of model examples how to work with design in public space.

Objectively verifiable indicators:

- Functional information centre in the Republic square
- The information centre attendance is annually increased by 10%.

- Information centre service satisfaction levels up to 70% in annual anonymous evaluation among respondents using the information centre service.

Presumed costs: in the framework of operational city budget

Sources of financing: the budget of city of Pilsen, the Pilsen County, EU funds

4.2.3. Internet portal

Internet portal especially serves as a tool to inform about cultural events but simultaneously serves as space for mutual information exchange between users and culture producers in Pilsen and a place where people communicating together turn professionally to culture and other spheres of public life. It offers space for reflection and discussion, it enables its users a choice of language communication (German, English, Czech)

Objectively verifiable indicators:

- Starting with 2011 the Internet portal contains the following:
 - current culture program which includes public and independent productions events
 - reviews and opinion articles
 - blogs and discussion forum that are updated at least once a week
- Internet portal shows site attendance of at least 20 000 annually in 2013.

Presumed costs: the budget of the city of Pilsen

Sources of financing: 30% of budget operational expenses of the city of Pilsen, advertising and sponsors

4.2.4. Annual report about culture in the city of Pilsen

An annual report which summarizes results of Program realisation evaluation and maps indicators of satisfaction and quality of culture programs in Pilsen is released in its electronic version. A document is created with public participation.

Objectively verifiable indicators:

- An annual report is released and accessible to public starting with 2011.

Presumed costs: in the framework of the budget of the city of Pilsen (Department of Culture of municipality of Pilsen)

Sources of financing: the budget of the city of Pilsen

4.2.5. Navigation and information system

To process a project of multilingual electronic system city orientation, traffic infrastructure, service information, culture events information, city guide (electronic version). The project organizer is Transport department of the city Pilsen Inc.

Objectively verifiable indicators:

- Navigation and information system is fully functional starting by 2012.

Presumed costs: in the framework of the project development Pilsen Cards

Sources of financing: the budget of Transport dept. of city of Pilsen Inc.

4.3. Synergy and cooperation

Objectives: To stimulate synergy in culture development across areas and local government.

4.3.1. Cooperation with partners

The city directly seeks out opportunities for cooperation with partners on projects, in particular with partner towns, cities, state institutions, the Pilsen County and other organizations founded, significant business enterprises and companies located in the Pilsen County.

Objectively verifiable indicators:

- At least one project is realized annually with partners named.
- Annually an cooperation agreement is closed with subjects named that will define projects in the area of culture.

Presumed costs: expenses not expected except current operational expenses

Sources of financing: the budget of the city of Pilsen, the budget of the Pilsen County, the budgets of partners and sponsors.

4.3.2. Culture in other strategic documents of other areas

To give incentive and provide a methodological cooperation to incorporate culture and art into developing strategies in areas related (social service, education., presentation) in compliance with objectives of European agenda for culture and State culture policy in the Czech Republic.

Objectively verifiable indicators:

- Annually a cooperation agreement is closed between subjects which will define projects in areas related (social service, education, presentation).
- Annually at least one project is realized in the framework of related area strategies.

Presumed costs: in the framework of operational city budget

Sources of financing: the budget of the city of Pilsen and individual project partners

4.4. Multicultural City

Objectives: To support multicultural cooperation, dialogue and exchange on all levels-local, regional, national and international.

Measures:

4.4.1. Cultural exchange with partner cities

To elaborate on current and establish new cultural exchange and partner cooperation with regional metropolises. To establish contact with partners in the entire European and wider international arena with a respect to partner cities in particular.

Objectively verifiable indicators:

- Starting with 2011 at least two exchange projects are realized with partner cities annually.
- Starting with 2012 the Department of Culture of the city of Pilsen will annually participate at least in one project concerning creative cities, industry or economic development planning with culture utilization.

Presumed costs: in the framework of city operational budget

Sources of financing: the budget of the city of Pilsen and partner cities

4.4.2. Culture of minorities, minorities in culture

To support majority society and minorities mutual relationship cultivation, to establish a new perspective in the eye of majority society on foreigners living in the city of Pilsen, to integrate and involve them in city life. To use culture and art as important element in mutual communication and integration. To foster multicultural education by means of cultural and art projects.

Objectively verifiable indicators:

- Starting with 2010 round tables are organized with minority representatives on regular bases where possible methods of cultural integration living in the city of Pilsen are discussed.
- Starting with 2012 a festival of Pilsen minorities will take place annually.
- Starting with 2014 independent communication space for minorities living in the city of Pilsen functions.
- Starting with 2013 the Department of Culture of the city of Pilsen initiates at least one project whose main objectives is to bring closer a minority life style to Pilsen locals and vice versa.

Presumed costs: in the framework of operational city budget

Sources of financing: the budget of the city of Pilsen and partners

5. PILSEN UNFORGETTING

5.1. To take care of urban registered landmarks on central premises of the city

Objectives: With the appreciation of cultural heritage left for us by our forefathers to attend to funds and properties, to support cultural traditions and customs, not to forget important persons and events, to support expositions reminding of historical context, for nation not knowing its past is destined to live it again.

Measures:

5.1.1. Concept of care attendance of historical heritage of the city of Pilsen

Concept to establish priorities in regard to object reconstruction and revitalisation in the city ownership based on processed studies of land registered reservoirs regeneration and zones including concourse maintenance

Objectively verifiable indicators:

- At the latest at the end of 2012 a conception called care of historical heritage in city ownership is approved by local authorities.

Presumed costs: cca 400 000CZK for processing team technical support

Sources of financing: the budget of the city of Pilsen

5.1.2. To maintain grant program for revitalisation registered landmarks

The amount of grants intended to support registered landmarks owners during their reconstruction will be maintained in real prices with regard to inflation.

Objectively verifiable indicators:

- From 2011 grant amount to support registered landmarks owners will not be lowered.

Presumed costs: no higher demands put on the city budget

Sources of financing: the budget of the city of Pilsen

5.1.3. Reconstruction and landmark zone revitalisation

Special care by planning investments will be given in particular to the following activities:

- to finish orchard circuit revitalisation around the historical core: Mlýnská strouha, terraces around the J. K. Tyl Theatre, Sady 5.května Avenue
- to create pedestrians zones in the historical centre in Riegrova street including historical lighting and mobility. Gradually finish street maintenance of urban landmarks (Perlová, Veeslavínova, Sedláčkova st.)
- public space reconstruction in landscape zone Bezovka and Lochotín
- public space reconstruction in landscape zones in the framework of so called Great Pilsen

Objectively verifiable indicators:

- At the latest by the end of 2019 the above named activities are finished.

Presumed costs: impossible to determine

Sources of financing: within possibilities of the budget of the city of Pilsen

5.1.4. Adolf Loos Program (Patton Memorial)

With partners cooperation, The American Center beneficial organization in particular -the exhibitor of the memorial Patton Memorial in Pilsen, to realize site tour of unique Loos house interiors in the Pilsen city

Objectively verifiable indicators:

- At the latest by 2015 Adolf Loos interiors in the Pilsen city ownership will be made available to public and visitors (Bendova 10, Klatovská 12, Klatovská 19).

Presumed costs: not determined

Sources of financing: the budget of city Pilsen, partners budget

5.1.5. Industrial brownfields for new use and utilization

The city will support and provide synergy necessary for realisation of partners investments activities in registred site objects in their ownership.

Objectively verifiable indicators:

- At the latest by 2015 to realize projects connected to areas in city ownership (Chabalova filtration-Zápalova building on premises of water station Pod Homolkou, workshops and depot on premises Traffic Departmnet of Pilsen city)
- At the latest by 2015 other unused industrial brownfields possible to utilize for culture and art are identified.

Presumed costs: not determined, corresponds with individually realized projects

Sources of financing: the budget of the city of Pilsen, EU fonds, state budget, partners

6. PILSEN ATTRACTIVE

6.1. Public space as piece of art

Objective: The city is interesting by its tourist target, it is an piece of art with quality architecture, cultivated public space, with outdoor art exhibitions, rich culture, educational, sport relaxation and free time offers. The city provides kind and accessible environment for conference and congress tourism, a city providing pleasant and high quality tourist service.

Measures:

6.1.1. *Concept of public space improvement*

To create long time concept of public space quality improvement with the use of culture and art in whose framework of synchronized cultural and art objectives with overall vision for city development will be realized.

Objectively verifiable indicators:

- At the latest by 2010 the concept of art and stay level quality in public space is approved.

Presumed costs: in the framework of city operational expenses

Sources of financing: the budget of the city of Pilsen

Notes to realization: the grant of project is the Department of Concept and Development of the city of Pilsen that commenced its concept processing in 2009

6.1.2. *Open-air gallery*

The objective is to create open space (terraces) where projects will be concentrated (statues, paintings, installations, light and video projections) that will communicate among each other and simultaneously with their surroundings. The main concern will always be open space, which is significantly exposed in term of pedestrian urbanisation (high pedestrians concentration during the whole day). One of the circuits is the Republic square linking up to orchard circuit, confluence of rivers Radbuza and Mže, the other space is the Emil Škoda square in front of the Central bus station and adjacent area of South suburbs. Each locality has curator team named from recognized specialists actively working with space concept for a long time

Objectively verifiable indicators:

- Starting with 2010 at least two art projects are realized annually.
- Coherent curator team functions which conceptually pursues development of both localities for a long time period.
- Both localities are perceived positively by more than 50% of Pilsen population.
- Project open-air galleries is annually reflected at least in one review in nationwide daily and one review in nationwide weekly (nationwide daily weekend section) and one profile article in life style monthly periodical or one nationwide TV coverage broadcasting.

- At the latest by 2015 a coherent touristic guide accompanying visitors in open-air gallery in Pilsen is in existence which is available in the Information Centre of the city of Pilsen.

Presumed costs: according to projects realized

Sources of financing: the budget of the City of Pilsen, EU funds, partners

6.1.3. Greenways in river floodplains (hiking tracks)

Gradual net greenways revitalization – hiking tracks form space for new public lot in river floodplains (squares, parks, waterfront promenades) around the whole city taking in account the need of target groups entire spectrum.

Objectively verifiable indicators:

- In 2014 coherent net of hiking tracks along all four rivers in Pilsen functions.
- On hiking tracks (premises of each district) to maintain or initiate the establishment of at least one culture and sport facility equipped necessary which will serve as natural encounter place across generations .

Presumed costs: according to projects realized

Sources of financing: the budget of the city of Pilsen, EU funds

6.1.4. Public involvement in urban planning

To utilize and further develop already existing mechanisms of public involvement in urban planning

Objectively verifiable indicators:

- Each project processing for public space
- Standards for art projects are art competitions.

Presumed costs: in the framework of city operational budget

Sources of financing: the budget of the city of Pilsen

6.1.5. Revitalization of the Republic square

To finish public fountains revitalization in the central city square and take care of this space as of the city heart with the emphasis on quality and aesthetics of this most important public space. In the framework of fairs organizing to focus only on craft products and traditional Czech gourmet products without fair entertainment and attractions. The administrator of the Republic square directly supports projects happening in the square and attracting citizens and city visitors unceasingly.

Objectively verifiable indicators:

- At the latest by 2010 public fountains in the Republic square are approved by the winning architecture competition proposal.
- At the latest by 2011 concept and schedule of events taking place in the central square is approved.

Presumed costs: no extra investment expenses expected

Sources of financing: the budget of the city of Pilsen

6.2. Pilsen as an international destination of cultural tourism¹

Objective: Pilsen is not only a worldwide famous beer brand name but also in cultural sphere. The cultural tourism development is a natural consequence of real quality and well established reputation of Pilsen culture. Many Czech visitors coming from West to Prague take an opportunity on their way to visit the city. Pilsen will notice a big increase not only in tourists but also in returning culture audience from the Czech Republic and abroad.

Measures:

6.2.1. Strategy development of cultural tourism

To initiate a conception of strategy development of cultural tourism in the city of Pilsen and the Pilsen County with the objective to profile Pilsen as an important cultural and tourist destination. The strategy will be incorporated interdisciplinary and among departments and its objectives and activities will be closely interconnected with objectives and projected intentions for the candidature of the title The European Capital of Culture 2015. The strategy should be ideally processed by an international team.

Strategy:

- evaluates existing cultural production in the city of Pilsen from the view of its potential for out-of Pilsen and foreign clientele;
- proposes measures for improvement of the existing production and determines basic priorities by which the city of Pilsen will be profiled as a cultural destination of tourism;
- proposes a framework of new products of cultural tourism which are especially intended for foreign audience;
- determines a framework, a format and tools necessary for employees in the area of tourism from cultural tourism point of view;
- determines the role of local authorities supporting cultural tourism;
- determines methods how to develop cooperation with international partners in culture area and cultural tourism development.

Objectively verifiable indicators:

- At the latest by the end of 2011 the Strategy development of cultural tourism in the city of Pilsen and the Pilsen County is approved.

Presumed costs: 2 mil. CZK

Sources of financing: the budget of the city of Pilsen, the budget of the Pilsen County, EU funds

¹ Part of measures concerning promotion of the city of Pilsen as tourist destination and information service improvement for tourists is embedded in the priority "Pilsen creative, inspiring and communicative" and not furthermore repeated in the framework of this priority.

6.2.2. Festivals in the city of Pilsen

To support cultural festivals quality improvement and especially interconnection of those open air organized in summer into one comprehensive product which will include theatre, music, creative art, gastronomy from extraordinary performances and concerts to widely accessible street art and public space production. Transformation of festivals is included in the project Pilsen festivals which shall finance the origin of an integrated product including sophisticated payment system. As for individual festivals it is necessary to strengthen especially their marketing in such way so to be perceived as an interesting finish of Czech festival season impossible to miss and to offer interesting event program for at least four day intensive visit with a wide spectrum of experiences possible. Festivals can provide opportunities for congress and conference visitors on which the city of Pilsen will aim at in the course of building its tourist destination image how to spend their free time in Pilsen.

Objectively verifiable indicators:

- At least by 2014 special product for congress and conference visitors exists.
- By 2011 annual summer festival with out-of-region impact will be established.

Presumed costs: in the framework of the city budget

Sources of financing: the budget of the city of Pilsen

6.2.3. Development of Zoo and Botanical garden in the city of Pilsen

The Zoo and botanical garden in the city of Pilsen are one of the most visited tourist destinations in the city of Pilsen. Their objectives are clearly defined. They form anticipations of competitive advantage in the long term context. Necessary to strengthen marketing, especially of botanical garden to be perceived as the second best in the Czech Republic, immediately after the Prague botanical garden.

Objectively verifiable indicators:

- At the latest by 2010 running project the ZOO reconstruction is approved
- In 2015 another possible Zoo development including finance planning is approved

Presumed costs: no extra expenses expected

Sources of financing: the budget of the city of Pilsen

6.2.4. Techmania Development

Techmania – it is a unique project of the first Czech science centre where culture, art, education and science are connected. It is an ideal product for strengthening visitor attraction of the city of Pilsen, it is a magnificent example of brownfield revitalization. Techmania can serve as free time opportunity in the city of Pilsen for congress and conference visitors on which the city of Pilsen will aim at in the course of building its tourist destination image.

Objectively verifiable indicators:

- At the latest by 2015 the object Techmania is approved in capacity planned.
- Exhibition and educational Techmania activity is annually reflected at least in one foreign press review, four nationwide daily reviews, six nationwide weekly (nationwide daily weekly section) and two profile articles in life style monthly periodical or in two TV coverages broadcasting nationwide.

Presumed costs: Techmania own financial sources

Sources of financing: Techmania own financial sources

6.2.5. Pilsen – the city of congress and conference events

To create a unique set of tools how to promote the city of Pilsen as an extraordinary destination for conference and congress events. Orientation on incentive and congress tourism is the only way how to increase tourist travel effects for a long time city economic stability. Presumption of success is close cooperation with enterprises professionally active in congress events organizing.

Objectively verifiable indicators:

- Starting with 2013 Pilsen city is a part of all MICE catalogues.
- Starting with 2015 hotel occupation in Pilsen City annually increases by 3% due to conferences and congresses

Presumed costs: in the framework of city budget

Sources of financing: the budget of the city of Pilsen

7. PILSEN EDUCATED AND PROSPEROUS

7.1. Expertise, transparency and independent conceiving, decision making and evaluation in culture and art

Objective: To emphasize on culture utilization as a significant source for knowledge economy of the city, to support cultural tourism and stimulation of synergy and multiple effects among the areas of culture, education, tourism, industry and entrepreneurship. Economic potential of culture can be especially developed on the level of human resources cultivation, know-how in culture available for knowledge economy, on support of cultural tourism specific activities, cultural development projects and business plans in culture area and to stimulate cooperation among culture, academic and business community.

Measures:

7.1.1. Working group “Kultura”

To maintain existence of the working group „Kultura“ spontaneously formed as conceptual group working on first steps of preparatory project The European Capital of Culture 2015. It is open and formed from persons and important representatives in various culture areas, it functions as a council for culture and art which evaluates on regular bases how the Program is implemented, its objectives and effects planned. It is also available for a deputy mayor of Pilsen in culture area. It does not distribute any financial means, honor participation with no affiliation to local authorities

Objectively verifiable indicators:

- Starting with 2009 working group „Kultura“ is in existence, starting with 2010 it meets at least twice a year and releases program implementation annual report.
- Members of working group „Kultura“ evaluate its group function in detailed evaluation in 2015.

Presumed costs: not expected

Sources of financing: not necessary

7.1.2. The Department of Culture by the Pilsen Assembly

The Department of Culture of Pilsen Assembly is responsible for controlling of the Culture development program implementation. It is a place of active cooperation and open information hub for all subjects working in the area of culture on the Pilsen premises, releases an annual report about realized cultural projects and activities on the Pilsen premises, administrates a grant program of the city of Pilsen in the culture sphere including financial allocation controlling, executes own international cultural cooperation projects.

Objectively verifiable indicators:

- At least one internationally executed project per year of whose coordinator or participant is the Department of Culture by the Pilsen Assembly.
- At least one project annually executed with the cooperation of other city divisions.

Presumed costs: not extra expenses expected except current operational expenses
Sources of financing: the budget of the city of Pilsen

7.1.3. Quality evaluation by the city established and founded cultural organisation

It is necessary to strengthen the means of quality evaluation services provided with regard to objectives determined and approved by the city established and founded organizations providing public service in cultural sphere in their own conceptual documents or in the framework of the Program cultural development. Each organization has determined its purpose in the framework of creating various and multi genre cultural offers which cover all target groups and social categories. Each of the institutions has determined its concept development. In the framework of measures a mechanism of expertise quality evaluation by a priori given criteria and a dialog with institutions evaluated will be implemented.

Objectively verifiable indicators:

- Starting with 2011 all organisations established or founded by the city are to be evaluated by implementation of following criteria:
 - measure of mutual cooperation with other organization in the city
 - international projects
 - participation in international festivals, exhibitions, etc.
 - number of awards on national level
 - number of reviews in nationwide media and trend in comparison with last year
 - measure of sponsor and out-of sponsor financing
 - production proportionality in regard to different target groups (young, foreigners, minorities, seniors, etc.) according to organization objectives set
 - attendance development
 - to get quality feedback and implementation of user friendly organization concept
- Results evaluation published on Internet

Presumed costs: no expenses expected except current operational expenses
Sources of financing: the budget of the city of Pilsen

7.1.4. The project evaluation system and dotation application

The city of Pilsen is one of few cities in the Czech Republic which exercise grant policy comparable to European standards. Remarkable act represents mechanism implementation to give mutli annual grants in open competition regardless of grant or organization founder using jury appointed not only of local employees in cultural area. Open competition trend and out-of Pilsen experts involvement is necessary to expand also into other areas and open programs. The objective is to ensure high expertise, independency and transparency by projects evaluation in all grant programs.

Objectively verifiable indicators:

- Starting with 2010 each grant program in cultural area financed from the city budget shall have appointed jury of at least one outside of Pilsen specialist, jury members exercise this principle: ½ of representatives of Assemble and founded organizations, ½ of civic community (press, independent organizations, etc

Presumed costs: no expenses expected except of current operational expenses
Sources of financing: the budget of the city of Pilsen

7.1.5. Public participation in the Program implementation

The Program of cultural development will fulfil its function only in such a case where positive human energy from Pilsen professional and unprofessional community participating in its implementation will be used in the realization phase as well. The conference is always organized with the cooperation of professionals

Objectively verifiable indicators:

- At least one public meeting annually with attendance of at least eighty people from professional and unprofessional community, discussion summaries released at least in one regional media.

Presumed costs: 70 000CZK/conference

Sources of financing: the budget of the city of Pilsen

7.2. Education – way to prosperity

Objective: To increase professional skills and develop employees competence in culture and makers and thereby ensure adequately skilled human resources for modern and progressive administration and culture utilization in regard to its new role in society

Measures:

7.2.1. University spawn

To reach agreement with University of Western Bohemia in Pilsen on creating a study major with a focus on cultural management education and thus enables to the city of Pilsen to acquire highly skilled labor force for the 21st century (not necessary to open such study program annually). In the framework of a study major current and future artists will be educated in management skills needed for creative fields development in the city of Pilsen.

Objectively verifiable indicators:

- At the latest by 2012 independent study major is accredited in the framework of Design & Art College of University of Western Bohemia

Presumed costs: not possible to determine

Sources of financing: University of Western Bohemia, the state budget

7.2.2. Techmania – bridge between technology and art

Different effects are to be expected from the Techmania Science Centre. Nevertheless, it was established to attract high school students and children from elementary schools to technical majors. One of possible ways in its next development can be opening new programs focusing on education and technical and art fields. They can ensure and mediate an interest, imperative means interactivity.

Objectively verifiable indicators:

- A the latest by 2015 an individual exposition, department or program exist in the framework of Techmania focusing on demonstration of technology and art interconnection.

Presumed costs: no city costs expected

Sources of financing: the Techmania budget

7.2.3. Art in schools

To initiate and support projects in elementary, art elementary and art secondary schools which support outstanding art scene with elementary schools, art elementary and art secondary schools in the city of Pilsen (common workshop of outstanding artists and students in the framework of educational programs). To support expressively art elementary schools as irreplaceable part of art education for children and youth.

Objectively verifiable indicators:

- At least five workshops per year organized at three different types of schools
- To support competitions, shows, exhibitions and meetings

Presumed costs: according to projects realized

Sources of financing: the budget of the city of Pilsen and partners

7.3. Culture and art – space for enterprise

Objective: To support innovative business plans and cultural development plans in the area of culture and interconnect interests of cultural and business sector by evaluating the city cultural potential.

Measures:

7.3.1. The study of creative art support options in the city of Pilsen - Incubator & Culture Business Angels

To process a potential study of cultural and creative industries and their utilization in creative economy in the city of Pilsen. The study will propose how to utilize current potential so that culture and art become common economic benefits for the Pilsen citizens. To assign this study processing earliest by 2014 to elaborate on positive Program realization effects in its half term. The study objective is to propose a support system for proposals interconnecting cultural and art activities with industry and business domain. It will include extending business incubator current concept (BIC) by plans in cultural and creative industries with the emphasis on „Technologies & Creativity“. In registered landmarks Incubator offers space and professional support for starting artists and independent entrepreneurs whose intention is to convert their creativity into earning their living at its full potential.

Objectively verifiable indicators:

- In 2014 a study is processed whose results will be implemented into Program actualization and present to local authorities to approve

Presumed costs: 1 mil.CZK/study

Sources of financing: the budget of the city of Pilsen, BIC, VTP

7.4. Culture as a basic part of citizens life, expending relative market

Objective: To ensure culture and art accessibility for all population levels. To pay great attention to young generation, handicapped and socially isolated population groups (parents with children, seniors, minorities). To use culture and art (strengthen the role of culture and art) for personality development, inter-generational communication, creativity development, critical thinking, civic involvement, roots acknowledgment as social pathological effect prevention. To expand high quality and accessible opportunities offer for active self realization and culture and art participation. To create conditions for independently oriented civic initiatives development as bases for healthy and sustainable cultural spawn.

Measures:

7.4.1. Interests extending for culture consumers

To demand from own founded institutions to expand their horizons of its own activities in regard to individual target groups based on their communication need analysis with them in their strategy implementation

Objectively verifiable indicators:

- Starting with 2012 all cultural organization established or founded by the city shall implement a communication program with selected target groups in the framework of strategic documents
- Starting with 2013 evaluation of communication satisfaction with selected target groups included in an annual report.

Presumed costs: in the framework of operational budget organizations

Sources of financing: the budget of the city and partners

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