

ATTACHMENT A

The Branch ProArte: a project addressed to the public administrations in order to provide them with consultancy services and free assistance for the public.

Project idea and aims of the branch ProArte

The idea was born from the will to create a support structure, bound to a circuit that can be activated on the entire national territory, which is up to now inexistent, for all those who want to operate as an enterprise or association in the fields of show, tourism, culture and communication, quick in its constitution through:

- ❑ A net of correspondents to supervise the territorial activities locally and to provide consultancy and assistance activities;
- ❑ The contribution and the actual participation of a number of professionals (solicitors, lawyers, experts in commercial law, job consultants, communication and image consultants, consultants for patents, brands and copy rights, journalists, web masters, creative people, managers, promoters, public relation staff and so on);
- ❑ A link to a web site as for information and upgrade on the activities through the provision of a free service "THE EXPERT GIVES YOU AN ANSWER" reserved to those who want to approach the world of associations and job and/or to those who have questions to make: thanks to the collaboration with Corporations, Organizations, Associations also international;
- ❑ A link to a web periodical credited to a number of national and international fairs and events concerning the above mentioned fields also in a special format and/or printed in order to be distributed during the events;
- ❑ The realization of an information and training activity program to be realized in schools and Universities;
- ❑ The link to the PERMANENT TRAINING NATIONAL CENTER FOR EVENT PROJECTORS AND HOSPITALITY POLYVALENT ANIMATORS;
- ❑ The link to the observatory on professionals of AISP & C. (Italian Association Professional of Show and Culture) who study the needs of the field and produce projects to accomplish the necessary interventions involving the Institutions and the organizations of the territory;
- ❑ The realization of activities to qualify operators, teachers, administrators and consultants;
- ❑ The production and the free distribution of handbooks and guides for the artist, the operator and the show, culture and tourism entrepreneur (with facsimiles attached to present instances, requests and so on), the production of yearly upgrades and briefing in order to allow a wider diffusion and better usage;
- ❑ The organization of a series of meetings to be inserted in a program realized in different Italian places (sometimes in concomitance with Fairs and Events) also on an international level to catch the media and the public attention and to make the treated items and the offered services more important;
- ❑ The organization of a press office structured with an editorial office and correspondence of journalists sent to different places in order to penetrate the territory with a constant, incisive and widespread information through the media, the press, the radio, the local and national television;
- ❑ The programming of special TV programs on national and local televisions with the intervention of experts, public, operators, artists, administrators and journalists realized by associated production centers in different places: theatres, conservatories, social centers, public structures and schools.

The aim of the structure is to become the technical support for public administrations in order to better analyze the needs and the offers of the territory, to create a structured and efficient link between administrators, companies and operators, associations and common people projecting an adequate programming and planning all the activities during the drawing up of the balance to coordinate them during the fulfillment phase. The organizational structure, the

location of the operative premises and the production unit object of the investment can be located inside an institutional structure or different locations indicated by administrations or by the Corporation that wants to promote the opening of its own Branch. The reasons of this organizations can be easily summarized in the extreme necessity, especially in recent times, to stimulate association activity and self employment and thus the creation of new associations and companies which can be concentrated in productive poles joining their own specializations in order to provide a better service at a competitive price.

THE PROPOSAL

The different services offered by "Sportello per l'Arte" for the different fields

CONSULTANCY AND ASSISTANCE;

- ❑ Constitution, individuation and optimization of a correct management, administration, exemption, observance or exemption from social security of cultural associations, private clubs, committees and other no profit corporations;
- ❑ Regulation on ENPALS, INPS, INAIL;
- ❑ Constitution and management of companies, agencies and business organizations
- ❑ Regulations, authorizations, safeness and licenses for discotheques and hotels
- ❑ Authorizations to organize public shows and events, free or on payment
- ❑ Contracts and work relationships
- ❑ Formalization of projects, deliberations, administrative paths as for contribution and funds;
- ❑ Invoice models for single artists and groups;
- ❑ European, national and regional laws. Regulations, law
- ❑ Planning
- ❑ Preparation of artistic - organizational budget to project, realize and promote events, shows, conventions, seminars, courses, stages and masters;
- ❑ advertisement promotion, valorization of the image and brand

SPECIAL SERVICES FOR THE SHOW FIELD

Specialized consultancy and assistance for:

- ❑ planning, production and promotion for events
- ❑ constitution and management of artistic casting
- ❑ discographic productions
- ❑ artistic se
- ❑ Show security plans for artists and events
- ❑ Research and selection of services for radio, television and cinema productions through the constitution of an evaluation, segnalation and promotion center for single artists and groups;

SPECIAL SERVICES FOR CULTURE

Consultancy and assistance for:

- ❑ Cultural and artistic events (exhibitions, prizes, review)
- ❑ The development of a social business organization and no profit activities

Special services for Communication

Consultancy and assistance for:

- ❑ Creation and management of press offices;
- ❑ Planning of information events through the radio, television, web, newspapers and magazines;

Organization of training seminars:

- ❑ Upgrading, specialization and professional qualification seminars addressed to event organizers, consultants, managers of pubs, tourist and leisure structures, artists, cultural operators.

THE PRODUCTIVE AND ECONOMICAL EFFECTS ON THE TERRITORIAL ECONOMY

The productive and economical effects as for the services that we have already organized are determined by:

- ❑ The creation of new associations and business organizations and, as a consequence, the growth of the number of the consultancy and assistance services needed, which also involves a growth of job offers for the specialized consultants individuated on the territory who will be employed to provide these services;
- ❑ A growth of the services necessary to develop promotional campaigns for businesses present on the whole territory;
- ❑ The realization and the free distribution of handbooks and guides and edition of magazines and web magazines;
- ❑ Definition of an advertisement budget to support the activities promoted and followed by the Branch which will be gathered by a specialized company in order to really meet the needs of the applicants;
- ❑ Remarkable development of the informational/organizational structure to realize training masters on the whole territory.

The market needs and the initiatives already going on the national territory

The fields of tourism, show, culture and communication are characterized by a lack of definite rules and specific legal procedures, against who wants to operate professionally in this context. It necessary to act professionally. Show in its different expressions – live music, discography, dance, theatre, Cinema, radio, Television, Concerts, Cabaret, dance rooms etc... - is a big shuttlecock for the economy (it's enough to think that in England it is the most field of the national economy – more than the car industry) but difficult to be structured and organized in a coordinated way.

Analyzing the problems concerning the creation and the projecting besides the supplying of services through tools and methodological criteria to develop the idea of an artistic event and facing all the problems connected to the realization and management we intend to detail analytically the organization of an event (manifestation, exhibition, etc..) and the realization of a campaign realized by a press office in order to face and solve some economical-legal aspects, often unknown because they are considered less important.

From a recent survey made by one of the most important national radio, it is emerged that the most desired profession by young people between 25 and 35 is "to find a job in the show business as an artist or event organizer, show manager and/or promoter." The above mentioned fields are completely lacking of an adequate training structure for consultants and experts.

CHARACTERISTICS OF THE MARKET AND HYPOTHESIS OF DEVELOPMENT

As there are no precise data concerning a similar experience on the national territory and considering the continual request of information and specialized training by the operators coming from a varied and wide market, it is clear that the operators as well as the entrepreneurs and the professionals (business consultants, lawyers, etc...) don't know a lot on this subject and the few who are informed are pushed by some personal curiosity rather than the request of big artists. In the service market the job of the supplier of consultancy and assistance services in the fields of show, tourism, culture and communication has been for years carried on by service providers and consultants without a specific training that sometimes provided fair services but sometimes invented inexistent dispositions and procedures thus creating a lot of problems to companies and public administrations. The

municipal administration can, through the collaboration with the structure of support, realize a real structure organically defined and competent as for consultancy, assistance, information and training able to sustain activities on the whole territory.

BRANCH FOR ART

STAFF

The operator has the duty to manage, coordinate and control the operations concerning the BRANCH and makes the statistic surveys on the territory, he relates to the local organizations (theatres, associations, artists, operators, companies, public administrations etc, in the fields of culture, show and tourism) keeping in contact with the colleagues working for the municipal administration following the rules given by the supervisor of the department he belongs to.

Inside the BRANCH FOR ART, through a weekly presence, some consultants (business consultants, lawyers etc...) offer consultancy and specialized assistance services.

The services provided by the BRANCH FOR ART are offered by a direct link to the international net through the web portal <http://www.sportelloperlarte.eu>

As for the organization it was thought to create a structure thus divided:

STAFF COSTS

Hourly cost of the operator – numbers of hours per operator

MATERIALS

As for the materials necessary to provide the services (generally stationery), they could be taken from the supply on hand.

COMMUNICATION

The usual communication channels of municipal administration, plus the editing and distribution of written communications, e-mails, telephonic contacts, letters can be used by the operators of the Branch, the other Italian municipal administrations, the citizens, the circuit of the branches Informagiovani (non in communication among them), the companies, the organizations besides the operators, the consultants to communicate with one another.

MEDIA

In order to make the visibility of every single action originated from a contact with the Branch for Art as high as possible or simply to give the right echo to the events followed by the operators, the communication and brand manager of the Branch for Art will be in continuous contact with the managers of the editorial staff of local, regional and national newspapers, radios, televisions.

The organization of press conferences, regional advertising campaigns and promotional advertisements is necessary.

STRUCTURES

It is necessary to contemplate and provide adequate premises (rooms, furniture, computers, telephones etc...).

TELEPHONES AND INTERNET

It is necessary to contemplate adequate web and telephone links.

CONVENTIONS

Some conventions about associations, entrepreneurial activity, employment, rules on SIAE-ENPALS are contemplated, maximum 5 during one year.

Master of information and updating

In order to start the operations aimed at the correct management of the BRANCH FOR ART a training path is contemplated to start up the first training and to constantly update the staff

(operators, consultants, municipal employees, associations and business organizations regarding show and culture) through the realization of Training Seminars for the fields of Show, Culture, Tourism, Communication, Marketing and Sales reserved to maximum 15 participants for each training activity.

Production of guides and operative manuals

Those who are credited can get form the BRANCH FOR ART guides and manuals reserved to public administrators, corporations, presidents of associations, operators also cultural, artists, entrepreneurs, employees working in specific field of the municipal administration (theatres, companies etc..).

Specifically, it contemplated the production of a text on associations in Culture and Show and the editing of a text on entrepreneurial activity in Show and Tourism with a personalized fourth cover and colored internal pages.

It is necessary to contemplate funds for entertainment expenses and participation to manifestations, specific fairs all over the national and international territory.