

		<h2>City Gallery Exhibition</h2>
Country name:		Slovakia
Region:		East Slovakia region
City:		Prešov
Public organisation responsible for the initiative	National language	Stredná priemyselná škola elektrotechnická
	English	Secondary Technical School of Electrical Engineering
Department (if any)		School management
Address:		Plzenská 1, Prešov
Webpage:		www.spse-po.sk
Public organisation representative:		Director of the School

Initiative description

Title:	City Gallery Exhibition
Features of group/s of beneficiaries	Directly: cultural institutions – galleries, theatres. Indirectly: start-ups in culture sectors, small enterprises in culture, self-employed persons.
Initiative / tool objective	To support of small companies in cultural sector, that activities during pandemic time was limited, by continuous distribution of vouchers to be executed in the future.
Steps / phases / stages of tool / initiative implementation and its activities description	<p>In the background of the initiative is regular activity of distribution of cultural vouchers between students of the Secondary Schools in Slovakia. Every year students have occasion to visit various cultural events organised by public institutions and private companies (concerts, cinemas and multiple other cultural events) using vouchers as paying method.</p> <p>In the City of Prešov, the main culture institution is The City Gallery - Caraffa's Prison Gallery that belongs to the City Park of Culture - an independent institution providing plenty of activities in the field of culture. During the COVID-19 pandemic, the Gallery remained open until the second wave, when it was suddenly closed. As there was many cultural events planned and list of booking dates had been prepared. Apart from closed cultural events vouchers stayed active and there was no obligation to returns their cost by culture companies.</p> <p>That model was multiplied in few cases related to different culture events.</p>

	<p>Event 1. Objective: Support for gallery exhibition. In October 202 the City Gallery prepared the new exhibition with the producer MILOHOS company for exhibition of well-known photographer Jan Saudek. The school purchased 550 tickets for this exhibition but due to the COVID-19 pandemic, students could not attend the full exhibition (only the first 2 groups). Despite that, the school donated back leftover tickets to the gallery without a financial return to support the art during the pandemic.</p> <p>Event 2. Objective: Support for English theatre. The condition of the cultural vouchers for students started to be even more insecure because of the further development of the pandemic. The school management decided to use the cultural vouchers to support the English Theatre Centre in Martin by purchasing future performances in English in a number of 600 vouchers. The Martin's English Theatre Centre is a small private SME and has prepared a new English performance "Jack and Joe", but due to the pandemic situation, it has not been allowed to play this performance traditionally.</p> <p>Event 3. Objective: Support for local theatre. In this stage, the Secondary school again provided further support to the local theatre – The Jonáš Záborský Theatre in Prešov, because this institution was closed during pandemic measures and all staff had to stay at home. The number of cultural vouchers which were provided to support them and another chance to take part in their theatrical performances, in this case, was more than 1 thousand.</p>
Expected result(s)	<p><u>Initiative / tool organization dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</u></p> <ul style="list-style-type: none"> • The understanding of regional culture impact and the need to support it in a time of pandemic. • The school management prepared to organise the distribution of special vouchers. <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> • The measure will make it possible to support local cultural institution. • Significant support for cultural sector companies. • Significant support for regional culture.

Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> • Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organization
Transferability on country of origin level (to be assessed by all Partner from specific country)	<ul style="list-style-type: none"> • High – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Necessary resources	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> • Offices: <ul style="list-style-type: none"> ○ Basic management steps. • Technology: <ul style="list-style-type: none"> ○ ICT – emails or mobile phones.

	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Good knowledge of communication skills. • Procedures: <ul style="list-style-type: none"> ○ Good knowledge of cultural infrastructure which needs support. ○ Good knowledge of public funding expenditures for culture.
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • Vouchers <p>Amount of costs to be financed (in EUR):</p> <ul style="list-style-type: none"> • 2 800 Euro (costs of Vouchers in one turn).
<p>Key success factors:</p>	<ul style="list-style-type: none"> • Highly valuable solution for culture sector. • Well established subscription of future performances. • Zero risk in investing vouchers to small cultural companies. • Use of extra measure from public school.
<p>Key challenges:</p>	<ul style="list-style-type: none"> • Distribution of Vouchers for the events in pandemic time (closed schools).
<p>Impact on regional economy (general description)</p>	<ul style="list-style-type: none"> • Support for cultural position and survival during pandemic time. • Expression of solidarity to local business in culture industry.