

Idea: Sport challenges to promote local business

Number in the database: 111

Area number: 4

Idea description

Title:	Sport challenges to promote local business
Idea objective	<p>The activity consists of organizing sports events (sports challenges) in the City to promote companies with products or services related to the idea of sports (sports equipment, medicine, food, clothing, sports services, etc.) and local manufacturers and distributors of products for individual customers (food, household appliances, handicrafts and others)</p> <p>The main objectives of the activity are:</p> <ol style="list-style-type: none"> 1. promoting the City as a sports destination for residents and visitors/sports tourists (demand context). 2. promoting of offer the City's businesses (supply context). <p>Examples include street running (marathon), car/bike/pedestrian rallies, survival races, drainage races, competitions based on the City's tourism and sports infrastructure and unique natural conditions, and others.</p> <p>Economic zones are being prepared as part of the event, with the possibility of developing it by companies with offers for visitors and residents (stores, sports and recreation centers, and others).</p> <p><u>Action implementation variant:</u></p> <ol style="list-style-type: none"> 1. A variant of the action is to create a comprehensive tourist offer around a sports event (e.g., several days). 2. A variant of the activity is to organize a competition that allows sports rivalry between employees of various companies and institutions from the City or neighboring cities. After the competition, a networking part may be envisaged. 3. A variant is to include sports events in the schedule of thematic events, related to a specific discipline at the regional or national level. 4. A variant is to organize niche sports events based on the unique resources of the city (talents, places, resources) 5. A variant is cooperation in the organization of events between neighboring Cities, territorial units
Sharing process (max 1000 characters)	<p>Implementation of the measure requires the involvement of residents and public institutions in conceptual and implementation work aimed at identifying:</p> <ul style="list-style-type: none"> - potential themes rules of discipline, sports for holding events in the City - the potential benefits of organizing sports events for local businesses and rules/rules that can enhance these benefits, - how to organize events through the involvement of public institutions in the City - how to promote and communicate events in the media. <p>Conceptual work should be completed with the development of an action plan with a schedule and division of activities between the parties involved.</p> <p>The implementation of the action is the same as the launch of events.</p>
Restrictions/rules (law, skills, time, other)	<p>The operation may encounter many limitations resulting from, among others, with:</p> <ul style="list-style-type: none"> - specifics of undertaken sports initiatives, - the specificity of the resources that will be used for the implementation of the events,

	- internal regulations of public institutions involved in the organization. Limitations may result from gaps in competencies, resources, building the necessary relationships at the regional/national level, competition in the organization of events between cities, etc.
Procedures (if applicable)	The action is depending on the nature, type, time, resources involved and other factors, will require launching various administrative procedures, including a significant procedure related to the financing of events by the City government. Implementation may require applying for external funds (regional, national, international).
Costs for public institutions (if applicable)	The action is related to incurring organizational costs, including: - providers of public infrastructure for events, - event service (before, during, after finding), - promotion in the media.
Expected result (if possible)	Organized new sports initiatives to support the functioning, in particular sales, of local manufacturers, producers and distributors

4.1.1.	Area 3 Area 4 Area 6 Area 9
4.1.2.	Big infrastructure Equipment Contacts Event space
4.1.3.	c. public resources available free of charge
4.1.4.	formal
4.1.5.	yes
4.1.6.	no - only public resources
4.1.7.	no
4.1.8.	no
4.2.1.	Fast, one-time, no complex processes
4.2.2.	no