

	<p>COMUS PROJECT PILOT TOWN: MSCISLAŨ REFERENCE PLAN ACTION N° 2.1</p>
<p>Name of Action: Developing the brand book and Mscislaŭ tourist strategy</p>	
<p>Location</p> 	<p>Image</p> 
<p>Summary: Planned to develop a brand book and tourist case of Mscislaŭ town</p>	
<p>Challenge(s) that the Action addresses: Mscislaŭ does not have a recognizable brand at the moment. There is no system of identification to describe the special attributes of Mscislaŭ compared with other cities in Belarus or other countries. There are no advertising materials about the city and stylistic unity in the design of souvenir products is lacking. Mscislaŭ also needs to develop a package of services for tourists and visitors (the so-called tourist strategy).</p>	
<p>Details of the Action process: Explanation of Aims and Programme</p>	
<p>Objectives: <i>Strengthening the role of the town as cultural and touristic regional centre</i></p>	
<p>Timing, priority and risk</p>	<p>Immediate Short-term Mid-term Long-term term</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Period: 2017 – 2018 Risk: Availability of public funds</p>
<p>Key actors</p>	

Main actors involved	Mscislaŭ local authority, private investors, local museum and NGO.
Participation	Residents, civil society, local authority, cultural and educational institutions
Funding sources	
Estimate Total cost and Sources of funding	Financial input state: <i>not available</i> Financial input municipality: <i>not available</i> External co-financing: <i>not available</i> Private investment: <i>not available</i>
Expected results	
Results and impact	Mscislaŭ has a city brand. Developed brand book ensures the stylistic unity of all promotional materials, including documents and souvenirs. The Mscislaŭ Tourist Strategy is developed and annually updated. These will allow us to raise awareness about Mscislaŭ, making the city recognizable on the tourist map of Belarus, ensuring a constant flow of tourists.
Information sources	
Administering organisation(s)	Mscislaŭ Local Administration info@msiislav.gov.by www.mstislav.gov.by
Contact details of administering organisation(s)	Project Manager Biskup Natalia okinchits.mst@tut.by
Other documentation sources	

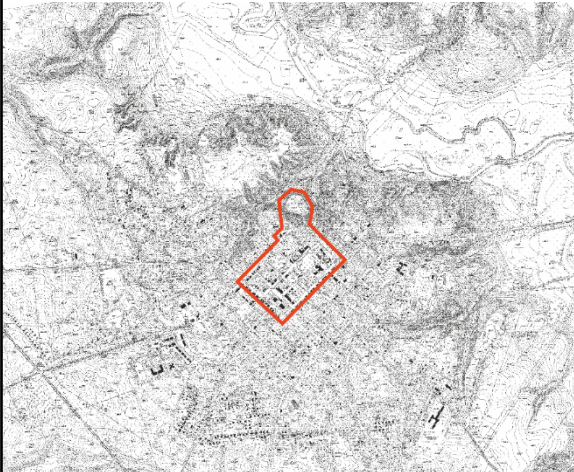


COMUS PROJECT
 PILOT TOWN:
MSCISLAŪ
 REFERENCE PLAN
 ACTION N° 2.2

Name of Action:

Development of the urban navigation and creation of information boards in the historic area

Location



Image



Summary:

To develop urban navigation and information boards in the historic part of the town.

Challenge(s) that the Action addresses:

Pedestrian and vehicular urban routes are insufficient. There is no signage in the historic centre of Mscislaŭ: information panels, benches, etc. It is not comfortable for tourists and the city visitors to navigate the urban space.

Details of the Action process: Explanation of Aims and Programme

Objectives:

Strengthening the role of the town as cultural and touristic regional centre

Timing, priority and risk

Immediate Short-term Mid-term Long-term



Period: 2017 – 2018

Risk: Availability of public funds

Key actors

Main actors involved

local authority, private companies, students of the Belarusian Academy of Arts, young architects.

Participation	Residents, civil society, local authority, private companies, students of the Belarusian Academy of Arts, young architects.
Funding sources	
Estimate Total cost and Sources of funding	Financial input state: <i>not available</i> Financial input municipality: <i>not available</i> External co-financing: <i>not available</i> Private investment: <i>not available</i>
Expected results	
Results and impact	In the historic centre Mscislaŭ information boards with navigation signs will be fitted in three languages: Belarusian, Russian and English. These will be designed for tourists and installed in the area of historic and public buildings, alongside tourist routes. Tourists will feel comfortable traveling in the historic centre of Mscislaŭ.
Information sources	
Administering organisation(s)	Mscislaŭ Local Administration info@msiislav.gov.by www.mstislav.gov.by
Contact details of administering organisation(s)	Project Manager Biskup Natalia okinchits.mst@tut.by
Other documentation sources	

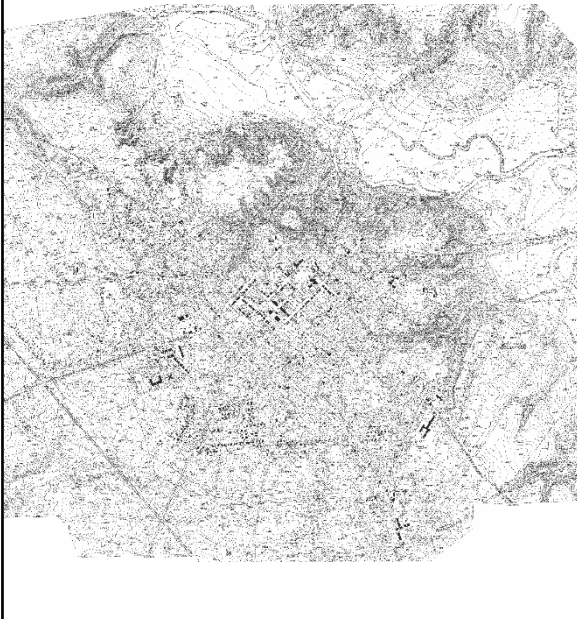


COMUS PROJECT
 PILOT TOWN:
MSCISLAŮ
 REFERENCE PLAN
 ACTION N° 2.3

Name of Action:

The restoration of Hotel Hermitage and the opening of a modern hotel

Location



Image



Summary:

To renovate the former Hotel Hermitage building (19th century), adapting it for use as its former role, modernizing the hotel

Challenge(s) that the Action addresses:

The city currently lacks developed infrastructure for service and accommodation. It has only one hotel which is in poor condition.

The building of the Hermitage must be immediately conserved and restored in order to be useful for residents.

Details of the Action process: Explanation of Aims and Programme

Objectives:

Strengthening the role of the town as cultural and touristic regional centre

Timing, priority and risk

Immediate Short-term Mid-term Long-term



Period: 2017 – 2020

Risk: Availability of public funds

Key actors

Main actors involved	Mscislaŭ Local Administration, private investors, Ministry of Culture.
Participation	Residents, civil society,
Funding sources	
Estimate Total cost and Sources of funding	Financial input state: <i>not available</i> Financial input municipality: <i>not available</i> External co-financing: <i>not available</i> Private investment: <i>not available</i>
Expected results	
Results and impact	The former Hotel Hermitage building will be renovated and adapted into a modern hotel with extended services. Private investments will be attracted for these purposes.
Information sources	
Administering organisation(s)	Mscislaŭ Local Administration info@msiislav.gov.by www.mstislav.gov.by
Contact details of administering organisation(s)	Project Manager Biskup Natalia okinchits.mst@tut.by
Other documentation sources	

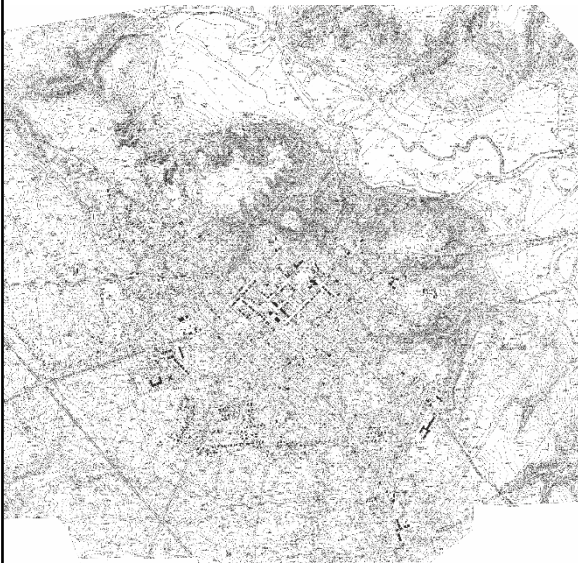


COMUS PROJECT
 PILOT TOWN:
MSCISLAŪ
 REFERENCE PLAN
 ACTION N° 2.4

Name of Action:

Development of tourist routes around the city in order to promote walking, cycling and eco-tourism

Location



Image



Summary:

To develop tourist routes all over the city in order to promote walking, cycling and eco-tourism.

Challenge(s) that the Action addresses:

Separate guided tours of the city have been organized in the past by the local museum, but there no the developed proposals from tourism companies. There are no bicycle trails; ecotourism has not been developed.

Details of the Action process: Explanation of Aims and Programme

Objectives:

Strengthening the role of the town as cultural and touristic regional centre

Timing, priority and risk

Immediate Short-term Mid-term Long-term



Period: 2017 – 2018

	Risk: Availability of public funds
Key actors	
Main actors involved	Local authority, tourist companies, local museum
Participation	Residents, civil society, tourists, private companies
Funding sources	
Estimate Total cost and Sources of funding	Financial input state: <i>not available</i> Financial input municipality: <i>not available</i> External co-financing: <i>not available</i> Private investment: <i>not available</i>
Expected results	
Results and impact	Increased attractiveness of the city to tourism. Tours modernize urban space, stimulate the creation of favourable conditions for physical activity. Eco-tourism is developed, co-ordinated, and encouraged by the use of natural and cultural tourism resources of the city for the local population and tourists.
Information sources	
Administering organisation(s)	Mscislaŭ Local Administration info@msiislav.gov.by www.mstislav.gov.by
Contact details of administering organisation(s)	Project Manager Biskup Natalia okinchits.mst@tut.by
Other documentation sources	

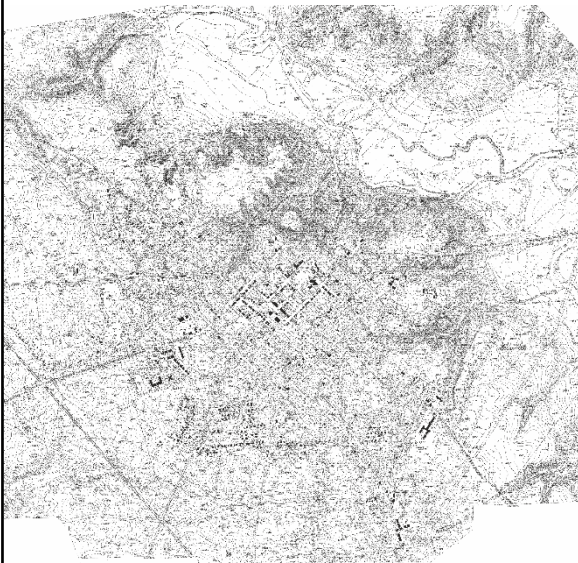


COMUS PROJECT
PILOT TOWN:
MSCISLAŪ
REFERENCE PLAN
ACTION N° 2.5

Name of Action:

Development of event management, organization of three new festivals in the city

Location



Image



Summary:

Development of event management through the organization of at least three new festivals in the city, including the Food Festival.

Challenge(s) that the Action addresses:

Mscislaŭ has already held one international festival of medieval culture, and two music events. The experience has shown that the city received significant economic and social benefits from the activity, but for sustainable development and expanded capabilities in this area, another recognizable festival needs to be organised, which would become part of the urban brand, improving festival management and marketing.

Among the proposals received, the most feasible is that of the 'Food Festival', as the city has strong culinary traditions, which unfortunately have not been exploited in urban public catering system.

Details of the Action process: Explanation of Aims and Programme

Objectives:

Strengthening the role of the town as cultural and touristic regional centre

Timing, priority and risk	<p style="text-align: center;"> Immediate Short-term Mid-term Long-term  </p> <p style="text-align: center;"> Period: 2017 – 2020 Risk: Availability of public funds </p>
Key actors	
Main actors involved	Mscislaŭ Local Administration, private investors, cultural organizations, NGO's
Participation	Residents, civil society, tourists
Funding sources	
Estimate Total cost and Sources of funding	<p>Financial input state: <i>not available</i></p> <p>Financial input municipality: <i>not available</i></p> <p>External co-financing: <i>not available</i></p> <p>Private investment: <i>not available</i></p>
Expected results	
Results and impact	Annual various festivals in the town beoame its brand. They stimulate the development of tourism and provide social cohesion and sustainable development.
Information sources	
Administering organisation(s)	<p>Mscislaŭ Local Administration</p> <p>info@msiislav.gov.by</p> <p>www.mstislav.gov.by</p>
Contact details of administering organisation(s)	<p>Project Manager</p> <p>Biskup Natalia</p> <p>okinchits.mst@tut.by</p>
Other documentation sources	<p>http://zbroevy-falvarak.by/rycarskie-festivali-v-respublike-belarus-v-2016-godu/</p> <p>http://mstislavl.info/main/activity/knights-fest/</p> <p>http://ont.by/news/our_news/0078082</p>