

PILSEN. HER.	3
TABLE OF CONTENTS	8
I BASIC PRINCIPLES	12
1. Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture? What, for it, would be the main challenge of this nomination? What are the city's objectives for the year in question?	14
2. Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?	17
3. Could this programme be summed up by a slogan? (the answer to this question is optional at the pre-selection stage).	21
4. Which geographical area does the city intend to involve in the "European Capital of Culture" event? Explain this choice.	22
5. Do you already have the support of the local or regional political authorities? Or are you planning to ask for their support at a later date? Explain.	25
6. How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?	28
7. To what extent do you plan to forge links with the other city to be nominated Capital of Culture?	32
8. Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria	34
9. How does the city intend to ensure that the programme for the event - attracts the interest of the population at European level.	43
10. How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?	48
11. Participation as a basic principle - filling an empty space.	50
12. Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.	62
13. What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with	64
– cultural operators in the city?	
– cultural operators based outside the city?	
– cultural operators based outside the country?	
Name some operators with whom cooperation is envisaged and specify the type of exchanges in question.	
14. In what way is the proposed project innovative?	67
15. 1. If the city in question is awarded the title of Capital of Culture, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view?	70
2. Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?	75
16. How was this application designed and prepared?	78

II	STRUCTURE OF THE PROGRAMME FOR THE EVENT	90
1.	What structure does the city intend to give to the year's programme if it is designated "European Capital of Culture" (guidelines, general theme of the event)? How long does the programme last?	92
2.	What main events will mark the year?	98
3.	How does the city plan to choose the projects/events which will constitute the programme for the year?	147
III	ORGANISATION AND FINANCING OF THE EVENT	152
1.	Organisational structure	
1.1	What sort of structure is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?	154
1.2	If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?	164
1.3	According to which criteria and under which arrangements has or will the artistic director of the event be chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?	165
2.	Financing of the event	
2.1	What is the total amount of resources earmarked for organising the "European Capital of Culture" year? What are the sources of financing and the respective importance of their contribution to the total?	166
2.2	Have the finance authorities of the city already voted on or made financial commitments? When will they do so?	169
2.3	What is the total expenditure planned strictly for the programme of the event?	171
2.4	How much expenditure is planned for infrastructure (cultural and tourism infrastructure, including renovation)?	174
2.5	What is the plan for involving sponsors in the event? What is the estimated level of financial participation by sponsors?	177
2.6	According to what timetable should this expenditure be committed if the city receives the title of Capital of Culture?	186
IV	CITY INFRASTRUCTURE	188
1.	What are the city's assets in terms of accessibility (regional, national and international transport)?	192
2.	What is the city's absorption capacity in terms of tourist accommodation?	199
3.	What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?	201
V	COMMUNICATION STRATEGY	214
1.	What is the city's intended communication strategy for the European Capital of Culture event?	216
2.	What proportion of the budget is earmarked for communication?	223
3.	How does the city plan to promote the award of the Melina Mercouri prize if it receives it? (Information on this prize is given in paragraph VI of the Guide for cities applying for the title of European Capital of Culture).	224

VI EVALUATION AND MONITORING OF THE EVENT

- | | |
|--|-----|
| 1. Does the city intend to set up a special monitoring and evaluation system for the impact of the programme and its knock-on effects? | 225 |
| 2. Does the city intend to set up a special monitoring and evaluation system for financial management? | 233 |

VII ADDITIONAL INFORMATION

- | | |
|---|-----|
| 1. What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points? | 236 |
| 2. Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture? Please comment. | 238 |
| 3. Please add below any further comments which you deem necessary on the subject of this application. | 241 |
| | 242 |