


# Pilsen – European Capital of Culture 2015

## Long Term Impacts



2015 Plzeň

OPEN UP!

## Facts and Figures

- The biggest cultural project in the history of Czech Republic
- Total budget around **68 mio EUR**
  - 18,2 mio EUR for the soft operation
  - 48,7 mio EUR for capital investments – infrastructure
- Around 0,8 mio EUR spent on candidacy [expected 3-5 mio EUR in Germany 2025]
- **22,4 mio EUR** – expenditures of visitors directly connected to the visit ECoC events
- **1,4 mio** overall attendance on ECoC events
- **31% increase of overnight stays**
- **25,8% increase of accommodated guests**

## Major Challenges

- **Changes in management [2010 – 2013] 3 directors**
- **Small contribution of Czech government**
- **Infrastructural projects**
- **Local patriotism X European dimension**
- **Capability of local cultural operators to deliver desired quality**

## Budget for programming [soft operation]

Sources	Expected income [bid book 2009]	%	Real income 2006-16	%
Pilsen City	16 065 000,00 €	48,1%	8 246 279 €	45.2%
Pilsen Region	3 392 000,00 €	10,1%	1 789 000 €	9.8%
Ministry of Culture of Czech Republic	3 292 000,00 €	9,8%	3 788 630 €	20.8%
EU funds [incl. Melina Mercouri]	4 892 000,00 €	14,6%	1 904 173 €	10.4%
Sponsoring	1 608 000,00 €	4,8%	1 175 748 €	6.4%
Ticketing and Merchandising	1 042 000,00 €	3,1%	520 717 €	2.3%
Other	3 195 920,00 €	9,5%	823 682 €	4.5%
<b>TOTAL</b>	<b>33 486 920,00 €</b>	<b>100%</b>	<b>18 248 229 €</b>	<b>100%</b>



## Budget for investment projects [capital expenditures]

Investment project	Cost
<b>New theatre building</b>	<b>41 714 769,23 €</b>
Struncovy Sady Sport and Leisure Centre – Brewery – Roudna	3 406 153,85 €
GREENWAYS - Rivers Mze and Uslava	640 346,15 €
Pilsen of Culture – marketing project	136 198,46 €
Adolf Loos Interiors	221 321,50 €
Improving general and aesthetic quality of public areas in Štruncovy Sady	911 230,77 €
Lochotin Amphitheatre Reconstruction	1 134 615,38 €
<b>Reconstruction of DEPO2015 Creative Zone</b>	<b>446 625,50 €</b>
<b>Total</b>	<b>48 611 260,85 €</b>

## European dimension and networking

- **21 countries** were directly involved in the programme projects
  - French Institute, Goethe Institute, EU-Japan Fest Foundation, embassies...
- Performers from more than **50 countries** involved in the programme
- The most important cooperation:
  1. Germany – mostly Bavaria – 42 cooperation projects
  2. Japan – 32 cooperation projects
  3. Belgium – mostly Mons 2015 – 5 projects



Large Scale Productions

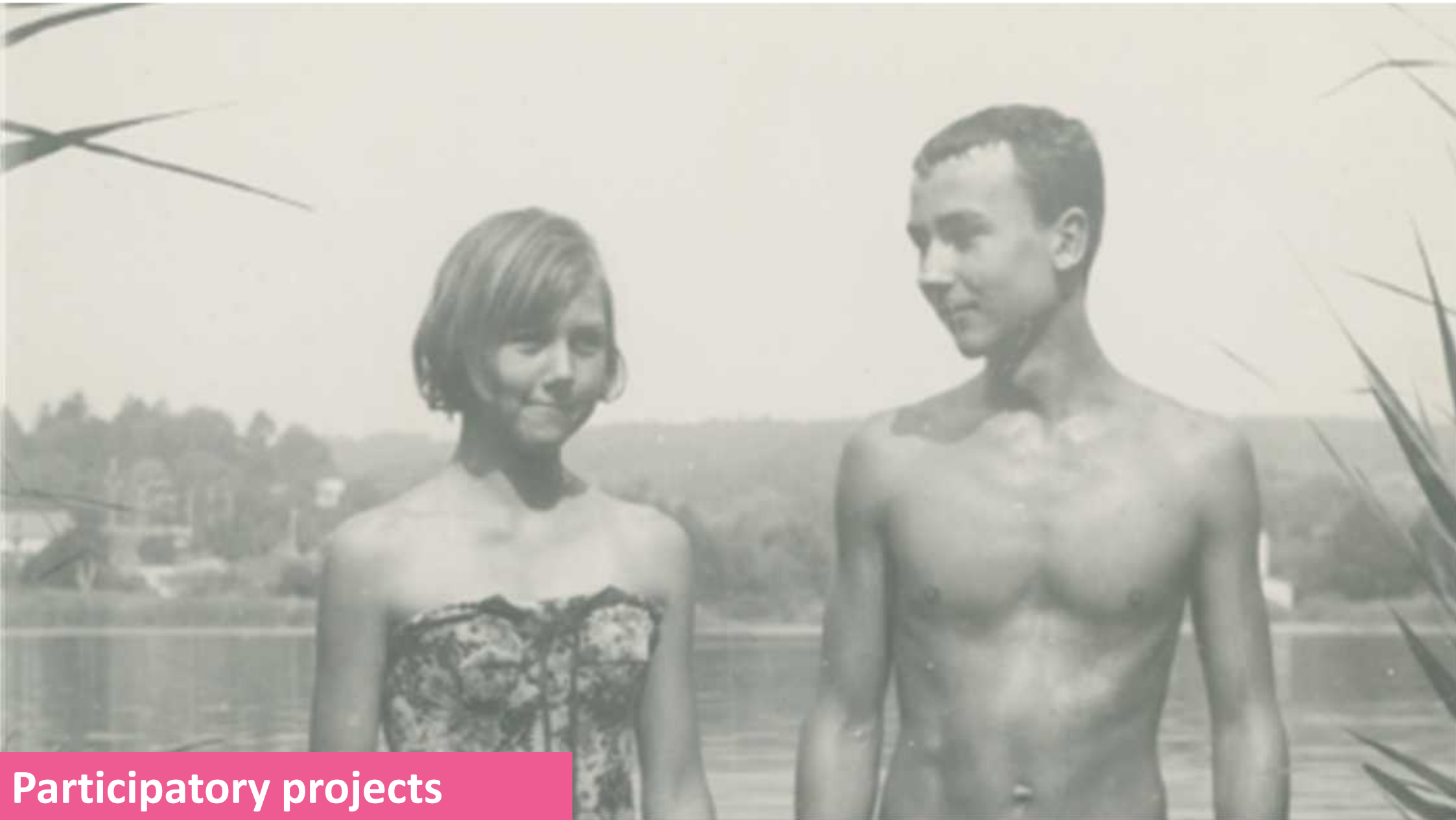




**Art and Technologies - contemporary**



## Public Space Interventions



**Participatory projects**

**Major Challenge = years after ECoC**

International Brand

New  
Infrastructure

Pilsen 2015+

Cultural Projects and  
Networks

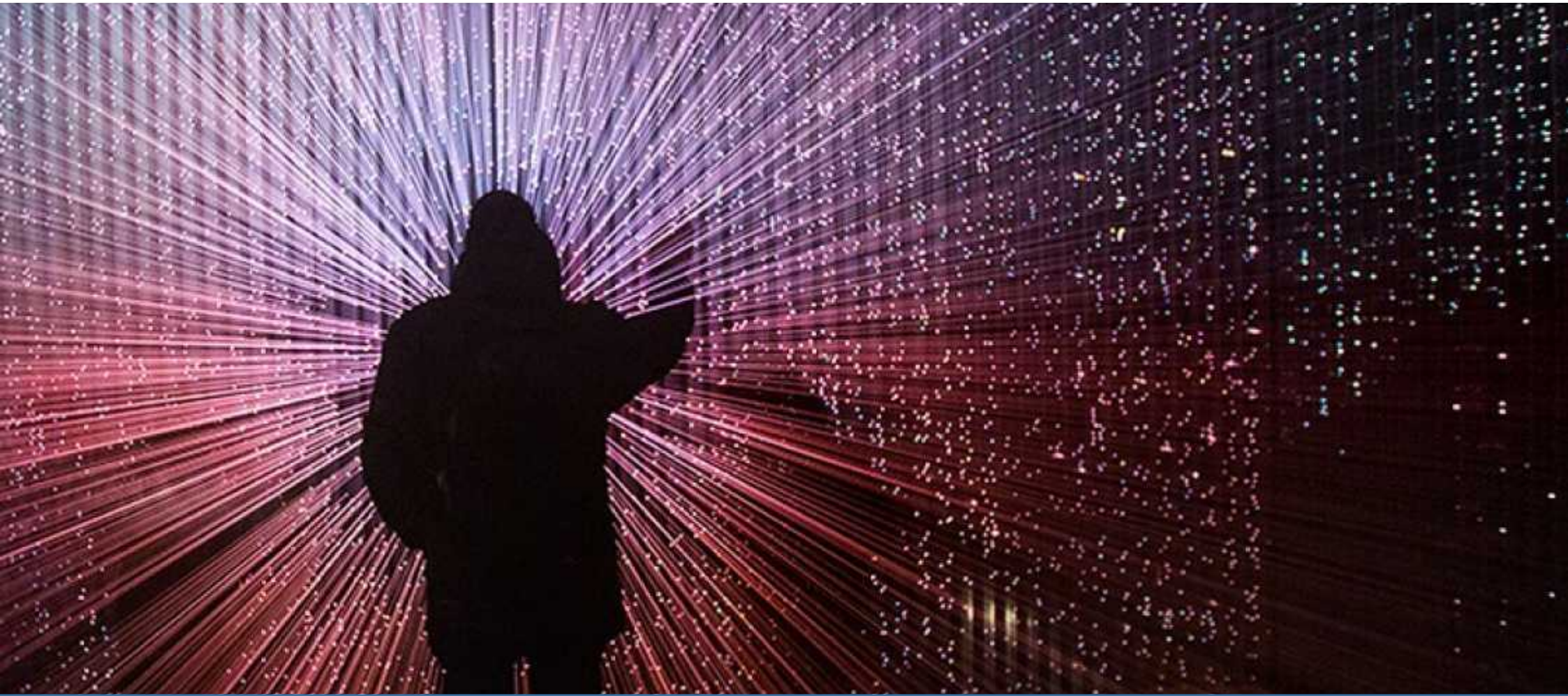
Creative Industries  
DEPO2015



DEPO2015 Creative Zone as the most visible legacy projects and driving force of ECoC sustainability



Pilsen 2015 – Treffpunkt festival as one of legacy projects [powered by sister cities status + crossborder EU funding + passion] + Baroque Festival



Light festival BLIK BLIK established in 2015 as one of major events in the Czech Republic



## Legacy Projects

- European Neighbour's Day
- Czech-Bavarian Baroque Summer Festival
- Artists in Residence Programme
- Interactive Exhibitions for Youth
- Makerspace and Creative Incubator
- Volunteering
- Tens of other projects carried out by city of Pilsen or other cultural operators

**Good Luck Next ECoC Cities!**

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