

June 5th 2012

Via Maestra

**the CCN of
Poggibonsi**



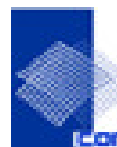
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Firenze



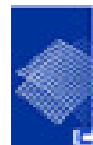
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- Legal form: Association
- Year of establishment: 2006
- Partners:
 - *Municipality of Poggibonsi,*
- *Retailers' associations of Siena (Confcommercio, Confesercenti, Confartigianato)*
- *SMEs operating in the perimeter of the CCN*
- Members: 71 out of 110 present in the area
- Membership: voluntary



Decision-making body

- Board of Directors with 10 members:
- 1 representing the Municipality of Poggibonsi
- 3 representing the retailers' associations
- 6 between representing the SMEs of the CCN

The President is elected by CCN's SMEs.

Operations

- The associations works closely with the City Administration, in particular with the office for business activities (Suap)

Funding:

- Annual Membership fees: € 200,00 per SME (71 in 2011)
- Annual contribution from the City of Poggibonsi: € 20,000
- Equipment leasing for Sbaraccando: € 150 per booth for members; € 300 for non members
- Events sponsorships
- Regional funding for CCNs

Events

- General goal of the CCN is the development and enhancement of the CCN through initiatives involving the fields of culture, tourism and trade.
- Through specific events the Centre is returning to being the ideal place to stroll, shop and do business.



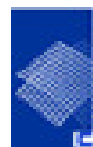
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“Saperi e sapori”



“Estemporanea di Pittura”



Promotional initiatives

- Sunday opening of shops every second Sunday of the month;
- “Open for dinner until 23.30” every Thursday during the months of June and July, with events and entertainment in the streets and squares of the center.

Goal: to give more opportunity for walking in the center, eat out, go shopping and get ice cream on summer evenings



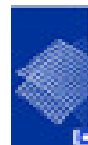
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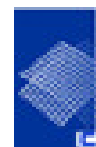
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Commercial activities

The leading event is SBARACCANDO: it is repeated twice a year to coincide with the end of summer and winter sales

The SMEs of the CCN “come out” of their shops and sell their products on the road using the booths of the Association, bags and labels pricing details specifically designed for the event.



Commercial Activities

“I Love Shopping in Viamaestra” pocket-size brochure in Italian and in English that:

- illustrates all the summer events, news, and contains information on CCN Poggibonsi;
- has the full list of businesses
- Has a detailed map of the center to locate all the services offered;
- In the final pages offers discount coupons and promotions of all the activities associated with the CCN
- Is widely distributed in nearby accommodation facilities, shops, bars and tourist offices.

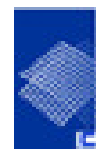


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