



Colle Val D'elsa , June 5th 2012



TCM - T&KE

*Town Centre Managers Training
and Knowledge Exchange*



Education and Culture DG

Lifelong Learning Programme





Colgirandola
Centro commerciale naturale di Colle di Val d'Elsa





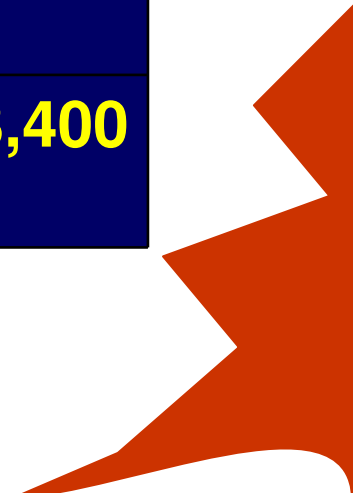
BRIEF HISTORY OF COLLE VAL D'ELSA'S NATURAL SHOPPING CENTER (CCN)

- The natural shopping center was founded in 2005, after a study and a participative process during which a project for the activities of the city center was defined.
- An MoU was signed in such year, between the City, the president of the Chamber of Commerce of Siena, the trade associations and about 80 businesses of Colle di Val d'Elsa.
- For an initial period of 5 years, as the shopping center is developed, with a board of directors appointed by majority vote by the City, the CCN supported projects for urban renewal with the purchase of furnishings for the city, and cooperated with the local government to introduce elements of administrative simplification concerning business signage and advertising within the city center and to support revitalization activities, by creating a series of local.
- CCN was and still is a valuable tool to find various types of public funding, such as the regional program PIUS, through which the town was also awarded the title “City of Cities”.
- Since 2010, the CCN is led by the local traders and supported by the local government (in terms of funding and logistics).



2011 Final Balance

Revenues	Costs
€ 8,400 – membership fees (20€ @) € 12,000 – funds from City Council for events and promotion € 5,000 – Advertising and sponsorships € 18,000 – funds from City Council for CCN services	€ 13,000 – management and secretariat € 5,000 – promotion and advertising € 7,000 – Events € 18,000 – extraordinary events € 400 – other
TOTAL € 43,400	TOTAL € 43,400





CCN ACTIVITIES 2011

- Main activity during the year 2011 was to promote throughout the municipal and intermunicipal areas activities, events (directly sponsored by the Municipality of Colle di Val d'Elsa or by the association of merchants and all other associations and institutions).
- Specifically by: publishing on a monthly basis a calendar of events, promoted in the area with 35,000 postcards and 1,500 posters. Every month at least 100 posters were distributed with regular posting and 2500 postcards mailed all over the town. Approximately 10,000 postcards were also distributed in the territories of Poggibonsi and Castellina in Chianti, Monteriggioni, Siena, Casole d'Elsa for extraordinary events directly organized and/or promoted by Colgirandola Association.
- the Association has a service of weekly online newsletter for its members, local associations, and private accommodations for a total of 200 email addresses. This service is strong and growing, with the aim to reach soon 500 email addresses a week.
- The Association with its own activities, promotional posters and sponsors is also present on the web more social networks (Facebook, Twitter).
- The Association works actively in the communication of promotional activities during the year in Colle di Val d'Elsa and is particularly active in promoting, organizing, building, coordinating all the rallies, events and activities popular in the public interest for the general improvement of the socio-economic conditions of the town.
- The events, managed directly and or in collaboration with other institutions/ associations of the territory in 2011 have produced extraordinary turnout with a total attendance of about 20,000/25,000 people per yr.



Facilities and opportunities for local operators and members

- ✓ Redevelopment of existing activities
 - ✓ curtains, exterior signage, planters, advertising
- ✓ website www.colgirandola.it
- ✓ Training
- ✓ Microcredit service
- ✓ Temporary Store
- ✓ Implementation of MOUs
 - ✓ with professional firms, corporations, insurance companies and agencies, etc.
- ✓ Discounts for members on joint advertising



Events 2011

Event	Notes	period	days	attendants
Collectors' market	monthly	Jan-Jun		2000
Carnival 2012		March	2	1000
Village in bloom		May	1	500
Antiquities market		June	1	1000
Beauty contest		June	1	1000
Miss Italia selections		June	1	2000
Eno-gastronomicTicket		June	1	2000
Renaissance Fair		July	2	5000
Vintage market	weekly	Jun-Sep		2000
Events music, and shows	weekly	Jun-Sep		3000
Bastion Event		Aug	1	5000
All at the square		Sep	1	4000
Tastes and Smells		Oct	2	1000
Collectors' market	Cad Mensile	Oct-Dec		1000
Xmas events		Dec-Jan		2000

Total attendants: 35,000



Events 2012

Event	Notes	period	days	attendants
Carnival 2012		Feb	2	1500
Vintage market	Market days	Jan-Jun	1	3000
Chocolate Festival		March	1	1000
Spring at the square		April	1	1000
Village in Blossom		May		500
Antiquities Market		Jub	1	1500
Miss Italia selections		June	1	2000
Miss Biancorossa		June	1	2000
Charity Fair		June	1	2000
Renaissance Fair		July	2	5000
Eno-gastronomicTicket		June	1	2000
Xmas events		Dec-Jan		2000

Total attendants: 23,500



THE ASSOCIATION in 2012

- For the year 2012, as well as increasing the 2011 activities, the association improved communication and promotion initiatives for the summer and for Christmas festivities.
- Moreover, this year the Association Colgirandola opened its offices to the public, open every Tuesday from 13.30 to 16.30 hours in order to be closer not only to members or business activities in general, but also the citizens.