

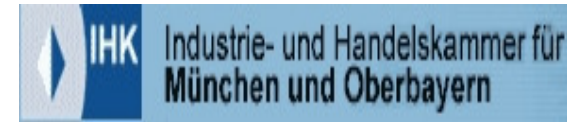


# History, Development, Foundation of the "Plusregion" and Project-Information "Village Centre Köstendorf"

Ing. Mag. Georg Gumpinger, CIMA Beratung + Management, 3rd March 2011



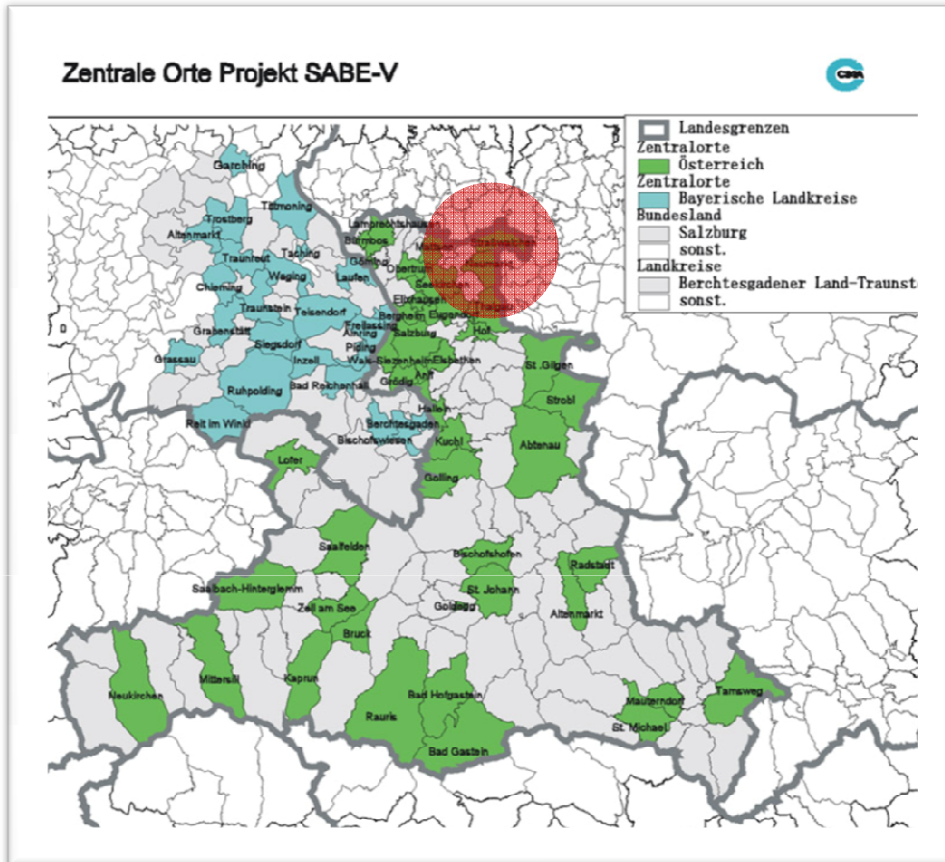
# Project SABE-V - Partners



Bayerisches Staatsministerium für  
Wirtschaft, Infrastruktur, Verkehr und Technologie



**SABE-V Project was funded by INTERREG IIIA**



## Analysis of buying power and buying power relations between different locations

- ◆ Federal state Salzburg
- ◆ Neighboring bavarian regions
- ◆ 66 selected locations

## Analysis of the structure and quality of the retail trade sector

## Analysis of the buying behavior and their changes

**Project preparation time: March 2004 – May 2005**



Increasing competition between different locations and regions

Intelligent cooperation and coordination in the field of location management ensures new financial opportunities for neighboring communities

Participation of the local inhabitants leads to higher acceptance and facilitates the project implementation



## Location management project for the small region Köstendorf – Neumarkt am Wallersee - Straßwalchen





July 2005  
Project start

September 2005 – April 2006  
Conceptual work

Since May 2006  
Start project implementation  
November 2006 – Foundation of the Plusregion



# Project Schedule



	<b>Regional coordination process</b> content/performance	<b>Local development process</b> content/performance
<b>Step 1</b> <b>Project – Structuring</b>	<ul style="list-style-type: none"><li>▪ Installation regional project steering committee</li><li>▪ Kick-off Workshop</li></ul>	<ul style="list-style-type: none"><li>▪ Installation local project steering committee</li><li>▪ Kick-off Workshop</li><li>▪ Expert interviews</li></ul>
<b>Step 2</b> <b>Additional Analysis</b>	<ul style="list-style-type: none"><li>▪ Summary of the local results in all 3 municipalities</li></ul>	<ul style="list-style-type: none"><li>▪ Documentary analysis</li><li>▪ Buying power</li><li>▪ Potentials of real property</li></ul>
<b>Step 3</b> <b>Strategic Guidelines</b>	<ul style="list-style-type: none"><li>▪ Spezific regional workshops</li><li>▪ Development of regional strategic guidelines</li></ul>	<ul style="list-style-type: none"><li>▪ Open-Space-conference</li><li>▪ Spezific local workshops</li><li>▪ Development of local strategic guidelines</li></ul>
<b>Step 4</b> <b>Project-Implementation</b>	<ul style="list-style-type: none"><li>▪ Implementation management</li><li>▪ Project monitoring</li></ul>	<ul style="list-style-type: none"><li>▪ Implementation management</li><li>▪ Project monitoring</li></ul>



# Project „Village Centre Köstendorf“



## Kernstrukturen in Köstendorf





## Village Centre

Core Activity  
(Retail Trade)

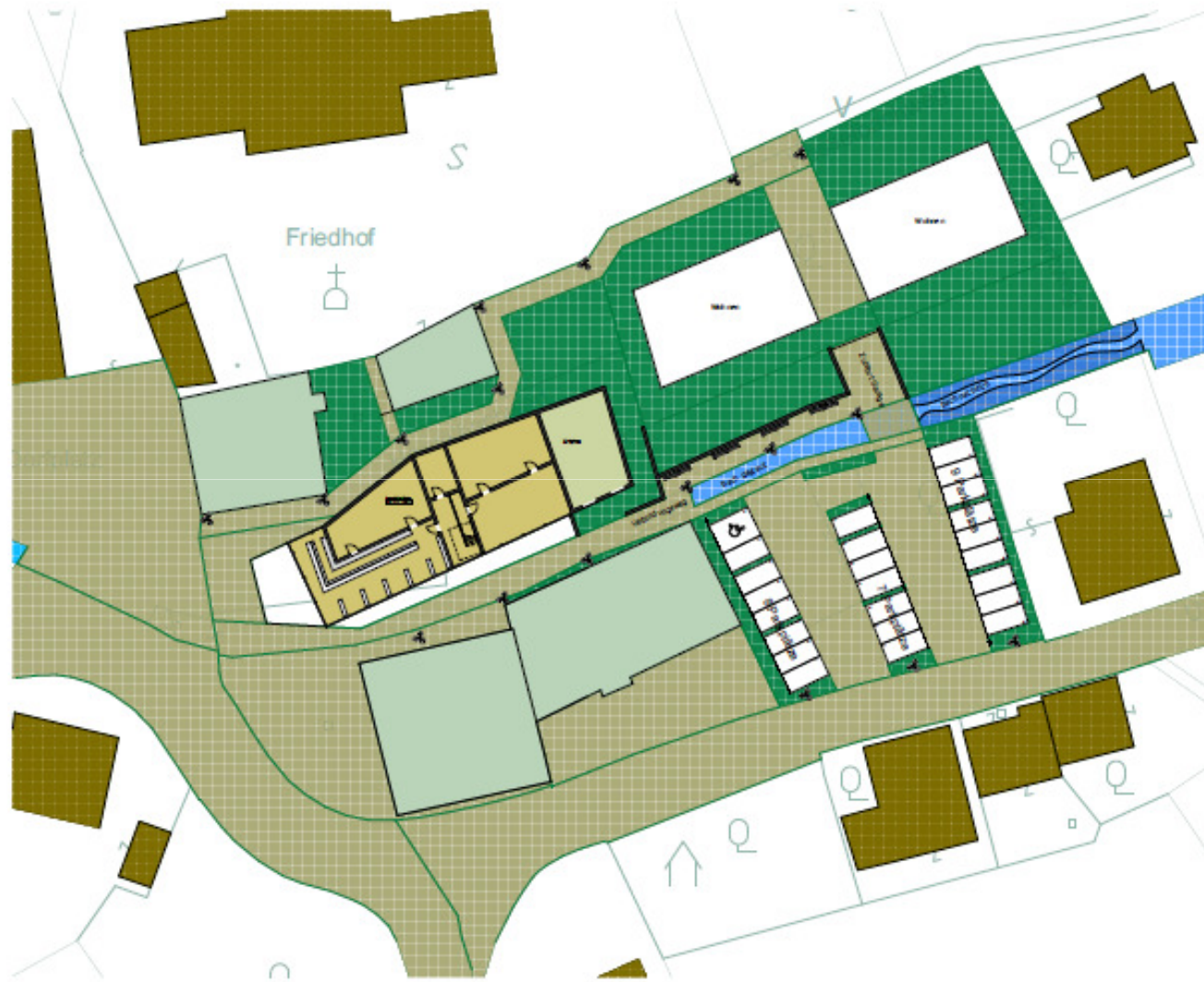
Consumer-based  
services; health  
and medical-  
related services

Communication,  
meeting point and  
public services  
(public  
associations,  
citizens)

Economical parts



# Visualization "Village Centre Köstendorf"





# Visualization "Village Centre Köstendorf"

