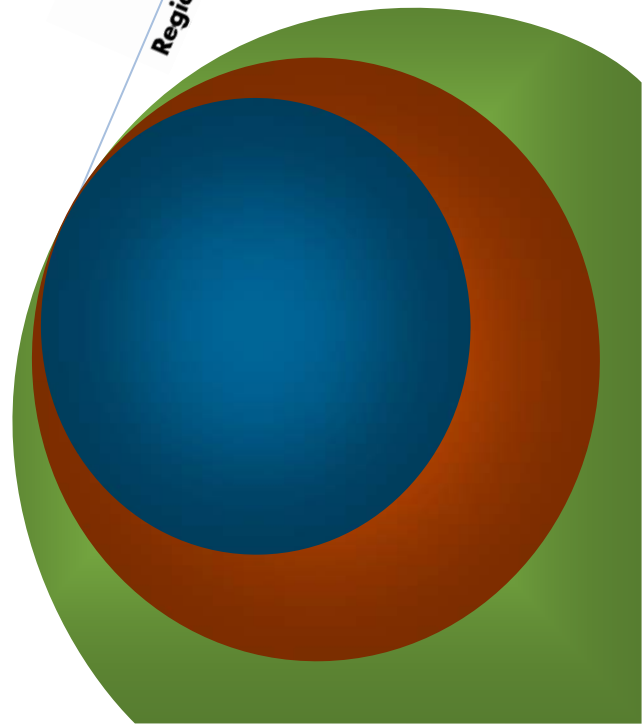


Regione Lombardia

**Presentation of the InnoCité Project
and kickoff of the
transnational pilot case
Darfo Boario Terme
and
Garmisch Partenkirchen**

February 19th 2009



Acknowledgements

The proceedings of the “Presentation of the InnoCité Project and the kick-off of the trans-national pilot case Darfo Boario Terme and Garmisch Partenkirchen” were transcribed, translated and desktop-published by Antonella Convertino under the overall direction of Paolo Mora, Deputy Director General of DG Trade, Fairs and Markets – Lombardy Region.

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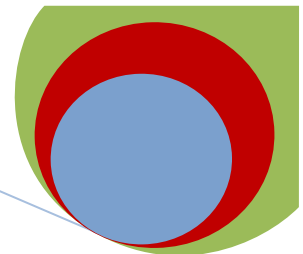
Darfo – Capo di Lago



Boario spa resort



Darfo bridge



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Introduction

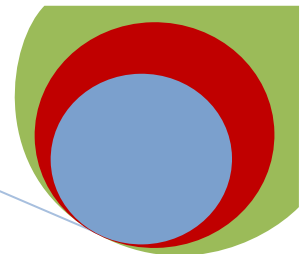
The InnoCité Project is financed within the INTERREG Alpine Space Programme, which promotes territorial integration and balanced polycentric development in the Alps through transnational cooperation initiatives.

InnoCité Project (2008-2011) budget: 76% ERDF and 24% national co-financing.

Project Partners:

- Lombardy Region - (Italy)
- Chamber of Commerce and Industry of Lyon (Lead Partner), Franche-Comté Regional Council and Municipality of Lure – (France)
- Provincial Government of Lower Austria, Salzburg Institute for Regional Planning and Housing – (Austria)
- Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology – (Germany)
- Regional Development Centre Koper – (Slovenia)

Objectives: the main project objective consists in promoting conditions for sustainable development in small and medium-sized towns surrounding bigger cities of the Alpine Space. Through the project their attractiveness and quality of life will be improved by taking all administrative, economic and social functions into consideration. The aim will be fulfilled through the implementation of a participatory method involving all the stakeholders in various forms of



public-private partnership so to enhance a bottom-up process for projects development.

Expected results are:

- the definition of strategic guidelines for the development of town competitiveness (with peculiar focus on commerce issues);
- the set up of shared tools specifically created for the Alpine Space and based on measurable performance indicators (analysis of success/failure key elements); tools for oriented-to-commercial-development planning and programming; tools supporting policy-makers in the development of services to small and medium-sized enterprises;
- the implementation of pilot actions in locations selected by the project partners and jointly developed at transnational level;
- the creation of a Town Centre Management Transnational Platform for the Alpine Space aimed at carrying on and increasing visibility of the InnoCité Project benefits and usefulness;
- a final Memorandum of Understanding containing the InnoCité shared criteria and undersigned by all the project partners as symbol of the engagement in the project topics.





Programme

h 12.00 – Arrival at San Martino Hotel (Via San Martino, 28 - Darfo Boario Terme (BS))

h 12.15 – Lunch

h 14.45 – Official welcome of the Municipality of Darfo Boario Terme

h 15.00 – Presentation of the InnoCité Project:

Welcome:

(Video about Darfo Boario Terme)

Francesco Abondio – Mayor of Darfo Boario Terme (15.00 – 15.10)

Franco Nicoli Cristiani – Lombardy Region Councillor for Trade, Fairs and Markets (15.10 – 15.20)

Conclusions: **Franco Camossi** – Town Councillor for Tourism, Commerce, Sport and Leisure Time, Civil Defence

h 16.30 – Tasting of Camonica Valley typical products

h 18.00 – Visit of the spa resort in Boario

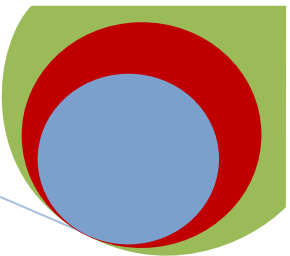
Speeches:

Paolo Mora – The InnoCité project and the role of Lombardy Region (15.20 - 15.35)

Dietmar Schneyer and Uwe Gaber – The experience of Garmisch-Partenkirchen (15.35 – 16.05)

(Video about Garmisch – Partenkirchen)

Presentation of the InnoCité Project
Darfo Boario Terme, February 19th 2009



Welcome speech of Darfo Boario Terme



Francesco Abondio
Mayor of
Darfo Boario Terme

I am very glad to welcome the representatives from Garmisch, the public authorities, the InnoCité partners and the experts working on the transnational case study of Darfo Boario Terme and Garmisch Partenkirchen.

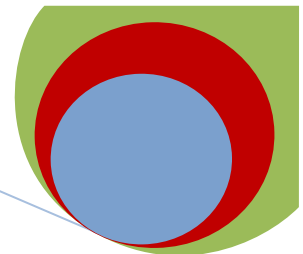
The Municipality of Darfo Boario Terme is very proud to have been chosen by Lombardy Region as pilot case in collaboration with the German site.

We are confident that the InnoCité Project (co-financed with European and national funds) will contribute in a meaningful way to the creation of tools aiming at the improvement of competitiveness of a small-medium sized town like Darfo Boario Terme, which lies in the area surrounding bigger cities.

Together with the project promoters we share the purpose to fulfil sustainable development; as local authority we will go on playing our role of promoters for improving the attractiveness of our territory and also the life quality of our citizens.

This initiative will provide our town with prestige and above all it will offer confidence to the different categories of shopkeepers, hotel and restaurant managers; by working and cooperating together I am sure that we will be able to make our territories more interesting for tourists.

I wish a fruitful cooperation to all the stakeholders involved into the project.



Welcome speech of Lombardy Region



Franco Nicoli Cristiani
Lombardy Region
Councillor for
Trade, Fairs and Markets

The InnoCité project idea (lasting from July 1st 2008 until June 30th 2011) was presented and approved on the occasion of the first call of the EU Interreg Alpine Space Programme 2007-2013.

Since the comparison with other European countries is considered very important, Lombardy Region accepted as Italian partner the proposal of the Chamber of Commerce and Industry of Lyon, together with other 7 partners belonging to all the alpine countries of the European Union (France, Austria, Germany and Slovenia). A total budget of € 2.200.000,00 (76% ERDF and 24% national co-financing) has been allocated.

The project objective is the improvement of competitiveness and attractiveness of small and medium-sized urban agglomerations in comparison with the big European metropolises (Milan, Lyon, Munich, Vienna, Trieste) and the other big cities of the Alpine Space (Brescia, Salzburg, etc.).

The project plans also the implementation of 7 transnational pilot cases like the one involving Darfo Boario Terme and Garmisch Partenkirchen.

Lombardy Region handles € 75.000,00 for the implementation of two transnational pilot initiatives: Darfo Boario Terme and Voghera (which works with the French Neuville sur Saône).



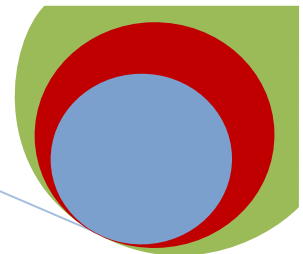
The participation of Lombardy Region in the InnoCité Project underlines the will to bet on the territorial potentialities in a European perspective by welcoming the comparison with similar situations in the other alpine countries. The path starting today in Darfo confirms that Lombardy territory is ready to this commitment.

Being sensitive to the relevant changes characterizing the Alpine Space during the last decades because of growth and development in the urban areas, Lombardy Region has being engaged to develop a set of concrete tools together with the other InnoCité partners in order to increase the value and the local potentialities through the application of the Town Centre Management methodology.

Lombardy Region, the local institutions and all the economic players form together an operational synergy, whose tangible results in terms of local resources improvement will appear soon and transform Darfo in a more attractive place, where people live and work, apart from being a catalyst and an opportunity for spa and sport tourism and other fields of economic investment.

Thanks to the participation in the project, Lombardy Region with the direct involvement of DG Trade Fairs and Markets confirms the own commitment towards the improvement of the territorial competitiveness and the life quality in a perspective of polycentric development, through the transnational territorial cooperation already successfully implemented during the past programming period 2000-2006.

With the aim of performing the subsidiarity concept, the regional authorities' duty is oriented to enhance the main economic players' and local stakeholders' role through the promotion of free initiative, simplification and



essential tools for growth and innovation also with original public-private partnership forms.

According to these preliminary remarks the InnoCité Project perfectly collimates with the other recent initiatives of economic revitalization promoted by the Councillorship for Trade, Fairs and Markets of Lombardy Region, like for example:

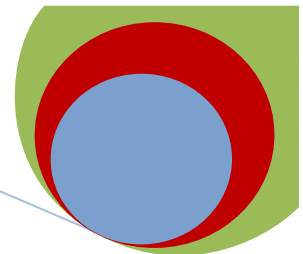
- PICS (Integrated Plans for system competitiveness), which already awarded the participated planning developed in Darfo Boario Terme with a grant of € 1.805.832,75 and financing projects of 54 enterprises. The partnership (composed by the Municipality of Darfo Boario Terme, 60 private players belonging to trade, handicraft and services sectors and a relevant number of institutional partners) aimed at enhancing and enforcing the commercial, handicraft and services systems according to an integrated approach and with the target to improve the system competitiveness from a tourist point of view.
- Urban and diffused commercial districts, whose call has just been concluded with the candidature of 41 projects proposed by 107 municipalities for a total amount of € 65,6 million (with € 21 million requested to Lombardy Region as contribution).
- Future financing measures addressed to mountain commercial enterprises through the role of supplying played by the Mountain Communities. In the past the public co-financing to enterprises' investment was 2/3 from Lombardy Region and 1/3 from the Mountain Community, with upper thresholds arbitrarily established by the Mountain Communities for each call. In particular Lombardy Region has allotted for Camonica Valley €300.000,00 in 2006 and €400.000,00 in 2008.





I thank you for your attention and I give the floor to the other speakers wishing you a pleasant meeting.





The InnoCité Project and the role of Lombardy Region



Paolo Mora
Lombardy Region
Deputy Director General
DG Trade, Fairs and Markets

On the occasion of this important event organized within the InnoCité Project I would like to clarify the peculiar role of Lombardy Region, apart from providing you with some hints about the InnoCité Project and a thorough analysis of the joint transnational pilot action between Darfo Boario Terme and Garmisch Partenkirchen.

In Italy Lombardy Region holds a relevant position due to far-off geographic and historical origins. Lying in a favorable place in the heart of northern Italy, at the foot of the Alps and in the centre of the Po Plain, Lombardy is privileged from a strategic point of view, because it is positioned along the main connections between the Mediterranean area and the Central Europe.

Mountains cover 40% of the surface embracing the Alps and the pre-alpine area in the north and a small tract of the Apennines. However, Lombardy is characterized also by an intense urbanization.

In relation to the new Regional Constitution in force since September 2008, Lombardy assigns a central role to the human being and also to the quality of life.

Internal trade, markets and the distribution of goods and services are exclusively regional areas of competence according to the Reform of Title V of



the Italian Constitution. Lombardy Region is making important efforts to simplify laws and regulations, in partnership with national and local public authorities and with the stakeholders.

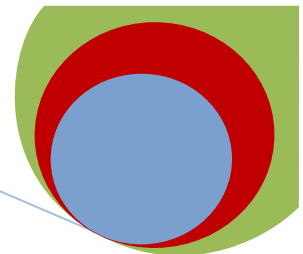
The Regional Councillorship of Trade, Fairs and Markets plays a meaningful role in increasing the competitiveness of the area. This purpose implies the fulfilment of very different and crosscutting functions, ranging from purely economic tasks to the social function of commerce. But we cannot forget the importance for the employment creation, one of the key concept of the renewed Lisbon strategy.

Clearly all the commitments of our Directorate General are oriented towards a constant improvement of life quality, with a particular attention to the environmental impacts.

Among all the activities carried out our DG can boast a very relevant experience in EU projects and cooperation forms. However we are mostly engaged in activities related to planning, programming, policy analysis and monitoring.

In particular planning and programming within the Triennial Programme for the Commercial Development and the Triennial Plan for Actions on Commerce (and related implementation modalities) link the dynamics of the commercial fabric with territorial, socio-economic and environmental aspects at regional and supra-regional level.

Policy analysis and monitoring are developed according to three different levels: first of all there is an analysis based on selected variables and indicators through data processing and thematic cartography useful both during the programming step and the assessment of local proposals. A second level is



characterized by some ex ante analysis tools for commercial settlements dynamics linked to territorial and social-economic aspects, which identify parameters for the promotion of particular initiatives (like the commercial districts) and the evaluation of compatibility and sustainability of big shopping centres. Last but not least there is Lombardy Region's role of tutoring and benchmarking during the check on ex post effects, also through debates and educational tours with public and private players involved.

Among the most recent meaningful initiatives to re-launch urban retail in Lombardy Region I am very proud to mention the "Commercial Districts", which are conceived as expression of subsidiarity and self-organization of the community of enterprises, associations, households and institutions promoting, at local level, a coordinated system of complex actions in a selected territorial area. In other words, people and economic players performing a project of territorial development with freedom and direct responsibility in a medium-long term perspective, whose results will be measured through specific indicators.

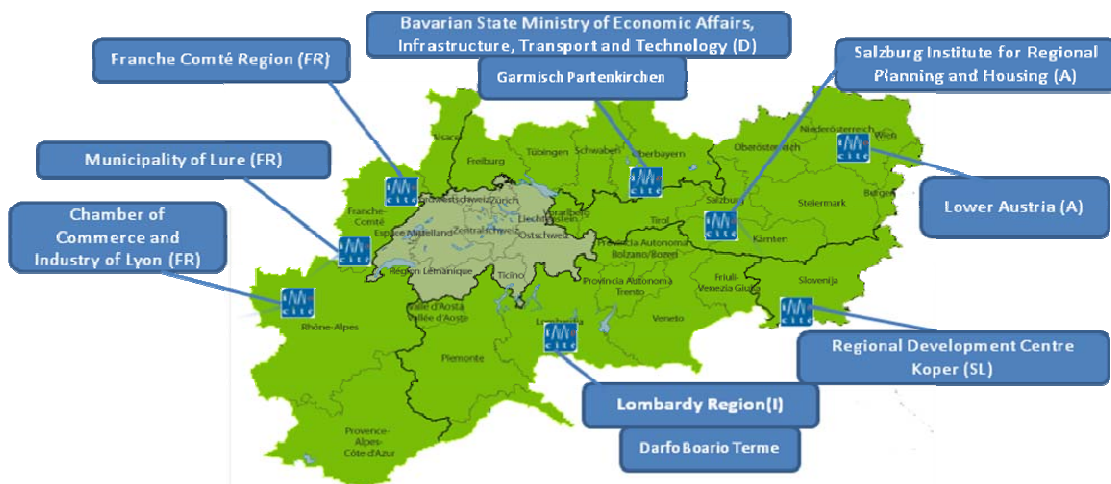
The call for the promotion of commercial districts is made up with two different measures: 1) Urban Commercial Districts addressed to chief towns in the Region and in the Provinces; 2) Diffused Commercial Districts addressed to groups of minor towns with less than 25.000 inhabitants.

In relation to this innovative approach applied in Lombardy Region our DG welcomed the invitation of the Chamber of Commerce and Industry of Lyon to cooperate for the set up of the InnoCité project and trans-national partnership. The project proposal has been presented to the first call of the Interreg Alpine Space Programme on the "Alpine Space competitiveness and attractiveness" Priority. InnoCité was approved and started on July 1st 2008 and will last until June 30th 2011, with a budget sponsored by ERDF (76%) and national co-



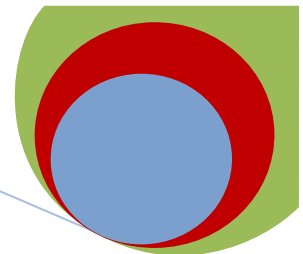
financing (24%), involving different countries of the Alpine Space (Italy, France, Germany, Austria and Slovenia).

The territorial eco-system approach of the InnoCité Project intends to encourage the sustainable development of small and medium-sized towns wishing a complementary position in front of the major metropolitan agglomerations.



InnoCité aims at the improvement of attractiveness and life quality through the creation of a shared vision taking all the different functions into account. But within the Project a new interpretation of the “governance” concept is fundamental. This objective will be reached by the means of a direct involvement of local stakeholders (local authorities, politicians, spatial planning experts, economists, urban planners, SMEs, etc.) with innovative forms of public-private partnerships able to ensure sustainability and transferability of the project results.

The project is formed by different Work Packages including different steps and assignments: project management, information & dissemination, urban analysis



and diagnosis, innovating strategies, implementation of pilot cases, modelling policies and networking (the last one coordinated by Lombardy Region).

The joint trans-national pilot case between Darfo Boario Terme and Garmisch Partenkirchen is developed within Work Package 6 "Implementation of pilot cases". The joint implementation implies communication and exchange of comments, ideas, remarks, etc.; the organization of this transnational kickoff meeting with regional and local authorities and local stakeholders; the presentation of the pilot actions (timing, activities, objectives, expected results). In one year there will be a mid-term meeting and after two years a joint final check and report will be drafted. During the joint final meeting the positive and negative results will be outlined.

Within WP6 the methodology and the tools developed during the InnoCité Project will be tested at local level in the different regions participating in the project. Actions are planned at local level, at the partnership level and within the transnational twinning.

In particular the actions at local level imply different steps: the involvement of all the public and private players potentially interested in a project for the development of the downtown (local authorities, economic associations, shopkeepers, handicraftsmen, cultural associations, etc.); analysis and diagnosis of the downtown in the pilot site; identification of strengths, weaknesses and criticalities in order to define a vision of development; design of short-medium term action plan for each pilot case.

Within the partnership the sharing of experiences at transnational level is essential to arrange common tools and methodology, followed by the draft of strategic recommendations for successful Town Centre Management initiatives.

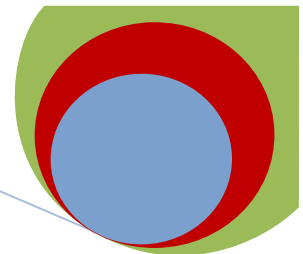




The jointly developed pilot cases will be characterized by meetings and visits to exchange experiences and problems of the different pilot cases, apart from setting up strategies and sharing analysis and strategic methodological tools.

For further information about our participation in the InnoCité Project and its developments it is possible to directly contact our DG.





The InnoCité Project and the role of the Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology

The Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology participates in the InnoCité project through the Department of Regional Planning and Development.



Mr. Martin Zeil,
Economic Affairs,
Technology, and
in the Bavarian

Dietmar Schneyer
Bavarian State Minister of
Economic Affairs,
Infrastructure, Transport
and Technology

Bavarian State Minister for
Infrastructure, Transport and
Mrs. Katja Hessel, State Secretary
Ministry of Economic Affairs,

Infrastructure, Transport and Technology entitled the Division of Spatial and Sectoral Planning of the Department of Regional Planning and Development to manage the project. The German InnoCité team is formed by myself and Mrs. Manuela Stepputtis.

Bavaria is the German largest Federal State covering 20% of the surface area and 15% of total population. It owns 7 Regional Districts, 18 Planning Regions and 2056 Municipalities.

The tasks of the Federal State Development consist in developing, aligning and safeguarding Bavaria and its parts considering the issues of regional planning principles. The Federal State Development itself can be considered as a cross-



sector task, whose highest guiding principle is to develop balanced and equivalent living and working conditions in the whole federal state.

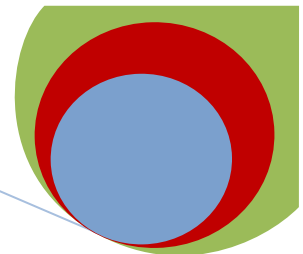
The organization of State and Regional Planning in Bavaria is made up of three-level State Planning Authorities: the highest one is the Bavarian State Ministry for Economy, Infrastructure, Transport and Technology with its Advisory Committee for State Planning. The higher level is composed by the Regional District Government and a Regional Appointee, and the provider of the Regional planning is the Regional Planning Association. The lower level regards District Authorities (Rural or Urban District Authority).

For what concerns the spatial structure of Bavaria, about 85% of the state territory are rural areas; approximately 60% of the population (i.e. about 8 mln. Inhabitants) lives in rural areas. About 53% of the Bavarian GDP is created in rural areas.



The special interest in the project concerns primarily the regional sustainable development with the aim at strengthening the situation of central facilities of small-medium sized cities in the Alpine Space and securing provision with basic supplies. Through the InnoCité approach we expect also an improvement of the consumer-related supply, apart from the dissemination of local and regional concepts to raise the attractiveness of the city centres of small and medium sized cities in the Alpine Space under the influence of great urban centres.

For what regards our role and function in the InnoCité Project, we represent the Bavarian project partner and are supported by TU Kaiserslautern "Lehrstuhl



Regionalentwicklung und Raumordnung". In particular we are responsible for WP4 „City analysis and diagnosis“, which implies the following actions: definition of suitable criteria to analyse and evaluate our effort; data collection; preparation of an Alpine transnational analysis according to the criteria to be defined; coordination of the joint selection of the innovative transnational pilot cases. Like all the other partners we are actually involved in the development of other WPs, like WP5 and 6.

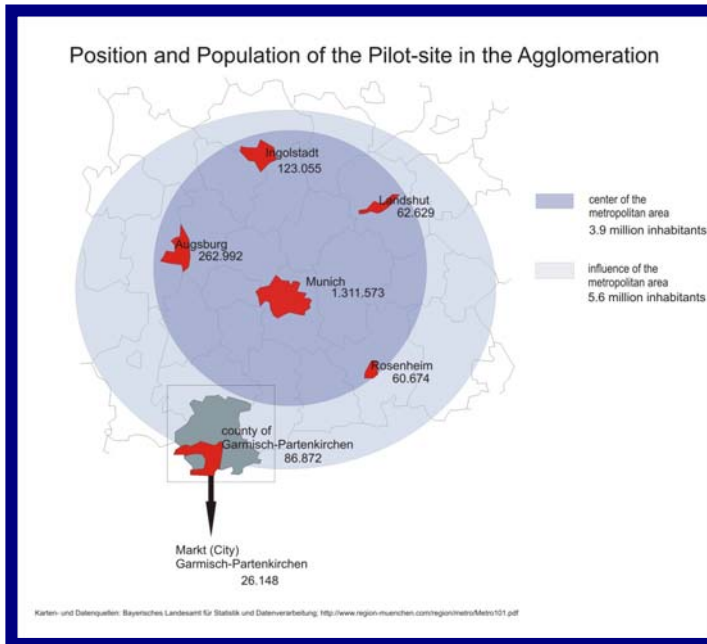
I would like to focus on the duties in Work Package 4 and the relative current state of the art. The analysing part owns as aim the achievement of comparability of the Pilot-Sites and an overview of the main similarities, challenges and problems in the pilot sites. The method applied consists in standardised fact sheets (data collection) for the Pilot-Sites (Analysing of the demographical, economic and environmental structure) and in properly selected general indicators, which characterize a sustainable and innovative city. At the moment we are just working on the data collection for the standardised fact sheets and the development of the general indicators.

The transnational comparison will start in June with the objective to summarize similarities, challenges and problems of small and medium-sized cities under the influence of metropolitan agglomerations. This implies the evaluation of the collected data and indicators and afterwards a summary of the pilot sites reports with a transnational comparison.

WP4 plans also the record of interesting practises in the pilot-sites with the purpose to enhance exchange about interesting projects, public and private initiatives in the range of business, tourism and retail. The collection of the information is based on a questionnaire, which includes responsible body, structure of organization, financing, etc.



As pilot case we have chosen Garmisch Partenkirchen, whose economy is based on tourism. Other important information on the site are the low unemployment rate of 4,2 %; an average age of 46,8 years; over 1.500 secondary residences and a substantial lack of land for industrial and business settlements.



settlements.

The main reasons for the selection of Markt (city) and county Garmisch-Partenkirchen are the following: structural changes in economy, tourism and demography required new adaption strategies; saving and enhancing of adequate supply for the region;

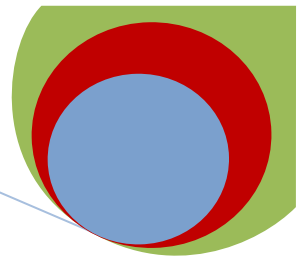
promotion of the business settlement and diversity of the economic and business structure; mix of local and regional powers for the future development and challenges.

Our timing until now has been:

August-October 2008: choice of the pilot-site "Markt" (city) and county Garmisch-Partenkirchen and acceptance from the Markt and County of Garmisch-Partenkirchen to take part in;

November – January 2008/9: phase of searching, analyzing and project finding in agreement and cooperation with the local authorities;

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Darfo Boario Terme, February 19th 2009



February 2009: agreement to develop a strategic concept and action plan especially for economy and business (included individual projects) together with the local authorities, stakeholders and local/regional key actors.



The experience of Garmisch Partenkirchen



Uwe Graber
Officer
Garmisch Partenkirchen

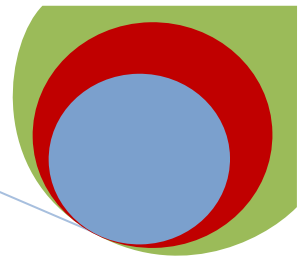
In my brief presentation I intend to give you a clue of Garmisch Partenkirchen, from an historical point of view, during its development and its current image. I will deeply analyze economic and demographic aspects with some special elements and a final perspective outlook.

Garmisch first documented mention „Germaresgauue“ dates back to 802 a.D. and in 1455 it was recognized as Municipality (Markt). Its economy was focused on the Loisach navigation until the 19th century.

Differently Partenkirchen was mentioned for the first time as Roman transit station „PARTANUM“ and renamed in 1130 as „Barthinchirchen“, reaching the status of Municipality in 1305. From the 14th until the 17th century economy was mostly based on goods transportation.

In 1840 tourist industry was started in coincidence with the common development. In 1889 the railway connection Munich-Murnau was built. 1900 was the first year for winter sports organization. In 1912 a new railway station was set up together with new lines to Innsbruck and Reutte.





Since 1923 there have been a common spa administration and in 1935 the alliance of the Markt Garmisch Partenkirchen was subscribed. In 1936 the IV Winter Olympic Games took place there.

Garmisch Partnekirchen include an area of 200 km² (half forest); the location is at the junction of Loisach and Partnach, surrounded by the Wetterstein, Ammer- and Estermountains, at 708 m above sea level. Today it counts 26.361 principal residences and 1.556 secondary residences. Population is stable thanks tot he moving in (yearly 200 births and 350 deaths).

Among the additional competences reserved to the Markt we can mention the own administration for tourism (GAPA Tourismus); the lower building supervisory board and the monument protection authority; the trade, restaurant and safety law and the membership of EUREGIO Zugspitze-Wetterstein-Karwendel.

Transport connections are very efficient thanks to the freeway A95 and the highways B2 and B23, apart from IC and ICE railway station of the German Railway. Distances from important cities are quite short: for example Munich (airport) 120 km; Innsbruck (airport) 60 km and Berlin 700 km.

Economy is particularly focussed on tourism; in fact we can boast the German highest mountain ZUGSPITZE (2.962 m / 9.724 ft); a „Premium Class“ climatic health spa; German premier winter sports metropolis (Olympic winter games in 1936, alpine Ski World Championships in 1978 and in 2011). Tourists can enjoy a great variety of sports in summer and winter; various spa treatments and health therapies; cultural events from traditional festivals to international artists; international conventions and congresses. In order to understand the high-quality tourist supply I can mention some figures: 34 cable cars & lifts, the highest cable station at 2.950 m / 9.690 ft; slopes of 62 km / 39 miles; the longest slope of 4,5 km / 2,8 miles; cross country of 30 km / 18,8 miles; winter hiking of



100 km / 63 miles; summer hiking of 300 km / 188 miles; golf courses with 9 holes and 18 holes; accommodation availability of approximately 9.000 beds.

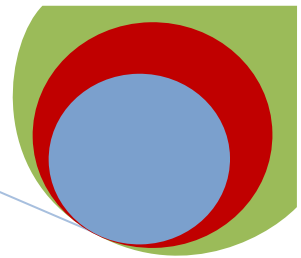
In particular Zugspitze is considered as the top of Germany with 4 country panoramas, the German highest ski resort; the Glacier excursion; the round trip with cogwheel train and cable cars; the German highest chapel; restaurants and secured trail to the summit.

Each season has its sports: summer with mountain biking and cycling, hiking and climbing, golf, canoe trekking and river rafting, paragliding and balloon flights, swimming and tennis. Winter with ski and snowboard with Happy Ski Card (111 lifts and 250 km slopes), snow guarantee at German glacier ski resort Zugspitze, cross-country- skiing (30 km), winter hiking (100 km trails), ice skating, ice hockey, curling at Olympic Ice Sports Centre, biathlon centre and ski jumping events.

Among the most important events organized I would like to mention the International New Year's ski jumping contest, the Bavarian sleigh ride competition the FIS Alpine World Cup races at Kandahar, the Red Bull GAP snowboard session, the bike festival and mountain bike races, the BMW Motorbike Days.

The mix of culture and tradition is the main ingredient of traditional music, folk dances, traditional festival weeks in Garmisch and Partenkirchen, the Richard Strauss music festival, the military music festival and the cultural summer festival.

The tourist heritage in Garmisch Partenkirchen consists also in the historical painted houses, the traditional restaurants, the Partnach gorge excursion, the new Olympic ski jump, some museums and a park with music area.



In the surroundings of Garmisch Partenkirchen it is possible to enjoy day trips to the Linderhof Castle, the Neuschwanstein Castle, the Schachen Castle, the Wieskirche Baroque Church, the Ettal Monastery, Munich and Innsbruck.

Deeply analysing economic elements for what concerns retail sales, we must consider a relative high contingent of senior citizens, a higher-than-average purchasing power, a lot of tourists and patients at health spa and a below-average vacancy rate.

The main employers in Garmisch Partenkirchen have different nature: Klinikum Garmisch-Partenkirchen GmbH, Markt Garmisch-Partenkirchen, Bayerische Zugspitzbahn Bergbahn AG, Geiger Technik GmbH, Kreissparkasse Garmisch-Partenkirchen, LIC Langmatz GmbH, Landratsamt Garmisch-Partenkirchen, Deutsches Zentrum für Kinder- und Jugendrheumatologie, Bayerische Hypo- und Vereinsbank AG, Kinder-, Jugend- und Erwachsenenhilfe e.V., Volks- und Raiffeisenbank e.G., AOK Gesundheitskasse, Altenhilfeverbund Garmisch-Partenkirchen, etc.



The Municipality of Garmisch Partenkirchen is represented by three mayors (mayor Thomas Schmid (CSB) voted with 52 percentage of votes, directly from the eligible voter; mayoress Daniela Bittner (CSB) and mayor Hannes Krätz (FWG) voted among the local council) and the local council (made up with 30 voluntary members: 12 CSB (40 %), 7 CSU (23 %), 5 FWG (17 %), 4 SPD (14 %), 1 BP (3 %), 1 FDP (3 %)).



The Markt Garmisch-Partenkirchen has 364 employees; the Municipal utilities have 200 employees (gas-, water- and electrical power supply plus waste disposal and waste water disposal) and the Bayerische Zugspitzbahn AG has 240 employees: with about 800 employees it is one of the largest employer in the administrative district.

The 2008 Municipal budget consist in € 81 mln. The most meaningful income is produced by: an income tax (€9,6 mln.); local taxes (€5,1 mln); a business tax (€6,8 mln); a casino gambling tax (€2,9 mln); a tourism tax (€2,1 mln). The most important expenses are personnel costs (€17,1 mln); Kreisumlage (€8,9 mln); investment (€28,1 mln); debt level (€31,1 mln); annual debt service (€2,0 mln).

Garmisch Partenkirchen hosts also a National Gambling House: 15% of the gross proceeds are paid to the community, at least €2,9 mln per year.

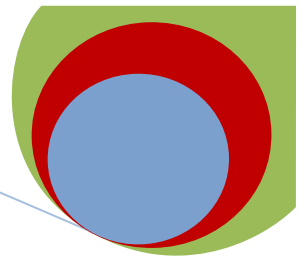
The Bayerische Zugspitz-bahn Bergbahn AG is completely owned by Garmisch-Partenkirchen.

Garmisch-Partenkirchen is the largest cable car business in Germany with its 25 constructions.

The Municipality has developed important relationships with foreign partners; three town twinning have been put in place: since 1966 with ASPEN in Colorado/USA; since 1973 with CHAMONIX in France and since 1987 with LAHTI in Finland.

For the future Garmisch Partenkirchen has designed some important projects: settling low-emission businesses and next generation technologies to stabilize the local economic power; the FIS Alpine Ski World Championships in 2011; a new concept for the Olympic Ski Stadium; a new convention centre with underground parking; a special tourist zone near the area of the Olympic

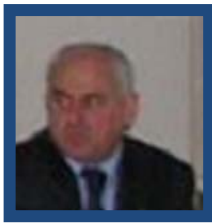
Presentation of the InnoCité Project
Darfo Boario Terme, February 19th 2009



Ice Sport Centre; town bypasses (2 tunnels); candidature for the Olympic Winter Games in 2018 together with Munich and Königsee.



Conclusions



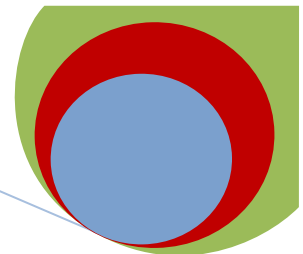
Franco Camossi
Darfo Boario Terme
Town Councillor for
Tourism, Commerce,
Sport and Leisure Time,
Civil Defence

It is a great honour to take part in such a project: Lombardy Region's choice makes us very proud and satisfied, because we have been working for a long time to the re-launch of our town in synergy with all the local stakeholders towards the development of tourism during all the seasons.

Darfo Boario Terme is a town, which puts a particular emphasis on the commercial aspect as shown by the following figures: 350 commercial enterprises scattered in the territory of 11 villages; 33 hotels and accomodation facilities; 50 bars and restaurants supplying high-quality services.

Through the activity within our town councillorship I try and outline the needs of small shopkeepers in order to help them (for what I can) to face problems due to the dramatic development of the big stores and malls. In our Valley many shopping centres have been created causing troubles to small shops managed by families since long time; on the other hand this phenomenon has encouraged many shops to be renewed and to improve their services to customers.

For what concerns tourism, the organized events like for example the so-called Notti bianche (White Nights) are conceived as entertainment evenings with



shows, live concerts, tradition revival. Through the exceptional shops opening all the visitors are able to know the activities of the area.

During the last days I have been strongly committed towards the development of the sport tourism by enhancing the organizations of many competitions and initiatives at national and international level with the participation of high-ranking athletes: for this reason our town was entitled "Sport City" in 2007 by Mr. Prosperini, Lombardy Region Councillor for Sport.

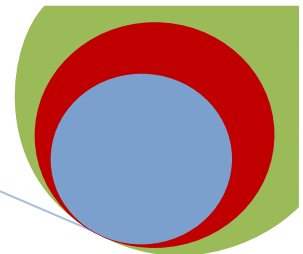
I am persuaded that this project will be able to represent a very good incentive for further commercial and tourist development of Darfo Boario Terme, by improving attractiveness and quality of life with innovation and strategic planning.

At the same time the local authorities are carrying out a very important programme agreement with Lombardy Region, in collaboration with the Councillorship for Tourism of the Province of Brescia, Boario spa and the Municipality of Angolo Terme oriented towards the tourist development of the Middle Valley; a fundamental initiative aimed at empowering our territory and reaching a unique objective: ensuring a constant tourist flow to our town, diversified for typologies and interests.

I conclude by thanking all the participants in this meeting and particularly our guests from Germany and Lombardy Region Councillor for Trade, Fairs and Markets, Franco Nicoli Cristiani.







List of participants

- **Lombardy Region**

Franco Nicoli Cristiani - Region Councillor for Trade, Fairs and Markets

Paolo Mora - Deputy Director General DG Trade, Fairs and Markets

Antonella Convertino

Elena Franco

- **Darfo Boario Terme local authorities**

Francesco Abondio - Mayor

Aldo Abondio - Deputy Mayor

Franco Camossi - Town Councillor for Tourism

Marco Dossena - Town Councillor for Social Services

Daniele Toccaceli - Town Councillor for Urban Planning

Elvira Pianta - Town Councillor for Housing/Public green areas

Silvano Chiudinelli - Town Councillor for Technological Services

Romano Piccinelli - Town Councillor for Public Works

- **Bavarian State Ministry of Economic Affairs, Infrastructure,
Transport and Technology**

Dietmar Schneyer

Manuela Stepputtis

- **Municipality of Garmisch Partenkirchen**

Uwe Gaber

- **Kaiserslautern University of Technology**

Nadine Schrader-Bölsche



- **Other institutions**

Bruno Caparini - Federal Member of Lega Nord Party

Fabio Bianchi - President of Assocamuna

- **Town Coucillorship for Tourism and Commerce**

Barbara Gasparini

Michela Camossi

- **Committee for Tourism and Commerce**

Ennio Abondio

Pierluigi Amanzio

Manuela Faletti

Giacomo Poiatti

GiovanMaria Rondini

Maria Grazia Adorno

Roberta Pezzotti

Diego Fellegara

- **Committee on Sport**

Sergio Pezzotti

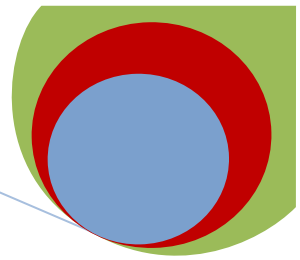
Raffaella Priuli

Tiziano Bardella

Christian Pè

Sandro Bortolotti

Carlo Sangalli



- **Representatives of restaurant and hotel managers and shopkeepers**

Michele Piccinelli

Roberto Piccinelli

Marina Gadini

Mauro Pezzotti

Silvano Nember (Representative of Confesercenti Vallecamonica)

Felappi Simona

Danesi Corrado

- **Sycomor – events, training and consulting**

Dario Colossi

Daniela Cochi

Roberta Testa

- **Pro-Loco Darfo Boario Terme**

Katia Bonetti

Alba Burlotti

Giacomo Pellegrinelli

Marika Pedersoli



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