

ANNEX 1 APPLICATION FORM

Pre-selection questionnaire

Candidate cities must clearly answer all the questions below. For each section (1 to 6) questions can be answered separately or jointly.

Candidate cities are also invited to be clear, concise and sharp in their answers. Furthermore great care should be given to ensure maximum readability of the applications; and bids should be written in no smaller than 10-pitch font.

Introduction – General considerations (max. 3 pages)

Q1. Why does your city wish to take part in the competition for the title of European Capital of Culture?

Q2. Does your city plan to involve its surrounding area? Explain this choice.

Q3. Explain briefly the overall cultural profile of your city.

Q4. Explain the concept of the programme which would be launched if the city is designated as European Capital of Culture.

1. Contribution to the long-term strategy

Q5. Describe the cultural strategy that is in place in your city at the time of the application, including the plans for sustaining the cultural activities beyond the year of the title?

Q6. Describe the city's plans to strengthen the capacity of the cultural and creative sectors, including through the development of long term links between these sectors and the economic and social sectors in your city.

Q7. How is the European Capital of Culture action included in this strategy?

Q8. If your city is awarded the title of European Capital of Culture, what do you think would be the long-term cultural, social and economic impact on the city (including in terms of urban development)?

Q9. Outline briefly the plans for monitoring and evaluation.

2. Cultural and artistic content

Q10. What is the artistic vision and strategy for the cultural programme of the year?

Q11. Give a general overview of the structure of your cultural programme, including the range and diversity of the activities/main events that will mark the year.

Q12. Explain succinctly how the cultural programme will combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?

Q13. How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and implementation of the cultural programme?

3. European dimension

Q14. Give a general outline of the activities foreseen in view of:

a) Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;

b) Highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;

c) Featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships.

Q15. Can you explain your overall strategy to attract the interest of a broad European and international public?

Q16. To what extent do you plan to develop links between your cultural programme and the cultural programme of other cities holding the European Capital of Culture title?

4. Outreach

Q17. Explain how the local population and your civil society have been involved in the preparation of the application and will participate in the implementation of the year.

Q18. Explain how you intend to create opportunities for participation of marginalised and disadvantaged groups.

Q19. Explain your overall strategy for audience development, and in particular the link with education and the participation of schools.

5. Management

a. Finance

City budget for culture:

Q20. What has been the annual budget for culture in the city over the last 5 years (excluding expenditure for the present European Capital of Culture application)? (Please fill in the table below).

Year	Annual budget for culture in the city (in euros)	Annual budget for culture in the city (in % of the total annual budget for the city)
n-4		
n-3		
n-2		
n-1		
Current		

Q21. In case the city is planning to use funds from its annual budget for culture to finance the European Capital of Culture project, please indicate this amount starting from the year of submission of the bid until the European Capital of Culture year.

Q22. Which amount of the overall annual budget does the city intend to spend for culture after the European Capital of Culture year (in euros and in % of the overall annual budget)?

Operating budget for the title year Income to cover operating expenditure:

Q23. Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure). The budget shall cover the preparation phase, the year of the title, the evaluation and provisions for the legacy activities. Please also fill in the table below.

Total income to cover operating expenditure (in euros)	From the public sector (in euros)	From the public sector (in %)	From the private sector (in euros)	From the private sector (in %)

Income from the public sector:

Q24. What is the breakdown of the income to be received from the public sector to cover operating expenditure? Please fill in the table below:

Income from the public sector to cover operating expenditure	in euros	%
National Government		
City		
Region		
EU (with exception of the Melina Mercouri Prize)		
Other		
Total		

Q25. Have the public finance authorities (City, Region, State) already voted on or made financial commitments to cover operating expenditure? If not, when will they do so?

Income from the private sector:

Q26. What is the fund-raising strategy to seek support from private sponsors? What is the plan for involving sponsors in the event?

Operating expenditure:

Q27. Please provide a breakdown of the operating expenditure, by filling in the table below.

Programme expenditure (in euros)	Programme expenditure (in %)	Promotion and marketing (in euros)	Promotion and marketing (in %)	Wages, overheads and administration (in euros)	Wages, overheads and administration (in %)	Other (please specify) (in euros)	Other (please specify) (in %)	Total of the operating expenditure

Budget for capital expenditure :

Q28. What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year? Please fill in the table below:

Income from the public sector to cover capital expenditure	in euros	%
National Government		
City		
Region		
EU (with exception of the Melina Mercouri Prize)		
Other		
Total		

Q29. Have the public finance authorities (city, region, State) already voted on or made financial commitments to cover capital expenditure? If not, when will they do so?

Q30. What is your fund raising strategy to seek financial support from Union programmes/funds to cover capital expenditure?

Q31. If appropriate, please insert a table here that specifies which amounts will be spent for new cultural infrastructure to be used in the framework of the title year.

b. Organisational structure

Q32. Please give an outline of the intended governance and delivery structure for the implementation of the European Capital of Culture year.

c. Contingency planning

Q33. What are the main strengths and weaknesses of your project? How are you planning to overcome weaknesses identified?

d. Marketing and communication

Q34. Please provide with an outline of the city's intended marketing and communication strategy for the European Capital of Culture year.

Q35. How does the city plan to highlight that the European Capital of Culture is an action of the European Union?

6. Capacity to deliver

Q36. Please confirm and supply evidence that you have broad and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.

Q37. Please confirm and provide evidence that your city has or will have adequate and viable infrastructure to host the title. To do that, please answer the following questions:

a) Explain briefly how the European Capital of Culture will make use of and develop the city's cultural infrastructure.

b) What are the city's assets in terms of accessibility (regional, national and international transport)?

c) What is the city's absorption capacity in terms of tourists' accommodation?

Q38. In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plan to carry out in connection with the European Capital of Culture action between now and the year of the title?