



CHAMBER BOARD RESOLUTION NO.15 OF 7/02/2014

Re: Initiatives to promote and incentivize visitor arrivals in the Province of Naples – 2014 – Measures

The preliminary statement is set out below.

Having regard to Law no. 580/93 on the "Reorganization of the Chambers of Commerce, Industry, Trade and Agriculture", as amended by Legislative Decree no. 23/10,

having regard to Chamber Board Resolution no. 2 of 27 May 2010 electing members of the Board of the Chamber,

having regard to the Rules and Regulations governing the functioning of the Board of the Chamber approved by Board Resolution no. 52 of 21 May 2001,

having regard to the Rules and Regulations governing the Organization of Offices and Services approved by Board Resolution no. 178 of 20 October 2011,

the Procedures Manager, Giovanni Apuzzo, head of the Promotions Division, reporting to Division Executive Manager Ilaria Desiderio, in accordance with powers under Section 16 paragraph 6 of the current Rules and Regulations governing the Organization of Offices and Services, puts forward the following preliminary statement filed under Chamber record no. 34407 on 31.12.2013, certifying that the procedure was properly implemented, that competency profiles were correct, and that the documents mentioned are true, correct, and present in the designated office.

Whereas

tourism is a major industry in the Province of Naples both in terms of turnover and number of people employed,

the Naples Chamber of Commerce, in the execution of its functions, pursues the goals of developing resources available at provincial level and promoting the image of the area in national and international tourism markets,

in the last fiscal year (2013), the Naples Chamber of Commerce promoted and supported a scheme aimed at extending the tourist season across the Province by encouraging an increase in visitor arrivals from European and non-European countries during the low and mid season,



the above-mentioned scheme proved highly successful among Italian and overseas tour operators, with a total of 2,243 funding applications being submitted,

the Naples Chamber of Commerce intends to continue its support of the above-mentioned process of extending the tourist season across the Province in 2014 by implementing a similar scheme aimed at encouraging an increase in international visitor arrivals to the City of Naples between 15 June/15 September, and in the rest of the Province of Naples between 1 April/15 July and 15 September/15 November 2014,

in order to achieve the above objectives, the Chamber deems it appropriate to set up a public evidence procedure for the assignment of funds to Italian/overseas tour operators and corresponding travel agencies of Italian/overseas tour operators as partial contribution to the cost of organizing package holidays in the Province of Naples during the low and mid season as specified above,

based on the current size of tourism demand and experience gained during last year's pilot scheme, the Chamber has decided to allocate funds to the sum of EUR 1 300 000, inclusive of VAT if applicable, to be assigned to the above-mentioned beneficiaries for package holidays organized in 2014,

in order to assign the above funds, the Chamber has drawn up a "Public Call for Applications and Rules and Regulations for the assignment of funds as partial contribution to the cost of organizing package holidays in the Province of Naples during the low and mid season – 2014", including Annexes A, B, C and D for the submission of applications for funds and for the release of resources, and a Procedural Framework, which together form an integral and essential part of this measure,

to raise awareness of the Chamber's scheme amongst the largest number of potential beneficiaries, the present Resolution and relative Annexes will be published on the Naples Chamber of Commerce website in both Italian and English, and, in addition, an action publicizing and promoting the Resolution will be implemented in European and non-European markets, with a total of EUR 250 000, inclusive of VAT if applicable, being specifically allocated for this purpose, of which EUR 40 000, inclusive of VAT if applicable, will go to covering the increased overheads incurred by the Chamber's Special Agency appointed to manage and coordinate the scheme,

Given that



visitor arrivals to the Province of Naples are highly seasonal,

to avoid loss of competitiveness, it is incumbent upon the Naples Chamber of Commerce to implement a strategy aimed at stimulating an increase in visitor arrivals from international markets (European and non-European) during the low and mid season,

the scheme supported by the Naples Chamber of Commerce is part of a wider and more synergistic approach to developing tourism as a whole at regional level and can therefore be financed by additional regional and EU funding,

Having established that

tourism industry professionals from the private sector should be involved in the above-mentioned strategy,

the Procedures Manager

considering that, for the reasons stated above, the scheme is deserving of financing pursuant to Section 3, paragraph 1 a) of the Rules and Regulations establishing criteria and procedures for the granting of funds, subsidies, and financial aid approved by Board Resolution no. 9 of 18/12/2007 and subsequently amended by Board Resolutions no. 2 of 7.5.2012 and no. 13 of 28.12.2012,

considering that, furthermore, the scheme is in accordance with initiatives set forth in the Forecast and Planning Report approved by Board Resolution no.18 of 13.12.2013,

given that the total cost of implementing the above actions is estimated at EUR 1 550 000, inclusive of VAT if applicable,

having obtained certification of the availability of resources in expense account no. 330043 of the current budget from the Head of the Accounts Division,

having agreed to delegate the scheme, by means of the Procedural Framework attached to the present measure, to a Special Agency of the Naples Chamber of Commerce whose mission includes promoting tourism at both national and international level,

PROPOSES

- 1) Setting up a public evidence procedure to grant funds to support extending the tourist season throughout the Province of Naples by encouraging an



increase in international visitor arrivals and visitor nights in the City of Naples between 15 June/15 September, and in the rest of the Province of Naples between 1 April/15 July and 15 September/15 November 2014.

- 2) Approving the Public Call for Applications and Rules and Regulations for the assignment of funds as partial contribution to the cost of organizing package holidays in the Province of Naples during the low and mid season – 2014 – including Annexes A, B, C and D for the submission of applications for funds and for the release of resources, and the Procedural Framework regulating the delegation of activities to the Special Agency appointed to manage the scheme, which together form an integral and essential part of this Resolution.
- 3) Making available the sum of EUR 1 300 000 inclusive of VAT to be allocated for the above funds on expense account no. 330043 of the 2014 budget.
- 4) Publishing the present Resolution and relative Annexes in both Italian and English on the Naples Chamber of Commerce website, and implementing an action publicizing and promoting the Resolution in European and non-European markets, making available a further amount of EUR 250 000 inclusive of VAT (of which EUR 40 000 inclusive of VAT will go to covering the increased overheads incurred by the Chamber's Special Agency appointed to manage and coordinate the scheme) on expense account no. 330043 of the 2014 budget.
- 5) Establishing that applications for funds may be submitted, using one of the methods described in Section 6 of the Public Call for Applications and Rules and Regulations, from 09h00 of the day following the date of publication of the present Resolution, the Public Call for Applications/Rules and Regulations and relative Annexes on the Naples Chamber of Commerce website.
- 6) Delegating this scheme to the Chamber's Special Agency COM.TUR, and agreeing that operational procedures shall be regulated by a Procedural Framework forming an integral and essential part of this Resolution.
- 7) Confirming that the Review Committee, as indicated in the above-mentioned Procedural Framework, shall be comprised of the following members: Chamber Officer Sergio Mancini (President), COM.TUR Managing Director Manuela Barzan, and COM.TUR Administration Manager Giovanna Varriale.
- 8) Authorizing the Executive Manager of the Promotions Division to make the necessary spending commitment by separate order.



- 9) Transmitting the present measure to the Executive Manager of the Promotions Division Ilaria Desiderio for any and all further actions.

THE BOARD OF THE CHAMBER

Having heard the proposer and attendees,

having regard to the statute of the Chamber,

having regard to the Rules and Regulations establishing criteria and procedures for the assignment of funds, subsidies, and financial aid approved by Board Resolution no. 9 of 18.12.2007 and subsequently amended by Board Resolutions no. 2 of 07.5.2012 and no. 13 of 28.12.2012,

having regard to the Forecast and Planning Report approved by Board Resolution no. 18 of 13.12.2013,

having agreed to the Chairman's proposal,

number of members present and voting: 8,

by unanimous vote as expressed by law,

RESOLVES

- 1) To set up a public evidence procedure to grant funds to support extending the tourist season throughout the Province of Naples by encouraging an increase in international visitor arrivals and visitor nights in the City of Naples between 15 June/15 September, and in the rest of the Province of Naples between 1 April/15 July and 15 September/15 November 2014.
- 2) To approve the Public Call for Applications and Rules and Regulations for the assignment of funds as partial contribution to the cost of organizing package holidays in the Province of Naples during the low and mid season – 2014 – including Annexes A, B, C and D for the submission of applications for funds and for the release of resources, and the Procedural Framework regulating the delegation of activities to the Special Agency appointed to manage the scheme, which together form an integral and essential part of this Resolution.
- 3) To make available the sum of EUR 1 300 000 inclusive of VAT if applicable to be allocated for the above funds on expense account no. 330043 of the 2014 budget.
- 4) To publish the present Resolution and relative Annexes in both Italian and English on the Naples Chamber of Commerce website, and to implement an



action publicizing and promoting the Resolution in European and non-European markets, allocating a further amount of EUR 210 000 inclusive of VAT on expense account no. 330043 of the 2014 budget, plus EUR 40 000 inclusive of VAT to cover the increased overheads incurred by the Chamber's Special Agency appointed to manage and coordinate the scheme.

- 5) To appoint the Chamber's Special Agency COM.TUR to draw up a communication plan to be put to the Board at the next meeting.
- 6) To establish that applications for funds may be submitted, using one of the methods described in Section 6 of the Public Call for Applications and Rules and Regulations, from 09h00 of the day following the date of publication of the present Resolution, the Public Call for Applications/Rules and Regulations and relative Annexes on the Naples Chamber of Commerce website.
- 7) to delegate this scheme to the Chamber's Special Agency COM.TUR, and to agree that operational procedures shall be regulated by a Procedural Framework forming an integral and essential part of this Resolution.
- 8) to confirm that the Review Committee, as indicated in the above-mentioned Procedural Framework, shall be comprised of the following members: Chamber Officer Sergio Mancini (President), COM.TUR Managing Director Manuela Barzan, and COM.TUR Administration Manager Giovanna Varriale.
- 9) To authorize the Executive Manager of the Promotions Division to make the necessary spending commitment by separate order.
- 10) To transmit the present measure to the Executive Manager of the Promotions Division Ilaria Desiderio for any and all further actions.
- 11) To declare, for reasons of urgency due to the imminent implementation of the actions, that the present Resolution take effect immediately.

ACTING GENERAL SECRETARY
Mario Esti

CHAIRMAN
Maurizio Maddaloni