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Città di Imola

BRAND-EU

ACQUIRING PLACE BRANDING COMPETENCES AT WORK
THROUGH CONTINUING VET TO INCREASE THE
ATTRACTIVENESS OF EUROPEAN CITIES

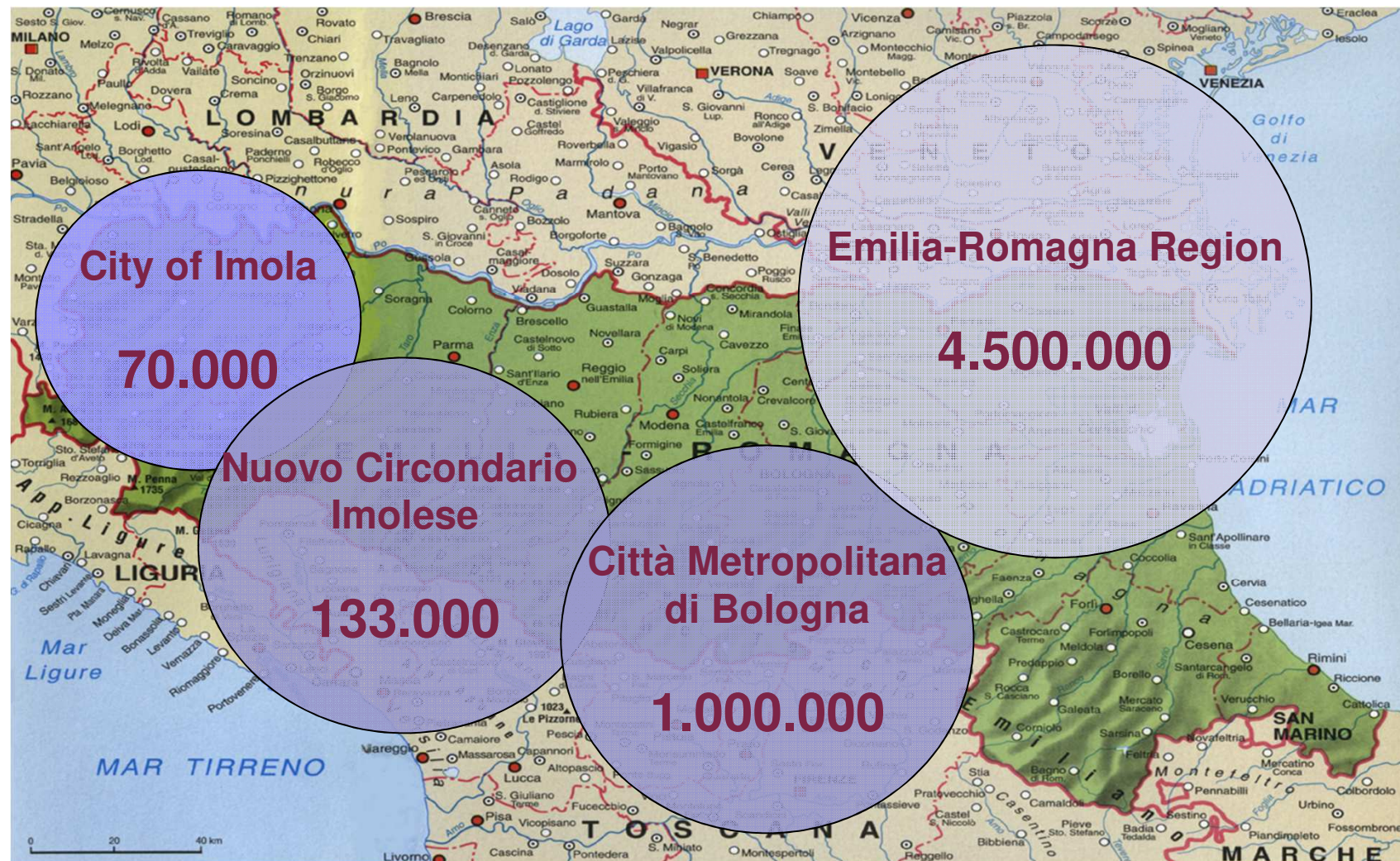
KICK-OFF MEETING

IMOLA: 4 and 5 DECEMBER, 2018



BRAND - EU

WE ARE HERE....



KICK-OFF MEETING - IMOLA: 4 and 5 DECEMBER, 2018



HOW MANY...

70.000 inhabitants

209 square km

Population density: 341 per km²

Foreign citizens: 7.178 – 10,3%

Biggest foreign communities:

- Romania 30,9%
- Morocco 16%
- Albania 13,8%





BRAND - EU

POLITICAL ORGANIZATION



Mayor

**Manuela
Sangiorgi**

**Elected in June 2018
for 5 years**



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POLITICAL ORGANIZATION



THE CITY COUNCIL

Regulatory functions

24 City Council Members + the Mayor

Elected in the Municipal Elections

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POLITICAL ORGANIZATION

THE COUNCIL



**7 Councillors
appointed by the Mayor**

- ✓ Economic Development
- ✓ Culture
- ✓ Environment
- ✓ Welfare
- ✓ Human Resources and Budget
- ✓ Sports
- ✓ Sustainable Development
- ✓ Education
- ✓ Safety and Lawfulness

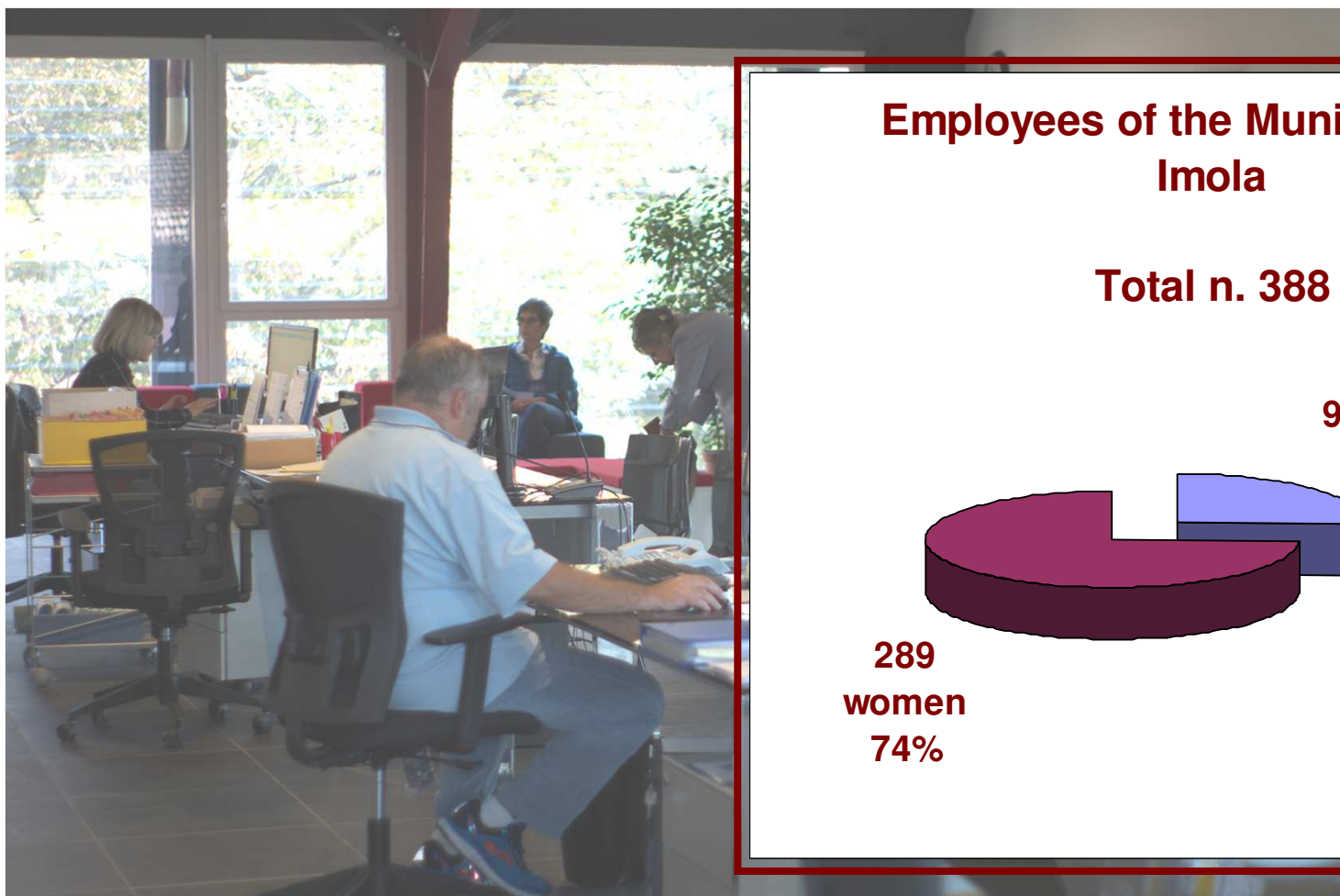
Implementation of policies and guidelines

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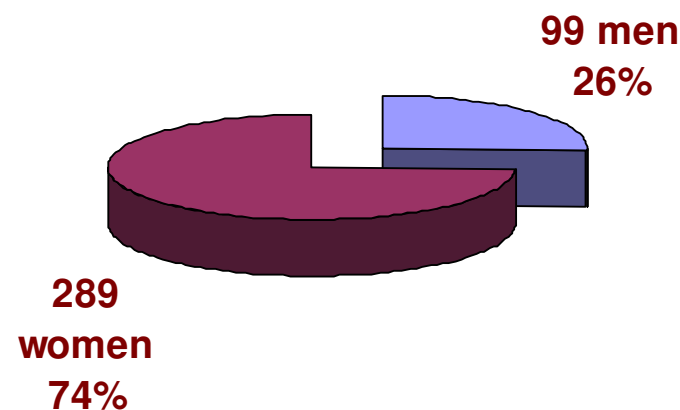
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ADMINISTRATIVE ORGANIZATION



Employees of the Municipality of Imola

Total n. 388



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ADMINISTRATIVE ORGANIZATION



UNITS AND DEPARTMENTS

- ✓ Libraries, archives and museums
- ✓ Culture, theatres and youth policies
- ✓ Education
- ✓ Childhood
- ✓ Treasurer's Office
- ✓ Planning, private building and environment
- ✓ Housing, cohesion and social policies
- ✓ Municipal Police
- ✓ Protection and Prevention
- ✓ Accounting department
- ✓ Sport and Tourism
- ✓ Economic Development and European Projects
- ✓ Taxes
- ✓ Human Resources
- ✓ Information and Communication
- ✓ Civil Registry, Electoral and Information Office

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TWINNINGS



**GENNEVILLIERS
(France)**

Since 1960



**PULA
(Croatia)**

Since 1972

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TWINNINGS



WEINHEIM
(Germany)

Since 1991



COLCHESTER
(UK)

Since 1997

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TWINNINGS



**PIŁA
(Poland)**

**Collaboration Agreement
Since 2017**

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BRAND - EU

IMOLA IS ... HISTORY AND CULTURE

ROCCA SFORZESCA



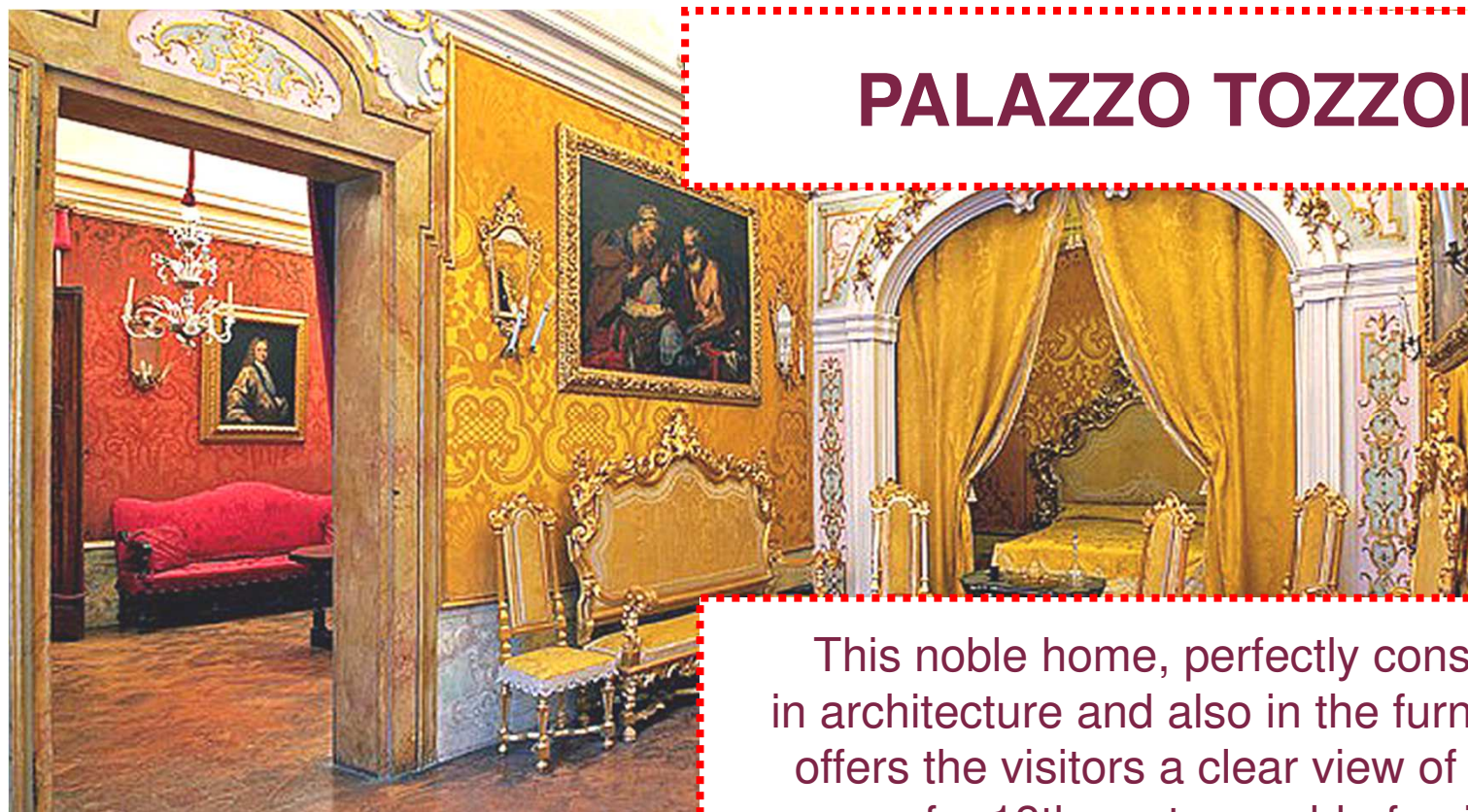
The fortress is a superb example of a fortified architecture of the Medieval and Renaissance Period. It hosts a collection of ceramics and weapons

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IMOLA IS ... HISTORY AND CULTURE



PALAZZO TOZZONI

This noble home, perfectly conserved in architecture and also in the furnishings, offers the visitors a clear view of the life of a 18th century noble family.

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IMOLA IS ... HISTORY AND CULTURE



SAN DOMENICO MUSEUM



The former convent of San Domenico dates back to the 14th century and it has been re-opened to the public in 2011.

It houses the town's Art Gallery and contains about 600 works such as paintings, sculptures, ceramics and drawings

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IMOLA IS ... HISTORY AND CULTURE



“VASSURA BARONCINI” NEW MUSIC SCHOOL

The home of the new music school is inside the Complesso dell'Annunziata, that dates back to 1585. 1.200 square metres divided over two floors. The rooms were renovated and restored in 2012, and adapted and equipped for music

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IMOLA IS ... HISTORY AND CULTURE



MUNICIPAL THEATRE

“EBE STIGNANI”

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IMOLA IS ... RACES AND BIG EVENTS



RACE TRACK “ENZO AND DINO FERRARI”

Car and Bike Racetrack - Events

A strategic place for races,
international meeting, public events,
concerts, etc.



IMOLA IS WELLNESS AND NATURE ...



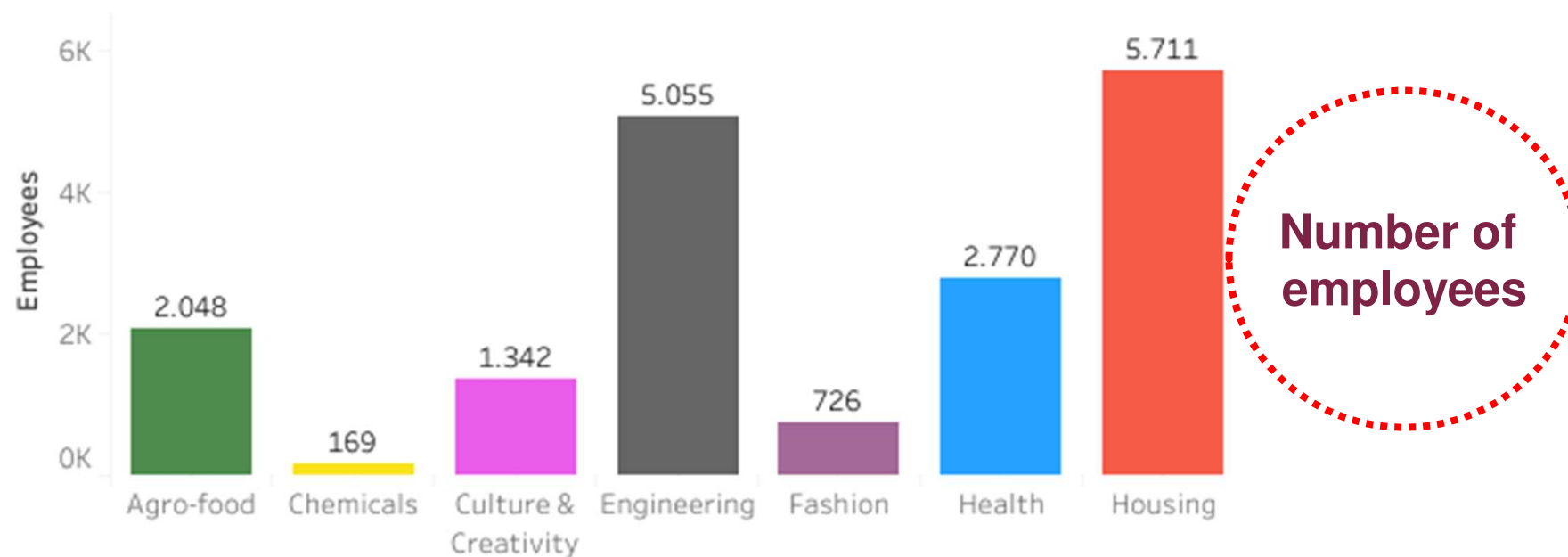
- **Imola, a people-oriented city** (with 80 km of cycling lanes)
- **Nature** (a good balance of green areas and built areas, among the highest in Emilia-Romagna Region)



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OUR KEY SECTORS

KEY SECTORS OF IMOLA



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IMOLA IS... MANUFACTURING ZONE



**The “Manufacturing Zone Restart” Project
wants to facilitate new production,
commercial
and logistical settlements**



IMOLA IS... MANUFACTURING ZONE



- **An Area allocated to new production, commercial and logistical settlements**
- **An agreement with the energy provider HeraCom to facilitate quick plug-ins for companies and subsidised tariffs for Start-UPS**
- **An agreement with ICT provider Acantho to make available, in all industrial areas, services as optical fibre, telephone and Internet**



IMOLA IS... MANUFACTURING ZONE



“Welcome toolkit” provided by the Local Administration to new settlements:

- ✓ **Permits released in due time by qualified Local Offices**
- ✓ **Tutors made available by qualified Local Offices to support companies regarding institutional and bureaucratic relations**
- ✓ **Willing to offer lower taxes in case of production regeneration of existing industrial areas**
- ✓ **Municipality Deliberation offering tax cuts for settlements into Imola's area**



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