

C.I.P. LEADER+
REGIONE MARCHE
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***INTERVENTION FOR THE
REQUALIFICATION OF MUSEUM
NETWORK AND CONNECTIONS WITH
TOURISM SERVICES AND ENOLOGY AND
GATRONOMY RESOURCES***

Study

1. Many municipalities in Marche Region have created museums, art galleries and/or other kind of cultural structure;
2. The museums studied don't communicate and have not foreseen any kind of coordination;
3. The costs of such disorganization are not justified by the total tourism presences.



Proposed Solutions

1. Creation of a network of the museums and coordination of the activities;
2. Reduction of the costs of the single museum by sharing the communication and advertising costs;
3. Realization of a common ticket that also offer the opportunity to visit wine production companies and to obtain discounts among local shops.
4. Sharing of a common minimum quality standards of museum services.

Tab. 4 - Analisi economica della gestione

	Ipotesi costi annui Comune a regime	Quota annua adesione Sistema Museale	TOTALE COSTI COMUNE (stima)	Quota intervento Sistema Museale	TOTALE COSTI ANNUI	Ipotesi incasso annuo a regime	SALDO A REGIME	SALDO GESTIONE COMUNALE A REGIME	SALDO GESTIONE COMUNALE ATTUALE	Differenza risultato di gestione per i Comuni
Arcevia	8,000	2,500	10,500	10,000	20,500	11,594	- 8,906	1,094	- 12,600	13,694
Castelleone di Suasa	20,000	1,500	21,500	25,000	46,500	11,939	- 8,163	- 9,561	- 9,604	43
Castelplanio	7,000	1,500	8,500	10,000	18,500	3,146	- 8,163	- 5,354	- 5,766	412
Cingoli	15,000	-	15,000	-	15,000	22,259	- 8,163	7,259	-	7,259
Cupramontana	9,000	1,500	10,500	10,000	20,500	4,701	- 8,163	- 5,799	- 7,850	2,051
Genga	8,000	1,500	9,500	10,000	19,500	54,964	- 8,163	45,464	-	45,464
Maiolati Spontini	13,000	2,500	15,500	20,000	35,500	3,460	- 8,163	- 12,040	- 12,391	351
Matelica	15,000	-	15,000	-	15,000	15,096	- 8,163	96	-	96
Montecarotto	8,000	1,500	9,500	10,000	19,500	930	- 8,163	- 8,570	-	- 8,570
Sassoferrato	15,000	2,500	17,500	20,000	37,500	13,266	- 8,163	- 4,234	- 8,900	4,666
Serra dé Conti	20,000	1,500	21,500	10,000	31,500	22,891	- 8,163	1,391	- 17,717	19,108
Serra S. Quirico	8,000	1,500	9,500	10,000	19,500	1,689	- 8,163	- 7,811	- 13,976	6,165
Staffolo	9,000	1,500	10,500	10,000	20,500	1,575	- 8,163	- 8,925	- 15,663	6,738
Totale escl. Fabriano	155,000	19,500	174,500	145,000	319,500	167,509	- 106,860	- 6,991	- 104,467	97,476
Fabriano	170,000	4,000	174,000	10,000	184,000	254,132	- 8,163	80,132	-	80,132
TOTALE GENERALE	325,000	23,500	348,500	155,000	503,500	421,641	- 115,022	73,141	- 104,467	177,608