Private Sector Investment: The Saxon Triangle

Walking Maps covering Sibiu/Sighisoara/Bran/Fundata

Description: Creation of good maps that provide practical incentive for travel to visit Romania and specially the Saxon “triangle”

Beneficiaries: Tourists, Pro Bran Association, Saxon “triangle” area

Project Implementer: BTF – Bran Srl

Co-Implementer: Local Councils

Timespan: 14 months

Estimated Cost: 95,000 dollars

Partners: Bran Town Hall, Private sector

Origin: BTF – Bran Srl
August 2004

Proposal overview

Five BTF-Bran srl Projects are proposed for inclusion.

1a. ‘High End’ rural inn development in Bran and Sibiu
   $225,000 for ‘The Inn on Balaban’
   $963,000 for ‘The Inn in Sibiu’

2b. Water Treatment micro-solutions for villages and remote sites
   $140,000 for a demonstration project of ‘distiller’ technology
   $3-5,000,000 for local assembly and sales start-up

3. Walking Maps covering Sibiu/Sighisoara/Bran/Fundata
   $95,000 for digital base and initial printing

4. ‘Best of Craft’ production and sales promotion
   $150,000 to create inventory and initiate sales promotion

Each Project has the following qualities: initial investment by BTF, job creation, promotion, environmental improvement, and short-term action (contingent on funding support). Attached Project Briefs follow the format and guidelines provided by MET/Gaia.

Background

BTF is a trademarked logo representing the highest quality and standards of products and services in Romania. BTF-Bran srl is a Romanian-owned company located in Bran. Investments over a two-year period in each of these four project categories exceed $250,000 for market studies, land acquisition, professional services, and product or site development. The company maintains offices, banking accounts with ING, and legal counsel in Bucharest.
Project #3 – Walking Maps (Saxon Triangle)

1. Title of the Project: “Walking Maps”

2. Location of the Project and Area of Coverage

The ‘Saxon Triangle’ bounded by Sibiu, Sighisoara, and Brasov and the valley from Bran to Fundata would be covered in a set of three folding maps for travellers.

3. Justification

Good maps are essential to any program seeking to attract foreign travellers to a region. In the case of the ‘Saxon Triangle’, the region is ideally suited to maps that show not just main roads but by-roads, and paths that might be followed on foot, by horse, or trail bikes. At present no such maps exist. Without them the Triangle is ‘terra incognito’ as far as a first-time visitor is concerned.

Precedent has been set for the creation of superior maps by Geo-Strategies (Sibiu). The firm, internationally reputed for the high quality of its work, created a refined, detailed, and well crafted street map of Sibiu accompanied by a detailed road map and land texture of Sibiu County. The same company, retained by BtF-Bran, created a detailed GPS-accurate digital base map of Bran Commune which is being used by Pro Bran Association for planning purpose. This map is intended for eventual use as a base for the creation of a walking map of the Bran commune.

What is proposed is a mapping project co-promoted by BtF-Bran and Geo-Strategies that would consist of three companion ‘walking trail’ maps: (a) western side of Triangle, (b) eastern side of Triangle, (c) southern spur covering the Brasov to Fundata corridor. Combined, the three would offer a wide span of walking trail opportunities that would in turn be supported by pensions, agro-tourism, and other visitor lodgings.

4. Objectives of the Project

- The long-term objective is to create resources, such as maps, that provide practical incentive for the traveller to visit Romania and specifically to the Saxon Triangle.
- Immediate objectives are to fund the creation of the three companion walking trail maps.

5. Activities of the Project

- Identify scope of mapping project (covering the Saxon Triangle and the Brasov to Rucar valley.
- Prepare proposal with budget and timetable
- Gain funding support for actual work to be completed and maps to be printed
- Distribute and market the maps

6. Inputs
- Human – cartographic experts, walking trail demarcation team (to be determined)
- Material – access to computers with mapping software and printing services
- Financial – demonstration project loan and/or subsidy needed ($95,000)

7. Requirements from outside the project
   Local – identification of walking trails (local groups such as Pro Bran, Salvamont, Eminescu Trust, Evangelical Church, etc)
   National – support from appropriate administrative officials in the event external funding (EU, WB or other) is funneled through government channels

8. Calendar of Activities
   December thru February 2005 – Prepare proposal for funding
   February thru May 2006 – Funding decision cycle
   June-November 2006 – Creation and printing of maps
   December-January 2007 – Distribution and marketing of maps

9. Budget

   EXPENSES
   Digital preparation $ 66,500
   Identification of trails $ 3,500
   Printing (3 maps x 2500 each) $ 25,000
   Overhead (tel, mgmt) $ 5,000

   Other issues to be considered and answered in preparing this sheet:
   Who should or could be the implementing agent/applicant?
     BTF-Bran sr. (Bran, Romania) in partnership with Geo-Strategies (Sibiu, Romania)
   To whom should the application be submitted?
     EU (Sapard, ISPA), WB, Banks, investors
   What is the scope of the project? Local, regional?
     Regional covering the Saxon Triangle and Brasov-Fundata valley
   How does the project fit in the global strategy?
     n.a.
   How does it contribute in improving the situation?
     Job creation (2-3 jobs during preparation)
     Supports foreign visitors to the region by offering practical travel information
   Who are the actors to be involved in its implementation and who are the direct beneficiaries?
     Implementor:
       BTF-Bran, srl in Bran (owner, investor, manager) and Geo-Strategies (Sibiu)
     Beneficiaries:
       - Pensions at demonstration sites (provides better promotional information on locations and visit options)
       - Area craftsmen and suppliers