

Local Economic Development Plan



Sighnaghi municipality

Georgia

September 2019

Preface from Mayor



The development and strengthening of Sighnaghi Municipality economy is one of priority issues for me. The tourism and cultural facilities of our municipality, active tourism sector, developed agricultural sectors, investment potential, modern infrastructure, diversity of natural resources and existing municipal services are important basis for economic development.

The goal of Sighnaghi Municipality is to develop and strengthen economy, provide employment opportunities, create a stable and growing business environment for foreign investors. All this would not be effective without cooperation with the private sectors. It is necessary to take into account each other's recommendations and experience, as well as those of our partner countries and international organizations.

That's why we made an important step forward for the advancement of our municipality and joined the EU initiative "Mayors for Economic Growth".

The Economic Development Plan has been developed with the consideration of resources and capabilities of the municipality. The plan is defined for several years period. It should bring economic strength and growth to Sighnaghi Municipality. The activities defined by the Local Economic Development Plan will mainly be funded from the local budget.

I would like to thank each person, every organization, business sector, everyone who actively cooperated with Sighnaghi Municipality self-government and made significant contributions to the elaboration and development of the Local Economic Development Plan. We hope for further cooperation and mutual participation.

As a Mayor of the municipality, I would like to express my commitment to cooperate and share any opinion and recommendations related to the plan. I will be personally involved in its implementation and monitoring process. I would like to call on local representatives of small and large businesses, investors, civil society, to join us and participate in the improvement of Sighnaghi municipality economy and living conditions.

Yours sincerely,

A handwritten signature in blue ink, which appears to be the name of the Mayor, Giorgi Gogilashvili.

Mayor of Sighnaghi municipality
Giorgi Gogilashvili

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1. Executive Summary

This Local Economic Development Plan has been prepared within the framework of EU initiative "Mayors for Economic Growth" by local economic development partners, with the involvement of local authorities and the business sector and the main economic trends have been identified. It is based on the best European practices and approaches, aimed at increasing the capacity of private sector in order to promote local development and employment.

In the course of the plan development, an in-depth study of development opportunities and needs was carried out, SWOT analysis and major conclusions were developed. To achieve economic growth, it is important to overcome such weaknesses as poorly developed business supporting infrastructure, migration of local workforce, lack of municipal services facilitating economic development, improper level of technology and awareness in the business sector.

The vision of the economic development of the municipality has been elaborated, which implies growth of the attractiveness of the municipality for tourists and investors, diversification of the economy and business-friendly infrastructure. The main objectives of the municipality were defined that will facilitate the achievement of the vision: increase awareness of the municipality; develop entrepreneurial skills and strengthen entrepreneurial opportunities.

The following actions were planned to achieve objectives: arranging annual festivals of products produced in the municipality; participating in local and international exhibitions, fairs and festivals and deepening mutual cooperation with twin-cities: conducting study meetings for start-uppers, youth, women, disabled persons and inclusive groups to strengthen entrepreneurial and professional skills and economy; retraining agro sector specialists; availability of funding for business start-ups and small entrepreneurs.

The main source of funding is the local budget. However, at certain stages, funding is expected from international organizations and entrepreneurs as well.

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3. Abbreviations and Annexes

Abbreviations

LEDO – Local Economic Development Officer

SWOT - Strengths and weaknesses, opportunities and threats

NGO- Non governmental organization

EU- European union

M- Meters

KM- Kilometers

Annexes

Annex a. Process of Local Economic Development Plan Development

Annex b. Building blocks analysis

4. Introduction to Plan

In March 2018, Signaghi municipality joined the EU initiative "Mayors for Economic Growth", whereby the local self-government expressed its commitment to cooperate with the business and civil society, facilitate improvement of living conditions and provide employment opportunities. The Working places will be create by collaboration and active engagement with business sector.

Signaghi municipality is located in Eastern Georgia, in Kakheti region. It borders with Kakheti municipalities: Lagodekhi, Gurjaani, Sagarejo and Dedoplistskaro. The area of the municipality is 1251.7 sq.m. The administrative centre is the city of Signaghi, which is 115 km away from Tbilisi (1 hour and 30 minutes' drive), 97 km away from Tbilisi International Airport (1 hour and 40 minutes' drive). Signaghi municipality is located at 750 m above the sea level, the highest point of self-governing unit is 1087 meters and the lowest point is 217 m. The municipality is easily accessible by motor transport.

The population of 21 settlements of Signaghi municipality is 29.5 thousand. The municipality population has decreased by 40% over the past 25 years. There are two urban settlements in the municipality: the city of Signaghi (the administrative centre of the self-governing unit) and town Tsnori. Three villages of the municipality are high-mountain settlements.

The present Economic Development Plan was elaborated on the basis of the private and public sectors dialogue and aims at developing private sector to ensure economic growth, development and employment. The plan was developed by the Working Group established by the order of the Mayor of Signaghi municipality in line with the "Mayors for Economic Growth" initiative and in partnership with the local government, private and public sector.

The absolute majority of activities of the action plan will be funded from the budget of Signaghi municipality and the Upper level budget and will be reflected in the local budget in the form of programs and sub-programs. All of them are specific, achievable and measurable.

5. Process of Local Economic Development Plan Development

The Local Economic Development Plan has been developed with the active participation of a Mayor of Signaghi municipality, consultations were held between local authorities, business sector and civil society. We introduced the concept of the initiative. Meetings with representatives of economic spheres from different sectors were organized to identify needs, establish partnership relationships and plan joint activities. We identified stakeholders, selected partners. Major decisions were made by a majority of votes, most of issues were resolved on the basis of consensus.

For the development of the plan a working group was established by the Mayor's order, which was composed of representatives of the City Hall, Sakrebulo (City Council), NGOs and private business.

A meeting with business representatives was held. One meeting was held with the representatives of non-governmental organizations, public sector and medium businesses operating in the municipality.

One meeting was held with the representatives of the City Hall of the municipality and Sakrebulo (City Council). During the meetings, the participants were asked to fill in questionnaires, which were developed in accordance with the methodology provided by the Secretariat of the Initiative. During meetings data required for economic analysis was collected, needs were identified, versions of the vision and objectives developed. Gender balance was taken into account during organizing the meetings. Ladies(60%) and gentlemen (40%).

The problems of winemakers were identified. The main reason is that there is no factory in Signaghi municipality to process the maximum quantity of harvest. Vine-growers have to sell products (grapes) in the neighbouring municipality wine factories. At the meeting the issue of attracting investors and the ways of solving this problem were discussed. In the course of Mayor's initiative, partnership relations were planned according to the sectors and additionally several meetings were held with vine-growers and winemakers. For partnership and joint activities a number of activities were planned, which are included in the Action Plan.

6. Local economic analysis

6.1. Analysis of local economic structure: The main sectors of Signaghi municipality economy are tourism, agriculture, cattle breeding, service and trade sectors. Among them the most promising and growing sectors are tourism, agriculture and cattle breeding. There are a special places in the municipality : The historic fortress wall, The city with its cultural heritage sites, St. Nino Monastery, Monastery of St. Stephen Khirseli. These sites are very popular among visitors. It should also be noted that Machkhaani village with its special architecture and history, which will take its place in the development of Georgian tourism and Signagi municipality.

According to the information provided by the National Agency of Public Registry, as of October 31, 2018, one foreign enterprise branch, 3 solidary societies, 5 joint stock companies, 18 cooperatives, 663 limited liability companies and 2978 individual entrepreneurs have been registered in Signaghi municipality since 2000. The number of registered entrepreneurs and the spheres of economic activities increase annually. Information about the number of entrepreneurs is provided in Annex B. As for the areas according to economic activities, the main area is trade. The portion of the remaining spheres is presented in Annex B. Despite the developed and diverse tourism, services need to be improved.

In recent years, the number of entrepreneurs operating in agriculture sector has increased, which is due to the efficiency of state projects, as well as active participation of the private sector. For example, in Signaghi municipality, 5 entrepreneurial entities received assistance within the framework of the unified agro project, while 3 limited liability companies and 54 individual entrepreneurs were financed within the preferential agro credit. By 2018, the capacity of 48 entrepreneurs strengthened through the investment received under the program “Produce in Georgia”, including entrepreneurs operating in the field of tourism. As far as agricultural development is concerned, it is noteworthy that not only the development of traditional crops is

facilitated. In recent years active works are underway for the development of Georgian olive enterprise located in Sighnaghi municipality. Harvest is taken and processed on site. Each year the production and harvest increase. Besides, in recent years the massive cultivation of berries (raspberries, blueberries, strawberries) has begun in the municipality as the demand for these cultures is increasing annually.

Being a country with 8,000 years of winemaking history, our municipality is not far behind in the development of winemaking. New family cellars emerge every year, though more financial support and assistance is required from the state sector as well as from donor organizations.

As for tourism, Sighnaghi is one of the most preferable and highly rated tourist destinations in Georgia. The number of visitors increases annually. According to recent statistical data, the number of visitors of Sighnaghi is increasing by 15-20% annually. Along with the increase of the number of tourists, the demand for accommodation and catering facilities also increases. As of November 30, 2018, only in the city of Sighnaghi about 100 hotels/guesthouses, 20 catering facilities and up to 15 wine shops have been registered. New hotels are also being built. Construction of 160-room hotel with Georgian investment will soon be completed in Sighnaghi. It should be noted that foreign investors are also interested in Sighnaghi tourism potential. For instance, American investors have arranged a number of accommodation facilities, there are investors from European countries as well. Simultaneously to the development of Sighnaghi, as a tourist attraction, the tourism potential of villages increases. Family cellars, ethnographic yards and guesthouses actively operate in the villages. The handmade souvenirs and woven items made on site are very popular; they are mainly produced in villages. The community and non-governmental organizations have contributed to their popularity and development. One of the main factors of tourism development is the Tourism Information Centre in the city, which has a significant function in representing the city. The centre disseminates booklets and maps, as well as provides advertising of the municipality online and on TV.

6.2. Local cooperation and networking

Mutual cooperation between the private entrepreneurs in Sighnaghi municipality is not well established, it can be said that it started developing now. However, there are sectors that have been established for many years and they actively cooperate. For example, the Women Farmers Association, which was founded in 2013 and by now, is composed of 15 members. Private entrepreneurs also establish business contacts through personal relationships. Certain relationship has been also established with the Chamber of Commerce of the region. In the municipality there are no structural mechanisms or institutions for cooperation or communication, business representatives share information and experience during spontaneous meetings. There is some experience of structured cooperation in agriculture that is manifested by agricultural cooperatives. Over the last five years, in result of the legislative amendments, state initiatives and efforts of international organizations, the development of agriculture cooperatives and similar cooperation is actively facilitated. Consequently, certain platform is created where representatives of different cooperatives have the opportunity to talk and share experience with each other. Currently there are 12 agricultural cooperatives operating in the municipality. As for the cooperation between business companies and the municipality administration, they have relationship to some extent. By the

initiative of the Mayor of the municipality, meetings of business representatives and municipality leadership are conducted, within the framework of which information is provided on possible financing sources, but the private sector is just a listener and proper results are not achieved. Business Forums are conducted throughout the region, which helps to identify problems and solve them through joint efforts.

During meetings with business sector and civil society, the Mayor always expresses commitment to develop private and public cooperation, implement joint projects that will enhance the qualification of private sector representatives, raise the image of the municipality, improve the investment environment and attract financial resources. Improving cooperation and establishing friendly partnerships will contribute to the growth of the local private sector.

6.3. Business-friendly, transparent and corruption free administration:

Records management in Sighnaghi City Hall is conducted based on "one window" principle, a document submitted in paper or in electronic form is registered in the records management electronic system of the City Hall, the time for document processing is reduced. Through the electronic records management system the municipality is connected to all governmental agencies and other public institutions. The Mayor's web-page and the news service under the City Hall cover the activities carried out with the involvement of the local government. A Tourism Development Department functions within the Economic Division of the City Hall of the municipality. The Tourism Department also performs a function of the Tourism Information Centre.

The administration of the municipality does its best to facilitate business sector development through various activities. Nevertheless, these activities are spontaneous, they are not held based on any kind of strategic document.

Information about tenders announced by the municipality administration is available on the website of the State Procurement Agency and all interested persons can submit tender proposals. The activities of the tender commission are transparent and all decisions are published on the website of the Agency. The Dispute Resolution Council of the Agency reviews every received complaint.

The right to use the municipal property or privatize it is granted through an electronic auction, the data about property to be privatized or transferred with the right to use, is displayed on the official website of the Service Agency of the Ministry of Finance. Anyone can take part in the electronic auction.

The sessions of the municipal council are open for citizens and they can submit remarks and initiatives. The number of applications of business representatives to Sakrebulo is quite large. They request to lease facilities owned by the municipality. Particular applications are discussed at the Sakrebulo session based on publicity principle. In the municipality there is a newspaper, the web-page of the City Hall and Facebook page subordinated to the City Hall, which actively cover local news and activities of the City Hall and Sakrebulo of the municipality. However, there are some components that need development and refinement. It would be better to have a local television station and maximize coverage and advertising.

6.4. Access to finance

Information about financial resources required for the development of private sector in Sighnaghi municipality is quite little; notwithstanding state programs and publications on the relevant web pages, the displayed information is not sufficient and requires more specification. In addition, the regional office of the Ministry of Environmental Protection and Agriculture operates in the municipality, which provides full information to the population about the projects implemented with the support of the Ministry. Most of business companies have access to internet resources and they duly receive the information they require. Banks and microfinance organizations in the municipality issue loans for small business companies and agro-sector. The demand for larger loans increases and business companies face difficulties in terms of collaterals for securing loans. Besides, the decisions on issuance of large loans are made in the regional and head offices of banks. Banks issue loans for the acquisition of fixed assets, as well as for operational costs and working assets. Businesses are heavily burdened by high interest rates on loans; banks issue loans for start-ups as well.

Funding processes of agricultural projects by the state are often delayed and entrepreneurs fail to observe agro terms.

A structural unit should be established in the municipality that will issue detailed information to the business sector on availability and access to financial resources.

Furthermore, it is necessary to improve the insurance system, frequent natural disasters such as excessive rainfall, hail and drought damage harvest and the population is unable to fulfil payment obligations towards credit organizations. The crop is damaged and it is impossible to sell it. The insurance system reduces the risk. It is necessary to improve and come into line with the existing requirements.

6.5. Land and infrastructure:

In recent years, simultaneously to business development tendency, the demand for buildings, land and business infrastructure has increased. The City Hall Economic Division identifies plots of land on the territory of the municipality, registers unregistered plots of land into the ownership of the municipality, carries out inventory-taking of owned buildings. 44.08 ha of non-agricultural land and 88 buildings are owned by the municipality. The total municipality resource is as follows: arable-41811 ha, perennial – 3949 ha, pasture – 54121 ha, pond – 1127 ha.

The demand is mainly for the isolated and suitable for micro-companies trade and office spaces. The municipality owns properties that meet these requirements and 42 facilities have been leased, but the demand is higher. The office premises are mostly privately owned, but prices are so high that business companies cannot afford renting them. The property existing on the territory of the municipality and state property is largely amortized, and most of them have a non-strategic location for office and trade spaces.

The procedures for privatization and transfer in use of the property, land and infrastructure owned by the municipality are delayed, which creates certain obstacles to private business.

There is plenty of state-owned free property on the territory of the municipality and in case of reasonable demand certain property is handed over to the municipality.

The management of the municipality plans to create an investment database where the private sector investment proposals will be published together with the municipality owned property owned and proposals. In addition, it is necessary to increase access to small office spaces.

It is noteworthy that the municipality has a large number of agricultural plots of land, which are distinguished for high yield. For the development of agricultural sector, rational use of land and proper selection of crops, it is important to perform laboratory studies of the soil.

6.6. Regulatory and institutional framework:

There are no bureaucratic barriers for private businesses, but still exist a number of regulations and administrative rules. One of the most important issues is the procedure for receiving construction permits. The interagency coordination is not flexible and effective. It takes time to receive a construction permit. Within the framework of the state program, recognition and registration of unlawfully taken plots of land in underway, which will continue until 2020. It is very good for the development of the private sector. However, there are delays in preparing and issuance of certain documents required for the registration of land and property.

Agriculture and tourism development programs and strategies are not developed in the municipality, marketing strategies are to be developed and approved.

6.7. Skills and human capital, inclusivity:

Development of human capital is one of the challenges for Sighnaghi municipality. The professional educational system fails to address the needs of the business sector. In the conditions of tourism development in the municipality there is a great demand for service staff and their qualification. Guides with the knowledge of foreign languages, cooks, veterinaries, agronomists are also in high demand. There is high demand for qualified staff in almost all sectors; however, as the labour remuneration is low at the local labour market, there is high rate of outflow of qualified personnel to large urban cities and outside the country.

There is no municipal employment agency. Job seekers are looking for vacancies through personal contacts or internet resources. Drivers and guides are trained by the National Tourism Agency in the field of service-provision and foreign languages.

Some business companies conduct trainings only according to their needs, but it does not bear an organized character and it is not agreed with other companies operating in the same sector.

6.8. External positioning and marketing:

Sighnaghi Municipality is a very attractive place for tourists and investors, compared to other municipalities in Kakheti. The location factor is important for expanding existing businesses and attracting new business companies.

Tourism infrastructure, parks, pedestrian lanes, swimming pools, various tourist services are improved and provided annually. Along with the traditional types of tourism, extreme tourism, such as zipline and paragliding are developing.

The municipality is known throughout the region and the country for its wine. Winemakers constantly take part in the wine and local production festivals, international exhibitions and fairs, they are winners of various festivals both inside the country and abroad.

The efforts of the local government of the municipality in terms of popularization of Sighnaghi as a tourism site and various advertising campaigns caused a steady growth of tourists flow from other parts of the country and from abroad.

The administration of the municipality, tourism department, information centre and National Tourism Administration are working on increasing awareness about municipality.

Local self-government representatives take part in international exhibitions, fairs and festivals to facilitate municipality popularization and share experience. Together with private sector, the municipality tourism map, booklets and video clips have been developed.

7. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Diversity and large number of tourism facilities • Diversity of agricultural sectors(Livestock breeding, Winery, berries) • Abundance of natural resources • Family wine cellars and bio-wine production • Free agricultural plots of land and infrastructure 	<ul style="list-style-type: none"> • Low level of tourism services • Lack of business services and infrastructure • Inadequate level of entrepreneurial education • Migration of local employable population • Less accessible agricultural machinery and services • Inactivity of private sector • Lack of investments and access to finance • Insufficiently developed access roads to agricultural pots of land • Lack of job opportunities
Opportunities	Threats

<ul style="list-style-type: none"> • Business supporting projects in the country • Investment policy of the country(Reduced bureaucracy and single window services in one organization, for example the Public Service Hall) • High trend of tourism growth • Increasing demand for agricultural products in the world (Wine, olive products) • Support of international donor organizations • Liberal tax policy and simplicity in starting business • Deep and comprehensive trade space 	<ul style="list-style-type: none"> • Diseases spread in agriculture (vine grain, field mouse, climatic conditions and cattle diseases) • Low price for imported agricultural products • High trend of migration in the country
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8. Vision and Objectives

Sighnaghi Municipality is an attractive place for tourism and investors, its economy is diversified and infrastructure promotes business development.

The main objectives are:

- Increase of municipality awareness;
- Development of entrepreneurial skills and increase of entrepreneurial opportunities

9. Action Plan

The Local Economic Development Action Plan has been developed with active involvement of partnerships and all stakeholders. It will be implemented with their active support and participation within the indicated timeframe. The Action Plan is focused on the promotion of agro industry, tourism, small and medium businesses. The Plan is focused on active involvement of social groups in business activities, such as women and youth. Sighnaghi Municipality City Hall Economic, Finance, Budget and Administrative Department is responsible for implementing particular activities and the plan in full.

Building blocks	Key objectives	Actions/Projects ideas	Duration (start/finish)	Partners involved	Estimated cost national currency (equivalent in EUR)	Output (product) indicators and targets	Outcome (Result) indicators and targets
1. External positioning and marketing	1. Raise awareness of the municipality	1.1. Arrange public holidays and annual festivals of products produced in Sighnaghi	09/2019-08/2021	Sighnaghi municipality City Hall, local entrepreneurs	50000 GEL 15263 EUR	4 local festivals and 2 public holidays are conducted	Municipality awareness raised, popularization of the locally produced products; local entrepreneurs' income/number of participants in festivals increased, increase of sales of products
		1.2. Participate in local and international exhibitions, fairs and festivals and strengthen cooperation with twin cities.	09/2019-08/2021	Sighnaghi municipality City Hall	40000 GEL 12210 EUR	Activities for participation are selected, participation in selected festivals, fairs, exhibitions, visits carried out to twin cities/ participation in festivals, fairs and exhibitions, number of visits to twin cities	Awareness of the municipality increased, broad masses informed of local products and investment opportunities, investors interested, the number of twin cities and international partners increased, tourist flows increased/number of participants in festivals and exhibitions, number of investment packages and information and advertisement materials, number of interested investors, number of twin cities and international partners, tourist flows in dynamics

2. Development of skills and human capital ; 4. Access to finance.	2. Develop entrepreneurial skills	2.1. Conduct study meetings for the development of entrepreneurial skills and economic strengthening of start-ups, young people, women, persons with disabilities and inclusive groups	09/2019-08/2021	Sighnaghi municipality City Hall. The Ministry of Economy and Sustainable Development	15000 GEL 4579 EUR	Study meetings are conducted, start-ups, young people, women, persons with disability, vulnerable groups are trained for business activities/number of conducted study meetings/participants	Increase of human resources, increase of employment opportunities for young people, women, persons with disability, vulnerable groups/ number of awareness-raised persons, number of employed
		2.2. Training of agro sector specialists	09/2019-08/2021	Sighnaghi municipality City Hall. The Ministry of Environment Protection and Agriculture of Georgia.	30000 GEL 9158 EUR	Sector specialists are sent for trainings, trainings conducted, agro tours conducted with the participation of the representatives of agro sector/ number of trained specialists, number of conducted trainings, agro tours	Skills of sector specialists improved, availability of services of skilled specialists in beekeeping, cattle breeding and viticulture increased, new technologies and approaches increased, farmers' income/number of services provided by specialists increased, farmers' income in dynamics, number of awareness-raised persons, number of uses of new technologies and approaches, increase of revenues in dynamics
		2.3. Access to finance for start-ups and small entrepreneurs	09/2019-08/2021	Sighnaghi municipality City Hall, LEPL "Produce in Georgia"	166 205 GEL 52 302 EUR	Trainings and meetings are conducted, population learnt about techniques of developing successful project applications. Number of correctly prepared project applications increased. Number of funded projects doubled. Conditions of small cellars and wine-makers improved in terms of tourism.	Enterprises funded by grants operate at full capacity. New working places created. Income increased.

10. Financing scheme

The estimated cost of each action specified in the Financing Scheme of the Local Economic Development Plan of the municipality includes both capital expenditure and other costs. They are determined by the example of such activities and based on existing experience. The allocation of funds between the actions is consistent with the value of relative priority.

<i>Actions</i>	<i>Estimated costs</i>	<i>Source of financing</i>				<i>Funding gaps</i>	<i>Remarks</i>
		<i>Local budget</i>	<i>Upper level budget</i>	<i>Business</i>	<i>Donors</i>		
1.1. Arrange public holidays and annual festivals of products produced in Sighnaghi	50 000 GEL 15 263 EUR	40 000 GEL 12 210 EUR		10 000 GEL 3 052 EUR			
1.2. Participate in local and international exhibitions, fairs and festivals and strengthen cooperation with twin cities	40 000 GEL 12 210 EUR	40 000 GEL 12 210 EUR					
2.1. Conduct study meetings for the development of entrepreneurial skills and economic strengthening of start-uppers, young people, women, persons with disabilities and inclusive groups	15 000 GEL 4 579 EUR	5 000 GEL 1 526 EUR	10 000 GEL 3 169 EUR				
2.2. Training of agro sector specialists	30 000 GEL 9 158 EUR	10 000 GEL 3 052 EUR	20 000 GEL 6 339 EUR				
2.3. Access to finance for start uppers and small entrepreneurs	52 302 EUR 166 205 GEL	2 000 EUR 6 355 GEL	50 302 EUR 159 849 GEL				
Total sum	301 205 GEL 93 512 EUR	101 355 GEL 30 998 EUR	189 849 GEL 59 810 EUR	10 000 GEL 3 052 EUR			

11. Monitoring indicators and mechanisms

The implementation of the Local Economic Development Action Plan will be coordinated and monitored by a Local Economic Development Officer and a Monitoring Team established by the partners. The gender balance will be ensured in the Monitoring Team. They will meet once every 2-3 months to summarize the conducted work and discuss effective ways of implementing future activities.

<i>Actions / Projects ideas</i>	<i>Duration (start/finish)</i>	<i>Expected results months 1-3</i>	<i>Expected results months 4-6</i>	<i>Expected results months 7-9</i>	<i>Expected results months 10-12</i>
1.1. Arrange public holidays and annual festivals of products produced in Signaghi	09/2019-08/2021	Working group is created with the involvement of the private sector and a detailed action plan is elaborated	One local festival is organized	Working group is created with the involvement of the private sector and a detailed action plan is elaborated	One local festival is organized
1.2. Participate in local and international exhibitions, fairs and festivals and strengthen cooperation with twin cities	09/2019-08/2021	One local or international fair, exhibition, festival is selected for the participation. The composition of the delegation is determined, information-reference materials are prepared; participation in one event	One local or international fair, exhibition, festival is selected for the participation. The composition of the delegation is determined, information-reference materials are prepared; participation in one event	One local or international fair, exhibition, festival is selected for the participation. The composition of the delegation is determined, information-reference materials are prepared; participation in one event	One local or international fair, exhibition, festival is selected for the participation. The composition of the delegation is determined, information-reference materials are prepared; participation in one event
2.1. Conduct study meetings for the development of entrepreneurial skills and economic strengthening of start-uppers, young people, women, persons with disabilities and inclusive groups	09/2019-08/2021	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness
2.2. Training of agro sector specialists	09/2019-08/2021	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness; the plan of conducting agro-tours is elaborated. A bee-keeper, a veterinarian and an agronomist- vine-grower were selected for training .	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness; 20 persons participated in agro-tours; the training centre is selected	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness; the plan of conducting agro-tours is elaborated. Selected candidates are sent to the training.	Training topics are selected and the target group is identified; training programme is developed; working meetings are conducted; 30 persons with increased awareness; 20 persons participated in agro-tours; the training centre is selected; field specialists are trained
2.3. Access to finance for start uppers and small entrepreneurs	09/2019-08/2021	Training topics/issues are selected and the target groups are identified. The groups are comprised of 15 persons from each administrative unit; the group members start-uppers or those planning to start business.	The dates and location of trainings is planned. Advertising campaign on trainings and grants opportunities is conducted	The trained entrepreneurs prepared the applications for funding, which correspond with the requirements set by the funding organization. 80% of applications submitted from Signaghi municipality was evaluated positively.	Within the framework of the program "Produce in Georgia" funded the application submitted from Signaghi. More than 20 new small enterprises received funding. The enterprises renewed their

					material and technical facilities. Along with the growth of enterprises the number of employed persons will also increase.
% of total budget (estimated)	100 %	25%	25%	25%	25%