

Financial planning / resources / budgeting

3AMXXX

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EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání

MŠMT
MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Financial planning / resources / budgeting

- financing
 - provisioning / redistribution of financial capital
- financial decision making
 - selection of options for securing the necessary financial capital
 - long-term
 - capital / property structure
 - the amount of capital
 - short-term
 - the structure / size of circulating capital components / short term property
- investment decision making
 - the selection of options for investing in resources
 - investment _ assets

Financial planning / resources / budgeting

- financial planning
 - a process that reflects financial / investment decision making
 - mutual relations
 - alternatives
 - feasibility
 - risk elimination
- output _ financial plan
 - long term _ strategic
 - setting goals
 - setting financial politics
 - prognosis of demand
 - investment plan

Financial planning / resources / budgeting

- short term _ tactical
 - short term reports _ income statement / cashflow
 - revenues / rentability
 - costs / performance calculations
 - funds sources analysis
- funding rules
 - golden balance rule
 - resources must be assigned to funded assets
 - the golden rule of funding
 - the period of the tied funds in the assets must correspond to the period of availability of the source financing
- optimal financial structure
 - the distribution of financial resources minimizes costs / respects anticipated future progress

Financial planning / resources / budgeting

- financial budget

- output related

- investments in specific outputs

- time related

- planning costs

- organizational team / agencies

- preparation costs

- advertising / marketing

- realization costs

- rental / equipment / performers / transport / catering / accommodation / insurance

- post event costs

- site cleaning / evaluation / accounting

Financial planning / resources / budgeting

- sources of funding

- private
 - inner sources
 - outer sources
 - sponsorship
 - patronage
 - donations
 - etc.
- public
 - local sources
 - cities / towns / regions
 - national sources
 - Ministry of Culture of the Czech Republic
 - european sources
 - Operational Programmes
- multi-source

Financial planning / resources / budgeting

- inner sources

- self-financing
- associated activity
 - sales of products
 - property rental
- membership fees
- membership donations

- individual donations / patronage

- collecting funds from individuals

Financial planning / resources / budgeting

- need to generate supply _ support
- relatively free use of funds
- direct contact
 - networking

- corporate donations

- voluntary activity
- Corporate Social Responsibility
 - an effort to behave ethically
- image building
- advertisement

Financial planning / resources / budgeting

- potential to attract new customers
- possibility of deduction of donations
 - over 2000,-- Kč
 - 5% of the tax base minus the remaining deductions
 - 10% in case of donations to research institutions / universities
 - corporate volunteership
- foundation
 - purposefully established association property
 - possibility of supporting public serving activities

Financial planning / resources / budgeting

- sponsorship
 - vs. donations
 - requirement of reciprocity
- forms of partnership
 - general
 - unique / main sponsor
 - presence in all related materials
 - can even be projected into a title of the event
 - most significant financial support
 - main
 - mid-level

Financial planning / resources / budgeting

- relatively significant presence in related materials
- relatively high support
- partnership
 - declared support
 - possible presence in related materials
 - local advertising at the venue may be sufficient
- media
 - support by presentation / media coverage
 - benefit for publicity
 - may take any of the forms mentioned above

Financial planning / resources / budgeting

- fundraising

- methods and procedures to raise funds for non-profit NGOs
- a way to convince about the contribution / relevance / relevance of one's own action
- systematic / long-term activity

- interpersonal activity

- need for self-confidence in project / action
- ability to pass enthusiasm
 - obtaining human support
 - not money

Financial planning / resources / budgeting

- crowdfunding
 - obtaining funding from a wide audience
 - relatively marginal individual contribution
 - replacing unique large investors
- crowdsourcing
 - 2006
 - concept
 - crowd investing
- the genesis of charity collections / subscriptions

Financial planning / resources / budgeting

- charity crowdfunding
 - collecting of contributions
 - without consideration
 - nonprofit organizations
- reward crowdfunding
 - most of the crowdfunding activities
 - consideration
- debt crowdfunding
 - lending financial contributions between users
 - refund of contributions in its entirety

Financial planning / resources / budgeting

- equity crowdfunding
 - the investor acquires a business share
 - suitable for start-up companies
- donation
 - with financial goal
 - without financial goal
- crowdfunding platform fee
 - fixed _ fixed amount
 - variable _ percentage of the amount
 - may change after reaching a certain amount
 - lowered _ case of specific projects
 - charity / help / etc.

Financial planning / resources / budgeting

- project financed by crowdfunding _ characteristics
 - unique
 - innovative
 - distinguishable
 - communicable
 - positive
 - moral
 - legislative
 - feasible

Financial planning / resources / budgeting

- crowdfunding campaign process
 - registration
 - name / topic / characteristics / etc.
 - implementation team incl.
 - time frame
 - financial target
 - reasonable remuneration
 - active phase
 - using social network
 - communication / advertising / informing about collection / project
 - post phase
 - solving obligations

Financial planning / resources / budgeting

- crowdfunding positives
 - project funding
 - project medialization
 - feedback
 - testing by crowdfunding
 - addressing demand
 - binding
 - low entry barriers
 - ~ none
 - does not require a loss of the share in the project
 - repeatability

Financial planning / resources / budgeting

- crowdfunding negatives
 - the risk of non-fulfillment of the target amount
 - negative media coverage
 - demand on the quality of the project
 - competition
 - a relatively important need for preparation
 - need to manage the campaign
 - in the case of larger projects, it is usually not possible to use 100 % funding
 - risk of loss of know-how
 - possibly even main idea

Financial planning / resources / budgeting

- public sources

- local sources of funding

- funding from the city budget

- act no. 128/2000 Sb., zákon o obcích

- municipalities approve which cultural / sports projects they support

- direct financial amount

- public budget

- covered by incomes from gambling / foundations / sponsorship / collections / public fees / etc.

- indirect

- tax relief for cultural institutions / performers / artists

Financial planning / resources / budgeting

- individual support in each city / city district
 - common programs
 - youth education
 - cultural events
 - representation of city / city district
 - development of local culture / sport
 - professional artists / athletes
 - folk traditions / crafts
 - exhibitions / representation events
 - publishing activity
 - renewal / equipment of cultural / sports facilities

Financial planning / resources / budgeting

- usually a task of the mayor's office
 - in cooperation with the Culture / Sport Department
 - proposals are evaluated by the grant committee
 - mayor / councilors / heads of the concerned departments / representatives of school / cultural / sports facilities / chairman of the financial committee / chairman of the audit committee
 - submits a proposal to the municipal council
 - council adopts / modifies the proposal
 - further submits to the municipal government
 - the municipal government approves

Financial planning / resources / budgeting

- funding from the regional budget
 - act no. 129/2000 Sb., o krajích
 - mainly cultural facilities
 - theaters / museums / cultural houses / galleries / libraries / etc.
- types of subsidies
 - promotion of cultural activities / events
 - restoration of cultural monuments
 - support for publishing activities
 - sports events

Financial planning / resources / budgeting

- conditions _ usual
 - limited number of applications
 - the limited source of funding
 - cannot be co-financed from other sources of the region
 - evidence of their activities
 - co-financing condition
 - impossibility to grant the subsidy
 - expediency
 - financial limit
 - may not apply
 - political parties / movements
 - contributory organizations established by the region
 - organizational units of the state

Financial planning / resources / budgeting

- limitation of eligible costs
 - effectiveness / efficiency / economy
 - compliance with project / subsidy program
 - necessary / non-investment costs only
 - project directly related costs only
- ineligible costs
 - extra travel costs
 - external contractors for project implementation
 - realization conflict
 - catering
 - investment property insurance

Financial planning / resources / budgeting

- reserves / coverage losses
- leasing / renting things / etc.
- financial gifts
- subsidies to other entities
- explicit proclamation of subsidy income
- obligation to inform about changes in the organization during project implementation
- obligation to return uninvested financial resources
- obligation to submit a financial statement
- obligation to comply with the control requirement
- effectiveness of the subsidy

Financial planning / resources / budgeting

- State Cultural Fund of the Czech Republic
 - act no. 229/1992 Sb., o Státním fondu kultury České republiky
 - a legal entity established by the Czech National Council
 - revenues from real estates / ČT2 ads
 - provision of special-purpose subsidies / loans / financial assistance
 - annual fixed amount
 - ~20 – 25mKč
 - supported programs
 - supporting the creation, implementation, and presentation of artistically valuable works
 - editorial work in the field of non-periodic and periodical publications

Financial planning / resources / budgeting

- obtaining, restoring and maintaining cultural monuments and collection items
- exhibition and lecture activities
- promotion of Czech culture abroad
- organizing cultural festivals, shows, and similar cultural events
- support for cultural projects serving to preserve and develop the culture of national minorities in the Czech Republic
- promoting high-value non-professional artistic activities
- protection, maintenance, and replenishment of the library collections

Financial planning / resources / budgeting

- request electronically / physically
 - fee _ 1% of the requested amount
- hearing at State Cultural Fund of the Czech Republic council
 - possibility to personally present the project
 - usually when there is a change in the time between submission and hearing
- evaluation criteria
 - quality / professionalism
 - project uniqueness / focus
 - regional / minority focus

Financial planning / resources / budgeting

- Cultural activities program
 - Department of Arts, Literature, and Libraries
 - annual
 - the predominance of one-year subsidies
 - supported fields
 - music
 - art
 - dance, movement, and nonverbal theater
 - theater
 - festivals

Financial planning / resources / budgeting

- music

- classical

- music festivals / concerts in the field of contemporary music / concert events in the area of historically instructed interpretation of old music / concert events of exceptional dramaturgical discovery / continuous work of permanent professional ensembles / creative workshops, courses, competitions / preparation of music editions and publications editions and publications / professional periodicals / CDs, DVDs / music and documentation / music conferences

- alternative

- music festivals / dramaturgically exceptional / interdisciplinary / workshops, courses, competitions / publication of publications / periodicals / CD, DVD / documentation / conference

Financial planning / resources / budgeting

- art

- exhibition projects
 - collection institutions / others
- year-round exhibition activity
 - collection institutions / others
- festival, show or symposium
- residencies
- conferences / lecture cycles / competitions
- another project
- periodical publication
- professional non-periodical publication
- documentary / information activities

Financial planning / resources / budgeting

- dance, movement, and nonverbal theater
 - pantomime / interdisciplinary
- festival / show
- a new staging project
- running a staging project
- year-round production of the creative subject
- year-round production activity
- creative workshop / professional course / conference / seminar
- periodical publication
- professional non-periodical publication
- another project

Financial planning / resources / budgeting

- theater

- drama / puppet / alternative
- festival / show
- a new staging project
- running a staging project
- year-round production of the creative subject
- year-round production activity
- creative workshop / professional course / conference / seminar
- periodical publication
- professional non-periodical publication
- another project

Financial planning / resources / budgeting

- festivals
 - classical music
 - total costs in the previous 2 years at least 5mKč / year
 - a minimum attendance of 3,000 people last year
 - the subsidy may not exceed 35% of the total cost
 - alternative music / theater / dance and movement art / literature
 - total costs in the previous 2 years at least 3mKč / year
- art
 - total costs in the previous 2 years at least 3mKč / year
- evaluation _ performance / economics

Financial planning / resources / budgeting

- Department of Regional / National Culture

- support for cultural activities facilitating the integration of foreigners living in the Czech Republic
- promotion of traditional folk culture
- support of cultural activities of disabled citizens and seniors
- support for the development of interest cultural - non-artistic activities
- promoting non-professional artistic activities
- support for foreign contacts in the field of non-professional artistic activities
- support for cultural activities of members of national minorities living in the Czech Republic
- supporting the integration of members of the Roma minority
- program for providing contributions for creative and study purposes
- promoting regional cultural traditions

Financial planning / resources / budgeting

- eligible applicants
 - physical / legal persons with the relevant field of activity
 - except for contributory organizations of the Ministry of Culture
 - registered office in the Czech Republic
 - implementation of the project in the Czech Republic
 - must be the project promoter / implementer
 - application for a maximum of 3 projects
 - ban on the transfer of subsidies
 - obligation to charge previous grants

Financial planning / resources / budgeting

- evaluation procedure
 - checking formalities
 - expert committee
 - experts in the field
 - criteria
 - professionalism / project level
 - benefit for a particular problem / task / goal
 - contribution to the field
 - impact / impact of the project
 - processing the application / project itself
 - the presence of other sources of funding
 - adequacy of resources
 - feasibility of the project

Financial planning / resources / budgeting

- Cross-border cooperation Operational Programmes

- geographically defined programs
 - neighboring regions divided by the state border
- partnership requirement
- resonance of historical bonds
- programme Bavaria – Czech Republic
 - Karlovarský / Plzeňský / Jihočeský region
 - objective _ enhancing the attractiveness of the subsidy area by maintaining and enhancing the common cultural and natural heritage in a sustainable form
 - natural heritage
 - cultural heritage

Financial planning / resources / budgeting

- memorials
 - property
 - intangible cultural heritage
 - coordination of the development of the use of heritage
 - awareness
 - marketing
 - presentations
 - Web applications
 - tourist infrastructure
 - cycling infrastructure
-
- programme Saxony – Czech Republic
 - Karlovarský / Ústecký / Liberecký region

Financial planning / resources / budgeting

- objective _ maintaining tourist attractiveness through sustainable appreciation of the common natural and cultural heritage
 - see Bavaria
 - cultural space
 - organizing events
 - linking cultural offers
 - traditional folk culture
 - crafts
 - mining tradition
 - cultural identity
- Interreg V-A Poland - Czech Republic
 - Liberecký / Královéhradecký / Pardubický / Olomoucký / Moravskoslezský region

Financial planning / resources / budgeting

- objective _ increasing the traffic to the region through the use of the potential of natural and cultural resources
 - tourist attraction
 - employment growth
 - revitalization
 - sustainable cultural tourism
 - cultural heritage
 - promotion
- Interreg V-A Slovakia - Czech Republic
 - Moravskoslezský / Zlínský / Jihomoravský region
 - objective _ Increasing the attractiveness of cultural and natural heritage for residents and visitors to the cross-border region

Financial planning / resources / budgeting

- technical condition of monuments
- non-investment activities
- marking
- road infrastructure
- Interreg V-A Austria - Czech Republic
 - Jihomoravský / Vysočina / Jihočeský region
 - objective _ valorization of the cultural and natural heritage of the common region in a sustainable way
 - strategy
 - plan
 - cultural heritage development
 - protected areas
 - UNESCO
 - infrastructure

Financial planning / resources / budgeting

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