

**Summary**

**FEASIBILITY STUDY**

**“EXTENSION AND MODERNISATION OF  
BALCHIK PALACE GARDENS”**

**Beneficiary:**

**Balchik “Palace” Cultural Center State Institute**

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## **A. WRITTEN PARTS**

### **I. General Data**

#### **1. Name of the investment objective:**

**“EXTENSION AND MODERNISATION OF BALCHIK PALACE GARDENS”**

#### **2. Location (county, city, street, number)**

The investment will be done in Balchik Municipality, Bulgaria.

#### **3. Holder investment**

**State Cultural Institute “Balchik Palace”**

#### **4. The beneficiary of the investment**

**State Cultural Institute “Balchik Palace”**

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## **II. General information upon the project**

### ***General information upon the project***

The proposed investment in the State Cultural Institute “Balchik Palace” is part of the larger CBC project “Cross-border Art of Gardening by the Black Sea”, submitted under the CBC Romania – Bulgaria Programme 2007-2013.

**The project’s general objective** is to contribute to the durable economical development of the Constanta County-Dobrich District border area, and to the consolidation of the Romanian and Bulgarian seaside tourism by extending the active holiday season based on diversifying the natural and cultural touristic attractions.

On a short term, in order to accomplish the above-mentioned contributions to the general objectives of the Romania-Bulgaria Transborder Cooperation Operational Programme, the following **specific objectives** are proposed:

1. To develop, modernize and extend the nature touristic attractions in Techirghiol (Romania) and Balchic (Bulgaria), by creating Techirghiol Botanical Garden and by extending and modernizing the gardens surrounding the Balchick Palace, which will diversify the local offer and value the current tendencies in tourism – the orientation towards nature and historical places.
2. To stimulate the common cross-border initiatives and strategies in the field of sea side tourism by promoting a cross-border approach towards valuing the projects results on a medium and long term.
3. To ensure an open and multidisciplinary platform for cross-border promotion and cooperation based on the project results, by exploiting the academic and common people’s interest in gardening, growing plants and environmental elements associated with nature touristic attractions.
4. To increase visibility on the internal and external markets upon new touristic attractions created through this project in the Romanian and Bulgarian seaside regions and to support the Romanian and Bulgarian investors involved in extending the seaside touristic season by

creating new information instruments and resources in the field of nature and cultural tourism.

### ***1. The current situation of the investment objective***

The park was established in the period 1924-1936 as a background and integral part of the summer residence of the Romanian Queen Maria. The territory went through several changes of the ownership and of the purposes and quality of maintenance respectively. As a result some park regions changed their use or were neglected, some elements were even lost.

### ***2. The description of the investment***

In respect with its double statute - first of a cultural monument and monument of park and garden art, and second, as a protected area, the park should be maintained due to the directives both of ecological and historic and cultural heritage legislation. Thus, the objectives of the current project cover both these aspects of development and include the following:

1. Restoration and enlargement of the Palace Park
2. Sustainable and environmentally-friendly maintenance and development of the Park and Palace Complex
3. Creation and organisation of Tourist Information Center in-house "Arkan"
4. Modernisation of the art gallery in the villa "Quiet Nest"

### ***3. Technical data of the investment***

#### **3.1. Area and location**

Investment that is intended to be undertaken through this project is located in the town of Blachik, Dobrich district, within the Balchik "Palace" Cultural State Institute.

#### **3.2. Basic works description and the resulted ones, following the completion of basic works**

### **1. RESTORATION AND ENLARGEMENT OF THE PALACE PARK**

**1.1. Restoration.** Partial or full, restoration is a typical activity that is taking place in historic parks and gardens. Restoration of small and medium range park elements has been performed during the last 8 years and has given good results but there are still some elements that need to be restored.

1.1.1. Restoration of the system of water canals, pools and waterfalls. This system is an integral part of the park composition. The great elevation amplitude of the terrain made it appropriate for several smaller and bigger waterfalls. The water coming from them is running in the canals across the gardens and gather in different in size pools. It brings a sense of freshness and romantics. Originally, the source of water was an artificial branch of the river which was later blocked and is no longer functioning. Unfortunately, it can't be restored in its original course and the solution of the problem is to place a pump at an appropriate place in the river and return the water system to life. Furthermore, some of the canals and pools need repairing.

1.1.2. Restoration of terraces and walls around the palace building. Due to natural processes some of the supporting walls around the palace building are ruining and need to be repaired. Also, a whole system of terraces which was once used by the Queen for sunbathing and served as an access to one of the villas, suffered an earth slide and was partially destroyed. After restoring it, this area can be rejoined to the palace complex and complete its historic outlook.

**1.2. Enlargement.** At the time of its establishment a great part of the palace complex consisted of existing vineyards and orchards. They were properly cultivated to some 30 years ago, when the efficiency of keeping them vanished. Thus, land within the boundaries of the complex that is twice the area of the historical part was left abandoned and is now in a quite neglected state. On the other hand, the efforts in restoring the palace complex gave result in a growing tourist interest. There is a growing demand in cultivating the neighboring areas which naturally involves enlargement of the park.

1.2.1. Creating a garden in the region between the car park and villas Zalez and Gutman. This is an area which was once occupied by orchards. There were also some buildings on it, none of which has survived. The area is contiguous to some of the most

interesting parts of the palace complex and is considered to become their extension. It is to be developed as a park area with tree, shrub and herbal species arranged on the principles of a botanic garden. It will represent local and foreign flora with certain accents, such as sand garden, exotic garden, aroma garden, and stone garden. The existing bungalows will be replaced by houses made of eco-materials. Because of the specific relief configuration, creating this garden will include substantial work in modeling the terrain.

1.2.2. Greenhouse. It is aimed to serve as a winter shelter for the exotic plants that are not frost hardy. Also, it could be used for limited quantity plant propagation for internal purposes. Its area is to be 100-120m<sup>2</sup>. It will be equipped with irrigation and heating system.

1.2.3. Hanging gardens. They are meant to be created in a region of the historic park where there was an earth slide a few years ago. It provoked alteration of the original relief and serious problems with the coming form above sewerage. The place is close to the palace chapel and is quite unpleasant in its current state. Creation of the hanging gardens will include a lot of vertical planning for terracing the terrain. Plant species and composition of the garden will be chosen as to invoke association with the biblical Gethsemane Garden for this was the name that Queen Maria gave to this part of the park.

## **2. SUSTAINABLE AND ENVIRONMENTALLY-FRIENDLY MAINTENANCE AND DEVELOPMENT OF THE PARK AND PALACE COMPLEX**

**2.1. Waste management.** The palace complex consists of vegetative and architectural elements. Depending on the season, different quantities of vegetable waste come out of the park every day. Currently they are disposed of on general basis.

2.1.1. Biological reprocessing (Composting). In order to recycle all the vegetable waste a compost farm will be created near the boundary of the complex. The compost farm is intended for visitors and aims at their education.

2.1.2. Completing the sewerage. Inside the complex the sewerage was provided of within the last few years but it is still not connected to the main system of sewers. More efforts are needed to make the existing system effective.

**2.2. Building of irrigation system.** Water is indispensable for plants, especially in the artificial ecosystems that parks represent. The more intensive the maintenance – the more water we need to make gardens look their best. The hose method of watering that was used so far has proven ineffective and expensive. It used drinking water which in the peak of tourist season is far not sufficient. From environmental point of view its use for such purposes is unduly, especially with an existing natural source of irrigation water as the river is. Implementation of an irrigation system with the possible use of drip irrigation will solve these problems.

### **III. CREATION AND ORGANISATION OF TOURIST INFORMATION CENTER IN-HOUSE "ARKAN"**

Arkan's objectives are as follows:

1. To offer information of visitors to the Palace;
2. To propose and organise cultural events and programs at the Palace, exhibitions, festivals, concerts, and other plain-airs.
3. To collect, analyze, summarize and provide information related to cultural institutions by region;
4. A direct connection and providing methodological assistance to specialized units in the region on issues of regional cultural policy in Romania, Bulgaria;
5. Liaise with local, regional, national and international bodies and organizations to assist in the implementation of the project's cultural and tourism projects of the State Institute;
6. Assists schools in arts and culture in Bulgaria, Romania in developing educational projects and curricula, as well as organizing concerts, exhibitions and other creative works of students and contribute to their promotion;



7. Assist in the development of incentive measures for the rest of the guests at the Palace and to attract and implementation of international activities in the field of culture and tourism and the Palace in Balchik;
8. Assist in organizing and conducting of opinion polls, surveys and consultations;
9. Support tourism associations and municipalities in the region to promote the conditions for the development of cultural and tourist product offered by CRD KTS "Palace";
10. Organize the supply of information and advertising materials promoting tourism products, cultural heritage of the region and the Palace as a cultural monument of national importance;  
Organizes the provision of information and advertising services to individuals and legal entities established by the Director of CRD KTS "Palace";
11. Design of a single system initialization, interior and exterior design of the tourist-information center, methodological support for the introduction of modern requirements for servicing of tourists and guests of the complex, the potential for paid services;

### **Section of the sub-project:**

#### **3.1. Development of tourist material;**

#### **3.2. Development of project staffing of Cultural and Information Center**

1. Guide;
2. System Administrator-performed maintenance on the apparatus.

#### **3.3. Structuring functions**

Information for tourist-information center "Palace" to be organized under various materials and electronic means:

- Address (User location), hours;
- Contact;
- Service;
- pictures.

Information about the settlement and the settlements in the region:

- Administrative information phones and addresses of municipal services and regional

government structures;

- Location of Balchik, climate, specificity;
- Hospitals and pharmacies;
- Banks, financial institutions, ATMs, opportunities for exchange and non-cash payments, credit cards, valid credit cards;
- Police departments;
- Red Cross;
- History of the town and the Palace
- Natural phenomena in the vicinity;
- Customs and traditions peculiar customs, folk color, ethnographical characteristics, cultural events of regional and national scale;
- Geographical features.

Provision of additional (free and paid) services:

1. Use of Facilities "Arkan" for seminars, conferences, congress and business tourism, etc..; Use of the Internet, Hall (number of seats), distribution, status, technical support, accommodation, exhibition areas.
2. Using a multimedia projector for presentations;
3. Using the overhead projector with screen;
4. Talks at the Palace (French, English, German and Russian);
5. Information on cultural events in the Palace and the region;
6. Acceptance of bookings for videos, movies, advertising, etc..;
7. Acceptance of bookings for any kind of celebrations indoors and outdoors and accompanying services, party catering, decoration color, hiring an orchestra, DJ, sound, lighting, preparing the script for the celebration;
8. Offering rent-a-car and bus trips;
9. Booking tickets for cultural events;
10. Translation of correspondence;
11. Baby sitter;
12. Photocopying;
13. Providing services to sports and games (chess, badminton, backgammon, dominos cards,

books)

#### 14. Transport and communications to populations and place:

- Transport - Road Network (map), main and secondary roads, approaches to tourist sites and attractions;
- Vehicles and the organization of the movement of buses, bus services, domestic and international, scheduled Desks for sale of bus tickets;
- Water transport, river, sea;
- Gary, phone, address, email, scheduling;
- Air transportation - the closest airport, and contact data;
- Railway - Transport-station location, approaches, timetable of trains kantaktni data points sale of tickets
- BCP-phone address;
- Postal service phone - code system to automatically dial, references;
- Existing mobile operators, service;

#### 15. Bazi accommodation (based on data from the register of the municipality, information of tourism associations):

- Tools for shelter: Hotels; Motels; Pensions; Holiday homes; Guesthouses; Villas; Home; Bungalows; Camping; Tourist huts; Sheds

#### 16. Restaurants (according to data from the register of the municipality, information of tourism associations): Restaurants; Fast foods; Pubs; Cafeterias; Bars; Discos, clubs.

#### 17. Cultural sites

- Museums and art galleries in Balchik region (short description of the exposure time, image, guide, language, price list, opportunities and conditions for photos)
- Cultural Monuments - short description, location, approaches, hours, photos, guide, language, price list);
- Churches and monasteries in the locality and its surroundings; (detailed description, time of visit, history, curiosities, legends);
- Cultural institutions, address, date posted on the Program);
- Cultural events and cultural calendar;

18. Attractions-restoration sites:

- Sports Calendar, stadiums, sports halls, swimming pools, tennis courts, Hippodrome, recovery facilities and sports;

- Spa and sporting complexes, healing properties of water available treatments - mud, seaweed therapy, aromatherapy, etc. talassotherapy.;

19. Entertainment centers:

- Casinos, gambling halls, regulation and mode of access;

20. Yacht tourism: Marinas; Yacht picnics; Scenic walks; Fishing yacht; Yacht charter: charter with skipper; Fleet sailing; Yacht school.

Equipment for tourist information center

1. Desk or table (board) for PC-3 pcs. Bureau -3 x -225;

2. Flipchart - 110;

3. Shraybproektor with screen and transparencies - 689.90;

4. Telefon-fax - 152.90;

5. Copy machine - Digital Copier, - 1499;

6. Reklamni materials Palace-brochures, books, leaflets, photographs of the Queen and the Palace - 1000br. - 5000;

7. Informatsionna plate, 2 pcs. - 4700;

8. Saksii flowers -12 pc. - 120;

9. Kafemashina-1pc. - 750;

10. Mashina mineral water - 200;

11. Kalkulator - 2 pcs. - 20;

12. Osvetlenie (energy saving bulbs) - 40br - 200;

13. Ofis-supplies

(Chemicals, paper, fax, printer and copier, folders telbot, hole punch, scissors corrector, tires, organizer for office, self-adhesive cubes, tape, markers);

Laser pointers for presentations and conferences - 600;

14. Izgrazhdane Wireless Internet Network - 3000;

15. Portable computers - 3 pcs. - 6000;

16. Desktop computers-3 Br. 16. Desktop computers-3 Br. - 3000;

17. Printers - 3pcs. - 900;
18. SG-2 servers.
19. multimedia projector, 1pc. - 6000;
20. litsenziran and specialized software programs -6; - 900;
21. Complete overhaul of existing website and update it regularly, and the inclusion of maintenance in addition to the existing English and Bulgarian and Romanian - 900;
22. Skener - 150;
23. Fotoaparat for digital capture - 300;
24. Kamera - 1250;
25. Interaktivni information boards - 5br. (40 inches) + 2 pcs. (100 inches);
26. Konsumativi of equipment - 249;
27. UPS - 3pcs. - 1500;

#### **IV. MODERNISATION OF THE ART GALLERY IN THE VILLA "QUIET NEST"**

- Effective lighting in halls and surrounding areas - 1000;
- Refurbishment of Halls - 2000;
- Enriching the museum collection in the exhibition hall - 2000;
- Tripods and pedestals - 1750;
- Design consultancy support - 200;

##### ***4. Duration of achieving and main stages, schedule achievement***

The duration of the investment is 18 months. The main stages of making the investment are:

- Public procurement works and equipment (designing and consultancy expertise);
- Execution and assembly building;
- Equipments purchase needed for the tourist information centre;
- Final reception and acceptance to use.

### **III. INVESTMENT FINANCING SOURCES**

The investment financing sources are constituted according to the legislation in force and consist in owned funds, bank credits, state/local budget funds, external granted or state contracted credits, external non-returnable funds and other legal sources.

Investment total value (including VAT): **1892.345 thousand lei (448.742 thousand Euro)**

Out of which:

- 97,82% non-returnable funds – 1851.09 thousand lei (438.96 thousand Euro)
- 2,18% owned funds – 41.26 thousand lei (9.78 thousand Euro)

### **IV. ESTIMATIONS REGARDING THE LABOUR FORCE OCCUPIED BY ACCOMPLISHING THE INVESTMENT**

#### **1. Number of working places created in the execution phase**

In the execution phase the firm providing the works is estimated to need minimum 20 employees.

#### **2. Number of working places created in the operation phase**

In the operation phase it is estimated the maintaining of 20 working places.

### **V. MAIN INVESTMENT TECHNICAL-ECONOMICAL INDICATORS**

Investment accomplishment will lead to the improvement of quality indicators by:

- Increasing the tourist number during the season;
- Extending the tourist attraction period in extra season;
- Increasing the number of created working places;
- Reducing unemployment rate

#### **1. Total value**

(in prices – September, year 2009, 1 Euro = 4,2170 lei)

Investment total value (including VAT ): **1892.345 thousand lei (448.742 thousand Euro)**

Out of which:

- **Constructions- assembly (including VAT): 1190.837 thousand lei (282.390 thousand Euro)**

Investment total value (excluding VAT): **1576.954 thousand lei (373.952 thousand Euro):**

Out of which:

- **Constructions- assembly (excluding VAT ): 992.364 thousand lei (235.325 thousand Euro)**

## **2. Investment grading**

Investment grading (INV/C+M):

- year I - 48%

- year II – 52%

## **3. Performance period (months)**

The project performance period is of 18 months.

## **4. Capacities (in physical units and values)**

- Metres of alleys and paths in the newly designed gardens – totally 2000 m
- Metres of water system – main and secondary distribution – totally 3000 m
- Metres of sewage system – 300 m
- Area of green space in the newly designed gardens – totally 9500 m<sup>2</sup>
- Area of ecological houses – 100 m<sup>2</sup>
- Area of greenhouse – 150 m<sup>2</sup>

## **VI. AGREEMENTS**

No agreement, permit or approval is needed for this investment.

### **B. DESIGNED PARTS**