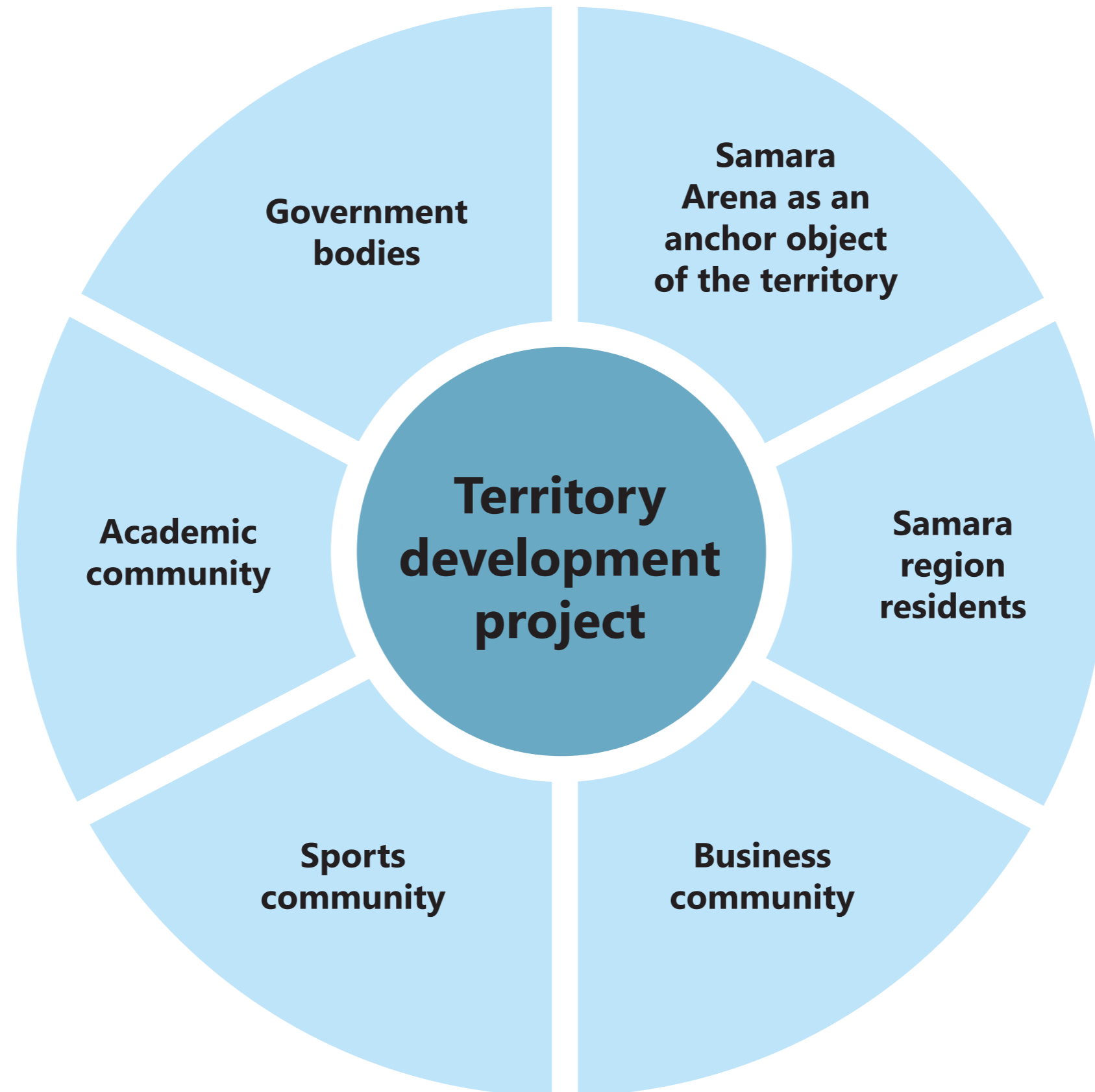




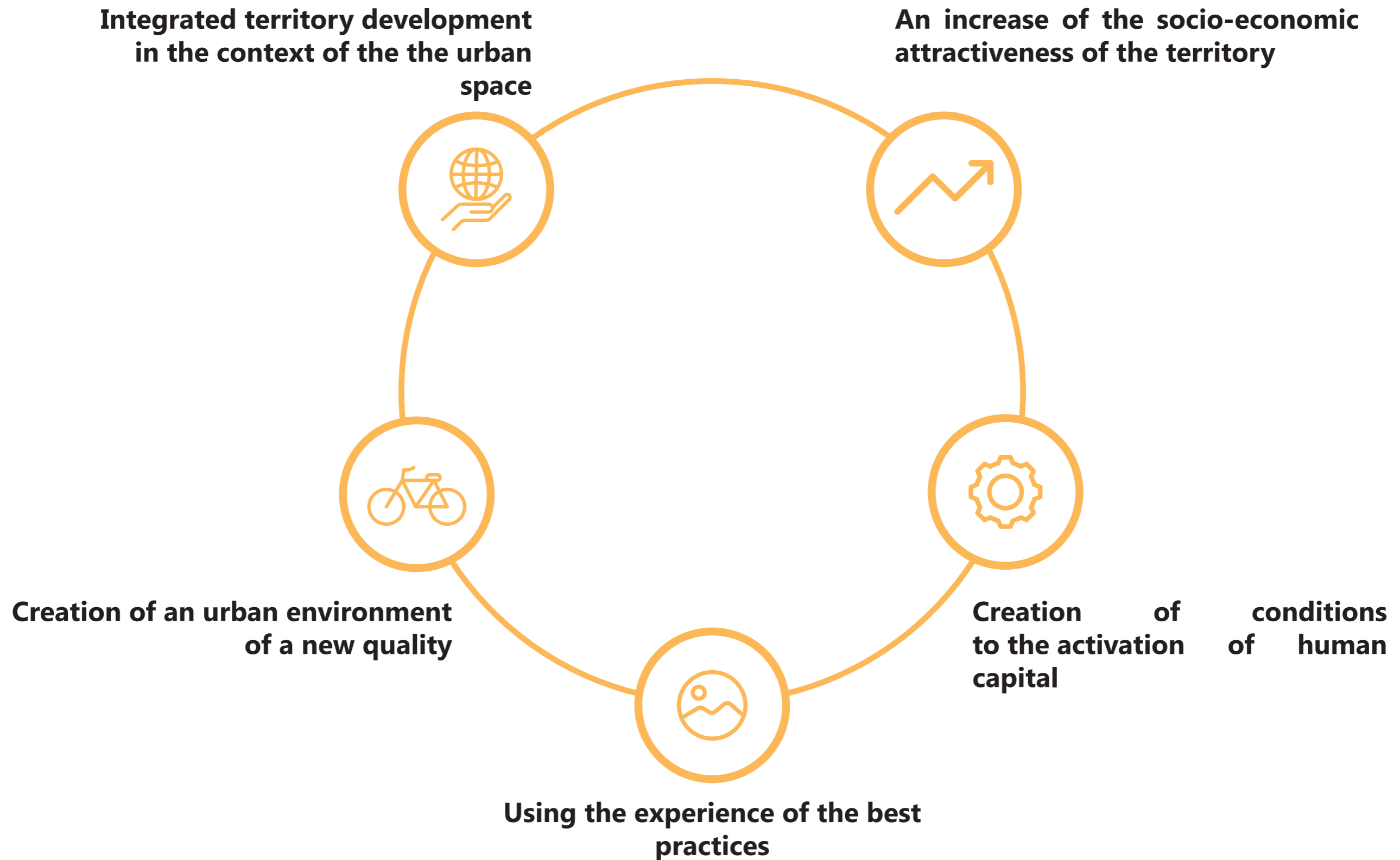
# STRATEGIC DEVELOPMENT OF SAMARA AND REGION

	Positioning	Development directions
Federal level	<p>Samara-Tolyatti agglomeration is one of the perspective large centers of the Russian Federation economic growth</p> <p>Samara – perspective center of economic growth with high R&amp;D potential</p>	<ul style="list-style-type: none"> <li>- Development of transport equipment, aerospace, instrumentation engineering, chemical and petrochemical industries</li> <li>- Development of agricultural, tourism and recreation, transport and logistics, innovative-technological clusters</li> </ul>
Regional level	<p>Samara Region:</p> <ul style="list-style-type: none"> <li>- center of development of new industrial technologies</li> <li>- center of excellence in automotive, aerospace and petrochemical sectors</li> <li>- industrial hub</li> <li>- educational cluster competitive on international level</li> <li>- largest transport and logistics center with high tourism and recreation potential</li> </ul>	<ul style="list-style-type: none"> <li>- Development of automotive, aerospace, petroleum production and refining, chemical and educational-academic clusters</li> <li>- Development of innovative industries and new types of clusters</li> <li>- Development of transport infrastructure, creation of effective transport corridors and strengthening of relations among cities of Samara-Tolyatti agglomeration</li> <li>- Development of shared industrial infrastructure</li> <li>- Joint development of professional education sector</li> <li>- Joint development of touristic cluster</li> <li>- Implementation of joint agglomeration projects</li> </ul>
Municipal level	<p>Samara:</p> <ul style="list-style-type: none"> <li>-congress and exhibition, business and industrial center of the Russian Federation in Volga region</li> <li>-center of innovations distribution, economic and cultural center of regional development</li> </ul>	<ul style="list-style-type: none"> <li>- Innovative-technological industrial development</li> <li>- Priority development of business environment and entrepreneurship</li> <li>- Accelerated communicational development</li> <li>- Transport and logistics development</li> <li>- Touristic, recreational and health-related development</li> <li>- Spatial development and establishment of creative urban environment</li> </ul>

# KEY STAKEHOLDERS OF THE TERRITORY DEVELOPMENT PROJECT



# PRIORITIES AND PROSPECTS FOR SPATIAL DEVELOPMENT



# GOALS AND OBJECTIVES OF THE PROJECT TERRITORY DEVELOPMENT IN ACCORDANCE WITH THE STRATEGIC DEVELOPMENT PRIORITIES



## PROBLEMS AND CHALLENGES

- The need for post-competitive development of the territory
- Uneven development of city districts in terms of transportation and infrastructure
- Insufficient level of development of transport and logistics infrastructure
- The need of human capital development



## GOALS AND OBJECTIVES

- Development of a multidisciplinary event and entertainment industry based on the international sports infrastructure
- Possibility of creating a point of interest on the city and agglomeration scale
- Boosting business and commercial activity
- The emergence of a new scientific and technological innovation cluster
- Positioning the city as a congress and business center
- Use of technologies based on environmental principles in the project
- Creating an environment for the development of the creative potential of city residents
- Development of the city's tourism potential through sports events as well as the creation of the unique entertainment infrastructure

# PRIORITY AREAS OF DEVELOPMENT SAMARA

## FIRST PRIORITY



Automotive sector



Aerospace sector



Petrochemical sector

## SECOND PRIORITY



Construction and building materials



Agro-food sector



Transport and logistic

## SOCIAL SECTORS



Health care



Education



Physical education and sport



Culture



Social protection

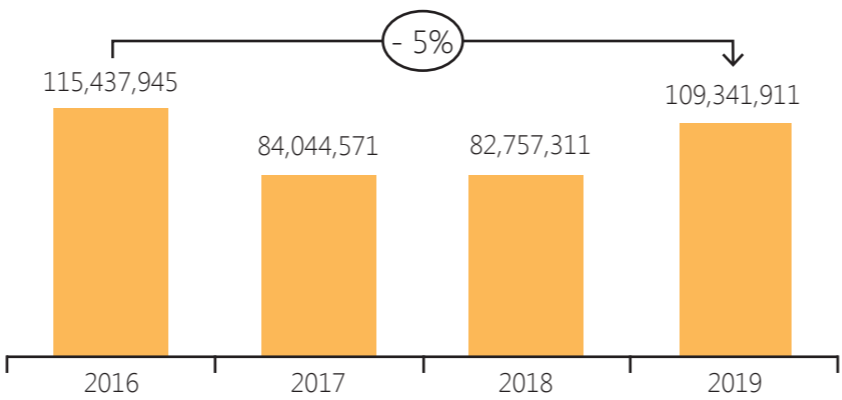


Civil society development

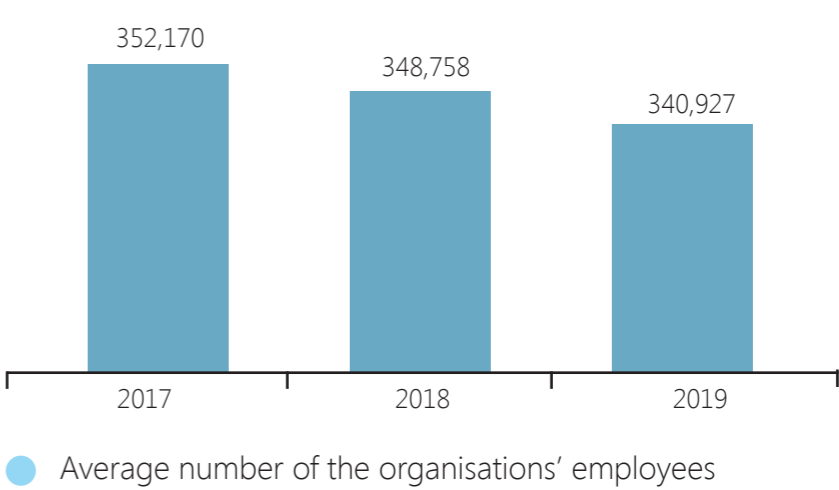
# INVESTMENT AND EMPLOYMENT

- 13th** place in the rating of regions' investment potential
- 183** investment projects are included in the portfolio of the Samara region
- 19th** place by the volume of investments in Russia
- 3rd** place by the volume of investments in the Volga Federal District

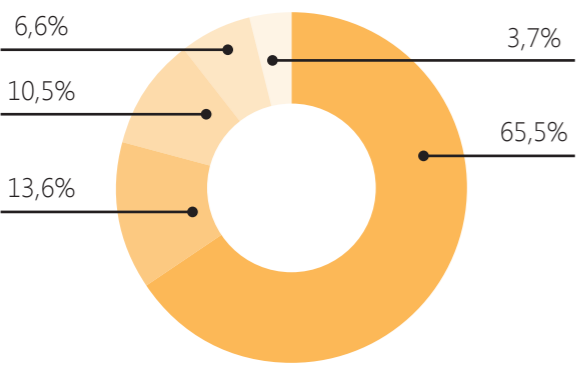
## INVESTMENT



## THE NUMBER OF EMPLOYEES IN SAMARA

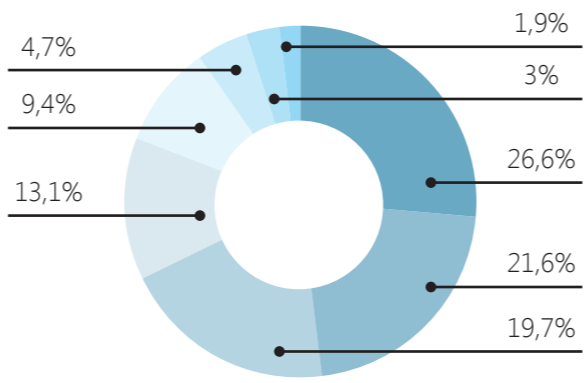


## ALLOCATION OF PUBLIC INVESTMENT



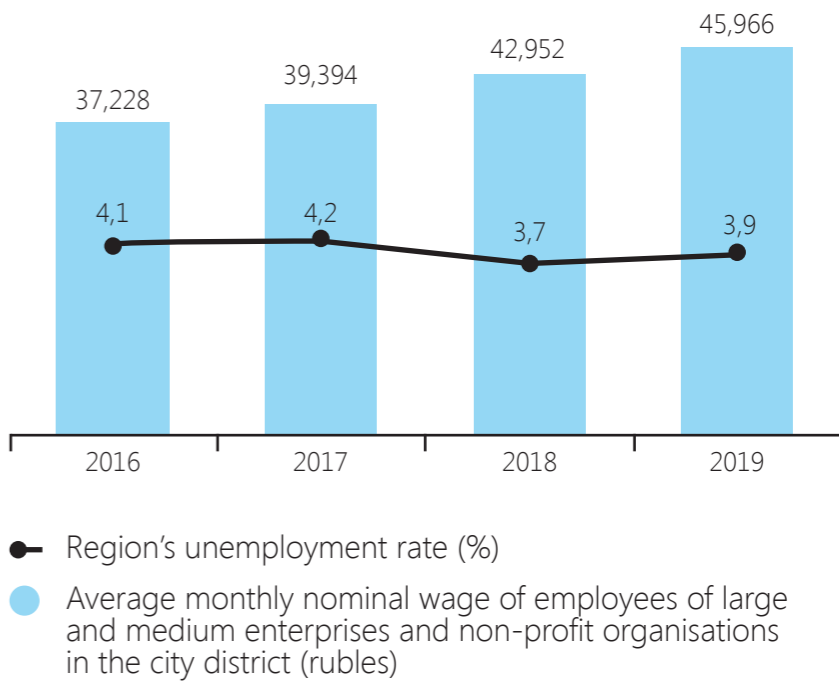
- own funds
- other funds
- budget resources
- bank loans
- borrowed funds (from other organisations)

## ALLOCATION OF PRIVATE INVESTMENT



- manufacturing
- transport
- mining operations
- other
- energy
- information and communication
- trading
- real estate activities

## WAGES AND UNEMPLOYMENT



# MARKET ANALYSIS CONCLUSIONS

Based on the analysis of supply and demand of various market segments of Samara and the region, for the balanced development of the competitive territory, it is necessary to create the following infrastructure



## **Tourism, culture and entertainment**

- modern multifunctional center with a hotel complex (130 rooms) for holding exhibitions and congress events
- modern medical institution (10-15 thousand sq m)
- exhibition gallery (5-7 thousand sq m)
- concert venue with a capacity of 3-6 thousand people (10-12 thousand sq m)
- aquapark (20-30 thousand sq m)



## **Sport**

- highly specialized sports facilities (an autodrome, a velodrome, an extreme park) with indoor and outdoor zones (20-25 thousand sq m)
- football arena, the construction of which is already underway on the project territory
- sports complex with a games room for 5-7 thousand people (20-25 thousand sq m)
- indoor center for beach sports with a capacity of 1.5-2 thousand people (20-30 thousand sq m)



## **Business and Research & Development**

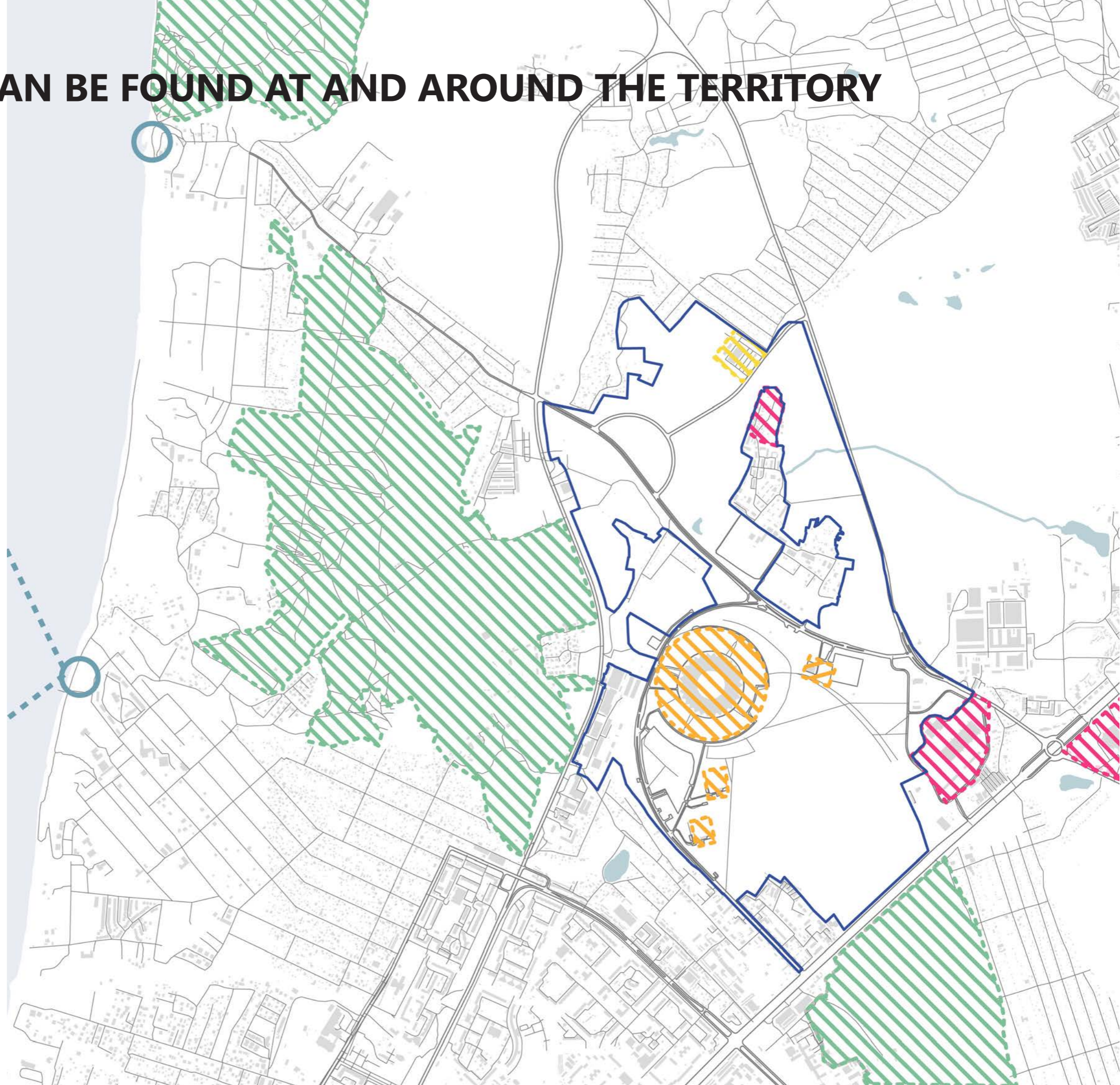
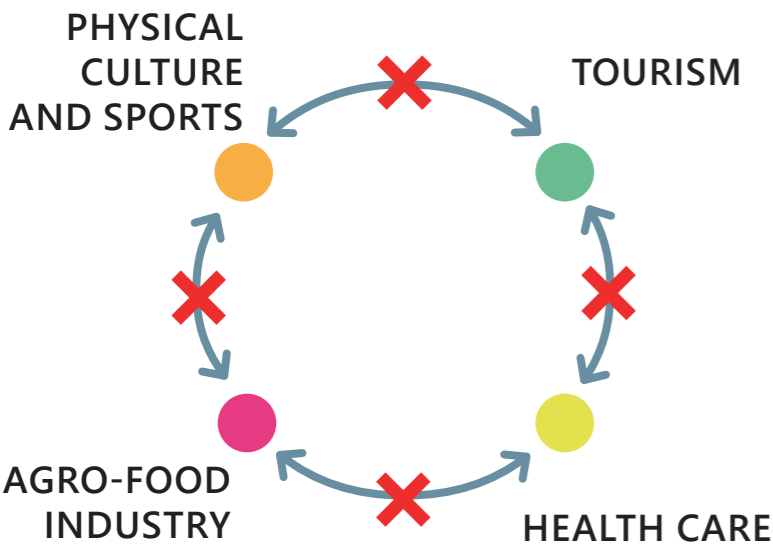
- class A office premises to accommodate the offices of sports federations, a technopark of the chosen specialisation (possibly medical), as well as office space for rent in the office market (38 thousand sq m)



## **Life and recreation**

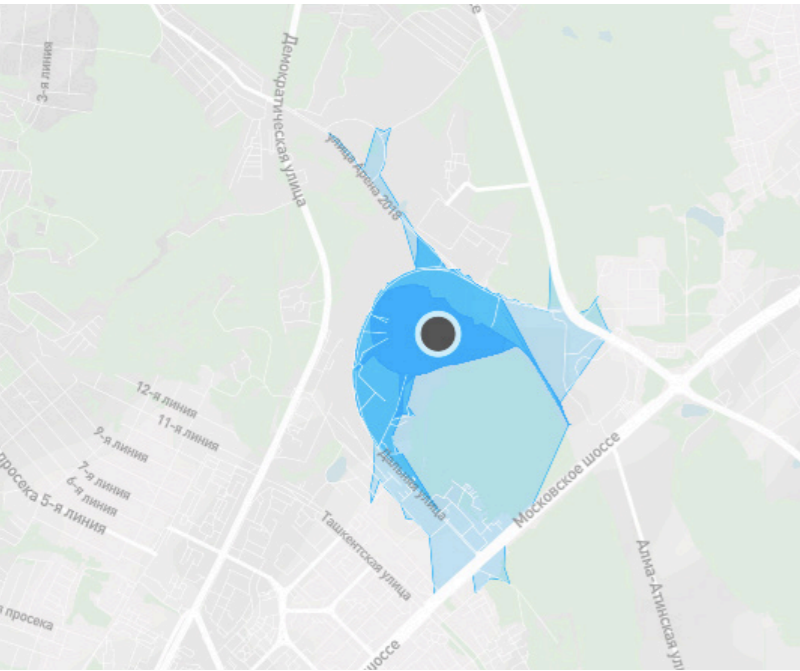
- residential area with appropriate social infrastructure
- landscape development of parks and forests

# WHAT ACTIVITIES CAN BE FOUND AT AND AROUND THE TERRITORY



# TRANSPORT ACCESSIBILITY

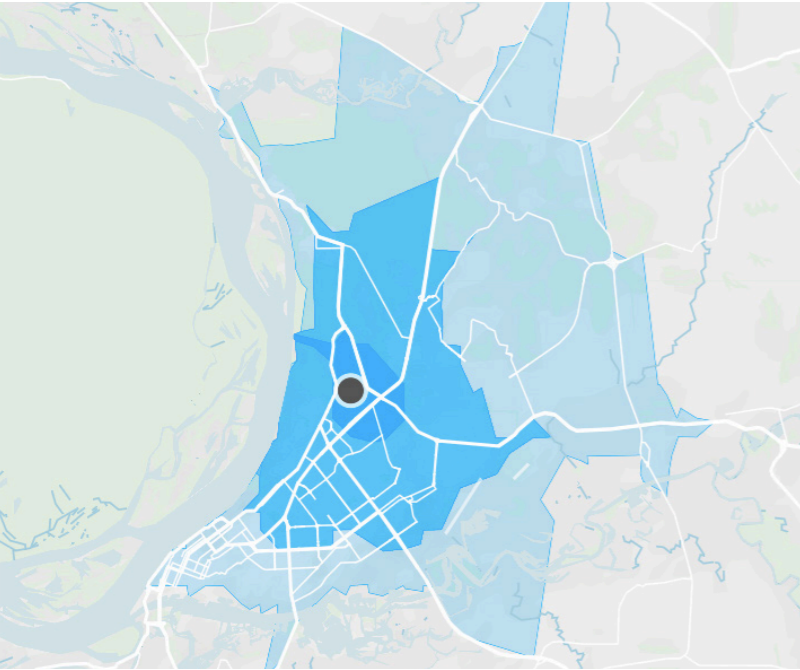
## Accessibility by foot



reachable within

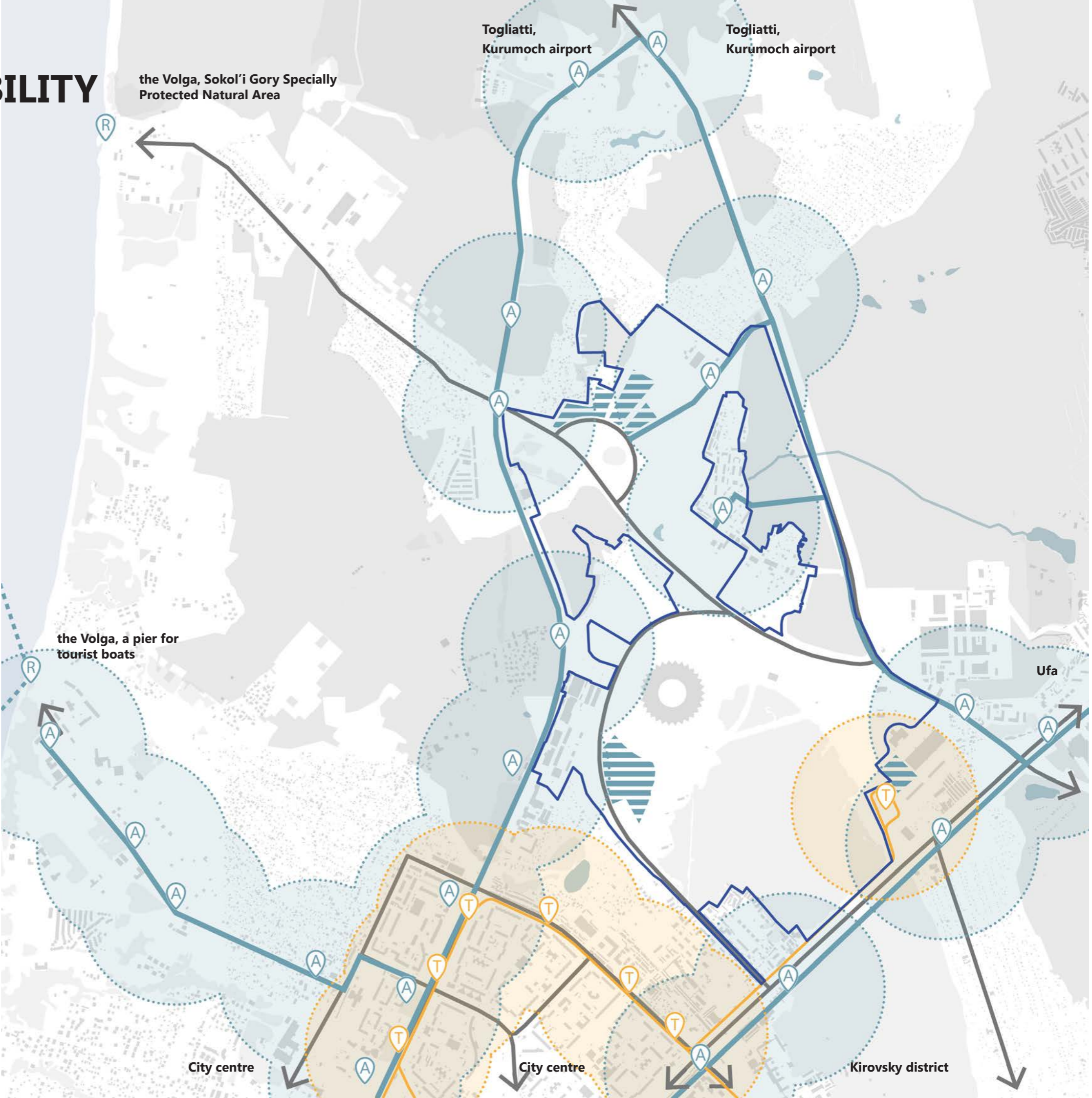
- 10 min
- 20 min
- 30 min

## Accessibility by car



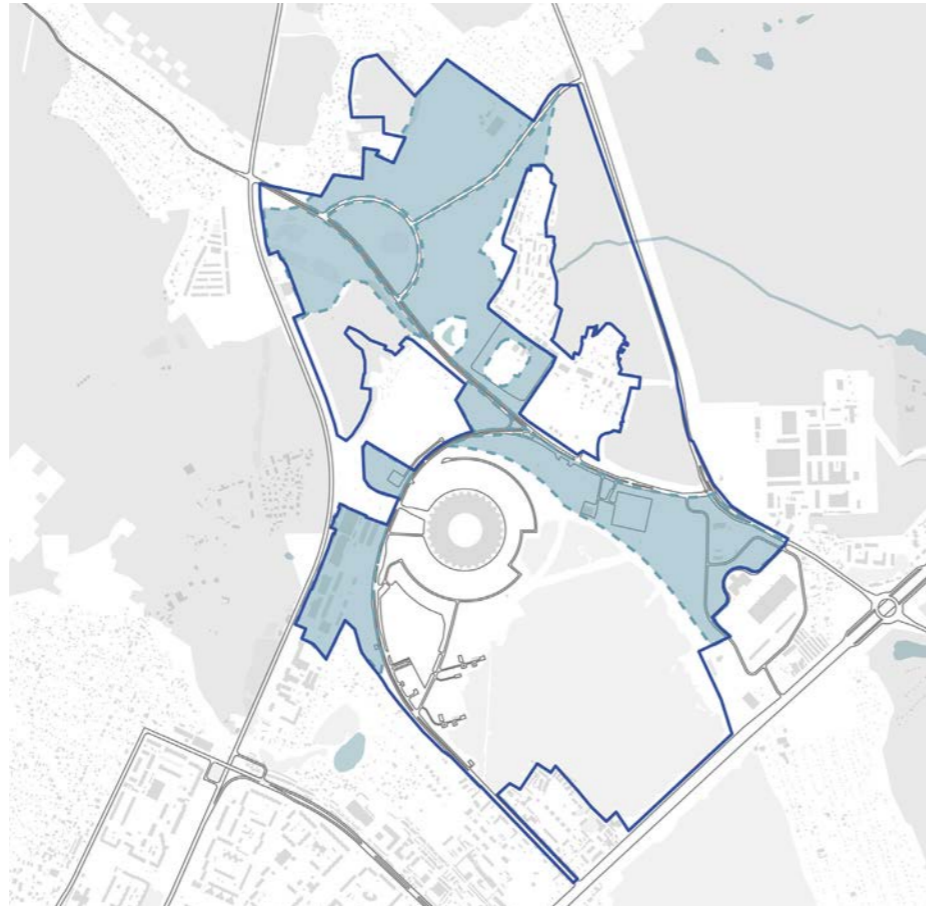
reachable within

- 10 min
- 20 min
- 30 min

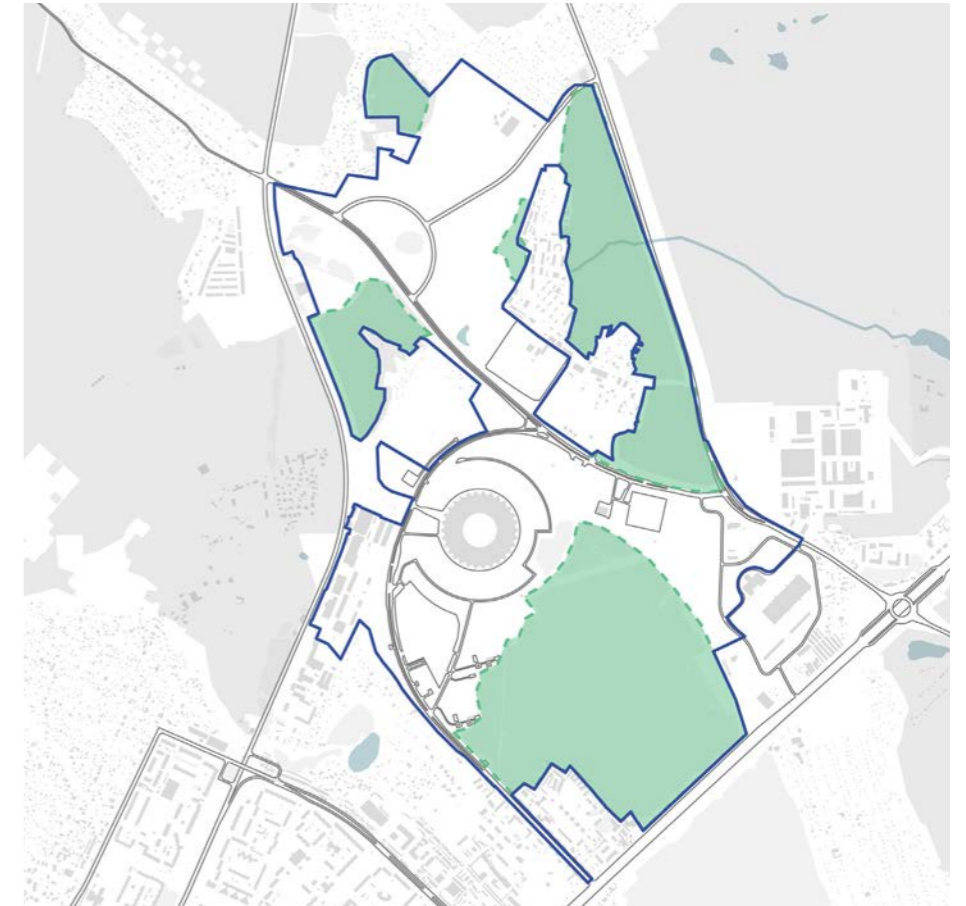


# POSSIBILITIES FOR THE DEVELOPMENT OF THE COMPETITIVE TERRITORY

**Territories without restrictions**



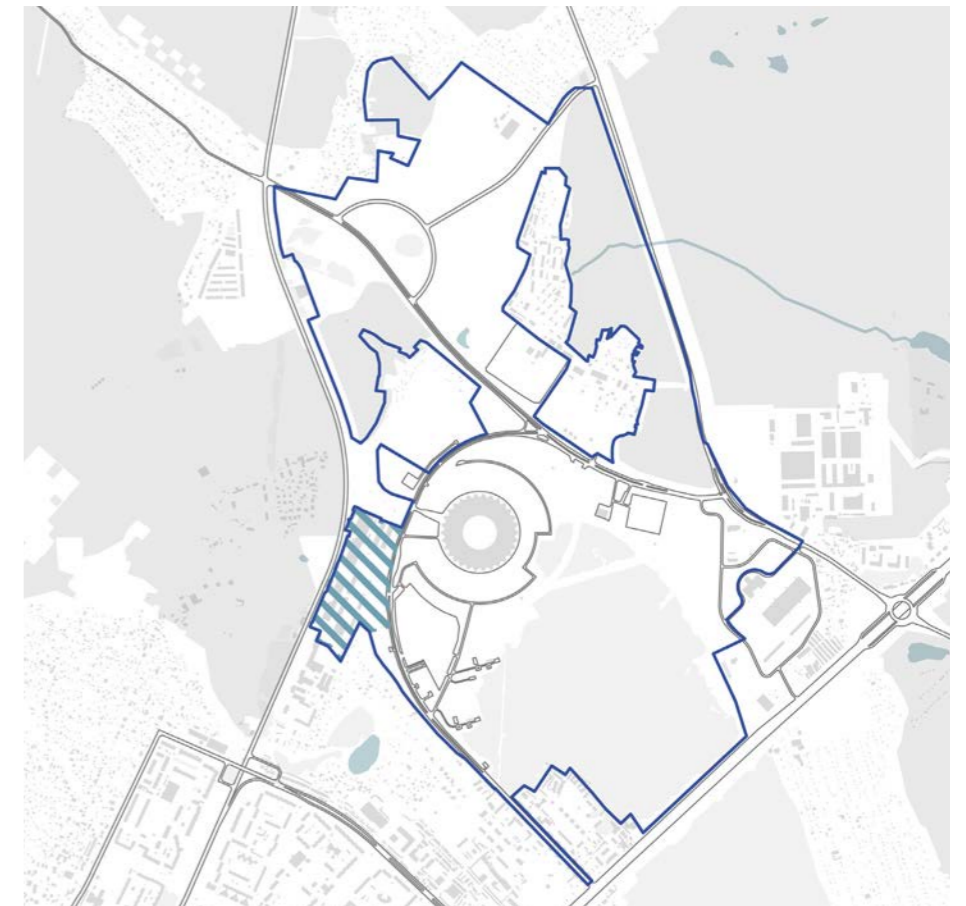
**Restriction of the construction**



**Existing growth points**

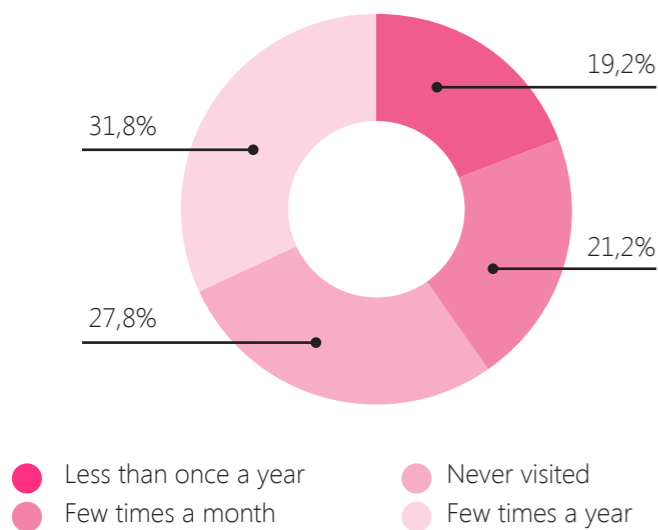


**Potential growth points**

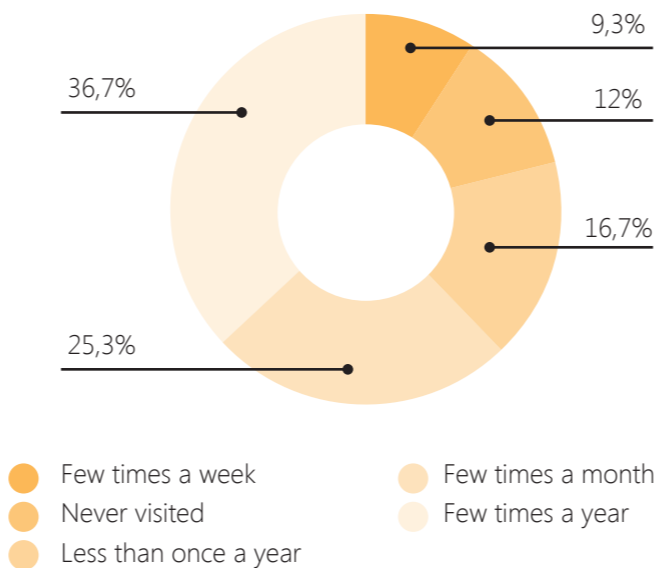


# SAMARA REGION RESIDENTS SURVEY RESULTS AND EXPERT INTERVIEWS

Q: «I visit Samara Arena stadium ... »



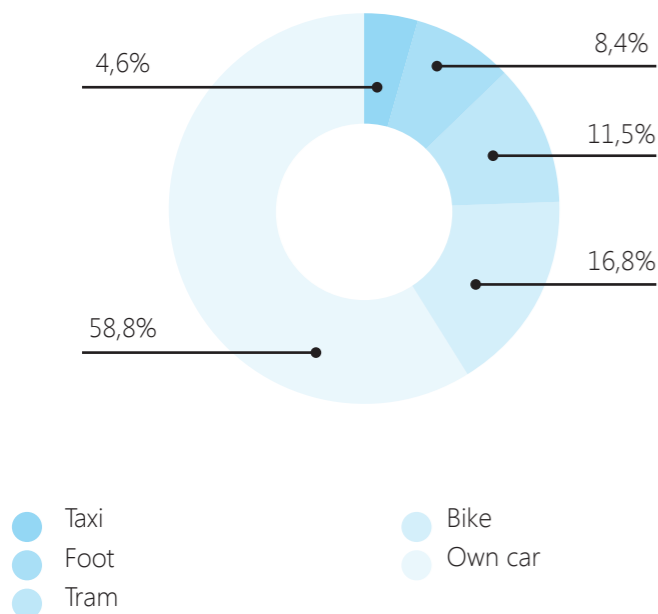
Q: «I visit the territory adjacent to Samara Arena stadium ... »



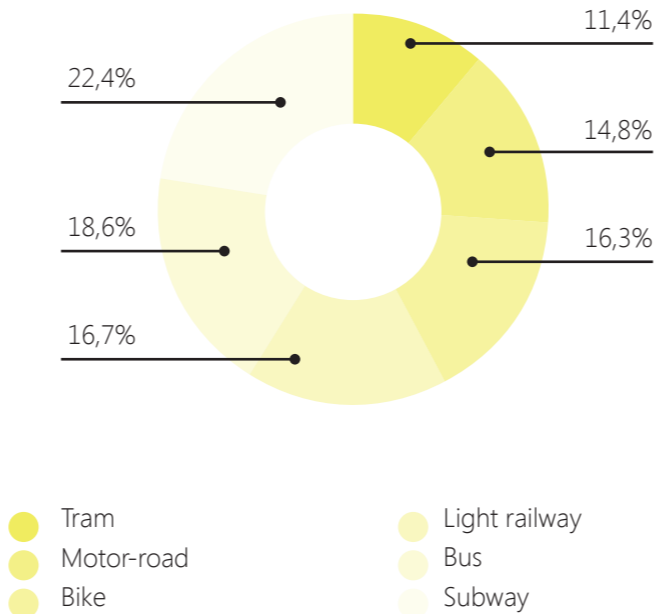
Taking into account the transport and logistics situation, Samara has good potential to attract one of the target audiences of professional motorsport: auto tourists

**Vladislav Neznankin, CEO of LADA Sport racing team, vice-president of Motorsport Federation of the Samara Region**

Q: «I usually get to the Samara Arena by ... »



Q: «I believe that in order to improve the transport accessibility of this territory, it is necessary to develop ... routes and infrastructure»

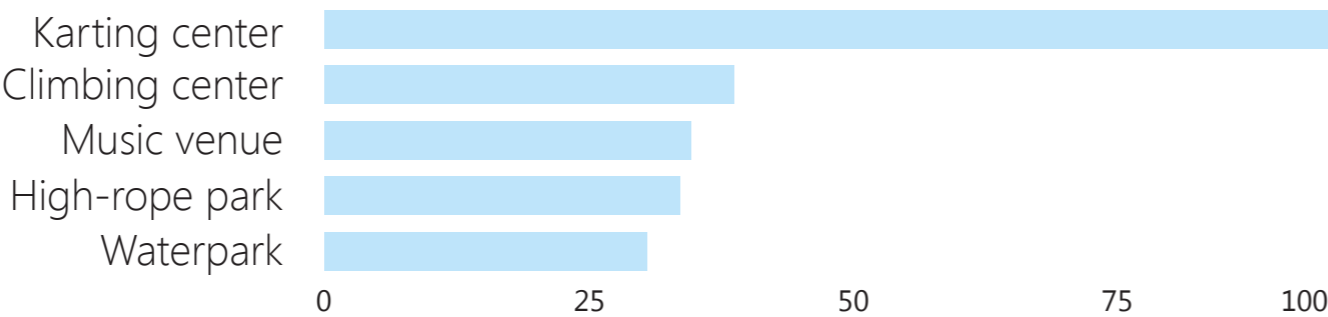


Anchor events for us are basketball and volleyball matches; we also hold about 20-30 concerts a year. In addition, the arena hosts business events, opportunities for exhibition events are limited

**Konstantin Kiselev, managing director of MTL Arena universal sports complex**

# SAMARA REGION RESIDENTS SURVEY RESULTS AND EXPERT INTERVIEWS

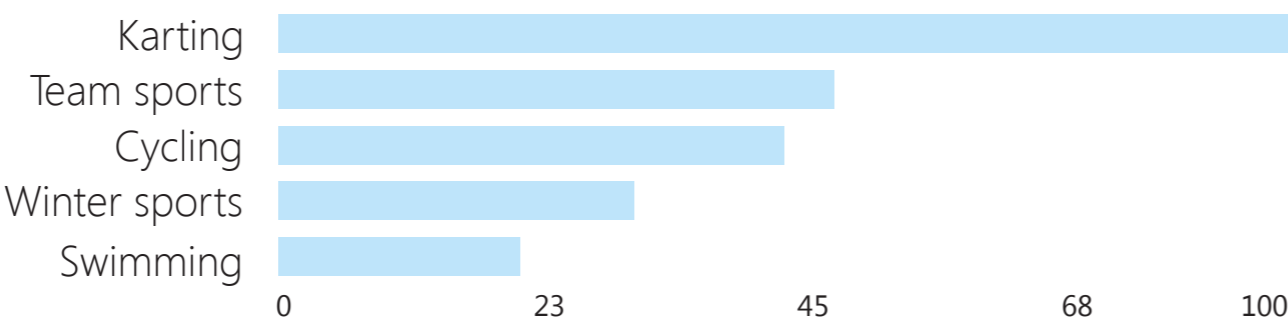
Q: «I want to be able to visit the following cultural and entertainment facilities on this territory: ...»(no more than 3)



In our opinion, the most reasonable option is the location of a sports medical center on the territory of the sports cluster. It is also advisable to place a separate office building on the territory of the cluster, designed to accommodate specialized authorities, sports federations and clubs

**Mariya Dembskaya, head of commercial department of Samara Arena stadium**

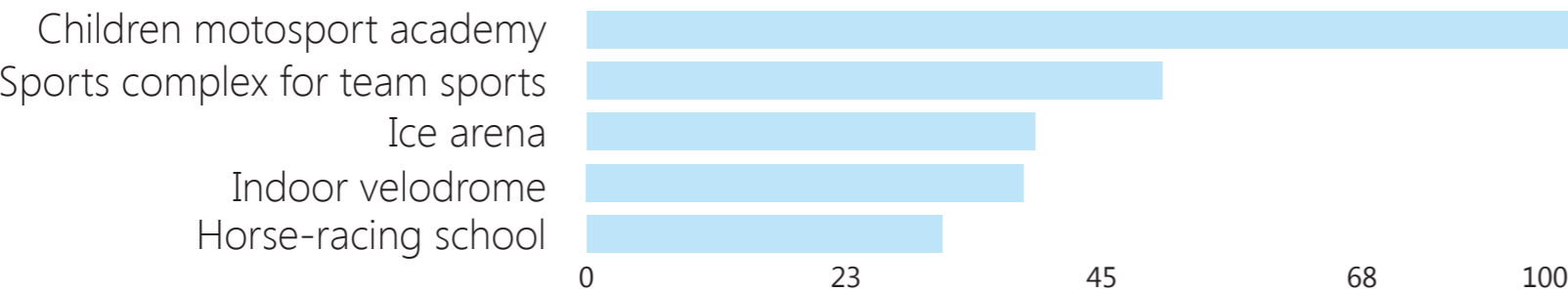
Q: «I want to be able to practice the following sports on this territory: ...»(no more than 3)



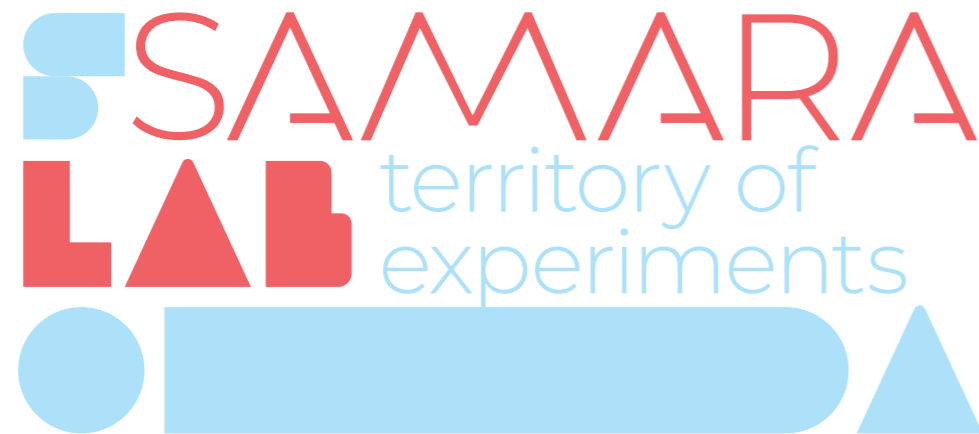
At the moment, the most promising areas for research and development activities in the Samara Region are additive, information, aerospace (ERS), medical, self-driving technologies, robotics, cyber security

**Aleksandr Blagov, deputy head of financial planning department of Samara National Research University**

Q: «I believe that for the development of professional sports, the following sports facilities should be located on this territory: ... » (no more than 3)



# TERRITORY'S POSITIONING



The name of the territory is stylised as

**[ SAMARA SLABODA - territory of experiments ]**

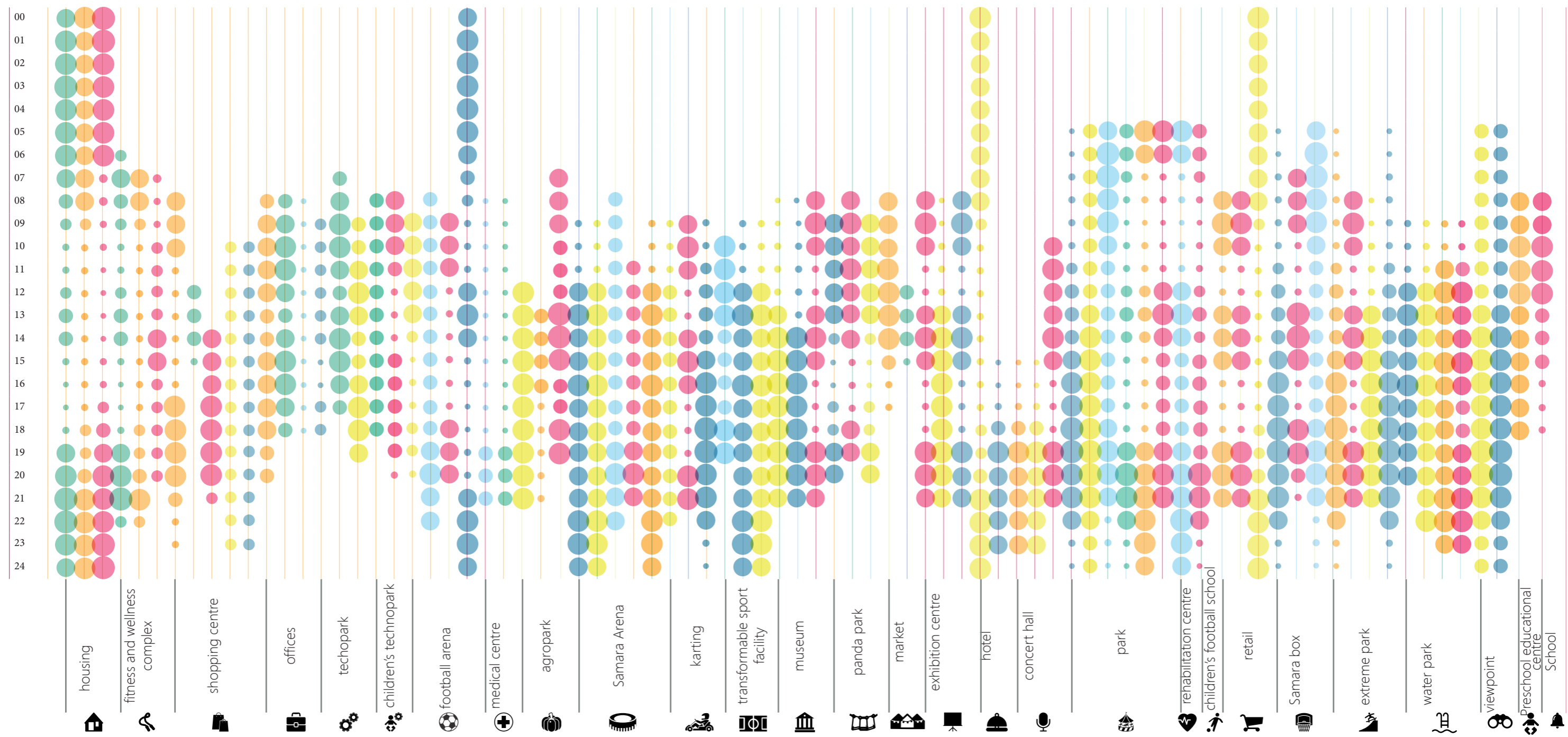
The word sloboda is the historical name of the city territory, where residents free from feudal lords settled. In the case of this project, it is a metaphor for freedom of thought and innovation.

SLABODA is also stylised in Latin letters to reflect the territory's modernity and is written with A instead of O from the English Laboratory, reflecting the spirit of experimentation and collaboration.

# BALANCED DEVELOPMENT OF THE TERRITORY ON PRIORITY AREAS



# DEMAND DURING TWENTY-FOUR HOURS



Tourists

Visitors

Athletes

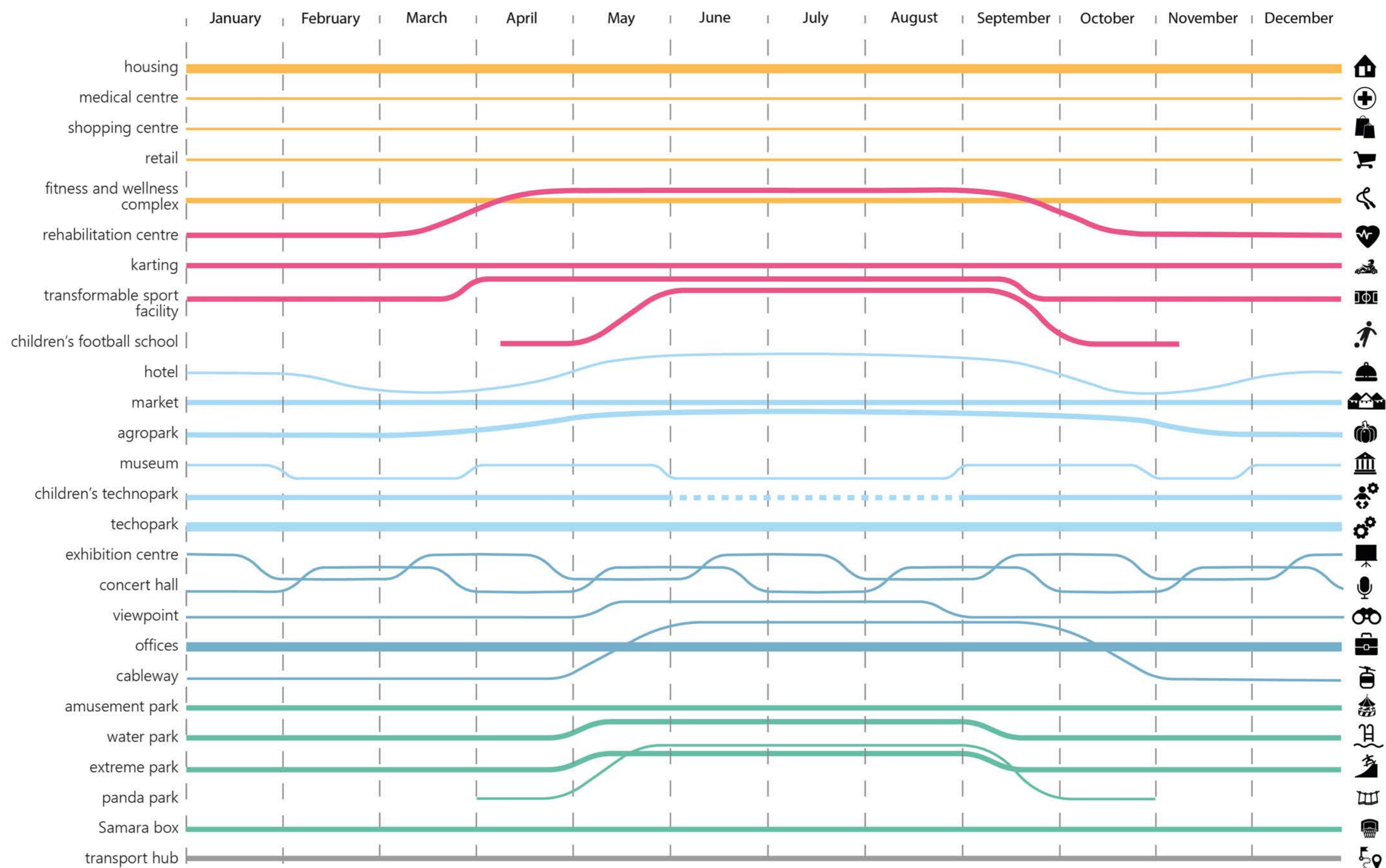
Students and pupils

Technopark office  
and research staff

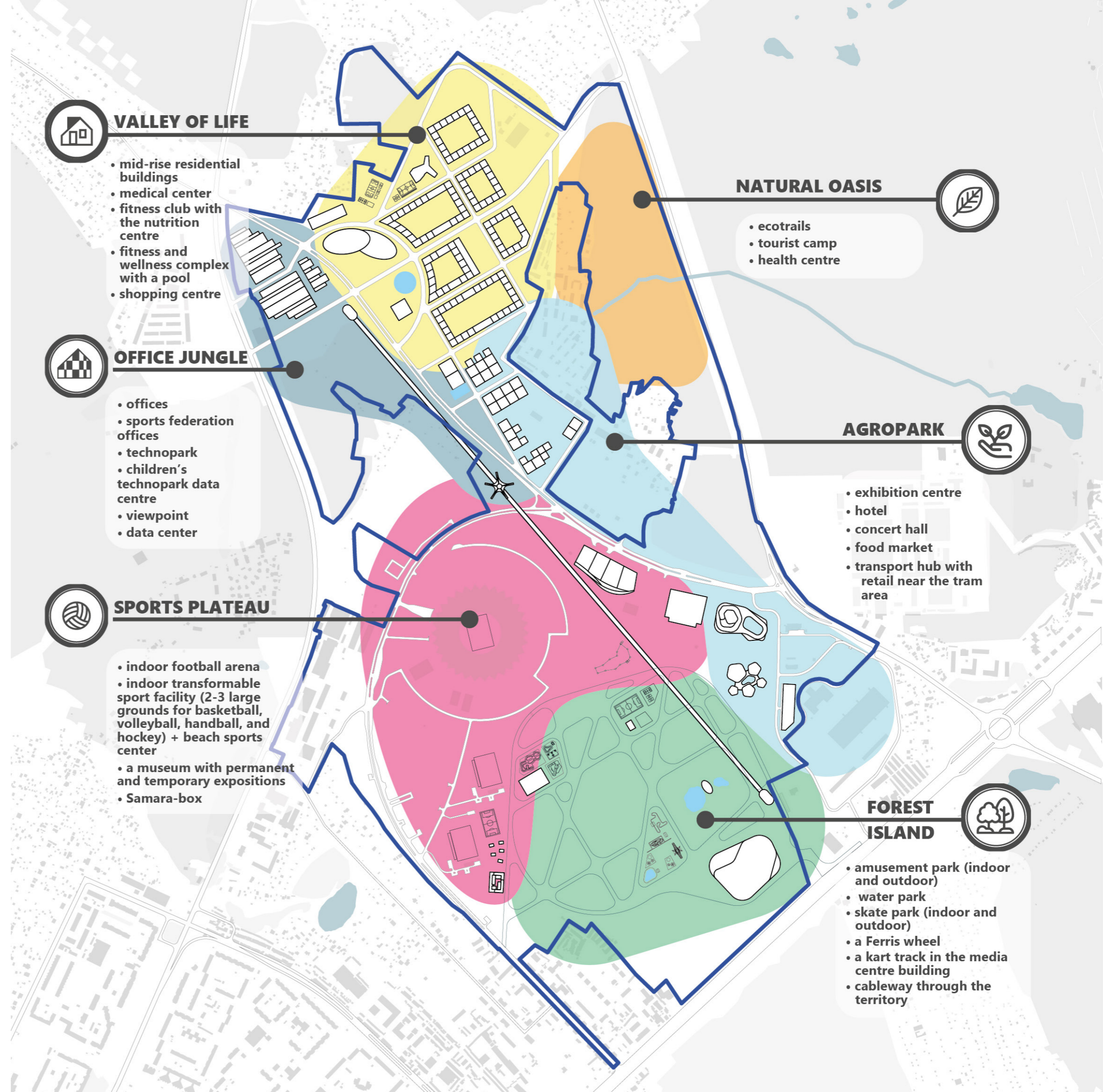
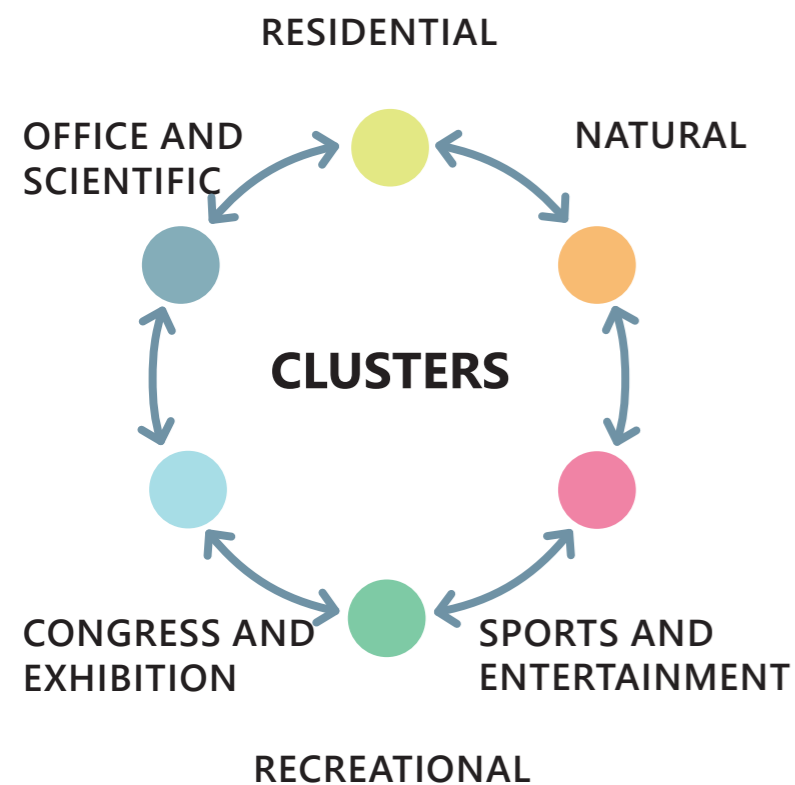
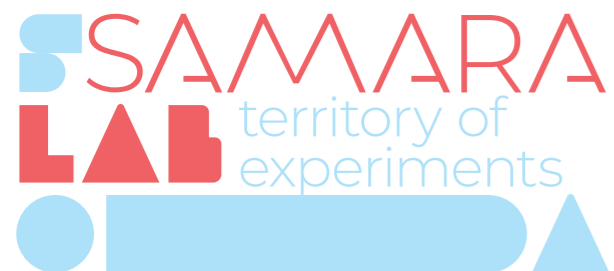
Residents



# BALANCED DEMAND FOR OBJECTS THROUGHOUT THE YEAR



# CLUSTER = SLABODA



# INTEGRATION OF THE HISTORICAL PLANNING STRUCTURE OF THE CENTER OF SAMARA INTO THE STRUCTURE OF NEIGHBOURHOODS OF THE TERRITORY

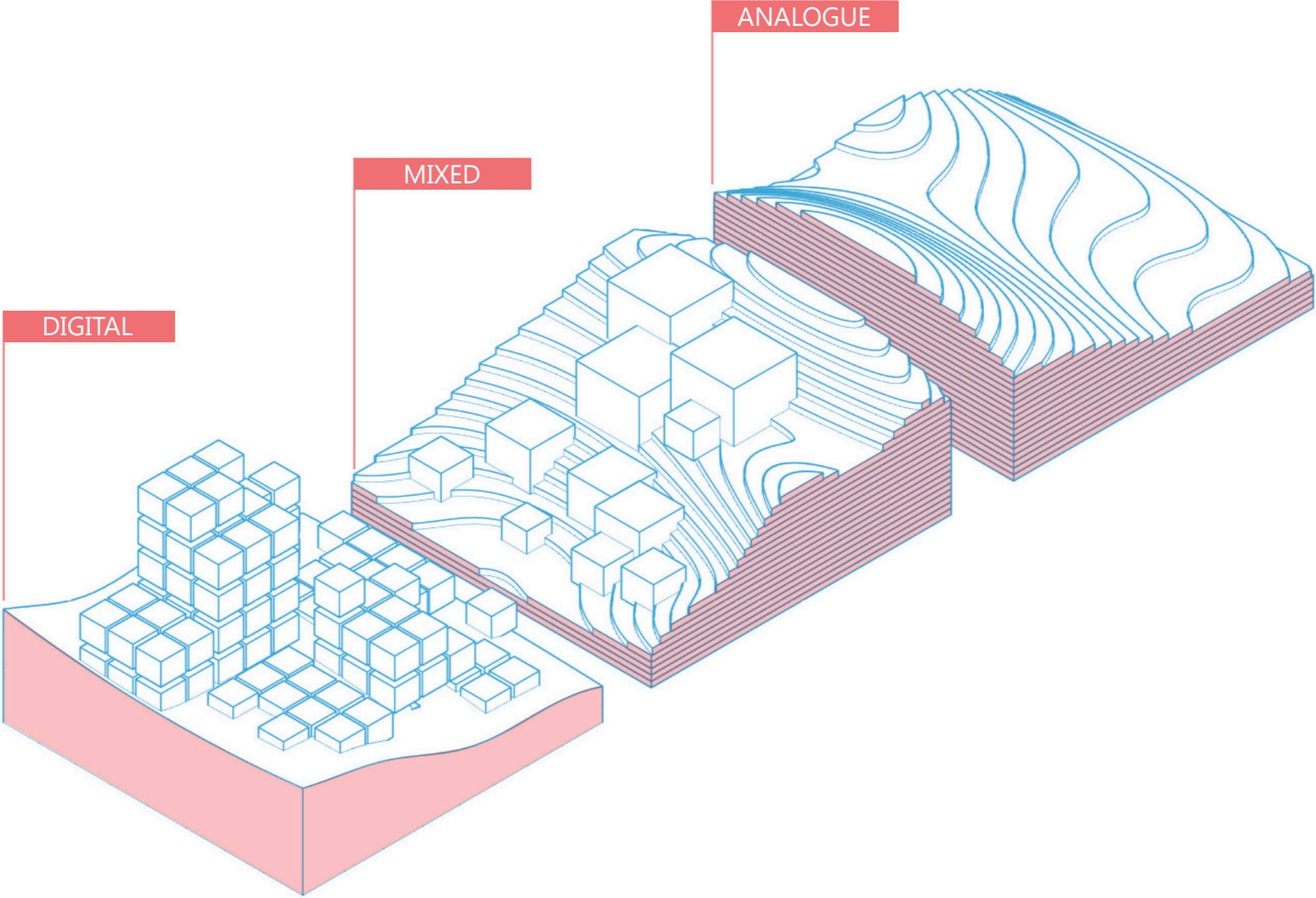
The plan of Samara development in 1839-1840



New structure of the street network and neighbourhoods



# IDEOLOGY OF THE BUILDING FORMATION



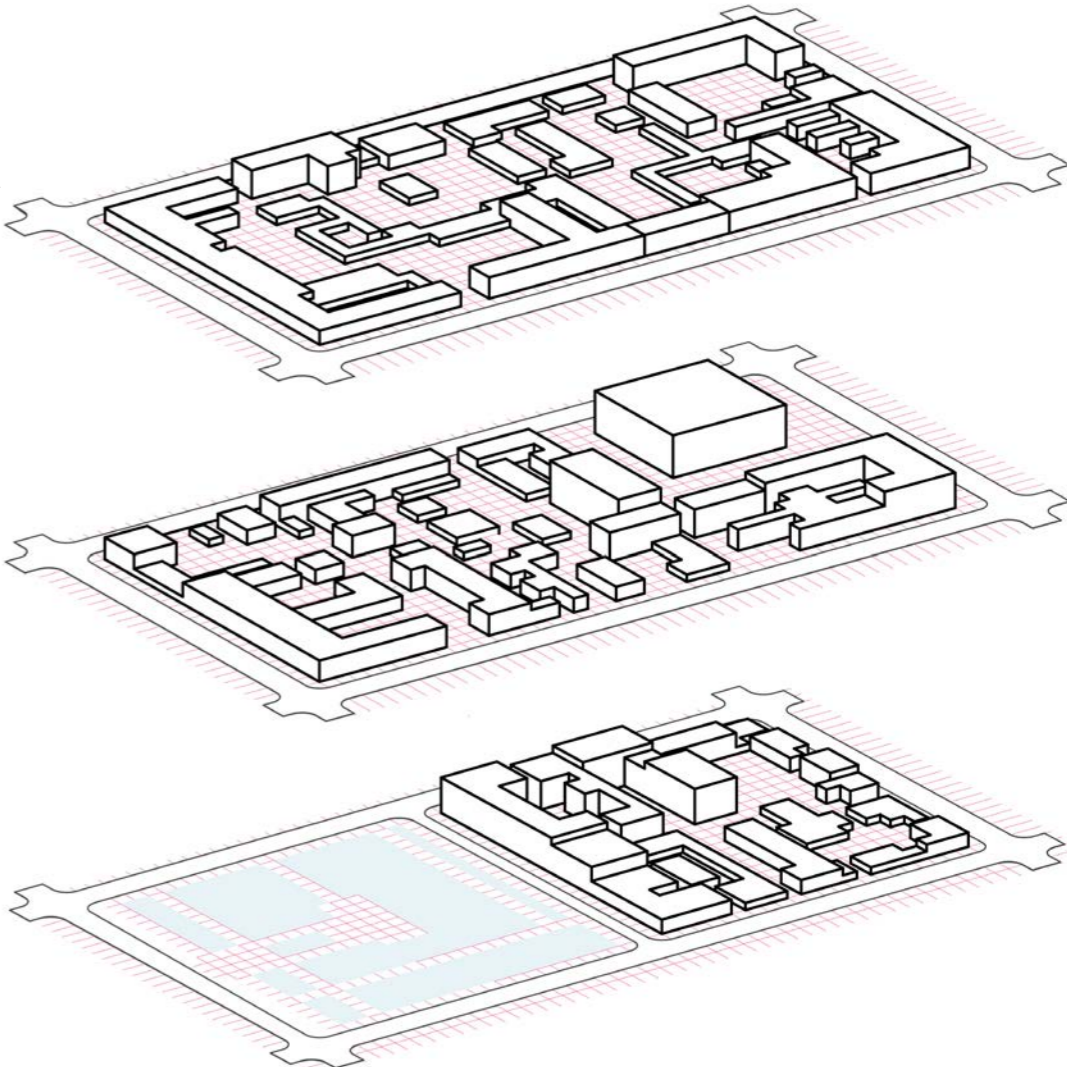
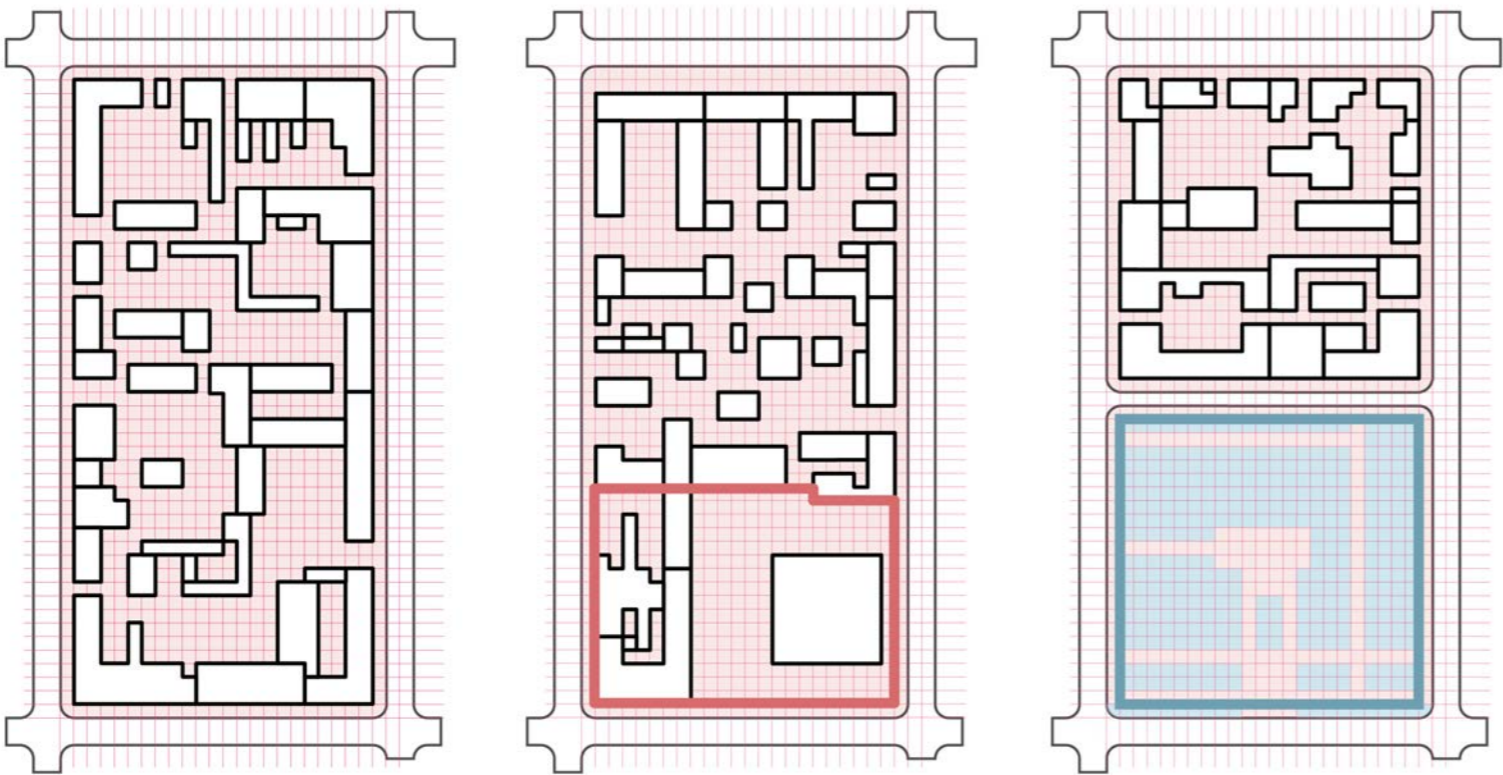
**MODULAR CITY DEVELOPMENT**  **NATURAL SURROUNDINGS**



# FROM THE HISTORIC CENTER TO SAMARA SLABODA

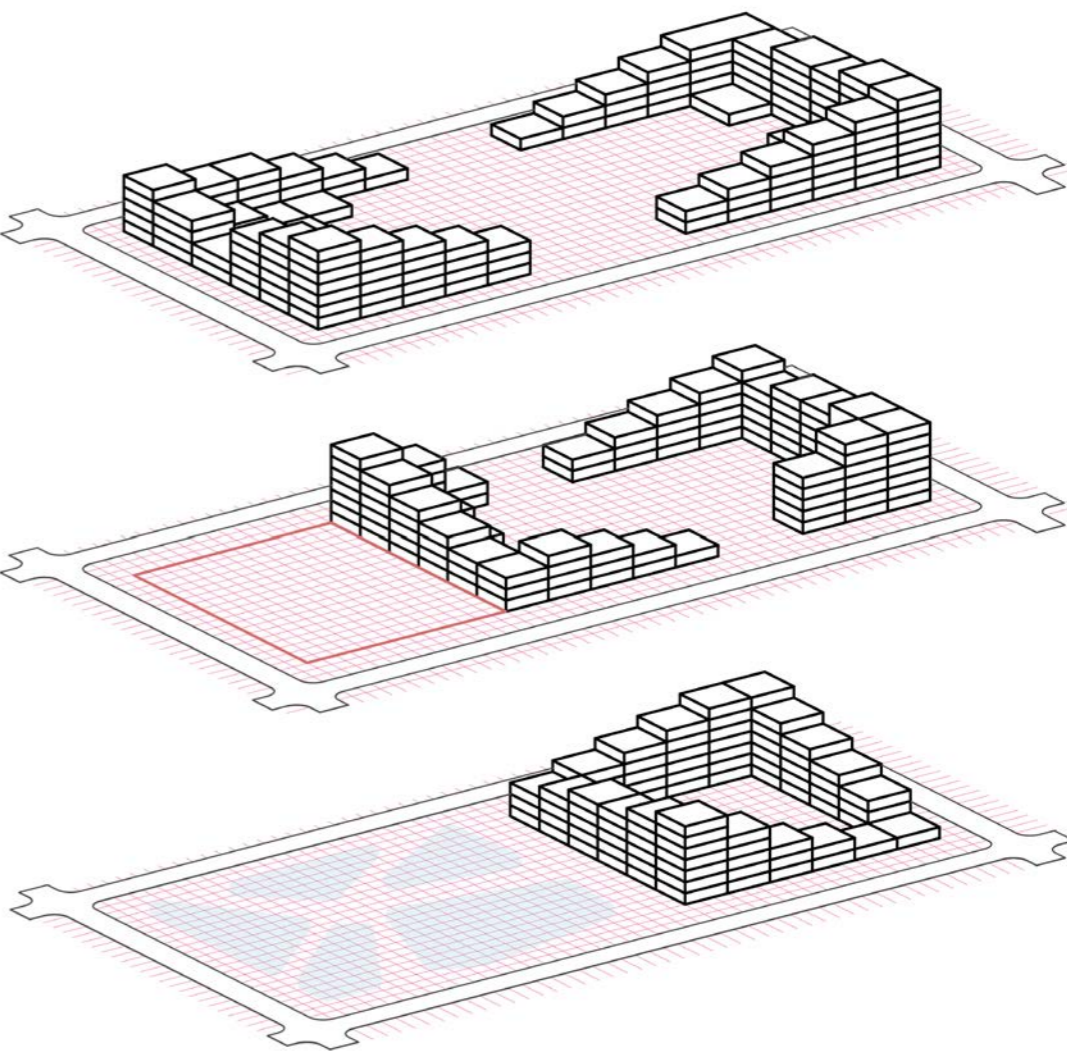
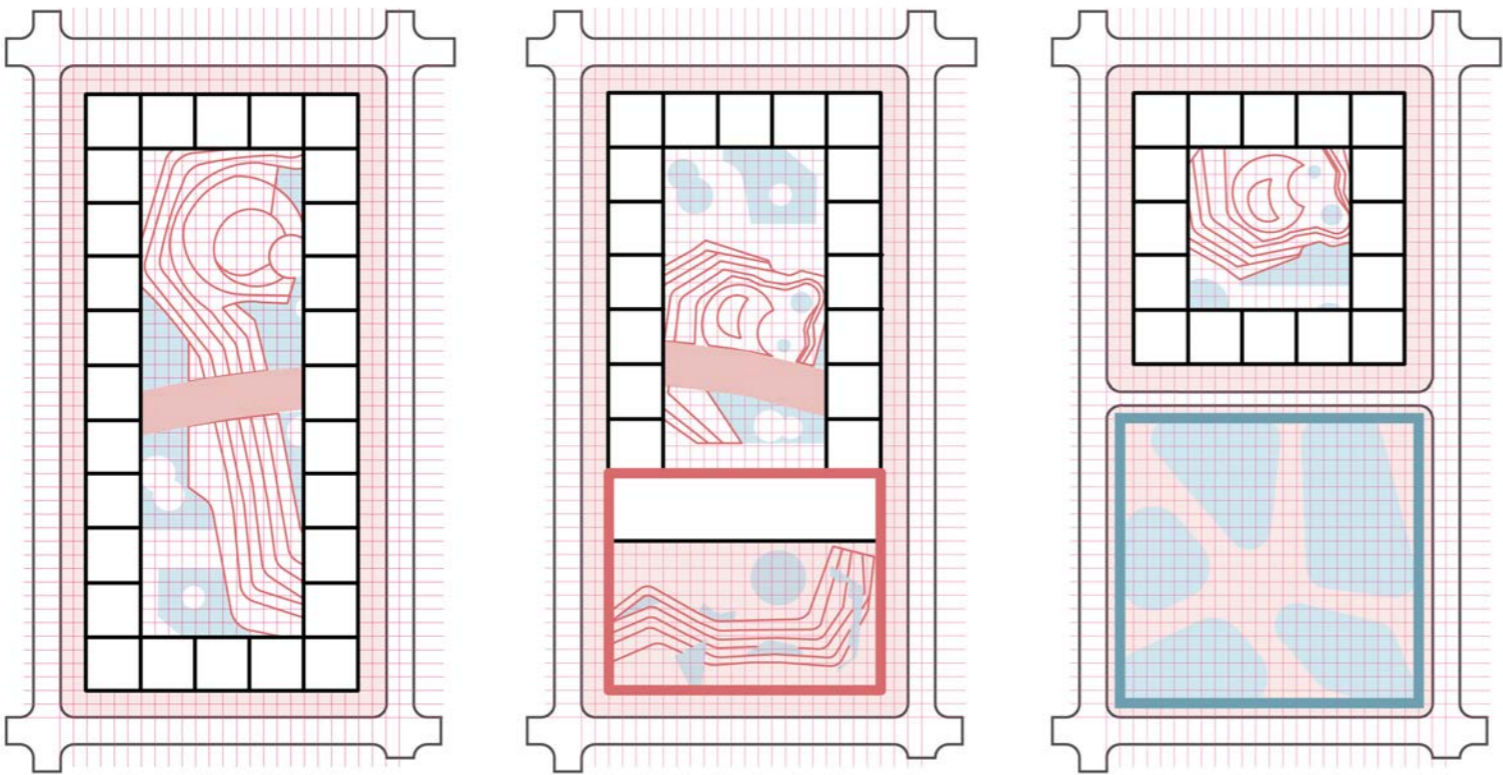
Quarters of the historical centre of Samara

6 m  
6 m  
Block building



Quarters of SAMARA SLABODA

6 m  
6 m  
Building pixelation module



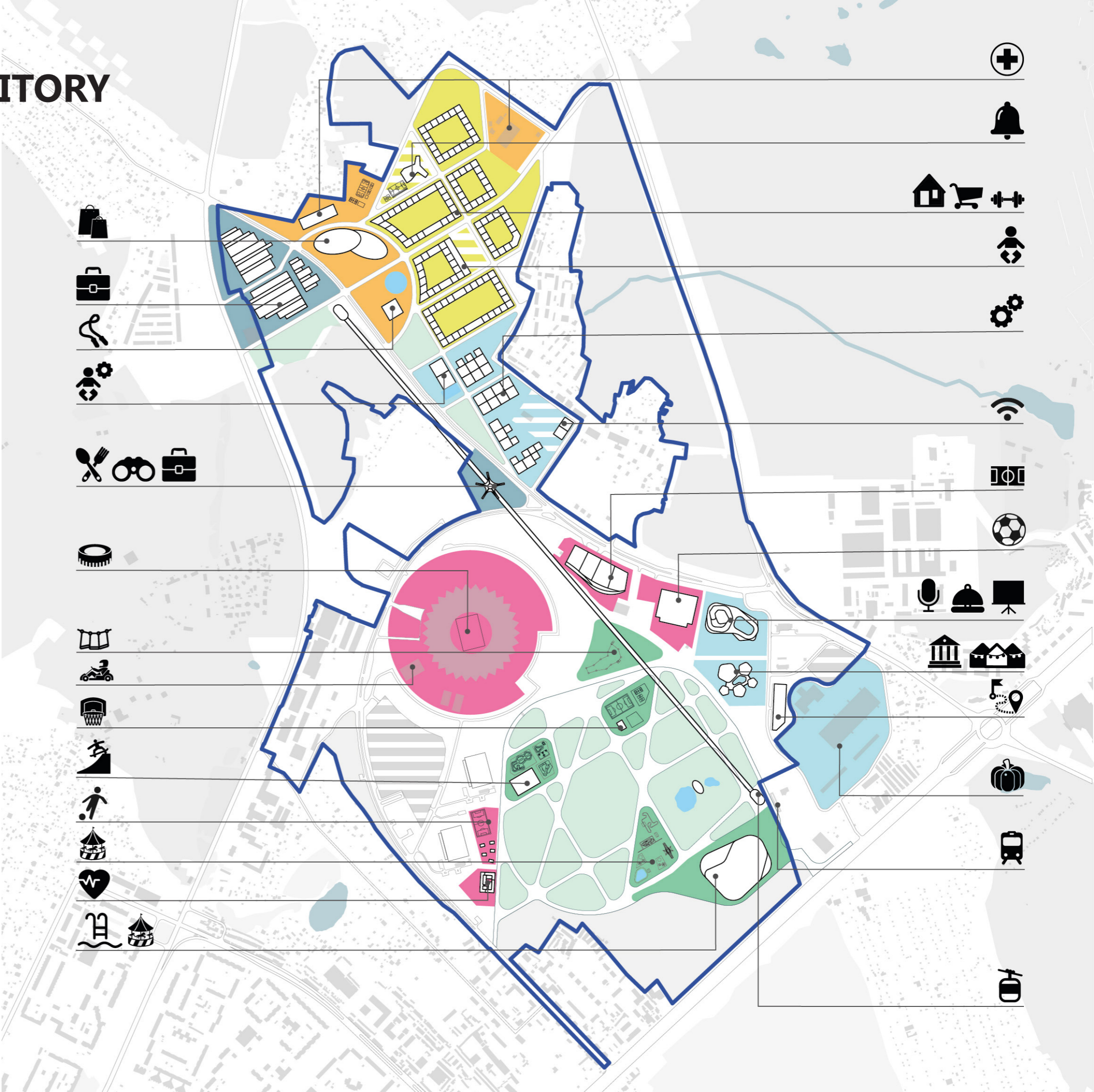
# ZONING OF THE TERRITORY

**Legend**

- area boundary
- outdoor car park
- housing
- hotel
- medical centre
- rehabilitation centre
- shopping centre
- retail
- market
- agropark
- exhibition centre
- concert hall
- restaurant
- viewpoint
- museum
- amusement park
- water park
- extreme park
- panda park
- karting
- offices
- sports federation offices
- children's technopark
- technopark
- data-центр
- fitness and wellness complex
- fitness
- transformable sport facility
- Samara box
- children's football school
- football arena
- school
- preschool educational institution
- transport hub
- cableway
- tram
- Samara Arena

**Clusters:**

- residential
- office and scientific
- congress and exhibition
- sports and entertainment
- recreational



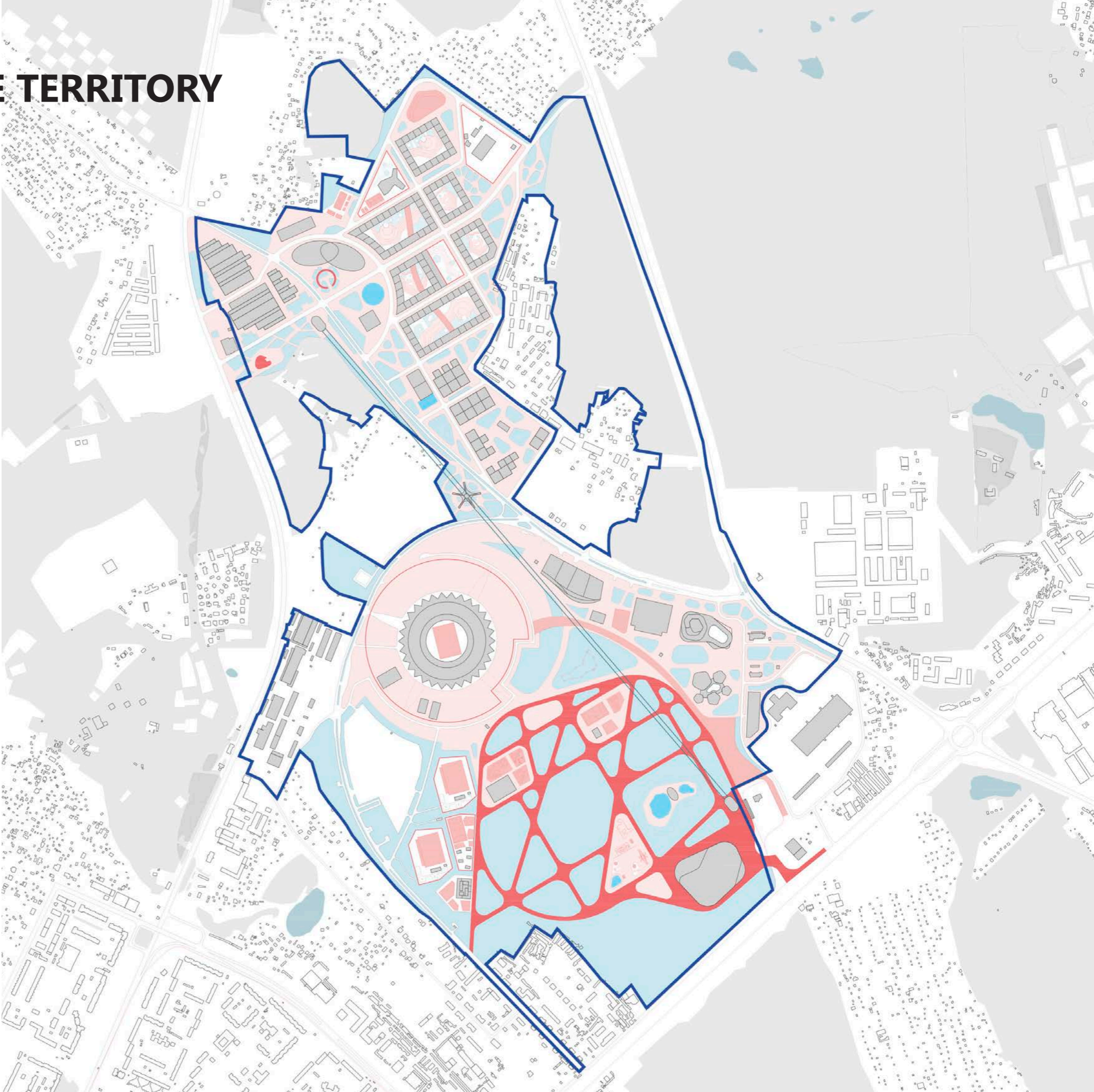
# GENERAL VIEW



# GENERAL VIEW

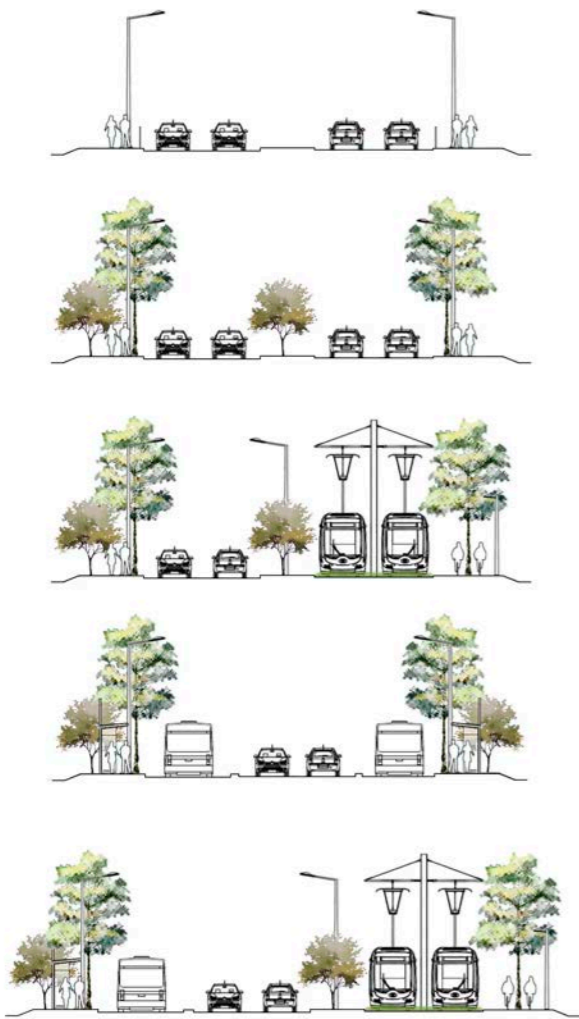


# MASTER PLAN OF THE TERRITORY



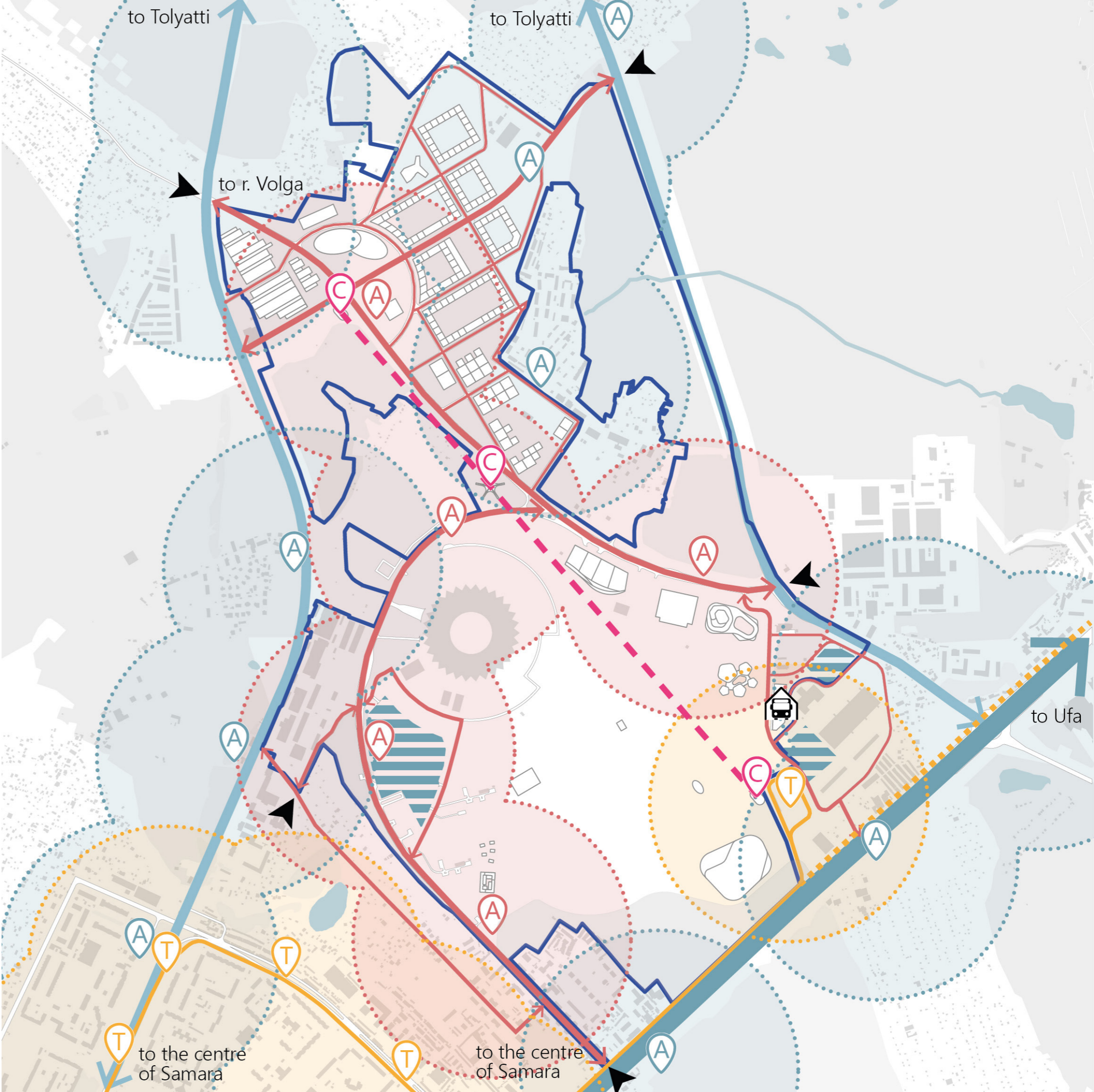
- Legend**
- area boundary
  - pedestrian network
  - children's and sports grounds
  - transport and pedestrian network
  - capital construction objects
  - pools
  - green zones
  - forest

# TRANSPORT SERVICE

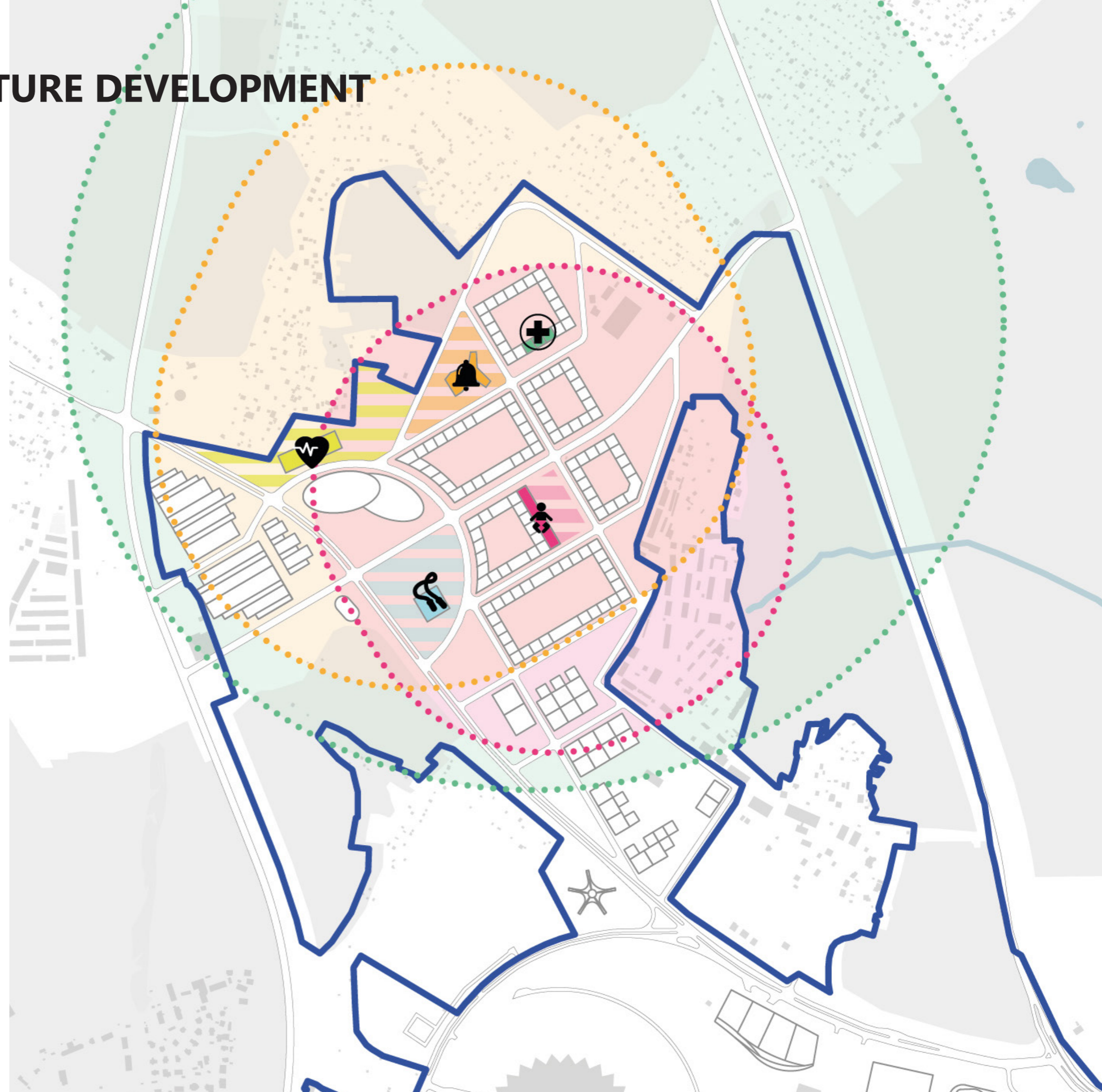


## Legend

- area boundry
- arterial road of federal importance
- arterial road of city importance
- planned local roads
- planned passages
- existing tram line
- planned tram line
- cableway
- transport hub
- entrance to the territory
- outdoor car park
- existing bus stops
- planned bus stops
- existing tram stops
- planned cableway stops
- radius of accessibility of the existing bus stop (500 m)
- radius of accessibility of the planned bus stop (500 m)
- radius of accessibility of the existing tram stop (500 m)



# SOCIAL INFRASTRUCTURE DEVELOPMENT



## Legend

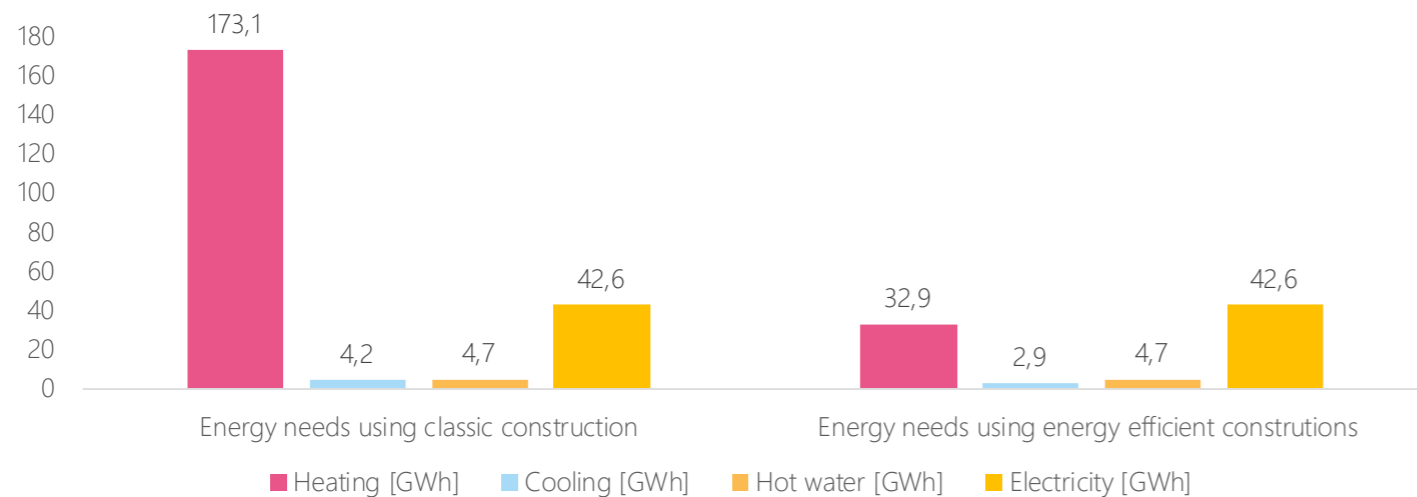
- area boundary
- 🔔 school
- 👶 preschool educational centre
- 🏃 fitness and wellness centre
- 🏥 polyclinic
- ❤️ medical centre
- 🏫 school's territory
- 🏫 territory of the preschool educational centre
- 🏃 territory of the fitness and wellness centre
- 🏥 territory of the medical centre
- 🟠 radius of school accessibility (500 m)
- 🟡 radius of accessibility of preschool educational centre (300 m)
- 🟢 radius of polyclinic accessibility (1000 m)

# ENERGY MANAGEMENT



## Energy consumption of the buildings

### Energy needs per year for the future district of Samara (2 scenarios)



We simulated 2 scenarios to calculate the energy needs (without taking into account the distribution and production of energy) of the district :

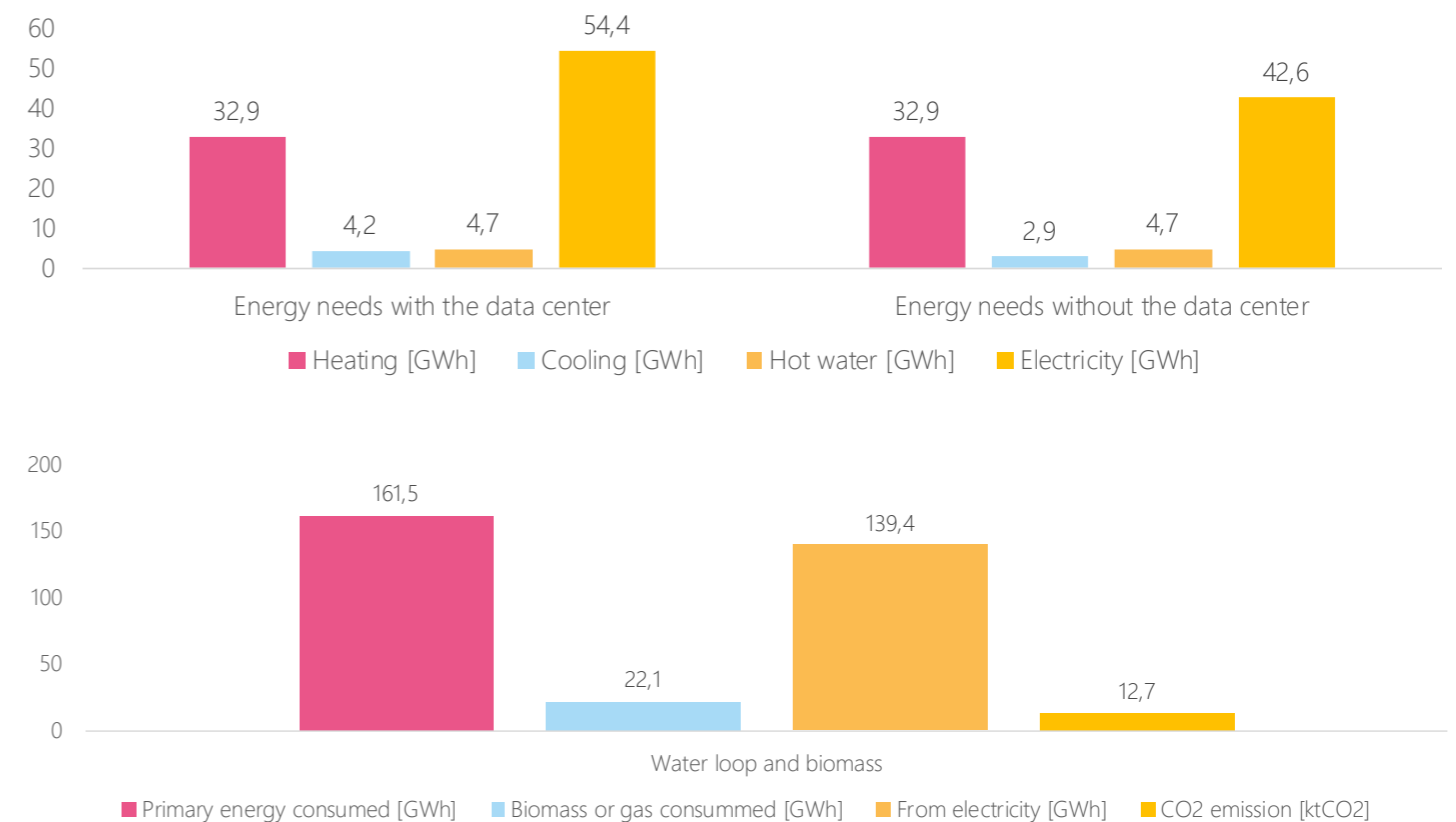
- 1 - classic construction for every building
- 2 - wooden energy efficient constructions, using french energy standard defined by the RT2012

The actual district has a production of about 55,3 MW of heating production, 22,5 MW available for the electricity

After simulations in ValEntis, it is recommended to use the following energy systems:

- A water loop that transfers thermal energy (produced by the Data center) necessary for heating, cooling and hot water supply through each building
- Biomass boiler for heating (max power 70MW)
- Heat pump for cooling, transferring water from the Volga to the water circuit (max power 30 MW)
- Photovoltaic panels at the Data center (6 thousand sq m)

### Energy needs per year for the future district of Samara



**The needs for cooling the district has increase by 100%, and the needs for electricity has increase by 20%.**

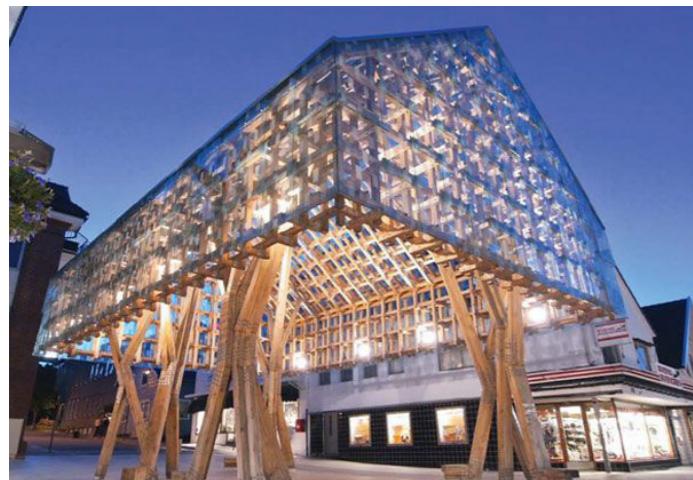
**By using the solutions described previously, we will minimize the impact on the energy consumptions.**

# USE OF LOCAL RESOURCES



## Wood

- Resource for heating (construction of a central sawdust boiler room)
- Resource for building (decrease by 80% the needs of energy for heating the district and low CO2 exposure throughout its life cycle)
- Creation of an environmentally friendly life cycle of wood (re-planting of trees, use of production waste)



## Water

- The Volga River is a potential source of energy
- Reuse of water accumulated in swimming pools landscaped in a green area
- Use of building roofs as collectors
- Use of a reservoir structures under the sidewalks to collect water
- Recreation of the ecosystem of wetlands (creation of systems for storage and purification of rainwater, using infiltration techniques «sponges» to save water as well as prevent flooding)



# INTEGRATION INTO NATURE



Small-leaved lime



Norway maple



Rowan



Decorative apple tree



Manchurian cherry



Canadian serviceberry

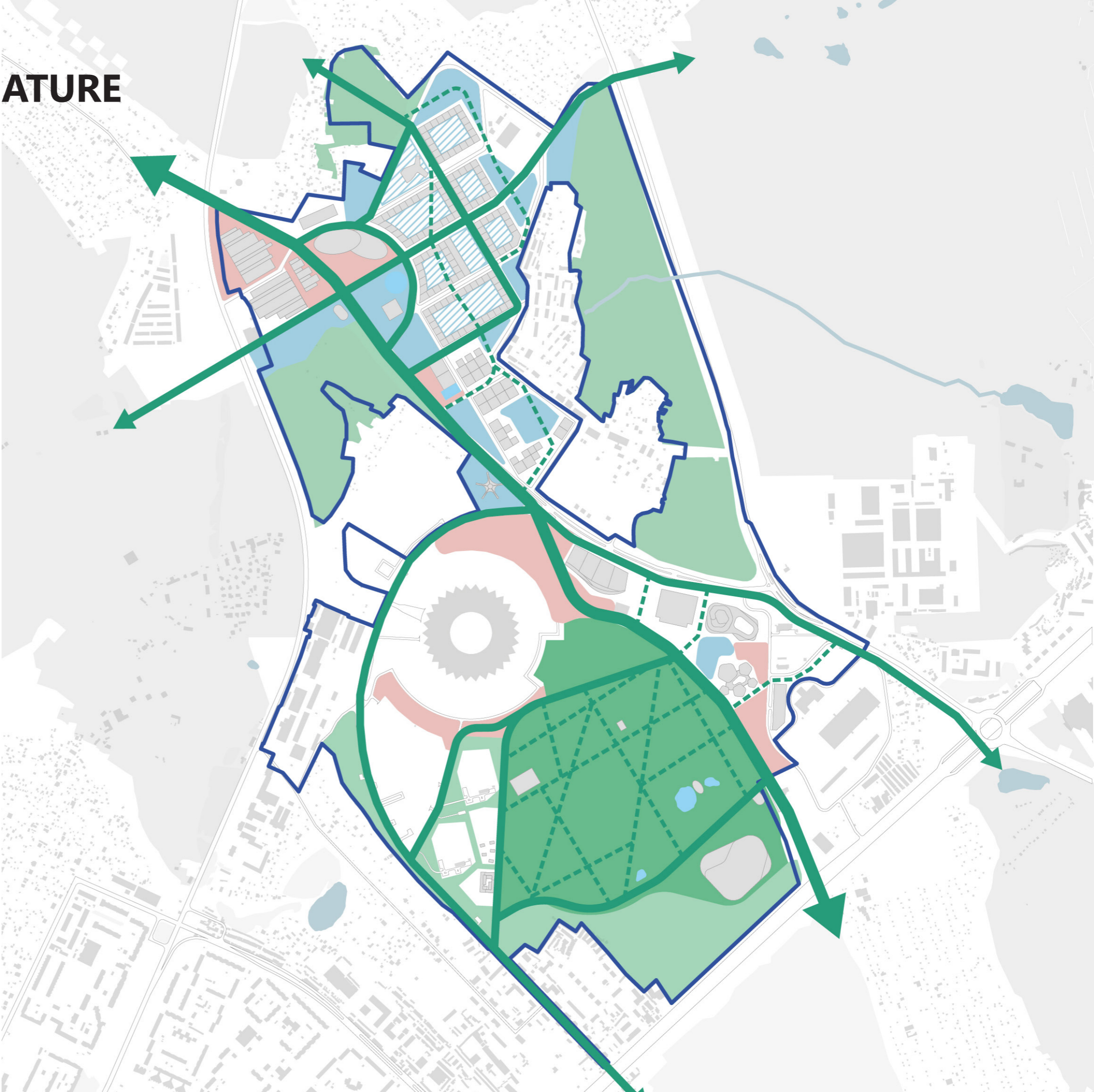


Weeping willow



Silver birch

- Legend**
- square
  - park
  - square park
  - forest
  - neighbourhood landscaping
  - boulevard. the main pedestrian connections
  - alternative pedestrian connections



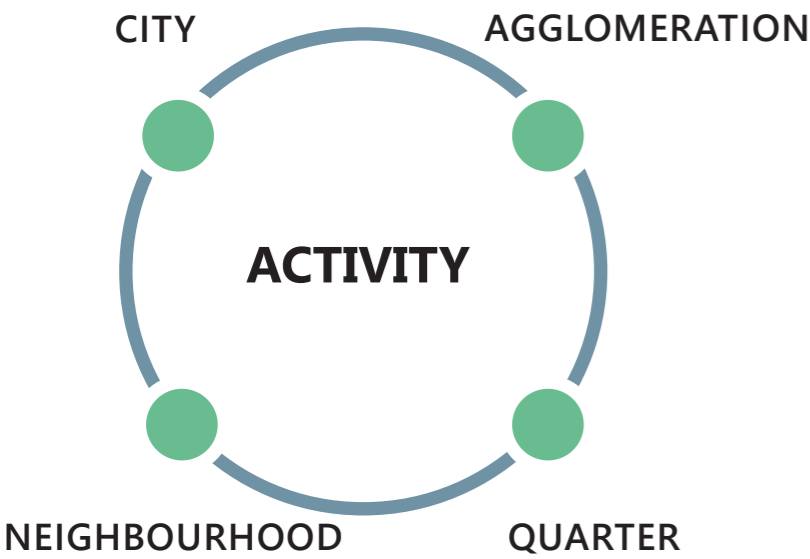
# VIEW OF THE PARK



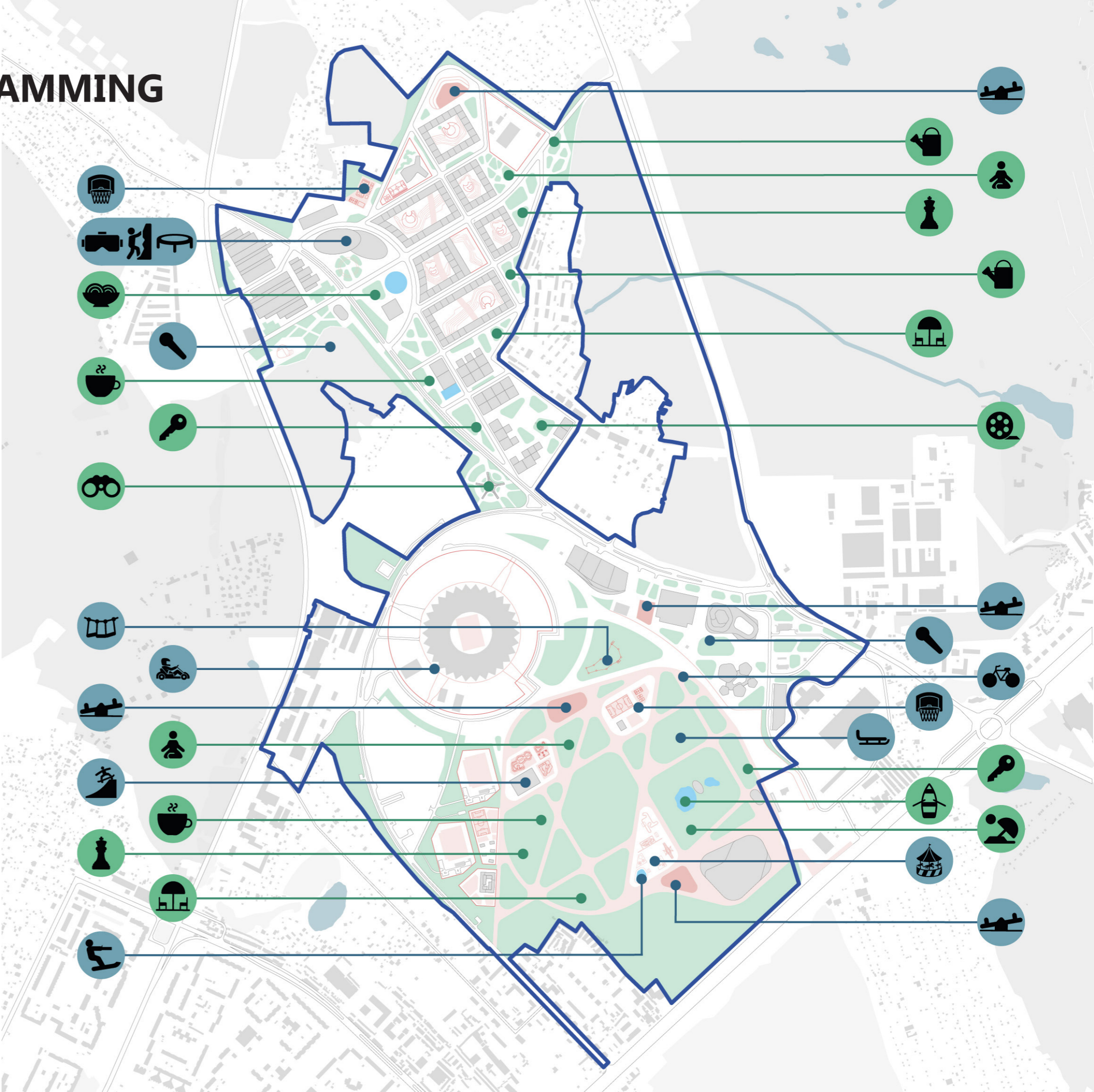
# THE TRANSFORMABLE SPORT FACILITY AND THE PARK



# EVENT-BASED PROGRAMMING



- Legend**
- area boundary
  - active recreation area
  - a quiet rest zone
  - pedestrian network
  - green zones
  - 🎡 amusement park
  - 🏂 wakeboard / ice rink in winter
  - 🏄 extreme park
  - 🐼 Panda park
  - 🏎️ karting
  - 🎮 cyber arena
  - 🧗 climbing wall
  - 🏊 trampoline park
  - 🎤 event area / amphitheater
  - 🏀 sports grounds / workout
  - 🧘 place for yoga classes
  - 🚴 cycle track / running track
  - 🔑 equipment rental
  - 🏰 playgrounds
  - ☕ a cafe
  - 🍷 food trucks zone
  - 🔭 viewpoint
  - 🎬 summer cinema
  - 🏖️ beach
  - 🚤 boating
  - 🏡 recreation areas
  - 🌳 public garden
  - ♟️ chess club
  - 🛷 tubing, sledding



# CREATION OF THE TERRITORY WEBSITE AND APPLICATION WITH THE FUNCTIONALITY NECESSARY FOR TOURISTS

## Effective tourist engagement and retention requires modern tools

As 75% of travellers plan their trip online, there is a need to use the appropriate instruments to increase the efficiency of the business, such as mobile applications and websites with the necessary set of tools to ensure the full user cycle.

There are several critical aspects:

- events' posters should be informative and include popular concerts, exhibitions, etc.
- events should be selected based on the users' interests
- online purchase and reservation should be available for the majority of services
- localisation and multilingual user support is a necessity



# MAINTAINING EFFECTIVE COMMUNICATION

## Communication channels

- Push notifications
- Email newsletters
- Social networks
- SMS-mailing

**Constant and integrated communication with a tourist is an important factor for his retention and the formation of a positive holiday experience.**

Since a modern person receives a large amount of information every day, it is important to ensure the maximum personalisation. Furthermore, personalisation should not be limited only to content. It is necessary to highlight and customise channels, time, and frequency of communication.

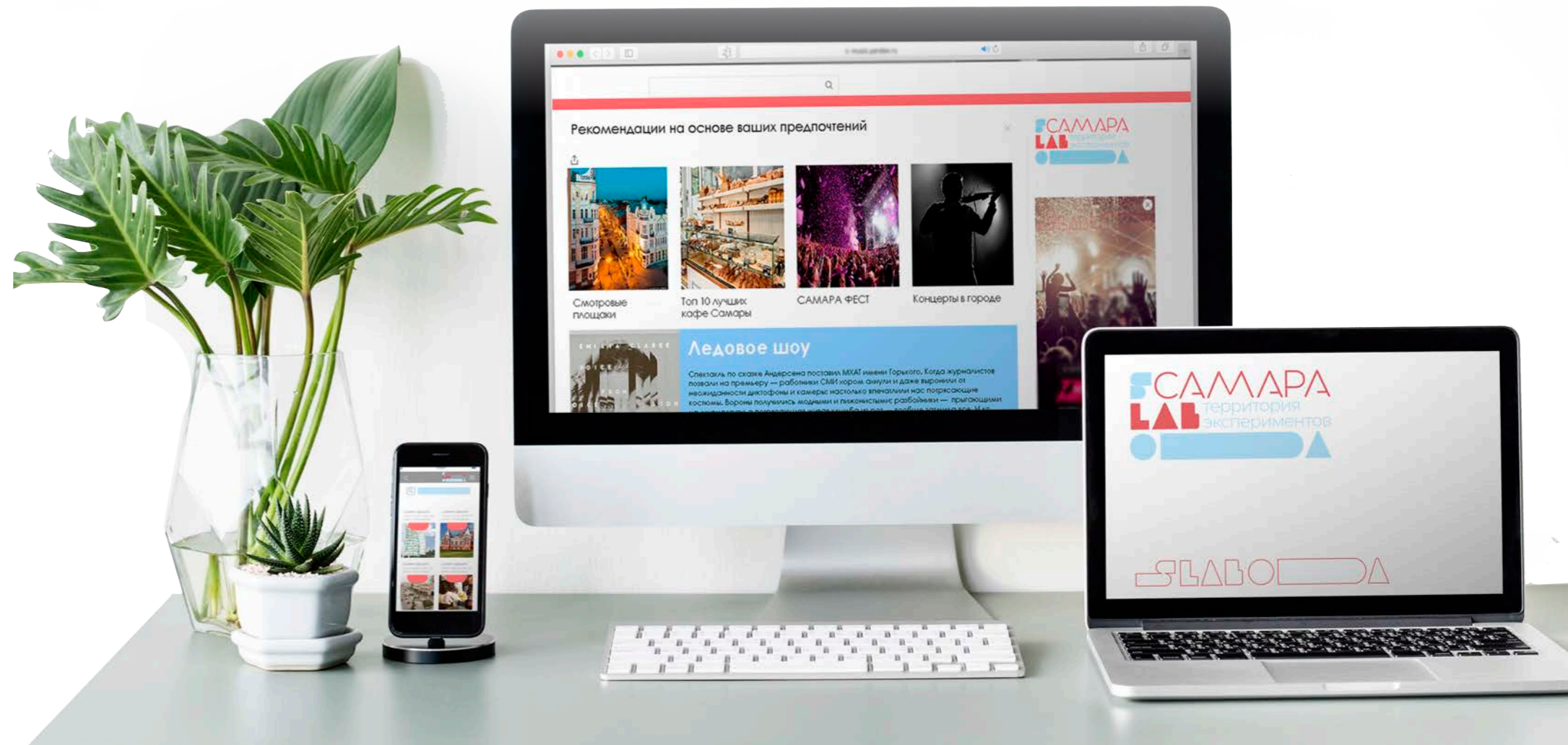
## Personalisation of the communication

### 1. Determining an optimal channel

The optimal channel, frequency, and time of sending messages are selected based on the analysis of the user's response to different types of communication

### 2. Personification of messages

Formation of personalised messages/compilations based on previous user behaviour



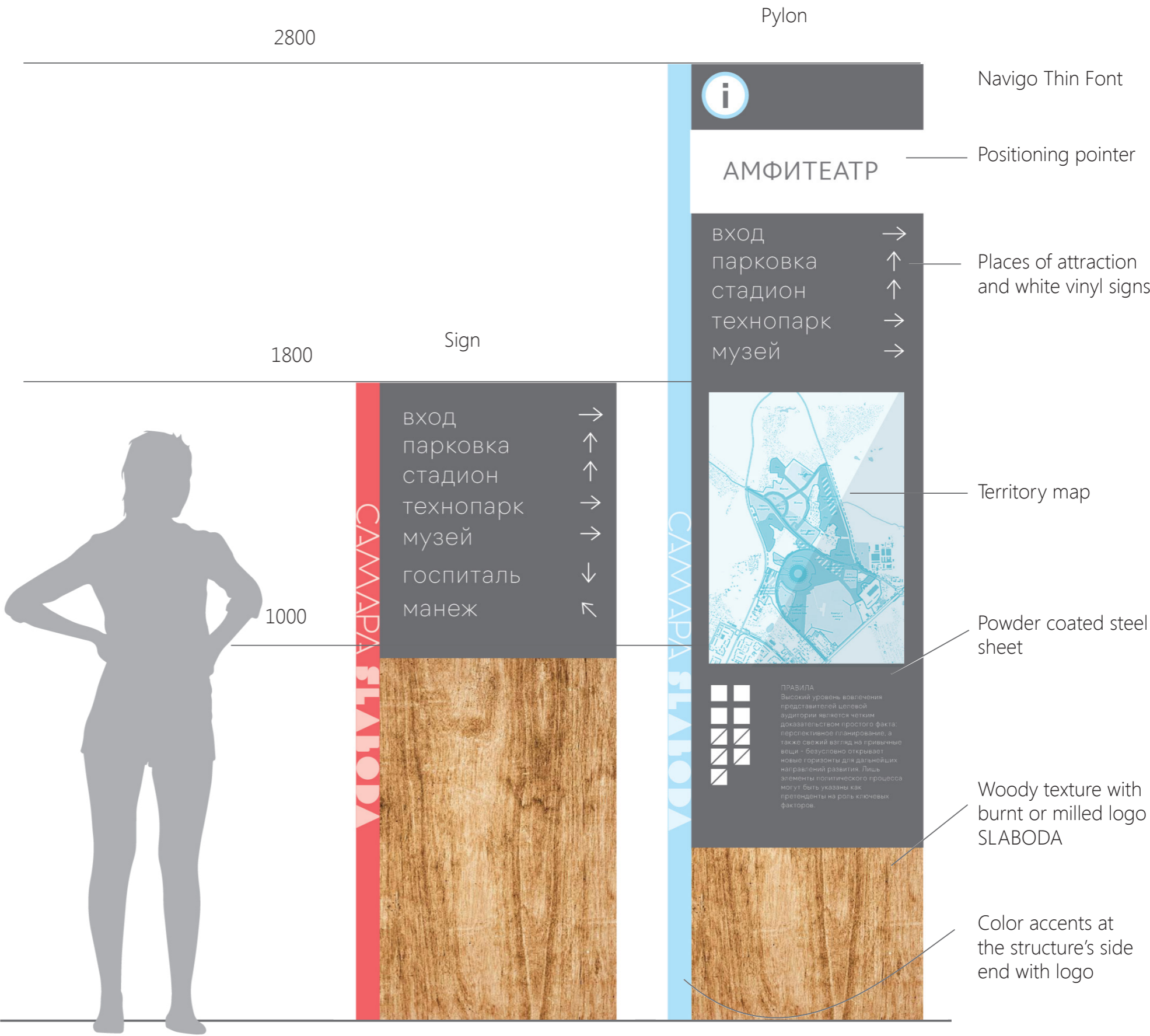
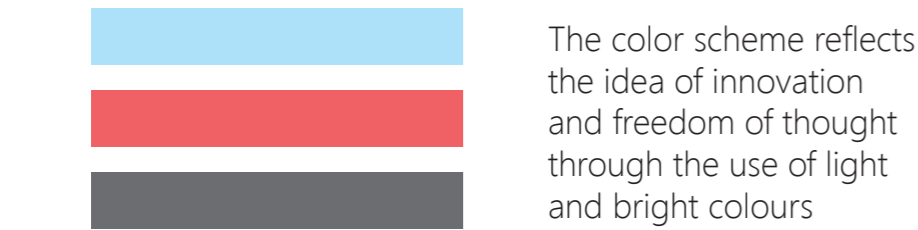
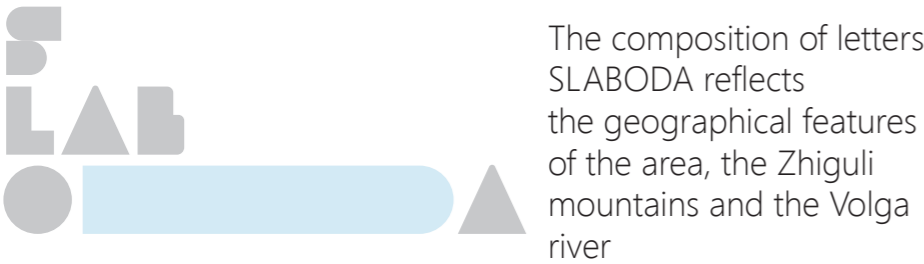
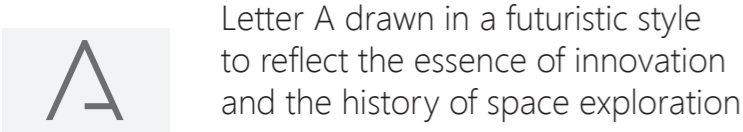
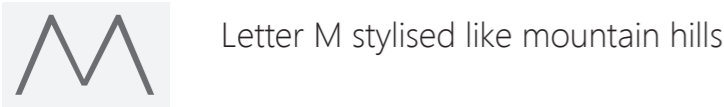
# VIEW OF THE VIEWING TOWER



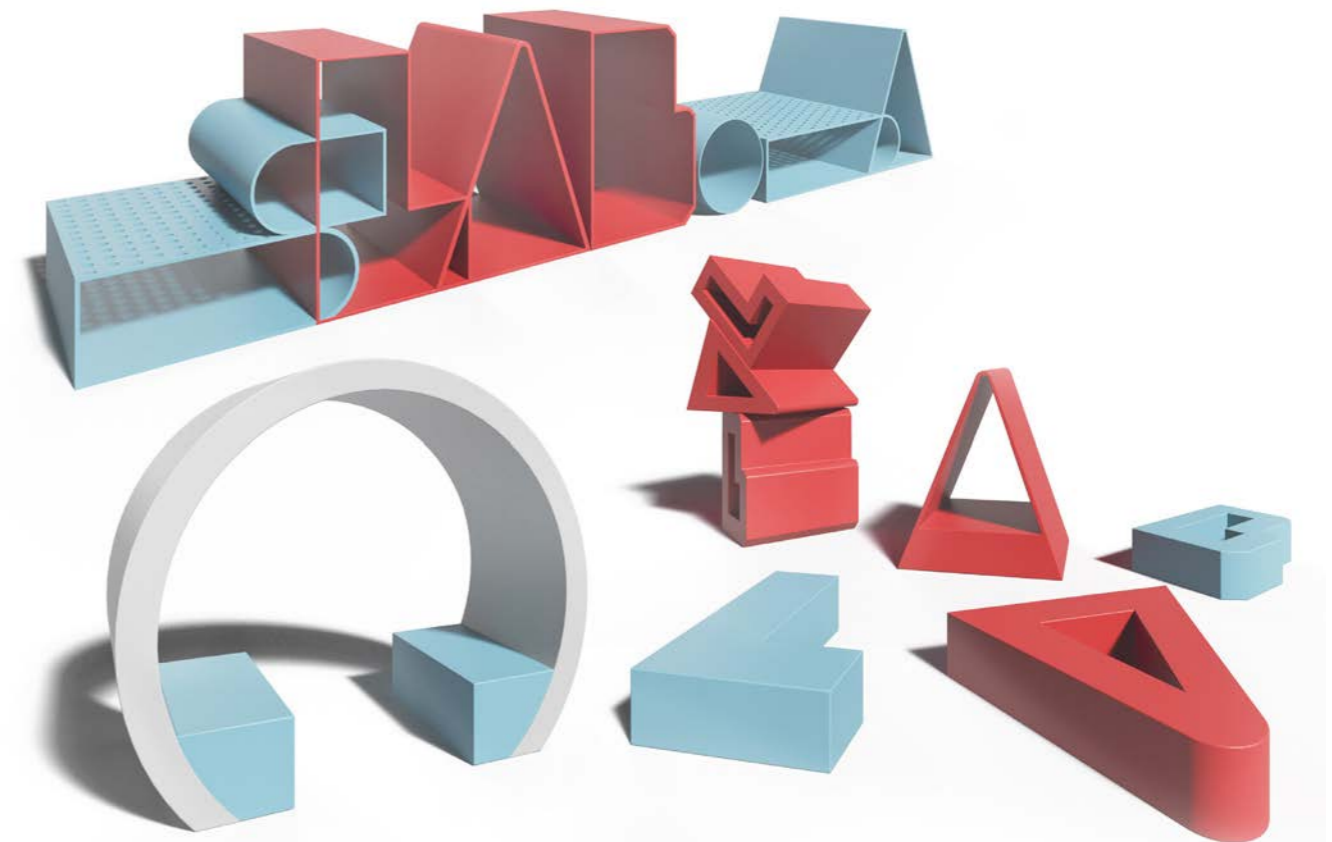
# THE WATER PARK



# TERRITORY DESIGN CODE AND NAVIGATION



# TERRITORY BRANDING AND EXAMPLES OF SMALL ARCHITECTURAL FORMS



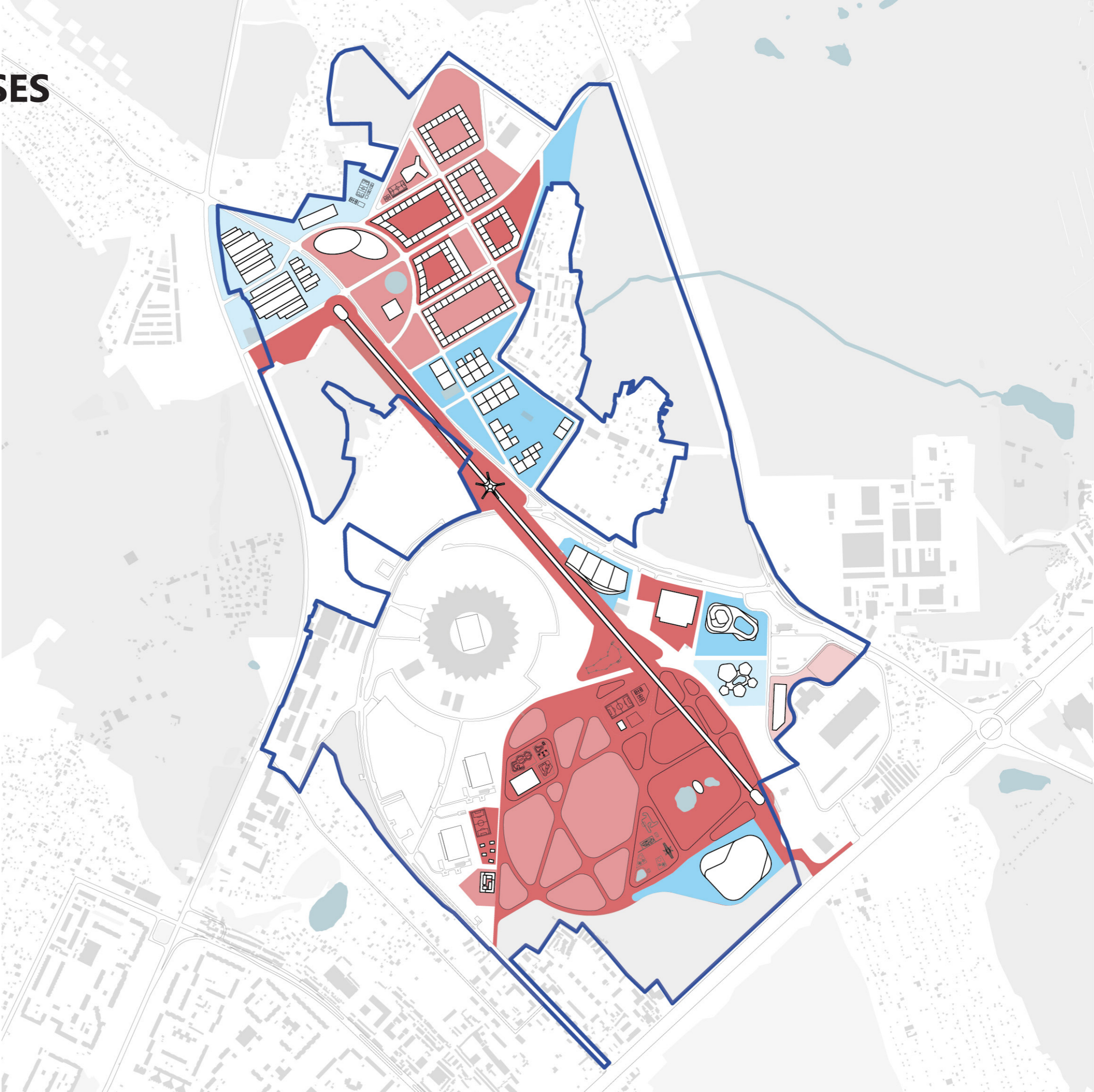
# CONSTRUCTION PHASES

## 1st PHASE

- 2020-2021
- 2022-2023
- 2024-2025

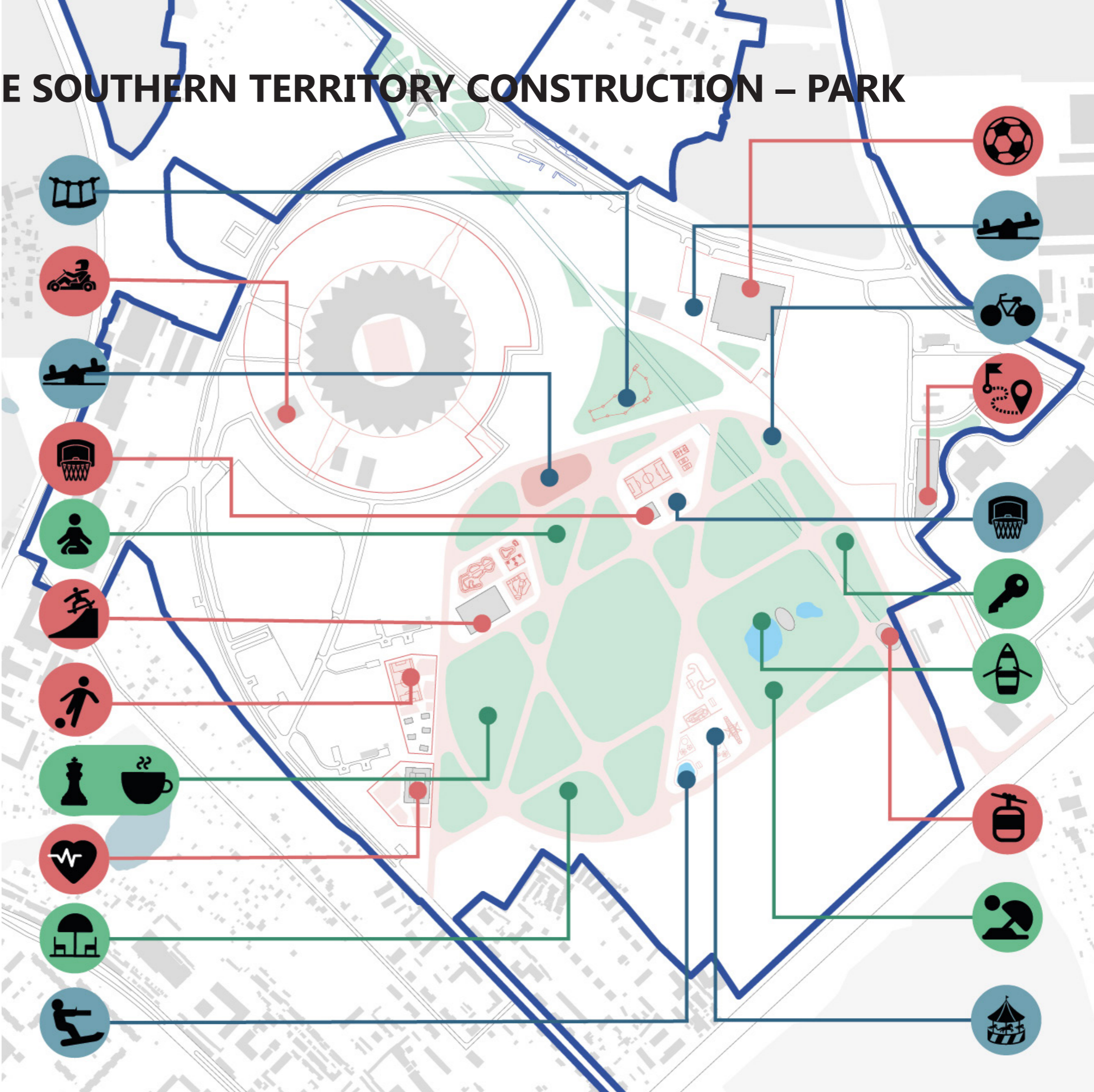
## 2st PHASE

- 2026-2028
- 2028-2030

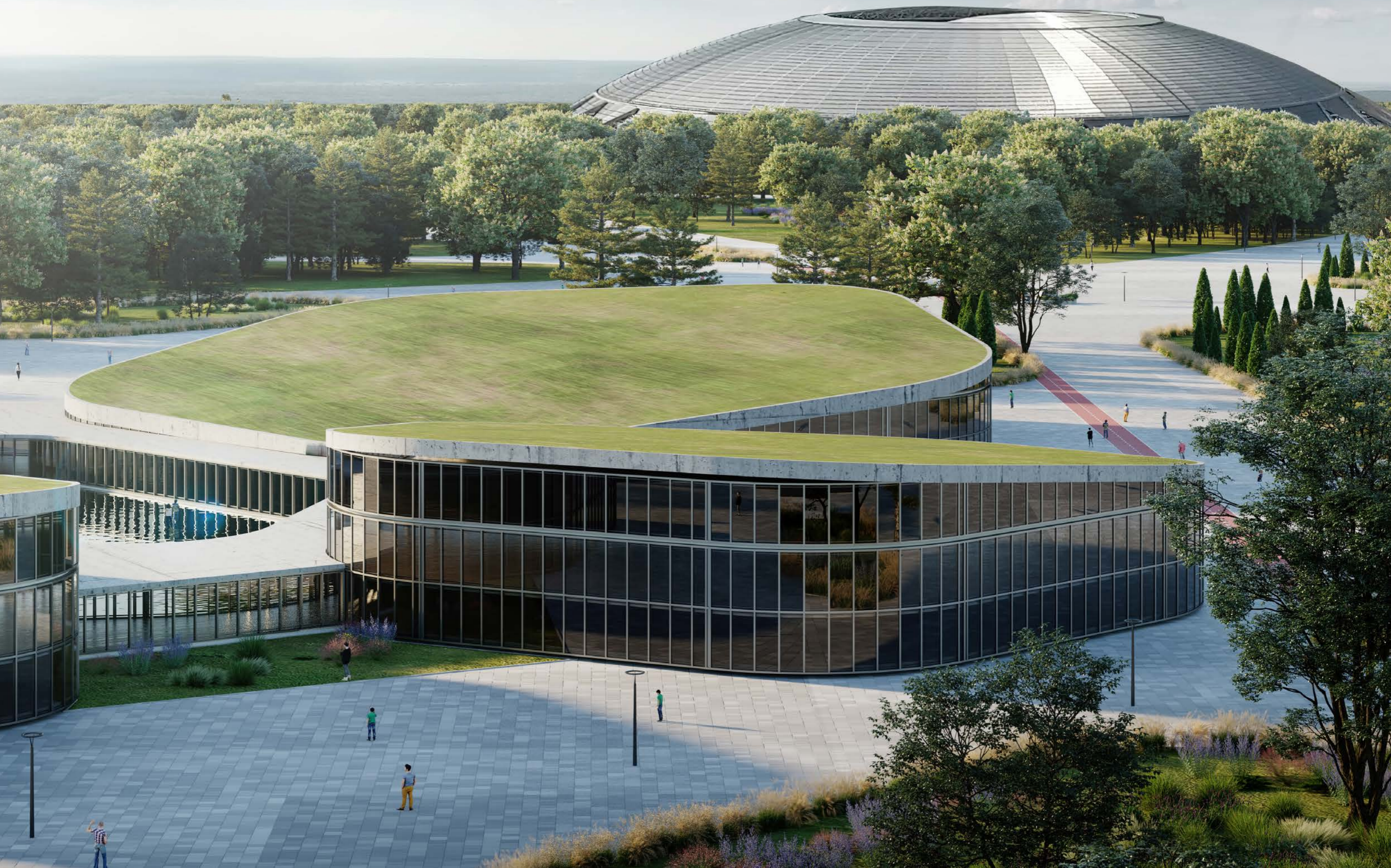


# THE 1ST PHASE OF THE SOUTHERN TERRITORY CONSTRUCTION – PARK

- Legend
  - area boundary
  - capital construction objects
  - physical recreation areas
  - quiet recreation areas
  - children's and sports grounds
  - transport and pedestrian network
  - existing capital construction objects
  - pools
  - landscaping
  - forest
  - rehabilitation centre
  - amusement park
  - extreme park
  - panda park
  - karting
  - Samara box
  - children's football school
  - football arena
  - transport hub
  - wakeboard / in winter - ice rink
  - sports grounds / workout
  - place for yoga
  - bike paths / treadmills
  - equipment rental
  - playgrounds
  - a cafe
  - beach
  - boating
  - resting places
  - chess club
  - cableway



# THE AGROCENTRE (MUSEUM AND MODERN MARKET)

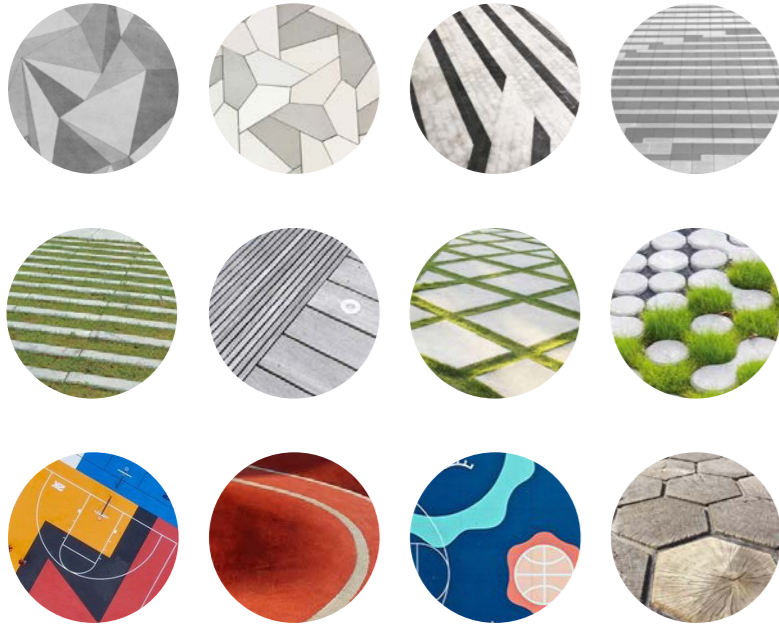


# VIEW OF THE VIEWING TOWER






























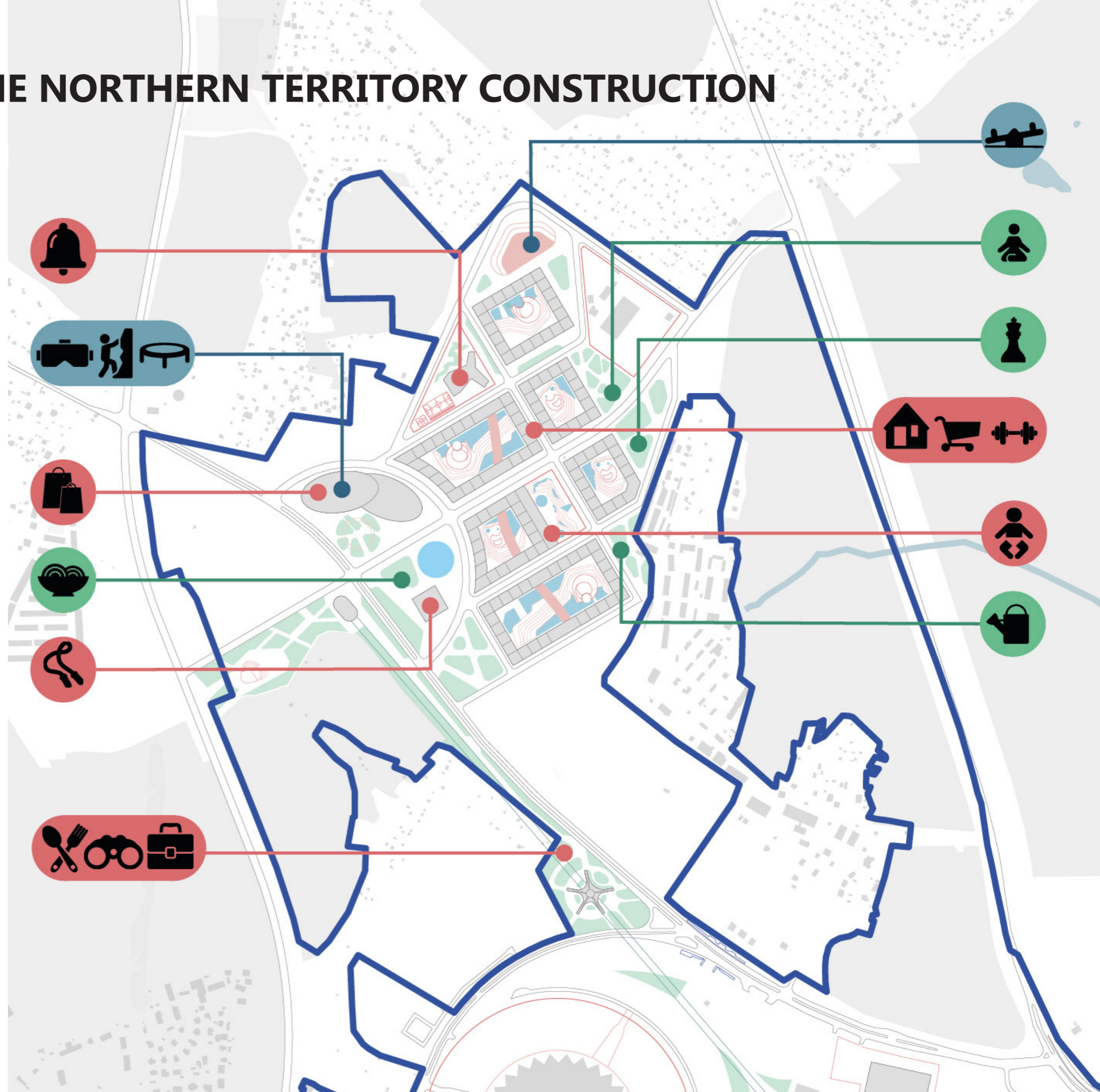
# THE 1ST PHASE OF THE NORTHERN TERRITORY CONSTRUCTION

## Types of coatings



### Legend

-  area boundary
-  capital construction objects
-  physical recreation areas
-  quiet recreation areas
-  children's and sports grounds
-  transport and pedestrian network
-  existing capital construction objects
-  pools
-  landscaping
-  forest
-  housing
-  shopping centre
-  retail
-  restaurant
-  viewpoint
-  offices
-  fitness and wellness centre
-  school
-  preschool educational institution
-  cyberarena
-  climbing wall
-  trampoline park
-  place for yoga
-  playgrounds
-  restoparking
-  viewpoint
-  public garden



# THE FITNESS AND WELLNESS COMPLEX AND RESIDENTIAL AREAS



# THE SHOPPING CENTRE



# THE RESIDENTIAL QUARTERS



# FACADE SOLUTIONS

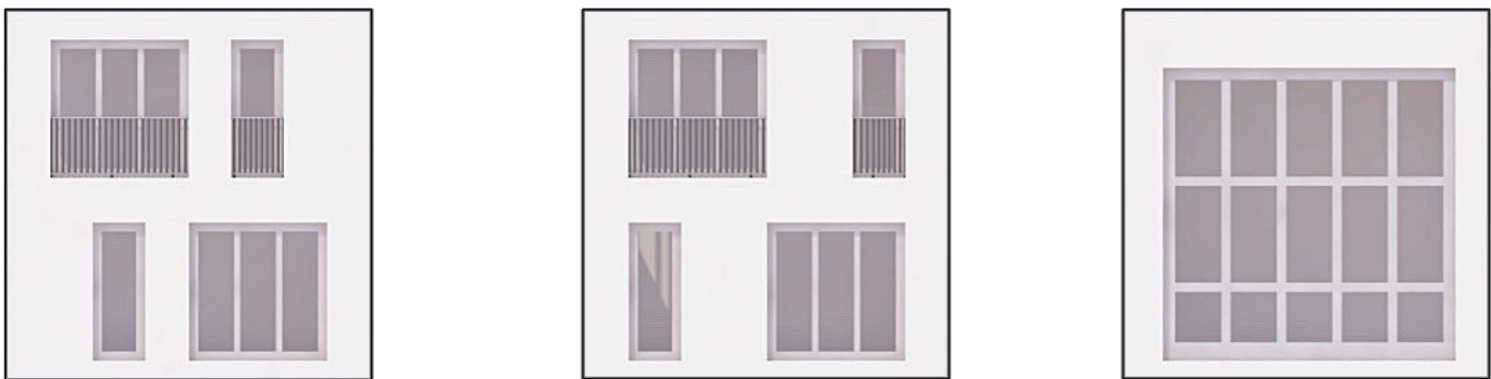
Clinker cladding



Facing with fibre cement panels



Stained plaster



Facade of the residential section



# FACADE SOLUTIONS

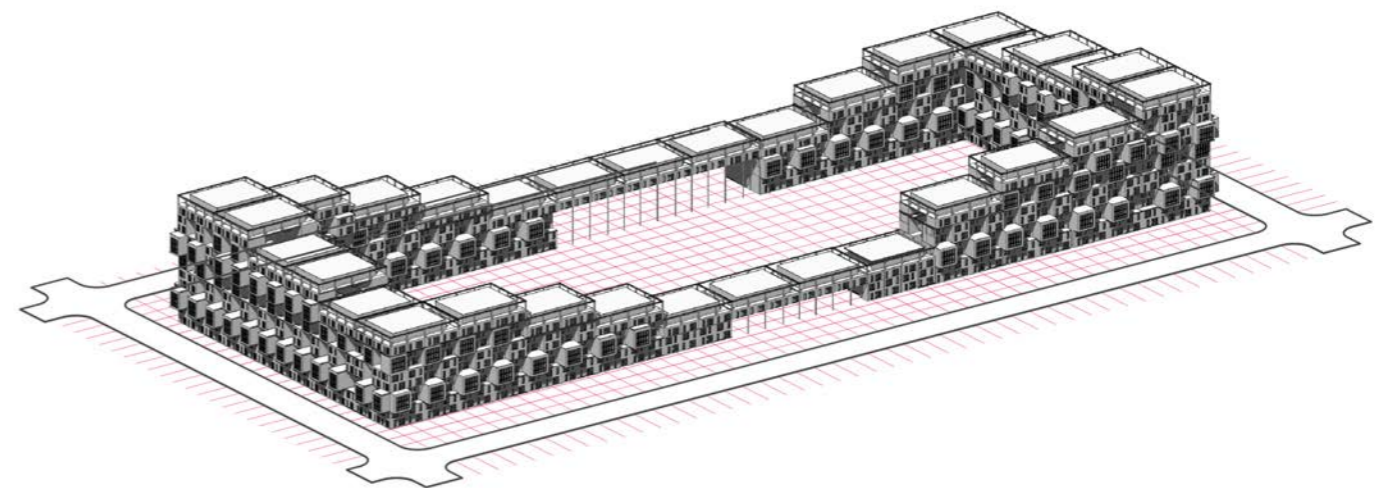
Street elevation 1



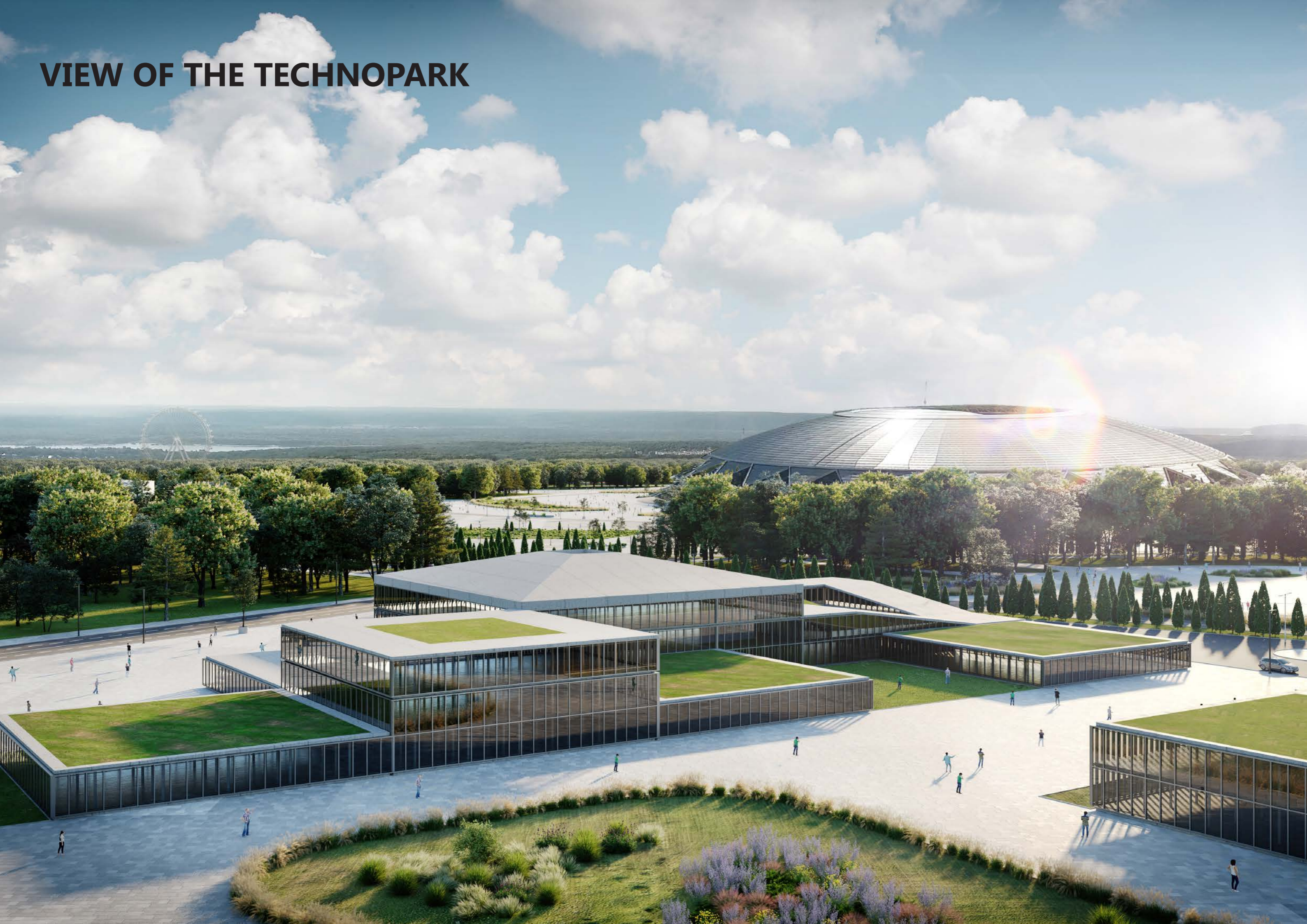
Street elevation 2



Perspective view of a residential area



# VIEW OF THE TECHNOPARK



# STRATEGY FOR THE IMPLEMENTATION OF VARIOUS PROPERTIES



## Residential real estate

Apartments are to be sold, retail space (including fitness) are to be leased to accommodate various amenities for residents. Ground parking is provided, no fee is charged. Social infrastructure facilities (preschool institutions, schools, polyclinics) are subject to transfer to the city's balance.



## Office real estate

Part of the premises (28 thousand sq. m. in the business center and 10 thousand sq. m. in the technopark) is intended for rent. It is planned to donate 10 thousand sq. m. to accommodate offices of sports federations or create a government cluster, as well as 28 thousand sq. m. for the organization of laboratories or non-toxic science-intensive industries.



## Retail

The shopping center, as well as food markets, are subject to lease and capitalization of income.



## Hotel

The hotel provides a stable cash flow for the project. It is planned to attract an investor and conclude an agreement with an international hotel operator for the implementation of a 3-4 stars hotel with an approximate number of 150 rooms.



## Congress and exhibition complexes

The plots for the construction of the congress hall and exhibition complex are subject to sale at the average market to investors for further development for investment purposes.



## Sport and leisure centers

The multifunctional hall is to be sold to the investor, the museum is to be transferred to the balance of the city. For the implementation of the waterpark, it is planned to search for an investor and then attract a professional management company.

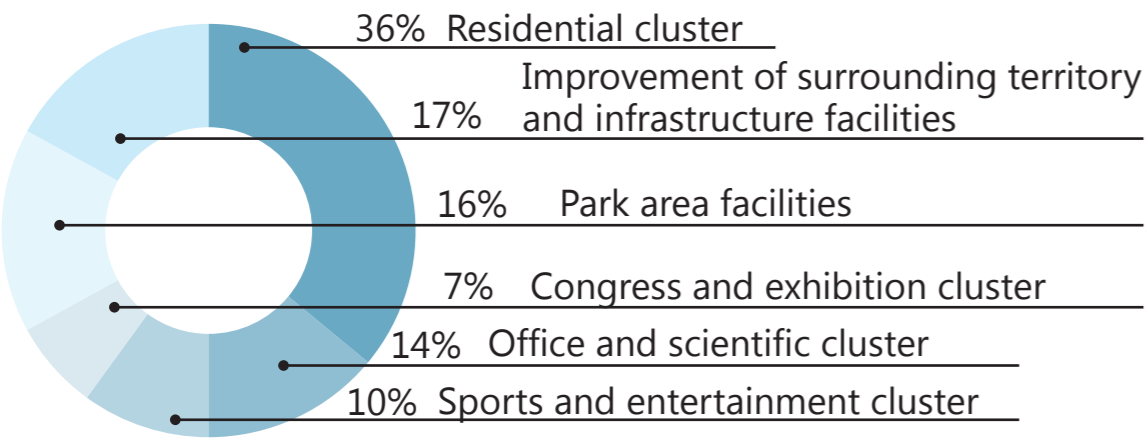


## Other properties

Football school for children, Improvement of surrounding territory (including a cable car and a observation wheel), a go-kart track, a skatepark, Samara Box, transport interchange hub, as well as social infrastructure facilities are considered as encumbrances that don't generate positive cash flow within the financial model.

# STRUCTURE OF INVESTMENTS IN THE PROJECT 2020-2030

STRUCTURE OF CAPITAL INVESTMENTS  
BY TYPE OF USE, %



The total investment in the project is estimated at 20.1 billion RUB at current prices.

Among the clusters planned for implementation, the largest volume of costs falls on residential cluster (36%), within which it is planned to build:

- Mid-rise housing
- Preschool institutions
- Schools
- Polyclinics
- Hospital
- Fitness with a healthy food center
- District-format shopping center focused on future residents and tenants

Comparable costs (33%) are the costs of improvement of surrounding territory, infrastructure, as well as the construction of capital facilities within the park area.

The costs are planned for:

- Improvement of undeveloped area
- Construction of the cable car and the observation wheel
- Construction of a football school for children, skatepark and go-cart track
- Construction of a rehabilitation center for athletes
- Construction of transport interchange hub and data center

STRUCTURE OF CAPITAL INVESTMENTS BY YEAR, %

2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
6%	17%	16%	6%	1%	1%	15%	20%	11%	7%	1%

# THE TRANSFORMABLE SPORT FACILITY



# VIEW FROM THE HOTEL



# WAYS OF OPTIMIZING THE FINANCIAL RESULT OF THE PROJECT

The financial results presented above reflect the income and expenditures are determined in accordance with the recommended concept for the development of the territory. In addition, the financial result of the project can be improved by changing some parameters.

## Changing the purpose of properties

In case of poor market conditions in the office segment, it is possible to reshape offices into housing. Due to the similar architecture and framework of modern buildings, this can be achieved without significant design changes.

## Using the Samara Arena

It is possible to reduce the volume of construction of the office and exhibition parts of the project by placing the functions in the existing under-stands of the stadium. In addition, it is possible to use in the project not only the building of the Media Center, but also other temporary structures for the placement of other profitable functions (for example, a food market).

## Reduction of unprofitable areas

It is possible to improve the financial result of the project by refusing to build properties with low economic efficiency. However such steps will negatively affect the status of the project.

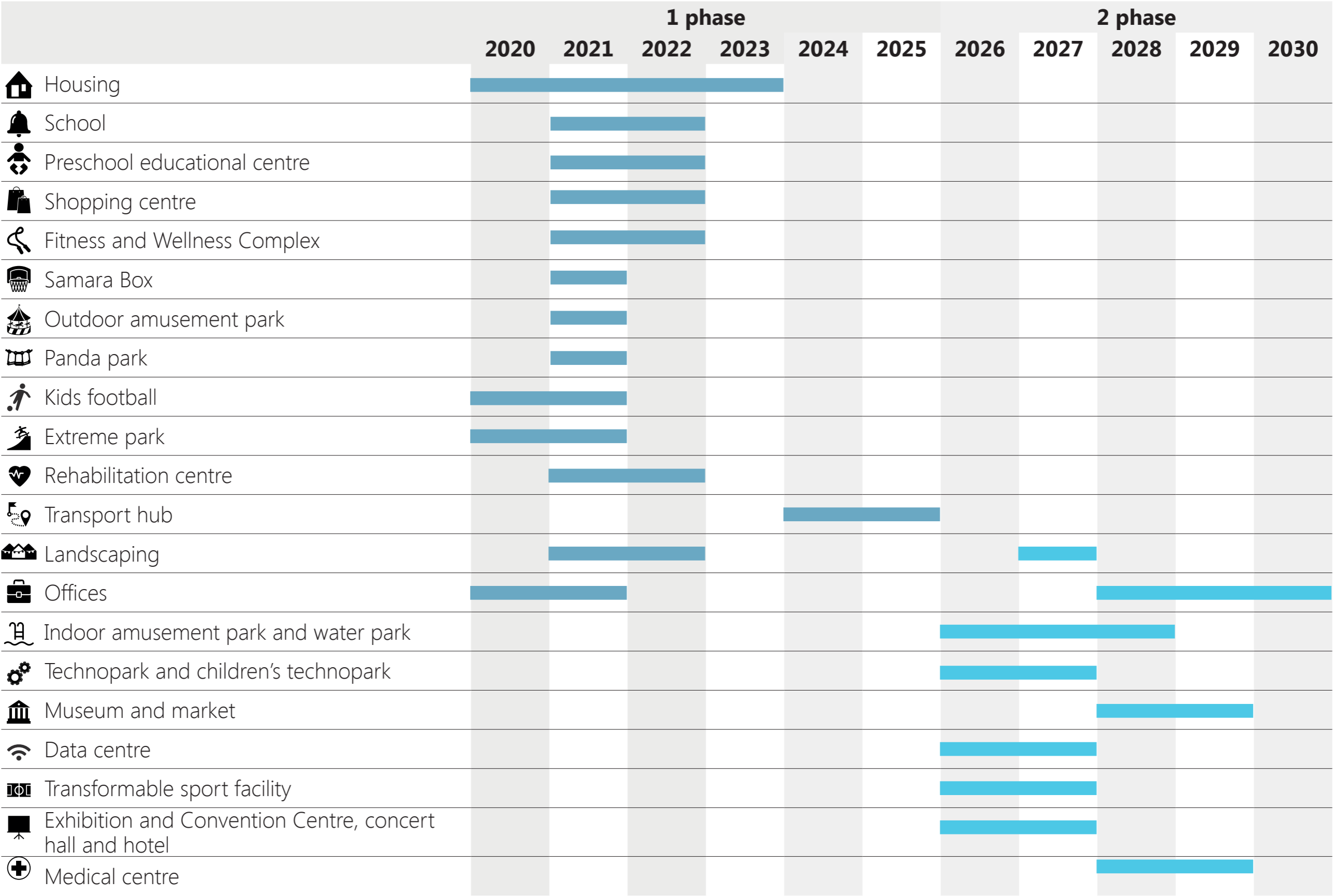
## Reducing the cost of improvement of surrounding territory

It is possible to reduce the cost of improvement of surrounding territory, as well as abandon the construction of a observation wheel and a cable car, investments in the construction of which are estimated at 707 million RUB.

## Investor preferences

Reducing the tax burden, providing land plots, developing infrastructure are performed out of profits of budgets of various levels.

# ROADMAP FOR THE IMPLEMENTATION OF THE MASTER PLAN



# THE TECHNOPARK



VIEW FROM THE HOTEL



# SOCIO-ECONOMIC EFFECTS FROM IMPLEMENTATION OF THE PROJECT



## Creation of a new district of the city

According to preliminary calculations, the permanent population of the new urban area after the commissioning of all the stages will be about 10 thousand people.  
The number of employees in trade and related facilities, doctors and teachers is at least 1,000 people.



## New quality of life, creation and renewal of infrastructure

The implementation of the project will allow to cover the deficit in high-quality projects that are absent in the city today (a large exhibition center, a concert hall, an all-season family park), as well as to renew the dilapidated housing and administrative fund.  
The creation of a developed business and leisure infrastructure will allow attracting to the territory not only residents of Samara, but also residents of the agglomeration, as well as tourists from all over the country.



## Business activity

The implementation of the business cluster will create an additional at least 3 thousand new jobs.



## Development of scientific potential

The creation of a technopark will attract residents of high-tech technologies and will contribute to the development of Samara's status as a science city.  
The project number of the technopark's residents will be about 4 thousand.



## Tax revenues to budgets

The implementation of the project will increase revenues from real estate tax, deductions to extra-budgetary funds, as well as VAT.

Object	Parameter	Value
Housing	project population	9 600
Technopark residents	number	3 800
Shopping center employees	number	300 - 400
Doctors	number	300 - 500
Teachers	number	150 - 300
Office staff	number	3 000 - 4 000
Park staff	number	100 - 300
Property tax revenue	RUB	at least 20 million per year
Contributions to extrabudgetary funds	RUB	at least 150 million per year

# IMPACT OF PROJECT IMPLEMENTATION AT THE MACRO LEVEL



## Creation of a new point of attraction in the city

- Variety of facilities for life, work and leisure
- A landmark facility for the entire urban agglomeration
- Creation of conditions for the development of human capital
- Growth point for adjacent territories



## Multifunctional use of the territory

- Synergy between different clusters
- New quality of life
- Development of scientific potential, creative industries
- Development of a variety of cultural, entertainment and sports life
- Maintaining the health of the nation, preparing the Olympic reserve



## Territory development in the post-competition period

- Preservation of the vector for the sporting appearance of the territory
- Daily occupancy of the territory
- Using the potential of the 2018 World Cup facility
- Development of event potential for various target groups, regardless of social status



## Development of recreational and business tourism

- Tourist traffic growth
- Attracting foreign delegations to participate in international business events
- Improving the image of the city and region



## Updating the city's appearance

- Renovation of housing and administrative facilities
- Transport infrastructure development
- The appearance of objects that emphasize the status of a millionaire city (modern concert and exhibition venues, an amusement park)



## Attraction of investments and growth of budget revenues

- Development of the investment potential of the region
- Growth in tax revenues to budgets of various levels