

MANAGEMENT OF REGIONAL CULTURE PROJECTS

Tamriko Meskhia

Batumi Art State University, Georgia

Abstract

There are several alternative ways of financing cultural projects in Georgia, which differ from each other, both in terms of status and affiliation. Funding of projects at the central level implies the submission of projects to the central agencies of the state: Sectoral ministry, departments, organizations, etc. Funding of projects at the regional and municipal level implies the submission of projects in competitions announced by autonomous republics or local self-governments. As for project financing according to affiliation, in this case we have in mind competitive projects announced by state bodies and competitions announced by private organizations, non-governmental foundations.

Keywords: Georgia, politics, region, culture, management, projects, foreign experience.

The Ministry of Culture of Georgia annually announces a competition for projects to be implemented in the field of culture. The terms of submission of the project, the maximum amount of the amount to be financed, the conditions of implementation, etc., which are reflected in the regulation of the competition, are pre-determined by the competition conditions. The document is public and available to all interested persons. The competition is held in several stages. At the first stage, the compliance of the submitted document with the list of documents to be submitted, the content of the documents, etc. is considered. In the second stage, the competition commission will consider each project submitted by the applicants. The winning project is revealed by secret voting. The final results of the competition are published on the official website of the Ministry. According to the regulation, the applicant has the opportunity to appeal the individual or overall results of the competition within a few days. After the expiration of the term, the decision enters into force, or the contest is declared anew.

After the end of the competition, an appropriate contract is signed with the applicant, on which the competition amount is paid in full or in stages after signing by both parties. The contract defines the obligations of both parties, the performance is conditional. After the completion of the winning project, the project group is obliged to submit a report (documentary and financial) about the completed project to the Ministry.

The competitive conditions of regional and municipal projects are almost similar to the requirements submitted to the projects of the Ministry.

Applicants have the right to submit the project to both the central agency and local bodies at the same time. In this case, the amount to be financed must be distributed and separated from each other. It is possible for the applicant to receive funding from both projects (central and regional or regional and municipal, or vice versa).

The competition commission gives preference to projects that indicate sources of alternative financing, i.e. co-financing.

Although the amount allocated for the competitions is limited, the current practice provides a good opportunity for motivated, talented, creative people to implement their ideas.

It is noteworthy that in the recent period the State Foundations and Non-Governmental Organizations have been established which are financing various cultural projects in the form of the grants on the basis of a contest. Besides this, separate State Institutions have allocated funds from their own budget for financing the target projects.

For example, the Ministry of Education, Culture and Sports of Ajara Autonomous Republic of Ajara have elaborated the priorities in the field of cultures according to the following directions:

- The program – popularization of culture and supporting creative processes;
- The program for popularization and supporting the folklore;
- The Program to support professional development of the representatives from the field of Culture;

- The aim of the program – popularization of culture and supporting creative processes is to support implementation of the Cultural Projects in the Autonomous Republic of Ajara, accessibility of the fields of culture and arts, development of the creative industries, promoting creative processes and popularization of the culture in the Autonomous Republic of Ajara.

In the frame of the program, the activities will be implemented in the following directions:

- √ Supporting the projects, organization of the festivals and various events: this considers organization/supporting organization of the festivals, concerts, performances, exhibitions, artistic projects and various cultural events, as well as organizing meetings with the representatives of the field of culture;

- √ Supporting new, individual and creative projects: this considers supporting new ideas, initiatives and projects developed by independent artists; supporting fine and applied art, as well as supporting multimedia art;

The aim of the sub-program for popularization and supporting of the the folklore is to increase access to the culture and artistic field in the Autonomous Republic of Ajara, to support organization of national and international festivals, including supporting implementation and popularization of digital and innovative projects; diversification of the cultural life of the region.

In the frame of the sub-program implementation of the cultural events and artistic projects will be supported, besides this a meeting with the representatives of the field of culture was held;

The aim of the sub-program – supporting of new individual creative projects is to support modern directions of the art, supporting modern directions of art, to support new ideas of independent artists, supporting innovative and creative projects in the field of art and culture; to introduce civic values in the society through art and cultural projects and to create new opportunities for public engagement in the cultural events (1).

- The aim of the Program to support and promote popularization of folklore is to protect non-material cultural heritage, to ensure its viability, among them preserving its sustainability and support its popularization, primarily via informal education.

In the frame of the program the following measures were taken:

- √ Olympiad of the Children’s Song and Dance Folk Ensembles functioning in Ajara region;

- √ Providing the winners of the Olympiad with stage costumes and accessories;

- √ Provision with stage costumes and accessories as well as musical instruments;

- √ Organization and supporting the contest of family ensembles in Ajara region;

- √ Supporting popularization and development of the traditional craftsmanship (2);

- The aim of the program to support professional development of the representatives of the field of culture is the following:

√ Supporting professional development of the representatives of the field of culture and art acting in Ajara region, supporting sharing European experiences and creative growth;

√ Supporting development of the cinematographic industry in Ajara region and further activation of creative processes in this direction;

√ Supporting development of the international cooperation in the field of culture and supporting popularization of Georgian culture;

√ Supporting development of the Theatre Art in the high-mountainous region of Ajara (3);

Funding of the above-mentioned programs is realized from the budget of the Ajara Autonomous Republic. A contest is announced for each program at the beginning of each year. The winners shall be identified by the Commission consisting of the qualified field experts, which are selected and approved by the Ministry of Education, Culture and Sport of Ajara Autonomous Republic.

A considerable experience in the field of managing cultural projects has been obtained in Ajara Region, sharing of which will significantly contribute to the development of the national culture at the scale of the whole country.

Used Literature:

1. <http://adjara.gov.ge/branches/default.aspx?gid=6;>
2. <http://adjara.gov.ge/branches/description.aspx?gtid=1183972&gid=6#.ZF1Dq3ZBzIU>
3. <http://adjara.gov.ge/branches/description.aspx?gtid=1183972&gid>