

YOU'RE INVITED TO

WEBINAR TOURISM AND ENTREPRENEURSHIP AND ITS SYNERGY IN JELGAVA LOCAL MUNICIPALITY

TOURISM

Tabita Šķerberga
Tourism Development Project
Manager of JLM

BUSINESS

Sanita Smirnova
Entrepreneurship
Support Project Manager of JLM

BEST PRACTICE

Luīza Oļševska
ULECEKIDS, Ltd.

INTRODUCTION

Anita Škutāne



**FEBRUARY 17 2021,
13PM CET**

JOIN ZOOM MEETING:
[HTTPS://US02WEB.ZOOM.US/J/88473910341?](https://us02web.zoom.us/j/88473910341?pwd=BFHNK3C5MGXRRMLZZMPUU2JNOXZCUT09)
PWD=BFHNK3C5MGXRRMLZZMPUU2JNOXZCUT09
MEETING ID: 884 7391 0341
PASSCODE: 81185318

Tourism and entrepreneurship and its synergy in Jelgava Local Municipality

ABOUT Jelgava Local Municipality



Anita Škutāne
17.02.2021., Jelgava

Jelgava Local Municipality

*Jelgava Local municipality (novads) as administrative structure was established in 2009 and will be reunited in 2021

*Embraces 13 small rural municipalities – parishes

*Area – 1317 km²

*Situated only 42 km far from the Capital city of Latvia – Rīga

*Agricultural land – 68%, forests – 26%

*Number of inhabitants – 23 142



International cooperation

More than 60 cooperation partners from Italy, France, Germany, Finland, Sweden, Norway, Portugal, Romania, Moldova, Poland, Lithuania, Belarus, Moldova, Estonia, Latvia etc.



Work with EU funds

During 2009 – 2020 JLM has implemented ~700 projects with the total amount of 67 million EUR (including ERDF, ESF, Cohesion Fund, territorial cooperation programmes (Baltic Sea Region, Latvia-Lithuania), EAFRD, EAGGF, Climate Change Financial instrument, Nordic Council of Ministers, EEA grants, EC programmes – Europe for Citizens, ERASMUS+ etc.)

The latest tourism trends in Jelgava Local Municipality 2020-2021



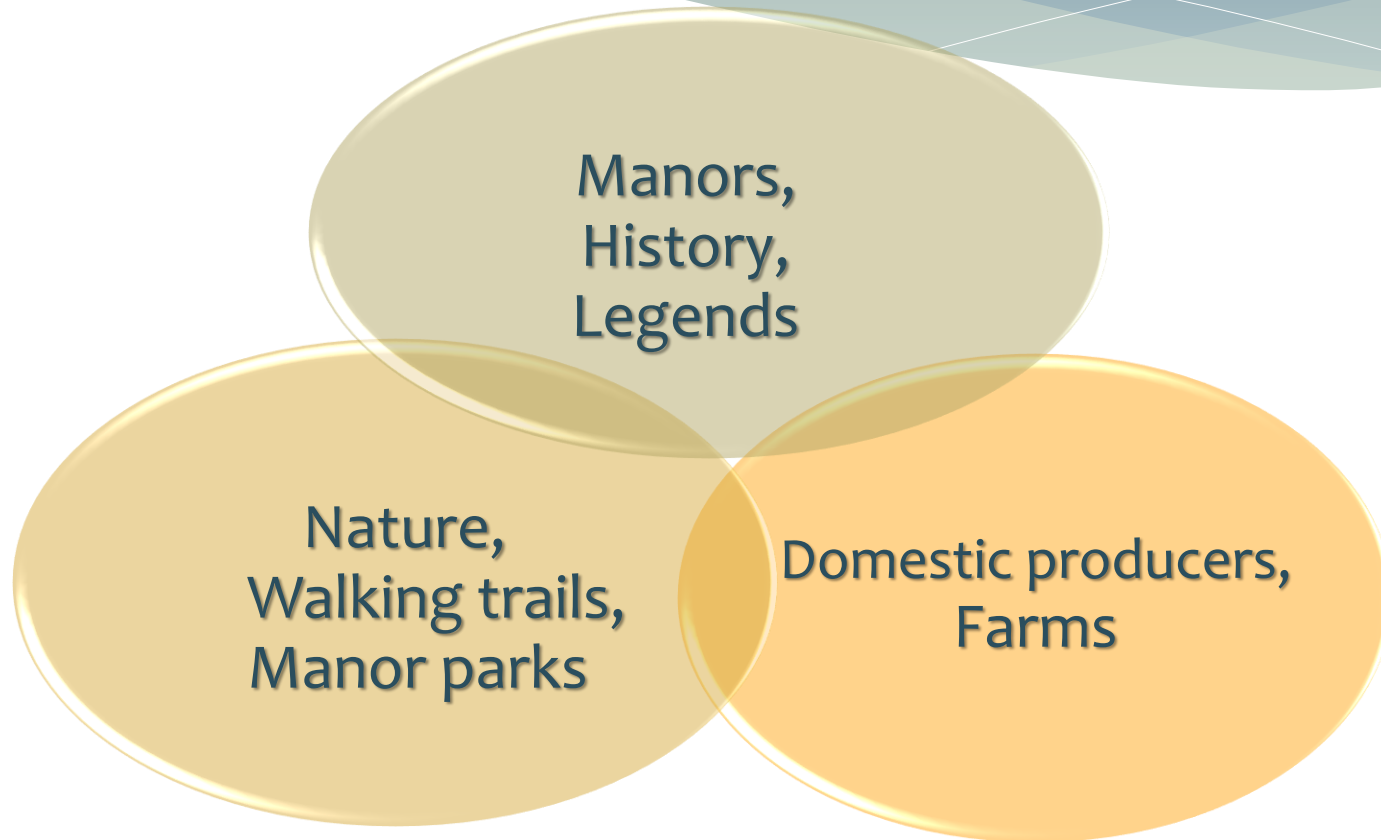
Tabita Šķerberga
17.02.2021., Jelgava

Values of Jelgava Local Municipality



- * Cultural and historical heritage;
- * Natural resources – Zemgale plains, nature and manor parks, dense river network – the largest Zemgale river Lielupe, forests, swamps;
- * Historically developed agriculture;
- * Entrepreneurship – local products;
- * Eminent personalities;
- * Belonging, identity of the municipality

Three «whales» of Tourism in Jelgava Local Municipality



Trends in 2020

- * Significant growth of Local Tourism
- * Increased number of Lithuanian tourists
- * Combined route offer –
Cultural heritage+
local producers
- * Successful online marketing – web,
radio, social media
- * Campaign «Exciting Journey in
Manor Parks» in Lat-Lit project
«4SeasonsParks»



Apciem

BIŠKOPĪBAS SAIMNIECĪBU "LĪGAS MEDUS"

- **Pkst. 13⁰⁰ piedalies ekskursijā**
- **Izzini saimniecības medus stāstu**
- **Degustē bišu produktus**

Dalības maksa pieaugušajiem – 2,00 EUR. Pieteikšanās ☎ +371 26189710

8.augustā
11⁰⁰ - 16⁰⁰

STALĢENES MUIŽU līdz 14⁰⁰

- **Pkst. 11⁰⁰ ikviens aicināts uz ekskursiju ar gidu**
- **Dalības maksa pieaugušajiem ir 1,50 EUR, skolēniem - 1,00 EUR,**
- **Piedalies ādas rokassprādzes izgatavošanā meistarē vadībā**
- **Maksa pieaugušajiem ir 1,50 EUR, skolēniem - 1,00 EUR.**

Pieteikšanās uz nodarbību ☎ +371 26383129

Vairāk informācijas:
www.visit.jelgava.lv

Advantages I

Wide offer of outdoor activities –
nature trails, manor parks, outdoor events, sport possibilities



Advantages II

Wide offer of outdoor activities –
nature trails, manor parks, outdoor events, sport possibilities



Advantages III



All season's accessibility
of outdoor activities



2021

New offer in manors

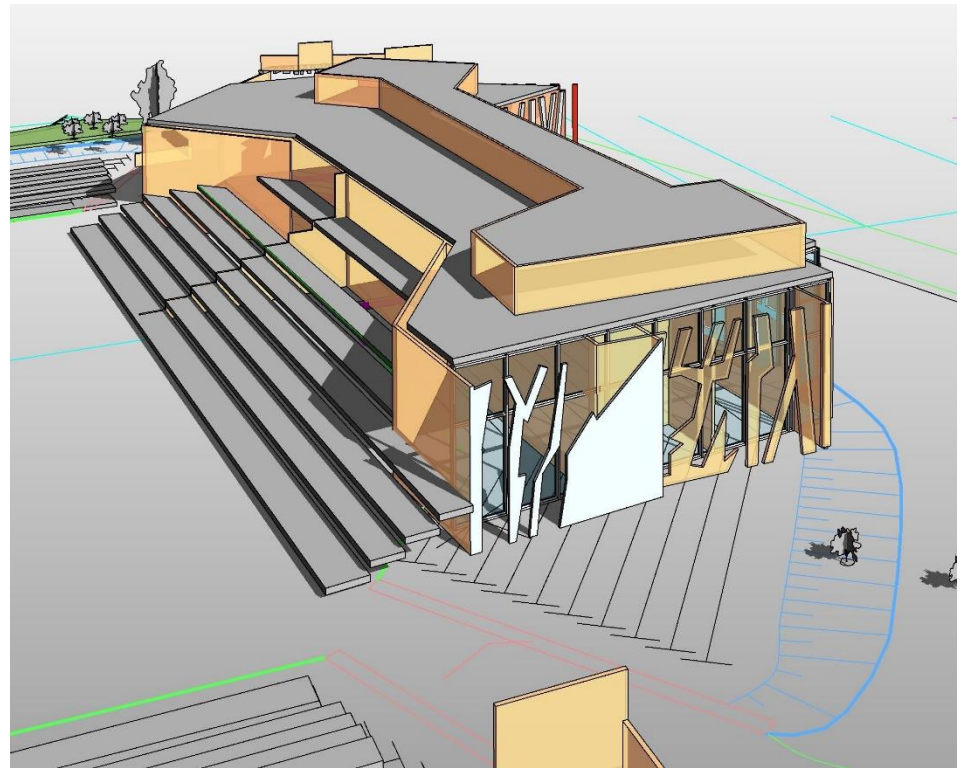
Collection of the bells at
Lielplatone Manor



Restoration of Lielvircava
Manor



2021 Construction of the new Exhibition Hall in Eleja manor park



2021 Virtual tours at the manors and parks

Mobile application of history and
nature values of Eleja Manor park -

«Tours across Baltics»



The screenshot shows a mobile application interface for a virtual tour. At the top, it says 'Tour Details' with a back arrow and a menu icon. Below this is a photo of a building in a park, with the text 'ELEJAS MUIŽAS PARKS' and 'JELGAVAS NOVADS' below it. There are also logos for 'europe direct' and 'LANGUAGE' with a Latvian flag. A play button and a progress indicator show '0:00' and '-0:00'. The title 'Elejas muižas parks' is displayed, along with icons for location, distance (2,0km), and other features. The main text describes the park as a 30 km area from Jelgava, featuring a representative neoclassical building. It mentions the architect Kristofa Johana Fridriha fon Mēdema and the building's symmetrical design. The text also mentions a theater and a mill. At the bottom, it says 'Start Tour'.

← Tour Details

ELEJAS MUIŽAS PARKS

JELGAVAS NOVADS

LANGUAGE

0:00 -0:00

Elejas muižas parks

2,0km

Plaša parka ieskaits, 30 km no Jelgavas, Lietuvas robežas tuvumā atrodas viens no nozīmīgākajiem Jelgavas novada kultūrvēstures objektiem – savulaik Kurzemes klasicisma pērle, izcils būvniecības paraugs Eiropā – Elejas muižas ansamblis.

Muižas kungu māju no 1808.- 1810. gadam reprezentatīvā klasicisma stilā uzbūvē pēc grāfa Kristofa Johana Fridriha fon Mēdema, kurš bija vispusīgi izglītoti cilvēks ar dziļu interesi par mākslu un kultūru, pasūtījuma. Muižas ansambļa parādes daļa veidota simetriski, tās centrā ir ovāls parādes pagalmis ar teātra ēku vienā pusē un muižas pārvaldnieka dzīvojamā ēku otrā pusē, kas kalpojusi kā kavalieru nams. Tā noslēgumā pils jeb kungu nams.

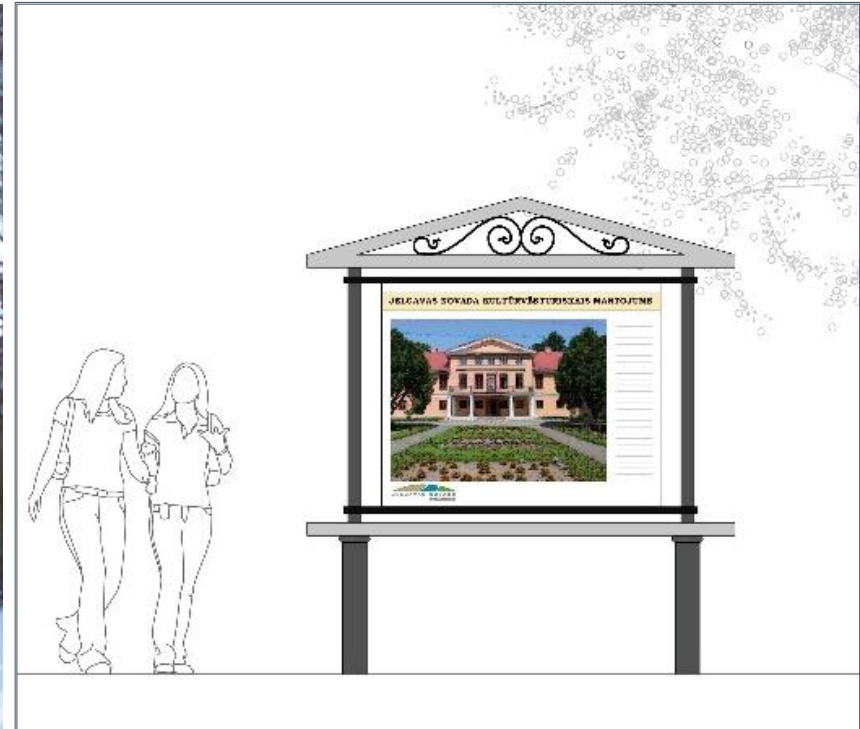
Arī Elejas muižas parks dendroloģiski un no bioloģiskās

Start Tour

Virtual tour at the Lielplatone Manor
and park



2021 New design of information stands and signs



Entrepreneurship in Jelgava Local Municipality



Sanita Smirnova
17.02.2021., Jelgava

Business sectors

- * Agriculture
- * Forestry
- * Manufacturing
- * Services

Municipality's **Southern part** is distinctive for **agriculture**, although up **Northern** the biggest part of territory is covered by **forests and mineral deposits**.



Agriculture

- * The most important business resource - agricultural land makes 67,6 % of total Municipality`s area
- * Soil of highest fertility
- * Crops (rape, wheat)
- * Animal husbandry (milk, meat)
- * Horticulture (vegetables, tree and berry nursery)



Forestry

- * **Forests - 26,4% of total Municipality`s area**
- * Managed by VAS Latvijas Valsts Meži (joint-stock company Latvia State Forests)
- * The biggest wood processing companies: LTD «Jelgawood» and LTD «AMBER WOOD»



Manufacturing

1. **Mineral deposits** (peat, dolomite, sand, sand-gravel);
2. **Energy** (green energy - biogas production);
3. **Food processing** (bread, meat products, cheese);
4. **Handcraft workshops** (ceramics, weaving, wood, leather processing).



Services

- * **Tourism**

(Guest houses, catering, sightseeing, manors etc.)

- * **Other services**

(household services, catering, Gas stations, etc.) at the whole Municipality's territory



Business support

- * Improvement of infrastructure
- * Competitions
«Entrepreneurs` award of the year», «Become an entrepreneur in Jelgava Local Municipality»
- * Organisation of fairs
- * Seminars, trainings, exchange of experience
- * Participation in different scale exhibitions
- * Trade equipment etc.



Competitions - promotion of entrepreneurship

* «Become an entrepreneur in Jelgava Local Municipality»



* «Entrepreneurship award of the year 2020»



Business opportunities and inspiration evening

- * Awards to winners of the business idea contest «Become an entrepreneur at Jelgava Local Municipality»
- * Business success stories from entrepreneurs
- * Description of offers to business start-ups - wide range of financial support mechanisms from state and municipality, together with EU fund project opportunities to creative and innovative entrepreneurs
- * «**Speed networking**» - venue in unformal atmosphere where everybody was able to present his/her business or field of interest and introduce himself in order get to know possible business partners



Business evening



Business evening



Local producer – Our Treasure!

Logo as a trade mark for local products



Local Producers



Local Producers/Farms



Development of Infrastructure

- * **Planning of infrastructure** – obtaining maximum available EU funds (SAM 3.3.1., Rural support service projects, including road works, drainage system and other engineering communications);
- * **Industrial and investment areas database** (located at Jelgava Local Municipality, Zemgale Planning Region, Investment and Development Agency of Latvia);
- * **Private industrial facilities** – attracting investments and entrepreneurs to cooperation with municipality



Welcome to Jelgava Local Municipality!



https://failiem.lv/f/py8camdw?start_p2p_download