



Pilot Project:

“Engaging private partners in the renovation and maintenance of the heritage site of the Sopot Hippodrome”

Participating Project Partners:

Municipality of Sopot



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At a glance:

The Hipodrom Sopot Sp. z o.o. (Hipodrom Sopot Ltd.) is a horse racing and equestrian sports facility situated on the southern border of Sopot. The racetrack is one of three such objects in Poland, with unique location, beautiful landscape and historical value. The facility is used for sports, recreation related to horse keeping and training, equestrian sporting events and four days of horse racing. At present, Hipodrom Sopot does not use the facility to its full potential. Having lacked investment over recent years, the Hippodrome is in contrast to the fast developing centre of the city and to its own surroundings (e.g., a new neighbouring sports and entertainment hall). Subsequently Hipodrom Sopot was converted into a limited company. Now the city and the new management commonly discuss the future usage of the Hipodrom to raise its attractiveness for tourists and for widening its functionality.

Objectives within ACT4PPP

The main objective of the pilot project is to evaluate the current company and to find and implement a new management system for racetrack activities. The implementation of a PPP project for Hipodrom Sopot Ltd. will have a positive impact on the economic development of Sopot and on the prosperity of the Hippodrome.

In the longer term, the success of investment in Hippodrome's infrastructure, within the frame of a PPP, might become a model to solve other investment needs of Sopot.

Activities and Achievements that have been carried out so far...

The first output achieved in the project's execution is an internal potential analysis of the tourist infrastructure, including a preliminary assessment based on internal criteria for reorganizing the Sopot racetrack by PPP. Additionally following activities has been carried out:

- internal potential analysis of tourist infrastructure, including a preliminary assessment based on internal criteria for reorganizing the Sopot horse track by PPP;
- in the process of working on the report on horizontal management structures for PPP generation the following activities were conducted:
 - two workshops on the subject's institutional and financial models;
 - promotional events to foster both public and private interest: open day was already held on the 29th of August 2010 at the Sopot equestrian facility;
 - development of promotion strategies for public and private actors and the preparation of the promotional package of Hipodrom Sopot Ltd.

Activities that are still planned within the ACT4PPP Period

- The most recommended option for Sopot, resulting from market analysis and the previously prepared PPP model solutions, will be delivered.
- development and implementation of the operational programme including the time schedule, responsible staff, required resources, financial sources and expected results