

INFRASTRUCTURE OF OUT- OF-TOWN RECREATION

INVESTMENT POTENTIAL OF THE
SVERDLOVSK REGION

GOVERNMENT OF
THE SVERDLOVSK
REGION



MINISTRY
INVESTMENT AND
DEVELOPMENT

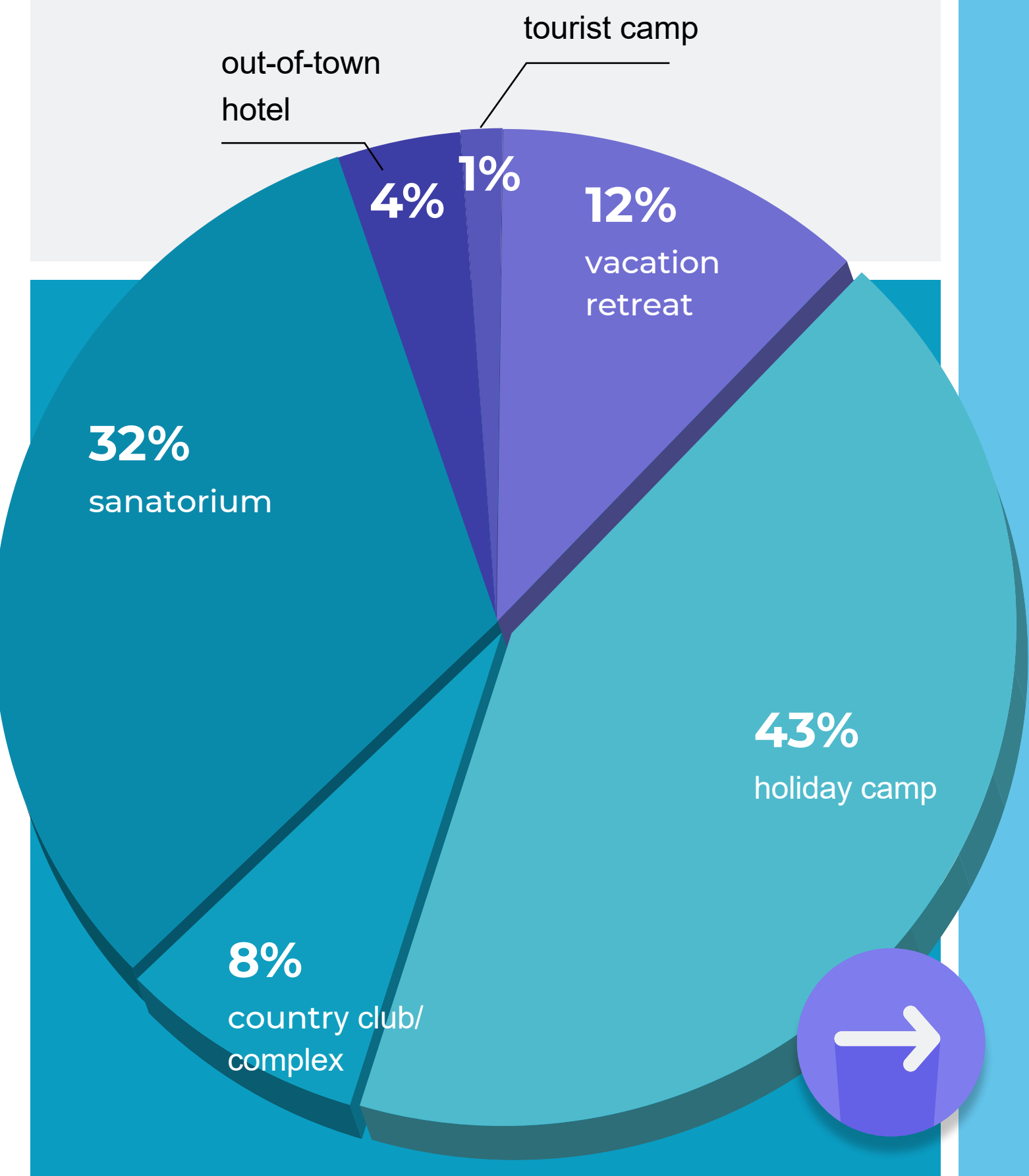


АГЕНТСТВО
ПО ПРИВЛЕЧЕНИЮ
ИНВЕСТИЦИЙ
Свердловской области

INVESTMENT
PROMOTION AGENCY
of the Sverdlovsk region

Statistics and potential

Market structure of out-of-town accomodation facilities in the Sverdlovsk region



Total increment in the number of guests for 2019/2020 in the out-of-town recreation segment and demand increase for additional services during holidays

Average purchase size:

food + 19 %
additional services + 19%

Revenue increase:

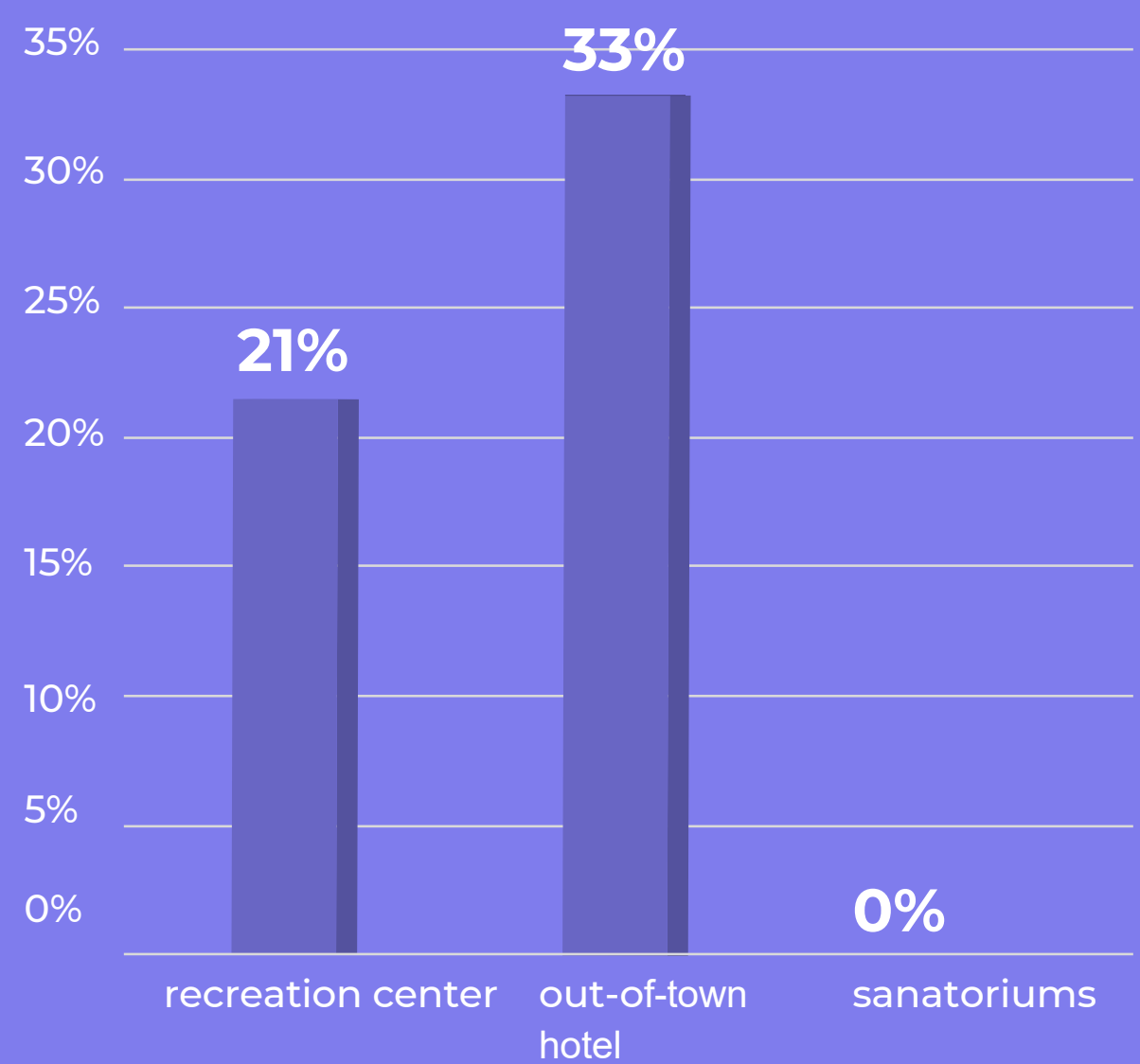
food by 23 %
additional services by 49 %

There are over 150 out-of-town recreation facilities in the Sverdlovsk region

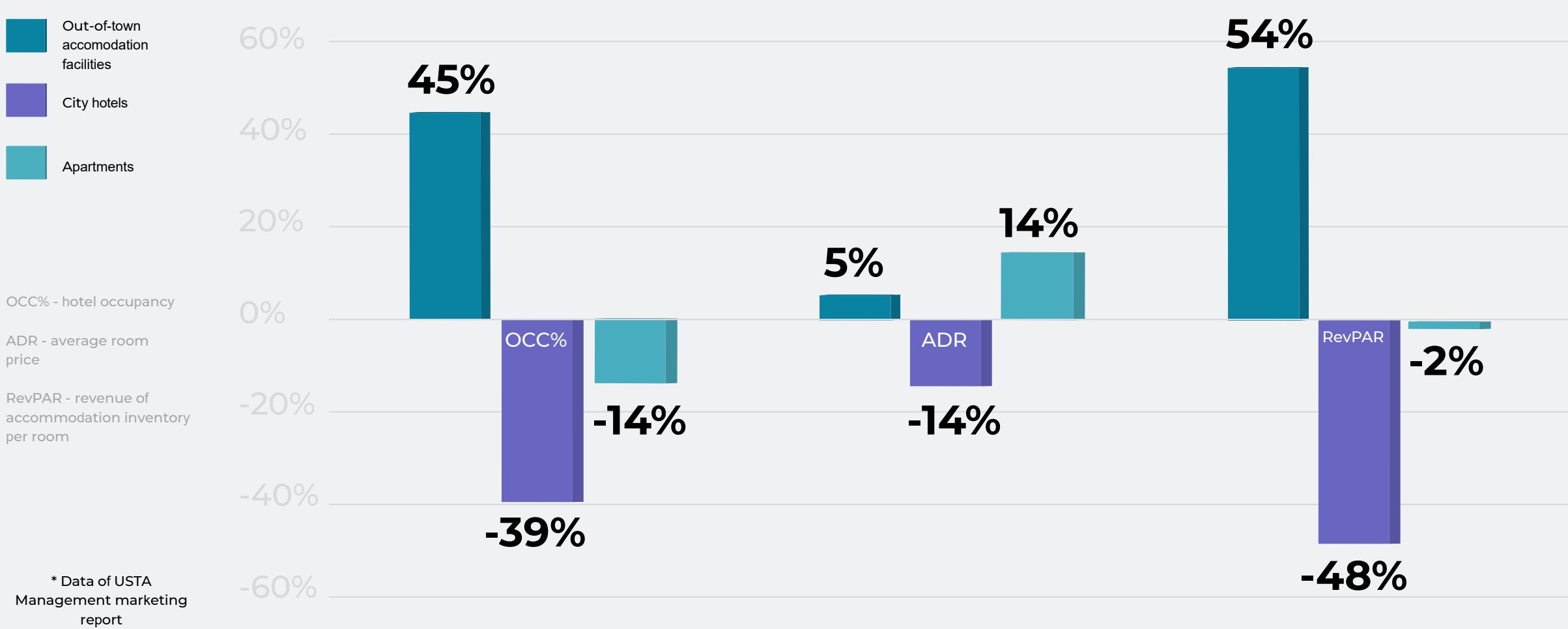
Advantages of investing in out-of-town recreation facilities in the Sverdlovsk region

- 1. Stable growth of demand and income
- 2. Big potential for additional services' quantity expansion
- 3. Low competition on the market of out-of-town recreation

Growth of search requests in 2019/2020



Changes in accomodation facilities' market of Yekaterinburg and the Sverdlovsk region, 2019/2020 *



Investment projects' sites

TALITSA THERMAL SPRINGS



LOGISTICS / TRANSPORT ACCESSIBILITY



230 km away
from Yekaterinburg
(the closest thermal
springs in the Tyumen
region are located 350 km
away from Yekaterinburg)



20 km federal highway
Yekaterinburg – Tyumen



80 km to the border
with the Tyumen region

RESOURCES / OPPORTUNITIES OF THE TERRITORY



Presence of expored
hydromineral and earthy
resources



Deposits of underground
mineral waters with approved
reserves including those for
balneotherapy; mud sapropels
of Mayan, Beloe, Butkinskoe
lakes;



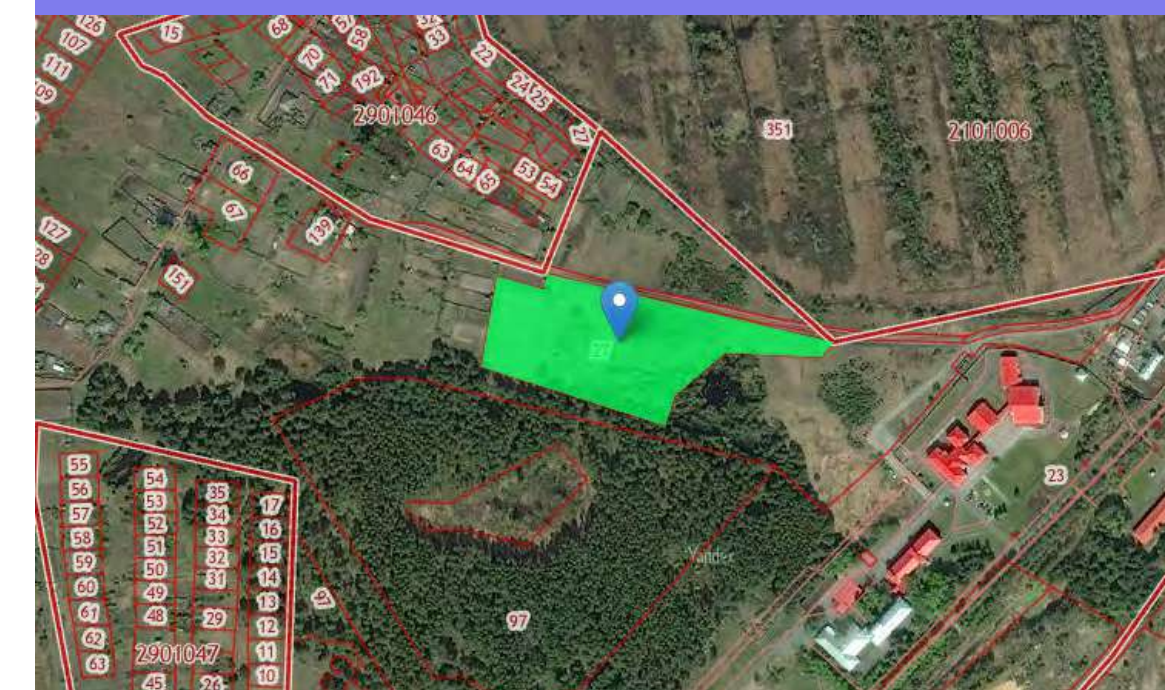
Location near specialized
regional hospital of medical
rehabilitation MAYAN,
TALITSA sanatorium



INVESTMENT SITES

1 **Address:** Sverdlovsk region, Talitsa
Cadastral number: 66:28:2901002:27
Area: 1,9 ha
Land category:
lands of inhabited localities

2 **Address:** Sverdlovsk region, Talitsa
Cadastral number: 66:28:2901003:48
Area: 14 ha (it is proposed to use a part of the
plot)
Land category: lands of inhabited localities



For all plots, it is possible to connect to utilities (electricity, gas,
water supply lines)

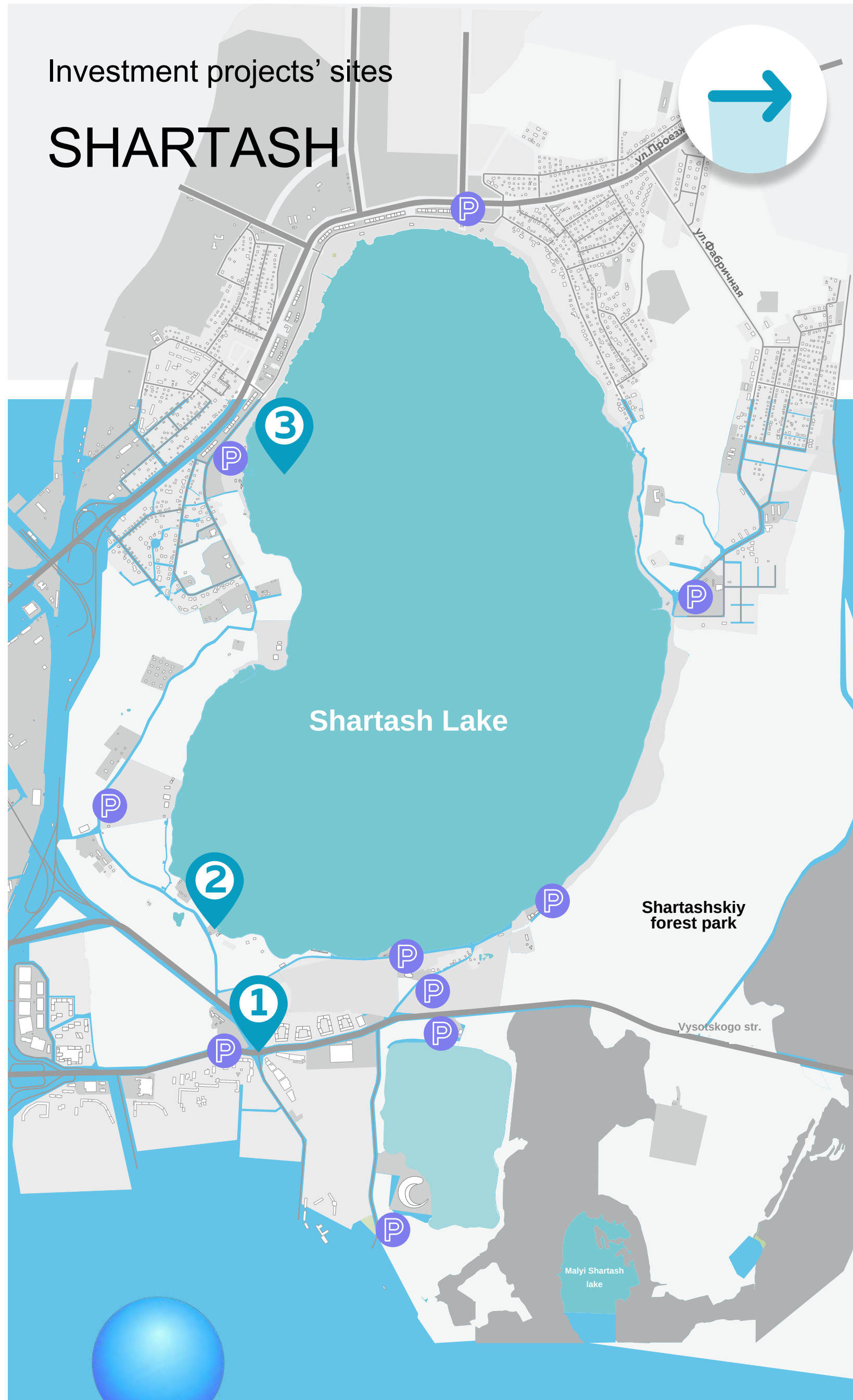
INVESTMENT
ATTRACTION
AGENCY
of the Sverdlovsk region



АГЕНТСТВО
ПО ПРИВЛЕЧЕНИЮ
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Investment projects' sites

SHARTASH



urban public space for
family leisure, walks,
sports activities, outdoors
pastime



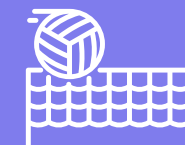
9
parking lots

1973
car spaces



14 221 people/day
maximum indicators of
total visitors' traffic as of
today

35 000 people/day
design index of total
visitors' traffic



CENTRAL entrance group

4 ha
area

6 800 people/day
design visitors' traffic

car parking

Gazprom gas station

networks, electricity
availability



VICTORIA family leisure center

1 ha
area

500 people/day
design visitors' traffic

sports school

watersports
center

sports grounds

beach



OGONYOK entrance group

2,5 ha
area

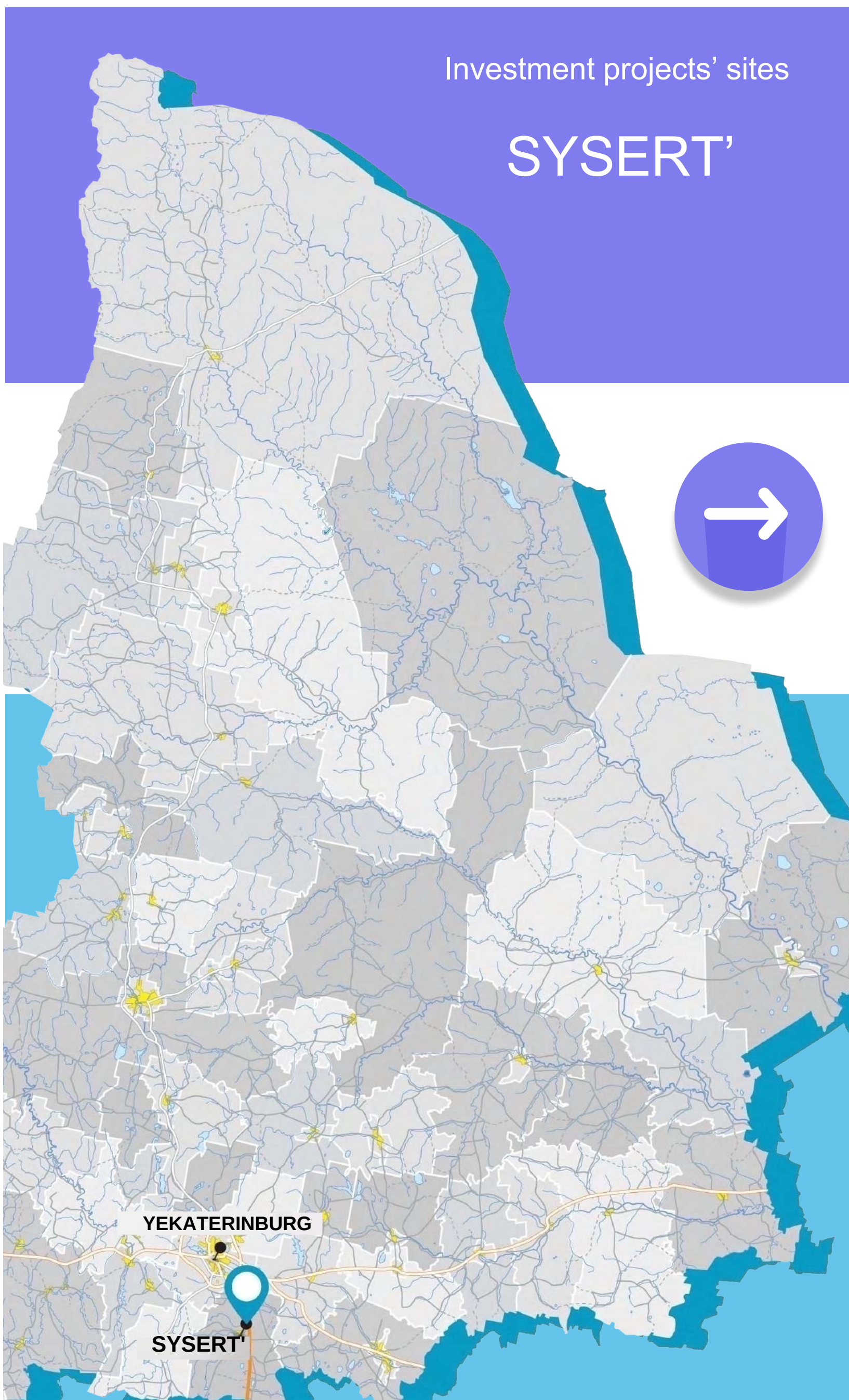
5 000 people/day
design visitors' traffic

50 boats

10 yachts

car parking





Investment projects' sites

SYSSERT'



LOGISTICS / TRANSPORT ACCESSIBILITY



45 km away from
the center of
Yekaterinburg



Eco-location in the
forest range



the most popular
destination of the
region

RESOURCES / OPPORTUNITIES OF THE TERRITORY



Possibilities to unify
plots for a large full-
scale project



Creating space for private
eco-leisure



Territory for athletic
activities

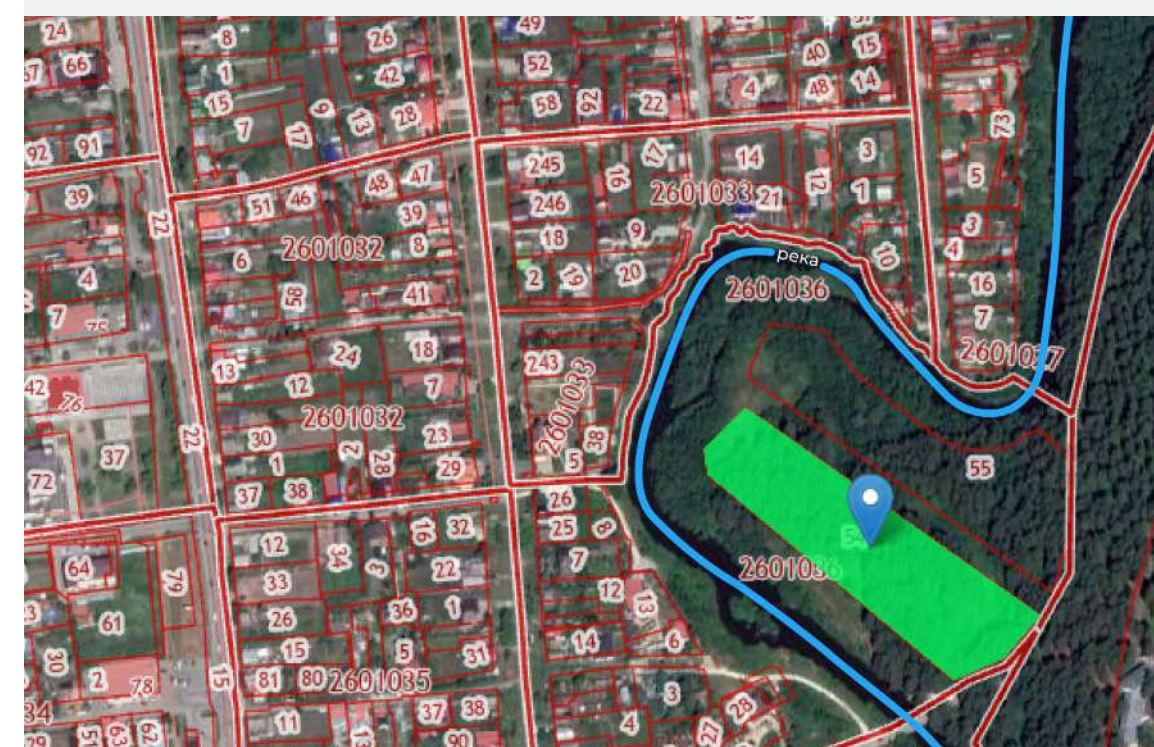


Forest quests, rope
parks,
entertainment
venues



1 Address: Sverdlovsk region,
Sysert district, Kashino village
Cadastral number: 66:25:2601036:54
Area: 1,57 ha
Permitted usage:
for allocation of other objects
(territories) of recreational purpose,
sports grounds

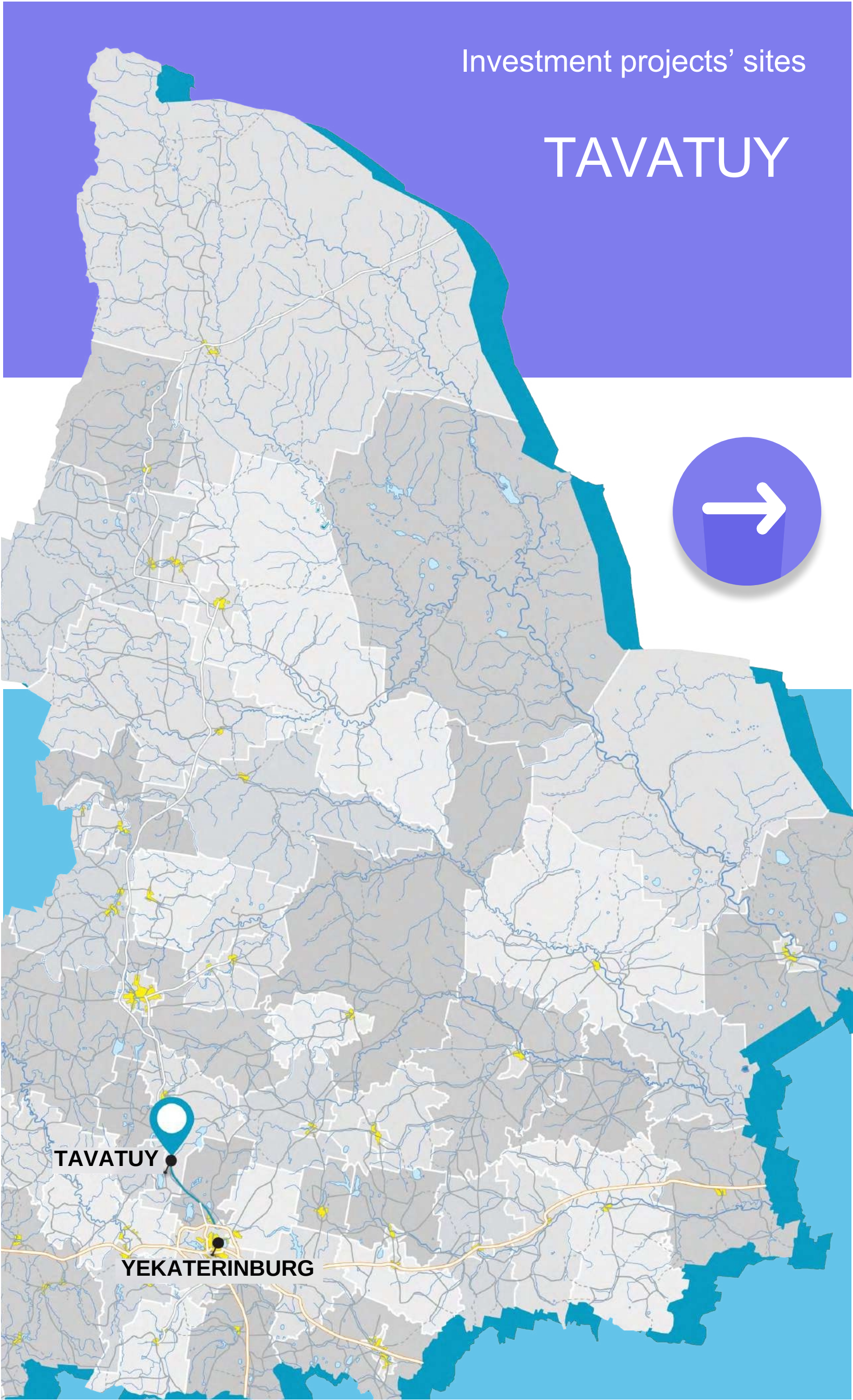
2 Address: Sverdlovsk region,
Sysert district, Kashino village
Cadastral number: 66:25:2601036:55
Area: 1,4 ha
Permitted usage:
for allocation of other objects
(territories) of recreational purpose,
sports grounds



INVESTMENT
PROMOTION AGENCY
of the Sverdlovsk region



АГЕНТСТВО
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BUSINESS CONCEPT OF THE TERRITORY



52 km away from
Yekaterinburg

Classic camping with tents. The site offers comfortable conditions for leisure near the water for families and companies with or without spending the night

Corporate leisure and outdoors events: open-airs, team buildings, parties

RESOURCES / INFRASTRUCTURE



access to water



large parking lot for
vehicles



sanitary units
(restrooms/shower)



picnic tables



grill houses



lightning



paths

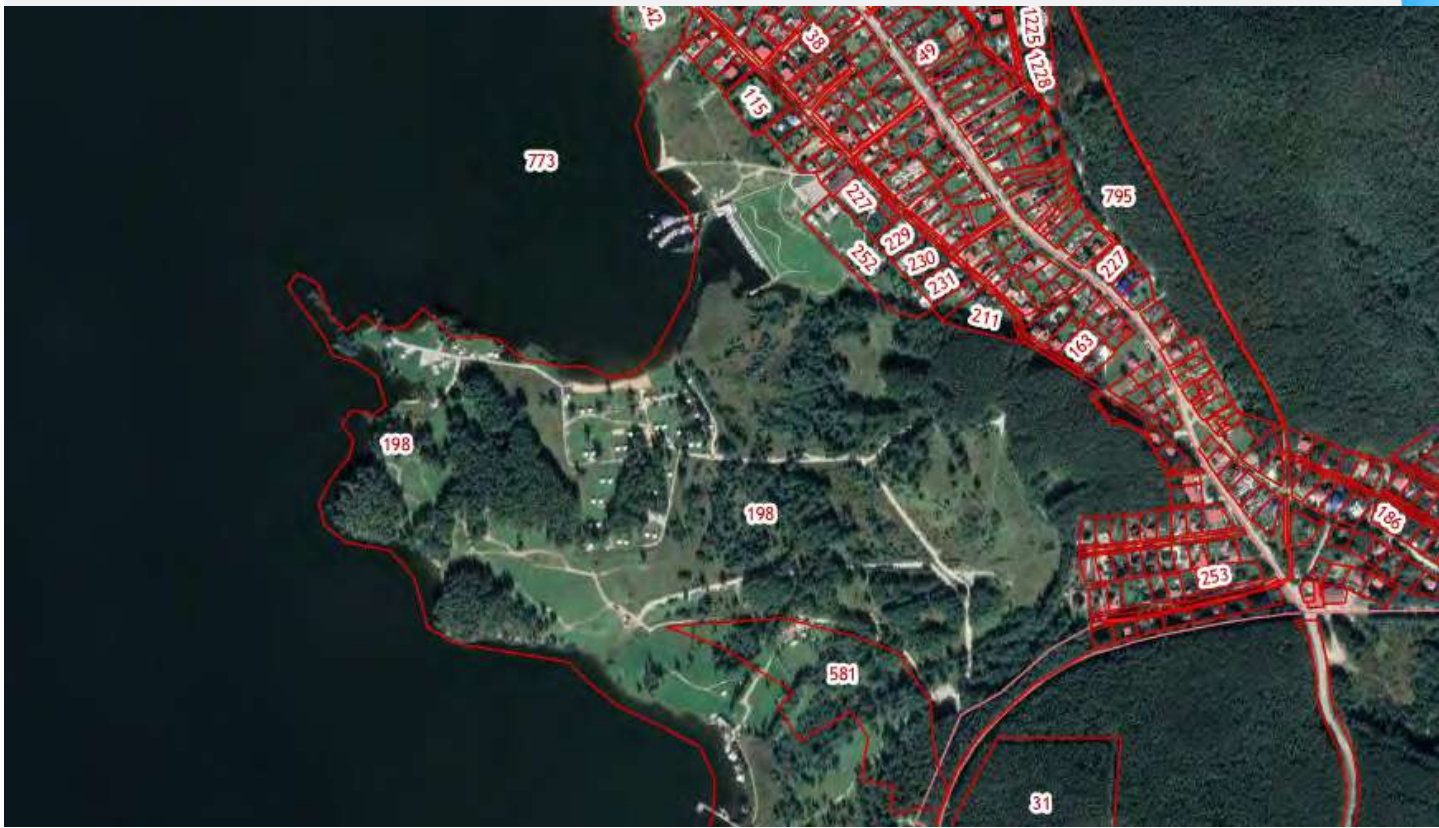


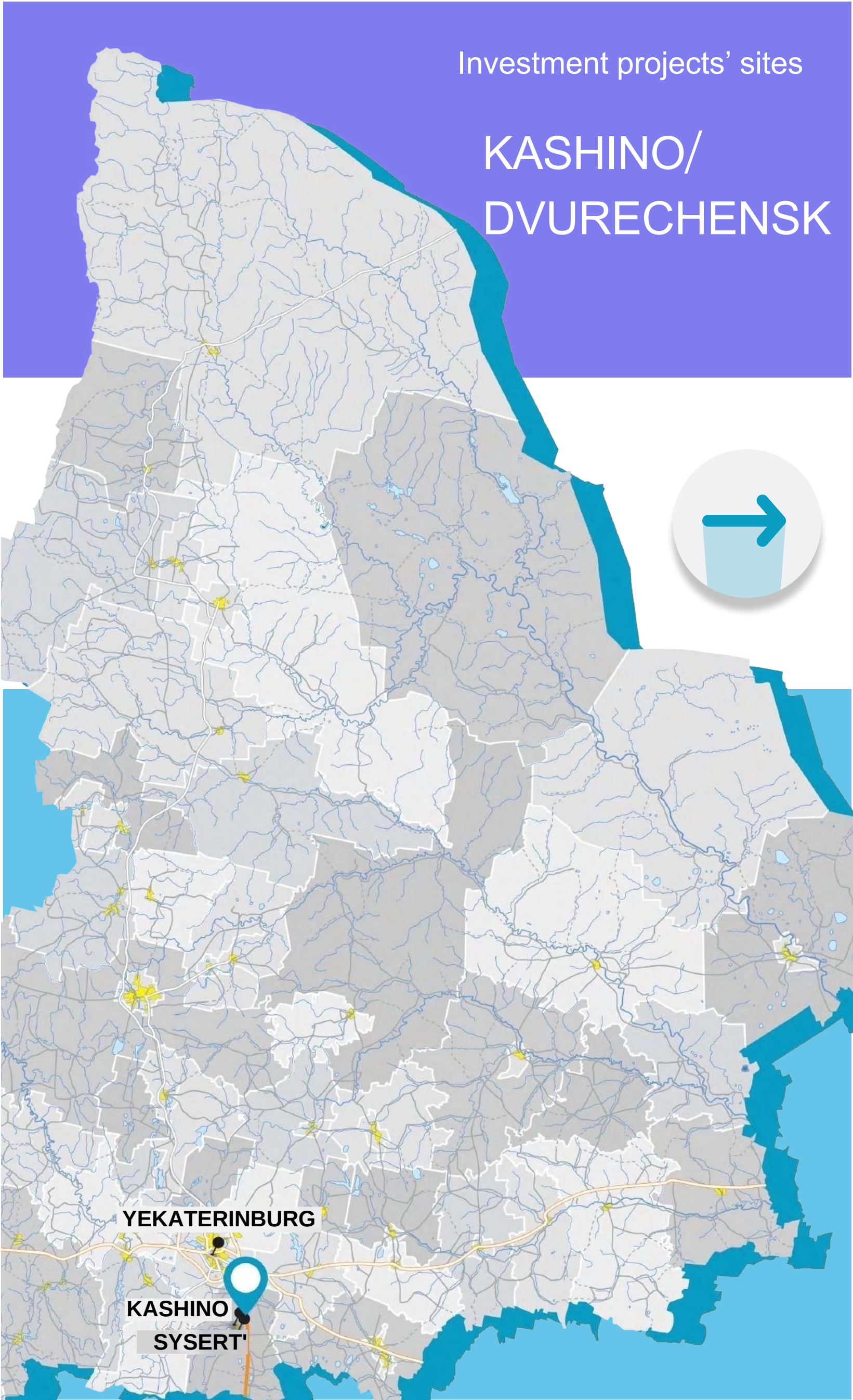
security



INVESTMENT SITES

- 1 **Address:** Sverdlovsk region, Tavatuy village
Cadastral number: 66:15:0000000:42/24
Area: 20 ha
Type of permitted usage: recreational activities





RESOURCES AND OPPORTUNITIES OF THE TERRITORY



year-round recreational site



modern and comfortable complex



residential houses are equipped with sauna, fireplace, ice bath



private location on a reservoir's shore



moto and hydro equipment rental



parking



restaurants and cafes

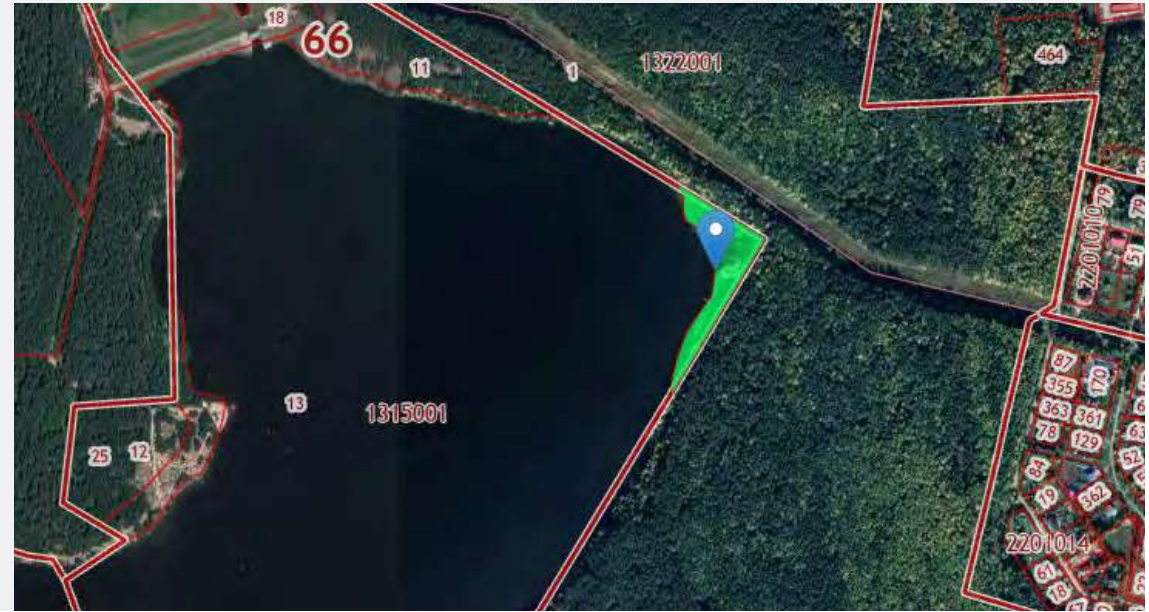


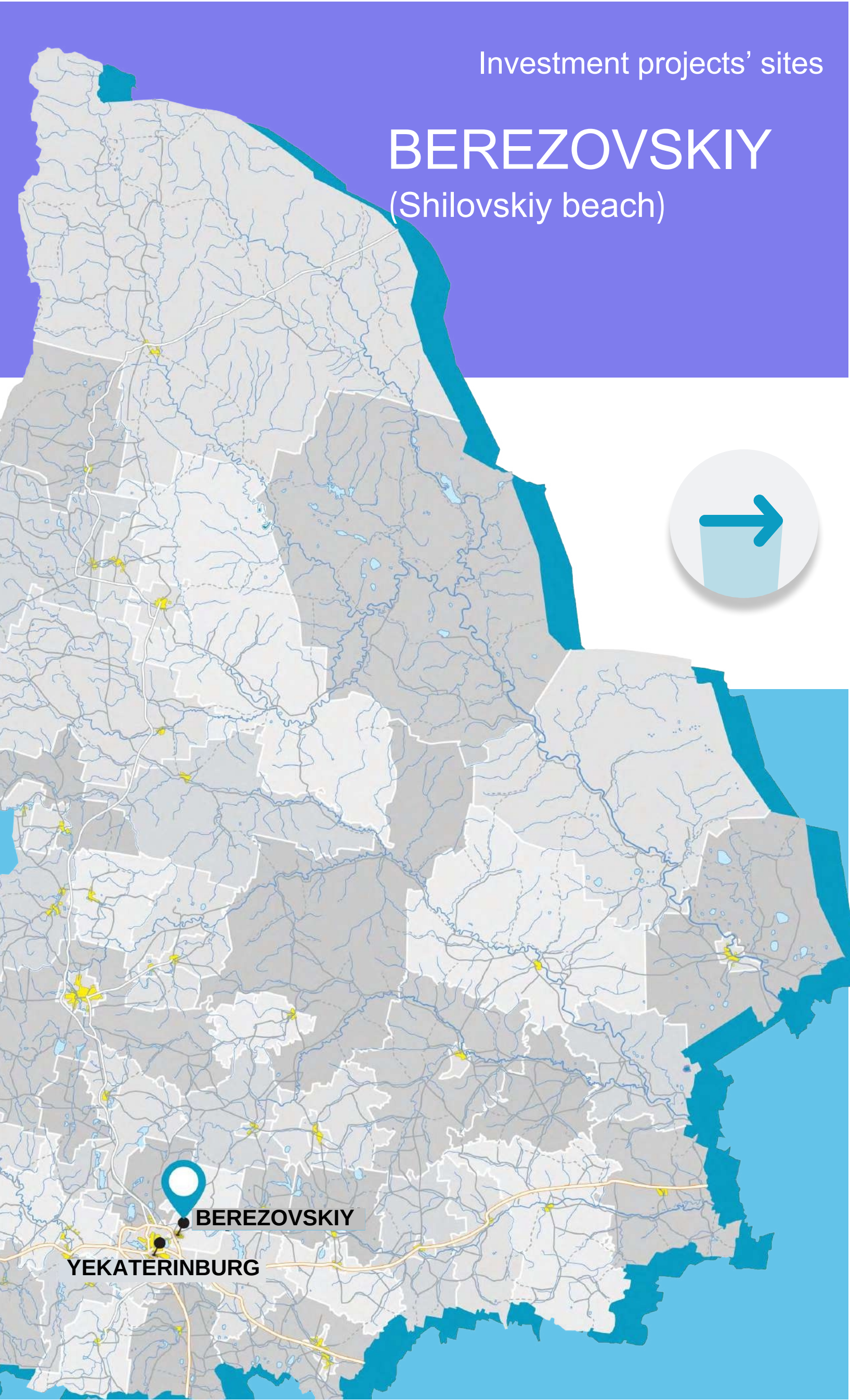
INVESTMENT SITES

1 **Address:** Sverdlovsk region, Kashino village (Ilyinskoe reservoir shore)
Cadastral number: 66:25:2601041:1064
Area: 4 ha
Permitted usage: for allocation of physical training and sports venues, construction of sports and fitness complex
Advantages: proximity to the road, inhabited locality; Kashinskoe reservoir water area — 50 km away from Yekaterinburg



2 **Address:** Sverdlovsk region, Dvurechensk village (Dvurechenskoe reservoir shore)
Cadastral number: 66:25:1315001:14
Area: 1,2 ha
Permitted usage: areas for leisure and sports activities
Advantages: orientation towards the West (sunset possibilities), large territorial potential, promising direction — 60 km away from Yekaterinburg





Investment projects' sites

BEREZOVSKIY

(Shilovskiy beach)

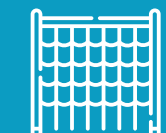
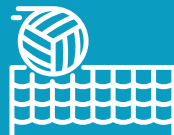
OPPORTUNITIES OF THE TERRITORY



complex recreational area



comfortable and proper outdoor leisure



INVESTMENT SITES

Address: Sverdlovsk region, Berezovskiy

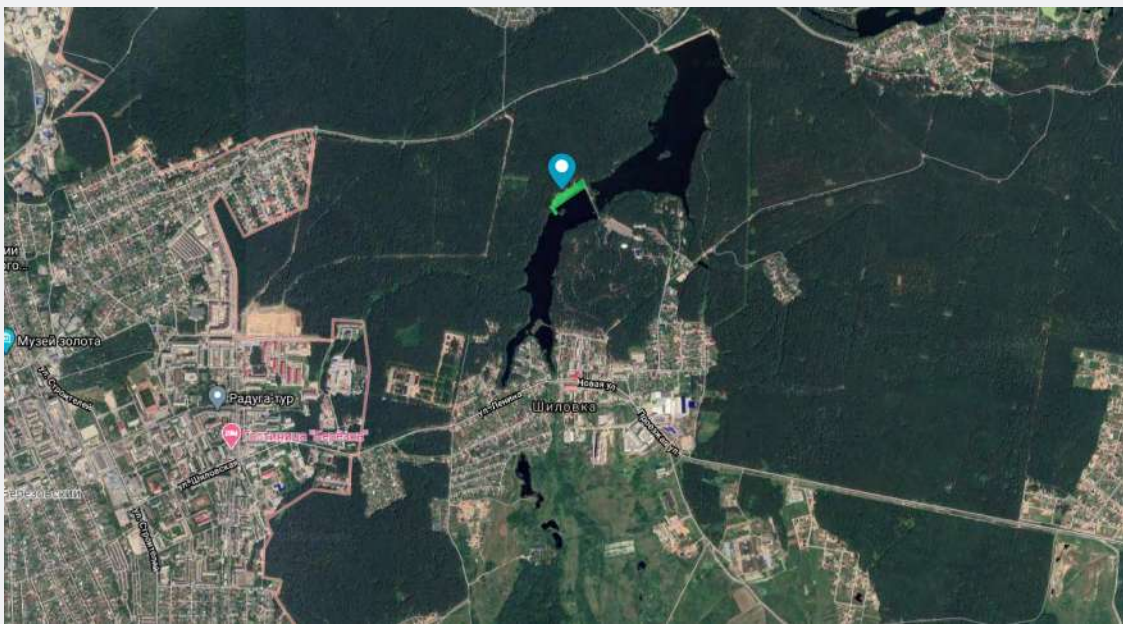
Area: 3 ha

Territory: in accordance with urban design zoning documents, this territory is related to the territorial zone of recreational purpose R-2

Main types of permitted usage: sports grounds, culture and leisure parks, natural and educational tourism, activities on safe conduct and study of nature, historical and cultural activities, etc.

Advantages:

- ✓ 20 km away from the center of Yekaterinburg
- ✓ Shilovskoe reservoir water area
- ✓ proximity to a natural monument of regional importance
- ✓ large territorial potential
- ✓ promising leisure destination
- ✓ proximity to several inhabited localities



MEANS OF SUPPORT

1 Federal means of support

subsidies’ provision from the federal budget to grant support of public and business initiatives aimed at the development of internal and inbound tourism

Aims of provided benefits:



Purchase of touristic equipment, module hotels, equipment for touristic information centers, rental points, objects of touristic demonstration and entertainment infrastructure, leisure goods and sports equipment, as well as specialized equipment



Development of new touristic routes including marking, navigation, safety provision, organization of distinguished recreational zones



Development of audio guides and mobile guidebook apps through the touristic routes



Creation and development of touristic environment available for people with disabilities, stimulating the development of inclusive tourism

up to 3 M rubles

2 Tax benefits for investors in touristic field when implementing a regional investment project (RIP) on the territory of the Sverdlovsk region

Investment tax deduction

for the organization’s profit tax when purchasing, creating, reconstructing, or modernizing fixed assets (up to 90% of fixed assets’ cost)

Property tax rate

0% for the first five years, 1,1% rate in the following 5 years

Income tax

10% to the budget of the RF’s subject, 0% to the RF’s budget

3 Investment project follow-up by the UNIFORM WINDOW principle

→ PLANNING

- 1. information provision on the market and business environment in the region
- 2. consulting and support from specialists

→ PREPARATION

- 1. selection of an investment site in accordance with investor’s criteria
- 2. preparation of offers on project implementation schedule optimization

→ IMPLEMENTATION

- 1. organizational support
- 2. accompaniment in passing administrative procedures

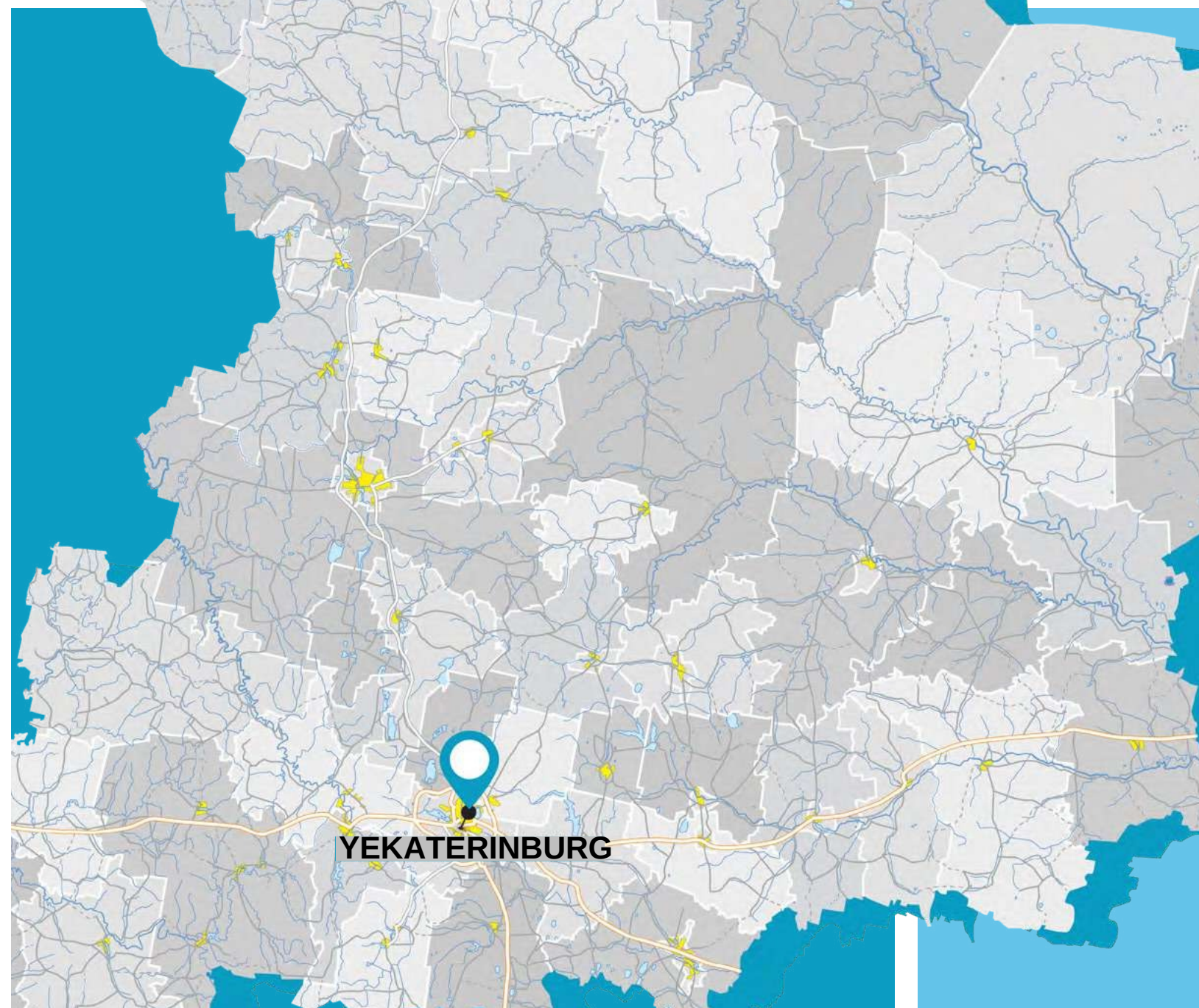
→ ADVANCEMENT

- 1. assistance in establishing connections with local business community
- 2. establishment of foreign economic connections

INVESTMENT ATTRACTION AGENCY OF THE SVERDLOVSK REGION

36 projects
under follow-up

>37 B rubles
investment volume



1

We will select optimal means
of support for your project

2

We will provide the full
descriptive, analytical
information on the market
and business-niches of
interest

3

We will give detailed
explanation on how to go
though the formal
procedures

4

We will provide complex
follow-up for your project

5

We will establish required
contacts with the
representatives of the local
business community

UNIFORM WINDOW FOR INVESTORS ON QUESTIONS REGARDING PROJECT REALIZATION



Financial institutions

Attraction of funds, including
those on concessionary terms

Chamber of commerce and consulting companies

Consulting and legal services

Ministries and departments (federal, regional)

Obtaining permitting documents,
approvals, tax privileges, state-private
partnership, etc.

Public organizations, industry associations (federal, regional, local)

PR, GR, promotion

Development institutions (federal, regional)

Financial and non-financial state
support

Resources-providing organizations

Energy resources, engineering
infrastructure

Enterprises of the region

Cooperation, raw materials

Municipal unit's administration

Provision of land, rooms,
GR



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