

CO4CITIES

Cluj-Napoca's Cinema Victoria: a legal and governance model

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Cinema Victoria

- 100-year history, managed by Regia Autonomă de Distribuție și Exploatare a Filmelor RomâniaFilm (RADEF);
 - Entered the patrimony of the Cluj-Napoca Municipality in 2008;
 - **Challenge:** ample investments needed in order to support the continuation of activities;
- **Options:** alienation of goods, or finding another way, through a new model of partnership.





Starting up the partnership

- The organizers of TIFF Transilvania International Film Festival and Comedy Cluj: interested in partnering with the City Council to valorize the Cinema;
- New “Victoria Film” Association constituted from these CCI to represent the future manager of the Cinema Victoria;



“Victoria Film” Association



Formalizing the partnership

- Local Council Decision to associate with Asociația „Victoria Film”
- The bilateral Association Contract was formalized in 2011 (HCL 77/2011), for a number of 10 years;
- **Purpose:** joint valorisation of the Victoria Cinema, wherein the Municipality retains ownership rights, and Victoria Film is offered exploitation rights.



Management and responsibilities

Cluj-Napoca Municipality

- Offers the association exclusive use of the Cinema;
- Does not transfer the goods during the duration of the contract;
- Facilitates the acquisition of all permits necessary for the operation of the Cinema

“Victoria Film” Association

- Takes over management, administration and exploitation of the Cinema;
- Covers all financial expenses for reconditioning and valorizing it;
- Is the sole user and beneficiary of the Cinema (no subcontracting or additional partners)
- Agrees to promoting, cooperating and supporting access to the Cinema



Improving access to culture

Specific provisions of the Association Contract

- Organizing monthly events to promote the Romanian and European cinema;
- Cooperation with embassies and cultural institutes for joint co-organisation of events promoting foreign cinematography;
- Participating in the “Europa Cinemas” network
- Screening 20 movies monthly, for free, for different social categories in Cluj (elderly, students, etc.) on behalf of the City Hall, and advertising them for maximised reach

Improving heritage



Specific provisions of the Association Contract

- Financial agreement throughout the duration of the contract: payment, on behalf of the Victoria Film association, of **1% of the annual revenue** to the Cluj-Napoca Municipality.
- In the first three years: investments in the Victoria Cinema of **600,000 RON** (ca. 121,000 EUR)
- Purpose: modernisation of the cinema, investments in new heating, digital film projection techniques, replacement of fixed assets (ex. balcony seating).





In March 2021, the Association Contract has been extended by bilateral decision for the duration of another 5 years.

Thank You!

