

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

Roxana Pop, Cluj-Napoca Municipality Sabina Leopa, ULG Coordinator

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European Union







# **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;







## 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



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## 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 coorganisation 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

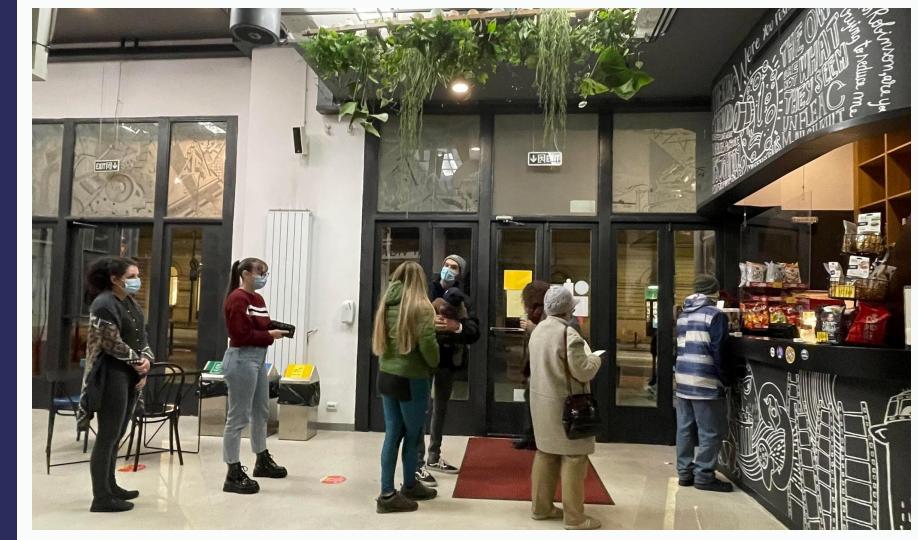




## **Specific provisions of the Association Contract**

- 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).

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



## **Thank You!**





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