

Marketing and Business Plan: Zakliczyn – Heart of Resonance

Marketing Plan

1. Main Objective

To transform Zakliczyn's Market Square into a vibrant cultural and social hub, promoting local identity, sustainable tourism, and regional integration with nearby towns.

2. Market Analysis

- Trends: Increasing interest in cultural tourism and authentic experiences.
- Target Audience: Cultural tourists, local families, youth, students, and researchers.
- Competitors: Historic Polish towns with developed tourist infrastructure.

3. Positioning & Value Proposition

Zakliczyn: where history resonates through the community.

Highlighting Penderecki's legacy and creating immersive cultural experiences.

4. Marketing Mix (4Ps)

Product: Revitalized square, annual festival, bike path, local product promotion.

Price: Free or affordable cultural events and workshops.

Place: Promotion via town website, social media, tourist centers.

Promotion: "Zakliczyn: a square that breathes culture" campaign. Influencer collaboration, digital storytelling.

5. Action Plan

Branding & Visual Identity - Q1 - Communications Team

Pilot Cultural Events - Summer - Municipality & Volunteers

Bike Route & Bridge Reconstruction - 6–12 months - Government & Engineers

Heart of Resonance Festival - 12 months - Cultural Department

Business Plan

1. Executive Summary

Revitalize Zakliczyn through culture, green infrastructure, and community tourism, grounded in heritage and regional cooperation.

2. Mission, Vision & Values

Mission: Reestablish Zakliczyn as a cultural hub.

Vision: Become a cultural revitalization model in Central Europe.

Values: Inclusion, sustainability, identity, education, integration.

3. Project Components

- Physical: Redevelop Market Square.
- Green: Tree-lined paths, bike lanes, social spaces.
- Culture: Outdoor cinema, concerts, markets.
- Regional: Bike path and rebuilt bridge to neighboring town.

4. SWOT Analysis

Strengths: Cultural legacy, community engagement, central space.

Weaknesses: Funding, event management, infrastructure.

Opportunities: EU funding, sustainable tourism growth.

Threats: Competition, bureaucracy.

5. Estimated Financial Plan

Market Square Renovation: €40,000

Infrastructure (bike path + bridge): €80,000

Branding & Communication: €10,000

Annual Cultural Programming: €20,000

Total: €150,000

Funding Sources: EU funds, Erasmus+, sponsorships, crowdfunding.

6. Expected Outcomes (3 Years)

- 20% increase in tourism
- 15+ cultural events per year
- 50+ local artists involved
- Integration with 2 neighboring cities
- Job creation in culture and tourism