



Jūrmala

A CANDIDATE FOR EUROPEAN CITY OF SPORT IN 2017



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GENERAL INFORMATION OF THE CITY

a) Name of the city. Jūrmala

b) The population. Jūrmala is the largest resort city in the Baltic States, the second largest city of Latvia in terms of area (9 802.3 ha) and the fifth largest city of Latvia in terms of population – 57 371 residents (year 2016). One of the most attractive features of the resort city is its 24.2 km-long white, sandy coast with five Blue Flag beaches, large pine forests and the city's natural border from other side – the Lielupe River.

The Jūrmala City has gained popularity as a place with natural healing properties provided by the mild climate, sea, refreshing air, therapeutic mud and natural mineral springs. The natural resources and the geographical location of the city provide Jūrmala with significant advantages, thanks to which the city has developed into the most important health resort in the Baltic Sea Region. Since 2013 the Jūrmala City is the only official resort in Latvia.

In 2014, Jūrmala was repeatedly awarded Healthy City status by the World Health Organization. At the moment, Jūrmala is the only Latvian city to achieve the honour of being named the healthiest Latvian city for the tenth year in a row by the World Health Organization.

Jūrmala City has rich sport history and traditions. Today it has a strong and diverse sport delivery system put in place. Various societal groups are encouraged to participate in sport activities and active recreation through different local sports organizations and clubs in order to offer a variety of different sporting opportunities to all members of our community. Sports clubs and organizations bring together both – sports enthusiasts and professionals. Jūrmala municipality along with its many partners have been working hard to improve sports provision and infrastructure around the city. Jūrmala is aware of the importance of community's health and wellbeing by promoting active life style, organizing professional, amateur and public sports (Sports for All) events all year round, co-financing sport clubs and associations in Jūrmala. As the result participation in sports among all members of our community is growing.



Jūrmala City has rich cultural traditions and history. Jūrmala's cultural life cannot be imagined without its most beautiful gem – Dzintari Concert Hall. The Concert Hall is a legend not only at the scale of Jūrmala, but of Latvia on the whole. This place on the shore, where “music lives”, has inspired many generations of famous musicians. Outstanding, world-famous musicians have performed here, and they admit that it is the special ambience that makes them return to the legendary stage of the Dzintari Concert Hall.

Another Jūrmala's biggest treasure is its unique wooden architecture. Being conscious of aesthetic attractiveness and the materials suitability for building houses of seasonal character, as well as assessing the positive qualities and impact on human health and the environment, in the 19th century and in the first half of 20th century, most of the houses in Jūrmala were made of wood, therefore, wooden architecture prevails over other kinds of building in Jūrmala.

The traditions of history, culture and art of the city are longstanding, sometimes atypical and varied, keeping and revealing its special charm of seaside resort from the days gone until today.

c) Which department in your city is responsible for sports?

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SPORT STRUCTURE OF JŪRMALA CITY



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d) Contact person: Anita Birze,
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1. SPORT INFRASTRUCTURES – SPORT FACILITIES (Indoor/Outdoor)

a) Provide a detailed list of sport infrastructure facilities according to type, purpose and condition.

Outdoor facilities

- Jūrmala City stadium “Sloka” (2 football fields: 1 with natural, 1 with artificial coverage), athletics sector, outdoor fitness equipment);
- Football stadium with artificial coverage (Kauguri secondary school), athletics sector
- 2 mini pitch football fields
- 5 school complex sports fields
- 12 tennis courts
- 2 yacht-clubs
- 2 waterskiing bases
- Wakeboarding (behind a motorboat)
- Majori sport field (partly opened: in wintertime – ice hockey field, in other time – inline hockey field)
- Beach sports centre
- 3 beach football fields
- 34 beach volleyball courts, adjustable to beach rugby, tennis, handball matches
- 1 beach rugby field
- 4 beach tennis courts
- Skate-park in Dzintari forestpark
- Dzintari Forestpark: roller-skating track, in winter – cross country skiing track

Indoor facilities

- Multifunctional sports hall
- Sport hall “Taurenītis”
- Sport hall of Bulduri Gardening School
- 11 swimming pools: 6 of them 25 metres long (1 pool filled with heated sea water; 2 pools filled with mineral water, 1 available for people with movements disabilities); 3 – small size pools; 2 SPA pools
- 11 tennis courts
- 7 gymnastics halls
- 14 gyms
- 2 riding halls
- 1 rowing training pool
- 1 climbing wall
- 2 bowling alleys
- 5 billiard hall
- Fighting sports MMA specialized sports hall (boxing, judo and other martial arts)
- Judo hall
- Boxing club

School sports

- 10 sport halls
- 1 swimming pool (25 m), 1 small size swimming pool



Jūrmala City Stadium “Sloka” – two football grounds, sectors of track and field athletics, as well as a runway and open-air training equipment. The ground at the stadium complies with demands set by UEFA for the organisation of the 1st Europa League qualifying round. The auditorium capacity of the main ground is 2500 spectator seats. Training and home matches of the higher league of Jūrmala City Football Club “Spartaks” take place at this stadium. Home matches of the Latvian higher league in football take place at the stadium. Furthermore, it is the training site for football youth clubs and the higher league team. The stadium was placed in service in 2005, whereas a renovation is scheduled to take place in 2015-2016.

Tennis Centre “Lielupe” – the most extensive sports facility for tennis in Latvia. Here you will find eight outdoor tennis courts with floor covering suitable for tennis and 84 x 42 m large covered hall consisting of five covered tennis courts with velour-type floor covering “Tennis Top”. This is the main sports facility where the training of the members of the national league at various age groups is organised and also the main national and international tennis tournaments take place there. Outdoor tennis courts have the capacity of hosting hundreds of spectators at the same time. Furthermore, the central court has 3000 spectator seats. (Renovation from 09.2016 to 12.2017 – the most advanced tennis centre in the Baltic States.)

Majori Sports Ground (2008). Semi open-air hall with artificial ice cover in winter for ice hockey, figure skating, as well as public skating. In the remaining time the so-called “inline floor covering” is laid in the hall and the ground is now adjustable to inline hockey, as well as other sports types, for example, floorball and boxing. In 2014, the US hockey blog “Pure Hockey” named it one of six most interesting hockey halls in the world.

Priedaine Yacht Club. It is situated on the bank of the River Lielupe, in the distance of 3 km from the estuary. **Jūrmala City Sports School Yachting Section** operates at the club. It teaches yachting to children and youth. The yacht club also provides a place for the organisation of championships.

Multifunctional Sports Hall (2016). Jūrmala State Gymnasium Sports Hall is a multifunctional 3000 square metres large hall with 926 spectator seats. The sports hall is suitable for basketball, handball, and volleyball matches.

However, the main purpose of the hall is to ensure sports lessons to the students of Jūrmala State Gymnasium and Jūrmala Primary School “Atvase”. Costs of this project reach EUR 4.8 million.

Infrastructure at the beach. The 24 km long beach of white sand is a unique place for the organisation of major sports events throughout the year. European level tournaments in beach volleyball (Jūrmala Master), beach football (the traditional Jūrmala Cup in Beach Football), beach tennis, beach handball and rugby are held there in summer, as well as archery and frisbee events are organised there. Several marathons, for example, running, orienteering, cycling marathons are organised there, either fully or partly using the beach as the location of the event. In winter the beach serves as cross-country skiing route.

Dzintaru mežaparks – the park is suitable for both admirers of active and calm recreation. There are road for roller skating, pedestrian roads, skate-park, outdoor basketball fields, gym equipments. In winter distant skiing on a lighted trail is available.



b) Provide a detailed list of sporting facilities that municipality plans to build up to the year for which present the candidature.

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Beach Sports Centre. The length of available beach reaches 640 m with the total area of 44.000 square metres. It is planned to create six beach volleyball courts and three transformable beach football/handball grounds. There will also be a place for outdoor training equipment, an administrator's office and a café. The auditorium capacity is planned for 500 seats. Costs of this project reach EUR 160.000. Construction period: 2016.

c) Provide the total amount of municipal expense for the maintenance of sport facilities in the last three years. Breakdown by type of facilities.

Jūrmala City Stadium "Sloka" – **EUR 759.755;**

Majori Sports Ground – **EUR 738.035;**

Swimming pools at Jūrmala City Sports School – **EUR 1.131.505;**

Basketball hall at Jūrmala City Sports School – **EUR 457.694;**

Sports hall "Taurenītis" – **EUR 129.678;**

Multifunctional Sports Hall – **EUR 3.269.710;**

Football field of Kauguri Secondary School – **EUR 60.338**



d) Provide the average investment for sport facilities in the last three years:

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Development of infrastructure at the skatepark of the Jūrmala Swimming and Football School. Disassembling of the old skateboard ramp, creation of a new skatepark (concrete structures), video surveillance, construction of a security building, arrangement of a streetball ground and a playground for children. Investment: EUR 243.000 Construction period: 2013-2015.

Extension and renewal of bicycle paths. Investment: EUR 2.632.313 EUR – municipality financing. Construction period: 2015.

e) Is there a sport development plan in your city? What are its main aims?

The main guidelines for the development of the sports industry in Jūrmala City have been envisaged in the planning document entitled Jūrmala City Sports and Active Recreation Development Strategy 2008-2020, containing the following **priorities**:

- Development of sports and active recreation infrastructure, as well as the material and technical provisions;
- Raising the capacity and motivation of the sports industry specialists; and
- Active involvement of the population of Jūrmala City, in particular children and youth, in sports and active recreation events.



The document contains the following main goals:

1. Increase of the number of the population of Jūrmala City, in particular children and youth, involved in physical activities;
2. Increase of the number of disabled persons involved in sports and active recreation activities;
3. Increase of the number of international, national and local sports competitions and active recreation events;
4. Increase of the number of high-quality sports and active recreation infrastructure objects; and
5. Improvement of health indicators of the population of Jūrmala City.

Planned investments in the next 3 years?

1. Construction of Lielupe Multifunctional Sports Hall, reconstruction of the school building, improvement of infrastructure, construction of a dormitory. The planned area of the sports hall reaches 1200 square metres with 1800 spectator seats. The location will ensure the organisation of training and competitions in the following sports types: basketball, volleyball, handball, floorball. Planned investment: EUR 14.393.800 (EUR 13.393.800 – municipality financing; EUR 1.000.000 – credit funds of the municipality). Construction period: 2016-2018.

2. Construction of Lielupe Ice Hall. Approximate construction area: 5500 square metres. The ice rink will comply with the demands of IIHF (60m x 30m), there will be 300 spectator seats, eight locker rooms, several auxiliary premises (drying rooms, inventory placement, premises for coaches, judges a.o. premises). Planned investment: 3.051.800 EUR – municipality financing. Construction period: 2016-2018.

3. Renovation of Tennis Centre “Lielupe”. Stage 1 – construction of four outdoor tennis courts, a new tennis hall with auxiliary premises, a new outdoor tennis court with auditorium, as well as the utility building. Planned investment: 11.244.263 EUR. Construction period: September, 2016 – December, 2017. Stage 2 – construction of four outdoor tennis courts, renovation of the current covered hall, parking lot, improvement of the territory. Planned investment: 2.292.607 EUR. Construction period: February, 2018. – February, 2019.

4. Beach Sports Centre. Created six beach volleyball courts and three transformable beach football/handball grounds. There also is a place for outdoor training equipment, an administrator's office and a café. The auditorium capacity is planned for 500 seats. Costs of this project reach EUR 160.000. Construction period: 2016.

5. Improvement of the infrastructure at the stadium "Sloka". Improved infrastructure at the stadium "Sloka" – change of the track and field athletics runway covering, change of the synthetic football ground covering and fortification of the supporting structures of the auditorium. Planned investment: 162.300 EUR – municipality financing. Construction period: 2017

6. Construction of Pumpuri Swimming Pool. Planned investment: 3.570.000 EUR – municipality financing. Construction period: 2017.-2019.

7. Development of Majori Sports Ground (Ice Hall). Planned investment: 20.000 EUR – municipality financing. Construction period: 2016.-2017.

8. Reconstruction of swimming pools at Jūrmala City Sports School, improvement of energy efficiency in the building. Planned investment: 2.604.400 EUR (2.326.600 EUR – municipality financing; 277.400 EUR municipality financing). Construction period: 2015.-2017.

9. Availability improvement of interest-related education establishments. Availability improvement for persons with disabilities at Jūrmala City Sports School, as well as Children and Youth Interest Centre. Planned investment: 60.000 EUR – municipality financing. Construction period: 2017.

10. Yacht Club "Jūrmala" – creation of a public yacht club "Jūrmala" 2015-2020.

11. City Leisure Park. Creation of a new park with total area of 32.315 m². There will be two main zones: one – public space construction site, the other – a holiday and everyday leisure park or a training site. The territory of the leisure park has been divided in several functional sub-zones: "Mazais meža kaķis" for thematic sports activities; sports and active recreation zone for active recreation intended for population of various age groups; a zone for peaceful outdoor relaxation; a multifunctional ground for the organisation of various events.



f) Detail the annual budget of the Department of Sports and the percentage that this amount represents of the total budget of City Hall.

Budget of Jūrmala City Sports Department constitutes EUR 1.719.844 in 2016, thus, 1.71% of the total budget (Jūrmala City budget – EUR 100.728.563). Overall EUR 1.196.777 is intended for the organisation of sports events; expenses related to participation of sports club teams in international championships and Latvian championships financed by Jūrmala City – EUR 456.919. Budget of Jūrmala City Sports Department in 2015 – EUR 1.550.205 – +0.9% in 2016).

Budget of Jūrmala Sports Service Centre in 2016 – EUR 821.179 for the maintenance of sports infrastructure objects, as well as material and technical provisions.

Budget of the sports school in 2016 – EUR 189.420 for the implementation of interest-related education programmes.

2. ACCESS TO FACILITIES AND SPORT ACTIVITIES

a) Explain how the sport associations or sport clubs work in your town, agreements and grants, and possibilities for non-members to use them.

Currently there are 50 sports clubs and associations in Jūrmala City. There are also several municipality sports institutions for youth wherein athletes representing various age groups and various sports types are involved.

Jūrmala City Sports School and its branches ensure professional training programmes to students and youth in basketball, yachting, figure skating, judo, football, handball, ice hockey, swimming, track and field athletics, modern gymnastics, as well as ensures the following interest-related education programmes: judo, aesthetic gymnastics, football, swimming, rugby, general physical preparedness with elements of all sports, and volleyball. Children and Youth Interest Centre is also available in Jūrmala City. Jūrmala City Council provides financing for the mentioned training activities at municipality sports establishments.

There is a rowing, canoeing and canoe section available at Murjāņi Sports Gymnasium in Jūrmala City, as well as Specialised Rowing Sports School, which receives state funding.

Jūrmala City sports clubs and sports associations are non-governmental sports organisations (NGOs) that have their own funding. **On the basis of an application submitted by the club, Jūrmala City Council takes a decision regarding the allocation of municipality co-financing to the club or an event organised by the club in Jūrmala City, as well as regarding participation of a separate member of the club or team member in an international competition.** Contracts are concluded either for one particular event or for one calendar year.

Jūrmala City sports clubs are divided in amateur and professional sports clubs, participating both in competitions held in Latvia and international competitions. There are also sports clubs that unite amateurs and professional athletes at various age groups.

Major Sports Clubs in Jūrmala City: Sports club "Jūrmalas Sports", "Basketball Club "Jūrmala"", "Girls' Basketball Club "Jūrmala"", football club "Spartaks", rugby club "Jūrmala", volleyball club "Jūrmala", ice hockey club "Jūrmala", ice hockey club "Kauguri", "Jūrmala Racing Team" (water motorsports), rowing club "Majori", "Jānis Rovičs' Boxing Club", fight sports club "MMA Jūrmala", a.o.

"Sports Senior Association "Jūrmala"" is actively operating in Jūrmala City. Throughout the year the association participates in sports games organised by the Latvian Veteran/Senior Sports Association. The Association receives co-financing from Jūrmala City Council.

Clubs are renting sports premises and equipment from the municipality. Club members may take part in training activities either in exchange of a payment, by offering a symbolic payment or for free if the club covers expenses. Any person interested may take part in amateur sports clubs in compliance with their age and sports type.

In cases when the city is unable to ensure appropriate sports infrastructure or equipment, it is rented in the nearest neighbourhood of the city.

Every year the municipality allocates funds for health promoting activities for expectant mothers and seniors. This service is available only to the population of Jūrmala City and it includes the following: various physical activities (therapeutic gymnastics organised as a group activity in a swimming pool and sports hall under the guidance of a physiotherapist, yoga classes for pregnant women under the guidance of a specialist, individual physiotherapy classes), as well as specialist consultations at educational classes, and ergotherapist services.

Separate health improvement sports activities (Nordic walking, yoga or gymnastics at the beach, etc.) are available to all groups of the population for free. These sports activities are financed by the municipality through the initiative projects developed by the inhabitants.

b) Explain the procedures: the existence of agreements, sportcards for entrance at reduced rates, public transport to the sport facilities etc.

The students of the sports school may attend sports classes and training camps for free (financed by the municipality). Furthermore, transport-related services necessary to reach the venue of a competition or training camps are also financed by the municipality.

Socially disadvantaged groups (orphans, children from disadvantageous families) and special groups (disabled persons) receive a discount at commercial sports clubs. There are also certain state programmes that provide for a discount to certain sports classes for persons with disabilities (therapeutic gymnastics or therapeutic riding course).

Private sports clubs offer various discount systems: usually a single visit is more expensive than if one gets a subscription to a sports club and in such case the costs of one class are not that high. Discounts are applied to regular clients, families, families with several children (a family ticket) or persons with disabilities.

Students and pensioners residing in Jūrmala City may use the public transport of the city for free (except for trains).



3. CLUBS AND ASSOCIATIONS AND PARTICIPATION OF RESIDENTAL SPORT CLUBS OR SPORT ORGANIZATIONS IN THE LEAGUE

a) Provide a detailed list of associations and sport clubs that compete in top divisions, championships and national tournaments.

The higher division (higher league) is represented in four sports types: basketball, handball, football, rugby.

Biedrība "Basketbola klubs "Jūrmala"", vīriešu basketbola komanda "Jūrmala/Fēnikss".

Association "Basketball Club "Jūrmala"", men's basketball team "Jūrmala/Fēnikss".

Basketball has been developed in Jūrmala City already since 1959. The team has been playing in the higher league "Latvian Basketball League" (LBL) since the season of 2012. The team of the higher league has grown from a team of the 2nd division – "Jūrmalas Sports/Fēnikss" – that debuted in 2006/2007. The team Jūrmalas Sports/Fēnikss consists of basketball players who have graduated from Jūrmala City Sports School, thereby giving an opportunity to continue their career in the city.

Achievements in LBL:

2016. – 5th place

2015. – 5th place

2014. – 4th place

2013. – 8th place

2012. – 7th place

This is the second year that the team participates in the Baltic Basketball League (the origin of the league dates back to 2005), which in the season of 2015/2016 is represented by 14 teams from Latvia, Lithuania, and Estonia. In the year of their debut – 2014/2015, the team did not qualify in the play-off.

Association "Sports Club "Jūrmalas Sports"", men's handball team "Jūrmalas Sports".

Handball in Jūrmala City has strong and old traditions since the relevant sports type has been developed there since 1958.

The Association "Sports Club "Jūrmalas Sports"" represents several sports types and it has several handball teams:

- "Jūrmalas Sports" – participates in the SynotTip Latvian Higher League of the Latvian Handball Federation;
- "Jūrmalas Sports 2" – participates in the 1st League Latvian Handball Championships. The goal of the team is to prepare the students of Jūrmala City Sports School for the level of the Latvian Higher League in handball; and
- A team of Jūrmala City handball veterans – five-time winners of the Latvian Veteran Championship.

Jūrmala handball team has been playing in the Higher League since 2001. The team of the higher league has grown from the students of Jūrmala City Sports School and it obtained the 3rd place in the Latvian Handball Championship in 2015.

Achievements in the Higher League within the past six years:

2016. – 4th place

2015. – 3rd place

2014. – 5th place

2013. – 8th place

2012. – 4th place

2011. – 4th place

Football Club “Spartaks”

The club was founded in 2007. The club has two men’s football teams: team “Spartaks” that plays in the higher league and team “Spartaks 2” that plays in backup championship.

2007 – debut of the team “Spartaks” in the 2nd league, winning the 1st place;

2008-2011 – playing in the 1st league (2011 – 2nd place), entrance in the Higher League.

Achievements in the Higher League:

2015. – 5th place

2014. – 6th place

2013. – 7th place

2012. – 5th place

Rugby Club “Jūrmala”

Rugby is represented by one women’s team and one men’s team both playing in the higher league.

Jūrmala women’s rugby team has been participating in the Latvian Championship R7 since the season of 2013/2014 (there is no Latvian Championship XV for women in Latvia). Achievements in the League:

2015.– 2nd palce

2014.– 4th place

Meanwhile this is the first year in the Latvian Championship XV (higher league) for Jūrmala men’s rugby team. The team has been playing in the 1st league of the Latvian Championship R7 since 2013.

b) Provide detailed info about sport volunteers in the city: how are they organized, how they proceed, how they look for new volunteers, benefits of being volunteer.

The range of volunteers in Jūrmala City, having engaged in the organisation of sports events, is rather extensive – from sports managers, coaches to sports enthusiasts and interested persons. The existence of separate city clubs and several sports events could not be possible without such enthusiasts.

Most frequently volunteers are young adults, trainees of sports studies, people to whom sports is a hobby or who represent the respective sports type in amateur level themselves, as well as sports enthusiasts who are neither athletes, nor organisers, but who have a desire to be in the centre of organising an event and who want to obtain experience in the organisation of sports events and management by taking part therein.



Most frequently the municipality of Jūrmala City involves volunteers in the organisation of major events and competitions, for example, city marathons, sports festivals, international beach volleyball tournaments, etc. Volunteers are searched for and approached through the sports centres, clubs, schools, higher education institutions of Jūrmala City, as well as by publishing information in social media (local newspapers and Internet websites). Adolescents are also reached through schools and higher education institutions. However, frequently volunteers are joined by their friends.

There are various benefits one may get from being a volunteer (depending on the event) – from membership in the staff of the event organisation and an opportunity to participate in all event management activities to the acquisition of a united event uniform and free of charge catering. Volunteers note that material benefits are not the determinant factor. Sentimental values, the community, the provoked emotions and satisfaction about joint participation, new contacts and friends, as well as meeting of high-class athletes are those aspects that matter more. The volunteer movement includes within the sports society such people who otherwise would not join there, thereby contributing to the availability of sports.

Sports enthusiasts in Jūrmala City also actively take part in the organisation of various sports competitions that mostly are intended for sports amateurs: this includes the organisation of competitions and formation of Jūrmala City teams, as well as participation thereof in competitions.

Jūrmala City has its own volunteer cheerleading team (10 girls) that supports and takes part in all LBL and BBL basketball home matches, Beach Volleyball European Championship rounds in Jūrmala City and other major city sports competitions. They rehearse and produce performance independently. The municipality of Jūrmala City provides financing for their outfits.

Fans of sports game teams (100 people). There is a strong team support, every home and away game are attended.

After the sports event, the Mayor of Jūrmala City Council usually expresses gratitude to the volunteers in a specially organised event at the City Council. At the event the Chairperson presents a certificate of appreciation to each volunteer, as well as a small token and organises a fourchette for informal discussions.



4. SPORT INITIATIVES, EVENTS OR PROJECTS, WHICH ARE DIRECTLY CARRIED OUT OR PROMOTED BY THE CITY COUNCIL

a) Provide a list of public sport events organized by the City.

Several events organised by the municipality have turned into a tradition of Jūrmala City and the entire Latvia:

- Jūrmala Running Festival
- Independence Day Cycling Marathon in Jūrmala City
- Jūrmala Cycling Marathon
- International Jūrmala Roller Skating Marathon
- Jūrmala Colour Run
- MTB Marathon
- Jūrmala Winter Sports Festival
- 2016 CEV Beach Volleyball Championship "Jūrmala Masters"
- Jūrmala Open Basketball Championship for Men
- Jūrmala Championship in Ice Hockey for Men
- Jūrmala Open Championship in Beach Volleyball ERGO OPEN
- Jūrmala City Council Cup in Beach Football
- "Jānis Rovičs International Commemoration Tournament 2016" in boxing
- Latvian Open Water Motorsports Championship and International Championship "Jūrmala Cup" in Water Motorsports
- "Ghetto Games" Street Basketball Tournament in Jūrmala City
- International Tournament in Modern Gymnastics "Mazā un lielā grācija"
- Rally Latvia 2016
- Water Motorsports Championship
- Award of the Year in Sports

b) list the organization of agreements, conferences, seminars or other events in sport matters and in collaboration with entities of importance in sport matters concerning the most important topics related to sport management and antidoping actions.

Municipality specialists in the field of sports participate in seminars, conferences on sports management and anti-doping activities organised by the state, as well as international congresses and "Fair Play" congresses:

14-18 October, 2015 Tafisa World Congress, Budapest, Hungary;

9-11 October, 2014 XX European Congress Fair Play, Riga, Latvia;

7-9 May, 2014 SportCityNet project (led by Tafisa as part of the European Union "Preparatory Actions: European Partnerships on Sport (3rd Workshop)), Guimaraes, Portugal;

22-23 October, 2013 "SportCityNet" (2nd Workshop), Enschede, Netherlands;

5-7 March, 2013 SportCityNet (1st Workshop), Wiesbaden, Germany;

23-27 October, 2013 "23rd Tafisa World Congress" "People. Palnet. Profit", Enschede, Netherlands;

16. November, 2012 "VI Latvian Sports Congress", Riga, Latvia;

7-10 May, 2012 "European federation for Companies Sports 50 Anniversary General Assambly", Jūrmala, Latvia;

24-29 May 2011 "Leadership course in Sports for all".

Tafisa in cooperation with International Olympic Committee, Jūrmala, Latvia;

9-10 September, 2010 Baltic Sports Marketing Conference, Riga, Latvia.



c) Provide a list of international, national and local sports event which took place in the City or its surroundings within the last tree years.

Sporting events are an essential ingredient of life in Jūrmala. Every year, many local and international sports events are organised in the Jūrmala City. In 2015, more than 400 sports events of various sizes took place in the city. With the financial support of the Jūrmala City Council, 94 championships and competitions are currently being organised: 15 international competitions, 4 European level competitions, 34 Latvian national championships and 41 Jūrmala open championships.

Some of the most important and periodical **international events** are:

- 2015 CEV Beach Volleyball Championship "Jūrmala Masters"
- 2014 CEV Beach Volleyball Satellite Jūrmala (men's Tournament)
- European Girls Basketball league U17
- European Boys Basketball league U17
- International Tournament in Modern Gymnastics "Mazā – lielā grācija"
- International Youth Hockey Tournament "Winter classic Jūrmala cup 2015; 2014; 2013"
- International Championship "Jūrmala Cup" in Water Motorsports
- International Tennis Federation Tennis Tournament "Latvia Futures"
- Davis Cup – Tennis (Latvian team games)
- International Jūrmala Roller Skating Marathon
- International Jūrmala Running Half-marathon
- International Children's and Youth Football Tournament "Jūrmala Cup in Football"
- Baltic Sea Cup 2014 in Sailing – Cadet class
- International Youth Rugby Tournament "Together in Jūrmala 2014"
- International Beach Volley Tournament
- International Beach Handball Tournament 2015
- International Wakeboard Competitions "Jūrmala EUROPEAN WAKE"
- Baltic Sea Region Cup in Skateboarding "Baltic Sea Cup"
- European Professional Cycling Race Stage TOUR OF LATVIA UCI 2.1
- International Jūrmala Highway Cycling Marathon
- Rally Latvija 2015 – International Motor Racing Competitions
- International Tennis Tournament "Future Men's 2015"
- Baltics Cup Rowing Competitions
- Baltic Cup in Sailing
- International Handball Tournament "Nemo"
- "Jānis Rovičs International Commemoration Tournament 2016" in boxing
- Baltic Open Karate Championship: KATA and KUMITE disciplines
- Open Latvia and Europa Championship in Beach Fighting EJJ – DAR
- International Boxing Competitions "Latvia-Azerbaijan"
- International Bridge Tournament "Rīga Invites Jūrmala 2015"
- Baltic and Scandinavian Beach Volleyball and Football for Seniors
- Open Nordic-Baltic Deaf Championship of Beach Volleyball

National events:

Latvian Students' Sport & Brain Game ZZ Championship – Show your Class (for young adolescents)
"Volleyball club" Youth Competitions in Beach volleyball
Jūrmala Open Championship in Modern Gymnastics (for 2nd sportclass-senior class)
Summer Youth Olympics in Rowing
Latvian Championship in Football (Higher League)
Latvian Basketball Higher League Championship
Latvian Handball *Synotip* Higher League Championship
Latvian Beach Volleyball Championship Final Round
Jūrmala Open Championship in Beach Volleyball ERGO OPEN
LARKA Beach Rygby Tournament
Beach Frisbee
Latvia Open Beach Tennis Competitions
Latvia Wakeboard Championship
Aquathon Jūrmala – Beach Obstacles Marathon
xRace velo MTB-O
Latvia Tennis Championship (for adults)
Latvian Winter Swimming Championship Stage
Season Opening in rowing
"Ghetto Games" Street Basketball Tournament in Jūrmala City
"Ghetto Floorball" Street Floorball Tournament in Jūrmala City
Latvia Rowing Championships
Latvian Rowing Federation Awards
The Republic of Latvia long distance Championships in rowing
The Republic of Latvia Spring's Cup (rowing)
The Republic of Latvia Autumn's Cup (rowing)
The end of season competition in rowing
Olympic Boat Class "470" Cup
Latvia Tennis Championships for youth, women, men
Beach Volleyball Tournament "King & Queen of the Beach 2015"
Amateur Beach Volleyball Tournament
Latvia Open Beach Rugby Championship (for seniors)
Latvia Municipalities Sports Veterans – Seniors 51st Beach Volleyball Final Games
Latvia Open Tennis Championship "Jūrmala Cup" (for seniors)

Local sports events:

Jūrmala Open Aerobics Festival
Jūrmala Velo Festival
Jūrmala Running Festival
Jūrmala Open Basketball Championship for Men 2013.; 2014.; 2015
Jūrmala Championship in Ice Hockey for Men 2013.; 2014.; 2015
Jūrmala Open Beach Football Tournament "Jūrmala Cup"
Jūrmala Twin Cities Cup in Beach Rugby "Jūrmala Cup 2015"
Waterskiing competitions "Jūrmala Cup 2015"
Jūrmala Waterskiing Festival 2014; 2015"
Lielupe Challenge Cup in Open Water Body Swimming
Jūrmala Winter Sports Festival
Jūrmala Rowing Marathon
Jūrmala Open Archery Championship
Yachting Two Hours Regatta Season's Championship Series
Jūrmala City and Priedaine Yachting Club Season's Closing Regatta
"Jūrmala Summer Cup 2014" in floorball
Running Series "Dzintara aplī"
Running "Bruņurupcis"
Orienteering Championship "Ķemermeistiņa mazās Anniņas lielā balva" (integrative event)

Interschool events:

Olympic day
Jūrmala City Sports School Open Tournament in Handball
Jūrmala City Sports School Open Tournament in Basketball "Ilmāra Pirtnieka kauss"
Jūrmala City Sports School Open Tournament in Dodge Ball
Jūrmala City Sports School Open Tournament in Modern Gymnastics
"Christmas Cup"
Jūrmala Sports Festival for preschool children "Playfull Starts!"

d) Provide a list of international, national and local sporting events that are planned in the City until the year of candidacy becomes effective.

In 2016, more than 400 sports events of various sizes are planned to take place in Jūrmala City. The largest:

2016 CEV Beach Volleyball Championship "Jūrmala Masters"

Independence Day Cycling Marathon in Jūrmala City

Jūrmala Velo Marathon

International Jūrmala Roller Skating Marathon

Jūrmala Running Festival

International Geocaching Orienteering matches

International Orienteering Competitions "Get to know Jūrmala"

Jūrmala xTRAIL race

Jūrmala Winter Sports Festival

Latvian Students' Sport & Brain Game ZZ Championship – Show your Class (for young adolescents)

International Tournament in Modern Gymnastics "Mazā un lielā grācija"
"Mazā stiprinieka piedzīvojumi" – sport event for children

Latvian Basketball Higher League Championship (home games)

Jūrmala Open Basketball Championship for Men 2013.; 2014.; 2015

Jūrmala Championship in Ice Hockey for Men 2013.; 2014.; 2015

Latvian Championship in Football (Higher League)

Jūrmala Open Football Championship for Men

Latvian Handball *Synotip* Higher League Championship

Jūrmala Open Beach Football Tournament "Jūrmala Cup"

Latvia Championship in Beach Volleyball

International Beach Handball Tournament

Jūrmala Cup in Floorball

Jūrmala Night Floorball Tournament

International Floorball Tournament "Jūrmala CUP 2016"

Jūrmala Cup in Rugby

Beach Rugby Competitions (in 9 age groups)

Rally "Latvija 2016" stage

Latvian Open Water Motorsports Championship and International Championship "Jūrmala Cup" in Water Motorsports

Jūrmala Waterskiing Festival

Latvian Winter Swimming Championship Round

Open Water Body Swimming Championship in Lielupe

Latvia Rowing Championships

Jūrmala Rowing Marathon

Latvian Rowing Federation Awards

The Republic of Latvia long distance Championships in Rowing

The Republic of Latvia Spring's Cup (rowing)

The Republic of Latvia Autumn's Cup (rowing)

The End of Season Competition in Rowing

Yachting Two Hours Regatta Season's Championship Series

May Regatta

Baltic Optimist Cup Stage in Sailing

Jūrmala Sailing Regatta

Beach Regatta

Baltic Sea Cup in Sailing

Olympic Boat Class "470" Cup

"Men`s Future Jūrmala Cup" in tennis

Latvia Tennis Youth Championships

International Tennis Open Championship "Jūrmala Cup"

International Beach Tennis Tournament "ITF G4, G3 Jūrmala Cup"

Jūrmala Open Table Tennis Championship

International WKF Karate Tournament "Grand Prix Jūrmala Ippon.lv Cup 2016"

International Karate Championship "Jūrmala Cup 2016"

"Jānis Rovičs International Commemoration Tournament 2016" in boxing

Jūrmala City Cup in Judo

Fight Show "Ieļu cīņas"

Street Workout World Championship Round

Jūrmala Open Archery Championship

International Bridge Tournament

Jūrmala Chess Tournament

Vladimirs Petrovs Commemoration Memorial in Chess

Aleksejs Sirovs Winter Cup in Chess

International Children's Chess Tournaments "Kaissa-Rudaga 2016"

Latvia Municipalities Sports Veterans – Seniors 53rd Beach Volleyball Final Games

Senior Handball Championship's home games

Jūrmala Prize Competitions in Table Tennis for seniors

e) Analyze and explain the return of the investment from the use of citizen installations (collections, sales advertising spaces, other revenue, etc.).

Sports equipment installed by the municipality of Jūrmala in the city is available to all persons interested throughout the entire year for free: training equipment, gymnastics tools, basketball ground and baskets, beach volleyball poles, football gates). The equipment has been located in the entire territory of the city: at the beach, in parks, dunes, courtyards of residential buildings. Outdoor training equipment is available at Jūrmala City Stadium "Sloka". The mentioned equipment is one of the investments of the municipality in promoting a healthy lifestyle of the inhabitants of the city: they may use any of the equipment at a desirable time for their interests and they can choose such sports equipment that complies with their physical conditions. If weather allows, in winter it is possible to arrange cross-country skiing at the beach. The distance of the route reaches 20 km. If there is snow, it is also possible to attend the central park of the city – Dzintari Forest Park – that has been adjusted to cross-country skiing.

With every year the number of inhabitants who use publicly available sports equipment in the city and become involved in public sports events – marathons, sports festivals, amateur championships organised by the city, public gymnastics, yoga – is increasing. Plenty of Jūrmala marathons have already become traditional sports events to the residents of Jūrmala City and its guests. Such events give motivation to train also independently and to challenge oneself for the achievement of a better personal result.

Throughout the year several major sports events are organised in Jūrmala City. The target audience of such events most frequently includes all social groups – amateurs and professional athletes without any age limits. The society receives information about the most remarkable sports events by using various marketing tools that most often are financed by the municipality in collaboration with the organiser of the relevant event: outdoor advertisement (billboards), television, radio, banners on Internet websites, information on social media and press editions intended for the desirable target audience. The advertising volume of an event is proportional to the scale of the event. With the help of advertisements the municipality attracts a large number of

participants, spectators and fans of various age groups that use the tourism infrastructure of the city and thereby contribute to the development of the business environment in the city. Meanwhile involvement of city guests and inhabitants in such events encourages to spend one's free time actively, healthy and quite frequently – outdoors.

A Health Trail has been created in the dunes of the city where after a certain distance it is offered to perform a set of physical activities, providing a description thereof. Therefore the hike is supplemented with additional sports activities. The trail has been created in the territory of pine-tree dunes, which is the place of residence for the largest part of the inhabitants of Jūrmala City. During summer, groups are gathered that hike along the trail and perform physical exercises under the guidance of a physiotherapist.

By using the mobile application "Active Recreation", all social groups, including the residents of Jūrmala City and its guests, have the opportunity to get to know Jūrmala City and at the same time to do some physical activities while visiting interesting cultural and historical sites and objects in the city.

Taking into account the thought-out approach in taking care of the life quality in the city, the number of people who have declared their residence in the city is increasing (whereas in other municipalities of Latvia one may observe the opposite tendency), therefore the budget of the municipality is supplemented by the respective share of personal income tax.



5. MEASURES TO PROMOTE HEALTH AND INTEGRATION THROUGH SPORTS IN ALL SOCIAL CLASSES

Jūrmala is the first city in Latvia that was awarded with the status of “Healthy City” in 2005. Evaluating the accomplishments of the municipality in the past years, the World Health Organisation (WHO) approved the membership of Jūrmala City in stage VI of WHO European Healthy Cities project for a time period from 2014 until 2018.

The municipality has been working really hard to provide everyone with a possibility to live a healthy life, participate in sports activities and to be physically active. With every subsequent year the municipality grants more funds within its budget for the development of infrastructure available to the population of the city, as well as city environment. Furthermore, funds are allocated also to various health promotion and prophylaxis activities for the benefit of its residents.

a) Are there special health care programs, related to sports, for everybody?

In order to offer more extensive healthy lifestyle and health improvement opportunities to the population of Jūrmala City, the municipality co-finances various Healthy Lifestyle activities.

For example, **yoga, qigong, Nordic walking and street gymnastics classes** are organised under the guidance of qualified coaches at the beach of Jūrmala City. The classes take place on the shore of the sea at least three times a week from May until October (or as long as the weather allows). By mastering the basic principles of the activity, people may perform this training independently throughout the entire year.

Nordic walking sports activities for groups are organised two up to three times per week by evaluating the overall health condition before and after the class (it is possible to bring along one’s own walking poles or to get walking poles at the class). The sports activities are conducted by a certified

Nordic walking instructor Liene Sondore. Twice a week the participants may attend **a health room** where consultations on health are provided (one may check the blood pressure, calculate the body mass index, check the glucose and cholesterol level in blood, discuss the importance of physical activities in the preservation of health and basic principles of a healthy lifestyle, and plan individual sports activities and physical pressure).

Street gymnastics sports activities are held twice a week throughout the year. Furthermore, three theoretical seminars will be also organised.

In autumn of 2015, a **Health Trail** was unveiled in the territory of dunes. The trail is available to everyone. The length of the trail reaches 1900 m and 10 informative billboards with sports activities have been displayed along the trail. The mentioned sports activities should be performed during the hike (slow run).

Only for the residents of Jūrmala City: physiotherapist services or **remedial gymnastics** in groups for seniors.

Only for the residents of Jūrmala City: **a set of health promoting sports activities for seniors** – indoor gymnastics, gymnastics in a swimming pool, consultations of a physiotherapist and ergotherapist, Nordic walking, cardio workout, and educational seminars conducted by a nutrition specialist, psychologist, physiotherapist and ergotherapist.

Only for the residents of Jūrmala City: **Water gymnastics** – the service is available to persons who have reached 18 years and struggle with excessive weight.

A set of health promoting sports activities for expectant mothers under the guidance of certified specialists: indoor gymnastics and gymnastics in a swimming pool, yoga.

Taking care of a healthy lifestyle and health improvement, already for the ninth year in a row, the municipality of Jūrmala City grants co-financing

by announcing a call for tenders in the field of health promotion projects implemented by non-governmental organisations, associations, and enterprises. In 2015, the municipality granted EUR 42 thousand for health promotion projects. Therefore the inhabitants of Jūrmala City and, in the case of some projects – also any visitor of the city, are offered a wide choice of opportunities for health improvement.

b) Are there special opportunities for the different age groups to practice sport? Who offers these opportunities.

0-4 years – gymnastics, physiotherapy, individual or group swimming at the small swimming pool of Jūrmala City Sports School, resort hotel “Baltic Beach Hotel & SPA”, Resort Rehabilitation Centre “Jaunķemri”, sanatorium “Belarusija”, as well as dancing: rhythmic and dancesport at “Jūrmala Dance Centre”.

5-18 years (25) – up to the age of 25 years, the acquisition of individual or team sports is ensured at sports schools and their affiliates, aesthetic group gymnastics and dancesport (“Jūrmala Dance Centre”). Transition stage – group of 18-25 years, when certain athletes get membership in groups of a high level proficiency.

25+ and veteran sports – offer listed under 5. a), as well as championships and sports events organised by the city throughout the year.

c) Are there sport courses for those with a specific social background or disability?

Several health promotion projects are available to the residents of Jūrmala City: various programmes and support activities for the improvement of life quality intended for people with health problems, including rehabilitation programmes and psychological support measures intended for oncology patients and their relatives, therapeutic riding sports activities for children with functional disorders, meditation sessions for conflict resolution and a healthy lifestyle school.



Vaivari Primary School, Vaivari Rehabilitation Centre and the Social Integration State Agency have started active integration of people with special needs in the sports life of Jūrmala City. Vaivari Primary School regularly organises such competitions as “Pepija” and “Baltā spieķa diena”. Approximately 100 children from Jūrmala City and other cities of Latvia participate in the mentioned events. Trail-O competitions “Tu vari” are also organised. It is an orienteering competition available to people with special needs. Also therapeutic riding is available. The State Agency “Social Integration Centre” organises a sports festival to people with special needs – people in wheelchairs. Agility relays, sitting-volleyball, street volleyball and basketball games are organised within the scope of the event.

Fitness centre “International Wellness Centre” of the hotel “Amber Spa Boutique Hotel” once a year in collaboration with Jūrmala City sports clubs organises a day of sports at the seaside in Jūrmala City for children living at orphanages in rural areas of Latvia.

Resort Rehabilitation Centre “Jaunķemeri” offers very diverse recovery and health promoting programmes both to healthy people and persons with disabilities by including therein therapeutic gymnastics (also in water), water aerobics, yoga, therapeutic riding and Nordic walking.

Certain locations at the beach of Jūrmala City have been adjusted to the needs of persons with disabilities, vision or balance disorders. Tandem bicycles, tricycles, a swimming cart for sea bathing, special sounding balls and table games are available there. This way sports activities are promoted also among persons with disabilities. Sports club "Siena" supports an establishment of the municipality of Jūrmala City "Sprīdītis" (healthcare and social rehabilitation establishment for orphans), provides orphans and children from disadvantaged families with such conditions that allow them to participate in sports activities together with other adolescents.

d) Are there initiatives to promote integration through sports?

Public sporting events organised in Jūrmala City (marathons, Jūrmala open championships) are intended for all groups of inhabitants of Jūrmala City and such events foster all kinds of inclusion through sports. The aim of public sporting events organised in Jūrmala City is to promote the activity of the society and its involvement in sports events in general – both being a participant of a sports activity and participating in the event as a spectator. Thus, to encourage everyone to be a part of the event. Jūrmala City sports clubs, enterprises and associations create teams for participation in the mentioned sporting events.

The municipality provides support for specific sports projects in Jūrmala City – Ghetto Basketball and Ghetto Floorball tournaments in several rounds, bringing together participants of various schools and social groups. Professional athletes, who present gymnastic demonstrations, thereby inspiring the youth to strive for better results in sports, are also invited to take part in such events.

"Jānis Rovičs Boxing Club" unites various nationality boxers residing in Jūrmala City: Latvians, Russians, and the Roma people, thereby fostering the integration of the Roma people, as well as other social layers in the society through sports.

Street gymnastics and equipment are available in several locations in the city. This helps integrating and uniting various nationalities and society members belonging to various social layers, at the same time contributing to sports availability.

Local competitions for persons with disabilities (physical, hearing and visual impairments) both for children and adults have become a tradition: orienteering, "Baltā spieķa diena", Trail-O competition "Tu vari", a.o.

e) Are there educational opportunities for training of coaches and instructors?

One of the tasks described in Jūrmala City Sports and Active Recreation Development Strategy 2008-2020 for the achievement of its goals provides for strengthening of the capacity of coaches and sports specialists in Jūrmala City by organising courses and seminars about sports financing, attraction of funds and management issues, as well as raising the qualification of coaches required for work with persons with functional disorders. A seminar will be organised in October of 2016.



The location of Jūrmala City nearby the capital of Latvia – Riga (25 km) allows acquiring diverse sports education: Latvian Academy of Sports Education (six various study programmes), Sports Education Agency, Latvian Coach Further Education Centre (C category certificates for coaches).

Jūrmala City Sports School organises training seminars for coaches at least twice a year: Topic of the seminar organised by Jūrmala City Sports Methodological Association on 4 March 2014: “Psychological Preparedness for Various Level Athletes”; topic of the seminar organised on 7 March 2014: “Application of Physiotherapy for Various Level Athletes”; topics of the seminars organised on 17 March 2015 and 18 March 2015: “Sports Education Guidelines at Schools of Latvia”, “Physical Activities and Sports for Children and Teenagers”, “Building Physical Preparedness at Sports Lessons”.

Furthermore, coaches working at Jūrmala City Sports School attend seminars and courses intended for raising the relevant qualification.

f) How does the city promote Fair Play?

The Latvian Olympians Club is actively working to popularise the principles of fair play in Latvia, encouraging the observance thereof on a daily basis. The principles of fair play are not only the observance of sports rules, but it is also suggested to build one's life upon the principles of fair play, whereof students and the youth must be educated in particular. Fair play demands respect and honour towards the opponent, colleagues, judges, and fans. One must observe the norms of sports ethics and anti-doping policy, be friendly and be able to lead the game in a good mood – these are the principles that are taught both in ethics and sports lessons at the schools in Jūrmala City, accenting the importance of participation in a competition, encouraging the achievement of outstanding results, at the same reminding that a true victory is possible only in fair play.

For many years students of schools in Jūrmala City have been participating in the Olympic Day – an event organised by the Latvian Olympic Committee. The goal of the event is to popularise the Olympic movement, a healthy lifestyle and the principles of fair play in sports. In 2016, about 300 participants

from eight schools in Jūrmala City gathered together on the Olympic Day at Jūrmala City Stadium “Sloka”, whereas the remaining 4173 students and teachers performed sports activities within the territory of their school (at 10:00) according to instructions broadcast on the radio in the entire Latvia at the same time.

Latvian Youth Olympics and Latvian Olympics are organised in Latvia every year. Also the inhabitants of Jūrmala City are training for these events and participate in both events, thereby promoting the understanding about the principles of fair play.

At the higher leagues of the teams representing Jūrmala City (Latvia), both judges and every member of the team sign a document at the beginning of the season that certifies the observance of the principles of fair play and judging. The principles of fair play are observed at all levels in all competitions in Jūrmala City!

g) Specify the additional measures that the municipality has proposed to promote health and integration through sport, to the year in which the candidature becomes effective and during the candidature.

After creating and launching the mobile application “Active Recreation”, it will be possible to get to know Jūrmala City in a different way by performing some physical activities while visiting culturally and historically interesting sites and objects in the city. This opportunity will be available both to the residents of Jūrmala City and city guests. The service will be available in 10 locations of the city. A walk and special physical activities to be performed at the relevant site are planned at each location, according to a specially elaborated programme available on mobile applications.

Every year the municipality of Jūrmala City organises a call for tenders for population initiative projects according to specific sectors: health promoting, integration, improvement. As a result on average seven new projects are proposed and implemented in Jūrmala City. These projects promote an active lifestyle and health improvement through sports activities. 90% of the project costs are co-financed by the municipality.

6. SPORTSMANSHIP RATE OF THE POPULATION

a) Total number of card-carrying members in the associations and clubs of Sport Federation, if possible, classification by age groups: young 4-16 years; absolute 17-34; Master (35+).

Total number of card-carrying members in the associations and clubs in 2015 – **5316**

- Sports school members (age 5-18 (25)) – 2082
- Youth sport clubs (age 5-18) – 592
- Interest-related education&sports – 1700
- Different amateur and professional sport clubs or teams – 626
- Sport seniors – 316
- It is not possible to track down the number of people who use the sports activities and infrastructure offered by the city for free. Overall increase in the number of available activities and people engaged in sports activities at all age groups is observed in Jūrmala City

b) How many people from your city/town are actively involved in sport? Please explain the methodology used to obtain the data provided.

The number of people actively involved in sports clubs and associations in Jūrmala City reaches 5316 participants, whereas the number of people involved in interest-related education – 1700 participants, and the number of people involved in integration/health projects – 770 participants.

At the beginning of every year Jūrmala City Sports Department updates information by conducting public surveys, explaining what changes have taken place at the clubs over the year and updating data as at the beginning of the year.

The data on attendance at sports events in the city are received from the event organisers by dividing both the number of participants (according to the received registration data) and the number of visitors (tickets sold).

The geographic position of Jūrmala City contributes to the diversity of individual activities: the wide beach, cycling routes, pine-tree forests, water situated nearby, and the proportion of physically active population keeps growing with every year. Therefore it is not possible to account precisely the number of active population that is involved in sports activities individually or as part of organised groups of enthusiasts, doing regular Nordic walking sports activities, running, riding a bicycle, playing various sports games at publicly available places in the city (beach football, volleyball, handball, street basketball), performing gymnastics exercises, swimming both in summer and winter, or preferring kiteboarding or windsurfing.



c) Explain the additional measures proposed by the municipality to increase sport among all segments of the population. Provide approximate figures of expected data to be achieved during the period that elapses until the candidature and during the candidature.

In H2 of 2016 it is planned to launch the mobile application "Active Recreation" incorporating therein the elements of gymnastics and sports activities across the entire city, thereby contributing to the involvement of new active recreation devotees in the city.

d) How does your city/town support voluntary participation in sport?

Many major sports events are organised in the city, encouraging everyone to take part both in organisation-related processes and active sports. Open championships and tournaments in various types of sports games are organised in Jūrmala City every year. Such events are intended for all sports enthusiasts at all age groups, according to the regulations of the event. The municipality partly or completely covers the membership fee of the event to the representatives of Jūrmala City teams, as well as ensures transportation to the location of the event, and covers the costs of sports game uniforms either in part or completely.



7. COMMUNICATION PROJECT TO PROMOTE THE APPLICATION

a) Explain the communication plan, image, file and identity of the project in the territory.

The new status will be popularised by using press (municipality newsletters, newspapers, magazines), outdoor advertisements, Internet, TV, and radio.

The status will be accented at all sports events both visually and verbally, thereby fostering the understanding about the meaning of the status and five headline goals related to it both among professionals and amateurs in the field of sports and visitors of the events. It is important to build understanding within the society and to promote the application of the mentioned headline goals in everyday life: to live a healthy lifestyle and to feel the enjoyment in exercise – this way improving one's health; the desire to reach better results; to observe the principles of fair game in sports and every aspect of one's life.

Informing the society about the new status will be included also in other city marketing activities, major culture events of the city and also in the activities of other structural units of the municipality, for example, projects of welfare administration that are applicable to social inclusion, promotion of an active lifestyle and health prophylaxis.

In collaboration with the Education Department of the municipality, the new status will be accented at the events of Jūrmala City Sports School and major sports events of schools. It is also planned to organise a sports activity at schools wherein youth would receive information about five headline goals of ACES Europe and their significance by involving popular athletes – the inhabitants of Jūrmala City (A. Samoilovs, L. Ikauniece, J. Prokupčuka) in the event.



b) Explain how the organization uses ICT System (Information Communication Technologies) to promote the candidature.

Information about the acquisition of the new status will be published on the website of the municipality, social accounts, and it will be also included in the City Sports application "Active Recreation".

8. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

a) Provide details about the agreements, relations between the City and the local, regional and national sports organizations.

There is close collaboration between Jūrmala City Council and sports organisations. Depending on the specific type of collaboration or the significance, scale and target audience of the specific sports event, collaboration is arranged between local, state or international sports federations, organisations, institutions.

There are several types of collaboration, based on the signed contracts and agreements:

1. Co-financing contract on the organisation of a sports event in Jūrmala City;
2. Co-financing contract with Jūrmala City sports associations, organisations, and clubs on financial support granted to the association in the current year;
3. Concluded agreements (stipulating the commitment of both parties) between Jūrmala City Council and the profiling federation of Latvia for the organisation of a major, international event;
4. Co-financing contract between Jūrmala City Council and organisers of major sports events;
5. Collaboration with Latvian sports federations (volleyball, handball, basketball);
6. Collaboration with the Latvian Olympic Committee, Latvian Olympic Unit
7. Collaboration with the Latvian Veteran/Senior Sports Association for the organisation and co-partnership in Jūrmala City sports veteran championships.

Organizations that we are working with:

Latvian Olympic Committee, Latvian Sports Federation's Council
The Latvian Athletics Association
Basketball: LBS (Latvian Basketball Union); BBL (Baltic Basketball League); FIBA
Volleyball: LVF (Latvian Volleyball Federation), CEV, FIBV
Football: LFF (Latvian Football Federation); UEFA, FIFA
Handball: LHF (Latvian Handball Federation)
Latvian Floorball Union
Latvian Tennis Union
Rally: LAF (Latvian Automobile Federation)
Water Motorsports: (LŪMSF) Latvian Water Motorsports Federation, Union Internationale Motonautique
Latvian Rowing federation
Latvian Canoe Federation
Latvian Yachting Union
Latvian Boxing Federation
Latvian Bridge Federation
Latvian Chess Federation
Latvian Draughts Union
Swimming Federation of Latvia
Latvian Archery Federation
Latvian Veteran/Senior Sports Association
Sports Department of the Ministry of Education
Latvian Academy of Sports Education
Latvian Association of Large Cities (LLPA)
The Association For International Sport for All (TAFISA)



b) Are there tangible agreements with any of the subsidiaries of FESI (European Association of Sporting Goods, www.fesi-sport.org), the International Chess Federation (FIDE), European MSP or Panathlon International Club, or there is a local group to support these entities?

c) Explain how the candidature promotes agreements with local, regional or national sporting goods industry actors, sports federations or other entities for the promotion of sport.

The Public Procurement Law of the Republic of Latvia stipulates that municipalities shall purchase sports equipment on the basis of a tender submitted by the winner of the procurement procedure.

Organising international scale beach volleyball tournaments in Jūrmala City, the Latvian Volleyball Federation in collaboration with Fédération Internationale de Volleyball (FIVB) and Confédération Européenne de

Volleyball (CEV), which is a legal member of FIVB, implements mutual co-operation, including such aspects as sports equipment, equipment required to ensure the organisation of the event and uniforms for participants.

Pursuant to the Public Procurement Law of the Republic of Latvia municipalities shall purchase sports equipment on the basis of a tender submitted by the winner of the procurement procedure, therefore sports equipment to sports clubs, teams, and events is provided by local suppliers. In order to purchase sports equipment, a call for tenders is announced prior to the event. During this period any interested sports equipment provider may offer the best or the most appropriate sports equipment for the relevant sports type or event. The potential supplier is selected during the procurement procedure.

The municipality of Jūrmala City has concluded a co-financing contract with chess federations of Latvia and Riga on the organisation of an annual international sports event in chess "Aleksejs Širovs 5th Winter Cup in Chess" in Jūrmala City. Information on the dates when the event is organised, the achieved results and rating are published on the website of the World Chess Federation (FIDE).

d) Quantify and detail the investment in local sport related economy and research and innovation. Provide details of the events and activities on this field realized in partnership and co-operation with sports organizations and institutions on a National and European level.

The largest share of investment within the sports system and infrastructure of Jūrmala City is received from the annual budget allocated by the municipality and intended both for events and the maintenance, renovation, and construction of sports objects and buildings. The basic budget allocated to the field of sports reached EUR 2.730.443 in 2015.

City sports clubs that have higher league teams in Jūrmala City invest a lot of private funds and funds of sponsors are also attracted.

Additional funds are granted for major international and national scale sports events, taking an individual decision on the allocation of additional funds to hold a high-quality event. Overall 32 international scale events were organised in 2015.

Major international and national scale sports events are organised through the collaboration of the municipality of Jūrmala City with the profiling federation or institution of the respective sports type. Funds invested in the event are proportional.

The mobile application "Active Recreation" is an innovative product in the field of sports and active recreation. It is planned to launch the application in H2 of 2016. Total costs of the project – EUR 6000.

The municipality in collaboration with the Latvian Academy of Sports Education and scholars plans to start a sports research project "Development of Sports Science" in H2 of 2016 in the field of sports industry research and science. Total costs of the project – EUR 4000.

e) Specify which new agreements with relevant institutions are expected to achieve in case of obtaining the award.

We will carry on with our work and continue collaboration with the present federations and other sports institutions. New agreements will be concluded upon the implementation of new and so far not existing sports projects. For example, in 2017 it is planned to submit an application for the receipt of the European Union funds for sports in the programme "Erasmus+" in order to organise a new project in Jūrmala City – "Beach Sports Festival". It is planned to organise the event in June of 2018. The project is envisaged as an international scale sports event for students by involving therein also several partner states. New collaboration contracts with the partner state (-s) will be concluded in order to organise the event.

We hope that the acquired status will help attract the attention of new national and international scale sports event organisers who will select Jūrmala City as the potential venue of the event.



9. PROFILE AND POSSIBLE ACTIVITIES AS A EUROPEAN CAPITAL OF SPORT



a) Explain the role of sport in your city/town for achieving the five main aims of the Manifesto of ACES Europe (enjoyment in exercise, willingness to achieve, sense of community, learning fair play, improvement of health).

Enjoyment in exercise. Improvement of health

Because of the geographic position and unique natural resources, historically Jūrmala City has formed as a climatic and balneological resort. Climate therapy, spending time, moving and performance of gymnastics in fresh air have always been very crucial aspects in a recovery process. Nowadays continuation of traditions and hard work in implementing and popularising health promotion services of the municipality and a healthy lifestyle has enabled Jūrmala City to receive the status of a Healthy City already for the third time in 10 years.

We believe that the new status of the European City of Sport and ambitious popularisation thereof among the population would raise the awareness of the residents of Jūrmala City about the necessity to include sports activities in one's daily life even more, as well as to maintain an active lifestyle.

In particular during the past years we have noticed increase in the number of inhabitants participating in sports or active recreation events organised by the city. Furthermore, the number of sports enthusiasts, who run, do Nordic walking sports activities, swim in winter and summer, ride a bicycle, get involved in kiteboarding and do other individual or team sports at the beach, outdoors or at city sports clubs, is increasing as well. We strongly believe that the acquisition of the status of the European City of Sport will only raise the awareness of the city population about living a healthy lifestyle and including more and more physical activities and movement in everyday life. Meanwhile the city will keep organising new sports and active recreation events, encouraging every member of the society to take part therein.

Sense of community

Major sports events and marathons are organised as a celebration, which urges to take part and unites every member of the society to spend a day actively and in a positive atmosphere, without paying attention to nationality, status, age restrictions or success in sports.

If the technical condition of a road allows, also people with special needs participate in the mentioned events: running festivals – persons with disabilities (in wheelchairs), cycling marathons – visually impaired participants cycle together with other participants by using tandem bicycles. New moms participate in such events together with their children in strollers and any participant or visitor of the event enjoys and uses every opportunity offered by the event. Such major sports events unite people, provoke the awareness of togetherness and affiliation, whereas the result is not a priority. Emotions and time spent together with families in several generations are the priority.

Willingness to achieve, learning Fair play

The desire to achieve excellent results in sports and to win is the main goal in the career of every athlete. However, at the same time one must realise that only one person may be the winner and a victory is possible only by observing the principles of fair play. Awareness of the mentioned aspects of sports ethics must be built in childhood, focusing on the development of a harmonious personality of a student/athlete, teaching a motivation to perform sports, organise, manage, plan, control that consequently furthers better sports results.

Jūrmala sports schools, team and club coaches are paying great attention towards preparation of a smart, physically strong and highly-qualified athlete, at the same time keeping in mind that, first, one must raise a healthy and wholesome member of the society, who not always will become a player in the National league. Therefore it is very crucial in sports education

to pay attention to values that will root within the person throughout his or her entire life and will be used in everyday situations by reacting accordingly to the circumstances and retaining the desire to always strive for perfection.

By all means sports competitions in Jūrmala City take place in accordance with the principles of fair play: club management, coaches at clubs and teams, sports schools hold many discussions about this topic. At the higher leagues of team sports of Jūrmala City and Latvia, judges and members of the team sign a document at the beginning of the season that certifies the observance of the principles of fair play and judging.

The principles of fair play are observed at all levels in all competitions in Jūrmala City.

b) How does your city/town see its social advantages as a European Capital of Sport?

We are determined to continue the initiated projects and work in process both in the field of professional and amateur sports in Jūrmala City. We will consider the possibility of finding new and interesting sports projects that would attract the attention of the inhabitants of Jūrmala City and the entire Latvia, encouraging them to take part therein either as participants or spectators.

The status of the European City of Sport, which has been granted to a city, in a way indicates to quality. This serves also as an advertisement, facilitating the recognition of the city in Europe. We presume that the acquired status will help attract the attention of new national and international scale sports event organisers who will select Jūrmala City as the potential venue of an event. The resort city is an excellent venue for major, international sports conferences and seminars. Using the new status, Jūrmala City would have better chances in attracting the attention of potential collaboration partners.

The respective status would provoke the responsibility of the municipality to pay greater attention to activities aimed at promoting a healthy and physically active lifestyle, creating an even more appropriate environment, infrastructure for sports events and activities in Jūrmala City. Participation in sports activities will raise the awareness of and prompt the population to live healthier and more actively.

c) Which initiatives and activities will your city want to contribute to the work of ACES Europe? Provide a list of City Campaigns in relation to the candidature.

It is important to promote the organisation and implementation of such events at international scale that would educate the youth about the principles of fair play since awareness of the mentioned principles forms not only important personality traits, but also strengthens the appreciation of ethical values.

Joint sports projects (events) that at the same time are introduced in several European states could become a linking element to once again remind people about the necessity to stay active in everyday life, to spend more time outside and to prefer healthy nutrition, thus, all in all to lead a healthy lifestyle. These events would also foster integration of all social layers.

As specified in Clause 7. a), one of the events planned in 2017 in respect of the obtained status is to organise a sports activity for youth at schools with an aim to educate the youth about five headline goals of ACES Europe, their importance and practical application in everyday life. It is planned to invite popular athletes – residents of Jūrmala City, for example, A. Samoilovs (beach volleyball), L. Ikauniece and J. Prokupčuka (track and field athletics).



10. SCHEDULE CONTAINING THE EVENTS/SPORTS ACTIVITIES PLANNED FOR THE YEAR THE CITY WILL PROBABLY HOLD THE TITLE

a) Provide a list of events (including conventions, seminars, congresses, etc.) and measures in connection with the candidacy and the City holding the title as “European Capital, Community, City or Town of Sport”.

In 2017, Jūrmala City plans to continue organising major sports events and collaboration with the organisers of such events. In an attempt to advertise events in the city, the status of the city (if obtained) will be strongly accented, thereby raising the awareness of the population.



The largest sports events in 2017:

European Beach Volleyball Championship 2017 finals

International Ballroom Dancing Competitions

Jūrmala Winter Sports Festival

Independence Day Cycling Marathon in Jūrmala City

Jūrmala Velo Marathon

Jūrmala Colour Run

International Jūrmala Roller Skating Marathon

Jūrmala Running Festival

Jūrmala MTB Marathon

Jūrmala Open Basketball Championship for Men

Jūrmala Championship in Ice Hockey for Men

Jūrmala Open Beach Football Tournament “Jūrmala Cup”

International Championship “Jūrmala Cup” in Water Motorsports

Latvian Winter Swimming Championship Stage

Lielupe Challenge Cup in Open Water Body Swimming

International “Ghetto Games” Street Basketball Tournament in Jūrmala City

International Tournament in Modern Gymnastics “Mazā un lielā grācija”

Training seminar for coaches of Jūrmala sports clubs and organizations.

