

ELVA

EUROPEAN TOWN OF SPORT 2021



ELVA VALD



ELVA
TURISM



ELVA
SPORT

ELVA SPORDHOONE

Photo: Ragnar Vutt



ELVA

General information about the Municipality of Elva



Photo: Ragnar Vutt

Name of the town: Elva Municipality

Population: In total there are 14 652 inhabitants in the municipality, within the town of Elva there are 5671 inhabitants (as of November 1st 2020)

Which department in your town is responsible for sports?

Foundation Elva Culture and Sports / *Sihtasutus Elva Kultuur ja Sport*

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Sport is truly our passion!



Sport and our good athletes have been bringing prestige to Elva for years. Erika Salumäe, a two-time Olympic Champion in track cycling started her sports journey right here, in the middle of the forests of Elva. I believe that all the top athletes motivate the young people as well as adults from their hometowns and in Estonia in general to move more and have healthier lifestyle.

In Elva Municipality, we have various opportunities to do different kind of sports. Our surrounding nature provides us an excellent network of hiking trails and running tracks, we have several outdoor gyms, adventure parks and movement parks to boost ourselves with

fresh air and outdoor exercise. In current difficult situation in the world, the outdoor activity and movement have been acquired a new meaning. Our people appreciate the existing sports facilities and opportunities they provide even more. Moreover, the increasing number of playgrounds are also playing an important role in shaping the habits of spending time in fresh air.

In Elva Municipality, the special attention is being paid on developing and supporting youth sports. We contribute to the youth sports through supporting different sport clubs to secure the sustainability of different fields of sports. Every year we try to reconstruct stadiums and establish new family-oriented health fields and tracks. This year, the new multifunctional Elva Sports Hall was opened. It has been warmly welcomed by all the trainers, younger and older training enthusiasts who all use it on everyday basis.

Sports in general has an important role as unifying the community, improving the quality of local people, and encouraging to spend more free time actively. Since I was younger, I used to do biathlon. Now I have found a new passion in cycling sports. Therefore, I know how active lifestyle improves the quality of life significantly. This is one of mine and also one of the municipality's greatest objectives – for our people to be healthy and happy. Sport in this context is one of the key factors to achieve this goal. Therefore, the title of European Town of Sports helps us a lot closer for achieving this goal and makes it more exciting as well!

Toomas Järveoja, The Mayor of Elva Municipality

Welcome to Elva!



Wow! Here we are, making the dreams happen. Elva is every sportsman's dream. You really got to be in it to feel it. It is in the air you breathe, in the views you see and on the ground you feel. The environment is ideal for all kinds of performance levels. The outdoors tracks are believed to be the best around the baltics because of the perfect combination of pine trees and lakes.

People in Elva are generally active and compete in multiple different sports. Elva can take your performance to another level. It is an impeccable place to settle down and get your mind right. You will be able to lock in your focus and reset your vibe to outperform your best.

Fact is that our town is small but has produced a two time olympic winner and over 10 olympic competitors.

Our events are run throughout the year from regional tournaments to international championships.

Empowering youth is the key!

The municipal structure is built for all the clubs that work with youth, have financial support and can use all training facilities at no cost. This gives people who work with kids a sense of security and an opportunity to concentrate on things that matter.

Come to Elva, feel the spirit and get the best out of you!

Madis Šumanov, Sports manager of Elva Municipality

ELVA

Estonian Most Athletic Local Government in 2020

Elva - a lovely summer resort town charms its visitors with beautiful nature, athletic and active atmosphere and stunning wooden architecture all year around. Elva is located only twenty minutes drive from Tartu and little more than two hours drive from Tallinn.

Beautiful pinetown Elva is characterized by the clear watered lakes, picturesque riverbanks, peaceful forest parks and hiking trails. Elva is widely known for its beautiful lakes such as Verevi, Arbi, Vaikne järv and Elva Paisjärv. These are favourite swimming spots for many. Elva is also unique due to its forest parks and abundance of pines: a third of the total territory of the town lies under forest parks and nearly 90% of the trees growing there are pines. You can find a various network of hiking trails starting from here. Elva with its peaceful forest parks and picturesque nature up to this day carries the title of Estonian Capital of Forest.



Photo: Jaak Jänes

Elva is also known as Estonian most athletic town. At the end of 2020 Elva was one of the five candidates which were nominated for the title handed out by Estonian Olympic Committee. As a result of the online voting via Facebook, Elva Municipality was officially elected as the Estonian most athletic local government in 2020. In Elva you can find various opportunities to do different kind of sports all year around. Elva is also famous for its national and international competitions starting from football and basketball, ending with orienteering and cycling. In wintertime skiers can participate in Tartu Marathon which belongs to the Worldloppet series. Its 60 km track from Otepää to Elva can be cycled through on mountain bikes in summertime.

Elva is the hometown of many Estonian well known athletes such as the two time Olympic Champion in track cycling Erika Salumäe, World Rally Champion 2019 Martin Järveoja, cyclist Caspar Austa, biathletes Roland Lessing, Indrek Tobreluts, Eveli Saue and Priit Viks; nordic combined skiers Kristjan Ilves and Ago Markvardt, speed skier Richard Anton, shooter Heli Rass etc.

Elva is the hometown of many Estonian well-known athletes such as the two time Olympic Champion in track cycling Erika Salumäe and World Rally Champion 2019 Martin Järveoja.

In the heart of the town are located Elva Central Square, Lake Arbi, Elva Municipality Government, Elva historical Railway Station, different restaurants, Elva Cultural Centre and Visitors' Information Center. All the necessary information about hikes on foot or by bicycle can be obtained from the tourist information centre. The Elva river, with old water mill sites and rapid banks, is popular for canoeing.

In Elva one thing is certain – you will never get bored while in here since there is something to do and discover for everyone. Everything is located within the easy reach and definitely worth exploring.

SPORT INFRASTRUCTURES

Sport infrastructures and sport facilities of the Municipality of Elva

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

Elva has a various selection of sports infrastructure and facilities to do different kind of sports. In total, there are around 70 sports facilities located within the municipality. We have a wide selection of outdoor sporting places as well as indoor opportunities within different parts of the municipality. Moreover, Elva is surrounded by the wide network of hiking trails and health tracks with several routes and distances to choose from. Most of these trails are used all year around – from spring to autumn for hiking and cycling, during the wintertime for skiing.



Photo: Kayvo Kroon

Elva Sports Hall

The most recent establishment in terms of sports infrastructure is Elva Sports Hall which was officially opened in October 2020. It covers 4000 m² and offers diverse opportunities to do different kind of sports within three floors. Multifunctional sports facility includes full-sized sports hall and sector for 500 - 700 spectators. There are opportunities to play basketball, football, volleyball, tennis, badminton, table tennis, do gymnastics etc. On the second floor of the building there are located two-floor gym, rooms for aerobics and other training styles, high jump area, indoor balcony for warm-up running and spectators, glass gallery with 60 metres running tracks, long jump area etc. On the third floor are located a gym for boxing and health centre. After long trainings it is possible to recover and refresh yourself in

the sauna. In addition to trainings and competitions, new building with the high-level sound and lighting systems provide an opportunity to organize conferences, seminars, concerts and other bigger events.



Photo: Kayvo Kroon

Basketball courts

Currently there are 3 outdoor basketball courts located within the Elva Municipality:

- Annikoru street basketball courts
- Elva basketball court, located next to Elva City Stadium and sports park. Wooden floor was renovated in 2017
- Basketball court of Palupera Primary School Stadium

Annikoru and Elva basketball courts are in relatively good condition while the outdoor basketball court in Palupera Primary School Stadium needs some maintenance and further investments in the near future.

Bycycling base

In Elva, there is currently 1 bycycling base which is managed by the University of Tartu Academic Sports Club. It is located in the Elva Gymnasium building in Puiestee street.

Disc golf parks

In Elva, there are 2 disc golf parks with various disc golf courses which are well known and popular all around Estonia.

- Annikoru disc golf park has 19 baskets, 62 pars with the total length of 2069 metres
- Elva Sportland Prodigy disc golf park has 18 baskets, 64 pars with the total length of 2770 metres

Football fields

There are 5 different outdoor football fields located within the Municipality of Elva:

- Annikoru football field
- Elva Arbimäe Miniarena
- Elva Gymnasium artificial grass field / Nike Arena Elva
- Elva City Stadium
- Palupera Primary School miniarena



Photo: Kayvo Kroon

Three of them are located within the town of Elva, while other two in Annikoru and Palupera. In addition to these five football courts, four stadiums in addition to Elva stadium located within the municipality of Elva are used for football as well. In 2017, full-sized artificial grass football field was established. In Nike Arena Elva, there are two dressing rooms for teams and tribune for spectators.

Health parks and hiking trails

Elva is surrounded by a diverse network of hiking trails and health parks which are marked and in relatively good condition. Currently there are many different routes with various tracks to choose from:

- Annikoru Männiku hiking trails (2 km)
- Arbi lake nature path (1,2 km)
- Elva-Peedu light-traffic road (1,6 km)
- Elva River Valley hiking trail (15 km)
- Elva Sports park (0,5 km – 2 km)
- Mustjärve hiking trail (1 km)
- Nature Energy Trail (3 km)
- Rõngu High School walking path
- Tamme outcrop hiking trail (2 km)
- Vapramäe hiking trails (1,6 – 3,6 km)
- Vellavere hiking trails (2 km), cycling routes (8 – 13 km)
- Vitipalu hiking trails (1,4 -6,5 km) cycling routes (15 – 23,5 km)

Some of these hiking trails are owned and maintained by the Elva Municipality while some trails are managed by the State Forest Management Centre (RMK). In addition to these two, some hiking trails are maintained by Vapramäe-Vellavere-Vitipalu Foundation, which also operates Vapramäe Nature House on everyday basis, provides different environmental education programmes for schools and kindergartens and organizes workshops and hikes in the area.

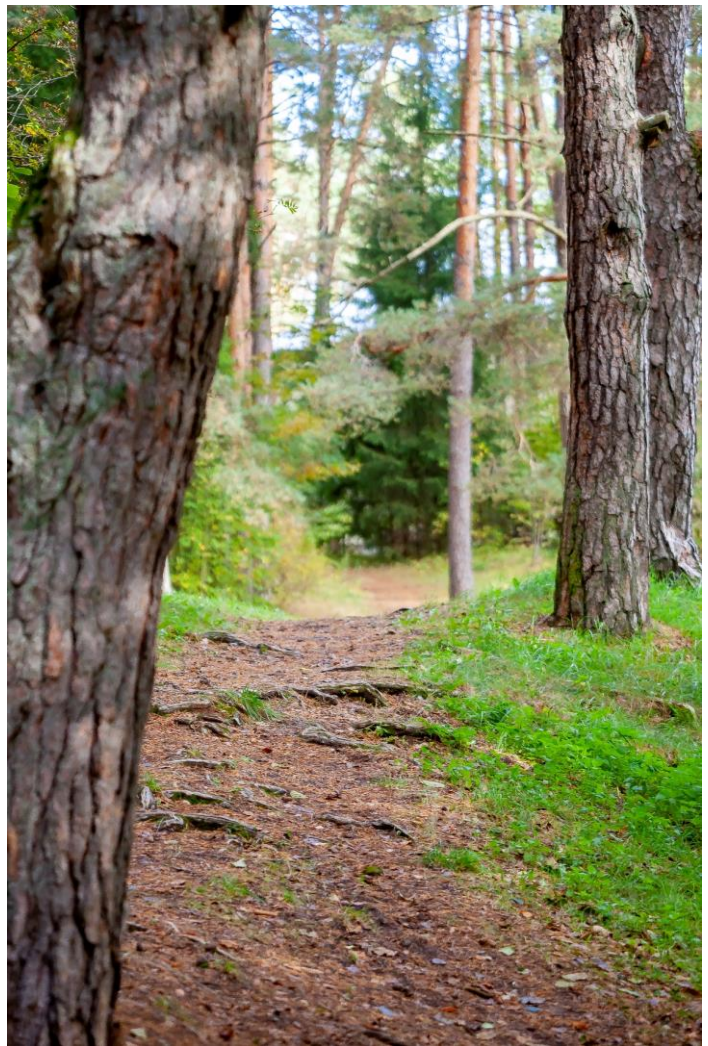


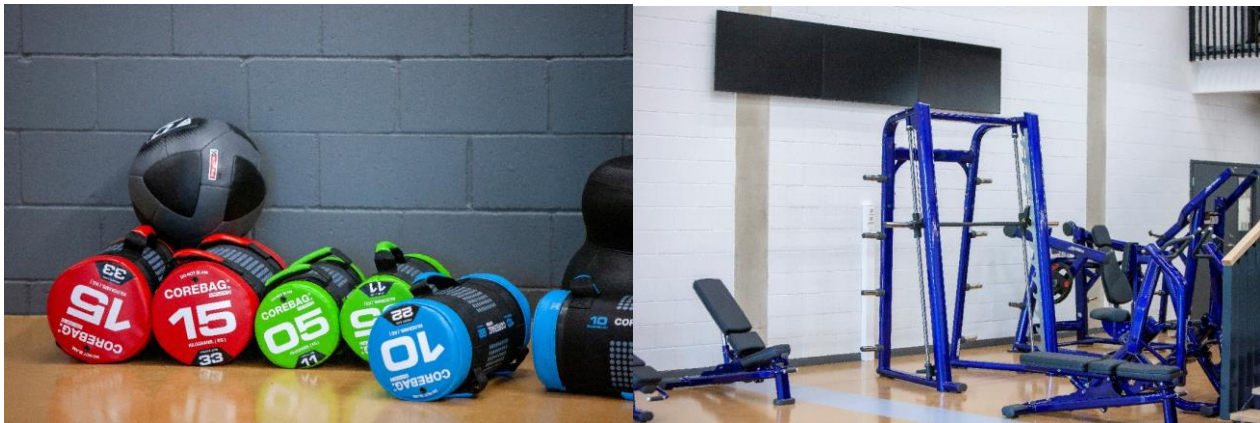
Photo: Kayvo Kroon

Indoor gyms

In addition to the brand new gym located in Elva Sports Hall, there are currently two more gyms working in the municipality:

- Gym at Elva Gymnasium
- Gym located at the Ulila Centre

There are smaller gyms located in the schools which are mainly used by the students, teachers and some local people (Puhja School, Rannu School, Rõngu School).



Photos: Kayvo Kroon

Judo hall

Currently, there is 1 judo hall located in Elva Gymnasium on Puiestee street which is used by different sport clubs.

Motocross racetrack

Kulbilohu Rallycross Circuit is currently the only official motocross course in Elva which belongs to the Reinsalu Sports NGO. Kulbilohu Rallycross Circuit is often used as a location for organizing Estonian Championships and other competitions in motocross, track racing, mtb, rally, Supermoto etc. Kulbilohu racetrack also belonged to the official route of WRC Rally Estonia 2020.

Multifunctional sport halls and gyms

There are currently 11 different gyms and multifunctional sport halls which are mainly located within the local schools and cultural/hobby centres. Most of these multifunctional sport halls and gyms are used by the local communities for different kind of activities.

- Gym at Aakre Kindergarten-Elementary School
- Sports hall at Elva Gymnasium (located in Tartu mnt building)
- Gym at Elva Gymnasium (located in Puiestee street, volleyball and basketball)
- Sport hall of Konguta School
- Gym and sport halls of Puhja School (basketball, volleyball, badminton, tennis, aerobics)
- Sport halls of Uula hobby centre (gymnastics, table-tennis, gym)
- Gym at Valguta Kindergarten- Elementary School (gymnastics, volleyball, basketball, table-tennis)
- Gym and sport halls of Rannu School (basketball, volleyball, football)
- Gym and sport halls of Rõngu High School (basketball, volleyball, football, aerobics)
- Sport hall of Rannu Cultural Centre (aerobics)
- Sport hall of Elva Hobby and Learning Centre (aerobics, dance)



Nine-pin bowling alley

Since 2019, nine-pin bowling hall with four alleys was established in Elva. Elva Nine-Pin Bowling and Resto is the newest nine-pin bowling alley in Estonia and the only one operating in Southern-Estonia. Elva Nine-Pin Bowling and Resto is a nice meeting place for everyone!

Photo: Elva Municipality

Outdoor gyms

In addition to 3 indoor gyms, there are also 5 outdoor gyms located within the municipality of Elva:

- Annikoru outdoor gym/strength centre
- Palupera stadium outdoor gym/strength centre
- Puhja stadium outdoor gym/strength centre
- Rannu outdoor gym/strength centre
- Outdoor gym/strength centre located in Uula Hobby Centre

Outdoor gyms are getting more and more popular among local people and communities. It is illustrated by the fact that several outdoor gyms have been built as a result of participatory budgeting process or in the form of other citizen initiatives. This year winning ideas were for example the establishment of sports court in Räämsi village and the project about building Rõngu outdoor gym/strength centre.

Skateparks

Currently, there are 3 skateparks located within the municipality of Elva:

- Elva skatepark was renovated in summer 2020
- Rõngu skatepark
- Rannu manor park skatepark

One of them, the skatepark located in the town of Elva was renovated this summer. The total cost of the renovation project was approximately 60 000 euros.

Ski-jump hill

Currently, there is 1 ski-jump hill in Elva which unfortunately is in bad condition. Ski-jump hill (25 m) was built in 1980 and partly renovated in 2000. Currently it needs some further investments. There are some ongoing discussions taking place about the renovation process between the Elva Municipality Government, local sport clubs and national sport federations. Until then further steps, athletes from Elva Skiing Club can practice in Tehvandi Ski-jump hill located in Otepää.

Sport fields and multifunctional ballparks

There are 9 different sport fields and multifunctional ballparks located within the municipality of Elva which can be used for several purposes:

- Aakre Kindergarten- Elementary School sport field
- Annikoru multifunctional ballpark
- Hellenurme sport field
- Käärdi sport field
- Palupera Primary School miniarena (football, volleyball, tennis, basketball, icehockey)
- Ballpark in Puhja School stadium
- Rõngu High School multifunctional ballpark
- Väike-Rakke ballpark
- Rannu manor ballpark

Stadiums

In the municipality of Elva, there are currently 5 stadiums located within the centres of former municipalities such as Elva, Palupera, Puhja, Rannu and Rõngu.

- Elva City Stadium
- Palupera Primary School Stadium
- Puhja School Stadium
- Rannu School Stadium
- Rõngu High School Stadium



Most of the stadiums are more or less in good condition but there is definitely a need for further investments. In all of the stadiums sports infrastructure provides opportunities to play basketball, football, volleyball, athletics, outdoor gyms etc.

Photo: Marko Hõrak

Tartu County Recreational Sports Centre

In Tartu County Recreation Sports Centre there is a well-developed selection of sports infrastructure to promote active vacation and healthy lifestyle. The centre offers something for everybody – children can have fun on a playground and at the Häpi adventure trail, others can enjoy disc golf, health trails, the largest network of mobile orienteering trails in Estonia, different sports courts, etc. It is also possible to train in an outdoor gym in the pine forest and put your skills to the test under the guidance of an instructor in shooting range, laser shooting, or archery. Tartu County Recreational Sports Centre is owned by the Foundation Tehvandi Sports Center together with Kääriku Sports Centre and Tehvandi Sports Centre in Otepää.

Tennis court

Currently, there is 1 tennis court in Elva where it is possible to practice on two outdoor sand fields. Elva Tennis court was built in 1991 next to the Elva City Stadium. The tennis court was renovated in 2017.

Volleyball courts

There are 5 volleyball courts located within the Elva Municipality. Four of these are mostly used as beach volleyball courts:

- Annikoru beach volleyball court
- Elva Verevi beach volleyball courts
- Hellenurme village volleyball court, restored in 2012 by locals
- Beach volleyball court of limnology centre (belongs to the institute of agriculture and environment of Estonian University of Life Sciences). Established in 2010, one sand volleyball court, one grass court
- Beach volleyball court of Rõngu High School Stadium

Other sports infrastructure

Health park of Elva Gymnasium

In 2019 the idea about the establishment of sports park next to the Elva Gymnasium turned out to be the most popular one among others in the process of participatory budgeting of Elva Municipality. As mentioned earlier, It is a process where every year people and communities can suggest different ideas which should be implemented. People can vote in support of the projects. As a result, the ideas or projects which receive most of the votes will be realized by the municipality. Health park of Elva Gymnasium was in 2019 one of those winning projects which received 15 000 euros from the municipality in order to promote active lifestyle and increase movement among kids with various outdoor opportunities.

Elva Adventure Park

The most adrenaline-filled attraction of the Elva Adventure Park located in a beautiful pine forest is the zipline ride across Lake Verevi and back – a total of 800 metres of free-falling between water and the sky, one of the longest in the Baltic States. In total, there are 4 trails suitable for every age! There are children's trails in the adventure park for the smallest members of the family – children over 3 years of age are welcome. In addition, there are trails that are at a height of 11 metres from the ground, perfect for those adventurers who are looking for exciting emotions in pure nature!



Photo: Elva Adventure Park

Elva Central Square play - and sports ground

Elva Central Square offers activities for hours. Located in a scenic spot close to Lake Arbi, this outdoor gym has a lot of equipment for strength, stamina, and balance training. There are table tennis tables, a skatepark, hammocks, a playground, and a small low adventure track for children next to the outdoor gym.



Photo: Jaak Jänes

b) Provide a breakdown of municipal expense for the maintenance of sport facilities in the last three years

After the administrative reform in Estonia in 2017, the Municipality of Elva was established by merging 6 former rural municipalities. Since 2017 the Municipality of Elva has been functioning as one administrative unit. The municipal expense for the maintenance of sport facilities in the last three years has been slightly increasing. In 2018, the total cost was around 28 634 euros. In 2019, the total cost for the maintenance of sport facilities was around 29 585 euros. In 2020, the Foundation of Elva Culture and Sports started maintaining the sports infrastructure belonging to the municipality with the total cost of approximately 35 000 euros.

c) Provide the estimated amount of planned investments in sports infrastructure in the next three years

One of the biggest investments into the sports infrastructure was finished in 2020 which was Elva Sports Hall. The total cost was approximately 4,7 million euros. Based on the budgetary strategy, the planned investments into sports infrastructure within the next three years will be the following:

Investments	2021	2022	2023
Maintaining the recreational areas	30 000	50 000	50 000
Maintaining the swimming areas	20 000	20 000	20 000
Renovating sports facilities	125 000	125 000	
Maintaining the sports grounds and playgrounds for kids	40 000	40 000	40 000

In addition to above mentioned, in 2024 the planned investments for the Elva City Stadium will be 340 000 euros and Rõngu High School sports centre 600 000 euros. Therefore, the total amount of planned investments in sports infrastructure in the next three years will be around 1,5 million euros.

d) Is there a sport development plan in your town? What are its main aims?

The general vision of the Municipality of Elva 2025: Elva Municipality is welcoming and helpful, open towards people and new ideas, municipality with the best living and entrepreneurship environment where we value good education, rich culture and sports.

Elva Municipality is welcoming and helpful, open towards people and new ideas, municipality with the best living and entrepreneurship environment where we value good education, rich culture and sports.

In Elva Municipality we also have a sports development plan which aims to achieve 7 main objectives:

1. The sports infrastructure within Elva Municipality is regularly maintained and systematically developed.

The first steps towards creating a system about the maintenance schedule of sports infrastructure within Elva Municipality has been taken. Since September 2020, a head of administration works in the Foundation of Elva Sports and Culture, whose tasks are to coordinate the cooperation agreements between different parties maintaining the objects as well as monitor the condition of the sports infrastructure. Further steps will be proposing a development and investment plan in the context of budget strategy.

2. In Elva Municipality takes place well known and acknowledged sporting events and competitions for professionals and enthusiasts.

August is the traditional Elva Sports Month where various events, competitions and seminars are organized within different topics and fields in sports. Traditional events and competitions take place on regular basis. The information about all the sports events is available online in advance. The further step in cooperation with local sport clubs is to create a category system in terms of sports events and organizing the Olympics of Villages. It is a traditional event which aims to promote community affiliation and healthy lifestyle.

3. The system of supporting youth sports in Elva Municipality is transparent and sustainable.

To make the system more transparent and effective, the objective is to analyse the financing model and propose further developments. The first steps such as using online application system have been already successfully adapted. Other important tasks are to develop a system about recognizing talented athletes such as Olympic hopes and work out criterion about the groups of advanced sportsmanship.

4. There is a working cooperation network between different sport clubs within the Municipality of Elva.

All the sport clubs meet on regular basis at least four times a year. There is a close cooperation between the network of sport clubs, manager of sports as well as the committee of sports of the city council. Further steps are to create common and clear agreements about the schedule of using different sports facilities and to create a system how to motivate the progeny of young coaches.

5. Elva Municipality is well known destination of sports tourism with positive vibe and image.

In close cooperation between the tourism manager, sports manager, and communication manager the system and schedule of activities about how to promote Elva as an attractive destination of sports tourism will be created. In addition, all the sports events and competitions will be widely promoted and the opportunity to host different kind of events will be communicated. Moreover, the catalogue of organizing sports camps will be created, and all the necessary information will be uploaded to different websites.

6. Elva Municipality is represented in national and regional competitions and tournaments.

As a first step, it is important to create a network of athletes who will be ready to represent Elva Municipality in different competitions. The other step is to create a joint uniform for all the athletes.

7. In Elva Municipality there is an outstanding management of sports with unified sports spirit within the community.

One part of this objective is to fully use the opportunity this title provides us. Therefore, it is important to create the system of using the common visuals in all kind of communication activities. In a longer term, the main objective is to develop Elva Sports Hall into regional sports centre. Moreover, it is important to create a system how to use all the other sports facilities such as school gyms as well to take the full advantage of the potential of our sports infrastructure. In addition, we aim to develop our website www.elvasport.ee in order to provide more user-friendly solutions. In the website, we aim to combine different technological opportunities such as creating identification system and financial solutions to collect participation fees for competitions.

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

Sports budget in 2020

Project grants: 75 440 euros

Operating subsidy for sports clubs: 233 069 euros

Budget for sports events organized by the municipality: 30 000 euros

Maintenance of facilities and other sports infrastructure: 141 000 euros

In total, the budget for the field of sports in 2020 was 468 920 euros. In addition, there were 2 782 718 euros used as an investment into building the Elva Sports Hall. Therefore, the percentage of this amount represents of the total budget of the Municipality of Elva is 10,20%.

ACCESS TO FACILITIES AND SPORTS ACTIVITIES



Photo: Marko Hõrak

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

In 2020, there are currently 20 active sport clubs or organizations in Elva Municipality, where you can practice different types of sports such as athletics, badminton, basketball, biathlon, cross-country skiing, cycling, dancing, disc golf, football, gymnastics, judo, motor sport, nine-pin bowling, shooting sports, ski jumping, strength sports, table-tennis, tennis, volleyball etc.

Within the municipality of Elva, Foundation Elva Culture and Sports is coordinating the field of sports by developing the network of sport clubs, managing and maintaining the sports infrastructure and in cooperation with different sport clubs and organizations, organizing local championships and other traditional sporting events. In addition, many sport clubs are annually organizing several well-known events and competitions themselves as well such as EliteCup and Footballfest organized by Football Club FC Elva or Elva Midnight Run organized by Sports Club Altia.

Most of the sports clubs and sports organizations are non-profit organizations which operate individually. Most of them are working closely with national sports federations such as Estonian Football Association, Estonian Basketball Association and Estonian Cyclists Union to name the few.

Sports clubs and organizations can apply for financial support from national, regional, and local funds for operating grants and different projects. National funds are available for example at Cultural Endowment of Estonia, Estonian Olympic Committee, National Foundation of Civil Society etc. Regional funds can be applied from County Sports Associations and local funds from the municipalities. In addition, several sports clubs are supported by the private funders and sponsors.



Photo: Kayvo Kroon

Within the municipality of Elva, sport clubs can apply for project grants for organizing events or operating subsidy for sports clubs. The aim of the operating subsidy is to support the youth sports activities and to support the representative teams competing in higher divisions. To receive the funding, sports clubs need to be operating within the municipality of Elva for at least 1 year. Training activity needs to take place at least two times per week for at least nine months per year. Operating subsidy is divided into two parts: money based on the number of kids and salary funds. Support is paid according to the number of kids from 7 – 19 years who are registered as the residents of Elva Municipality

according to the data from December 1st. Parents need to confirm the participation in the trainings for sport clubs to receive the funding. Salary fund support for the sport clubs are allocated for one coach who has fifth or higher category. Operating subsidy is calculated by the categories of sportsmanship and based on the calculation figure set by the municipality government for the calendar year (165 euros in 2020)

Most of the sport clubs can use different sports facilities which belong to the local municipality for free. In terms of the percentage of support from local municipality from the total budget varies among the sport clubs. 23% of sports clubs' budget the financial support from the municipality is less than 10% from the total budget while 30% of the clubs has the same figure almost one third from the budget. 23% of the clubs have municipality support composing half of the budget while 23% of clubs have this almost three quarters from the total budget.

b) Explain how accessible sports facilities are to the wide public: the existence of agreements, sportcard for entrance at reduced rates, public transport to the sport facilities etc.

Every person in the municipality of Elva has an opportunity to participate in different kind of sports activities. Most of the sports clubs have memberships agreements with their club members who also pay a membership fee. Several sports clubs have reduced fare for teachers, students, municipality officials etc. As a new tradition, all the athletes from Elva who have competed in the Olympics can use different sports facilities for free. Free of charge are also the training conditions for persons with disabilities.

Since youth sports in Elva Municipality is a priority, the municipality is supporting the promotion of youth involvement in sports by different measures as mentioned earlier. For example, parents can apply for the compensation of transportation costs of their kids for going to school or for using non-formal learning opportunities farther than 3 kilometres. The compensation for one person is 30 euros per month from September to May.

The distances within the town of Elva are relatively small. Everything is reachable in short walking distance. In terms of the municipality, the distances are longer but free public transportation and bus stops close to sports facilities help to reduce the problems.

CLUBS AND ASSOCIATIONS

Clubs and associations and participation of residential sport clubs or sport organisations in the league

a) Provide a detailed list of associations and sport clubs that compete in top divisions, championships and national tournaments (e.g: A, A1, A2, B).

Sports club	Type of sport	Category
Annikoru Disc Golf Club	Disc Golf	National Tournaments
Austa Cycling Club	Cycling	National Championship, International Championships
Dance and Sports Club RN Studio	Dancing	National Tournaments A, International tournaments
Elva Athletics School	Athletics	National Championship A, National Tournaments A, International tournaments
Elva Cycling Club Velorõõm	Cycling	National Championship, International tournaments
Elva Nine-Pin Bowling Club	Nine-Pin Bowling	National Tournaments A
Elva Shooting Sports Club	Shooting sports	National Tournaments A, International tournaments
Elva Skiing Club	Cross-country skiing, ski jumping and Nordic combined	National Championship, International Championships, National Tournaments A, International tournaments, National Championship A
Elva Tennis Club	Tennis	National Tournaments A, International tournaments
Football Club FC Elva	Football	National Championship A, National Tournaments A, National tournaments A1, National Championship A1, International tournaments, National Tournaments A, International tournaments
NGO BC Elva	Basketball	National Championship B, National Tournaments B, International tournaments

NGO Crause Dance School	Dancing	National Tournaments A, International tournaments
NGO Elva DGC	Disc Golf	National Tournaments A, International tournaments
NGO Elva Table-Tennis Club	Table-tennis	National Tournaments A
NGO Puhja Badminton	Badminton	National Tournaments A
NGO Sports Club Barca	Football	National Tournaments A, National Tournaments B, International tournaments
NGO Strength Sports	Strength sports	National Championship A, National Tournaments A, International tournaments
NGO Vörtsjärve Moto Club	Motor sport	National Championship A, National Tournaments A, International tournaments
Sports Club Airi	Gymnastics	National Championship A, National Tournaments A, International tournaments
Sports Club Altia	Judo, volleyball	National Championship A, National Tournaments A, International tournaments

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

Currently, there is no existing coordinated system within the municipality about organized sports volunteers. Each sports club has their own network of volunteers who are for example younger members of sports club, parents, other sports enthusiasts etc. Some bigger events have already established a network of volunteers who are helping to organize the events on regular basis. Often sports clubs and organizers of sports events are looking for additional volunteers via Facebook or other online channels.

A good example for others is the work of Football Club FC Elva who has set a great example by creating their own system of volunteers. In fact, as part of the project, they have created a separate document about the strategy of including volunteers in their club's activity.

How to look for new volunteers?

The first round of recruiting is within the club and its community (friends, parents, relatives, members). The second round of recruiting involves local community (different organizations and associations, local citizens etc). The main channels which are used for recruiting new volunteers are emailing lists, private Facebook groups, verbal communication, open calls and public announcements, local newspapers, websites, and posters. All the former volunteers are always informed as well about the upcoming opportunities.



Photo: Marko Hõrak

How to motivate volunteers?

In FC Elva, all the volunteers are previously informed, prepared, and trained. Volunteers are an important part of the team. All the volunteers can contribute to the field they feel most confident about, the specific tasks will be agreed upon.

Being a volunteer provides a lot of positive emotions. It broadens person's world and offers alternation for everyday life; it provides an opportunity for self-development and increases the sense of belonging by being part of the community. In addition, it helps to develop important skill set which is needed in everyday life – independence, taking initiative, commitment to responsibilities, positive vibe etc. In FC Elva, they provide an opportunity for volunteers to a) increase the network of football enthusiasts and

gain new friends b) have a first job experience or an internship (together with a letter of recommendation for further opportunities) c) have memorable gifts with FC Elva symbolics d) be a candidate in the annual gala in the category of the best volunteer of the year.

As a result of their good work, in 2019 UEFA recognized FC Elva with 2019 Europe's Best Grassroots Club bronze award.

As a result of their good work, in 2019 UEFA recognized FC Elva with 2019 Europe's Best Grassroots Club bronze award. This is a recognition which is handed out by the UEFA every year to an amateur club which does outstanding grassroots work in uniting the community. UEFA highlighted FC Elva for strong community, promoting a healthy lifestyle and operating successfully in a small town.



Photo: Marko Hörak

SPORT EVENTS CARRIED OUT BY THE TOWN

Sport initiatives, events or projects, which are directly carried out or promoted by the city council



Photo: Jaak Jänes

Elva is famous for its national and international competitions starting from football and basketball, ending with orienteering and cycling. The biggest events taking place in the area are Rally Estonia and Tartu Marathon which also belongs to the Worldloppet series. Moreover, the local athletes and enthusiasts aim to organize several other international championships within the near future such as World Championships in disc-golf and nine-pin bowling.

Elva has long traditions within the field of sports. It is remarkable that Elva is the hometown of many Estonian well known athletes such as the two time Olympic Champion in track cycling Erika Salumäe, World Rally Champion 2019 Martin Järveoja, cyclist Caspar Austa, biathletes Roland Lessing, Indrek Tobreluts, Eveli Saue and Priit Viks; nordic combined skiers Kristjan Ilves and Ago Markvardt, speed skier Richard Anton, shooter Heli Rass to name the few.

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

The following sports events are organized and carried out by the Foundation of Elva Culture and Sports. In some cases, the events and competitions are organized in close cooperation with local sport clubs.

Traditional sporting events:

- Villages' Olympics
- Mind Games (chess and draughts)
- Gym Competition
- Elva Training Day
- Elva Jumping Gala
- Elva Traditional Sports Month
- Elva Triathlon
- Open championships in athletics

Traditional running events:

- St. George's Night's run
- Elva Bell Tower Run
- Elva Honey Run
- Elva Autumn running series

Cycling events organized in cooperation with local cycling clubs:

- Elva Street race
- Elva Cycling marathon
- Elva Autumn cycling series
- Cyclo X

Basketball and Volleyball

- Basketball and volleyball tournaments within different centres of the municipality
- Puhja Strohh

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 anti-doping actions.

The town of Elva has long traditions in sports. Our municipality in general is committed to both professional and amateur sports and health-enhancing physical activities within all age groups. There is an active cooperation with different sports development organizations on regional and national level such as Estonian Olympic Committee or sports federations and associations. For example, most of our schools are taking part of the project „Liikuma Kutsuv Kool“ (*school which invites to move*) which is led by the scientists from the University of Tartu Movement Laboratory. The project aims to increase the activity of students during the school day with different activities and supportive infrastructure.

Moreover, since the beginning of September 2020 Elva Gymnasium is also piloting another project in cooperation with Estonian Olympic Committee to introduce different kind of sports for first grade students during the school days within the two-month period and to promote the importance of active and healthy lifestyle. Elva is also taking part of different national initiatives and events such as The Week of Sport held under the leadership of the Estonian Olympic Committee and the association “Sports for All” (*Sport Kõigile*). For several years, students from Elva have participated in the traditional charitable relay run etc.

As for further developments, newly built Elva Sports Hall provides us additional opportunities to organize different kind of seminars, conferences, trainings, and other events on important topics related to sport management on regional, national, and international level.

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

Most of these events are traditional competitions which take place annually.

International events:

- Tartu Maraton in XC skiing (February)
- FC Elva EliteCup (May)
- Tartu Forest Marathon in running (May)
- Tartu Rattaralli in road cycling (May)
- Tartu Rattamaraton in MTB (September)
- Elva Cup Football Tournament (August)
- Elva Rogain (August)
- International Heli Rass Memorial in Shooting (August)
- International competition in orienteering XXXIII Ilves-3 (August)
- WRC-Rally Estonia (September)

National events:

- Estonian Open Championships in Nine-Pin Bowling (February/March)
- Elva Forrest Run Series (May, July, August)
- Elva Midnight Run (June)
- Estonian Championships in Elva Street Race in cycling (July)
- ACE Xdream Elva (July)
- Estonian Strength Games (July)
- Elva Cycling Marathon (August)
- Elva Triathlon sprint, Estonian Cup (August)
- Elva Open Water Swimming competition (August)
- Elwa Challenge in disc golf (August)
- Lake Võrtsjärve Regatta (August)



Photo: Marko Hõrak

- Estonian Championships EVIKO in strength sports (August)
- FC Elva Football Fest (August)
- Shooting Competition “Kuldne Leht” (September)
- Elva XX Shooting Sports week (September)
- Estonian Doubles Championship in disc golf (September)
- Charitable Relay of students (September)
- Elva biathlon (October)
- Estonian Championships in Cyclo X (October)
- Valter Heuer Memorial Tournament in blitz chess (October)
- BC Elva matches in Basketball National Championship B, National Tournaments B, International Tournaments (September – December)
- FC Elva matches in Football National Championship A & A1, National Tournaments A & A1, International Tournaments (all year around)
- FC Elva Indoor Cup (November, December)



Photo: Marko Hõrak

Local / Regional events:

- Rõngu Night Basketball (January)
- Puhja Badminton Tournament (January)
- Judo Tournament Elva Open (January)
- Tartu County Open Championships in Cycling (February)
- Nõo Judo Tournament (March)
- Elva Open Championship in football (April)
- Sportland Clubleague in football (March – December)
- Elva Open Championships in gymnastics and group gymnastics (April, September)

- Tartu County Open Championships for students in powerlifting (May)
- Elva Open Championships in shooting (May)
- Elva Open Championships for students in strength sports
- Tartu Orienteering Days in Elva (spring, autumn)
- Elva Beach Volley (June)
- Hellenurme Lake Run (June)
- Health Day (August)
- Elva Open Championship in nine-pin bowling (August)
- Nike Girls Football day (August)
- Elva Adventure Run (August)
- Ruubel Cycling Rally (August)
- Elva Bell Tower Run (August)
- Elva Sports Month's events (August)
- Elva Autumn running series (September)



- Elva Autumn cycling series "Olympic cross" (September)
- Elva Honey Run (September)
- Elva Hiking Marathon (September)
- Elva Training Day (October)
- Tartu County Autumn Games in volleyball (November)
- Tartu County Championships in volleyball (women) (November)
- Puhja Strohh Christmas Tournament (December)

Photo: Marko Hõrak

MEASURES TO PROMOTE SPORTS

Measures to promote health and integration through sports in all social classes

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

Elva Municipality belongs to the network of Estonian Healthy Cities which provides us an opportunity together with other municipalities to organize health related campaigns in order to receive more outreach. As a result, the general idea the municipality in its activities originates from is the definition of health promotion. It means that municipality together with other organizations and specialists aims to create a living environment which supports healthy lifestyle and makes healthy choices available for its citizens. The aim of the health promotion within the municipality of Elva is to shape the attitude among people where health is valued. Moreover, it means to raise health awareness among the citizens and plan further steps and developments. Municipality of Elva is every year acknowledging someone as the best health promoter of the year.

The promotion of sport activities and healthy lifestyle provides us an opportunity to focus on the involvement of all the social classes and avoid further exclusion of people. Sport has a power to unite people in a way that little else does. Therefore, sport plays an important role in the society as a precautionary factor.

The importance of the health promotion within the municipality is illustrated by the fact that there is a separate commission created as part of the rural municipality council which is responsible for coordinating the objectives and activities for the improvement of citizens' health, safety and quality of life. The commission of health and welfare is responsible for organizing different campaigns to focus on important topics. Last year, the social media campaign about the topic of mental health was organized. The aim of the campaign was to share recommendations about how to take care about your mental health since the problems related to our mental health are most popular among our citizens. The next campaign aims to focus on the topic of addiction of our smartphones with the subobjective to promote movement.

Since the health topics are closely related to education and sports, all our kindergartens and schools belong to the network of promoting health in educational institutions. As previously mentioned, several

schools are part taking part of the project „Liikuma Kutsuv Kool “(school which invites to move) which is led by the scientists from the University of Tartu Movement Laboratory. The project aims to increase the activity of students during the school day with different activities and supportive infrastructure. Our objective is to create a network of health promoters in educational institutions such as schools and kindergartens where they can share each other’s experiences and knowledge.

Moreover, since the beginning of September 2020 Elva Gymnasium is also piloting another project in cooperation with Estonian Olympic Committee to introduce different kind of sports for first grade students during the school days within the two-month period and to promote the importance of active and healthy lifestyle. Elva is also taking part of different national initiatives and events such as The Week of Sport held under the leadership of the Estonian Olympic Committee and the association “Sports for All” (Sport Kõigile). For several years, students from Elva have participated in the traditional charitable relay run etc.



Photo: Kayvo Kroon

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

As pointed out in the development strategy of the Elva Municipality, one of the objectives is to support the well-being and health of our citizens. It is also one of the strategic goals to have healthy and socially active people. Families should be valued, and the interests of children are always set as a priority. Moreover, the elderly people are active and independent, ready to contribute as volunteers and participate in different community related activities. To do so, different trainings, study visits and

excursions are organized on regular basis by the elderly day-care centres. For example, there are organized swimming trainings, Nordic walking groups etc.

The most remarkable is the activity of Elva legendary trainer and physical education teacher Aino Randver who has organized trainings for more than 50 years. She created the group named Ainokad in 1969 which is active up to this day. The group has long traditions, active social life, the official flag, an oath, and designed training form. Currently there are around 20 members in the group of which everyone has their own task: accountant, cultural adviser, winemaker, medical adviser etc.

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

For people with special needs, there are several trainings organized by the NGO Union of people with special needs in Elva. For example, they have an opportunity to engage in free posu-ball trainings or wheelchair dance lessons.

Families with specific social background or financial difficulties can apply for the exemption of training free from the Department of Social Affairs. Sports clubs also have additional possibilities to reduce the training fee for families with difficult social background.

d) Are there initiatives to promote integration thorough sports?

Currently there are not any specific initiatives created to promote integration of different nationalities thorough sports. Everyone is welcome to join different trainings or sports clubs.

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

Currently, most of the educational trainings and self-improvement opportunities for coaches are organized by the national sports federations. Some of the trainings and seminars are organized by the municipality of Elva as well as local sports clubs.

f) How does the city promote Fair Play?

All the sport clubs, sports associations and sports enthusiasts within the municipality of Elva are following the rules of Fair Play on everyday basis. Moreover, while organizing different kind of events or coordinating the field of sports in Elva Municipality, the Fair Play rule is closely followed and monitored. All the principles Fair Play combines such as equality, respect, tolerance, integrity and care are taught from the early years of young athletes and followed for the rest of their lives.

SPORTMANSHIP 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-...).

Sports club	Number of people	Number of young people (7 – 19 years)	Number of adults
Annikoru Disc Golf Club	12	0	12
Austa Cycling Club	8	8	0
Dance and Sports Club RN Studio	160	152	8
Elva Athletics School	65	51	14
Elva Cycling Club Velorõõm	10	10	0
Elva Nine-Pin Bowling Club	42	10	32
Elva Shooting Sports Club	95	21	74
Elva Skiing Club	43	30	13
Elva Tennis Club	105	87	18
Football Club FC Elva	217	202	15
NGO BC Elva	104	58	46
NGO Crause Dance School	86	79	7
NGO Elva DGC	23	0	23
NGO Elva Table-Tennis Club	9	1	8
NGO Puhja Badminton / NGO Veeriku Badminton	44	34	10
NGO Sports Club Barca	118	92	26
NGO Strength Sports	25	20	5
NGO Võrtsjärve Moto Club	11	2	9
Sports Club Airi	68	68	0
Sports Club Altia	158	157	1
Total:	1403	1082	321

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

Data is based on the information available in Estonian Sports Register database and on the information received via the applications of sports clubs for applying operating subsidy.

In total, the sports clubs operating within the Municipality of Elva have approximately 1403 members of which 1082 are young people and 321 adults. It is important to note, that the data about the citizens who are registered as residents in Elva Municipality but are members of other sports clubs not operating within the municipality is not reflected in this table. Moreover, there is an estimated number of sports enthusiasts who do not belong to any sports club and prefer to practice individually. Unfortunately, we currently do not have any kind of data about them. It would require a comprehensive survey among local citizens to receive this information. Therefore, the estimated assessment about the number of people within the Municipality of Elva actively involved in sports is much higher.



Photo: Kayvo Kroon

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.

Elva Municipality is committed to both professional and amateur sports and health-enhancing physical activities within all age groups. As previously mentioned, most of our schools are taking part of different school projects enhancing the activity of students throughout the day. Moreover,

Elva is famous for its national and international competitions taking place all year around. The variety of different types of sports provides an opportunity to participate or cheer others for everyone interested. In terms of infrastructure, we have a wide selection of different hiking routes, sports facilities as well as roads and forest trails all around the municipality. The system of maintaining these facilities will be more structured and organized.

Elva as a town and municipality gives its wholehearted support to the promotion of sport and healthy lifestyle. We are fully committed to develop all the recreation solutions which support daily physical activities of our citizens as well as our guests. As a tourist destination, Elva is well-known and acknowledged among nature lovers and athletes. The opportunity of becoming the European Town of Sport in 2021 provides us a chance to acknowledge the importance of moving among all groups within the society even more. Since Tartu together with Elva and 18 other local governments in South – Estonia is carrying the title of European Capital of Culture in 2024, it would be a great honour to combine these two important titles and introduce ourselves to the world as the promoters of healthy, athletic and happy lifestyle and living environment.

As a result of the title, we hope to increase the number of members of local sports clubs to 1600 as well as sports enthusiasts by 10 percent among all segments of population. In general, we aim to increase the physical activity of our people by improving their quality of life.

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

As previously mentioned, currently there is no existing coordinated system within the municipality about organized sports volunteers. There is a need for creating one general system about the volunteers within the municipality to promote voluntary work as well as involve different members of the society. A lot of work needs to be done in this regard.

A good example for other sports clubs in Elva as well as municipality in general is the work of Football Club FC Elva who has set a great example by creating their own system of volunteers. The system of volunteers created by FC Elva was described above in the chapter about clubs and associations. As a result of their good work, in 2019 UEFA recognized FC Elva with 2019 Europe's Best Grassroots Club bronze award. This is a recognition which is handed out by the UEFA every year to an amateur club which does outstanding grassroots work in uniting the community. UEFA highlighted FC Elva for strong community, promoting a healthy lifestyle and operating successfully in a small town. "We are very happy that UEFA chose FC Elva out of all the clubs in Europe. It is a great recognition and reflects what others in Estonia in the football community have seen all those years – Elva is an active club and well organized, consistent development of youth football, community work through different joint activities and setting bigger goals than just sports" said Estonian Football Association president Aivar Pohlak.

Every year Elva Municipality acknowledges the best athletes, sports clubs, sports initiatives etc. One acknowledgment is carrying the title of the sports friend of the year which is handed out to the person or organization which during the previous year has supported the sports life in Elva in remarkable way. The winner will be announced as a result of the public voting together with the votes from the commission.

Photo: Marko Hõrak



PROMOTION OF SWEET MOBILITY

a) What measures is the municipality taking in order to reduce the presence of private vehicles in urban spaces and promote alternative mobility?

In the area of urban planning, the municipality of Elva aims to increase the movement on foot and by bicycle and reduce the presence of private vehicles in urban spaces. There have been created several opportunities to have safe bicycle stands all over the town. Moreover, with the renovation project of the heart of the town, the number of parking spaces was reduced, and the quality of cycle paths was increased. All these steps were taken to reduce the presence of vehicles and promote alternative mobility within the urban space. In cooperation with the Municipality of Nõo, light traffic road from Nõo to Elva (approximately with the length of 10 km) will be finished in 2021 which significantly improves the opportunities to move between the two municipalities.

Elva Municipality is promoting sustainable mobility within different fields. For example, several schools are running campaigns which objective is to promote walking to school instead of public or private transportation. For several years, the department of social affairs used the electric cars to reduce the ecological footprint. In addition, there is an electric car charging station located in the gas station Olerex which also in a way helps to promote sustainable transport.

In the near future, the Tartu Smart Bike Share system adopted in 2019 could also broaden to other municipalities in Tartu County. Currently, the system is available only in the city of Tartu. One of the objectives of Tartu City is to develop environmentally friendly mobility, therefore the Tartu Smart Bike Share system is definitely an important step towards this objective by changing the way of thinking of the citizens and visitors. Since Tartu is a good role model in this field, Elva aims to work towards this as well.

b) Describe the policy measures taken by the municipality that encourage and facilitate the use of public and sustainable transport.

In Tartu county (including Elva) there is a free public transportation (buses) available for all the people. In terms of Elva Municipality, there are good train and bus connections via Tartu with other towns and regional centres in Estonia. In Elva, there is a system where you park your bicycle or car in the parking

lot of train or bus station and then continue your journey via public transportation getting more and more popular. It is common among people who are living in the municipality of Elva but working in Tartu. Moreover, there is an ongoing pilot project in progress under the management of Tartu County Centre of Public Transportation which aims to make the field of social transportation a part of public transportation in the county. In addition, Elva Municipality is working towards a solution of creating a shared transportation solution which aims to meet the needs of people living in dispersed settlements.



Photo: Ragnar Vutt

PROMOTION OF SPORTS TOURISM

a) What actions has the municipality taken to promote the city/town area and spread the knowledge, image and practice of sports tourism?

Since August 2019, the Municipality of Elva created two new positions: tourism manager and sports manager with the objective to develop both fields within the municipality. Tourism manager is responsible for developing the network of tourism entrepreneurs, designing the image of Elva as an attractive tourism destination, and conducting different campaigns and other marketing activities. Sports manager's task is to coordinate the work of sport area of the Elva Municipality, managing the everyday work of Elva Sports Hall and other sport objects and infrastructure and organizing different sporting events. Tourism manager and sports manager both work in the Foundation of Elva Culture and Sports which is operating under the administration of Elva Municipality. Therefore, there is a close cooperation between the two fields on everyday basis.

Elva is often promoted as a tourism destination with beautiful nature, clear watered lakes, peaceful forest parks and hiking trails, and athletic and vibrant atmosphere. Moreover, here you can find various opportunities to do different kind of sports all year around.

Photo: Jaak Jänes



As pointed out in the development plan of the Municipality of Elva, the key words in the field of tourism are nature, sports, and active leisure. Several lakes and rivers provide opportunities for fishing and water-related activities, various network of hiking trails offer a chance to organize interesting hikes throughout the year and seekers of active leisure are more than welcomed to visit Elva Adventure Park, Disc Golf parks or Tartu County Recreational Centre with its wide selection of activities.

Elva is also famous for its national and international competitions starting from football and basketball, ending with orienteering and cycling. The Municipality of Elva is regularly supporting different kind of well-known sporting events like Elva Midnight Run, Club Tartu Marathon events, Rally Estonia etc. Moreover, all the information about different sports events are communicated on regular basis via both channels: tourism and sports websites, Facebook pages and Instagram accounts. In addition, at the beginning of every month, the tourism newsletter will be sent out to more than 1000 recipients covering information about events in culture, sports etc.

One of the main steps about how to face the current challenges such as seasonality in the tourism sector is to organize events, competitions, conferences, and seminars during the period of low season etc. As a first step, there is currently an ongoing process in cooperation between the sports manager and tourism manager of creating a joint catalogue with all the necessary information about how to organize sport camps in the area. It aims to make the life of representatives of sport clubs easier by collecting all the necessary information about potential accommodation places, dining opportunities and sports infrastructure into one place. There will be developed a list of sport camps' packages within the various price range where clubs can choose the best solutions according to their needs and financial opportunities.

Another important step taken towards the promotion of our municipality as a perfect location of sports tourism is the development of hiking game "Elva Adventures". The hiking game was developed in collaboration with local tourism entrepreneurs. The objective of the adventurous hiking game was to introduce all the beautiful and little-known places to the local people as well as visitors. Moreover, the aim was to encourage people to move more outside in the fresh air and spend good time with the family and friends. The hiking game was organized as an orienteering game where you had to find all the places based on a photo and GPS coordinates. All the teams had an opportunity to win exciting prizes which were provided by local tourism entrepreneurs.

b) Describe the meeting activities between sports associations and economic operators of the tourism and sport sectors.

Regular meetings between the sports clubs, manager of sports and members of Elva Municipality Government take place at least four times a year. In addition, there is a close communication and collaboration with the commission of sports of Elva rural municipality government.

In terms of the tourism entrepreneurs, there are regular meetings approximately once per month between the entrepreneurs and tourism manager where different tourism related topics and news are discussed.

Since the tourism manager and sports manager both work in the Foundation of Elva Culture and Sports, regular meetings on weekly basis are taking place. Therefore, there is a close cooperation between the two fields on everyday basis.

As a further development, there should be regular meetings between the sport clubs and associations and tourism entrepreneurs taking place as well in order to develop further cooperation and communication.

c) What policy measures are there with the aim of facilitating the carrying out of projects and sport tourism events of city/town territory?

Developing sport tourism is an important priority of the Municipality of Elva. It is pointed out in the development plan as well as in the development strategy of sports. One of the objectives of the sports development strategy is following: Elva Municipality is well known destination of sports tourism with positive vibe and image. In close cooperation between the tourism manager, sports manager, and communication manager the system and schedule of activities about how to promote Elva as an attractive destination of sports tourism is created. In addition, all the sports events and competitions are widely promoted and the opportunity to host different kind of events will be communicated. Since sport tourism is an important priority, it is always considered and kept in mind while planning activities and investments within different areas.

COMMUNICATION

Communication project to promote the application

a) Explain the promotion of the application and the ACES award

Municipality of Elva has a list of channels where to share news and important information with its residents and guests:

- Official website of the Municipality of Elva www.elva.ee
- Official [Facebook page](#)
- Elva Municipality app
- Official [Elva Municipality Instagram account](#)
- Elva Municipality Youtube Channel
- Municipality of Elva's Bulletin
- Official website for tourism www.visitelva.com
- [Elva Tourism/Visit Elva Facebook page](#)
- [Visit Elva Instagram account](#)
- Official website of Elva Sports news and events www.elvasport.ee
- [Elva Sports Facebook page](#)
- [Elva Sports Instagram account](#)

Municipality's app allows us to share important news to our app users directly to their smart phones which provides us an opportunity to share information in operationally effective manner (it allows us to send direct messages to the users with push notification). The app also has an event calendar and the users can share their thoughts and give feedback through the app.

Municipality of Elva has a Communication Manager who manages the Municipality's web page, social media channels and the app. Communication Manager writes also the press releases and communicates with the media and journalists. We have separate information specialist who manages the Municipality's Bulletin on regular basis.

Visit Elva channels are managed by the tourism manager and Elva Sports' channels by the sports manager.

Our usual practice is that if we have important events or campaigns coming up, we create a detailed communication plan with different activities and deadlines in collaboration with the communication, tourism and sports manager or other persons in concern. In terms of the candidature of Elva as the European Town of Sports in 2021, we aim to promote our next year sports events all as part of our official programme. In addition to traditional sporting events and initiatives, we aim to create some new ones as well. Moreover, it provides us an opportunity throughout the year to focus on the topic of the movement, sports and healthy lifestyle among all segments of population.

Photo: Jaak Jänes



In order to communicate and promote the title of European Town of Sport, we aim to design a specific logo and other visuals which could be used by the organizers of different kind of sporting events and conferences/seminars. There will be a close communication and meetings with the sports clubs and other interested parties such as tourism entrepreneurs, local municipality officials and politicians about how to promote the title throughout all of their activities. In addition to regular meetings, already existing mailing lists and other channels will be used for internal communication. More specific

marketing strategy and communication plan will be created at the end of the year after receiving the final decision from the evaluation commission.

b) Explain the communication plan to promote the candidature of the municipality

Date	Channel	Description
November 13 th	Municipality of Elva press release; Posts about the candidature in Municipality of Elva Facebook, app and web page; Visit Elva channels and Elva Sports channels	Press release and posts about the candidature of Elva as European Town of Sports in 2021. The meaning and the opportunities of the candidature
November 23 rd	Municipality of Elva's Bulletin	An article about our candidature process, the meaning of it and the opportunities it entails; the next steps etc
<i>When we get the news about the candidature</i>	Press release; Posts in our social media channels, app, web pages; Direct communication with Estonian sports journalists; Visit Elva monthly newsletter	Press release about the decision of the candidature and the description of next steps and events
<i>When we have made plans about opening of the new sports year</i>	Press release; Posts in our social media, app, web pages; Direct communication with Estonian sports journalists; Visit Elva monthly newsletter	Press release and posts about the opening of the new sports year event and the candidature etc

RELATIONS BETWEEN DIFFERENT PARTIES

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 organisations.

Elva Municipality has close cooperation with local sports clubs, sports associations, and federations. Regular meetings between the sports clubs, manager of sports and members of Elva Municipality Government take place at least four times a year. In addition, there is a close communication and collaboration with the commission of sports of Elva rural municipality government.

On the regional level, the representatives of Elva Municipality are participating in the work of the Association of Tartu County local governments. In addition, there is a close cooperation with the Tartu County Sports Association.

On national level, Elva Municipality works closely with the Estonian Olympic Committee, national sports federations, and Estonian Sports League Strength. Moreover, Elva belongs to the Estonian Healthy Cities Association and to the Association of Estonian Cities and Municipalities (AECM). AECM is a voluntary union established for representing the common interests and arranging co-operation of cities and rural municipalities. The vice mayor of Elva Municipality Marika Saar is currently leading the workgroup of culture and sports.

b) Explain how the candidature promotes agreements with local, regional or national sports federations or other entities for the promotion of sport.

The candidature of Elva as European Town of Sports in 2021 helps to increase our national and international visibility. The candidature helps to promote the importance of the field of sports and its impact to other fields such as social, educational, economic etc. Moreover, the candidature hopefully helps to increase the international cooperation, attract new collaboration partners in Estonia and abroad and provide new opportunities of our local sports clubs. In a longer term, the candidature helps to attract further investments into the region in terms of sports infrastructure and leisure activities.

c) Quantify and detail the investments in local sport related economy. 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 biggest opportunity the title of European Town of Sports provides us is increased international visibility and recognition. It is a project which introduces the municipality of Elva and its opportunities to the region and shows our willingness and openness towards cooperation. This project provides all the candidates an opportunity to increase their international network and learn about different practices of other countries, towns, and regions. In terms of Elva, the biggest challenge we are facing today is the lack of regularity in the field of (sports) tourism. During the summertime, we have high season but with this project we aim to reduce the irregularity. It is mutually useful for local tourism entrepreneurs, local sports clubs and local municipality to work towards increasing the attractiveness of Elva as acknowledged destination of sports tourism because as a result, it helps to stimulate the local economy.

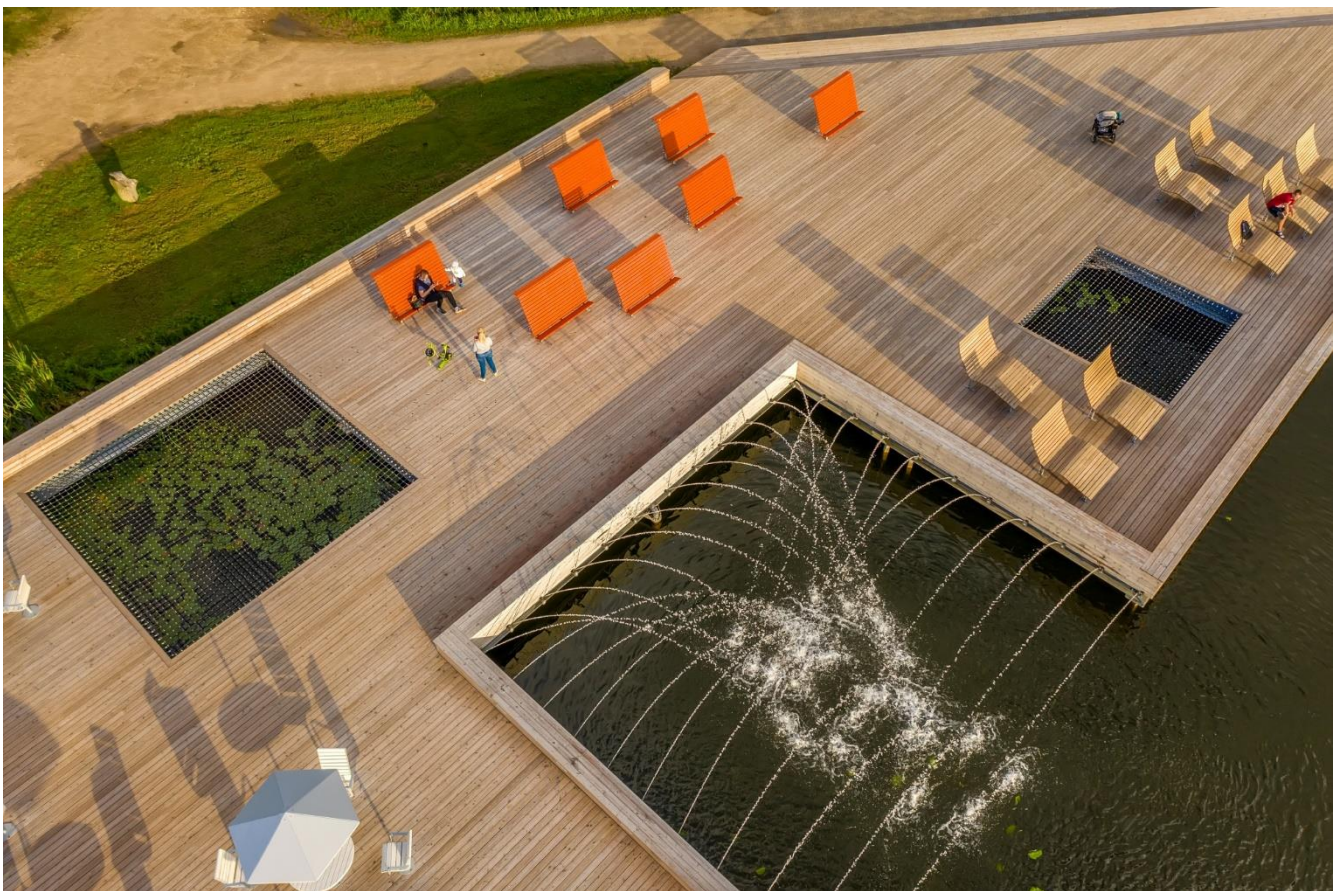


Photo: Ragnar Vutt

PROFILE AS AN EUROPEAN TOWN OF SPORT

Profile and possible activities as an European Town of Sport

Elva as a town and municipality gives its wholehearted support to the promotion of sports and healthy lifestyle. We are fully committed to develop all the recreation solutions which support daily physical activities of our citizens as well as our guests. As a tourism destination, Elva is well-known and acknowledged among nature lovers and athletes. The opportunity of becoming the European Town of Sport in 2021 provides us a chance to acknowledge the importance of moving among all groups within the society even more. Since Tartu together with Elva and 18 other local governments in South – Estonia is carrying the title of European Capital of Culture in 2024, it would be a great honour to combine these two important titles and introduce ourselves to the world as the promoters of healthy, athletic and happy lifestyle and living environment.

a) Explain the role of sport in your city/town for achieving the five main aims of the Manifesto of ACES Europe.

The five main aims of the Manifesto of ACES Europe are:

- Enjoyment in exercise
- Willingness to achieve
- Sense of community
- Learning fair play
- Improvement of health

All of these five principles are followed by the sports clubs, sports associations, sports enthusiasts and the representatives of the Municipality of Elva on regular basis.

It is one of the main tasks of local municipalities to create the conditions which will contribute to the people's **enjoyment in exercise** and helps them to **improve their health**. To do so, municipality is responsible for creating an effective and functioning system of sports management where all the sports facilities are maintained and in good quality. In Elva Municipality, we have various opportunities to do different kind of sports which as mentioned previously promotes the importance of movement and healthy lifestyle of our citizens. Moreover, Elva is surrounded by the wide network of hiking trails and health tracks with several routes and distances to choose from. Most of these trails are used all year

around – from spring to autumn for hiking and cycling, during the wintertime for skiing. Therefore, people can enjoy the good feeling from regular activity all year around.

Sports in general has an important role as unifying the community, improving the quality of local people, and encouraging to spend more free time actively. As pointed out previously, our local football club FC Elva is a pioneer in the field of creating the **sense of community**. Their home games are always crowded and popular among local citizens. As a result of their good work, UEFA recognized FC Elva with 2019 Europe's Best Grassroots Club bronze award for doing outstanding grassroots work in uniting the community. This is definitely a good example and objective for all the sports clubs and sports community in Elva.

In Elva Municipality, the special attention is being paid on developing and supporting youth sports. We contribute to the youth sports through supporting different sport clubs to secure the sustainability of different fields of sports. Empowering youth is the key which helps us to achieve the final two objectives - **willingness to achieve** and **learning fair play**. Regarding these objectives, it is important to start nurturing these principles from an early age.

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

The candidature of Elva as European Town of Sports in 2021 helps to increase our national and international visibility. The candidature helps to promote the importance of the field of sports, healthy lifestyle, and quality of life – all the values the municipality of Elva considers important. Therefore, it offers us a good reason why to prioritize the importance of topics such as increasing people's activity, sports habits and improving the quality of life. In terms of other social advantages, the title provides us an opportunity to team all together and make it a remarkable year for ourselves as well as for our guests. It gives us an opportunity to create something together by increasing the sense of community.

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.

Municipality of Elva would be more than happy to introduce our experiences about how to make the sports management system efficient by using different online solutions such as online grant application system etc.

The most important initiative of our title year is called ELVA MILLION which stands for an idea to gather 1 000 000 kilometres from the period of January to December 2021. The main objective is to motivate people to move more in the fresh air by walking, running, or cycling. All the local people and guests can collect kilometres while moving on the roads and trail of Elva Municipality. As a mutual goal, we aim to collect 1 000 000 kilometres by the end of the year.

SCHEDULE OF EVENTS IN 2021

Schedule containing the events/sports activities planned for the year of the application

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

The main objective of the Municipality of Elva is to use all the opportunities the title of European Town of Sports provides us. As an example, Elva Municipality will focus on the topics of increasing activity and healthy lifestyle among all groups of the society, improve the sports infrastructure and promote Elva as an attractive destination of sports tourism. It will be a perfect opportunity to Elva to start preparations for the year 2024 while Tartu together with Elva and other 18 local municipalities within Southern-Estonia are carrying the title of European Capital of Culture.

In order to do so, there are several new sports initiatives we plan to implement during the year of the title:

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The other important objective is to organize the Elva Sports Conference in November 2021. The further details of the conference as well as the exact programme will be announced in 2021.

To promote the importance of sports and in order to carry out the title of Estonian Most athletic local government with dignity, we aim to organize Sports Day for the municipality officials, members for all the rural municipality administrative agencies and members of the city council.

In addition to all the events and initiatives initiated by the municipality government, the sports clubs are also planning to organize several international events within the next couple of years. For example, Elva Nine-Pin bowling club plans to bring the World Championships in Nine-Pin Bowling to Elva in 2022.

Here is the initial list of events taking place in Elva Municipality in 2021:

January

- Rõngu Night Basketball
- Puhja Badminton Tournament
- Judo Tournament Elva Open

February

- Tartu Maraton in XC skiing
- Tartu County Open Championships in Cycling
- Mind Games (chess and draughts)
- Village's Winter Olympics

March

- Estonian Open Championships in Nine-Pin Bowling (sprint and tandem)
- Nõo Judo Tournament
- Gym Competition
- Sportland Clubleague in football (March – December)

April

- Tartu Orienteering Days in Elva
- Elva Open Championships in gymnastics and group gymnastics
- St. George's Night's run
- Elva Open Championship in football

May

- Elva Hiking Marathon: Opening the season
- FC Elva EliteCup
- Tartu Forest Marathon in running
- Tartu Rattaralli in road cycling
- Elva Forrest Run Series
- Elva Bell Tower Run

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- Tartu County Open Championships for students in powerlifting
 - Elva Open Championships in shooting
 - Open championships in athletics

June

- Elva Midnight Run
- Elva Beach Volley
- Hellenurme Lake Run
- Basketball and volleyball tournaments within different centres of the municipality

July

- WRC-Rally Estonia
- Elva Forrest Run Series
- Estonian Championships in Criterion/ Elva Street Race in cycling
- ACE Xdream Elva
- Estonian Strength Games
- Villages' Summer Olympics

August

- Elva Cup Football Tournament
- International Heli Rass Memorial in Shooting
- International competition in orienteering XXXIV Ilves-3
- Elva Forrest Run Series
- Elva Cycling Marathon
- Nike Girls Football day
- Elva Triathlon sprint, Estonian Cup
- Elva Open Water Swimming competition
- Elwa Challenge in disc golf
- Lake Võrtsjärve Regatta
- Elva Rogain
- Estonian Championships EVIKO in strength sports

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- FC Elva Footballfest
 - Elva Open Championship in nine-pin bowling
 - Elva Adventure Run
 - Ruubel Cycling Rally
 - Elva Traditional Sports Month with different activities and trainings

September

- Tartu Rattamaraton in MTB
- Shooting Competition “Kuldne Leht
- Elva XX Shooting Sports week
- Estonian Doubles Championship in disc golf
- Charitable Relay of students
- Elva Autumn running series
- Elva Autumn cycling series “Olympic cross”
- Elva Honey Run
- Elva Hiking Marathon: Finishing the hiking season
- Elva Open Championships in gymnastics and group gymnastics

October

- Elva biathlon
- Estonian Championships in Cyclo X
- Valter Heuer Memorial Tournament in blitz
- Tartu Orienteering Days in Elva
- Elva Training Day

November

- FC Elva Indoor Cup
- Sports Conference

December

- FC Elva Indoor Cup
- Elva Jumping Gala
- Puhja Strohh Christmas Tournament



Photo: Ragnar Vutt





Photo: Ragnar Vutt

More information:

www.elvasport.ee

www.visitelva.com

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ELVA VALD

