



PROJECT FACTSHEET

The project in a nutshell

Timeframe: 2018-2020

Budget: EUR 1,130,227 (EU contribution - EUR 900,000)

Partners: Local authorities of the Nove Misto amalgamated territorial community, the local 'Horyzont' association, the 'West-Ukrainian Resource Center' NGO Development Foundation, the 'Moris Group' law firm

Geographic coverage: Nove Misto amalgamated territorial community, and notably the village of Hrabivnytsia

Target groups: Potential tourists and visitors, representatives of local SMEs, external investors, young people (under 35s), community members

CONTEXT



The community of Nove Misto (population is 878 inhabitants) is located in the Starosambirsky district of Ukraine's Lviv region. In accordance with the Law of Ukraine № 157- VIII "On Voluntary Amalgamation of Territorial Communities" Nove Misto amalgamated territorial community was established in October 25, 2015. Nove Misto lies among the foothills of the Carpathian Mountains, whose forests, rivers and other natural sights offer wonderful opportunities for tourism. Another advantage that Nove Misto enjoys is its location on the border with Poland.

PROJECT GOAL AND OBJECTIVES

The Project's main goal is to develop new tourist infrastructure called '**COWBOYky**'—the **Ukrainian Wild West**' in order to encourage the local economic development of the Nove Misto amalgamated territorial community. The Project will include the three following **objectives**:

- 1)** An initial start-up site will be created in order to attract external investment to Nove Misto community. An area of 6.6 hectares will be located in the village of Hrabivnytsya, a project will be designed and prepared, utilities and sewage systems will be installed, etc.;
- 2)** A new tourist product will be developed by combining the traditions of the local "Boyky" ethnic group with identical elements of American cowboy culture, and a '**COWBOYky**' design, trademark and brand will be developed and registered;
- 3)** New jobs will be created in the community, and local people will be involved in the production and supply of products for the '**COWBOYky**' **Tourism Cluster**.

PROJECT ACTIONS

The 'COWBOYky' site will be established in the village of Hrabivnytsya with the goal of attracting external investors to the Nove Misto community. Investment will be spent on the construction of infrastructure for tourists, such as a 100-guest hotel, a restaurant, stabling for horses, entertainment infrastructure, a concert venue, summer camps for children and other sites.



The Project will also create a **School of local economic development** that will become a training platform for people wishing to find employment in tourism as well as in other related sectors.

The Project's actions include:

The highlight of the 'COWBOYky' tourist product will be the opening of a **dedicated railway line** with a special train to bring tourists from Sambir to Nove Misto;

Local businesses will grow, prepare and supply production to the centre (vegetables, fruit, meat and dairy products), and will also contribute to transportation services, the production of souvenirs, etc.;

The project will also include 3 tourism routes: "historical" (travelling to the most attractive historical sites in the region), "adventure" and "gastronomic". The latter will include visits to the local craft cheese factory, craft ice-cream shop, bakery with wood-fired bread, greenhouses and other sites.



ESTIMATED RESULTS

- At least **50** new jobs will be created for local people in new tourism facilities;
- At least **100** people will be involved in the production and supply of products and services to the 'COWBOYky' Tourism Cluster (food, transportation, souvenirs, etc.);
- **40,000** tourists a year will visit the Nove Misto community;
- At least **50%** of the students of the School of Local Economic Development will be younger than 35;
- The Nove Misto community will become a real driving force for sustainable local economic growth and job creation.

The pioneer project "COWBOYky. Ukrainian Wild West" is being implemented in Ukraine as part of the Mayors for Economic Growth (M4EG) Initiative. The M4EG Initiative began to operate in January 2017 within the Eastern Partnership framework. Its overall goal is to help mayors and municipalities in Eastern Partnership countries to become active facilitators for economic growth and job creation at local levels. For more information, please visit www.m4eg.eu.



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