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## INVESTMENT PROVIDING OF DEVELOPMENT OF CULTURE IN SUMY

*In a modern world the cities compete not for firms, but for people, thus not for ordinary, but for formed and creative. And already then firms carry the production capacities, investment streams and headquarters into place of residence of workers. Moreover, today in the developed countries, when firms try to hire or entice valuable specialists, they entice them by not large pay-envelopes, bonuses and insurances, and even no suggestion of the share holding, and prospect of residence in a good place. If business is located on territory which creativni people can not examine as a place for the residence, as heavy as lead to attract them on work.*

For people and organizations, which determined success of development of prosperous cities, the set of qualities, to which belong, is characteristic: broad mind and readiness to the risk, concentration on long-term aims and clear understanding of strategy, ability to work, leaning against a local specific, and to find strong sides in the obvious failings, desire to listen and study. These lines provide a creativni character to the people, projects, organizations and, as a result, cities, which they live in.

The main indicator of that in a city generated "a creative ecosystem" - the city environment, ready to accept new people and new ideas, that is environment in which people with ease build social networks, interrelations, in which ideas do not smother, do not suppress, and transform into the new projects, the new companies, a new source of growth is presence of the various developed cultural life.

The majority of successful people all over the world gives a priority to aspiration to live in this or that place rather with aspiration to work in this or that firm. For creative professionals presence of a «wide» labour market is extremely important (numerous, competing possibilities from employment within the limits of one speciality) as they prefer to change a place of work of times in 3-5 years, without changing thus the place of residence.. For them also there is important flexible graph of work and possibility to work at home. In the field of rest they give advantage to possibilities of active rest and employments by active or extreme sport. They are anymore interested by the developed «street» culture (clubs, bars, halls, chamber halls and little galleries of arts), instead of traditional cultural institutions, such as an opera theater or museum.

In development of cities of

future the special role belongs to the culture. A culture structures social and economic space, it is the original form of expression of resources of uniqueness and originality of every city. The cultural heritage is a social memory of a society which helps it to find the co-ordinates in world around and to develop further. Creativity, which is the necessary factor of the further development, is a cultural equivalent of process of genetic change and adaptation. The most part of new lines does not raise chances of a survival, but some raise, and they explain biological evolution. The same behaves to creativnosti in a social environment: not all experiments and pilot projects are identically successful, however exactly creativity and always allowed creation to the cities to keep the life-breath, to overcome the crisis phenomena.

It is necessary to mark that a lot of most European cities, in particular, Barcelona, Glasgow, Paris and Amsterdam, sent enormous investments in the art and exactly he was done by the bar of the zagalnomiscih programs by the revivals and development.

Similar rates and similar strategy of development are realised now by many European cities: Dublin, Helsinki, Barcelona, Munich and others. It is very probable that the new epoch again becomes an epoch of the world leadership (but any more domination) Europe which has already got some starting advantages in formation of new values and the decisions based on them. According to many European commodity producers, cultural advantage will give possibility to the European countries to sustain a competition to the USA and China.

From the American cities nearer than all Austin (state Texas) which only for seven years very closes got around the level of development of Silicon valley walked up to the deep European

understanding of cultural resources - world to the standard in this region. This city was able to attract the considerable number of young and talented specialists in the field of high technologies from Silicon valley, as prices on habitation were substantially below in it, than in the capital of computer world. However much these specialists chose exactly Austin from a few thousand American cities, which the life is cheaper in, than in the suburbs of San Francisco. The reason of this consists exactly in carefully thought out the policy of city and regional (Texas) guidance, and also director general of company of «Dell» Maycla Della, that includes development of university, musical festivals, club culture and forming of prestige image of city.

Saving of unique cultural assets and variety of city environment became the main task of strategy of city development. Austin became a creative city in all respects, in a counterbalance it is simple «cities of high technologies». Austin was able to attract a capital (how human, so then and financial) due to combination of technologies and progressive, creative way of life, developed modern youth culture.

Consequently, cultural resources are initial material of city, raw material for production of his base values and assets, that comes on the change to the coal, steel and gold. Creativity is the method of exploitation and renewal of these resources. The most important problem at the use of such resources is no methods of their exposure, and that, how to limit own imagination, because possibilities of the use are limited. Task of city planners - to expose such resources, to operate them and to maintain them with all responsibility. The culture in that case should outline technical details of city planning, instead of be perceived as

insignificant and remunerative addition to such important questions as housing construction, transport and land tenure. On the contrary, cultural filled long-term plan should predetermine priority directions of attraction of investments for an economic and social development of the city.

In this plan experience of a development of the city Sumy is interesting. This regional center (population about 300 thousand) small on the quantity of habitants is located on environmentally clean territory between such large industrial centers, as Kiev and Kharkov in immediate proximity from the Russian Federation. A city has all necessary pre-conditions, to produce in a civilized manner the conditioned strategy of the development and successfully to realize her. For this purpose it is necessary to cultivate a cultural environment friendly to the high-quality residence of his habitants, to produce a positive cultural image which will help to attract both internal and external investments in development of city.

The policy of city organs of management must be directed on development and support of the city cultural system, however necessary it is to understand that the cultural phenomenon allows to approach investment and tourist streams, and labour of economists and politicians is needed, that to retain them. We should be interesting not only the unique cultural person of a city, but also the developed economic infrastructure, only in this case to us will pay attention in the future.

Priority directions of development of culture of the city of Sumy in activity of department of culture and tourism of the Sumy city council in 2008 were

- The organisation and carrying out of city cultural actions;
- Popularisation of tourist potential of a city;
- Cultural heritage protection;
- Development of library branch of a city;
- Development of schools of aesthetic education of children.

Instrumental in the spiritual revival of the Ukrainian people, except for establishments of the system of Ministry of culture and arts of Ukraine, the

network of trade-union establishments, which counts 62 palaces and houses of culture and 23 libraries, functions in a region yet; culture establishments of new type (regional public association the «Artistic center «Cathedral», public association «Organum»); fruitfully creative unions work in a region.

The main purpose of development of culture to 2015 consists in the revival of its originality, forming of cultural-art and architectural-plan environment, able organically to put together the best lines of history legacy and national cultures, the representatives of which inhabit the Soumscou region, and also in the increase of quality and availability of services, which assist to cultural and aesthetically beautiful development, spiritual enrichment of personality and all population.

The subsequent functioning of sphere of culture is related to the following problems (by the risks of development):

- by the shortage of the budgetary financing of industry, which only on 30 % provides its necessity in facilities;
- by insufficiency of selection of facilities on realization of major repairs and restoration of apartments (on a region 260 establishments need conducting of major repairs, and 16 - are in the emergency being);
- by the necessity of equipment with modern amenities of network of establishments of culture in obedience to the ratified norms;
- by the necessity of the material and technical retooling of industry (the update light requires that zvuocopidsilyoyoche equipment of club establishments, addition by the musical instruments of schools of aesthetically beautiful education, improvement of guard of museum establishments, providing modern technical means and equipment and others like that);
- by worsening of terms for the grant of requiring payment services to the population at the level of the European standards, by impossibility of their diversifying, and, accordingly, and receipt for provided services of sufficient profits for development of industry;
- by worsening of social defence of workers of culture (65 % workers of industry work on incomplete rates).
- Priority directions of

development of terms of cultural and aesthetically beautiful rest are:

- assistance to the spiritual revival of the Ukrainian people, especially creative becoming of talented young people;
- creation of the proper terms for development and recreation of creative potential of society;
- support of development of rural culture;
- forming of the system of monitoring of being and use of sights of history and culture, saving of the articles of museum, archived, library funds and cinemafunds, efficiency of work of industry;
- update of library funds and forming on their basis of electronic informative resources;
- creation in the state museums of new displays which would answer the modern scientific and technical requirements;
- optimization of network of establishments of culture and art;
- integration of organizations which are engaged in restoration of sights of history and culture, guard, saving and use of objects and objects of cultural legacy (arrangement of memorable places, monuments and adjoining territories);
- creation of the appropriate material and technical base, in particular through the substantial improvement of the having a special purpose financial providing, acceleration of scales of building of new establishments of culture and major repairs of operating;
- realization of the regional programs, socio-economic and cultural development of region, namely: «Programs of saving of library and archived funds of the Sumy region»; « Programs of development of study of local lore in a region»; «Regional program of improvement of film service of population of the Sumy region» and other;
- creation of terms for bringing in in industry of culture and art of resources from unstate to the sector, and also development of patronage of art and sponsorship;
- social protection of art workers first of all by essential increase of level pay to work.

• In providing of the given priorities realization of measures will be instrumental on:

- creation of possibilities for wide access to works of art of all layers is the population;

- attraction, next to state, means of the Ukrainian and foreign business, the banking capital, profits on paid forms of activity of institutions of culture;

- revival, saving and strengthening of resource base of establishments of culture and art, their technical retooling;

- pay reformation of the system to labour of workers of establishments of culture and art;

- workings out and realisations of

the complex program of certification of sights of history and culture of the Sumy region;

- creation of favourable terms for creative activity of writers, composers, artists, masters of folk art, musical and theatrical figures of region by forming of the regional program of support of creative unions;

- assistance to the transmission in the public domain of objects of culture, which were at enterprises and other structures, providing of their financing due to the proper budgets;

- formation of as much as possible favorable conditions for development of not state institutions of culture.

The combination of resources of state, regional and district budgets, private businessmen, sponsors, patrons of welfare funds will allow to create a reliable economic basis of development of spheres of culture and art on long prospect . In the basis of the program of cultural policy were fixed the following ideas:

1. Creation of of the comfortable cultural environment for the habitants of city.

2. Realization of measures, in which the habitants of city would be no audience, and direct participants.

3. Development of a cultural brand of the city of Sumy through its history and traditions.

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