

Saint-Petersburg Foundation for Investment projects

Terms of Reference

for

**Provision of services for development of marketing strategies for the Projects'
Participating Cities**

Small Historic Cities Development Project

Saint-Petersburg
2022

I. General information on the Project

The Russian Federation and the New Development Bank (NDB) signed the Loan Agreement No. 18RU02 dated January 04, 2019 in order to finance the Small Historic Cities Development Project (hereinafter the Project). The Ministry of Culture of the Russian Federation is responsible for the implementation of the Project. The Saint Petersburg Foundation for Investment Projects (hereinafter FISP) acting pursuant to Agency Agreement # 01-01-06/17-128 dated June 6, 2019, between the Ministry of Finance of the Russian Federation, Ministry of Culture of the Russian Federation, and FISP has been approved as the Project Implementation Agency.

The purpose of the Project is to increase the tourism potential as a driver for socioeconomic growth and more sustainable urban development of nine small historic settlements (Participating Cities) through comprehensive development of part of their territory and infrastructure, conservation and promotion of cultural heritage.

The Project has the following **key objectives**:

1. To establish historic settlement culture/tourism development centers based on selected urban fragments in historic cores;
2. To preserve and commercialize cultural heritage sites (including regional and municipal properties);
3. To improve urban infrastructure and ecology with a view to making historic settlements more attractive for visitors and local population;
4. To improve Participating Cities' attractiveness by developing and implementing marketing strategies.

The Funding for the Project includes the NDB loan in the amount of USD 220 million.

The Funding for the Project includes the federal budget in the amount of USD 10 million.

The Project Beneficiaries shall allocate counterpart funds from the respective regional budgets of the Russian Federation and take necessary actions to provide the Project co-financing from the local budgets and attracted investments. Total counterpart funding from the Russian side shall be at least 25% of the NDB Loan.

The Project implementation period is 6 (Six) years.

The Project consists of the following components:

Component 1. Establishment of Historic Settlement Culture/Tourism Development Centers Based on Selected Urban Fragments in Historic Cores.

This component shall finance comprehensive activities in some parts of the historic settlements (urban fragments) to establish historic settlement cultural/tourism development centers.

The funds shall be used, inter alia, for: rehabilitation of cultural heritage sites (including those owned by the regions and municipalities), reconstruction and construction of other sites to recover lost historic development patterns in the protected zones (spatial regeneration), and adaptation of the rehabilitated/reconstructed/newly constructed facilities, including construction of necessary utilities and installation of technological equipment, landscape enhancement, refurbishment of existing utilities and transport infrastructure.

This component includes subprojects of the following Participating Cities: Vyborg (Leningrad oblast), Gorokhovets (Vladimir oblast), Rostov Velikiy (the Great) (Yaroslavl oblast), Torzhok (Tver oblast), Chistopol (Republic of Tatarstan).

Component 2. Urban Infrastructure and Ecological Improvement to Increase the Attractiveness of Historic Settlement for Visitors and Local Population

This Component shall finance small municipal infrastructure subprojects to increase tourism attractiveness of the historic settlement.

The funds shall be used, inter alia, for: landscape enhancement; improvement of the water ecosystem in ponds; construction of pedestrian routes; architectural lighting of buildings/facilities; installation of tourist navigation system; rehabilitation of cultural heritage sites (including those owned by the regions and municipalities) and establishment (construction/reconstruction/restoration) of infrastructure facilities, including parking lots, pedestrian zones, quays, cable cars, bridges.

This component includes subprojects of the following Participating Cities: Arzamas (Nizhny Novgorod oblast), Staraya Russa (Novgorod oblast), Suzdal (Vladimir oblast), Tutaev (Yaroslavl oblast).

Component 3. Marketing and Branding

This component aims to improve the attractiveness of the Participating Cities by developing and implementing marketing strategies.

The development of marketing strategies will be fulfilled in four main directions: marketing of the image, marketing of attractiveness, marketing infrastructure and advertising to the local people.

The Co-financing Funds shall be used for hiring a consultant to develop the marketing strategy for each Participating City, and for implementing the marketing strategies developed by the consultant, including brand development and rebranding of historic settlements, site maintenance, design of television and radio programs, presentations, promotions, printing material, promotional products, souvenir manufacturing, exhibitions, fairs, and conferences, etc.

Component 4. Project Management and Monitoring

This component is to provide support to the Project Implementation Agency through financing of its Project Management and Monitoring Cost.

II. Description of the Assignment; Scope of Services

The goal of this Terms of Reference is signing of a contract with a consulting firm (the Consultant) with a view to marketing strategy development for each Participating City (the City).

The strategies shall be developed in four key areas (the Areas):

1. Image marketing: to create a positive image and reputation of the destination;
2. Attractiveness marketing: to develop and promote the destination's specific features that make it attractive to visitors and local population;
3. Infrastructure marketing: to increase the destination's attractiveness for businesses and attract investments; and
4. Population marketing: to ensure local residents' loyalty to interventions within the Project, foster and maintain local residents' hospitable attitudes to visitors, and involve local residents

in the tourism industry.

To achieve the above goal in the aforementioned Areas the Consultant shall address the following tasks divided into stages:

Stage 1: Data Collection and Preparation of Framework Proposals

1. The Consultant shall collect and analyze data, including, but not limited to, the following activities, with a view to comprehensive assessment of the current situation and preparation of framework proposals on spatial development of each City:

1.1. To identify the groups of (internal/external) stakeholders interested in the development and implementation of the City marketing strategy.

1.2. To examine the City by studying:

- Local history (identification of key events, persons and periods to which the surviving monuments and built-up environment is related);
- The key landmarks, points of interest and products (for visitors, local residents, businesses), and factors that make the City attractive/unattractive;
- Tourism infrastructure of the City;
- The online environment (comments, visual image), mentions in media, and the city website;
- Statistical data (demographic indicators, employment structure, visitor flow parameters);
- Business condition, service level, tourism and investment potential, with due regard for latent barriers, prospective opportunities and problem areas;
- Points of contact between consumers and the City (a list of existing POCs, zoning, assessment, and audit of problem areas).

1.3. To analyze the current City development strategy:

- Study of the strategy and identification of its strengths and weaknesses as well as opportunities for its implementation and/or adjustment;
- City participation in tourism development programs of the regional (or higher) level;
- A review of the City's experience (completed and dropped projects, supporting projects, promotion, PR, project/site management) over the last 3-5 years;
- Analysis of activities implemented by the City for conformity with the strategy goals.

1.4. To analyze the market in all four Areas of marketing strategies:

- Analysis of direct/indirect competitors;
- Analysis of the external environment (market situation, contributing and impeding trends, technological opportunities and barriers, support programs).

2. Based on the analysis of collected data, the Consultant shall:

2.1. Formulate hypotheses for positioning and branding of the City, implementation of infrastructure projects, and development/establishment of local businesses;

2.2. Analyze internal and external factors affecting the strategic development of the City (SWOT/PEST analysis);

2.3. Prepare framework proposals on viable local development strategies with stakeholder engagement. The Consultant shall agree the proposals with the City Administrations.

At this stage, the Consultant shall conduct group and individual interviews, stakeholder surveys (authorities and local administration' representatives, tour operators, potential investors, entrepreneurs, local residents, visitors).

Duration of the stage: 4 months.

Stage 2: Marketing Strategy Development

At this stage, the Consultant shall develop a marketing strategy providing for sustainable and clear market positioning of the City that is perceived by the target consumers in the same way. The marketing strategy for each City shall be developed in all four Areas. The marketing strategy shall take into account the expected results of Project's component 1 and 2 implementation.

Stage 2 shall involve open consultations, roundtables and strategic sessions with stakeholders carried out by the Consultant.

This stage shall include, among other things:

- Development of a gap map (gap analysis);
- Development of a resource map (required, available and missing resources);
- Identification of priority partners;
- Creation of a dynamic roadmap allowing for both positive and negative scenarios;
- Description of evaluation criteria and outcome checkpoints;
- Preparation of proposals on product modernization or development;
- Development of a concept of a startup project portfolio;
- Preparation of proposals on how to improve the contact points (synchronization, dealing with problem zones).

The Consultant shall agree the marketing strategies with the City Administrations.

Duration of the stage: 4 months.

Stage 3: Marketing Strategy Implementation Activities

At this stage, the Consultant shall do the following for each City and each Area:

- Prepare terms of reference for the development of the City brand and communication strategy;
- Prepare a list of activities to implement the marketing strategy;
- Prepare terms of reference for the key activities and estimate their budget.

Activities that may be implemented within the framework of the Project shall include:

- Historic settlement branding and rebranding;
- Website development;
- Creation of TV and radio programs;
- Making presentations and carrying out promotional activities;
- Printing of promotional materials;
- Production of souvenirs;
- Participation on exhibitions and fairs; and
- Holding roundtables and conferences.

The Consultant shall agree the lists of activities designed to implement the marketing strategies developed at Stage 2 with the City Administrations.

Duration of the stage: 4 months.

III. Institutional Arrangements

The Consultant shall work closely with the Project Implementation Agency, City Administrations, executive public authorities and organizations involved in Project implementation.

IV. Reporting Requirements

Upon completion of each stage, the Consultant shall prepare a stage-specific report describing the results of each type of works included in the Terms of Reference. Together with the report, the Consultant shall submit to the Client initial data obtained in the process of assignment implementation. A separate report shall be prepared for each City.

All reports under this contract shall be submitted in Russian both as a hard copy (2 counterparts) and electronic document, and in English as an electronic document.

V. Experience and Qualifications of the Consultant's Personnel

General Experience of the Entity:

The Consultant shall have confirmed experience in analyzing current marketing situations, developing a marketing strategy for a city/territory, and preparing a set of strategy implementation activities.

The Consultant's experience shall include work on territorial development issues with all target groups: local population, visitors, and businesses.

The Consultant's experience in marketing territories/local development shall be confirmed by at least two contracts completed over the last 5 years.

With a view to providing the services, the Consultant shall make available the **Key Experts** that should fill the following positions and meet the qualification requirements:

Position	Qualification Requirements
Team Leader	<ul style="list-style-type: none">– Higher education in economics or management;– Experience in managing an expert team composed of at least 10 people working under contracts of a socioeconomic nature: at least 5 years;– Experience in territorial marketing and municipal/regional development: at least 5 years.
Territorial Development Specialist	<ul style="list-style-type: none">– Higher Education;– Practical experience in municipal/territorial development: at least 5 years;– Experience in designing municipal/territorial development concepts: at least 3 projects.

Position	Qualification Requirements
Territorial Marketing Specialists	<ul style="list-style-type: none"> – Higher education in economics or sociology; – Practical experience in municipal/regional development: at least 5 years; – Experience in developing a methodology to assess current positioning of cities/territories in terms of marketing; – Experience in developing marketing development strategies: at least 5 years.
Specialist in Marketing Studies	<ul style="list-style-type: none"> – Higher education in economics or sociology; – Experience in developing a methodology for marketing studies: at least 5 years; – Experience in conducting marketing studies of products/consumers: at least 5 years.
Tourism Development Specialist	<ul style="list-style-type: none"> – Higher education in tourism or economics; – Experience in designing tourism development strategies/programs: at least 5 years.
Marketing Communication Specialist	<ul style="list-style-type: none"> – Higher education in marketing and PR; – Practical experience in marketing communications: at least 3 years; – Experience in developing a set of activities to implement marketing strategies for cities/territories: at least 3 years.

Estimated Labor Inputs of the Consultant’s Key Experts

As estimated by the Client, tentative labor inputs required to carry out the assignment are as follows:

- (i) For the Key Experts: 2,500 person-days;
- (ii) Labor inputs of all members of the Consultant’s team, including the Key Experts: 7,200 person-days.

Note:

The Consultant’s Proposal shall include the CVs of all Key Experts personally signed by them.

The list of the Key Experts given in the above table is the minimum list of the Key Experts required for assignment implementation to be included in the Consultant’s proposal.

The Consultants may propose a larger team of specialists and take a creative approach to describing the assignment implementation methodology.

Subproject Description summary

Project execution

Vyborg (Leningrad Oblast)

Subproject: Establishing a Historic City Culture and Tourism Development Center on the Basis of the Seth Sohlberg Quarter Urban Fragment

The Subproject includes: rehabilitation of historic monuments; reconstruction and re-creation of the space planning design of the Quarter; and landscape enhancement of the adjacent streets. Buildings that are currently in critical conditions, ruined and abandoned will start performing culture and tourism functions to become a multifunctional cultural center.

The Seth Sohlberg Quarter is a group of buildings constructed on a private land plot in the 18th - first third of the 20th centuries. The land plot is limited by the following streets: Ulitsa Krepostnaya, Ulitsa Krasnoarmeiskaya, Ulitsa Krasina and Ulitsa Storozhevaya Bashnya. The urban fragment consists of 9 structures and its total area is 1.6 ha. The total area of the territory to be landscaped and improved is 30,000 sq m.

Subproject implementation would significantly improve the quality the urban environment in the historic core of the city, improve the quality of life for local residents, substantially improve the city look, and make Vyborg more attractive as a tourist destination. The multifunctional cultural center would accommodate the Sacred Fortress Theater on a permanent basis, organize movie shows during the annual Window to Europe Film Festival, and hold other cultural events.

Gorokhovets (Vladimir Oblast)

Subproject: Establishing a Historic City Culture and Tourism Development Center on the Basis of the *Posad* Urban Fragment

Subproject goal is to establish an interesting (in terms of artistic impression and town planning) urban space comfortable for both visitors and local residents that would become an attractive tourist destination, a culture and entertainment center as well as an SME development center.

The Subproject includes: rehabilitation and reconstruction of 19 cultural heritage sites¹, including their adaptation for cultural institutions' needs; historic environment regeneration activities, including re-creation of 5 lost water distribution fountains; and upgrading and development of utilities and transport infrastructure. Upon completion of the works, the entire fragment would look like a single-style old Russian merchant city.

The urban fragment is located in and forms the cultural and historic core of the central part of the historic settlement. The fragment boundary coincides with the Klyazma River coastline and extends along the

¹ Hereinafter the planned number of cites is indicated.

entire length of Ulitsa Naberezhnaya from Ulitsa Savarenskogo to intersection with Ulitsa Gogolya. The fragment consists of 253 real estate units, including 37 cultural heritage sites.

Subproject implementation would allow opening new displays in the Gorokhovets Museum of History and Architecture: Gorokhovets History Museum; Merchant's House Museum; Museum of Merchantry; Shorin's Factory Museum; Carpentry Museum; and Old Gorokhovets (a virtual museum). The Palace of Culture would be brought back to life; a municipal folk theater would be established; a Youth Culture and Entertainment Center and a fitness center would be organized; and the Puzhalova Gora Mountain Ski Resort would be further developed.

Torzhok (Tver Oblast)

Subproject: Establishing a Historic City Culture and Tourism Development Center on the Basis of the Travelling Palace Urban Fragment

Subproject goal is to increase city attractiveness for visitors by restoring and improving the urban environment and filling the currently unused buildings with new functions relating to Torzhok history, crafts and unique features.

The Subproject includes: rehabilitation and reconstruction of four sites, including their adaptation for cultural institutions' needs; landscape enhancement of streets, squares and three public gardens; and provision of utilities.

The Travelling Palace Urban Fragment occupies an area of about 4 ha and is a single architectural ensemble, i.e. a number of separate buildings oriented to the Travelling Palace which is a dominant feature. The fragment consists of: the Travelling Palace (the 1770s, 19th c.); the Government Agencies (2nd half the 18th c.); the House of the Mayor and Cash-keeper (2nd half the 18th c.); a group of buildings on Tveretskaya Embankment; Ploschad Revolutsii (former Dvortsovaya Ploschad); and a public garden in Ulitsa Studencheskaya. The buildings within the urban fragment are currently abandoned.

Subproject implementation would make it possible to preserve the cultural heritage sites, significantly improve the external appearance of the city center and increase the number of cultural and educational tourism destinations. The Travelling Palace would house a culture and event center, a library, a media center, a conference room, a tourist information center and a café. The Government Agencies would accommodate a crafts center with workshops, showrooms and interactive training programs. The House of the Mayor and Cash-keeper would have two museum exhibitions: History under Your Feet, and Walks in Old Torzhok. The building of the Integrated Social Services Center would accommodate, among other things, a center for creative development of children and youth.

Chistopol (Republic of Tatarstan)

Subproject: Establishing a Historic City Culture and Tourism Development Center on the Basis of the Urban Fragment

Subproject goal is to develop cultural and educational tourism in the historic settlement, ensure preservation of cultural heritage sites within the selected urban fragment, bring them into compliance with the historical look, and implement historic environment regeneration activities.

The Subproject includes: comprehensive rehabilitation of 11 cultural heritage sites, including their adaptation for cultural institutions' needs; historic environment regeneration activities (6 buildings); and creation of a comfortable reception zone for visitors arriving in Chistopol by water.

Subproject implementation would increase the number of tourist destinations and the demand for them, and expand the range of services provided. Several new museums are expected to be opened, including: a Museum of Victims of Political Repressions and Dissidence; a Museum of Merchants' Daily Life – Merchant Poduruev's Manor; a Memorial Museum of L. Leonov and I. Selvinsky; and a Museum of Chemist A.M. Butlerov. Therefore, the Subproject would increase the number of visitors and revenues of the cultural institutions and promote the SME development.

Rostov the Great (Yaroslavl Oblast)

Subproject: Establishing Rostov the Great Nature/History Cluster

Subproject goal is to establish a nature/history cluster as a basis for sustainable development of the Rostov City through comprehensive renovation of and infrastructure upgrading in the Lake Nero coastal zone and the city historic core within the City Ramparts.

The Subproject includes: landscape enhancement of the Lake Nero coastal zone, including reconstruction of the sewerage networks; rehabilitation of the building of the former Municipal Theater (late 19th – early 20th centuries), its subsequent adaptation for the use as a congress and entertainment center, and landscape enhancement of the adjacent area; landscape enhancement of the walking tourist route – A Dutch Fortress in the Old Russian City; and installation of an architectural lighting system in the Rostov Kremlin.

The 4.5 km-long urban fragment boundary lies in the coastal zone of the lake (Ul. Podozerka) going from the Monastery of St Jacob Savior to the Abraham Monastery and along the city ramparts. The ramparts are a fortification: an earth bastion fort which is a joint Russian-Dutch cultural heritage site dating back to the early 17th century. The length of the route to be landscaped is 5 km: it goes along the ramparts encircling the city historic core. Architectural lighting in the Rostov Kremlin will be installed on 56 structures. In addition to rehabilitation of the Municipal Theater building, the Subproject includes landscape enhancement of the historic quarter limited by the following streets: Ulitsa Karla Marksa, Ulitsa Volodarskogo, Ulitsa 50 Let Oktyabrya, and Ulitsa Marshala Alekseeva.

Subproject implementation would help establish new modern recreation zones for local residents and visitors and improve the quality and comfort level of the urban environment. The Subproject is expected to expand the range of tourism products, including the new walking route (A Dutch Fortress in the Old Russian City), special nighttime events and excursions, and theatrical programs for tourists. Due to

Subproject implementation the city would have a central culture and leisure site for various cultural and business events. The Subproject would support job creation and SME development.

Arzamas (Nizhny Novgorod Oblast)

Subproject: Increasing Tourism Attractiveness as a Sustainable Development Strategy

Subproject goal is to promote sustainable urban development through modernization of the key social and cultural infrastructure in Arzamas.

The Subproject includes: rehabilitation and modernization of the Arzamas Drama Theater; rehabilitation of the main building of the History and Art Museum and reconstruction of the building occupied by the Exhibition Unit; rehabilitation and adaptation of the former Cinema Theater *Iskra* to accommodate a leisure center; landscape enhancement of the areas around the municipal social and cultural infrastructure facilities; and establishment of a viewing point as a tourist destination.

The Subproject would improve the look of Sobornaya Ploschad and the city historic core along Ulitsa Karla Marksa between Sobornaya Ploschad and A.P. Gaidar Culture and Leisure Park, and support the establishment of a viewing point on the higher bank of the Tesha River close to Sobornaya Ploschad.

Subproject implementation would create a comfortable urban environment and favorable conditions for organizing leisure activities of local residents and visitors through expansion of the range of culture services, including theatrical programs for visiting children's groups, temporary exhibitions from Russia's leading museums, and exhibitions of and master classes in making folk art items. Increased visitor flows and longer visitor stays in the city would support its sustainable economic development.

Staraya Russa (Novgorod Oblast)

Subproject: Development of the City Center in Staraya Russa and Establishment of Walking Routes

Subproject goal is to improve attractiveness of Staraya Russa for both local residents and visitors by developing the city center and establishing walking routes.

The Subproject includes: rehabilitation of the facades of 12 buildings; establishment of walking routes, including road paving and construction of a stormwater drainage system; construction of public toilets; reconstruction of fences; installation of small architectural forms and reconstruction of bridges and roads along the walking routes; river bank stabilization; construction of a pontoon pier; and landscape enhancement.

The Subproject would create new walking routes and change the look of the historic central area between Ulitsa Aleksandrovskaya, Ulitsa Mineralnaya, Ulitsa Svaroga and embankments of the Porusya and Polist' Rivers. Bank stabilization and landscape enhancement of the Voyie Brook would make it possible to establish a salt water public beach while bank stabilization and landscape enhancement of the Polist' and Porusya Rivers, together with the reconstruction of existing bridges and construction of a pedestrian bridge, would address the issue of disconnection between the tourist destinations and infrastructure facilities and help achieve a logical completion of and loop the walking route.

Subproject implementation would facilitate establishing new tour routes and developing new events and new types of tourism. Development of the area would increase the visitor flow, the utilization rate of culture and tourism infrastructure, the number of jobs and potential investors' interest. As a result, the tourism industry would generate more revenues and the quality of life in the community would improve.

Tutaev (Yaroslav Oblast)

Subproject: The Cable Car in Tutaev

Subproject goal is to promote sustainable urban development by establishing an all year round passenger service as a transport facility and a tourist destination for local residents and visitors, and to create a favorable urban environment.

The Subproject includes: construction of a cable car; construction of a parking facility; and landscape enhancement of the area adjacent to the cable car stations.

The cable car would address a pressing issue caused by the lack of all-season communication between the two parts of the city located on both banks of the Volga River and provide for quick and safe transportation of local residents and visitors between the left and right banks.

Subproject implementation would improve the quality of transport services provided to local residents and visitors, and create a new tourist destination (a cable car) where passengers may get a bird's eye view of the old city architecture and beautiful natural landscapes. The Subproject would make the left-hand part of Tutaev more attractive to tourists and investors and promote its socioeconomic development.

Suzdal (Vladimir Oblast)

Subproject: Improving Infrastructure of the Suzdal Open Air Museum

Subproject goal is to establish a comfortable environment for both visitors and local residents through improvement of communal and transport infrastructure, landscape enhancement of the area and preservation of the town-forming sites.

The Subproject consists of 5 components:

Component 1: Improvement and Modernization of Communal and Transport Infrastructure in the Main Streets within the City Historic Core includes: sidewalk paving, reconstruction of the street lighting network, and landscape enhancement of the adjacent street (Ulitsa Lenina); sidewalk construction, road paving, construction of a stormwater drainage system, and landscape enhancement of the adjacent street (Ulitsa Vasilievskaya); establishment of a walking tour route from the Convent of Intercession to the Monastery of St Jacob Savior; and landscape enhancement of the viewing site in Ilinsky meadow.

Component 2: Cleaning and Landscape Enhancement of Water Bodies in the Historic Part of the City includes: cleaning and landscape enhancement of the banks and surroundings of three ponds (in Ulitsa Gremyachka, in Ulitsa Neteka, and in Pereulok Zaprudnyi); construction of lighted and illuminated

embankments of the Kamenka River in Ulitsa Pushkarskaya and Ulista Varganova; and reconstruction of the Kamenka River upper and lower dams.

Component 3: Architectural Lighting of Dominant Historic Buildings and Architectural Monuments includes the arrangement of architectural illumination of 21 cultural heritage sites.

Component 4: Preservation and Commercialization of Three Town-forming Structures in the City Center includes rehabilitation and adaptation for modern uses of three cultural heritage sites: Firsov's House (Ul. Lenina, 104), Tabachnikov's House (Ul. Alexeya Lebedeva, 3), and a Residential House of the Late 19th – Early 20th cc. (Ul. Varganova, 1).

Component 5: Landscape Enhancement of the Western Part of the Trading Rows includes landscape enhancement of the western part of the Trading Rows (Zaryadye) with a crossing to Ul. Kremlevskaya, and rehabilitation of the *Earth Ramparts of the Kremlin and Prison, 17th c.*, a monument of urban development and architecture located along Ul. Kremlevskaya.

Subproject implementation would help: improve and landscape the central streets of the city and key tourist routes; establish new tourist routes, including the nighttime ones; improve visual perception of the monuments of urban development and architecture, especially at nighttime; landscape and improve the city waterbodies; and improve the environmental conditions. All that would make it possible to create a comfortable environment for visitors and local residents and increase the flow of tourists and length of their stay in the city.