



CITY OF AMBERG “CCI MAPPING REPORT”

CCI mapping for cultural-led development of
European small and medium sized cities

Version 01
09 2020



Table of contents

List of Abbreviations.....	3
1. General information about the city.....	4
2. Demographic information	32
3. Labour market	37
4. Real estate and housing market.....	41
5. Cultural and Creative Industries & Cultural and Creative Resources.....	51
6. Bericht über lokale „Good Practice“	89
7. Conclusions.....	109
Graphs	113
Contacts.....	117



List of Abbreviations

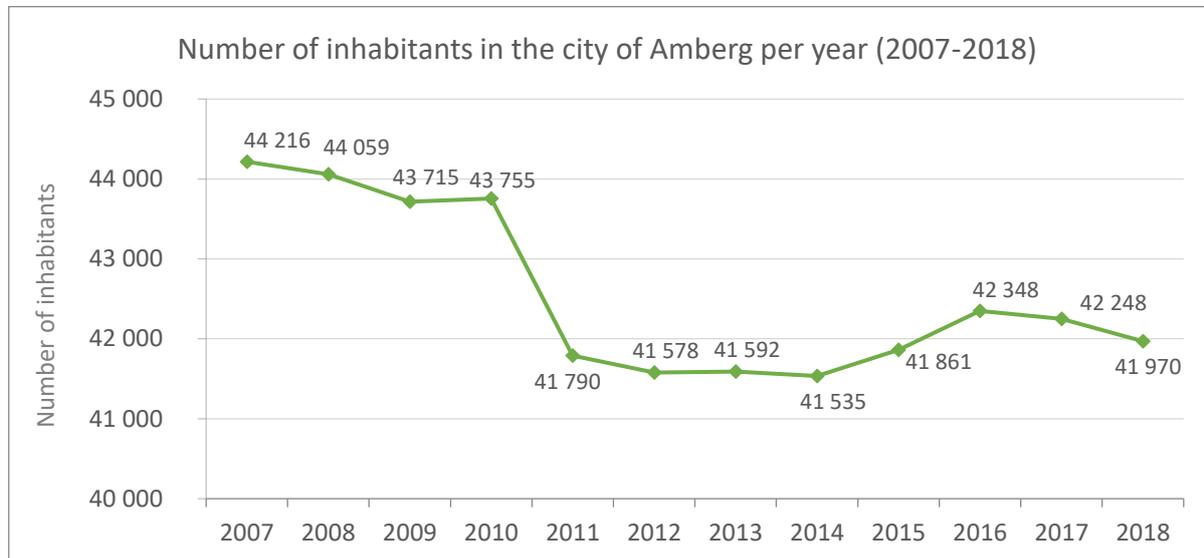
GDP	Gross Domestic Product
GVA	Gross Value Added
BMWi	German Ministry of Economy and Energy (Orig: Bundesministerium für Wirtschaft und Energie)
CCI	Culture and Creative Industries
DE	Germany
DGO	Digitale Gründerinitiative Oberpfalz
DIW	German Institute for Economic Research (Orig: Deutsches Institut für Wirtschaftsforschung)
EMN	European Metropole Region Nürnberg (Orig: Europäische Metropolregion Nürnberg)
	Number of inhabitants
e.V.	Association (Orig: eingetragener Verein)
HU	Hungary
i.d.OPf.	in the Upper Palatinate (Orig: in der Oberpfalz)
ISEK	Integrated Urban Development Concept Report of the City of Amberg (Orig: Integriertes städtebauliches Entwicklungskonzept)
IT	information technology/Italy ¹
LGBTQ+	Lesbian Gay Bisexual Transgender Queer
LGP	Local Good Practices
n.y.	no year
n.p.	no page
OoE	Out-of-Expectation (statistical)
ÖPNV	Public Transport (Orig: Öffentlicher Personennahverkehr)
OTH	East Bavarian Technical University Amberg-Weiden (Orig: Ostbayerische Technische Hochschule Amberg-Weiden)
RUNI	University of Regensburg
SI	Slovenia
UNPD	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization)

Disclaimer: The data interpretation and recommendations included in the report reflect the opinion of the authors and not the official position of the City of Amberg or of the Interreg Central Europe Programme.

¹ In the context of the country records, IT means: Italy according to the official country code.

1. General information about the city

1.1. Number of inhabitants



Graph 1: Number of inhabitants in the city of Amberg per year (2007-2018)²

The number of inhabitants reached its peak for the study period (2007-2018) in Amberg in 2007, with 44.216. The lowest value was registered in 2014, when the city had 41.535 inhabitants. In 2018, the city recorded 41,970 people. In the long term, the population trend for Amberg is expected to continue to decline. According to the demography report of the Bertelsmann Foundation³ based on the number of inhabitants in 2012 (41,578 people), the natural population development of Amberg is expected to decrease by 11.2% to 36,921 people by 2030.

The Integrated Urban Development Concept Report of the City of Amberg (ISEK)⁴ paints a similar picture; the report reference period covers the period 1997-2016, for which a slight annual increase in population averaging 0.04% (over the period) was recorded. From 2001 to 2016, however, a slight annual decrease (averaging -0.04%) was registered. The age structure in Amberg is an important factor influencing the population decline. The age group of 50 to 70 year olds represents the largest percentage of the population in the City.

The comparison of the population development in Amberg with the neighbouring city of Weiden i.d. OPf., which has a similar population size shows that the trend in population development in Weiden i.d.OPf. was positive. There is a weak but continuous increase in the population, from 41,684 in 2012

² Federal Employment Agency, Fact Check on the Labor Market (Orig.: Faktencheck zum Arbeitsmarkt), no page referenced, 2020, https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/35/2018/unterbeschaeftigungsquote_u25/?r=, accessed on 28.01.2020.

³ Bertelsmann Stiftung, Population Report Amberg (Origin: Demographiebericht Amberg), p.7, 2020, <http://www.wegweiser-kommune.de/kommunale-berichte/demographiebericht/amberg.pdf>, accessed on 03.06.2020.

⁴ Integrated Urban Development Concept Report of the City of Amberg (Orig: City of Amberg Integriertes Städtebauliches Entwicklungskonzept), p. 69, 2020, https://www.amberg.de/fileadmin/ISEK/200416_AMB_Abschlussbericht_online_komp_Teil_II.pdf, accessed on 03.07.2020.



to 42,543 in 2017⁵, The reasons for this could be the higher Centrality Index of Weiden i.d.OPf. (cf. indicator 1.8).

The population development in Amberg is also contrary to the State of Bavaria -wide trend, where the population is expected to increase by around 4%⁶. However, this upward trend is mainly driven by the strong population increase in the cities of Nuremberg and Munich⁷.

1.2. Size of the City

The size of the City of Amberg is 50.04 sq. kilometres and the population density is 842.4 inhabitants per sq.km.

In other mid-sized cities⁸ the population density in 2018 was as follows (rounded figures): Weiden i.d.OPf.: 603 inhabitants/sq.km; Hof: 790 inhabitants/sq.km; Memmingen: 620 inhabitants/sq.km; Ansbach: 417 inhabitants/sq.km⁹. Compared to these other Bavarian cities, the population density of Amberg is relatively high.

⁵ Bavarian State Office for Statistics, Municipal Statistics - District-Free City of Weiden i.d.OPf. 2018 (Orig: Statistik kommunal - Kreisfreie City of Weiden i.d.OPf), p. 6, 2018,

https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09363.pdf, accessed on 03.06.2020.

⁶ Bayerisches Landesamt für Statistik, Bayern, Regierungsbezirke und Regionen, n.p., 2020,

https://www.statistik.bayern.de/statistik/gebiet_bevoelkerung/demographischer_wandel/bayern/index.html, accessed on 01.07.2020.

⁷ Bayerisches Landesamt für Statistik, Bayern, Regierungsbezirke und Regionen, n.p., 2020,

https://www.statistik.bayern.de/statistik/gebiet_bevoelkerung/demographischer_wandel/bayern/index.html, 01.07.2020

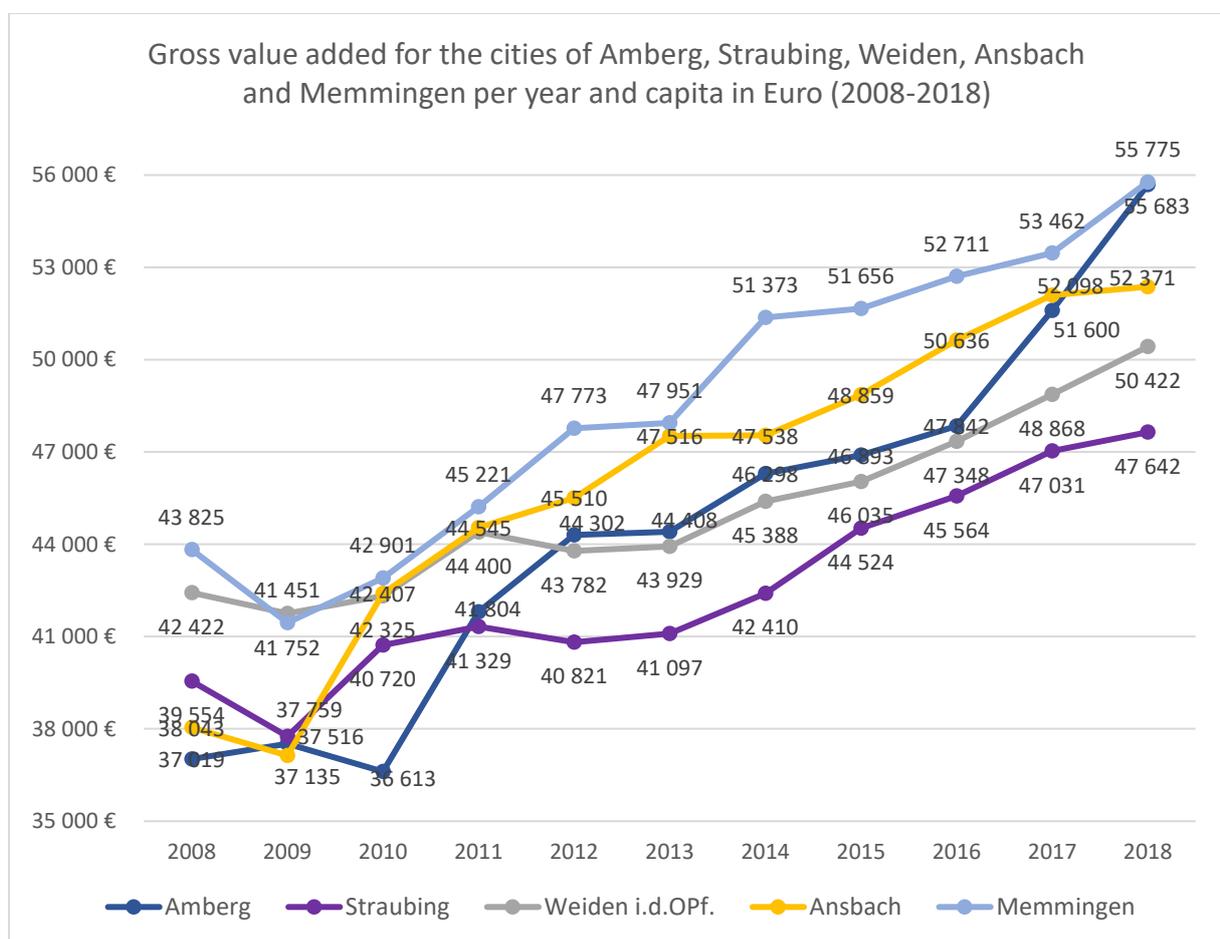
⁸ Definition: small medium sized city: 20.000 to 50.000 inhabitants, large medium sized city 50.000 to 100.000 inhabitants (according to German national definition by the Federal Office for Building and Regional Planning (Bundesamt für Bauwesen und Raumordnung - BBR) - <https://wirtschaftslexikon.gabler.de/definition/City-of-43260>, accessed on 11.09.2020.

⁹ Der Bundeswahlleiter, Europawahl 2019, n.p., 2020,

<https://www.bundeswahlleiter.de/europawahlen/2019/strukturdaten/bund-99/land-9/kreis-9361.html>, accessed on 16.06.2020.

1.3. Gross value added per year per capita (in Euro)

The Gross Value Added (at basic prices, based on the three economic sectors of agriculture, forestry and fishing as well as manufacturing and the service sector) increased in Amberg with slight fluctuations between individual years from a total of 1,631 million euros in 2008 to 2,337 million Euro in 2018¹⁰. This corresponds to a total growth of approx. 43.3%. In relation to the population figures mentioned under indicator 1.1, this results in an enormous per capita increase per year of around 50% from 37,019 Euro to 55,683 Euro, higher than the German, Bavarian and Upper Palatinate averages, see below.



Graph 2: Gross value added for the cities of Amberg, Straubing, Weiden, Ansbach and Memmingen per year and capita in Euro (2008-2018)¹¹

¹⁰

<https://www.statistikdaten.bayern.de/genesis/online/data?operation=abruftabelleBearbeiten&levelindex=2&levelid=1599814276448&auswahloperation=abruftabelleAuspraegungAuswaehlen&auswahlverzeichnis=ordnungsstruktur&auswahlziel=werteabruf&code=82711-101z&auswahltext=&nummer=3&variable=3&name=KREISE&nummer=4&variable=4&name=WZ08C6&werteabruf=Werteabruf>

¹¹ Population size: City of Amberg: Bundesagentur für Arbeit, Faktencheck zum Arbeitsmarkt, n.p., 2020, https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/35/2018/unterbeschaeftigungsquote_u25/?r=, accessed on 28.01.2020; City of Straubing: Statistik kommunal 2018, Kreisfreie City of Straubing, p. 6, 2018,



This increase is similar to other urban Bavarian cities (see Table 2). The total GVA in the State of Bavaria has also increased by almost 30%, from 392,853 million Euro in 2008 to 555,445 million Euro in 2018. In the same period, the total GVA in the Upper Palatinate rose from 29,973 million Euro to 42,458 million Euro, both times this corresponds to an increase of around 41%¹². Measured in proportion to the population, this translates into a yearly GVA per capita of approx. 42,476 Euro for Bavaria and of 38,276 Euro per capita for the Upper Palatinate¹³.

The GVA for Germany increased in the same period by around a third, from 2,289.55 billion Euro in 2008 to 3,012.31 Euro in 2018¹⁴. The German average per capita GVA in 2018 (based on a population of 83 million) was around 36,293 Euro¹⁵. The development in Amberg thus follows the positive trend at the district and state level and in 2018 even exceeded the calculated gross value added per capita for Germany.

https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09263.pdf, 04.08.2020; City of Weiden i.d.OPf.: Statistik kommunal 2018, Kreisfreie City of Weiden i.d.OPf., p. 6, 2018, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09363.pdf, accessed on 04.08.2020; City of Ansbach: Statistik kommunal 2018, Kreisfreie Ansbach, p. 6, 2018, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09561.pdf, accessed on 04.08.2020; City of Memmingen: Statistik kommunal 2018, Kreisfreie City of Memmingen, p. 6, 2018, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09764.pdf, accessed on 04.08.2020; Bruttowertschöpfung für alle kreisfreien Städte: Bayerisches Landesamt für Statistik, Fürth 2020, n.p., 2020, <https://www.statistikdaten.bayern.de/genesis/online>, accessed on 04.08.2020.

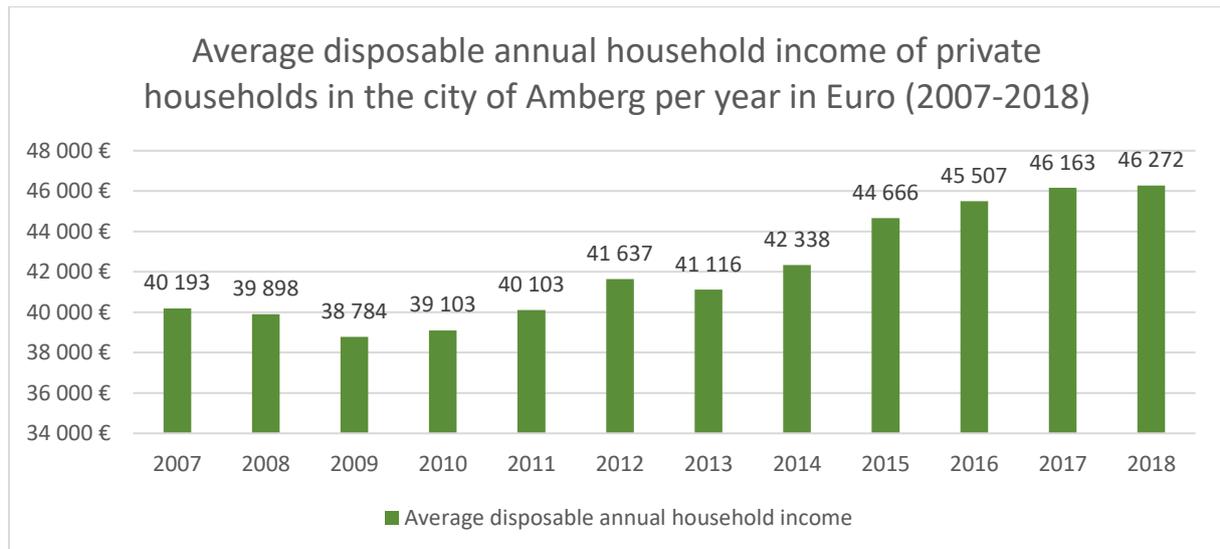
¹² Bayerisches Landesamt für Statistik, n.p., 2020, <https://www.statistikdaten.bayern.de/genesis/online/data?operation=abruftabelleBearbeiten&levelindex=2&levelid=1596617306007&auswahloperation=abruftabelleAuspraegungAuswaehlen&auswahlverzeichnis=ordnungsstruktur&auswahlziel=werteabruf&code=82711-101z&auswahltext=&nummer=3&variable=3&name=REGBEZ&nummer=4&variable=4&name=WZ08C6&werteabruf=Werteabruf>, accessed on 04.08.2020.

¹³ Bayerisches Landesamt für Statistik, n.p., 2020, <https://www.statistikdaten.bayern.de/genesis/online/data?operation=result&code=12411-001&deep=true>, 01.09.2020

¹⁴ Statista, Bruttowertschöpfung der Wirtschaft in Deutschland von 1991 bis 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/161199/umfrage/entwicklung-der-bruttowertschoepfung-der-wirtschaft-in-deutschland/>, accessed on 01.07.2020.

¹⁵ Statista, Bevölkerung - Einwohnerzahl von Deutschland von 1990 bis 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/2861/umfrage/entwicklung-der-gesamtbevoelkerung-deutschlands/>, accessed on 01.07.2020.

1.4. Average disposable annual household income in Euro



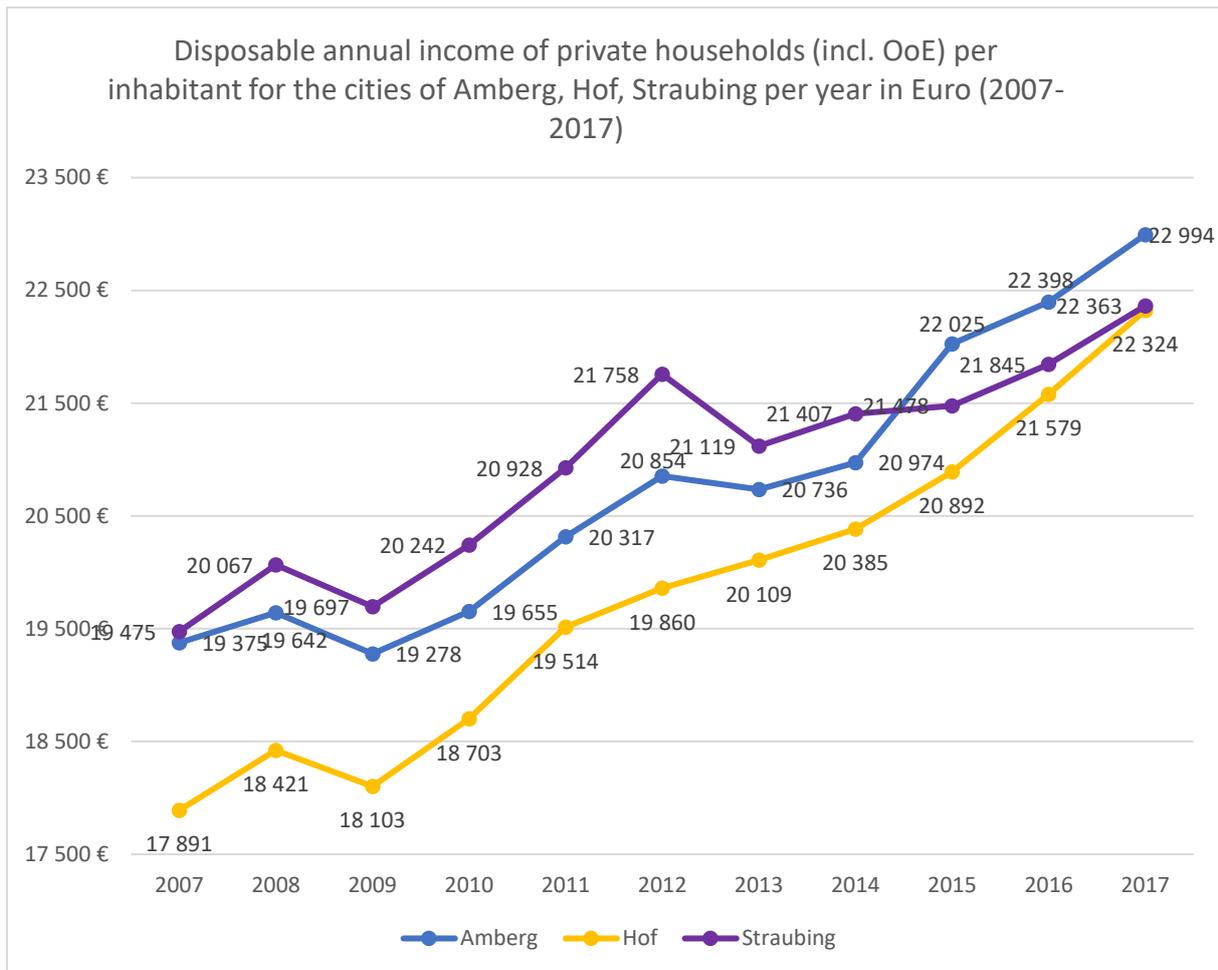
Graph 3: Average disposable annual household income of private households in the city of Amberg per year in Euro (2007-2018)¹⁶

The figures quoted here are based on the annual disposable household income divided by the number of households in the city of Amberg. This results in the following distribution: the average disposable household income per year has increased by a total of 6,079 Euro since 2007 to 46,272 Euro per household in 2018, which corresponds to an overall increase of 15%. However, the development was not constant, as the financial crisis of 2008 was also reflected in a lower household income for Amberg's inhabitants. The lowest value was reached in 2009 at 38,784 Euro, which corresponded to a decrease of 3.5% compared to 2007. However, the strong growth in household income in Amberg by around 19.3% between 2009 and 2018 shows the great economic dynamism of the last eight years in the city.

To clarify this, the average yearly available household income per capita in euros for Amberg is also discussed here. In 2007 it was 19,375 Euro compared to 22,994 Euro in 2018. This means a nominal increase of 3,619 Euro or just under 19%. In comparison, the average annual household income per capita in Bavaria rose from 21,112 Euro in 2008 to 24,963 in 2017, an increase of 18.2%. The growth rate in Bavaria is similar to that in Amberg, but the Bavarian average per inhabitant is around 8-9% higher than the average disposable household income per inhabitant in Amberg.

The following graphic comparison with other nearby and similarly large independent cities in Bavaria shows that Amberg scores very well. The value is more or less at the same level as the average disposable household income per inhabitant in the two reference cities Straubing and Hof and shows the highest value in 2017 in a comparison of the cities.

¹⁶ Bayerisches Landesamt für Statistik, Fürth, Verfügbares Einkommen der privaten Haushalte. (einschl. OoE) je Einwohner. der City of Amberg, w/out p., 2018, <https://www.statistikdaten.bayern.de/genesis/online>, accessed on 04.08.2020; Anzahl der Haushalte in Amberg: Statistische Ämter des Bundes und der Länder, Zensus 2011, n.p., 2014, https://ergebnisse.zensus2011.de/#StaticContent:093610000000,BEG_3_1,HHTYP_FAM-1, accessed on 28.01.2020; further values were derived based on population change.



Graph 4: Disposable annual income of private households (incl. OoE) per inhabitant for the cities of Amberg, Hof, Straubing per year in Euro (2007-2017)¹⁷

The development of indicators 1.3 and 1.4 for the city of Amberg is overall very positive. The considerable increase in GVA in Amberg is causally related to the generally very good economic development in Germany over the past ten years, from which Amberg has benefited greatly. The increase in gross value added for Amberg, Upper Palatinate and Bavaria is also above the average value of around 30% for Germany. Another indication of the good economic development of the last ten years is the very low unemployment rate for Amberg and the Upper Palatinate in 2019¹⁸. Amberg also has the highest industrial density with 231 industrial employees per 1,000 inhabitants compared to 125.8 for the Upper Palatinate and 101.4 for Bavaria¹⁹, which is certainly another reason for the good economic situation in recent years²⁰.

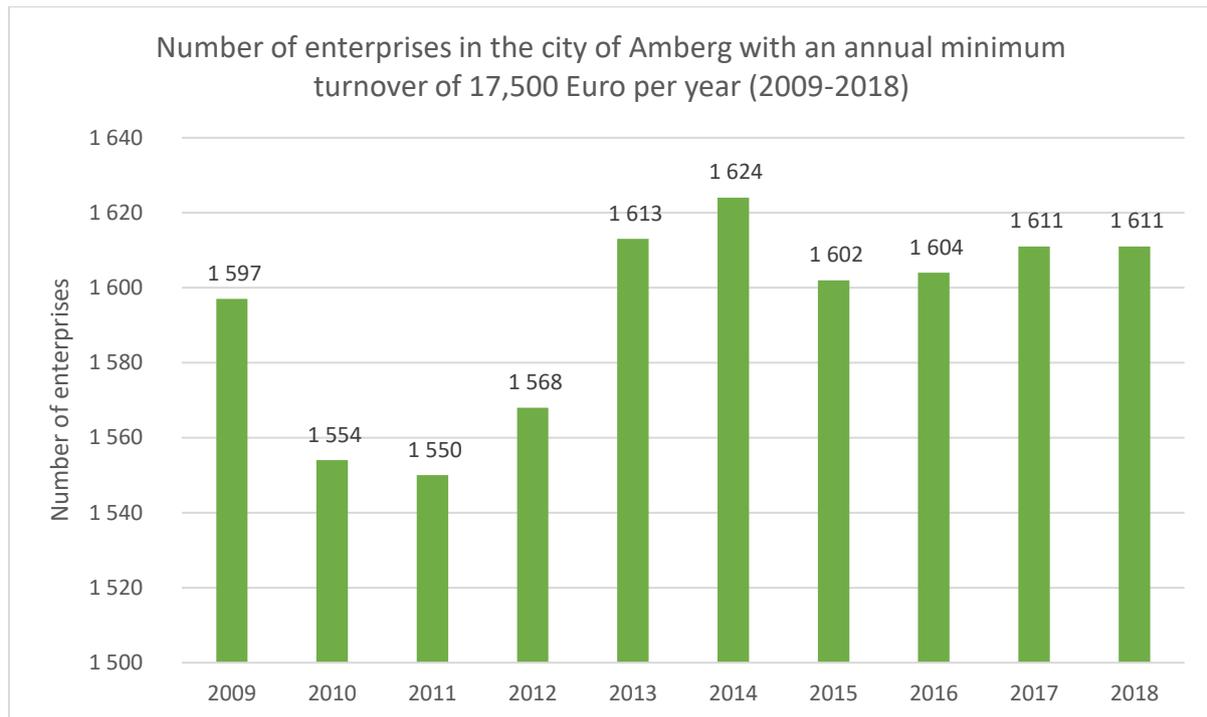
¹⁷ Bayerisches Landesamt für Statistik, Fürth 2020, n.p., 2020, <https://www.statistikdaten.bayern.de/genesis/online>, accessed on 04.08.2020.

¹⁸ Is discussed in more detail in Chapter 3. Labor market.

¹⁹ Regensburg Chamber of Commerce and Industry, Industriedichte im IHK-Bezirk, n.p., 2020, <https://www.ihk-regensburg.de/blueprint/servlet/resource/blob/3911864/c6feb914a5e48e4af40015d7575b6c88/industriedichte-data.pdf>, 26.08.2020.

²⁰ Bavarian Chamber of Commerce and Industry, Wirtschaftsraum Oberpfalz Kelheim, n.p., 2020, <https://www.ihk-regensburg.de/region/standortinformationen/wirtschaftsraum-oberpfalz-kelheim/wussten-sie-schon--1462730>, accessed on 04.08.2020.

1.5. Number of enterprises (with turnover of min. 17.500 Euro)



Graph 5: Number of enterprises in the city of Amberg with an annual minimum turnover of 17,500 Euro per year (2009-2018)²¹

The number of companies subject to VAT has increased from 1,597 to 1,611 since 2009. There was a slight decrease in the period from 2010 to 2012. Based on the development of other economic indicators (see e.g. the city's budget), this decline is certainly linked to the financial crisis of 2009. The highest number of 1,624 companies was registered in 2014; in 2017 and 2018 the value was 1,611. The value thus remained relatively constant over a period of ten years. If the total number of companies is related to the number of inhabitants of the city of Amberg, this results in a number of 37.9 companies per 1,000 inhabitants of the city for 2016. In comparison, according to the company register of the Upper Palatinate Chamber of Commerce and Industry, this number is for Weiden i.d.OPf. at 47.2 companies per 1,000 inhabitants, for Neumarkt at 42.9, for Schwandorf at 37.7 and for the district of Amberg-Sulzbach at 37.6 (all figures refer to 2016)²².

In comparison, the figures for Germany and Bavaria: In Germany, the figure for 2016 was 39.6 companies per 1,000 inhabitants (3,266,429²³ companies for 82.5 million inhabitants²⁴). For Bavaria this

²¹ Bayerisches Landesamt für Statistik, Statistik kommunal - Kreisfreie City of Amberg 2018, p. 11, 2019, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09361.pdf, accessed on 03.06.2020.

²² Der Bundeswahlleiter, Europawahl 2019, n.p., 2020, <https://www.bundeswahlleiter.de/europawahlen/2019/strukturdaten/bund-99/land-9/kreis-9361.html> (Amberg); <https://www.bundeswahlleiter.de/europawahlen/2019/strukturdaten/bund-99/land-9/kreis-9363.html> (Weiden i.d.OPf.), accessed on 16.06.2020.

²³ The data comes from the sales tax statistics and relates to taxable companies with annual services over 17,500 Euro; Source: Statista, Number of enterprises in Germany from 2002 to 2018, n.p., 2020,

<https://de.statista.com/statistik/daten/studie/246358/umfrage/anzahl-der-unternehmen-in-deutschland/>

²⁴ Destatis, Population in Germany grew to 82.5 million people at the end of 2016, n.p., 2020, https://www.destatis.de/DE/Presse/Pressemitteilungen/2018/01/PD18_019_12411.html



results in a value of 47.3 companies per 1,000 inhabitants (610,922²⁵ companies for 12,930,751 inhabitants²⁶). In 2018, this number for Bavaria was 47.4 companies per 1,000 inhabitants²⁷.

Below is a brief overview, in alphabetical order of the most important industrial companies in Amberg, most of them hidden champions and world leaders in their industrial sectors:

Baumann Automation GmbH (<https://www.baumann-automation.com/>), a company on the market for 30 years. It counts some 500 employees and customers in 22 countries worldwide. The company produces turnkey automation systems for the international automotive supply and electronics industry, for telecommunications and photovoltaics.

DEPRAG SCHULZ GMBH u. Co. (<https://deprag.com/>): on the market for 90 years with some 700 employees in over 50 countries, out of which 380 employees at the headquarters in Amberg. The company is a leading global supplier of screw driving technology, automation, compressed air motors and tools for the automotive industry, electrical engineering, mechanical engineering and telecommunications.

Herding Filtertechnik GmbH (<https://www.herding.de/de/home/>): on the market for around 45 years and with 400 employees worldwide. Herding Filtertechnik manufacture dedusting systems and filter systems for industry. Today the company has eight independent foreign companies and partnerships in nine other countries.

Kerb-Konus-Vertriebs-GmbH (<https://www.kerbkonus.de/de/index.php>): on the market for around 75 years and with approx. 200 employees worldwide active at various production sites. The company produces threads for metals, plastics and wood, punch rivets for various screw connections of all kinds.

Lüdecke GmbH (<https://www.luedecke.de/>), a company on the market for 90 years. It has approx. 100 employees, which develop and produce 30.000 products for all kinds of coupling systems in the low-pressure range for a wide variety of industrial applications.

Luitpoldhütte GmbH (<http://www.luitpoldhuette.de/>): emerged from the blast furnace plant founded in 1883. The company currently has approx. 350 employees and produces high quality cast parts for industrial customers all over the world.

PIA AUTOMATION Amberg GmbH (<https://www.piagroup.com/en/>): on the market for around 75 years, with around 250 employees and 49 million euros in sales (2017). The company manufactures production machines and test systems for the automotive, electronics, consumer goods and medical technology industries.

Siemens AG (<https://siemens.com/global/en.html>): on the market for 70 years, Siemens is the largest employer in the Amberg region, with approx. 5,000 employees. The company is a world market lead-

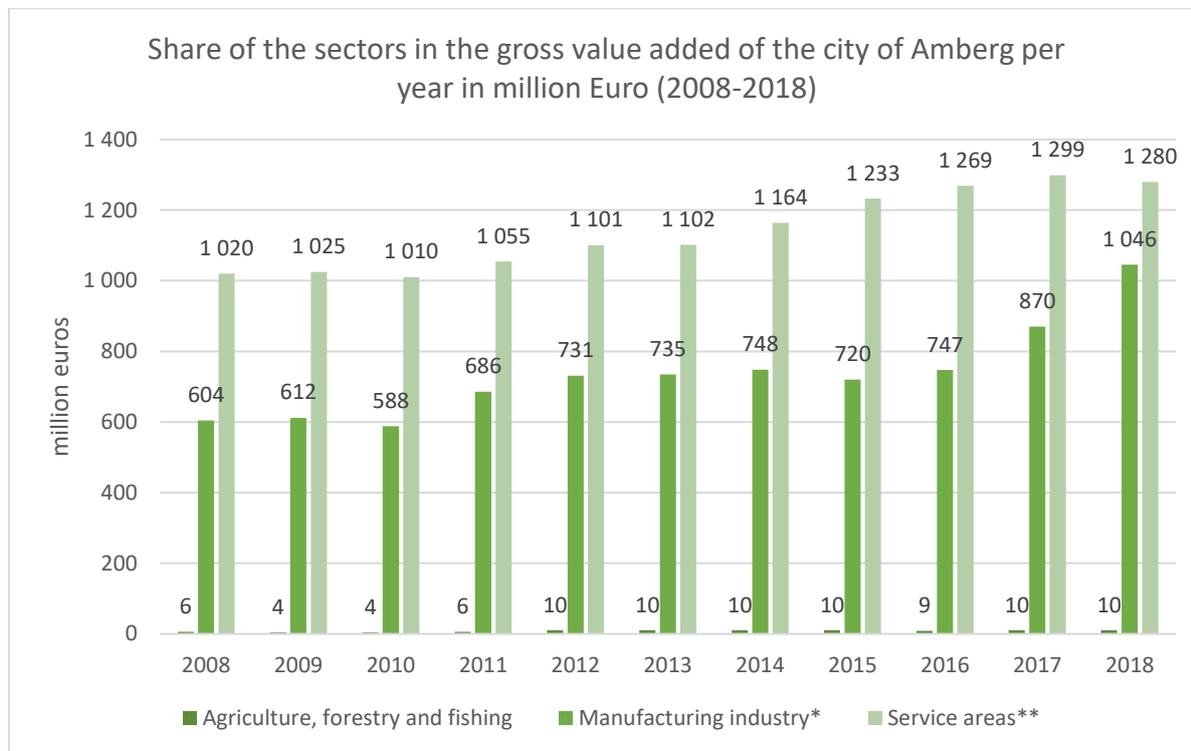
²⁵ Statista, Number of companies in Bavaria from 2002 to 2018, n.p., 2020, <https://de.statista.com/statistik/daten/studie/592518/umfrage/anzahl-der-unternehmen-in-bayern/>, accessed on 01.09.2020.

²⁶ Statista, Number of inhabitants in Bavaria from 1960 to 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/154879/umfrage/entwicklung-der-bevoelkerung-von-bayern-seit-1961/>, accessed on 01.09.2020.

²⁷ <https://de.statista.com/statistik/daten/studie/237711/umfrage/unternehmen-in-deutschland-nach-bundeslaendern/> - accessed on 17.09.2020.

er for industrial switching technology. In Amberg it also has founded a Digitization and Research Centre on new technologies in cooperation with the OTH Amberg-Weiden.

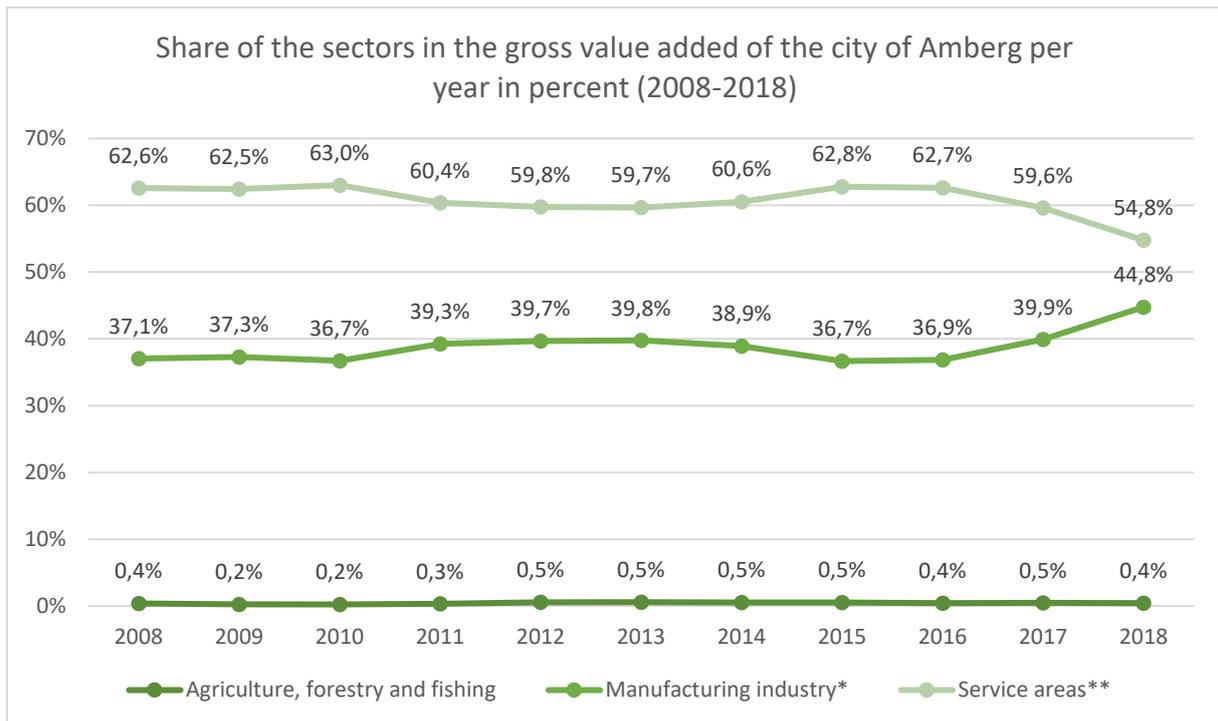
1.6. Size of the city's economic sectors by their share to the GVA



Graph 6: Share of the sectors in the gross value added of the city of Amberg per year in million Euro (2008-2018)^{28,29}

²⁸ Gross value added for all independent cities: Bayerisches Landesamt für Statistik, Fürth 2020, w/out p., 2020, <https://www.statistikdaten.bayern.de/genesis/online>, accessed on 04.08.2020.

²⁹ *Mining, manufacturing, construction as well as energy and water supply, disposal; **Commerce, transport, hospitality, information and. Communication, finance, insurance and Corporate service providers, public and other service providers



Graph 7: Share of the sectors in the gross value added of the city of Amberg per year in percent (2008-2018)^{30,31}

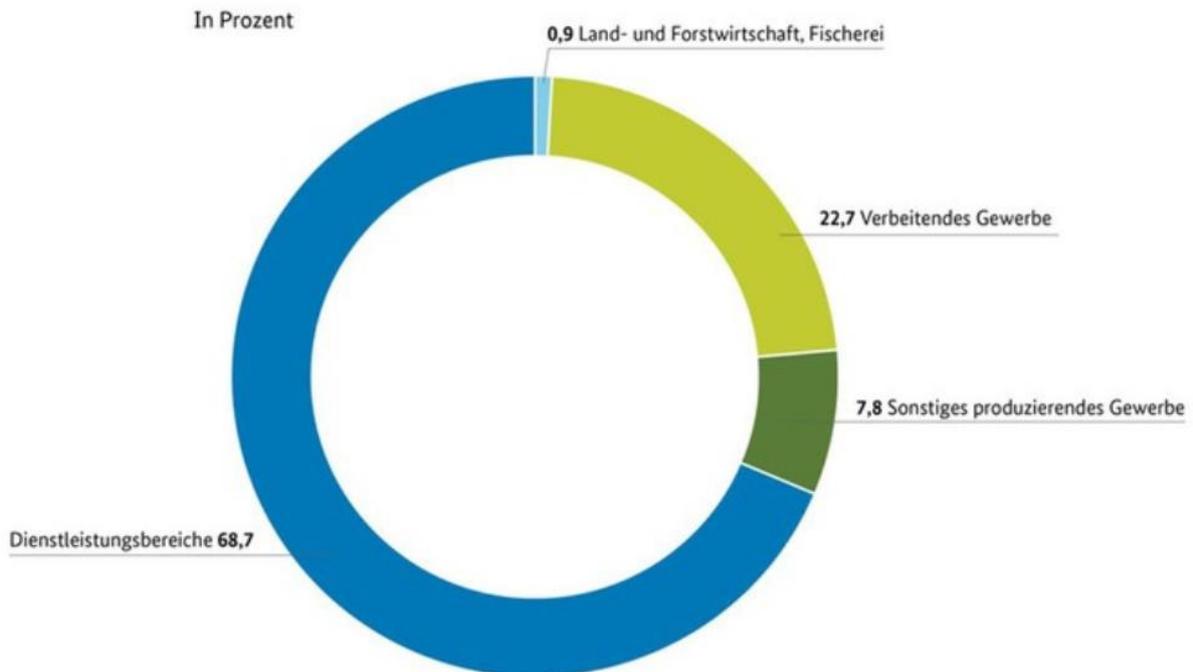
The share of the individual economic sectors of the total GVA in Amberg has shifted somewhat in the period 2008-2018. The share of the primary sector (agriculture, forestry and fishing) recorded a slight increase of 0.37% (2008) to 0.43% (2018) over the entire period. The secondary sector (manufacturing industry) accounted for almost 45% (2018) of the total GVA. This percentage increased significantly from 37.06% to 44.78% from 2008 to 2018. The tertiary sector (service sector) had the largest share over the entire reference period. This reached the highest value in 2010 at 63.05%. Since 2015, the share of services in value added has fallen to 54.79% most recently (2018).

By comparison, the city of Weiden i.d.OPf. recorded in 2017 a slightly lower total GVA of 2,046 million Euro (at basic prices) compared to Amberg (2017: 2,180 million Euro). This was distributed for Weiden i.d.OPf. as follows: primary sector with 0.3% of GVA, secondary sector with 16.8% of GVA and the tertiary sector with 83%³² of the GVA. One reason for the noticeable difference in the sector distribution between Amberg and Weiden i.d.OPf. is the high number of industrial companies in Amberg (see Bavaria's highest industrial density value with 231.7 for Amberg and 128.4 for Weiden i.d.OPf. - Chapter 1.4).

³⁰ Gross value added for all independent cities: Bayerisches Landesamt für Statistik, Fürth 2020, n.p., 2020, <https://www.statistikdaten.bayern.de/genesis/online>, accessed on 04.08.2020.

³¹ * Mining, manufacturing, construction as well as energy and water supply, disposal; **Commerce, transport, hospitality, information and. Communication, finance, insurance and Corporate service providers, public and other service providers

³² Weiden i.d.OPf., Strukturdaten, n.p., 2020, <https://www.weiden.de/wirtschaft/wirtschaftsstandort-weiden/strukturdaten-1>, accessed on 01.07.2020.



Graph 8: GVA in Germany, Share of various economic sectors in percent (2018)³³

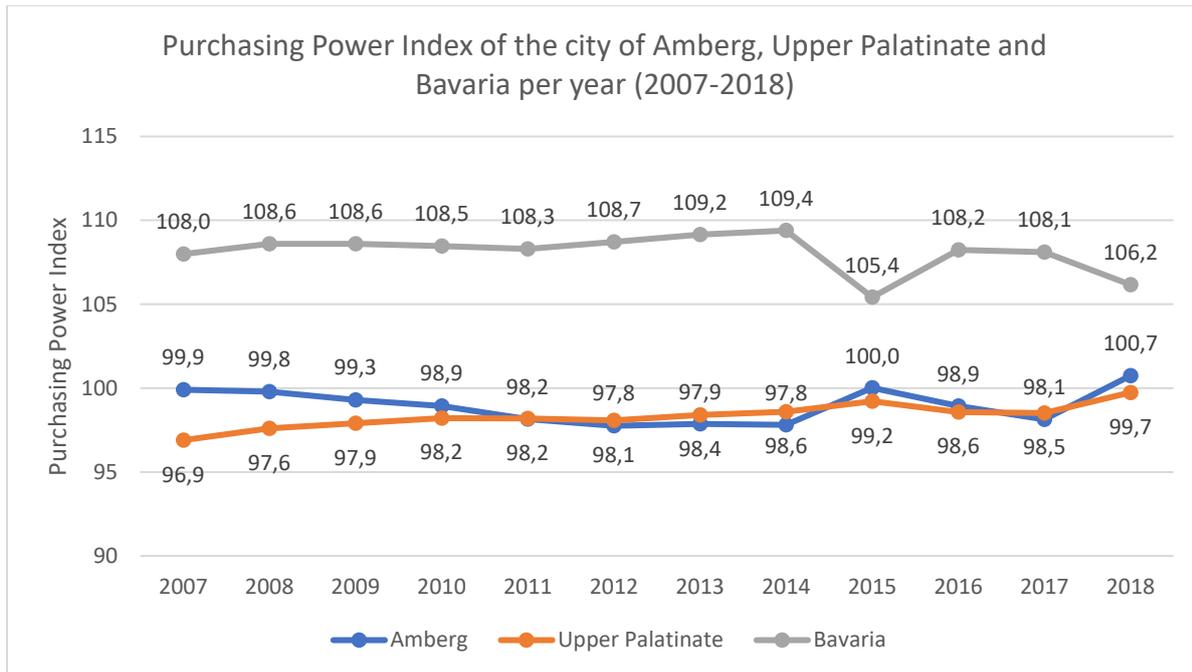
If one compares the GVA shares of the various economic sectors between Amberg and the German averages in 2018, it can be seen that Amberg's share in agriculture and forestry with fishing is only slightly below the average value for the whole of Germany. In contrast, the share of manufacturing in Amberg is higher than that at the federal level (2018)³⁴. Finally, Amberg has a 13.9 percentage point lower share of the service sector in GVA in 2018 than the German national average.

³³ Federal Ministry for Economic Affairs and Energy, Gross Value Added in Germany 2018: Proportion of the various sectors, n.p., 2020, <https://www.bmwi.de/Redaktion/DE/Dossier/Industriestrategie%202030/Module/bruttowertschoepfung-in-deutschland.html>, accessed on 01.09.2020.

³⁴ For this comparison, the category "other manufacturing industry" is counted under the category manufacturing industry (secondary sector).



1.7. Purchasing Power Index



Graph 9: Purchasing Power Index of the city of Amberg, Upper Palatinate and Bavaria per year (2007-2018)³⁵

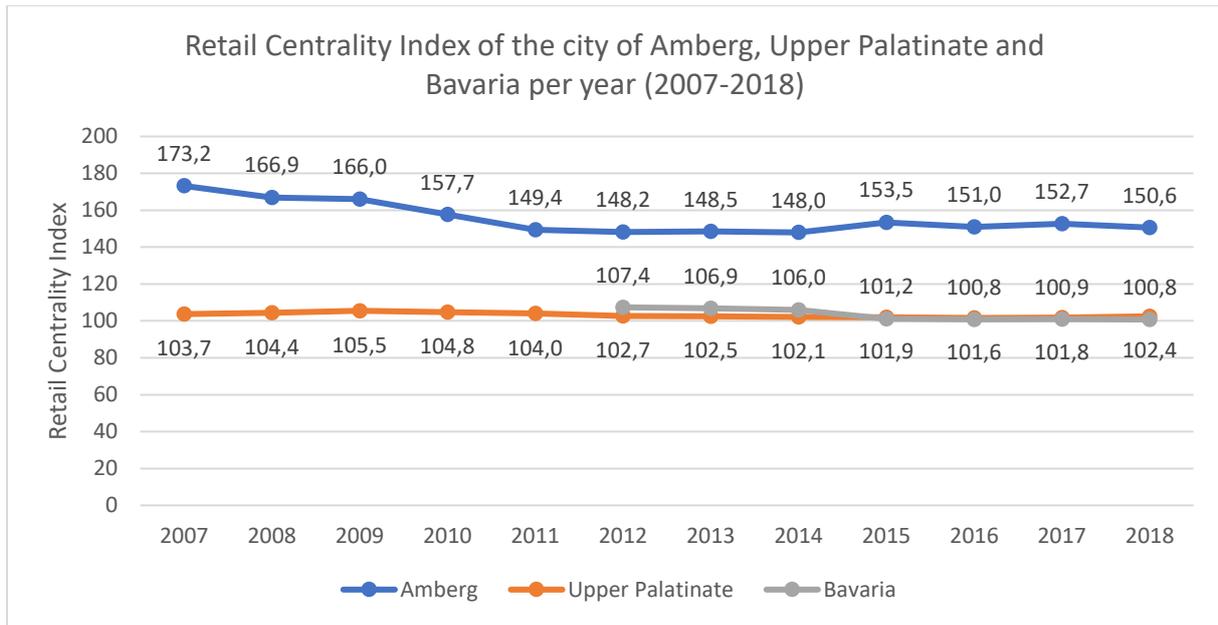
The Purchasing Power Index for Amberg - based on the reference value of 100 points which represents the national average value - was subject to only slight fluctuations in the reference period of 2008-2018³⁶. It ranged between 99.9 in 2007 and the highest value recorded so far in 2018 of 100.7.

To compare the figures for Amberg, the averages for Upper Palatinate and Bavaria are also shown above. The PPI value for Amberg is close to the value for the Upper Palatinate, with an almost consistently increasing tendency in the period under investigation. The purchasing power index for Bavaria in 2018 was 5.5 points above the value for Upper Palatinate and Amberg. Over the entire period from 2007 to 2018, there was an overall convergence between the values for Bavaria, Upper Palatinate and Amberg.

³⁵ 2007-2014: GfK GeoMarketing GmbH, 2015-2018: Michael Bauer Research GmbH, Nürnberg, p. 6, 2019, <https://www.mb-research.de/download/MBR-Kaufkraft-Kreise.pdf>, accessed on 04.08.2020.

³⁶ Based on an average of 100 points, representing the German average level.

1.8. Retail Centrality Index



Graph 10: Retail Centrality Index of the city of Amberg, Upper Palatinate and Bavaria per year (2007-2018)^{37,38}

The retail centrality index allows an assessment of the attraction a city/region exerts on its surrounding area for shoppers. Values over 100 (national average) demonstrate an above-average attraction as a shopping location or a preference of its residents for shopping in local retail stores³⁹. At the same time, vital retail locations are also attractive as places to live and work⁴⁰.

The Bavaria-wide centrality index fell from 107.4 in 2011 to 100.8 points in 2018.

The centrality index for the city of Amberg showed a slight downward trend, especially between 2008 and 2011⁴¹. In the following years the value fluctuated, but remained at a relatively stable level between 148 and 153. The reasons for the decline could include to be sought in the growth of online trade. Overall, a value of 150 points is a very good value in a regional comparison.

For the reference year 2018, comparative values could only be determined to a limited extent: for Neumarkt i.d.OPf. at 162.6⁴² and for Regensburg at 151.8⁴³ in the same year.

³⁷ 2007-2014: GfK GeoMarketing GmbH, 2015-2018: Michael Bauer Research GmbH, Nürnberg, p. 6, 2019, <https://www.mb-research.de/download/MBR-Kaufkraft-Kreise.pdf>, accessed on 04.08.2020.

³⁸ Data for 2010 was not available. To complete this, the average value was calculated from the previous and the following year.

³⁹ Bavarian Chambers of Commerce and Industry, Retail purchasing power and centrality data (Orig: Einzelhandelskaufkraft und –zentralität), n.p., 2020, <https://www.ihk-regensburg.de/meine-branche-channel/handel/einzelhandel/einzelhandel-in-der-region/einzelhandelskaufkraft-und-zentralitaet-2757124>, accessed on 01.07.2020.

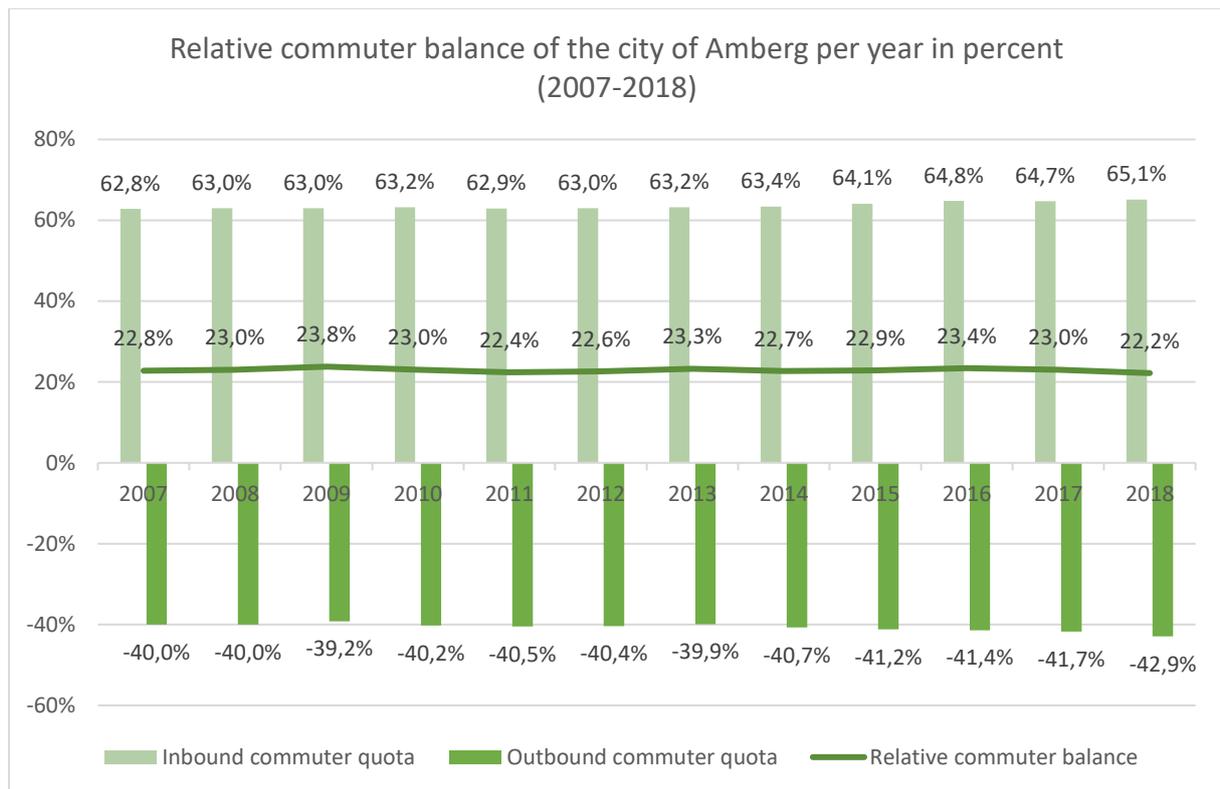
⁴⁰ Wochenblatt, Chambers of Commerce and Industry Analysis, Purchasing power in the region is growing at an above-average rate (Orig: Kaufkraft in der Region wächst überdurchschnittlich), n.p., 2017, <https://www.wochenblatt.de/news-stream/regensburg/artikel/201341/kaufkraft-in-der-region-waechst-ueberdurchschnittlich>, accessed on 03.06.2020.

⁴¹ Value for 2010 not available, chosen data point was the calculated average value from 2009 and 2011.

⁴² City of Neumarkt i.d.OPf., Zahlenspiegel, p. 11, 2020, https://www.neumarkt.de/media/3353/zahlenspiegel-2019_c_klein.pdf, accessed on 01.09.2020.

⁴³ Comfort, City Navigator Regensburg, p. 2, 2020, https://www.comfort.de/fileadmin/user_upload/downloads/staedtereport/2018/COMFORT_City_Navigator_Regensburg_2018.pdf, accessed on 01.09.2020.

1.9. Relative commuter balance



Graph 11: Relative Pendlerbilanz der Stadt Amberg pro Jahr in Prozent (2007-2018)⁴⁴

Amberg's trend in terms of the commuter balance, i.e. the difference between inbound and outbound commuters was stable in the reference period. The values of the relative commuter balance for the period 2007-2018 are almost constant between 22.2% and 23.8%, i.e. a good 20% more people commuting inbound than outbound. This speaks for Amberg's attractiveness as a place to work.

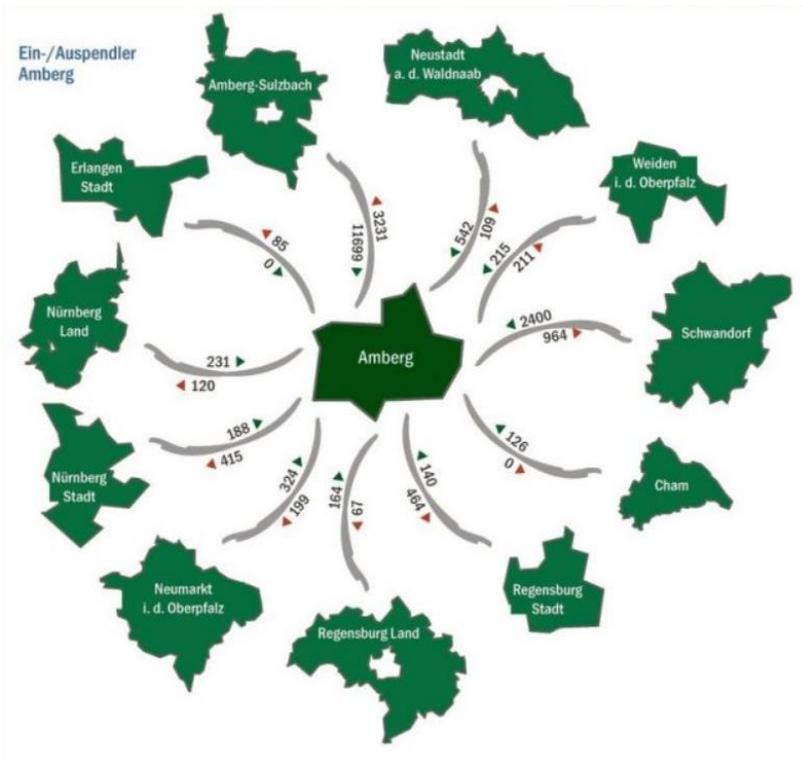
According to an article in Oberpfalznetz from 2018, the majority of everyday commuters are on the move between Amberg and the Amberg-Sulzbach District. But there are also daily commuter flows to Nuremberg, Regensburg, Weiden i.d.OPf. or Cham⁴⁵.

The relative commuter balance of the city of Weiden i.d.OPf. in 2018 was 24.2%, values similar to Amberg's. Here, too, traffic from the region is likely to make up the majority of commuters (cf. Ind. 1.8 Centrality Index)⁴⁶.

⁴⁴ Federal Employment Agency (Orig: Bundesagentur für Arbeit), Employment Fact-check (Orig: Faktencheck zum Arbeitsmarkt), n.p., 2020, https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/35/2018/unterbeschaeftigungsquote_u25/?r=, accessed on 29.01.2020.

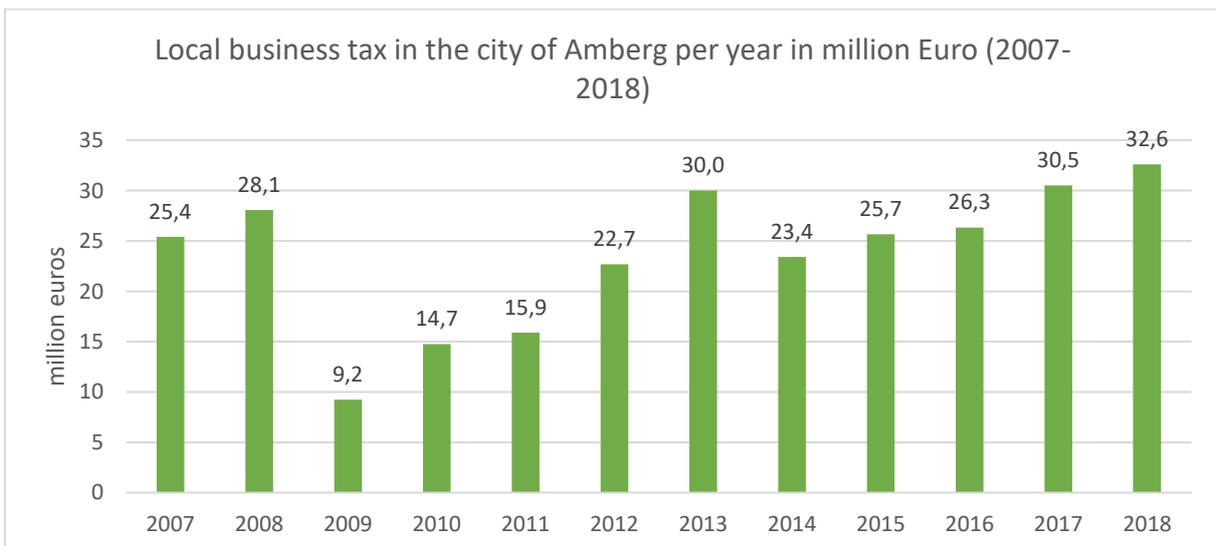
⁴⁵ Onetz, Oberpfalz, n.p., 2018, <https://www.onetz.de/amberg-in-der-oberpfalz/politik/aktuelle-pendler-statistik-liegt-vor-17555-kommen-nach-amberg-6849-verlassen-amberg-d1848616.html>, accessed on 05.08.2020.

⁴⁶ Bundesagentur für Arbeit, Faktencheck zum Arbeitsmarkt, n.p., 2020, https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/52/2007/unterbeschaeftigungsquote_u25/?r=, accessed on 29.01.2020.



Graph 1: Number of in- and outbound commuters, city of Amberg (2017)⁴⁷

1.10. Local business tax



Graph 2: Local business tax in the city of Amberg per year in million Euro (2007-2018)⁴⁸

⁴⁷ Onetz, Oberpfalz, n.p., 2018, <https://www.onetz.de/amberg-in-der-oberpfalz/politik/aktuelle-pendler-statistik-liegt-vor-17555-kommen-nach-amberg-6849-verlassen-amberg-d1848616.html>, accessed on 05.08.2020.

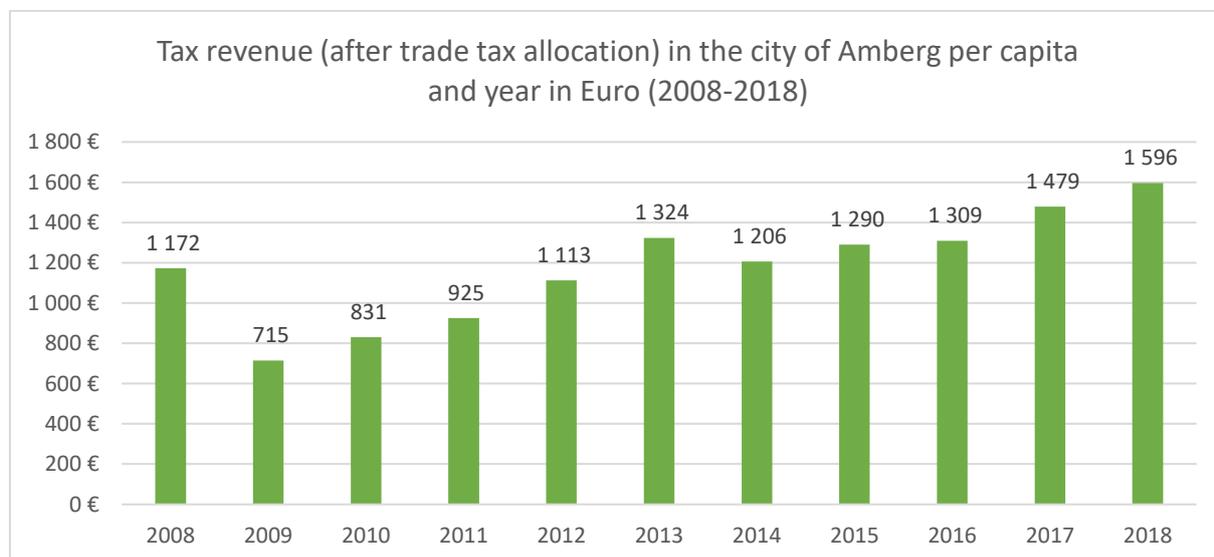
The business tax revenue (before Gewerbesteuerumlage⁴⁹) rose from 22.7 to 32.6 million euros between 2012 and 2018, which corresponds to an increase of some 20%. In the years 2009 to 2011, i.e. the period after the financial crisis in 2008, there was a sharp slump in values of 9.2 and 15.9 million euros respectively.

In comparison, the figures from the nearby town of Neumarkt i. d. Opf. - there the local business tax revenue was 24.5 million euros in 2016, 23.2 million euros in 2017 and 29.4 million euros in 2018, under the respective values for the City of Amberg. The net figures after deduction of the trade tax allocation were, for the same years 20.2, 17.3 and 22.5 million euros⁵⁰.

According to the Bavarian State Office for Statistics, there was an average increase in municipal income from business tax of 8.3% for Bavaria in 2018 compared to 2017. In Amberg this value was an increase of 6.9%.

1.11. Taxation revenue per person (after trade tax allocation)

The tax revenue at the municipal, state and federal level has increased significantly since 2015 due to the good economic situation in Germany. This fact is also reflected in the figures for the City of Amberg. Local tax revenue per person (defined as property tax A + B, net trade tax, municipal share of income tax, other taxes) more than doubled after the 2009 lows (after the financial crisis) until 2018. Thus, the value of this indicator in 2018 was approx. 36% above the initial value of the reference period (2008) and a 123% increase since the lowest registered value, in 2009.



Graph 3: Tax revenue (after trade tax allocation) in the city of Amberg per capita and year in Euro (2008-2018)⁵¹

⁴⁸ City of Amberg, Data & Facts, Preliminary Budget Reports (Orig: Zahlen & Fakten, Vorberichte zum Haushalt), n.p., 2020, <https://www.amberg.de/rathaus/standortprofil/zahlen-fakten>, accessed on 28.01.2020.

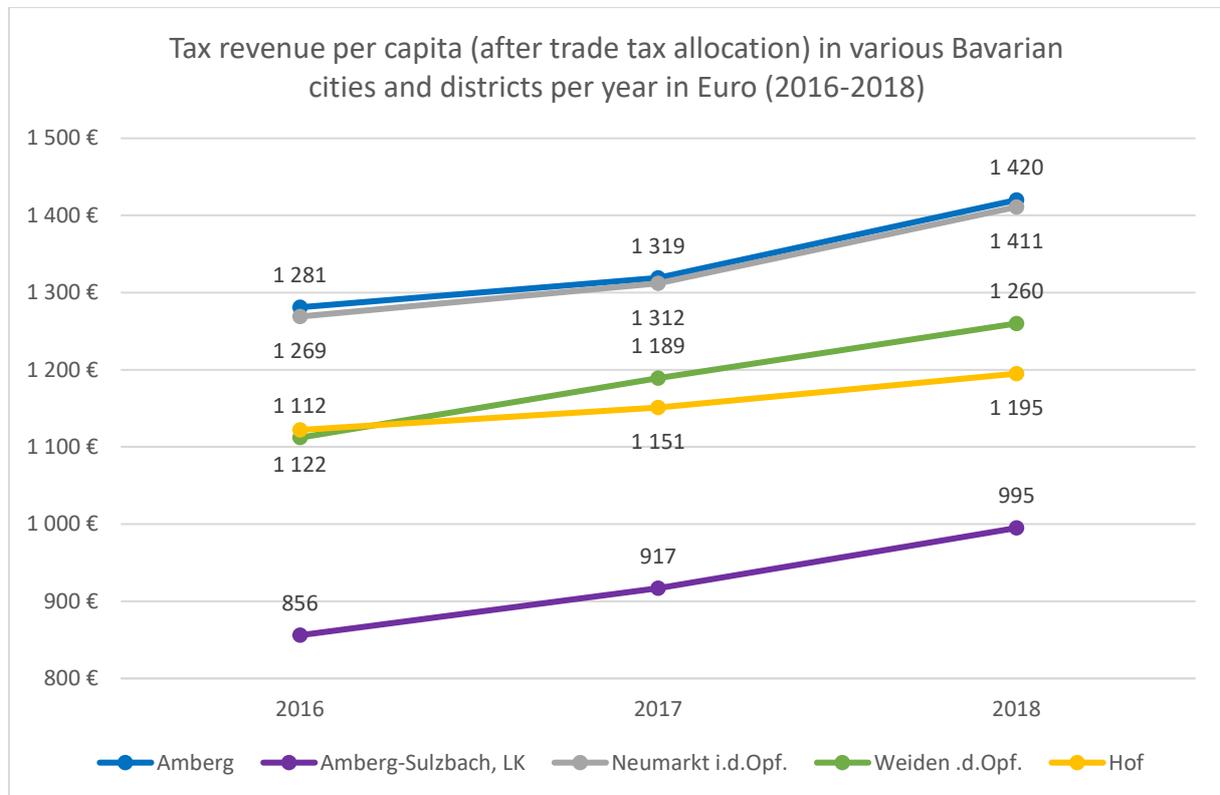
⁴⁹ the part of the local business tax that is paid by the German municipalities to the federal and state governments, https://www.bundesfinanzministerium.de/Content/DE/Standardartikel/Themen/Oeffentliche_Finzen/Foederale_Finanzbeziehungen/Kommunalfinzen/Dok-Gewerbesteuerumlage-seit1969.pdf?__blob=publicationFile&v=6

⁵⁰ Phone interview, City of Neumarkt Treasury, 03.09.2020.

⁵¹ Calculated value based on: Income from local property taxes A and B, trade tax, income tax, other taxes and population. Personal information city of Amberg representative, email, 11.08.2020; financial data source: City of Amberg, Zahlen und Fakten, n.p., 2020, <https://www.amberg.de/rathaus/standortprofil/zahlen-fakten>, accessed on 01.07.2020.



In comparison, the average local tax revenue per capita for Bavaria increased from 2,689 euros in 2008 to 3,918 euros in 2018⁵². The values of Amberg have increased significantly, but are still below the Bavarian average. In comparison with the AS District and other Bavarian cities of similar size, the following figures from the Bertelsmann Foundation are available⁵³:



Graph 4: Tax revenue per capita (after trade tax allocation) in various Bavarian cities and districts per year in euros (2016-2018)⁵⁴

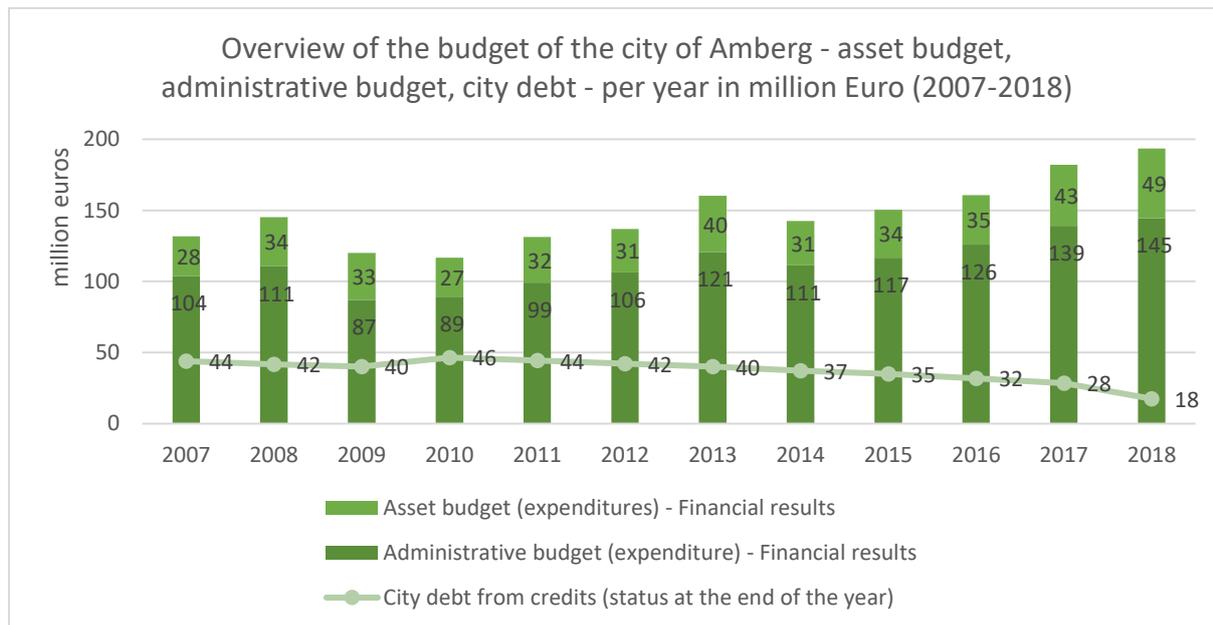
The taxation revenue in Amberg between 2016 and 2018 was just above the value in Neumarkt i.d.Opf. at 1,420 million euros and some 10% to 15% above the values of Weiden i.d.Opf. und Hof. The slightly different total amounts per year compared to Figure 14 for Amberg result from the additional offsetting of “other taxes” in the Amberg data.

⁵² Germany in numbers (Orig: Deutschland in Zahlen), Table: Tax revenue per inhabitant - Euro per inhabitant (Orig: Steuereinnahmen je Einwohner - Euro je Einwohner), n.p., 2020, <https://www.deutschlandinzahlen.de/tab/bundeslaender/oeffentliche-haushalte/einnahmen-und-ausgaben-des-staates/steuereinnahmen-je-einwohner>, accessed on 01.07.2020.

⁵³ <https://www.wegweiser-kommune.de/statistik/amberg+finanzen+steuereinnahmen-pro-einwohner+2016-2018+amberg-sulzbach-lk+neumarkt-in-der-oberpfalz-nm+weiden-in-der-oberpfalz+hof+tabelle>

⁵⁴ Kommunalen Finanzreport 2019. Bertelsmann-Stiftung. p. 22, and <https://www.wegweiser-kommune.de/statistik/amberg+finanzen+steuereinnahmen-pro-einwohner+2016-2018+amberg-sulzbach-lk+neumarkt-in-der-oberpfalz-nm+weiden-in-der-oberpfalz+hof+tabelle>.

1.12. & 1.13. Budget of the municipality & Total amount of debt (Status at the end of the year)



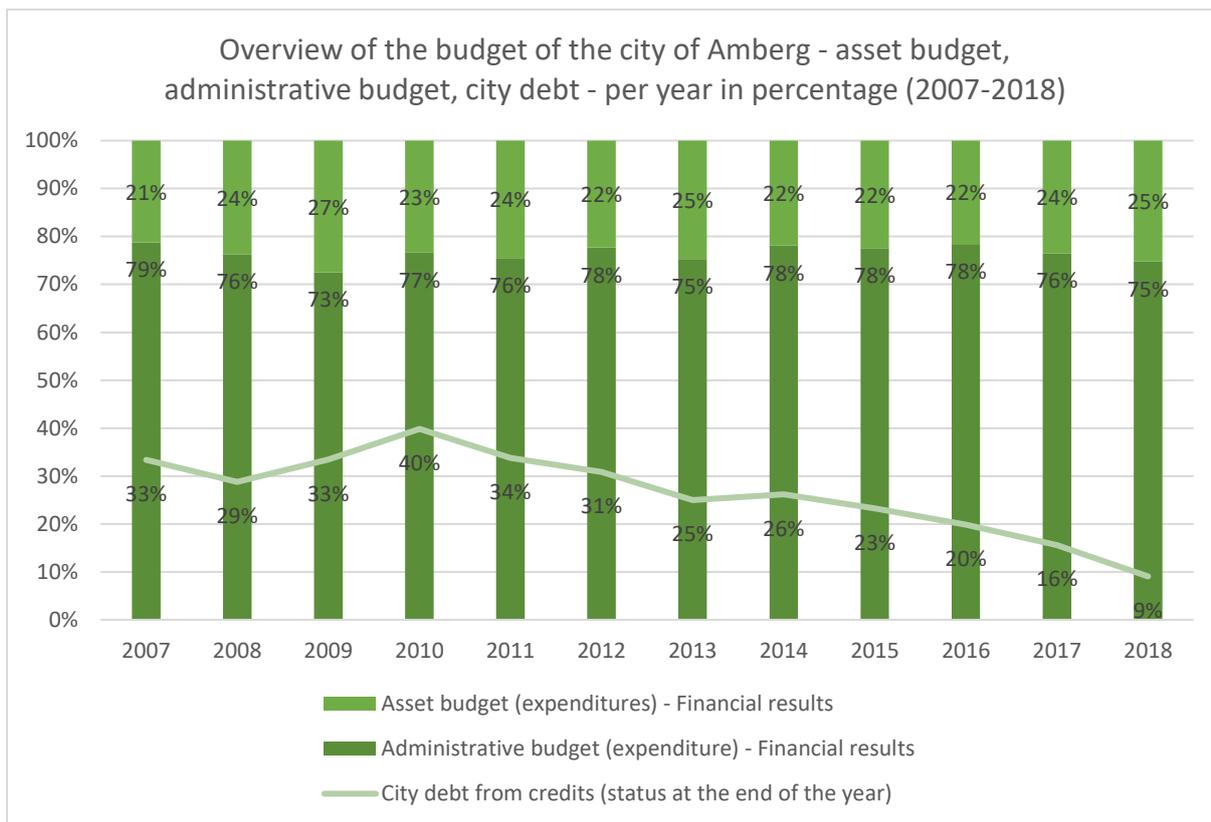
Graph 5: Overview of the budget of the city of Amberg - asset budget, administrative budget, city debt - per year in million Euro (2007-2018)⁵⁵

The total budget of the City of Amberg, consisting of the administrative and asset budgets, has shown an overall upward trend since 2007, with a slump in 2009 and 2010 due to the financial crisis. The resulting decline in tax revenue and the budget was overcome from 2011 onwards. In absolute numbers, the budget increased from approx. 132 million euros in 2007 to approx. 204 million euros in 2018. At the same time, there has been a decline in the city debt since 2010 from an approx. 44 million euros in 2007 (ca. 33% of the total budget) to approx. 18 million euros in 2018 (ca. 9% of the total budget).

In comparison, the budget of the city of Neumarkt i.d.Opf. was significantly lower, at 132 million euros in 2017 and 136 million euros in 2018⁵⁶.

⁵⁵ City of Amberg, op. cit.

⁵⁶ City of Neumarkt, City Budget (Orig: Städtischer Haushalt), n.p., 2020, <https://www.neumarkt.de/rathaus-buergerservice/aktuelles/neumarkt-in-zahlen/staedtischer-haushalt/>, accessed on 03.08.2020.

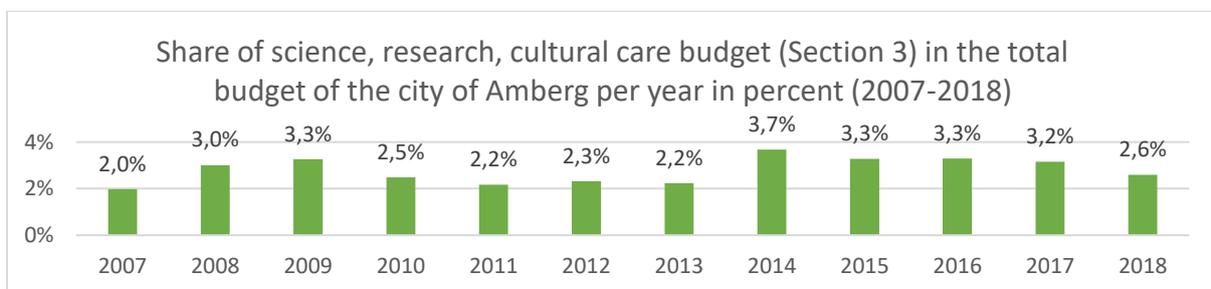


Graph 6: Overview of the budget of the city of Amberg - asset budget, administrative budget, city debt - per year in percentage (2007-2018)

In percentages, the administrative budget share of the city's total budget has fluctuated between 75% and 79%. The share of the asset budget remains similarly stable between 21% and 27%. The values for the past three years were 22%, 24% and 25%, respectively. The reduction of the debt share as percentage of the total budget from 33% in 2007 to 9% in 2018, a consequence of both reduction of debt in absolute terms and an increase of city budget, is also worthwhile to be mentioned.

1.14. Share of cultural budget

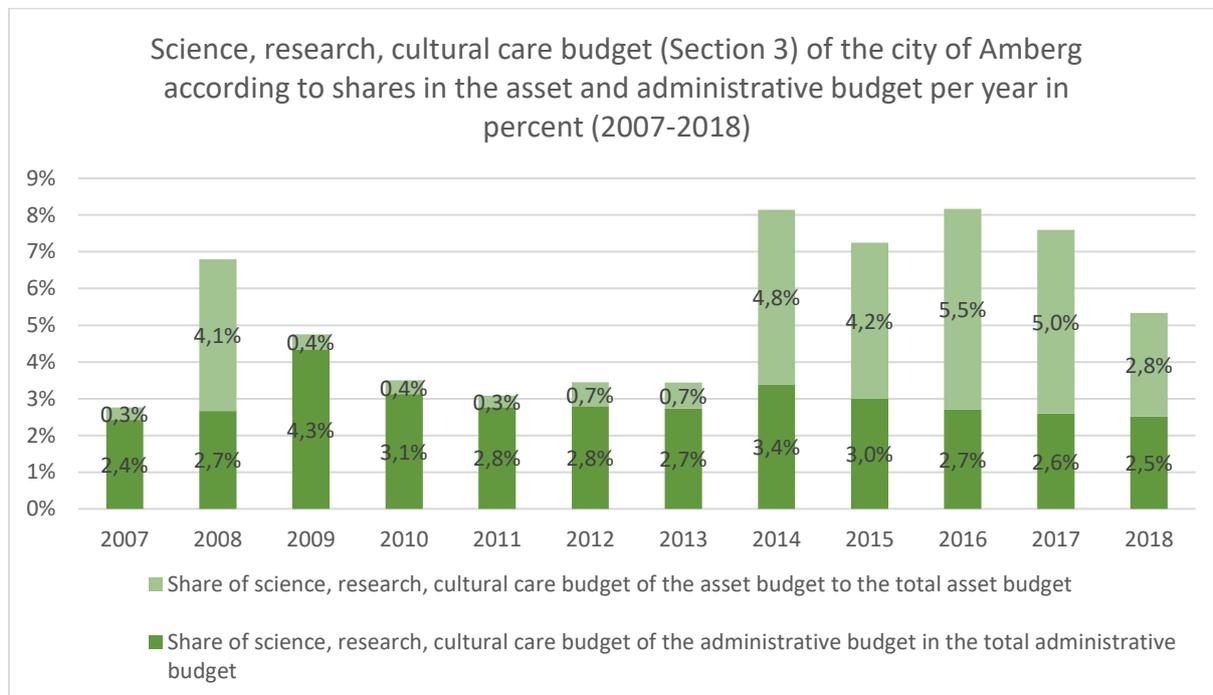
The data for the City of Amberg's budget for culture only was not available. As a proxy, we used the data published by the city under "Science, research, cultural care" which includes cultural budget but also non-cultural related activities (i.e. City Archive).



Graph 7: Share of science, research, and cultural care budget (Section 3) in the total budget of the city of Amberg per year in percent (2007-2018)⁵⁷

⁵⁷ City of Amberg, op. cit.

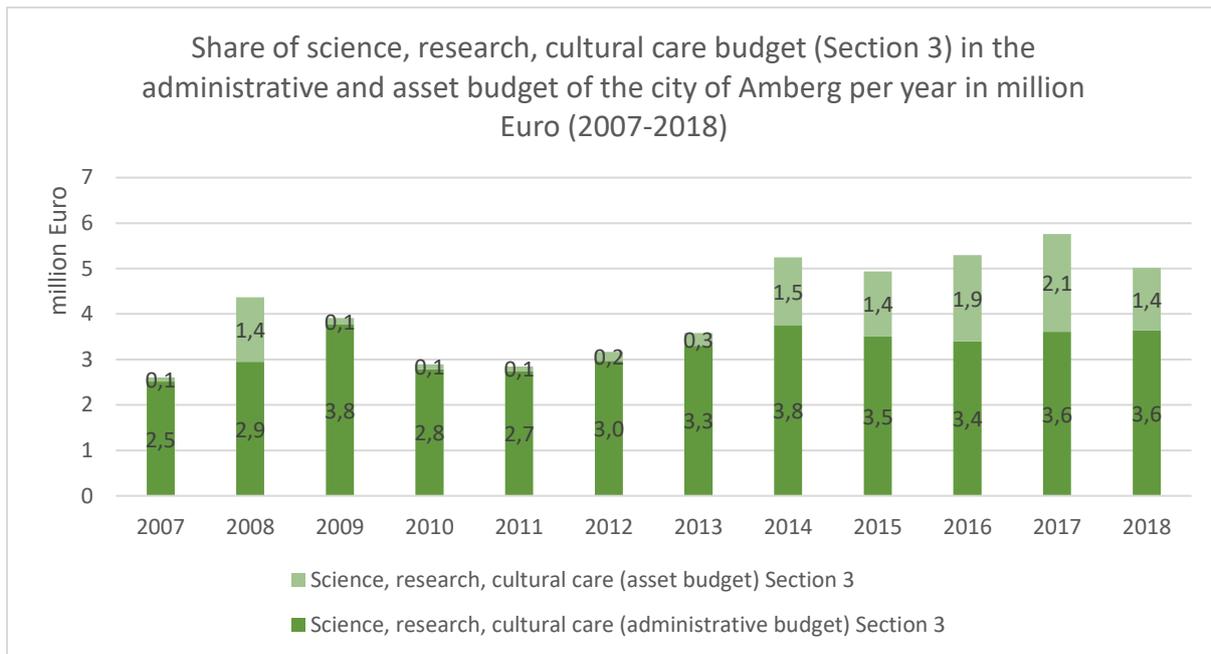
In contrast to the increasing volume of the city's total budget, the “Science, research and cultural maintenance” budget has fluctuated since 2014, from a total of 5,3 million euro to 5 million euro, peaking in 2017 at 5,8 million. This fluctuation has mostly been driven by fluctuation in the capital budget, whereas the administrative budget has remained, in absolute terms, constant at around 3.4-3.6 million euro.



Graph 8: Science, research, cultural care budget (Section 3) of the city of Amberg according to shares in the asset and administrative budget per year in percent (2007-2018)⁵⁸

In terms of size of „Science, research and cultural care” budget relative size of the overall city budget, since 2014 (the highest % share in the study period) when it counted 3,7% the cultura-relevant budget was reduced to 2,6% in 2018.

⁵⁸ City of Amberg, op. cit.



Graph 9: Share of science, research, cultural care budget (Section 3) in the administrative and asset budget of the city of Amberg per year in million Euro (2007-2018)⁵⁹

From perspective of the proportions of the budget based on their in from the administrative or capital budget, it becomes clear that in the “Science, research and cultural maintenance” budget from 2014 to 2017, considerable investments were financed from the capital budget (ranging between 2,8% to 5,5%).

In comparison, the budget share in the budget of the city of Regensburg, which was earmarked for science, research and cultural maintenance, was 5.7% from the administrative budget (2018)⁶⁰.

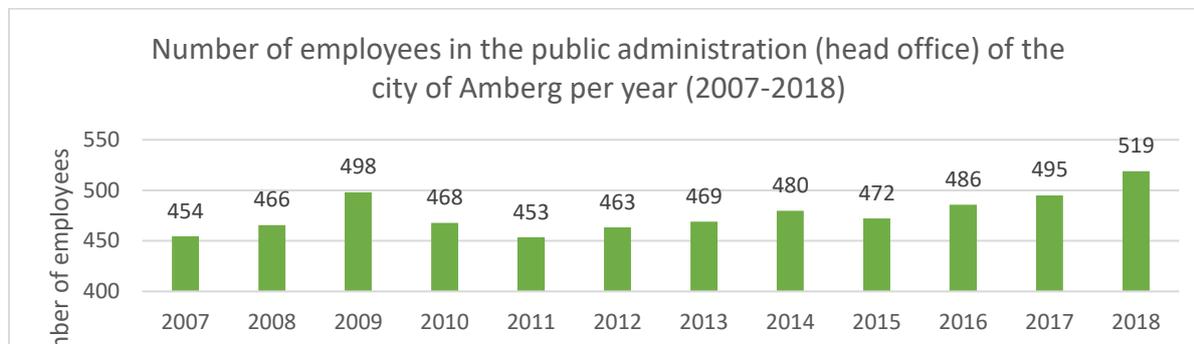
According to the German cultural finance report⁶¹, the share of expenditure on cultural tasks at federal level was 0.97% of the total budget in 2015. The federal states devoted 1.78% of their total expenditure to the cultural budget and the municipalities 2.26%. These numbers are higher at the municipal level due to the division of responsibilities between the federal, state and municipal authorities. If one puts the public culture expenditure in relation to the population, an amount of 126.77 euros per inhabitant was spent in 2015 from public budgets of all kinds. This means an increase of 29.1% compared to the year 2005 with 98.20 euros. In the city size class with populations of 20,000 to less than 100,000 inhabitants, the average per capita expenditure was 45.27 euros. With a population of 41,861 in Amberg in 2015, the culture-dedicated budget would have to be at least EUR 1.895 million. In fact, the absolute amount of cultural expenditure in Amberg in 2015 was EUR 4.895 million, i.e. more than double the average amount spent on cultural tasks in medium-sized cities in Germany. If one looks at the distribution of expenditures between the asset budget and the administrative budget, the expenditures in the asset budget, i.e. for investments in the cultural sector, were higher than in the five years prior. Here, among other things, was included the renovation of the city archive. In contrast, there was a steady decline in the % share of the administrative budget.

⁵⁹ City of Amberg, op. cit.

⁶⁰ City of Regensburg, Referat für Wirtschaft, Wissenschaft und Finanzen, S. 4, 2018, <https://www.regensburg.de/fm/121/haushalt-2019-praesentation-03-12-2018.pdf>, 03.07.2020

⁶¹ Destatis, Kulturfinanzbericht 2018, S. 21, 2018, https://www.destatis.de/DE/Themen/Gesellschaft-Umwelt/Bildung-Forschung-Kultur/Kultur/Publikationen/Downloads-Kultur/kulturfinanzbericht-1023002189004.pdf?__blob=publicationFile, accessed on 07.08.2020.

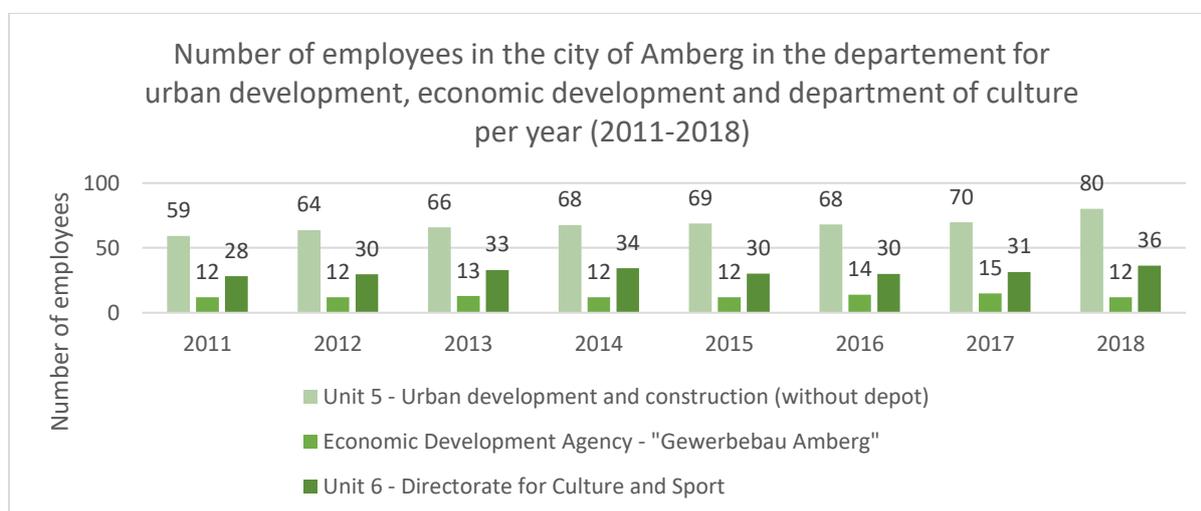
1.15. Number of employees in the public administration



Graph 10: Number of employees in the public administration (head office) of the city of Amberg per year (2007-2018)⁶²

The number of employees in the Amberg city administration increased, with slight fluctuations, from 454 in 2007 to 519 in 2018. This corresponds to an increase of approx. 14%. The comparatively strong decrease between 2009 and 2010 could be attributed, among other things, to a reduced budget available for staff due to the financial crisis of 2008/2009.

1.16 - 1.18. Number of employees in the department for urban development, Number of employees in the department for economic development, Number of employees in the department of culture



Graph 11: Number of employees in the city of Amberg in the department for urban development, economic development and department of culture per year (2011-2018)⁶³ ⁶⁴

The number of employees in the Cultural Directorate within the city administration in Amberg has been recorded since 2011⁶⁵. The number of employees in the Directorate for urban development,

⁶² City of Amberg, op. Cit.

⁶³ Time series have been adapted to data availability for better comparability; i.e. data for all three categories were only available from 2011.

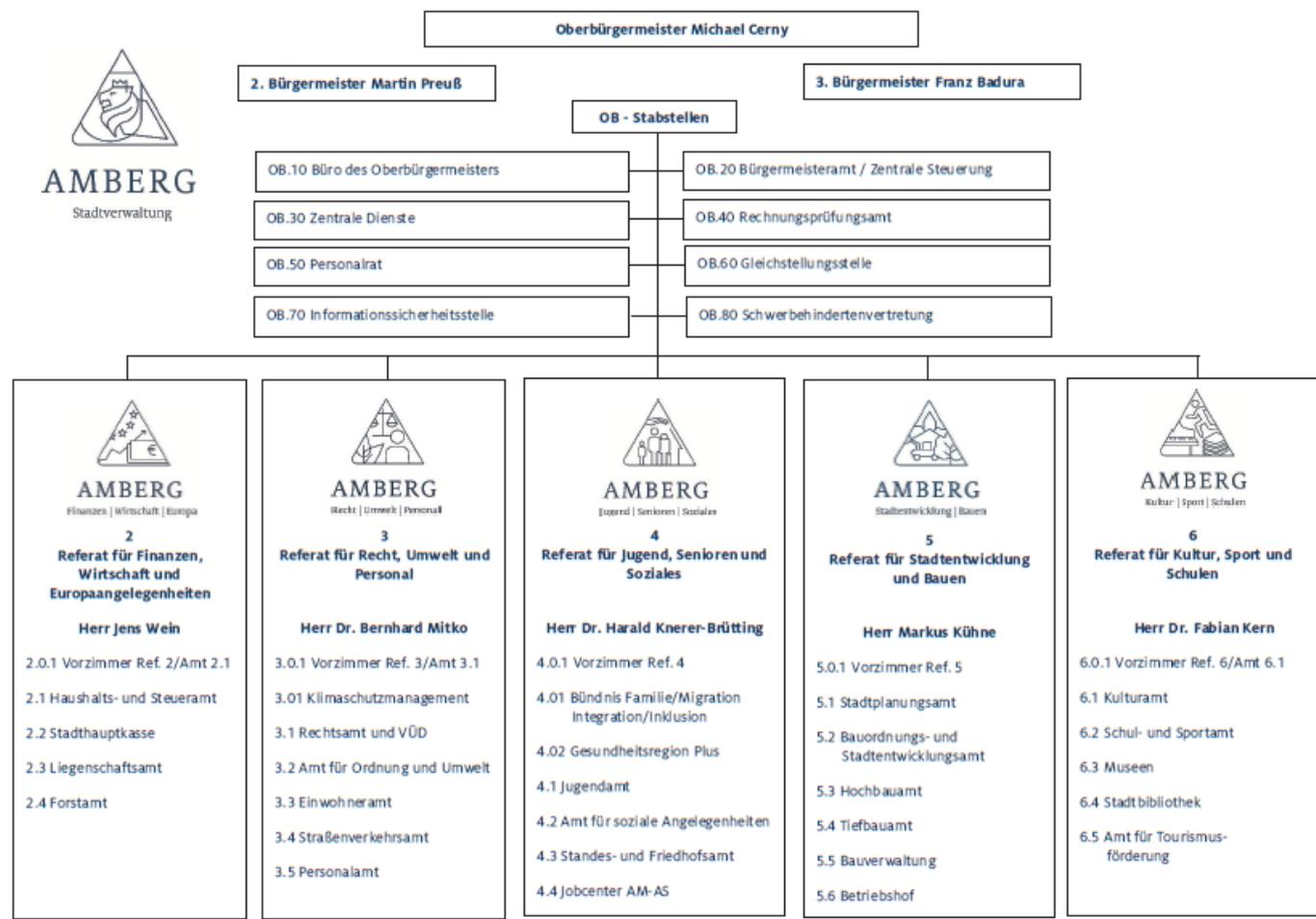
⁶⁴ Personal interviews and email exchanges with Economic Development Agency representative, June 2020.



economic development and culture has increased relatively steadily since 2011. In comparison, the department for urban development and construction (excluding the depot) consistently had the highest number of employees. In 2011 there were 65 employees, by 2018 the number had risen to 80.

The Gewerbebau Amberg does not appear separately in the following organizational chart for the city of Amberg (see Fig. 22) as it is a separate entity (Daughter Company). Another two positions in the Department for Finance, Economics and European Affairs take care of the coordination of funding applications.

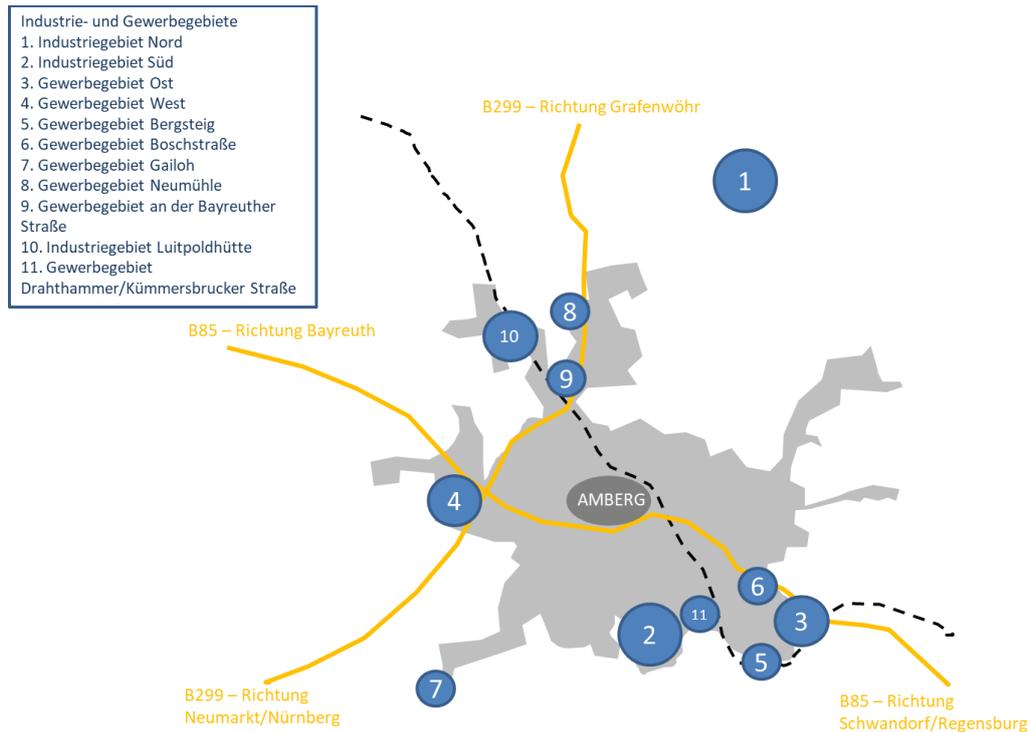
⁶⁵ The figures mentioned include the areas of Culture Office, City Theatre, City Library, City Museum (from 2014), School and Sports Office and Culture Department.



Graph 12: Organizational chart of the Amberg city administration (2020)⁶⁶

⁶⁶ City of Amberg, StimulART project team, June 2020.

1.19: Number of commercial or industrial areas



Graph 13: Overview of the number and location of industrial and commercial areas in the city of Amberg (2019)⁶⁷

In 2018 the city of Amberg had eleven industrial and commercial areas of different sizes and structures. They are shown in the map above (Fig. 22). According to ISEK, the need for commercial space is around 37 hectares for the next 10 to 15 years⁶⁸. However, the availability of additional commercial space is not easy to solve and is an important factor for further economic development. This is particularly relevant due to the large number of industrial companies and medium-sized suppliers in Amberg.

The Upper Palatinate region promotes itself with the availability of large commercial areas (e.g. at locations in Neumarkt or Schwandorf). The main arguments are the central location in the middle of Europe in the immediate vicinity of the A93 and A6 motorways and the low prices. Amberg is in a more difficult situation here and could use industrial wasteland and existing buildings in order to be able to offer additional commercial space. In view of the already very high industrial density, the question arises as to how far this increase can go. At this point, indicator 1.6 and the increase in gross value added in the manufacturing industry over the past 3 years should also be considered. Alternative concepts for economic development, e.g. in the area of services with a lower space requirement would be a possible solution. The cultural and creative industries can play an important role as a source of ideas and equally beneficiaries of integrated planning processes and solutions.

⁶⁷ Gewerbebau Amberg, Industrial and commercial areas, information sent via e-mail, 30.07.2020.

⁶⁸ Onetz, Not just a top performer (Orig: Nicht nur ein Leistungsträger), n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/nur-leistungstraeger-id2402917.html>, accessed on 28.08.2020.



1.20. Area covered by commercial or industrial zones (in hectares)

The size of the commercial or industrial areas in the city of Amberg has increased in recent years. From 2016 to 2017 the area share rose from 322 ha to 325 ha. In percentage terms, the area of the commercial and industrial areas (of the total area of Amberg) increased from 6.4% to 6.5%⁶⁹.

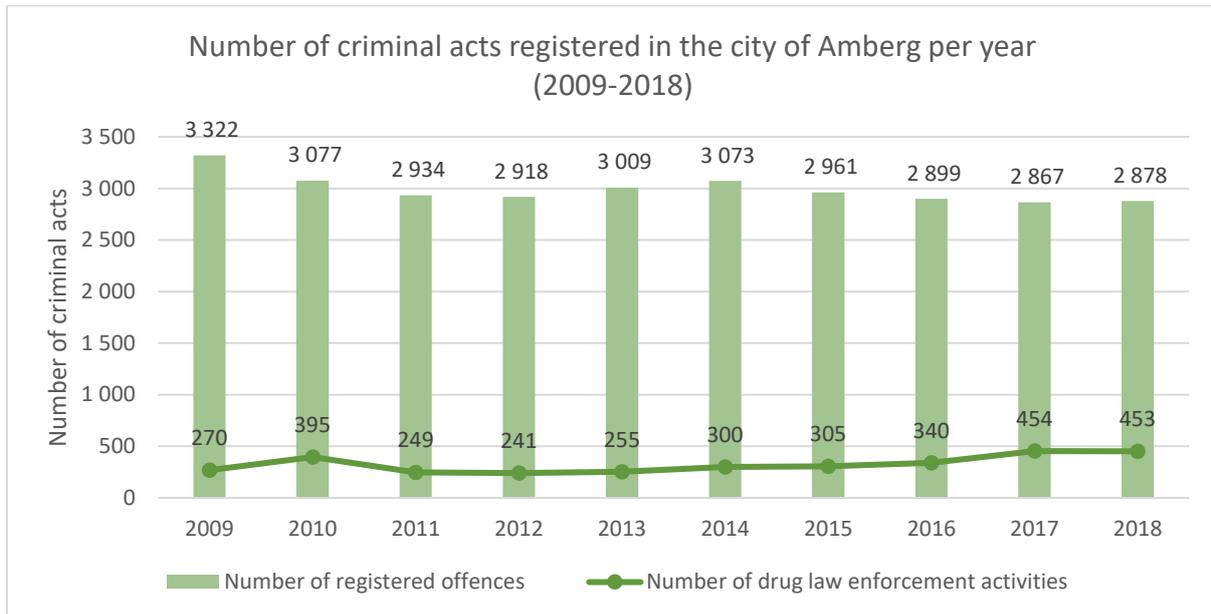
The demand for commercial space in Amberg is still high. The availability of as yet undeveloped areas, however, is low. However, there are a number of brownfield sites and inner-city commercial areas / real estate that can be renovated or modernized. Examples of this are the former Storg department store (downtown), the Ring Theater or the Leopold barracks. The Baumann site is a successful example of the conversion of a former industrial area. The Baumann stamping and enamelling works were based there until 1987. The costs for the redevelopment of such areas are usually high, in any case higher than the development of commercial areas on the green meadow. At the same time, however, they offer the opportunity to identify Amberg, e.g. to be emphasized as a garrison town or as an iron-processing town and to be used as capital for future development. For Amberg's cultural and creative industries, which usually do not require large space-intensive production facilities, objects with a cultural and historical past or other special features are of great interest. They offer an already known starting point in terms of content and space for potential interested parties and customers, and they provide topics that can be linked to. Experimental formats and transitional solutions would also be conceivable here to bring existing buildings into a new use for the CCI scene.

A comparison with Weiden i.d.OPf. shows that the commercial and industrial area there increased in number from 378 ha to 382 ha in the same period. The area share of 5.5% in relation to the entire city area is lower than in Amberg despite the higher absolute values. Also in Weiden i.d.OPf. only slight increases in new space are possible. The structure of the companies based there differs from that in Amberg: there are fewer industrial companies and more service companies⁷⁰.

⁶⁹ Bavarian State Office for Statistics, municipal statistics - district-free city of Amberg, 2018, p.13, 2019, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09361.pdf, accessed on 16.06.2020.

⁷⁰ Bavarian State Office for Statistics, municipal statistics - district-free city of Weiden i.d.OPf. 2018, p.13, 2019, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09363.pdf, accessed on 03.06.2020.

1.21 & 1.23. Number of registered crimes and number of drug offenses



Graph 14: Number of criminal acts registered in the city of Amberg per year (2009-2018)⁷¹

The number of criminal offenses has decreased relatively steadily over the past 10 years from 3,322 in 2009 to 2,878 in 2018. In the case of drug offenses, on the other hand, a significant increase from 270 to 453 cases can be seen over the same period.

In Weiden i.d.OPf. the number of crimes was between 3,754 in 2009 and 3,140 in 2018. This is an overall higher value than in Amberg. However, the rate of criminal offenses in both cities fell from 2009 to 2018 by 15% for Amberg and 16% for Weiden i.d.OPf. This trend follows the development throughout Bavaria. According to the "Bavarian Police Crime Statistics 2018", the number of cases fell from 2009 to 2018 by almost 25,000 to 594,116 most recently⁷².

1.22: Number of homicides

No time series are available for this indicator, only current data from 2018. Accordingly, the share of "attempted homicides"⁷³ in Amberg was 0.1% (in absolute numbers: 3) of all crimes in 2018. In contrast, Weiden recorded i.d.OPf. no crimes against life in 2018. The trend is different in Bavaria. In 2009, 497 crimes against life were recorded here, whereas in 2018 the number was significantly higher at 648. However, of all 648 crimes, only around 28 percent resulted in death.

⁷¹ Police Headquarters Upper Palatinate, Security Report 2018, p. 7 & 11, 2018, <https://www.polizei.bayern.de/content/2/9/4/2/9/2/sibe-ik-2018-web.pdf>, accessed on 16.06.2020.

⁷² Police Headquarters Upper Palatinate, op.cit., p. 7 & 27.

⁷³, Police Headquarters Upper Palatinate, op.cit., 9 & 29.



1.24 - 1.26. Engagement rate overall, Engagement Rate in cultural activities, Engagement rate in sport activities

In Bavaria there is the so-called "Bavarian volunteer card" for people who volunteer at least ten hours a week.⁷⁴ According to the volunteer agency "Engagiert in Amberg", the total number of volunteers in Amberg according to these criteria amounts to 156 people in 2018. In total, since the beginning of the issuing of cards in 2013, there were 628 volunteer cards awarded in Amberg. 125 companies support the volunteer card as an accepted partner in the city of Amberg and offer discounts. Overall, there is a particularly high level of commitment in the offers for young people and in the area of asylum and integration.

In addition, there are various clubs and associations from A to "A.K.T. Kunstverein Amberg" to W "Wander- und Volkssportverein Amberg". A total of 63 clubs and associations are listed in the current register of associations on the city of Amberg's website. The topics range from art, music, medicine, European partnerships to volunteer work in fire brigades, water rescue services and mountain rescue services. This registry is, however, optional so we estimate that a much larger number of such associations exist in the city.

The Bavarian State Ministry for Family, Labor and Social Affairs assumes that around 47% of the population in Bavaria do voluntary work⁷⁵. This number should also apply to Amberg with its large number of clubs and associations.

The latest study on civic engagement in Germany shows that almost every second German is involved in at least one of more than 600,000 associations in Germany⁷⁶. A total of 95 percent of the non-profit organizations are associations. There are also foundations, cooperatives and other forms of organization. The number of members of sports clubs stagnated in many cases, with only 22% of the 133,000 sports clubs increasing. In other areas, e.g. in the case of associations representing citizens or consumers, on the other hand, there was an increase of 51 percent.

⁷⁴ State Network of Civic Commitment Bavaria Association (Orig: Landesnetzwerk Bürgerschaftliches Engagement Bayern e.V.), Ehrenamtskarte, n.p., 2020, <https://www.lbe.bayern.de/engagement-anerkennen/ehrenamtskarte/index.php>, accessed on 01.08.2020.

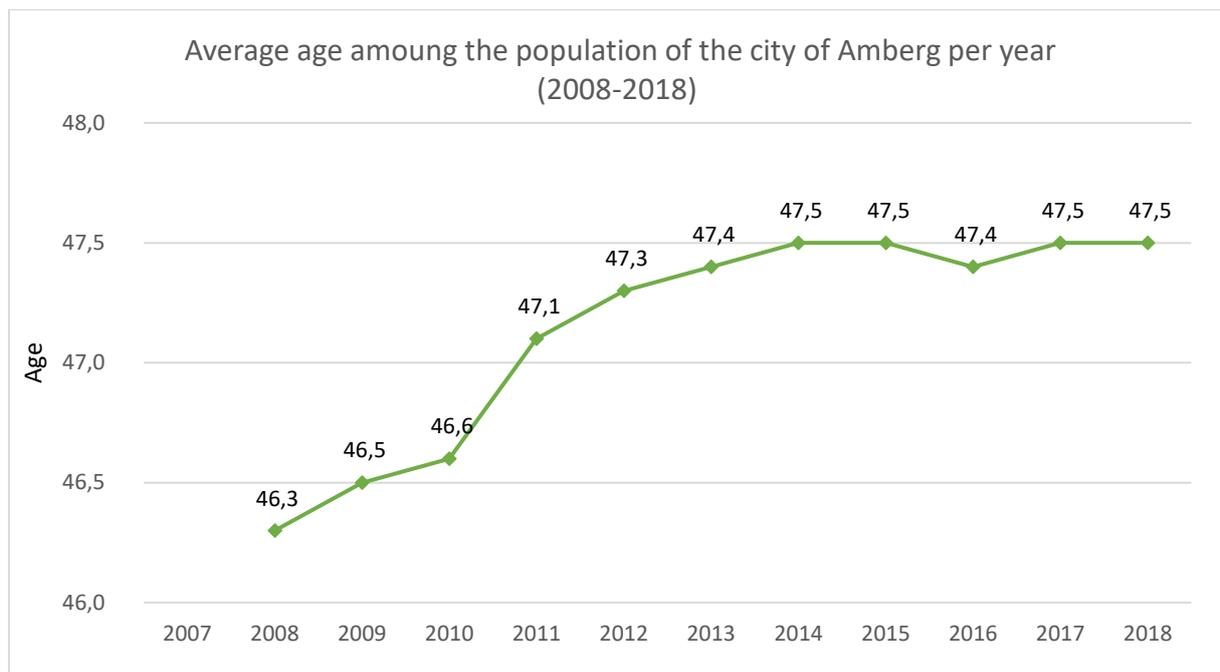
⁷⁵ Bavarian State Ministry for Family, Labor and Social Affairs, Civic engagement & volunteering (Orig: Bürgerschaftliches Engagement & Ehrenamt), n.p., 2020, <https://www.stmas.bayern.de/ehrenamt/index.php>, accessed on 03.07.2020.

⁷⁶ German Associations Forum, News for associations (Orig: Nachrichten für Verbände), n.p., 2020, https://www.verbaende.com//nachrichten_fuer_verbaende/2017/Der_Deutsche_und_sein_Verein_Zivilgesellschaft_in_Deutschland_wchst_und_wchst.php, accessed on 07.08.2020.

2. Demographic information

For the economic development of a city, people who start businesses, create jobs, start families and thus make a positive contribution to life in the city and at the same time stimulate local consumption are needed. Therefore, from a demographic point of view, especially the statistical numbers of interest that reflect the proportion and activities of the population groups between 25 and 45 years of age. At the same time, the general development trend of the population is important in order to better assess the market potential and consumer needs.

2.1: Average population age



Graph 15: Average age among the population of the city of Amberg per year (2008-2018)⁷⁷

The average population age of Amberg grew by approx. 1.2 years between 2008 and 2018. The average age in 2018 was 47.5 years, which is around three years above the national average and almost four years above the average for Bavaria. Expressed in figures, the average age in Bavaria in 2018 was 43.7 years and in Germany as a whole it was 44.4 years⁷⁸. Bavaria's share of the over 65s in the total population increased slightly from 2008 to 2018 and rose by a total of around 0.5%⁷⁹.

For Amberg there is also the fact that the forecast for demographic development is a declining one. The population is expected to decrease by around 11% by 2030, while the average age will continue

⁷⁷ Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg, 2019, op.cit. For 2018 we assumed same average age as in 2017.

⁷⁸ Sinsheim Lokal, Baden-Württemberg: Youngest population among the regional states (orig: Baden-Württemberg: Jüngste Bevölkerung unter den Flächenländern), n.p. 2020, <https://www.sinsheim-lokal.de/baden-wuerttemberg-juengste-bevoelkerung-unter-den-flaechenlaendern/>, accessed on 16.06.2020.

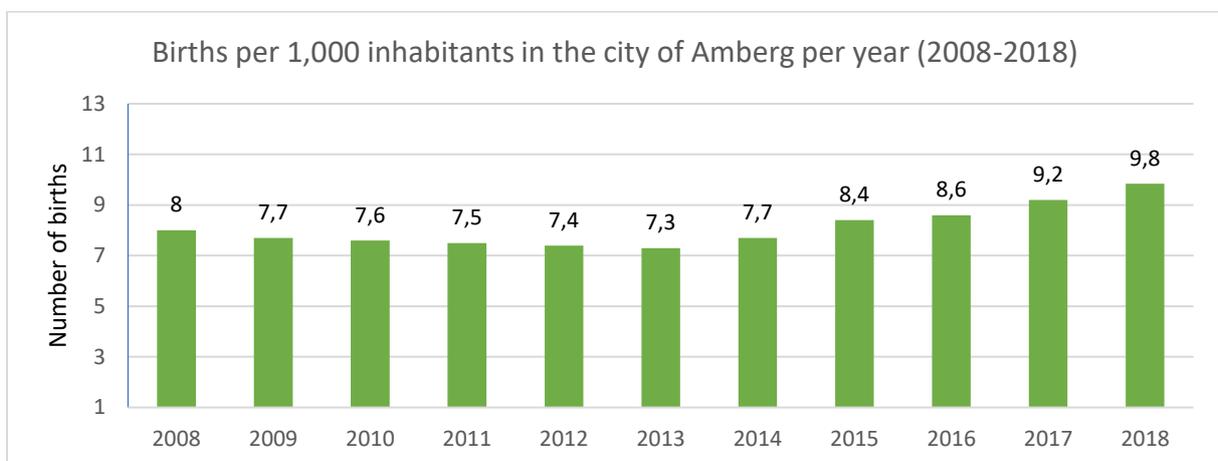
⁷⁹ Statista, Share of the population aged 65 and over in relation to the total population in Bavaria from 1991 to 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/548424/umfrage/anteil-der-bevoelkerung-ab-65-jahren-und-aelter-in-bayern/>, accessed on 15.09.2020.

to rise⁸⁰. According to ISEK⁸¹, a significant change for Amberg was noted for the 30 to 40-year-old age group, whose share of the population fell from around 17% in 1997 to around 12% in 2016.

The positive location factor “university town” may not yet have sufficient effectiveness to counteract the general demographic trend. On the one hand, this means that even greater efforts are necessary to keep young adults in Amberg after their education here. The current tendency that they are moving to larger cities such as Regensburg, Nuremberg or Munich because of attractive jobs must therefore be addressed.

The high average age can also offer potential for the local CCI, for example in the form of patrons who grant private funding for business start-ups. This would require support from the city in the form of mediation and exchange platforms.

2.2: Birthrate



Graph 16: Births per 1,000 inhabitants in the city of Amberg per year (2008-2018)⁸²

The birth rate in the city of Amberg fell slightly between 2008 and 2013 from 8 births to 7.3 births per 1000 inhabitants. In the following years, i.e. from 2014 to 2018, on the other hand, there was an increase from 7.7 to 9.8 births per 1,000 inhabitants. This corresponds to an increase of approx. 27%. The trend towards higher birth rates, albeit a little less pronounced, can also be seen at the state level. So, in the same period (2013-2018) the birth rate in all of Bavaria rose by around 16%⁸³.

The reasons for the increase in the number of births are, in particular, the more flexible options for reconciling the desire to have children and work (e.g. through the regulations on parental allowance or additional childcare facilities). Other reasons for the rising birth rate include immigration and the high number of women of childbearing age. These are the daughters of the baby boomer generation who are currently having children. The stable economic development in recent years has also had a

⁸⁰ Bertelsmann Stiftung, Demography Report Amberg, p. 7, 2020, <http://www.wegweiser-kommune.de/kommunale-berichte/demographiebericht/amberg.pdf>, accessed on 03.06.2020.

⁸¹ City of Amberg, ISEK, p. 130, 2020,

https://www.amberg.de/fileadmin/ISEK/200416_AMB_Abschlussbericht_online_komp_Teil_II.pdf, accessed on 03.07.2020.

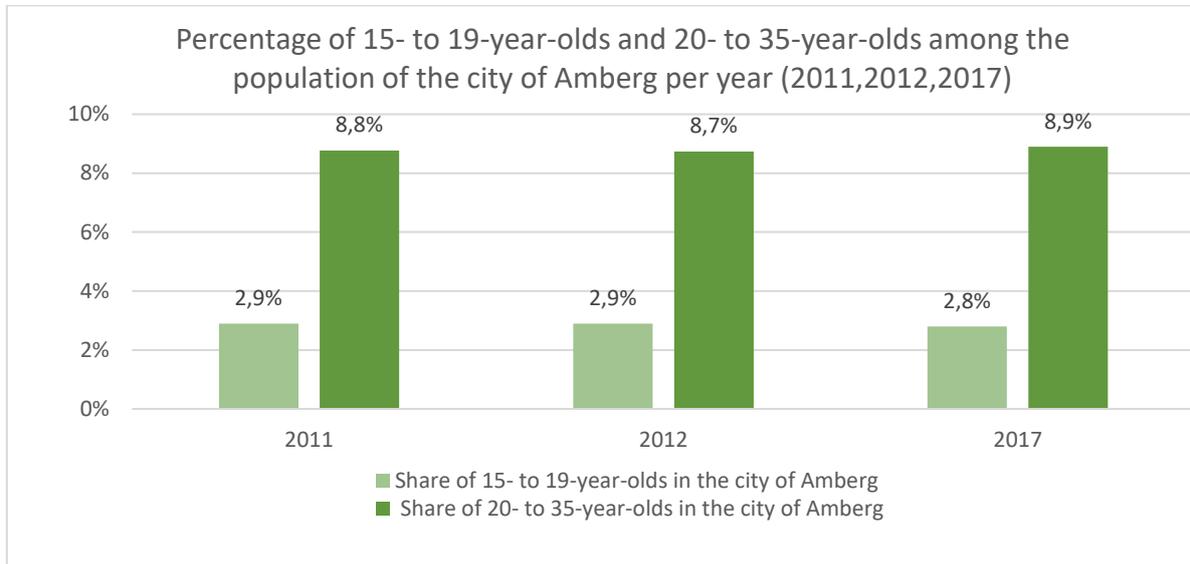
⁸² Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2013, p. 7; Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2018, 2019, op.cit. p.7; Values for 2013 & 2018: Forecast based on available data.

⁸³ Statista, Number of births in Bavaria from 1991 to 2019, n.p., 2020,

<https://de.statista.com/statistik/daten/studie/588880/umfrage/anzahl-der-geburten-in-bayern/>, accessed on 15.09.2020.

lasting positive effect on the decision to have children⁸⁴. However, the rise in the birth rate is not sufficient to reverse the overall downward trend in demographic development.

2.3 & 2.4: Share of 15- to 19-year-olds and of 20- to 35-olds in the population



Graph 17: Percentage of 15- to 19-year-olds and 20- to 35-year-olds among the population of the city of Amberg per year (2011, 2012, 2017)⁸⁵

The division into age groups as required for the methodology (15 to 18-year-olds and 18- to 40-year olds) does not exactly match the division of the individual age groups in the municipal statistics for Amberg. It can be stated, however, that the proportion of adolescents and young adults (15-19 years) is relatively low at just under 3% in the total population. The group of 20 to 35 year olds has been represented with a share of almost 9% since 2011.

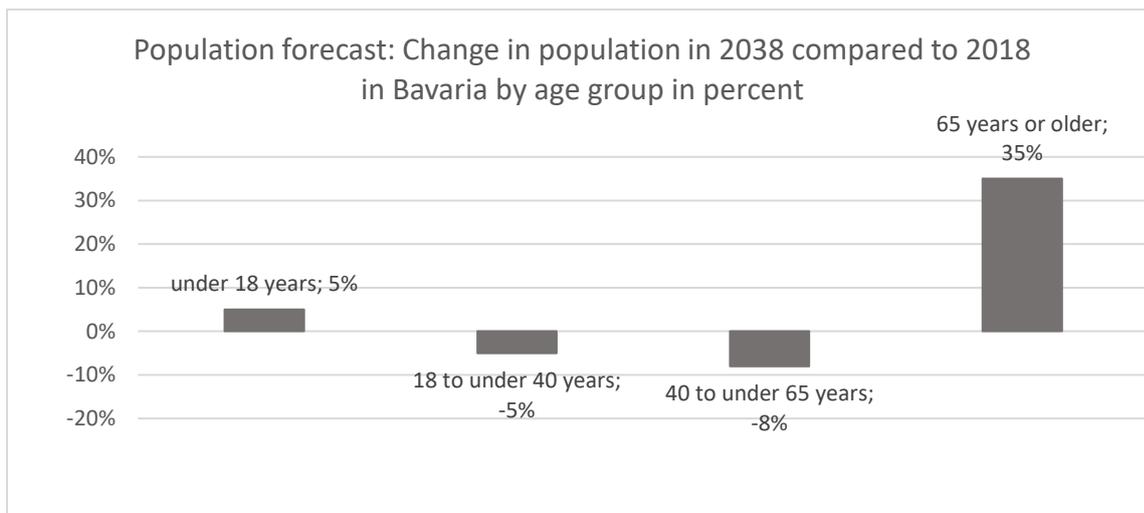
Overall, the youth quotient for the city of Amberg⁸⁶ fell from 27.5 to 24.1 in the period 2005-2015 (thus partially congruent with the reference framework used here). The situation was similar for the Amberg-Sulzbach district, where a decrease in the youth quotient from 33.1 to 25.6 was registered⁸⁷.

⁸⁴ ZEIT ONLINE GmbH, Why are so many babies born right now? (Orig: Wieso kommen gerade so viele Babys zur Welt?), n.p., <https://www.zeit.de/wissen/2018-07/geburten-deutschland-anstieg-2018/seite-2>, accessed on 07.08.2020.

⁸⁵ Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2013, op.cit., p.6; Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2018, op.cit. p.6,. Values for 2013 & 2018: Forecast based on available data.

⁸⁶ The youth quotient is calculated from the quotient of children and adolescents divided by 18 to 64 year olds in percent. The basis for the calculation is the population (resident population) at the end of each year.

⁸⁷ Amberg Health Department, Age structure of the population: youth quotient, 2017, https://www.kreis-as.de/media/custom/2026_2005_1.PDF?1516696221, p. 7, accessed on 15.09.2020.



Graph 18: Population forecast: Change in population in 2038 compared to 2018 in Bavaria by age group in percent⁸⁸

The distribution of people in the various age groups in Bavaria is also expected to move towards a higher average age in the next 20 years. The number of people over 65 years of age will increase sharply (to approx. 35%), while the number of 18-64 year olds will decrease by around 14%. The group of people under the age of 18, on the other hand, is expected to increase slightly (by around 5%).

2.5: Proportion of academics of city's population

The figures for the indicator 2.5 "proportion of academics in the population" can only be presented at the level of the federal state of Bavaria, as there are no figures specifically for Amberg:

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Share in %	-	-	-	28,2	-	-	-	-	29,6	30,1	31,0	31,5

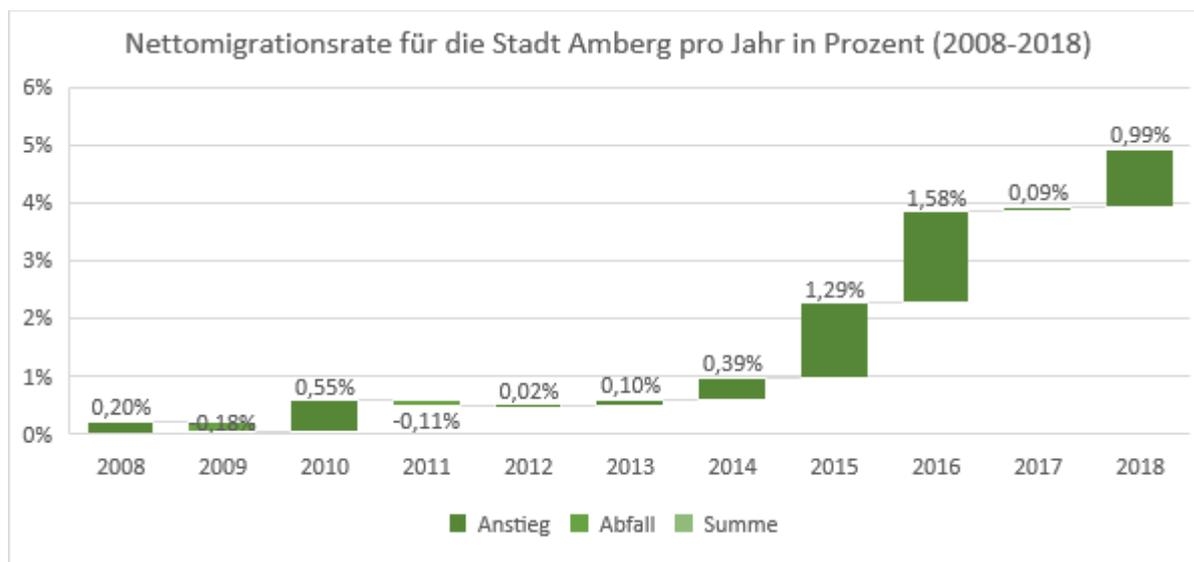
Table 1: Proportion of academics in the population of Bavaria (2010, 2015-2018)⁸⁹

This indicator has registered a Bavaria-wide increase of 2.7% since 2010 with a simultaneous increase in population. This trend should also apply to Amberg, since the opening of the Technical University of Applied Sciences Amberg-Weiden in 1994 the positive labor market development in the industrial sector in the last 8-10 years influence the education profile of the city workforce and population. Other factors are the relocation of state-wide authorities to Amberg, such as the State Office for Care (Landesamt für Pflege) or the Bavarian Broadband Center (Bayerische Breitbandzentrum), which offer qualified jobs for academics.

⁸⁸ Bavarian State Office for Statistics (2019): Regionalized population projection for Bavaria until 2038. Issue 552.

⁸⁹ Federal and State Statistical Offices, International educational indicators in a country comparison, 2009, p 19, https://www.statistik.bayern.de/mam/presse/217_2019_57_b_internationale_bildungsindikatoren_2019.pdf, accessed on 16.06.2020; the figures for the level of education in the category "tertiary education" are shown, i.e. higher education including colleges, universities.

2.6. Net migration rate



Graph 19: Nett migration rate for Amberg, per year in percentage (2008-2018)⁹⁰

Taking into account the birth rate and the immigration and emigration movements, Amberg has had a low positive net migration rate since 2012. The increase of incoming migration was particularly strong in 2015 and 2016, which is certainly also due to the increased influx of asylum seekers during this period.

Overall, the net migration rate in Germany increased rapidly, rising from 0.106% in 2008 to 6.569% in 2018⁹¹. The strong increase at national level goes hand in hand with the refugee crisis in 2015.

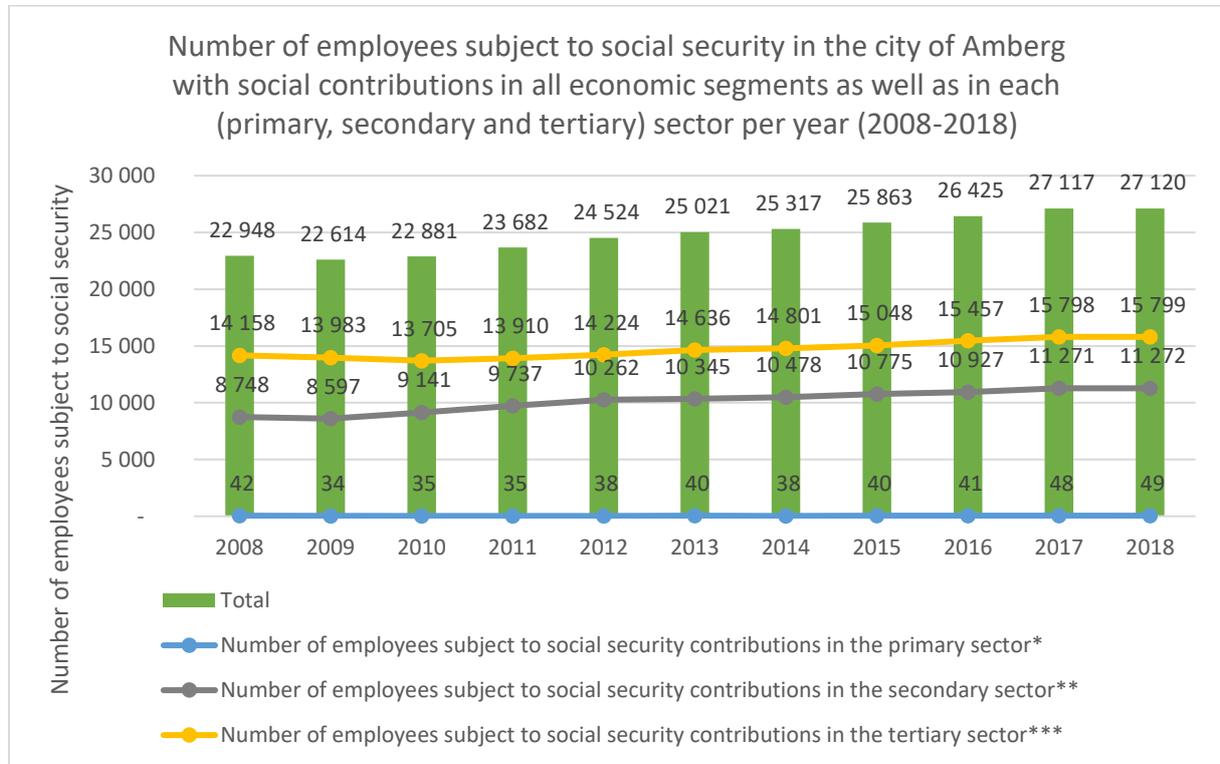
⁹⁰ Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2013, op.cit. p.7; Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2018, p. 7, 2019, https://www.statistik.bayern.de/mam/produkte/statistik_kommunal/2018/09361.pdf, For 2013 assumed average previous 5 years; For 2018 assumed average growth for the past 3 years.

⁹¹ Macrotrends, Germany - Historical Net Migration Rate Data, n.p., 2020, <https://www.macrotrends.net/countries/DEU/germany/net-migration>, accessed on 15.09.2020; based on UN data.



3. Labour market

3.1 - 3.4. Number of employees subject to compulsory social security contributions in all economic sectors as well as individually, in each of the three economic sectors



Graph 20: Number of employees subject to social security in the city of Amberg with social contributions in all economic segments as well as in each (primary, secondary and tertiary) sector per year (2007-2018)^{92,93}

The number of employees subject to social security contributions in Amberg has risen continuously in all sectors since 2010 to a total of 27,120 in 2018. Most of the registered employees in Amberg work in the tertiary sector. In second place and well ahead of the primary sector is the secondary sector. The high industrial density in Amberg in particular plays an important role for this state of affairs. The number of employees in the primary sector has also increased. For the city, however, this increase plays a subordinate role in macroeconomic terms. In addition to gross value added and jobs, the primary sector offers further opportunities. Jobs could also be created in the sustainable and individual production of regionally typical food. A good example from the Amberg-Sulzbach district is the village of Weißenberg (Gde. Edelsfeld). Around 50 people work there in the production of organic food (cheese dairy, eco-box). The Amberg-Sulzbach eco-model region, an initiative of the Bavarian Ministry of Agriculture that has been active in the district of Amberg-Sulzbach and the city of Amberg since 2016, can provide valuable support. The aim of the eco-model region is to develop regional economic

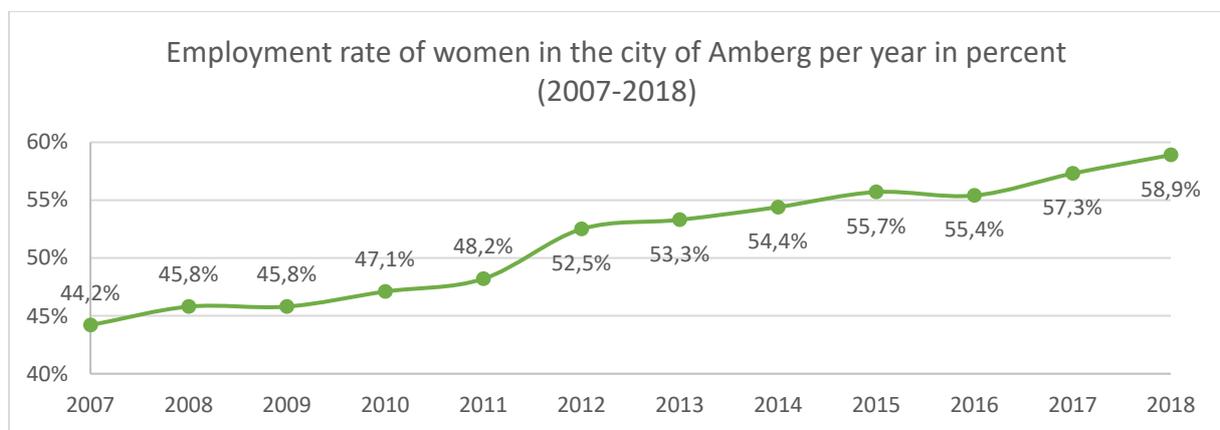
⁹² Federal Employment Agency, Fact check on the labor market, n.p., 2020, <https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/35/2018/employrate/?r=>, accessed on 16.06.2020 (for 2007 and 2018); Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2013, op.cit., p.9 (for 2008-2011); Bavarian State Office for Statistics, Municipal statistics - district-free city of Amberg 2018, op.cit., p.8, (for 2012-2017); the same growth is assumed for 2018 as in the previous year.

⁹³ The primary economic sector includes all economic sectors that are involved in the extraction and collection of natural resources (agriculture and forestry, mining and fishing); The secondary economic sector includes the industries that manufacture a finished, usable product or are active in construction; The tertiary industrial sector includes the provision of services for other companies as well as for end users.

cycles in agriculture and to work with other groups of actors. This can be the field of tourism, landscape maintenance, nature conservation or municipalities and associations. Culture and creative professionals should also be actively involved in this process in order to be able to contribute to the mutual creation of value.

The development of the labor market in the other two sectors in Amberg follows the development across Bavaria and Germany. Nationwide, a record high was reported in 2018 with around 46.2 million people in employment and 32.8 million employees subject to social security contributions⁹⁴. However, due to the current corona pandemic, these high numbers will in all probability develop downwards, as many companies have already applied for short-time work and have carried out job cuts. The exact effects and the figures are not yet available.

3.5. Employment rate of women



Graph 21: Employment rate of women in the city of Amberg per year in percent (2007-2018)⁹⁵

The proportion of working women working in Amberg increased from 44.2% in 2007 to 58.9% in 2018. No distinction is available between full-time and part-time employment. This considerable increase in the employment of women by around 14% would be of interest for a more detailed analysis of the causes and possibly resulting opportunities for the cultural and creative industries, e.g. the Bavaria-wide increase in the proportion of women in the CCI⁹⁶.

The reasons for the increased proportion of employed women include the expansion of childcare or flexible statutory regulations on parental leave, which make it easier for many women to return to work.

According to the Federal Statistical Office (Orig: Bundesamt für Statistik), the nationwide employment rate for women was 54.3% in 2018⁹⁷. This means that the employment rate of women in Amberg is above the national average (average of all age groups).

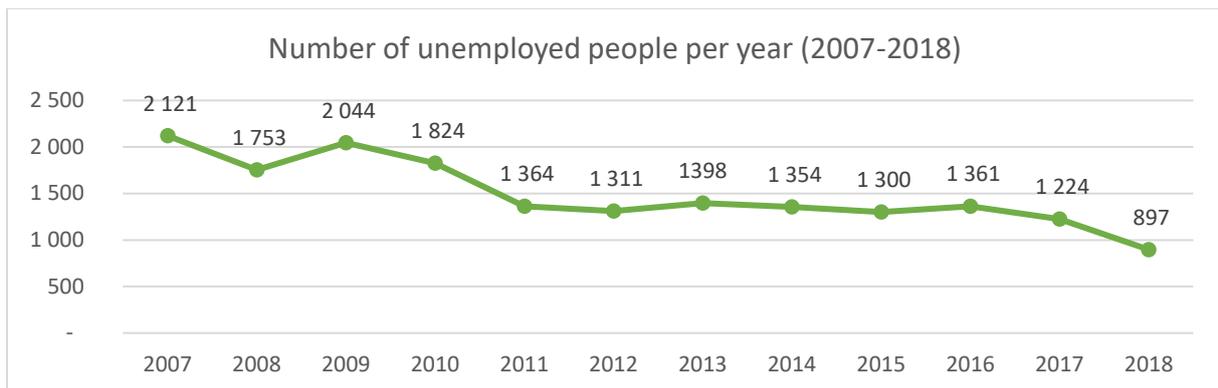
⁹⁴ Federal Statistical Office, Yearbook - 13th Labor Market, 2019, p. 355& 373, https://www.destatis.de/DE/Themen/Querschnitt/Jahrbuch/jb-arbeitsmarkt.pdf?__blob=publicationFile, accessed on 02.07.2020.

⁹⁵ Schwandorf Employment Agency; Personal communication, 2020.

⁹⁶ Bayernkreativ, Second Report on culture and creative industries in the European metropolitan region of Nuremberg (Orig: 2. Bericht Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg), p. 86 ff., 2019, https://bayern-kreativ.de/wp-content/uploads/2019/05/bayernkreativ_zweiter_bericht_kuk.pdf, accessed on 05.06.2020.

⁹⁷ Destatis, Labor force participation, n.p., 2020, <https://www.destatis.de/DE/Themen/Arbeit/Arbeitsmarkt/Erwerbstaetigkeit/Tabellen/erwerbstaetige-erwerbstaetigenquote.html>, accessed on 16.06.2020

3.6. Number of unemployed people



Graph 22: Number of unemployed people per year (2007-2018)⁹⁸

The number of unemployed in Amberg has fallen sharply since 2007. The number fell from 2,121 people in 2007 to 897 people in 2018 and thus reached a low of 4.4%. Since then, the number of unemployed has moved just above or below the 4% mark.

Amberg is thus following the trend at a higher level. With a value of 4.4%, Amberg's unemployment rate in 2018 lies between the Bavarian value of 2.9%⁹⁹ and the nationwide rate of 5.2%¹⁰⁰. Viewed over the entire reference period, unemployment in Amberg fell more sharply than the national average¹⁰¹.

All branches of the economy, including the cultural and creative industries, benefited from the positive economic development over the reference period. This was, among others, confirmed by various actors at the first StimulART stakeholder workshop with actors from the cultural and creative industries held in November 2019. The representatives of the architecture, design, advertising and film industries were particularly positive about the favorable economic situation.

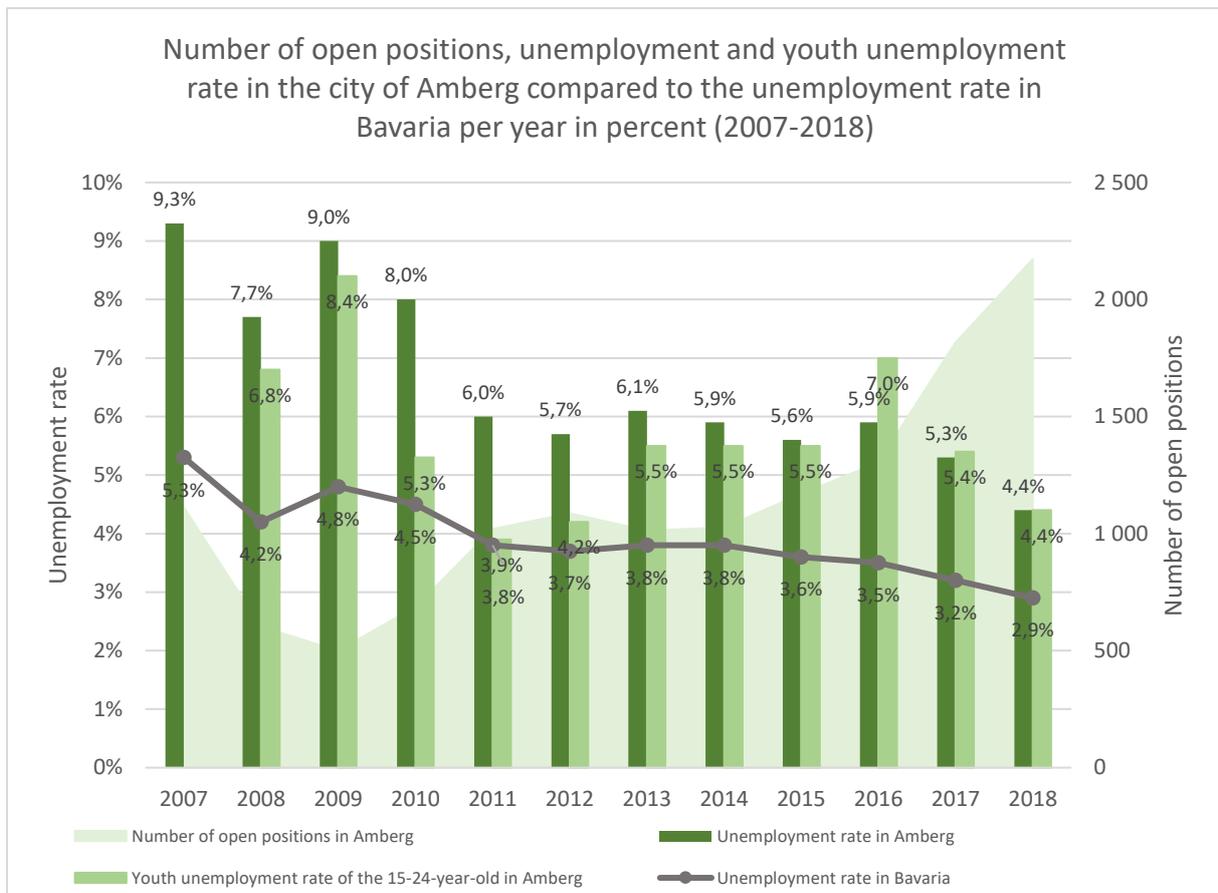
⁹⁸ Interview with Schwandorf employment agency (phone calls and email exchanges), June/July 2020.

⁹⁹ Federal Statistical Office, Yearbook - 13th Labor Market, 2019, p. 377, https://www.destatis.de/DE/Themen/Querschnitt/Jahrbuch/jb-arbeitsmarkt.pdf?__blob=publicationFile, accessed on 16.06.2020;

¹⁰⁰ Federal Agency for Political Education, the Unemployed and the Unemployment Rate (Orig: Bundeszentrale für politische Bildung, Arbeitslose und Arbeitslosenquote), 2020, n.p., <https://www.bpb.de/nachschlagen/zahlen-und-fakten/soziale-situation-in-deutschland/61718/arbeitslose-und-arbeitslosenquote>, accessed on 16.06.2020.

¹⁰¹ Statista, Development of the number of unemployed in Germany from 2007 to 2019 and the DIW forecast to 2021, n.p., 2020, <https://de.statista.com/statistik/daten/studie/164530/umfrage/prognose-zur-arbeitslosenzahl-in-deutschland/>, accessed on 08.07.2020.

3.7 - 3.9. Unemployment rate, youth unemployment rate (15-24 year old) and Number of open positions



Graph 23: Number of open positions¹⁰² (in absolute numbers – right y axis) & Unemployed¹⁰³ and youth unemployed¹⁰⁴ in Amberg compared to the unemployment rate in Bavaria in percent¹⁰⁵ (left y axis) per year (2007-2018)

The unemployment rate in Amberg fell significantly between 2007 and 2018. The same applies to youth unemployment. In 2016 there was a short-term increase to 7%, but this was reduced again in the following year. Nationwide, the youth unemployment rate was 5.4% in both 2015 and 2016¹⁰⁶, so that the increase has more regional causes that cannot be specified in detail in the present study. Since 2017, the number of vacancies has exceeded the number of people between the ages of 15 and 24 registered as unemployed.

¹⁰² Figures correspond to estimates based on data from the Federal Employment Agency; according to experts from the Amberg Employment Agency, only 30% of jobs are sought through the employment office; Personal information from the city of Amberg, phone calls and e-mails from the city of Amberg, January-June 2020.

¹⁰³ Federal Employment Agency, Fact check on the labor market, n.p., 2020, <https://arbeitsmarktmonitor.arbeitsagentur.de/faktencheck/regionalstruktur/tabelle/35/2016/employrate/?r=>, accessed on 07.07.2020

¹⁰⁴ These figure was derived based on official data on number of open positions registered in the Employment Office and expert assessment that only 30% of available positions are ever communicated to the Employment office

¹⁰⁵ Statista, Unemployment rate in Bavaria 2001-2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/2517/umfrage/entwicklung-der-arbeitslosenquote-in-bayern-seit-1999/>, accessed on 08.07.2020

¹⁰⁶ Statista, Youth unemployment rate (15 to under 25 years) in Germany from 2001 to 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/440534/umfrage/jugendarbeitslosenquote-in-deutschland/>, accessed on 23.09.2020.

The labor market in Amberg has developed very positively overall over the reference period (2007-2018). This applies both to the low absolute number of unemployed and the strong increase in jobs subject to social insurance. The positive situation on the labor market is also reflected in the city's almost consistently rising trade tax income (cf. indicator 1.10).

4. Real estate and housing market

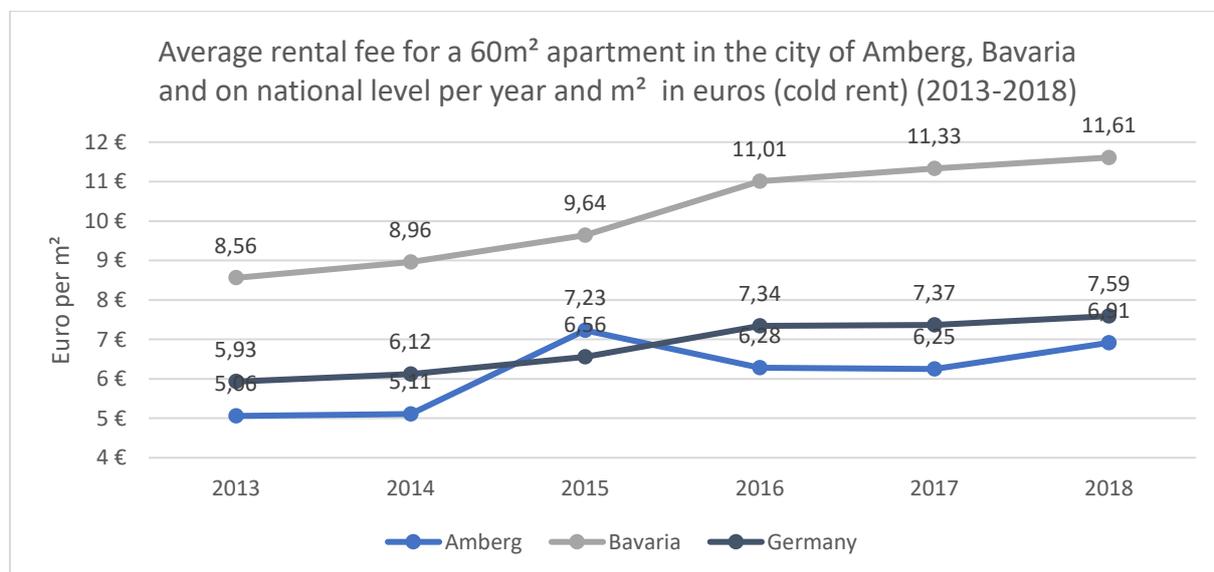
The data provided in this chapter was collected via desk research and by contacting relevant private companies in the industry. The available data for Amberg is not always congruent with the data required for the present study (e.g. reference apartment size). As far as available, regional and / or national reference values for missing indicators were also given.

In some cases, information for the available indicators has been divided into several graphics due to the different financial reference frameworks, data sources and formats as well as for a better overview. This is explained in detail for each individual indicator.

4.1. Percentage of people who own their houses or flats in the city

No information is available for this indicator. For Bavaria, the homeownership rate was 51.4% in 2018¹⁰⁷.

4.2 & 4.3. Average rental fee for rental apartments in the city per square meter in Euro (for a 60 sq.m. apartment) and Average rental fee for rental apartments in the country per square meter in Euro (for a 60 sq.m. apartment)



Graph 24: Average rental fee for a 60m² apartment in the city of Amberg, Bavaria and on national level per year and m² in euros (cold rent) (2013¹⁰⁸-2018)¹⁰⁹

¹⁰⁷ Statista, Homeownership rate in Germany from 1998 to 2018 by federal state, n.p., 2020, <https://de.statista.com/statistik/daten/studie/155713/umfrage/anteil-der-buerger-mit-wohneigentum-nach-bundesland/>, 07.07.2020



The rent fees per sq. m. for apartments and commercial space in Amberg are relatively low compared to the national and Bavarian averages and are subject to only minor fluctuations in the period under review from 2013-2018. Amberg's average rental price for apartments in 2018 was only 6.91 euros per sq.m., whereas the sq.m. rental price in Bavaria in 2018 averaged 11.61 euro. The rental prices for apartments (60-100m²) in other medium-sized cities in the Upper Palatinate were between 7.66 euro and 8.83 euro in Neumarkt in 2018¹¹⁰ or 6.56 euro to 7.31 euro in Weiden i.d.OPf. In Straubing / Lower Bavaria, rental prices for apartments in 2018 were around 7.50 euro per sq.m.

However, rental prices are subject to strong fluctuations depending on the size, type and location of the apartment. Average values like this can only be used as a guide. Nevertheless, these numbers suggest that the cost of living in Amberg is lower compared to other similar cities in the region. Overall, the lower rental costs in Amberg (compared to the state level) could therefore serve as an incentive to attract CCI actors, especially from Bavaria, to relocate their business and / or residence to Amberg.

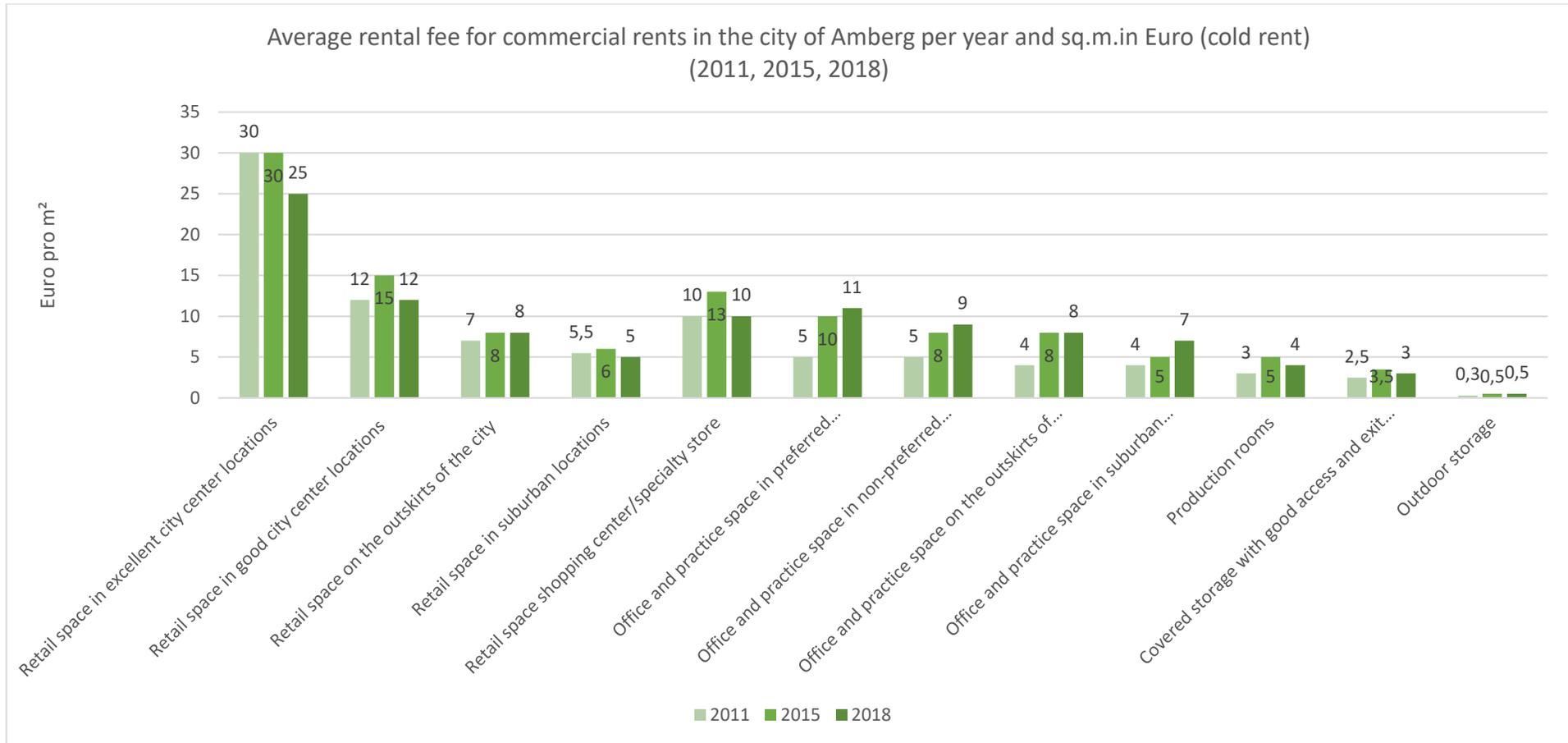
¹⁰⁸ No data for 2012, 2011 (Amberg: 5.26; Bavaria: 7.93; Germany: 5.56 Euro) was not mapped for a continuous time series.

¹⁰⁹ Housing exchange, Amberg rent index, n.p., 2020, <https://www.wohnungsboerse.net/mietspiegel-Amberg/1119>, 16.06.2020.

¹¹⁰ Housing exchange, rent index Neumarkt in der Oberpfalz 2020, n.p., <https://www.wohnungsboerse.net/mietspiegel-Neumarkt-in-der-Oberpfalz/2167>, accessed on 10.08.2020.



4.4. Average prize for commercial rents in the city per square meter in Euro



Graph 25: Average rental fee for commercial rents in the city of Amberg (cold rent) ¹¹¹ per year and sq. m in Euro (2011, 2015, 2018)

¹¹¹ Chamber of Industry and Commerce Regensburg for Upper Palatinate / Kelheim, East Bavaria Konkret, p. 4, 2nd edition (2011); p. 7, 3rd edition (2015); p. 7, 4th edition (2018), <https://www.gewerbebau-amberg.de/aktuelles/veroeffentlichungen/>, accessed on 07.07.2020.



The average prices for retail space in Amberg¹¹² rose from 2011 to 2015 to 14.4 euros per sq.m. and then fell below the 2011 level to 12 euros per sq.m. by 2018. The average rental prices for office and practice spaces¹¹³, on the other hand, have consistently risen. The average prices for production and storage rooms¹¹⁴ recorded a slight increase from 1.9 euros per sq.m. in 2011 to 2.5 euros per sq.m. in 2018.

The decline in rental prices for retail space reflects the tense situation in retail, which has been in strong competition with online retail since 2015. For companies in the cultural and creative industries, the relatively cheap rents in the commercial real estate in Amberg give them the opportunity to survive the start-up phase of their own company with low fixed costs for the premises.

Stadt Amberg			
Stand 2019	ohne MwSt., kalt, ohne Betriebskosten (Euro je m ² monatlich)*		
	von	bis	häufigster Wert
Ladenflächen			
in hervorragender Innenstadtlage	15,00 €	45,00 €	25,00 €
in guter Innenstadtlage	7,00 €	25,00 €	12,00 €
in City-Randlage	6,00 €	12,00 €	8,00 €
in Vorort-Lage	3,00 €	7,00 €	5,00 €
Einkaufs-/Fachmarktzentrum	7,00 €	12,00 €	10,00 €
Büro- und Praxisflächen			
in sehr guter Lage	7,00 €	16,00 €	11,00 €
in guter Lage	6,00 €	15,00 €	9,00 €
in mittlerer Lage	4,00 €	11,00 €	8,00 €
in Randlage	4,00 €	11,00 €	7,00 €
Produktions- und Lagerflächen			
Produktions- und Logistikhallen	2,50 €	7,00 €	4,00 €
überdachte Lager mit guter Zu- und Abfahrsmöglichkeit/Lagerhallen (unbeheizt)	2,00 €	4,00 €	3,00 €
Frellager	0,30 €	1,00 €	0,50 €
Parkplätze (Euro/Stellplatz monatlich)			
Garagen-/Tiefgaragenstellplätze	35,00 €	80,00 €	50,00 €
offene Stellplätze inkl. Carports	15,00 €	50,00 €	30,00 €

Graph 26: Current commercial space rent index for the city of Amberg (2019)¹¹⁵

The table clearly shows that there are major differences in prices depending on the location of the property within the city of Amberg. The cheapest rental rates apply to locations in the suburbs of the city. In comparison to the rental prices for commercial real estate in Weiden i.d.OPf. there are no major differences. However, the rents for office and practice space in Amberg were slightly higher¹¹⁶.

According to the Chamber of Commerce and Industry commercial real estate index (2019), each new job requires an area of 15 to 30 sq. m.¹¹⁷, depending on the industry and occupation. Office space is in particular demand, since many research and development activities that used to take place in production halls are now simulated on the computer. The increase in prices for office and practice space

¹¹² Average value of all individually listed prices in the retail space category.

¹¹³ Average value of all individually listed prices in the office and practice space category.

¹¹⁴ Average value of all individually listed prices in the category production and storage rooms.

¹¹⁵ Chamber of Industry and Commerce Regensburg for Upper Palatinate / Kelheim, East Bavaria Konkret, p.7, 4th edition, 2019, <https://www.ihk-regensburg.de/blueprint/servlet/resource/blob/1472420/b70313fcc3f2bfb1d27a0adde4c9ce11/gewerberaum-mietspiegel-data.pdf>, accessed on 03.07.2020.

¹¹⁶ Chamber of Industry and Commerce Regensburg for Upper Palatinate / Kelheim, op. Cit.

¹¹⁷ Ibidem.



in Amberg in contrast to the reduction in prices in the other two categories reinforces the argument that this point should be kept in mind when supporting start-up companies.

In connection with the low vacancy rate for office and practice space (indicator 4.15), a possible helpful measure for CCI start-up companies would be to offer discounted office space in the city center of Amberg or in the vicinity of the OTH Amberg-Weiden. This would be a building block for an entrepreneur-friendly city, which at the same time could also help to improve the image of Amberg as a business and digital location.

4.5. Average prize for commercial rents in the country per square meter in Euro

The Central Real Estate Association (Zentrale Immobilien Ausschuss e.V. - ZIA) Germany states that rents for office space have risen continuously since 2010. In the A cities¹¹⁸, the weighted average of the rent in prime locations at the end of 2019 was around 33.90 euros per sq. m. for commercial space (MFG), around 9.7% higher than in the previous year. The highest rent in prime locations was achieved in Frankfurt am Main at 41.00 euros per sq. m., followed by Munich (39.50 euros per sq. m.), Berlin (39.00 euros per sq. m.) and Hamburg (29.00 euros per sq. m.). In the so-called B cities, the average value at the end of 2019 was around 15.00 euros / m² RAC, an increase of around 4.3% compared to the previous year.

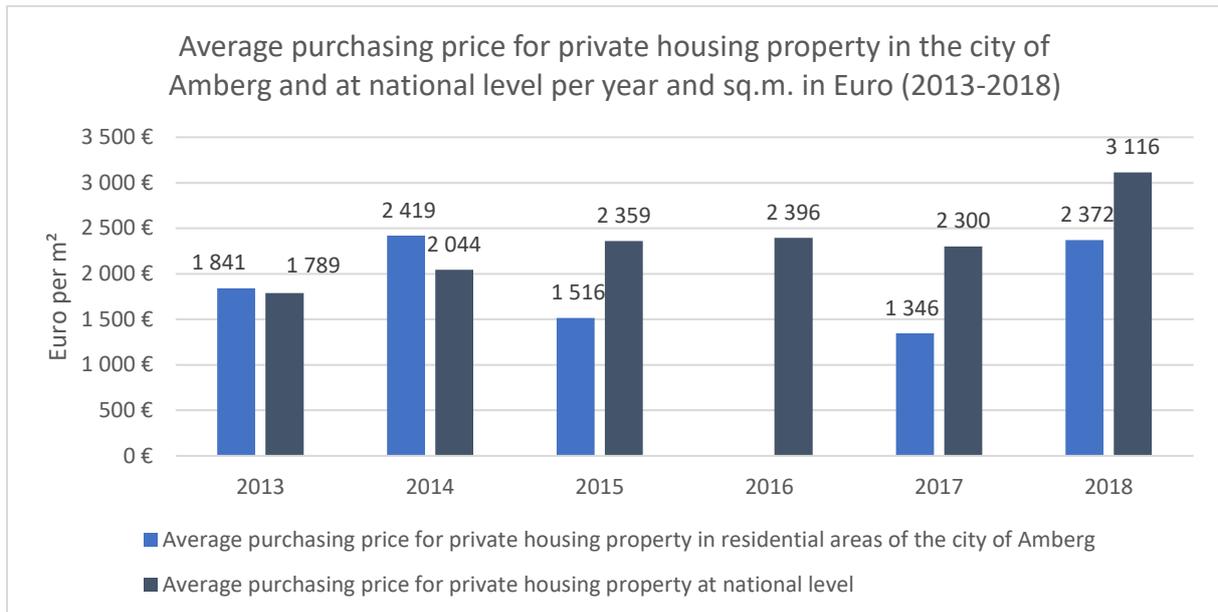
In the C and D class locations, to which Amberg is included, the rent in prime locations rose by 3.4% and 2.1% to 13.40 euros per sq.m. and 10.50 euros per sq.m. respectively. According to the Regensburg Chamber of Commerce and Industry, the values for Amberg are between 7.00 and 16.00 euro per sq.m.¹¹⁹ (see Fig. 38).

The rents for Amberg are in the lower range within the specified spectrum (see indicator 4.4). Due to its proximity to the Nuremberg Metropole Region, the low rental prices are an additional location advantage that medium-sized cities like Amberg can offer to entrepreneurs and self-employed people within the CCI.

¹¹⁸ A cities = the most important German centers with national and partly international importance. Large, functional markets in all segments; B cities = major cities with national and regional importance; C-Cities = important German cities with regional and limited national importance, with an important impact on the surrounding region; D cities = small, regionally focused locations with a central function for their immediate surroundings, lower market volume and sales; RIWIS Online, General Definitions, n.p., https://www.riwis.de/online_test/info.php3?cityid=&info_topic=allg, accessed on 17.08.2020.

¹¹⁹ Zentraler Immobilien Ausschuss e.V., Numbers, data, facts: office properties, n.p., <https://www.zia-deutschland.de/marktdaten/zahlen-daten-fakten-bueroimmobilien/>, accessed on 11.08.2020.

4.6 und 4.7. Average purchasing price for private housing property in residential areas at city and at national level



Graph 27: Average purchasing price for private housing property in the city of Amberg and at national level per year and sq.m. in Euro¹²⁰ (2013-2018¹²¹)

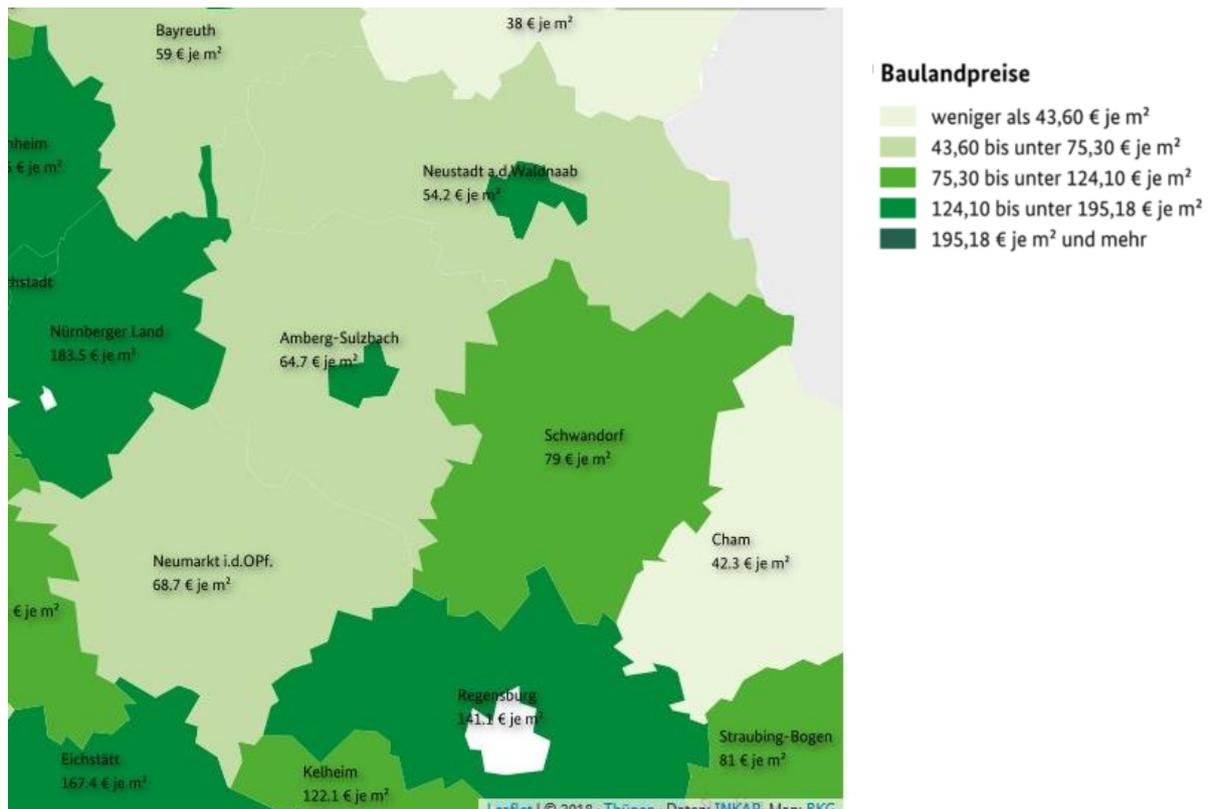
After a peak of 2,419 euro per sq.m. in 2014, prices for private residential property fell sharply in 2015 and 2016 in Amberg. Between 2017 and 2018 prices rose sharply again (by 76%) and thus reached a level comparable to the period between 2011 and 2014. For the entire period, the value rose considerably, from 1,396.35 euro per sq.m. to 2,371.64 euros per sq.m. For those involved in the cultural and creative industries, this means that it has become more difficult to buy their own home. For creative professionals who need a studio or other work space, for example, the acquisition of a property in which work and life can take place has become significantly more expensive. Regardless of the strong fluctuations, the average purchase price in Amberg has remained below the national reference value since 2015, which makes the city particularly attractive for CCI representatives wishing to relocate.

4.8 - 4.11. Average purchasing price for building land in residential areas in the city and at national level, Average purchasing price for building land in industrial or commercial areas in the city and at national level

No data could be found to differentiate between building land in residential and commercial areas. The data given from Amberg and Bavaria therefore relate to building land prices as a whole and serve as an indicator for both categories, i.e. 4.8 and 4.10, as well as 4.9 and 4.11. The data collection period is from 2012 to 2014.

¹²⁰ Housing exchange, interviews and personal information and evaluation of the listed properties, n.p., 2020, www.wohnungsboerse.net, accessed on 08.07.2020.

¹²¹ No data for 2012, 2011 (Amberg: 1,396.35 Euro; national: 1,789.89 Euro) was not mapped to me for a continuous time series; For 2016, there is also a lack of data at Amberg level.



Graph 28: Map section "Building land prices in Germany by region" - Northeast Bavaria (2012-2014)¹²²

According to the figure above, building land prices in Amberg fluctuated between 124.10 and 195.18 euro per sq.m. Thus, the prices in the period 2012-2014 were in the same segment as the prices recorded in the city of Weiden i.d.OPf. and higher than in the Amberg-Sulzbach district average.

A complete time series from 2014 (to 2018) could not be determined; current figures for 2020 on building land prices in Amberg vary between 116 and 280 euros per sq.m.¹²³, depending on the size of the property. The situation is similar at the level of the Upper Palatinate. The current purchase price in the reference period from 27.02.-27.05.2020, depending on the size of the property, is between approx. 140 and 260 euros per sq.m.¹²⁴.

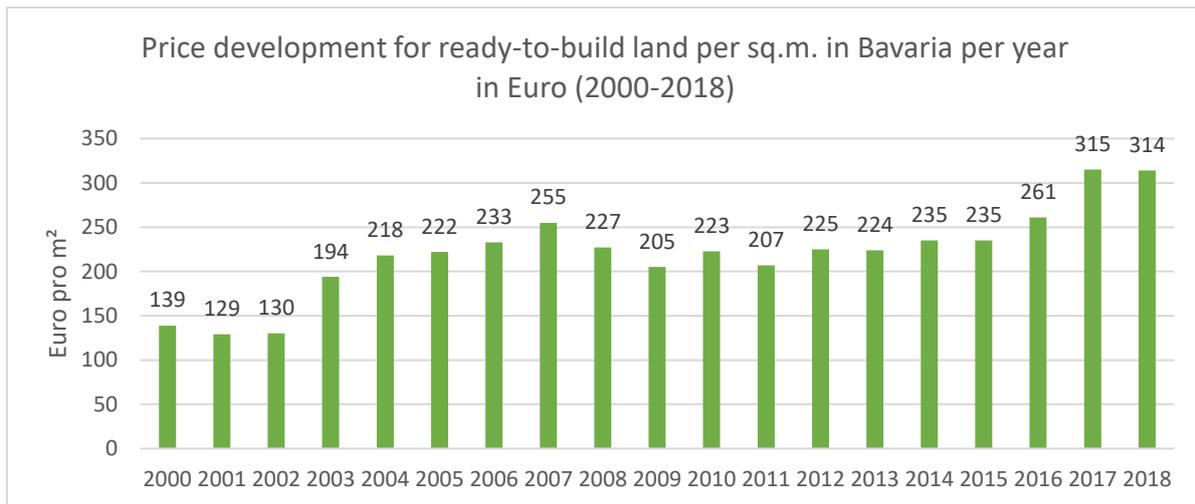
In comparison, there is a continuous price increase at state level in Bavaria. The average price of building land in Bavaria rose from 139 euros per sq.m. in 2000 to 314 euros per sq.m. in 2018 (see graphic below)¹²⁵.

¹²² Federal Ministry of Food and Agriculture, Thünen Institute, Statistics of purchase values for building land of the federal and state governments, n.p., 2020, <https://www.landatlas.de/wohnen/bauland.html>, accessed on 16.06.2020.

¹²³ Immowelt, Land prices in Amberg, Upper Palatinate, n.p., 2020, <https://www.immowelt.de/immobilienpreise/amberg/grundstueckspreise>, accessed on 03.07.2020.

¹²⁴ Immowelt, Land prices in Amberg, Upper Palatinate, n.p., 2020, <https://www.immowelt.de/immobilienpreise/amberg/grundstueckspreise>, 16.06.2020

¹²⁵ Statista, Price development for ready-to-build land in Bavaria from 2000 to 2018, n.p., 2020, <https://de.statista.com/statistik/daten/studie/322290/umfrage/preisentwicklung-fuer-bauland-in-bayern/>, accessed on 15.09.2020.



Graph 29: Price development for ready-to-build land per sq.m. in Bavaria per year in Euro (2000-2018)¹²⁶

The long-term trend in building land prices points to a further increase (but not unlimited), provided there is a sustained economic recovery after the corona pandemic. The average prices for building land in Amberg within the reference period were consistently just below the national average in Bavaria. This is an essential factor for companies to settle here. Targeted support of innovative concepts for the settlement of companies from the field of the cultural and creative industries can make a significant contribution to strengthening them in Amberg. Possible measures would be the creation of a CCI Centre in which studios and rooms can be bought or rented. On the basis of the present analysis, a further determination and specification of the space requirements for the CCI should be carried out and suitable real estate and locations in Amberg should be sought. Sub-markets that are particularly well represented, such as architecture, software and games development, the design, film or photo industry or the advertising market, can be bundled in clusters. Networking and exchange between the actors should be promoted in a targeted manner through the creation of suitable locations and rooms. There are a number of interesting models of how the city can create space for the creative scene through funding programs, e.g. the “rent-free start quarter” funding program of the city of Alsfeld¹²⁷ or special programs in the Bavarian urban development fund¹²⁸ for the renovation and revitalization of city centres¹²⁹.

4.12. Total amount of commercial real estate on the market

No data could be determined for this indicator.

¹²⁶ Statista, Preisentwicklung für baureifes Land in Bayern in den Jahren 2000 bis 2018, n.p., 2020, <https://de.statista.com/statistik/daten/studie/322290/umfrage/preisentwicklung-fuer-bauland-in-bayern/>, 15.09.2020

¹²⁷ Bundesinstitut für Bevölkerungsforschung, Demographie Portal, n.p., https://www.demografie-portal.de/SharedDocs/Handeln/DE/GutePraxis/Mietfreies-Startquartal-Alsfeld.html;jsessionid=B6C951CBF1D4F98DE17E6A350B89BB87.1_cid389, 13.08.2020

¹²⁸ Bayerisches Staatsministerium für Wohnen, Bau und Verkehr, n.p., https://www.stmb.bayern.de/buw/staedtebaufoerderung/foerderschwer_punkte/leerstand_nutzen/index.php; siehe auch <https://www.stmb.bayern.de/assets/stmi/projektdateibank/ainring.pdf>, 13.08.2020

¹²⁹ Oberpfalzecho, 9,5 Millionen Euro für die Nordoberpfalz, n.p., <https://www.oberpfalzecho.de/2019/06/95-millionen-euro-fuer-die-nordoberpfalz/>, 13.08.2020



4.13 - 4.15. Rental vacancy rate, Homeowner vacancy rate, Vacancy rate for commercial real estate



Graph 30: Vacancy rate for commercial real estate in the city of Amberg per year in percent (2011-2018)¹³⁰

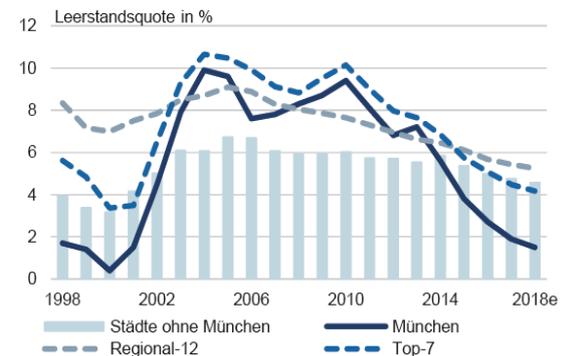
The vacancy rate for commercial properties in Amberg shows a downward trend. Despite fluctuations in the reference period, the rate fell from 3.5% in 2011 to a low of 2% in 2018. The low vacancy rate can on the one hand be an expression of the pronounced economic activities of all entrepreneurs, on the other hand it can indicate an insufficient potential for commercial space / real estate. For Amberg, in connection with the very low unemployment figures and the relatively cheap rental and building land prices, the low vacancy rate is probably due to pronounced economic activity.

In the reference data at the level of the federal state (Bavaria), a distinction is made between the vacancy rates for Munich, the largest Bavarian cities (top 7) and the cities without Munich. The following figure clearly shows that vacancy rates for commercial properties have declined overall since 2010¹³¹.

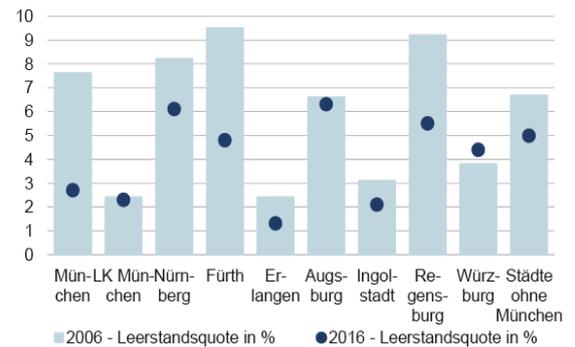
¹³⁰ Expert estimate; Gewerbebau Amberg, phone calls and emails from the city of Amberg, June 2020.

¹³¹ DG HYP, Immobilienmarkt Bayern 2017 | 2018, p. 19, 2017,

https://www.dzhyp.de/fileadmin/user_upload/Dokumente/Ueber_uns/Marktberichte/2017_DG_HYP_Immomarkt_Bayern.pdf, accessed on 07.07.2020.



Quelle: BulwienGesa



Quelle: BulwienGesa, Feri

Graph 31: Vacancy rates for commercial properties in Bavaria per year in percent (1998-2018)¹³²

The city of Nuremberg had a relatively high rental vacancy rate of 6% in a Bavarian comparison from 2016, just like Regensburg with almost 6%, but a significant reduction in vacancies in Regensburg. In the same year, for example, the figures were significantly lower in Erlangen (1.5%), Ingolstadt (2%) or in the Munich district (2.2%).

The picture is somewhat different for residential real estate. In contrast to commercial real estate, the vacancy rate for the Upper Palatinate rose from an initial 4.7% in 2011 to 6.2% in 2015¹³³. The increase mainly affects rural areas, especially in the northern Upper Palatinate¹³⁴.

This does not apply to Amberg. Due to the Technical University and Armed Forces location (since 2018 only in Kümmersbruck) and the good economic development of the local companies, there has been a reduction in the vacancy rate for apartments in the last five years up to 2019 and an overall positive development. For example, there are a number of initiatives (e.g. Campus 4.0 Köferinger Straße) to be able to offer mainly small apartments for students or temporary employees¹³⁵.

¹³² DG HYP, Immobilienmarkt Bayern 2017 | 2018, p. 19, 2017, https://www.dzhyp.de/fileadmin/user_upload/Dokumente/Ueber_uns/Marktberichte/2017_DG_HYP_Immomarkt_Bayern.pdf, accessed on 07.07.2020.

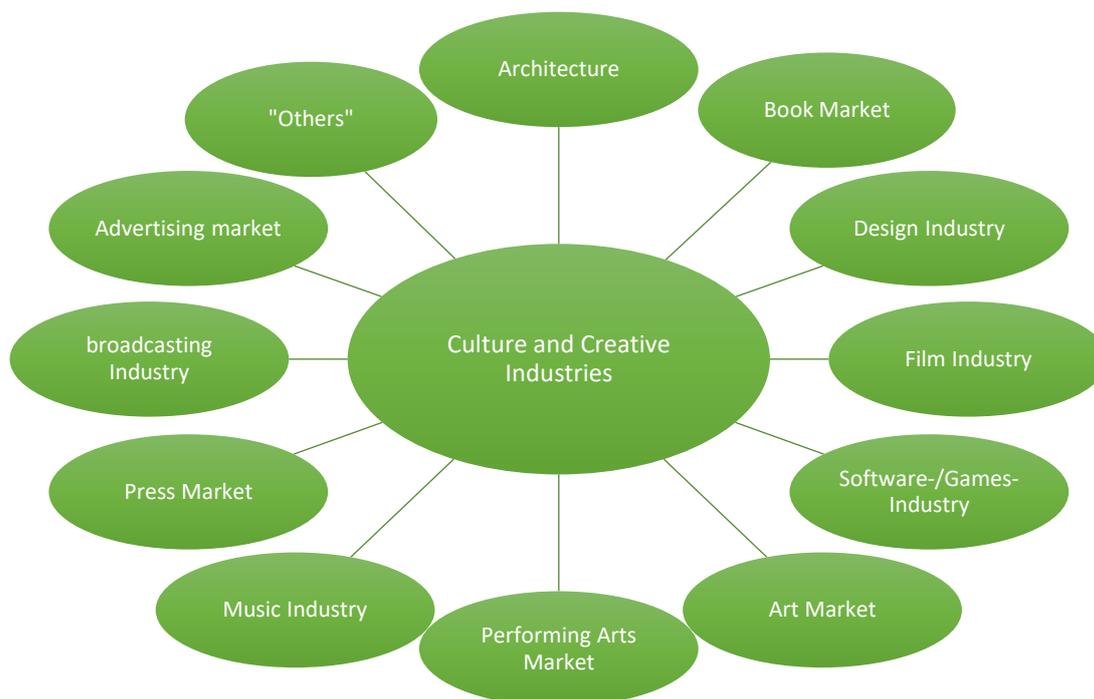
¹³³ Bayern Labo, 2016/2017 Wohnungsmarkt Bayern, p. 63, 2017, https://bayernlabo.de/fileadmin/dwn/BayernLabo_Wohnungsmarkt-Bayern-2016-2017_Doppelseiten.pdf, accessed on 09.07.2020.

¹³⁴ Bundesinstitut für Bau-, Stadt- und Raumforschung, Aktuelle und zukünftige Entwicklung von Wohnungsleerständen in den Teilräumen Deutschlands p. 16, https://www.bbsr.bund.de/BBSR/DE/veroeffentlichungen/sonderveroeffentlichungen/2014/DL_Wohnungsleerstaende.pdf?blob=publicationFile, accessed on 13.08.2020.

¹³⁵ denkmalneu.com GmbH, Campus 4.0 Amberg, n.p., <https://campus-amberg.de/objekte>, accessed on 13.08.2020.

5. Cultural and Creative Industries & Cultural and Creative Resources

The definition of the term “cultural and creative industries” is as follows: “The cultural and creative industries include those cultural and creative companies that are predominantly business-oriented and deal with the creation, production, distribution and / or media dissemination of cultural / creative goods and services”¹³⁶. This definition was set in 2008 at the Conference of Economic Ministers of German States. Even beforehand, the final report of the “Culture in Germany” Study Commission referred to the cultural and creative industries and their coverage and defined their twelve sub-markets. These are coherent with those defined by UNESCO¹³⁷. In addition to the eleven sub-markets, the category “other” can also be added for those economic products / producers that cannot be found in any other category¹³⁸.



Graph 32: Presentation of the CCI submarkets in Germany¹³⁹

The common denominator between the twelve sub-markets can be found in the "creative act", i.e. the "connecting core of every cultural and creative economic activity is the creative act of artistic,

¹³⁶ Bundesrat, resolution of the conference of economic ministers on 9/10 June 2008 in the Economy Ministers Regensburg Conference (orig: Beschlussammlung der Wirtschaftsministerkonferenz am 9./10. Juni 2008 in Regensburg Wirtschaftsminister-konferenz), Volume 143, n.p., 2008, Berlin.

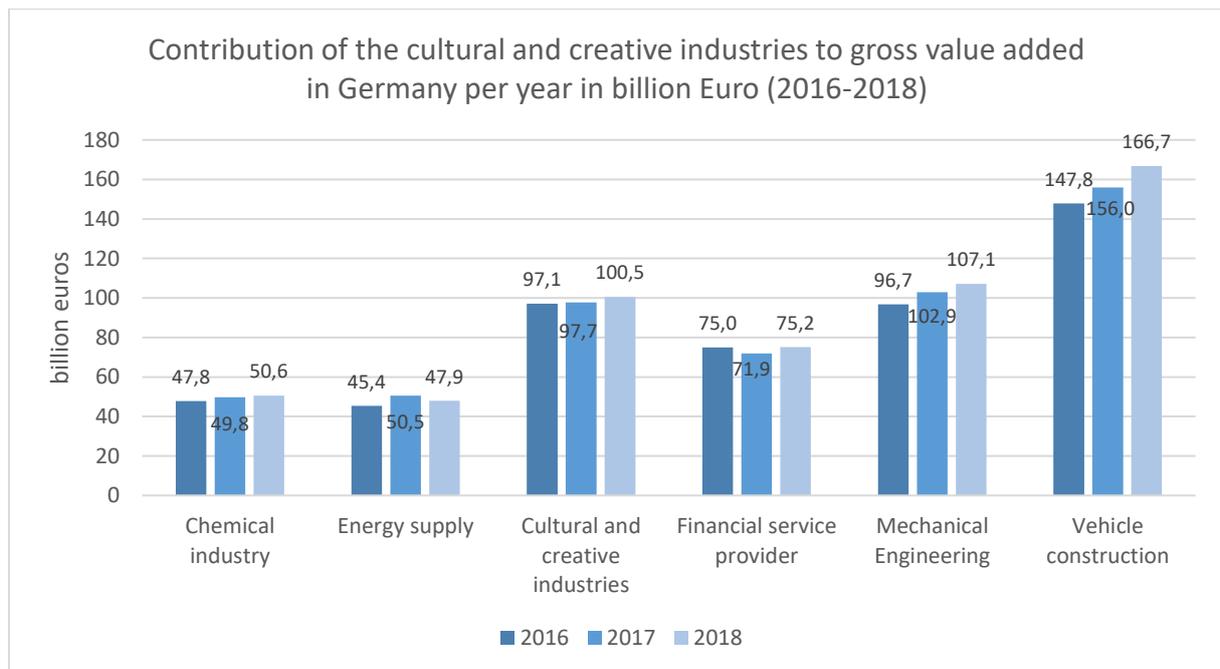
¹³⁷ UNESCO defines the Cultural and Creative Industries as follows: „UNESCO defines cultural and creative industries as activities “whose principal purpose is production or reproduction, promotion, distribution or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature.”; Subsectors are: „Advertising”, „Architecture”, „Books”, „Gaming”, „Music”, „Movie”, „Newspapers and magazines”, „Performing Arts”, „Radio”, „TV” und „Visual arts“; EY, Cultural Times. The first global map of cultural and creative industries, p. 11, 2015, [https://en.unesco.org/creativity/sites/creativity/files/cultural times. the first global map of cultural and creative industries.pdf](https://en.unesco.org/creativity/sites/creativity/files/cultural%20times.%20the%20first%20global%20map%20of%20cultural%20and%20creative%20industries.pdf), accessed on 06.07.2020.

¹³⁸ The category “other” includes e.g. Libraries and archives, operation of historical sites and buildings, independent interpreters, photo laboratories, production of coins and fantasy jewellery.

¹³⁹ Own illustration based on: EY, Cultural Times. The first global map of cultural and creative industries, p. 11, 2015, [https://en.unesco.org/creativity/sites/creativity/files/cultural times. the first global map of cultural and creative industries.pdf](https://en.unesco.org/creativity/sites/creativity/files/cultural%20times.%20the%20first%20global%20map%20of%20cultural%20and%20creative%20industries.pdf), accessed on 06.07.2020.

literary, cultural, musical, architectural or creative content, works, products, productions or services"¹⁴⁰.

The cultural and creative industries are of great economic importance. For a long time, however, there was no active representation of interests or promotion of the CCI by a lobby at the state or federal level. In Germany there were around 256,600 companies registered in the industry in 2018, which generated an annual turnover of 168.3 billion euro¹⁴¹. The gross value added was 100.5 billion euros. This value roughly corresponds to the turnover in the mechanical engineering industry in Germany.



Graph 33: Contribution of the cultural and creative industries to gross value added in Germany per year in billion Euro (2016-2018)¹⁴²

In the European Metropolitan Region of Nuremberg, to which the city of Amberg belongs, the cultural and creative industries, with around 41,800 people in employment, are a stable and successful branch of the economy. In 2016, the industry generated a total of around 4.32 billion euro¹⁴³.

However, the cultural and creative industries must not only be viewed independently. It also has a significant influence on the development of a city, as it brings together many creative and innovative

¹⁴⁰ Söndermann, M., C. Backes, O. Arndt, & D. Brünnink, Culture and Creative Industries: Determination of the common characteristic definition elements of the heterogeneous sub-areas of the "cultural economy" to determine their perspectives from an economic point of view, p.3f., 2009, https://www.kultur-kreativ-wirtschaft.de/KUK/Redaktion/DE/Publikationen/2009/gesamtwirtschaftliche-perspektiven-kuk.pdf?__blob=publicationFile&v=7, accessed on 06.06.2020.

¹⁴¹ Federal Ministry for Economic Affairs and Energy, Culture and Creative Industries, n.p., 2020, <https://www.bmwi.de/Redaktion/DE/Dossier/kultur-und-kreativwirtschaft.html>, accessed on 16.09.2020.

¹⁴² Federal Ministry for Economic Affairs and Energy, contribution of the cultural and creative industries to gross value added in a sector comparison 2016 – 2018, n.p., 2019, <https://www.bmwi.de/Redaktion/DE/Infografiken/Branchenfokus/kultur-und-kreativwirtschaft-beitrag-zur-bruttowertschoepfung.html>, accessed on 6.07.2020.

¹⁴³ Bayernkreativ, op. cit., p. 17, 2019, https://bayern-kreativ.de/wp-content/uploads/2019/05/bayernkreativ_zweiter_bericht_kuk.pdf, accessed on 12.08.2020.



minds. It can be seen as a catalyst for urban development¹⁴⁴. The CCI not only increase the quality of life, but also the attractiveness of a city and thus has a positive effect on tourism. In addition to traditional landmarks (e.g. Amberg's city wall and "city glasses"), a regular and varied cultural offer (e.g. Amberg's Mariahilfbergfest) is also important.

Cultural institutions such as the City Theatre and an active artistic scene can serve as a catalyst for further positive developments in city life and urban development. On the one hand, it is important that the cultural and creative industries exchange ideas with actors from outside. On the other hand, an open dialogue in the CCI of the city of Amberg itself is important. This is the only way to promote new talent. A good example of this are Amberg's art symposia, as shown in the local "Good Practice" example by Hannah Regina Uber and Marcus Trepesch¹⁴⁵.

The advertising market and the design industry make a direct contribution to the positive image of the city. It helps to professionally market the products and services of local companies and thus strengthens the competitive position for other branches of the economy. In Amberg, for example, this is particularly well demonstrated by the video production company "TymClyps" and the design agency "Büro Wilhelm", among others¹⁴⁶.

In order to be able to assess the effects and influences of the cultural and creative industries in Germany and to create the basis for future measures, various quantitative data according to the specified University of Regensburg method are presented below. The research team for this study did not identify any relevant data for several indicators. This was especially the case for: 5.3 (jobs in the CCI), 5.4 (new jobs in the CCI), 5.5 (CCI gross value added), 5.6 (CCI turnover), 5.7 (companies in the creative sector), 5.8 (newly founded companies in the creative sector), as well as 5.9 (intellectual property & innovation), 5.10 (human capital & education) and 5.12 (infrastructure). For this reason, especially for the indicators 5.3-5.8, some of the data used here was recorded by a specially designed survey "Survey on the cultural and creative industries in Amberg".

The total of twelve survey questions focused on the collection of those indicators for which there was no data and which can be determined in the context of such a survey (see the respective indicators for more details)¹⁴⁷. In cooperation with the StimulART Project Team, 214 CCI actors in the city of Amberg were identified, contacted, and invited to participate to the survey. The survey was also used to assess the effects of the global corona pandemic¹⁴⁸, e.g. in the form of negative economic consequences in the sub-markets of the KuK in Amberg.

The survey¹⁴⁹ was conducted online over a period of one month (first invitation to submission deadline), i.e. from April 3, 2020 up to and including May 3, 2020. 73 actors took part in the survey, although not all questions were always answered. The results will be examined in more detail after a closer look at the cultural institutions and participation in Amberg.

¹⁴⁴ EY, Cultural times. The first global map of cultural and creative industries, p. 17, 2015, https://en.unesco.org/creativity/sites/creativity/files/cultural_times_the_first_global_map_of_cultural_and_creative_industries.pdf, accessed on 06.07.2020.

¹⁴⁵ See Local Good Practice: Sculptress Regina Uber and Artist Marcus Trepesch, Chapter 6.

¹⁴⁶ See Local Good Practice: Design-Agency Büro Wilhelm and TymClyps, Chapter 6.

¹⁴⁷ Due to the lack of representativeness, not all results are explained in more detail.

¹⁴⁸ Processing status at the time of drafting: March 2020.

¹⁴⁹ Various actors were repeatedly not reached and / or expressed no interest in participating.





5.1. Sights & landmarks

The number of facilities in the city of Amberg in 2018 is listed below.

Museums	2 ¹⁵⁰
Type of museums	Museum of aerial art, City Museum ¹⁵¹
Galleries	8 ¹⁵²
Art exhibitions	31 ¹⁵³
Cinema seats	1394 ¹⁵⁴
Concerts with classical music	17 ¹⁵⁵

¹⁵⁰ City of Amberg, Museums in Amberg, n.p., 2020, <https://www.amberg.de/kultourismus/kunst-kultur/museen>, accessed on 05.07.2020.

¹⁵¹ Ibidem.

¹⁵² City of Amberg, City Museum & City Gallery, n.p., 2020, https://tourismus.amberg.de/index.php/City_Museum.html, accessed on 03.07.2020; Graf, K. J., Kunst erleben in Amberg, n.p. 2020, <https://www.kunstgaleriegraf.de/>, accessed on 03.07.2020; Peter, M., Mack, M., Lepke, H., Das Kunstkombinat, n.p., 2020, <http://www.amberger-kunstkombinat.de/>, accessed on 03.07.2020; Mulzer, E., Kunstlabor Mulzer in Amberg, n.p., 2020, <https://www.kunstlabor-mulzer.de/>, accessed on 03.07.2020; Ferstl, N., Nina Illustration, n.p., 2020, <https://nina-illustration.iimdofree.com/>, accessed on 03.07.2020; Allwardt, R., Raritäten aus verschiedenen Epochen, n.p., 2020, <https://regine-allwardt-kunst-antik.business.site/>, 03.07.2020; Räss, G., Atelier Gerti Räß, n.p., 2020, http://www.atelier-raess.de/atelier-raess.de/Willkommen_auf_meiner_Website%21.html, accessed on 03.07.2020; Uber, H. R., Diem, R., Kunstprojekt, n.p., 2020, <http://www.kunstprojekt-net.de/html/kunstprojekt.html>, accessed on 03.07.2020.

¹⁵³ Koch, W., Das Luftmuseum, Exhibitions, n.p., 2020, <https://www.luftmuseum.de/ausstellungen/archiv/>, accessed on 03.07.2020; City of Amberg, City Gallery Alte Feuerwache präsentiert auch 2018 ein vielfältiges Ausstellungsprogramm, n.p., 2020, <https://www.amberg.de/news/newsdetail/stadtgalerie-alte-feuerwache-praesentiert-auch-2018-ein-vielfaeltiges-ausstellungsprogramm>, accessed on 03.07.2020; Beutin, Günther, City Museum Amberg, Exhibitions 2018, n.p., 2020, <http://www.kunst-und-kultur.de/index.php?Action=showMuseumExhibitionList&year=2018&mlId=2465>, 03.07.2020; City of Amberg, Spielplan 2018,2019, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2018-2019/>, 03.07.2020; Kulturstift, Veranstaltungsarchiv, n.p., 2020, <https://www.kulturstift.de/archiv/> ; <http://www.akt-kunstverein-amberg.de/index.php/de/a-k-t-chronik/47-2018.html>, accessed on 03.07.2020; Hotel Brunner, Vernissagen, n.p., 2020, <https://kunst-im-hotel.de/vernissagen/>, 03.07.2020; Amberger Congress Centrum, Newsletter Herbst/Winter 2018, n.p., 2018 <https://www.acc-amberg.de/newsletter/newsletter-herbstwinter-2018.html>, accessed on 03.07.2020; Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruerjahr_Sommer_18/2018_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; Amberger Kunstsymposium, Amberger Kunstsymposium, n.p., 2018, <http://www.amberger-kunstsymposium.de/>, 03.07.2020; Peter, M., Mack, M., Lepke, H., Zinnober-Aktionen, n.p., 2018, <https://www.amberger-kunstkombinat.de/zinnober-aktionen/>, accessed on 03.07.2020; Personal information Graf, K. J., data provided by StimulART team, June 2020.

¹⁵⁴ Schön, M., The new Cineplex is a real magnet (Orig: Das neue Cineplex ist ein echter Magnet), n.p., 2015, <https://www.mittelbayerische.de/region/amberg/gemeinden/amberg/das-neue-cineplex-ist-ein-echter-magnet-22799-art1232681.html>, accessed pm 03.07.2020; Cinemalist, Ringtheater, n.p., 2020, <http://www.kinoliste.com/kinoliste/kinoliste.php?kino=505>, accessed on 16.09.2020.

¹⁵⁵ Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruerjahr_Sommer_18/2018_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, V Event program spring 7 summer 2018, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruerjahr_Sommer_18/2018_Prog_FruerSomm_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program autumn / winter 2017/2018, n.p., 2017, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/Downloads_VA_Programme/2017_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; City of Amberg, Spielplan 2018, 2019, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2018-2019/>, accessed on 03.07.2020; City of Amberg, Spielplan 2017,2018, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2017-2018/>, accessed on 03.07.2020; Projekt Orgel St. Martin Amberg e.V., Amberger Orgelmusik, Konzerte 2018, n.p., 2020, <https://www.amberger-orgelmusik.de/konzerte/2018/>, accessed on 03.07.2020.



Other concerts	47 ¹⁵⁶
International festivals (number of)	0
International festivals (type of)	-
National festivals (number of)	5 ¹⁵⁷
National festivals (type of)	Art, Theatre, Music ¹⁵⁸
Total number of days of international festivals	0
Total number of days of national festivals	28 ¹⁵⁹

¹⁵⁶ Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruerjahr_Sommer_18/2018_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program spring / summer 2018, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruerjahr_Sommer_18/2018_Prog_FruerSomm_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2017, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/Downloads_VA_Programme/2017_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; City Theatre Amberg, Programme 2018,2019, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2018-2019/>, accessed on 03.07.2020; City of Amberg, Spielplan 2017,2018, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2017-2018/>, accessed on 03.07.2020; TNT Productions, Events, n.p., 2020, https://www.latest.facebook.com/pg/tntproductionsamberg/events/?ref=page_internal, accessed on 03.07.2020;

¹⁵⁷ City of Amberg, Programm 44. Altstadtfest Amberg, n.p., 2018, <http://www.amberger-altstadtfest.de/2018/platzinfos.htm>, accessed on 03.07.2020; Piehler, U., "Sommer in der Stadt" gestartet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/sommer-stadt-gestartet-id2454355.html>, accessed on 03.07.2020; Nirschl, V., Amberg feiert 24. Sommerfestival, n.p., 2018, <https://www.oberpfalz.de/neues/news-detailseite/news/amberg-feiert-24-sommerfestival/>, 03.07.2020; City Marketing Amberg e.V., Luftnacht Amberg, n.p., 2018, <http://www.luftkunstort.de/projektetails/luftnacht-amberg-2018/>, 03.07.2020; Klausig, S., Kinder-Theater-Festival 2018 – Das Programm steht, n.p., 2018, <https://mitteilungsblatt-online.de/2018/10/kindertheaterfestival-2018-das-programm-steht/>, 03.07.2020; Mariahilfbirgfest, Das Maria-Hilf-Birgfest bei Amberg, n.p., 2018, <http://www.mariahilfbirgfest.de/>, 04.08.23020; City of Amberg, Auf geht's zum 3. Amberger Bierfest am Freitag, 27. April auf der Bleichwiese neben dem ACC, n.p., 2018, <https://www.amberg.de/news/newsdetail/auf-gehts-zum-3-amberger-bierfest-am-freitag-27-april-auf-der-bleichwiese-neben-dem-acc>, 04.08.2020; Piehler, U., Amberger Dult eröffnet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/amberger-dult-eroeffnet-id2499867.html>, 04.08.2020

¹⁵⁸ City of Amberg, Programm 44. Altstadtfest Amberg, n.p., 2018, <http://www.amberger-altstadt-fest.de/2018/platzinfos.htm>, 03.07.2020; Piehler, U., "Sommer in der Stadt" gestartet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/sommer-stadt-gestartet-id2454355.html>, 03.07.2020; Nirschl, V., Amberg feiert 24. Sommerfestival, n.p., 2018, <https://www.oberpfalz.de/neues/news-detailseite/news/amberg-feiert-24-sommerfestival/>, 03.07.2020; City Marketing Amberg e.V., Luftnacht Amberg, n.p., 2018, <http://www.luftkunstort.de/projektetails/luftnacht-amberg-2018/>, 03.07.2020; Klausig, S., Kinder-Theater-Festival 2018 – Das Programm steht, n.p., 2018, <https://mitteilungsblatt-online.de/2018/10/kindertheaterfestival-2018-das-programm-steht/>, 03.07.2020; Mariahilfbirgfest, Das Maria-Hilf-Birgfest bei Amberg, n.p., 2018, <http://www.mariahilfbirgfest.de/>, 04.08.23020; City of Amberg, Auf geht's zum 3. Amberger Bierfest am Freitag, 27. April auf der Bleichwiese neben dem ACC, n.p., 2018, <https://www.amberg.de/news/newsdetail/auf-gehts-zum-3-amberger-bierfest-am-freitag-27-april-auf-der-bleichwiese-neben-dem-acc>, 04.08.2020; Piehler, U., Amberger Dult eröffnet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/amberger-dult-eroeffnet-id2499867.html>, 04.08.2020

¹⁵⁹ City of Amberg, Programm 44. Stadtfest Amberg, n.p., 2018, <http://www.amberger-altstadt-fest.de/2018/platzinfos.htm>, 03.07.2020; Piehler, U., "Sommer in der Stadt" gestartet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/sommer-stadt-gestartet-id2454355.html>, 03.07.2020; Nirschl, V., Amberg feiert 24. Sommerfestival, n.p., 2018, <https://www.oberpfalz.de/neues/news-detailseite/news/amberg-feiert-24-sommerfestival/>, 03.07.2020; City Marketing Amberg e.V., Luftnacht Amberg, n.p., 2018, <http://www.luftkunstort.de/projektetails/luftnacht-amberg-2018/>, 03.07.2020; Klausig, S., Kinder-Theater-Festival 2018 – Das Programm steht, n.p., 2018, <https://mitteilungsblatt-online.de/2018/10/kindertheaterfestival-2018-das-programm-steht/>, 03.07.2020; Mariahilfbirgfest, Das Maria-Hilf-Birgfest bei Amberg, n.p., 2018, <http://www.mariahilfbirgfest.de/>, 04.08.23020; City of Amberg, Auf geht's zum 3. Amberger Bierfest am Freitag, 27. April auf der Bleichwiese neben dem ACC, n.p., 2018, <https://www.amberg.de/news/newsdetail/auf-gehts-zum-3-amberger-bierfest-am-freitag-27-april-auf-der-bleichwiese-neben-dem-acc>, 04.08.2020; Piehler, U., Amberger Dult eröffnet, n.p., 2018, <https://www.onetz.de/oberpfalz/amberg/amberger-dult-eroeffnet-id2499867.html>, accessed on 04.08.2020.



Number of dance shows	3 ¹⁶⁰
Other dance shows	Ballet, Rock and Roll Dance, Modern Dance ¹⁶¹
Public libraries	3 ¹⁶²

In the Amberg old town, with its particularly beautiful buildings under monument protection, there are also many of the city's cultural institutions, such as the city and provincial library, the city museum with the city gallery "Alte Feuerwache" (in the field of fine art) and the aerial art museum. Among the museums, the later stands out as a special feature. It has existed since 2006 and was created on the initiative of the graphic designer and artist Wilhelm Koch.

Amberg, as the "festeste Fürstenstadt" (EN: "most stable Prince-residence City"), is proud of its well-preserved city wall and medieval appearance, as it was firstly described in the chronicle of Michael Schweiger dating from 1564¹⁶³. It is moreover one of the very well preserved medieval city complexes in Germany¹⁶⁴. The city wall with its famous "Stadtbrille" (EN: "City Glasses") was surrounded by a moat which was later transformed in a green belt that is used as a local recreation area. Because of its oval shape, it is also known as the "Amberger Ei" (EN: "Amberg egg").

Centrally located is the large market square with the largest of the six inner-city churches, the Basilica of St. Martin, the largest Gothic hall church after the Regensburg Cathedral in the Upper Palatinate. The other public buildings also follow more traditional designs, including the aforementioned town hall in Gothic style, the city archives and four historic monastery complexes in the old town (Franciscans - City Theatre, Jesuits - St Georg church, poor school sisters - Dr. Johanna Decker School, Paulaner monastery - district court). In the course of the successful new (interior) architecture and renovation, the City Archive in particular is a particularly good example of Amberg's mixture of old and new¹⁶⁵.

¹⁶⁰ Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruehjahr_Sommer_18/2018_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program spring 7 summer 2018, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruehjahr_Sommer_18/2018_Prog_FruehSomm_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2017, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/Downloads_VA_Programme/2017_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; City Theatre Amberg, Programme, 2018,2019, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2018-2019/>, 03.07.2020; City Theatre Amberg, Spielplan 2017,2018, n.p., 2020, <https://Stadttheater.amberg.de/spielplan/archiv/saison-2017-2018/>, accessed on 03.07.2020.

¹⁶¹ Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruehjahr_Sommer_18/2018_Prog_HeWi_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program spring 7 summer 2018, n.p., 2018, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/VA_Bilder/Fruehjahr_Sommer_18/2018_Prog_FruehSomm_WEB.pdf, accessed on 03.07.2020; Amberger Congress Centrum, Event program autumn / winter 2018/2019, n.p., 2017, https://www.acc-amberg.de/fileadmin/Dateiverzeichnis/Downloads_VA_Programme/2017_Prog_HeWi_WEB.pdf, 03.07.2020; City of Amberg, Programme 2018,2019, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2018-2019/>, 03.07.2020; City Theatre Amberg, Schedule 2017,2018, n.p., 2020, <https://stadttheater.amberg.de/spielplan/archiv/saison-2017-2018/>, accessed on 03.07.2020.

¹⁶² City of Amberg, Bibliotheken, n.p., 2020, <https://www.amberg.de/kultourismus/bibliotheken>, accessed on 03.07.2020.

¹⁶³ Bayerische Staatsbibliothek, Die festeste Fürstenstadt, n.p., 2020, <https://www.literaturportal-bayern.de/staedteportraits?task=lpbplace.default&id=18>, accessed on 16.01.2020.

¹⁶⁴ Kutzki, R., et al., Liste von Städten mit historischem Stadtkern in Deutschland, n.p., 2020, https://de.wikipedia.org/wiki/Liste_von_St%C3%A4dten_mit_historischem_Stadtkern_in_Deutschland#Liste_deutscher_Altst%C3%A4dte, accessed on 03.07.2020.

¹⁶⁵ Interview with Simon Hauck, StimulART project independent expert, 29.07.2020.



Another important cultural institution for the performing arts is the Amberg City Theater, the only neo-classical theater building within a monastery in all of Germany^{166 167}. The City Theatre was built in 1478 as a Franciscan monastery and, with the wave of secularization, was converted into the current city theatre in 1803. It is owned by the City of Amberg since 1872. In 1953, the building had to be closed for technical reasons and was extensively renovated from 1977 until it opened in October 1978. In 2003 the City Theatre received a new stage technology. Further renovations are currently pending, so that in the course of 2020 a decision on how to proceed must be made. At the moment, the Amberg City Theatre is not on stage with a fixed group of actors, but is played as a guest theatre by Konzertdirektion Landgraf (<https://landgraf.de/>, a private company). Landgraf receive an annual subsidy, staff support, the use of the building and the income from ticket sales. In addition to many classical theatre performances, the "Amberger Lachnacht" (EN: Comedy Night) has also been held here since 2010. The Theatre had 10,550 visitors for 36 performances in the 2017/2018 season. The theater has a total of 583 seats¹⁶⁸.

The second large stage can be found in the Amberg Congress Centre¹⁶⁹. It is operated by a commercial company that has been hosting balls, product presentations, and cultural events such as musicals, shows, theatre, etc. since 1996.

Other constant CCI highlights include the city's eight galleries and 31 art exhibitions (as of 2018). In addition, a total of 17 concerts of classical music took place in 2018¹⁷⁰. A particular highlight in the Beethoven anniversary year 2019 was the guest performance of the internationally known pianist Herbert Schuch, who only performed the entire Beethoven cycle in Amberg, whose piano sonatas were recorded in front of an audience in the City Theater¹⁷¹.

Although there were no international festivals in the reference period, there were five national festivals in Amberg¹⁷². The national festivals include the Old Town Festival (Altstadtfest), the Mountain Festival (Bergfest), Summer in the City (Sommer in der Stadt), the Summer Festival (Sommerfestival) and the Children's Theater Festival (Kinder-Theater Festival)¹⁷³.

In addition to these festivals, there are many other festivals, markets and events in Amberg. These include the Beer Festival, the Krügelmarkt, the Medieval Market, the Duck Race on the Vils, the campus festival at the OTH, the Fountain Festival, a Children's Festival, the Whitsun and Autumn Dult, celebrations in the Casino Hall, film screenings in the Ring Theater and the Christmas market. A particularly traditional festival is the "Mariahilfbergfest"¹⁷⁴. It goes back to a pilgrimage in 1634 and takes place at the beginning of July on the Mariahilfberg. The Franciscan monastery, the art-

¹⁶⁶ City Theatre Amberg, Geschichte, n.p., 2020, <https://stadttheater.amberg.de/haus/geschichte/>, accessed on 11.08.2020.

¹⁶⁷ City Theatre Amberg, n.p., 2020, <https://stadttheater.amberg.de/>, accessed on 03.07.2020.

¹⁶⁸ Standing and seating based on the theatre's seating plan; City Theatre Amberg, Seating plan, n.p., 2020, stadttheater.amberg.de/fileadmin/mediaFiles/Downloads/pdf_dateien/STA_Sitzplan_110718.pdf, accessed on 12.08.2020.

¹⁶⁹ Operated by a company of Amberger Congress Marketing (ACM), Municipal company under public law City of Amberg.

¹⁷⁰ Interview (phone) and e-mail exchanges with representatives from City Theatre, Casino Saal, ACC, Jugendzentrum Klärwerk, TNT Productions & Amberger Orgelmusik, 2020.

¹⁷¹ <https://stadttheater.amberg.de/veranstaltungsseiten/archiv-2019-20/april-2020/herbert-schuch/>, accessed on 17.09.2020.

¹⁷² Definition for international festivals based on the following criteria: 2 days, international visitors who arrive for the event and do not live or are stationed in Germany, international performers from non-German-speaking countries, who live or are stationed there; Personal information Simon Hauck, StimulART project independent expert, on-site meeting in Amberg, 29.07.2020.

¹⁷³ Interview / e-mail exchanges StimulART project team, E-Mail, 03.08.2020.

¹⁷⁴ Kath. Filialkirchenstiftung 'Mariahilfberg-Kirchenstiftung' in Amberg, Geschichte, n.p., 2020, <https://www.mariahilfberg-amberg.de/geschichte-428638.html>, accessed on 12.08.2020.

historically valuable baroque church and the beautiful view over the city invite you to combine prayer and social gathering. Another highlight is the Air Night with over 30,000 visitors (2018)¹⁷⁵.

In May 2015, a Cineplex cinema with 1,030 seats was opened in Amberg. It turns out to be a magnet for visitors and enriches the city's cultural life with mainstream and program cinema¹⁷⁶. After the completion of the Cineplex cinema, the two previous, smaller cinemas in Amberg were closed or transferred to other uses. The Ring Theater has long been thought of as a possible location for a central meeting point for the CCI scene in Amberg. The central location in the city center and the tradition as a place of culture speak for this scenario. Other possibilities would be a CCI meeting point and at the same time a start-up center in a larger property, e.g. the former Leopold barracks.

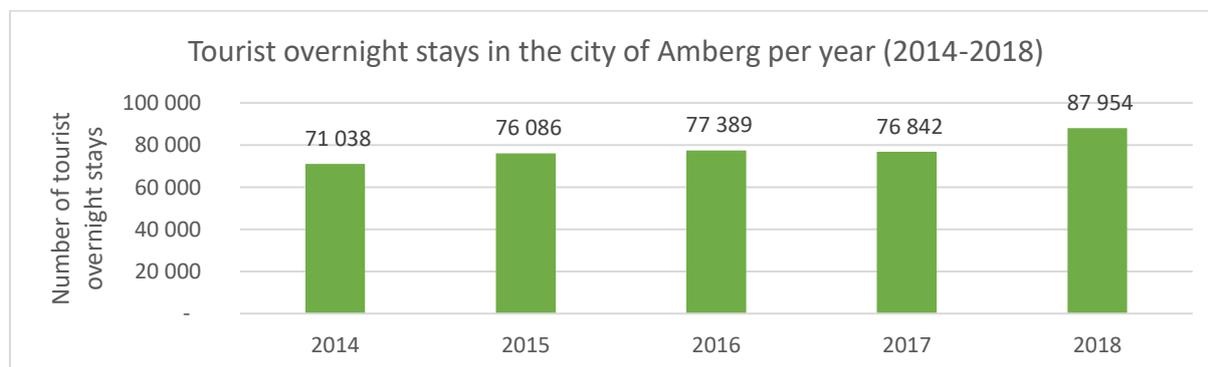
These discussions are ongoing and should be driven forward as part of the strategy development of StimulART and concluded with a specific decision for a location and a timetable for implementation¹⁷⁷.

There are three public libraries in Amberg. These are the Provincial Library mentioned above, the oldest library in Amberg with historical book holdings, the City Library and the OTH University Library on the edge of the old town.

Like many other cities in Bavaria, Amberg can look back on a very long and distinctive tradition in beer brewing, which has also shaped the city culturally. In 1860 there were 40 breweries in the city; today there are six left. Amberg also uses this tradition in tourist marketing under the label "Bierstadt Amberg". The remaining five medium-sized family breweries and one "house brewery" offer a wide variety of traditional beers and also operate other activities besides pure beer brewing (e.g. the production of beer brandy). An important festival at which all Amberg breweries are traditionally represented is the aforementioned "Mariahilbergfest". The city of Amberg owes its beer culture to the fact that it was named an "Enjoyment Place" (Genussort) by the Agriculture Minister in 2018.

5.2. Cultural Participation & Attractiveness

Cultural participation is expressed using various indicators, including the number of people who visit the City of Amberg and, among other things, take advantage of cultural offers.



Graph 34: Overnight stays in Amberg per year (2014-2018)¹⁷⁸

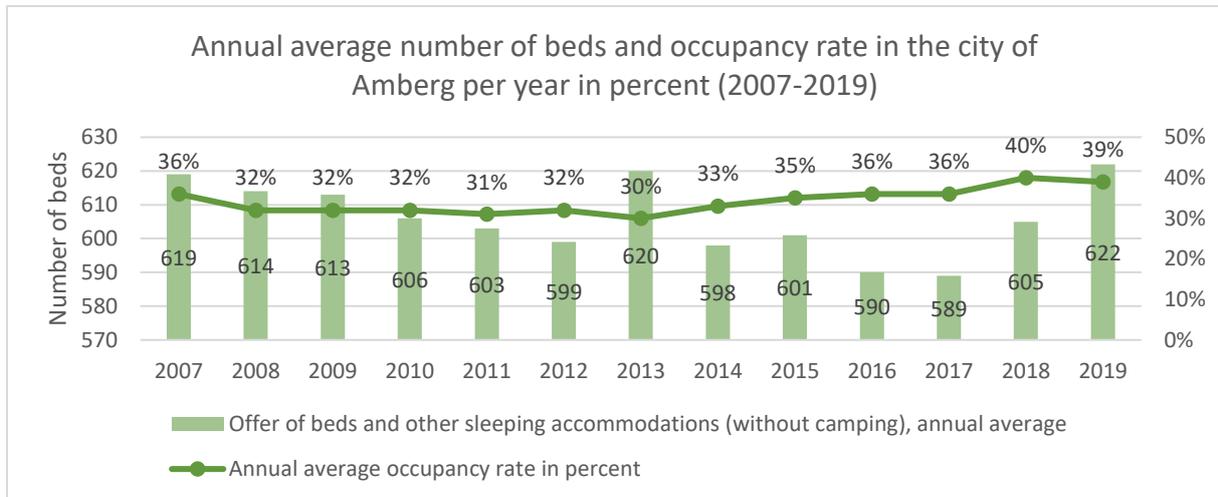
¹⁷⁵ Interview & e-mail exchange with City of Amberg representative, 12.08.2020.

¹⁷⁶ Schön, M., The new Cineplex is a real magnet (Orig: Das neue Cineplex ist ein echter Magnet), n.p., 2015, <https://www.mittelbayerische.de/region/amberg/gemeinden/amberg/das-neue-cineplex-ist-ein-echter-magnet-22799-art1232681.html>, accessed on 03.07.2020.

¹⁷⁷ Interview with Simon Hauck, StimulART Project External Expert, 29.07.2020.

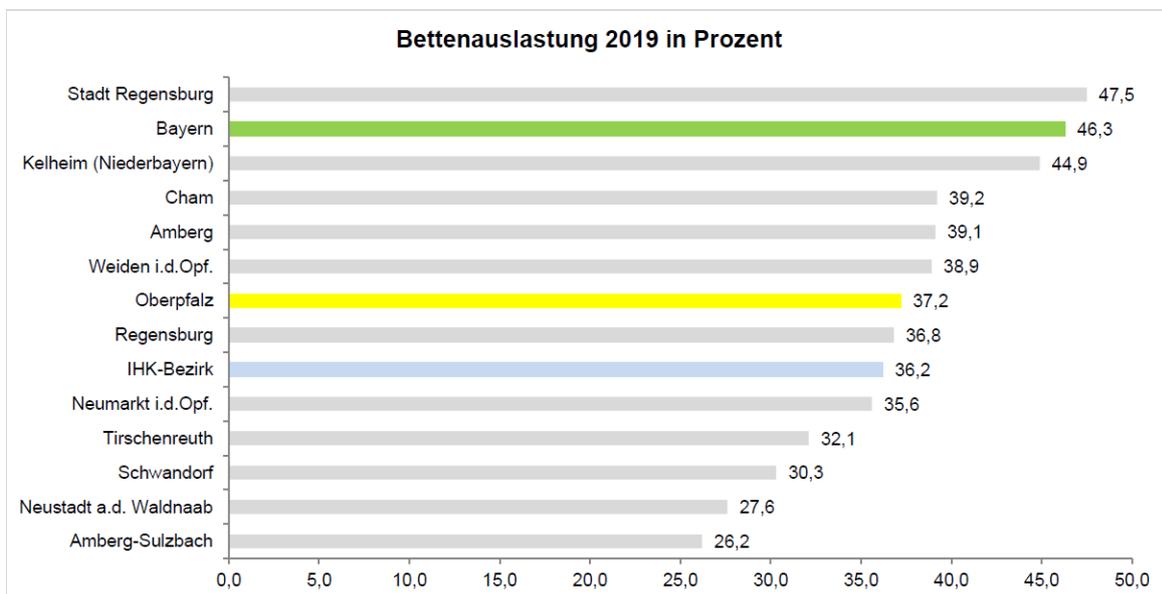


The number of overnight stays in Amberg has risen continuously since 2014, with the exception of a small dent between 2016 and 2017, and in 2018 reached a value of almost 88,000 overnight stays from Germany and abroad.



Graph 35: Annual average number of beds and occupancy rate in the city of Amberg per year in percent (2007-2019)¹⁷⁹

As can be seen from the graph above, the annual average bed occupancy fluctuated slightly, but developed positively from 36% in 2007 to 39% in 2019. The number of beds also rose in the reference period, albeit slightly, from 619 to 622. In terms of bed occupancy, Amberg did well in 2019 compared to nearby cities, but was below the Bavarian regional average¹⁸⁰.



Graph 36: Bed occupancy in various Bavarian cities and regions in percent (2019)¹⁸¹

¹⁷⁸ Bavarian State Office for Statistics, Municipal Statistics - District Free City of Amberg 2018, op.cit. p. 16, accessed on 03.06.2020.

¹⁷⁹ Based on data from the Bavarian State Office for Statistics, and e-mail exchanges with the City of Amberg, 12.08.2020.

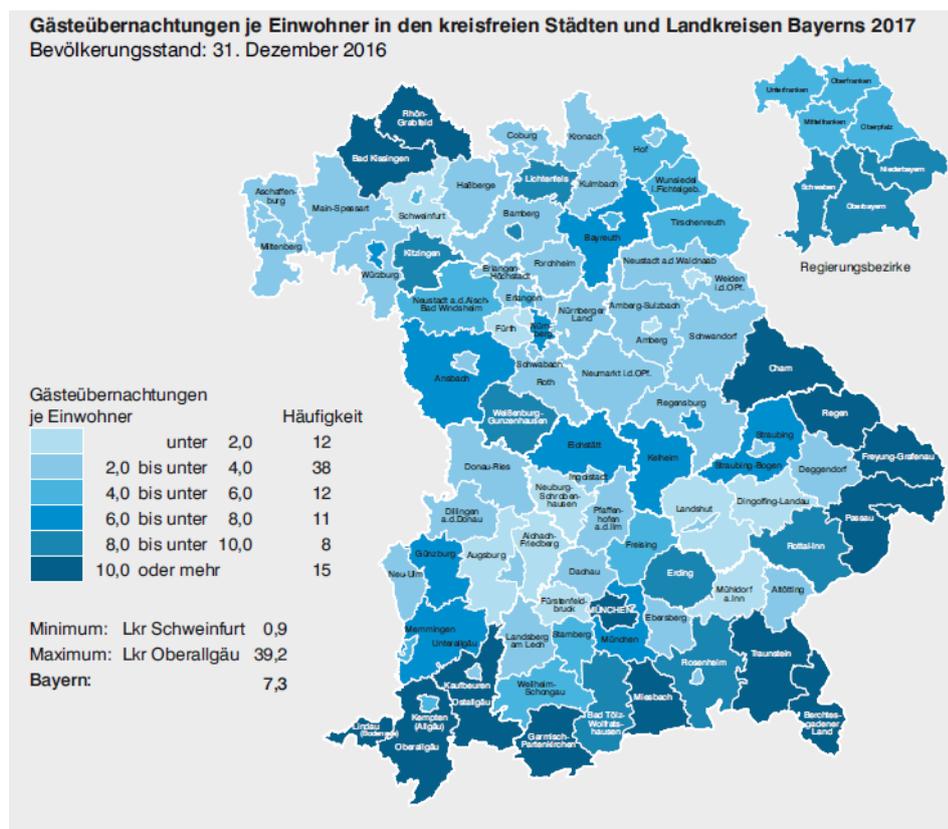
¹⁸⁰ Chamber of Commerce and Industry in Bavaria, The tourism industry in the IHK District 2019, p. 2, 2020, <https://www.ihk-regensburg.de/blueprint/servlet/resource/blob/1463068/3f8ece695a08f026ce518180efe10780/tourismusgewerbe-im-ihk-bezirk-data.pdf>, accessed on 12.08.2020.

¹⁸¹ Ibidem.

The comparison with the statistics of the Bavarian State Office with regard to the number of overnight stays per district in 2017 (see the following figure) also shows that Amberg, with less than two overnight stays per inhabitant, was in the lower third in a Bavarian comparison.

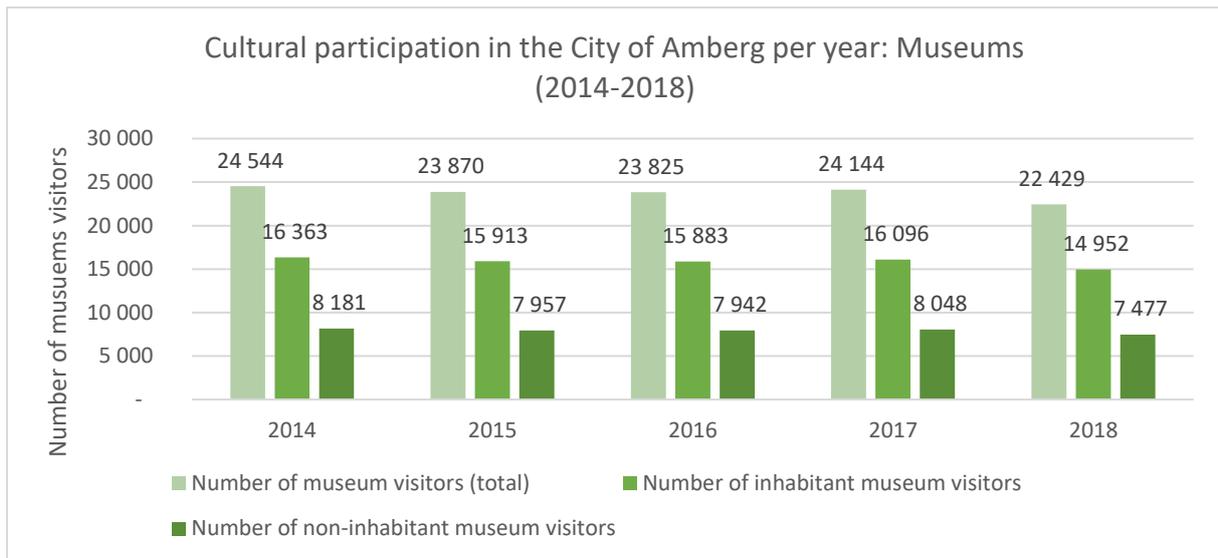
From the point of view of the authors, it may be possible to continue the positive development and increase the number of overnight stays. The present study deals with the options that are possible through the involvement of CCI actors. A targeted marketing of the city's sights could be one option, especially those that have not yet been in the foreground, such as Amberg's Bauhaus architecture, the so-called "Glass Cathedral".

In addition, there would be space and demand for new ideas and event formats with the involvement of cultural and creative professionals. Examples of this would be open-air theater, workshops or web seminars on social topics, virtual general or thematic city tours, etc. Against the background of the Corona crisis, this aspect is of particular importance, since large traditional festivals are currently not possible.



Graph 37: Number of overnight stays in Bavaria per district (2017)¹⁸²

¹⁸² Bavarian State Office for Statistics, Bavaria in Numbers 5, Tourism in Bavaria in 2017, p. 292, 2018, https://service.destatis.de/GPStatistik/servlets/MCRFileNodeServlet/BYMonografie_derivate_00000853/Tourismus%20in%20Bayern%20im%20Jahr%202017.pdf;jsessionid=7C81D49667E43112CB6AB1AA4BBD8F94, accessed on 16.06.2020.



Graph 38: Cultural participation in the city of Amberg per year: Museums (2014-2018)¹⁸³

The number of museum visitors has stagnating despite the positive development in terms of over-night stays in Amberg. Broken down according to Amberg's museums, the following distribution of visitor numbers are available.



Graph 39: Museum visitors of the city of Amberg by museum per year (2014-2018)¹⁸⁴

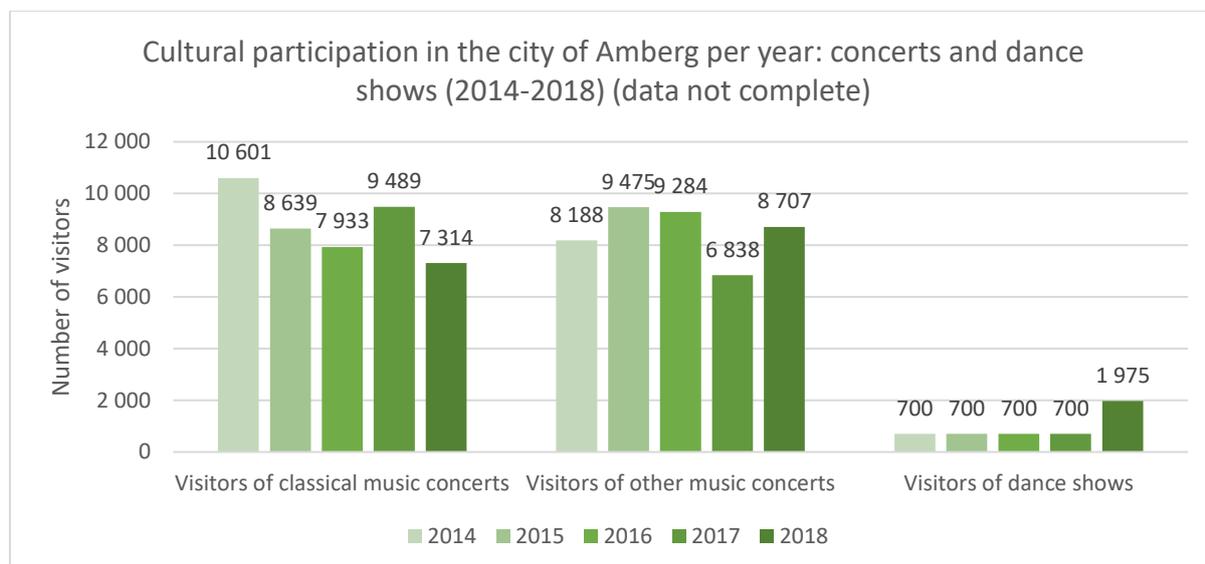
Overall, the City Museum as a traditional and older museum of the city is more popular than the Air Museum. However, this trend has weakened in recent years. While the Air Museum recorded a steady increase in visitors, the number of visitors to the City Museum decreased slightly. According to both museum directors, the dynamics of visitor numbers depends, among other things, on special exhibitions that attract target groups of different sizes. In addition, interesting offers in the Amberg Congress Centrum play a role, attracting visitors interested in culture to Amberg, who then also visit the city's museums. Another reason for the increasing number of visitors to the Art Museum is the

¹⁸³ Figures are based on expert estimates: interviews with the museum management of the City Museum and Air Museum, personal information for the City and Air Museum, phone calls and e-mails, June 2020.

¹⁸⁴ Ibidem.

constant PR campaign, which has been taking place for around two years due to better staffing. Among other things, various series of events offered. One example of this is the Architecture Forum in cooperation with the Association of German Architects.

Therefore measures to increase the number of visitors, e.g. in the form of special exhibitions or museum nights in consultation and cooperation with other CCI actors certainly a good opportunity to successfully address the culturally interested public in the future. The focus could alternate between the two museums.



Graph 40: Cultural participation in the city of Amberg per year: concerts and dance shows (2014-2018): Concert visitors classical music¹⁸⁵, Concert visitors other music¹⁸⁶, and visitors to dance shows¹⁸⁷

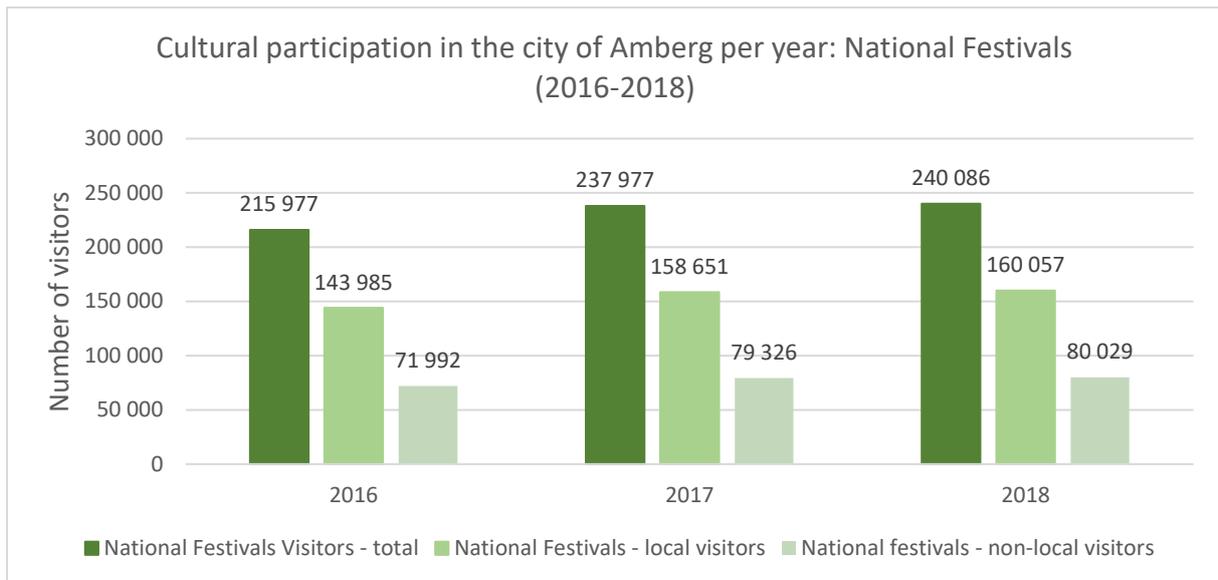
The figures for cultural participation in Amberg with regard to concerts and dance shows show different trends. The number of visitors to concerts of classical music has fallen by around 31% since 2014 to 7,314 people in 2018. On the other hand, the number of visitors to concerts of all musical genres showed a positive trend and increased by a total of around 6% despite individual fluctuations. The number of visitors to dance shows more than doubled.

Any major fluctuations and missing information are mainly due to lack of data and the necessary estimates to compensate for it. For example, data from ACC and TNT Productions was available for dance shows in 2018, but only data from TNT Productions for previous years. There are also two other venues, the Casino and Kulturwerk that also host concerts and dance shows, for which no figures were available.

¹⁸⁵ Figures based on information provided by ACC and the City Theatre, email exchanges with StimulART project team on 23.09.2020.

¹⁸⁶ Figures based on information provided by TNT Productions, and the City Theatre, email exchanges with StimulART project team on 23.09.2020.

¹⁸⁷ Figures based on information provided by TNT Productions, and ACC, email exchanges with StimulART project team on 23.09.2020.



Graph 41: Cultural participation in the city of Amberg per year: National Festivals (2014-2018)¹⁸⁸

The number of visitors in the “national festivals” category has also risen sharply in Amberg. However, it must be taken into account that the data only relate to events by TNT Productions and the City Theatre¹⁸⁹.

From the authors' point of view, one reason for the increase in visitor numbers is the “Summer Festival”, which was held for the first time in 2016. This event was very popular and attracted a large number of visitors in the following years. The “Summer in the City” Festival also contributed to a further increase in visitor numbers in the years 2016-2018.

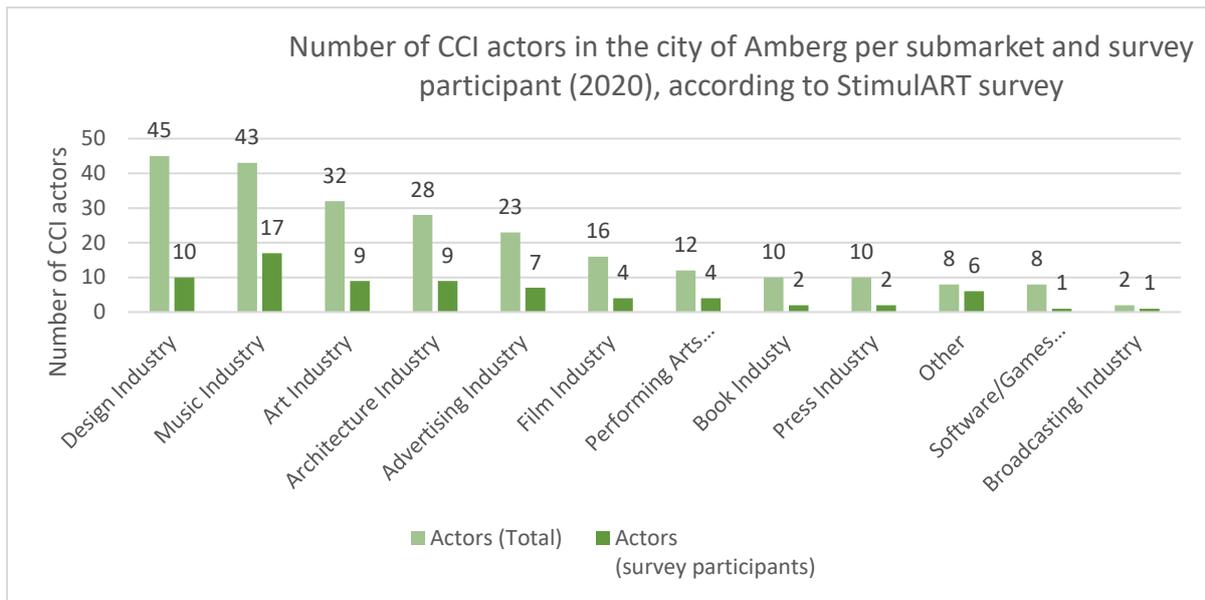
No international festivals took place in Amberg during the reference period.

5.3-5.8 Cultural & Creative Sectors and their economic relevance

Before the individual economic characteristics of the CCI sectors in Amberg are described in more detail, the following should first give a brief overview of the CCI players in Amberg and their distribution across the individual sub-markets. The stakeholder analysis described above results in the following distribution of the CCI actors in Amberg.

¹⁸⁸ Figures based on information provided by the City Theatre and TNT Productions, email exchanges with StimulART project team in June 2020.

¹⁸⁹ The festivals “Luftnacht” and “Hexennacht” are not included in the number of visitors to the national festivals, as a festival has to last 2 days. In addition, the “Luftnacht” only takes place every two years (last held in 2018).

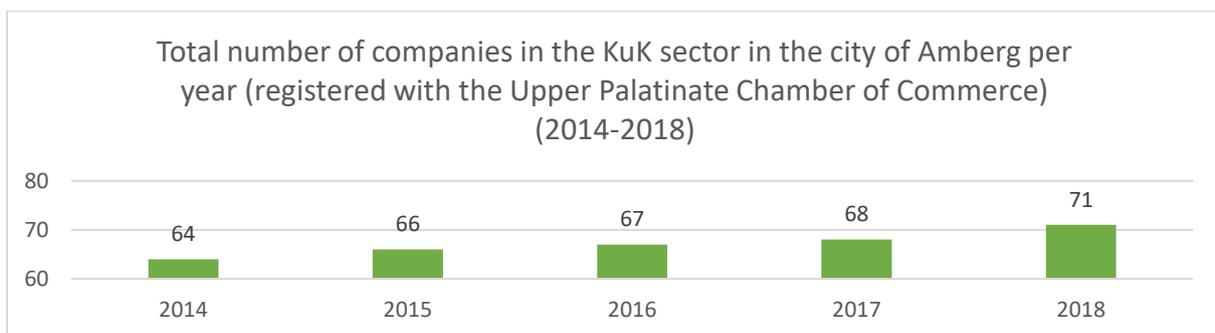


Graph 42: Number of CCI actors in the city of Amberg per submarket and survey participant (2020), according to StimulART survey¹⁹⁰

As can be seen here, the design and music industries, as well as the art, architecture and advertising markets are particularly well represented.

Enterprises in Creative Sectors (5.7)

To determine the number of companies, the company directory (voluntary registration) of the Upper Palatinate Chamber of Commerce and Industry (IHK Oberpfalz) was used. In addition, internet research ensured that this information was up to date and complete, and companies were added where necessary. The database allows a very precise search, so one can not only filter specifically for the company headquarters in Amberg, but also select various specific branches of industry.



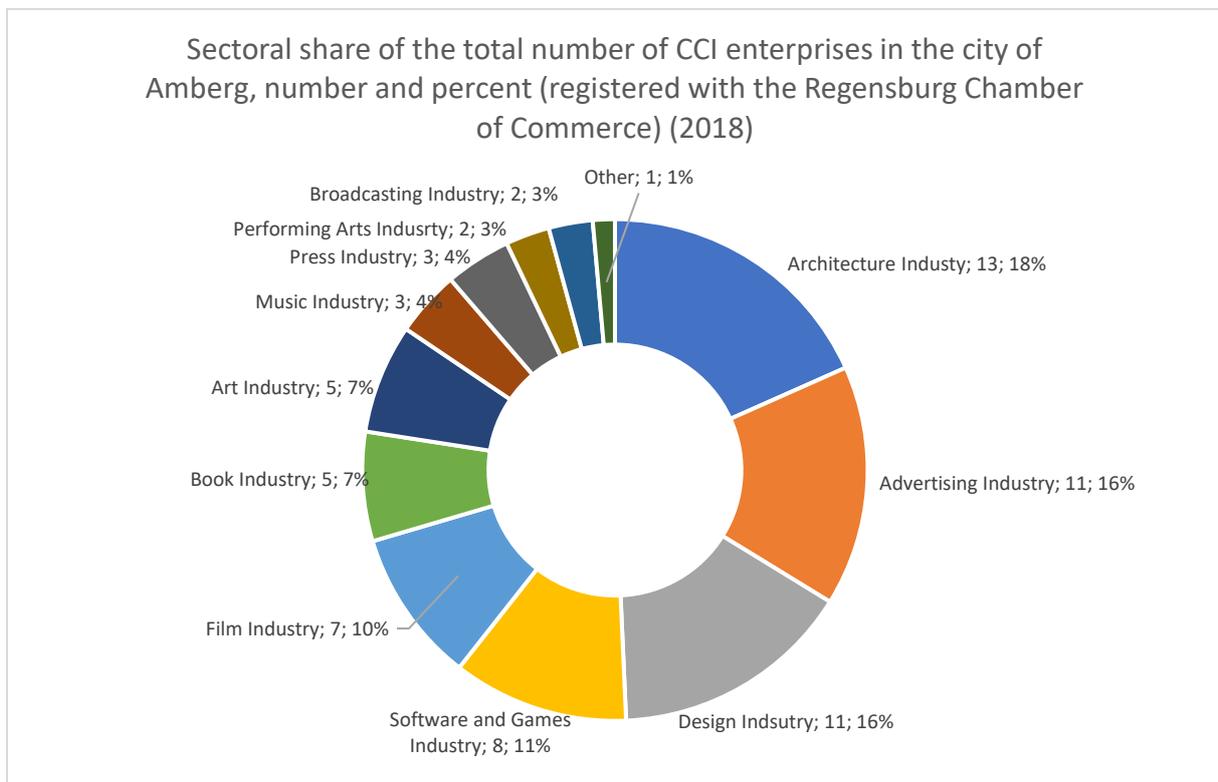
Graph 43: Total number of companies in the CCI sectors in the city of Amberg per year (registered with the IHK Upper Palatinate) (2014-2018)¹⁹¹

The total number of CCI companies in the city of Amberg shows a consistently positive trend. The number rose from 64 companies in 2014 to 71 companies in 2018. Measured against the total number of all companies registered in the Chamber of Commerce in Amberg in 2018, the KuK companies account for a share of approx. 9.7%. It should be noted here that not all companies (CCI and non-CCI)

¹⁹⁰ blue! advancing european projects, Orig: Befragung zur Kultur- und Kreativwirtschaft in Amberg & Stakeholder Analysis, 2020.

¹⁹¹ Chamber of Commerce and Industry in Bavaria, company database, n.p., 2020, <https://firmen-in-bayern.de/sites/fitby/welcome.aspx>, accessed on 16.06.2020.

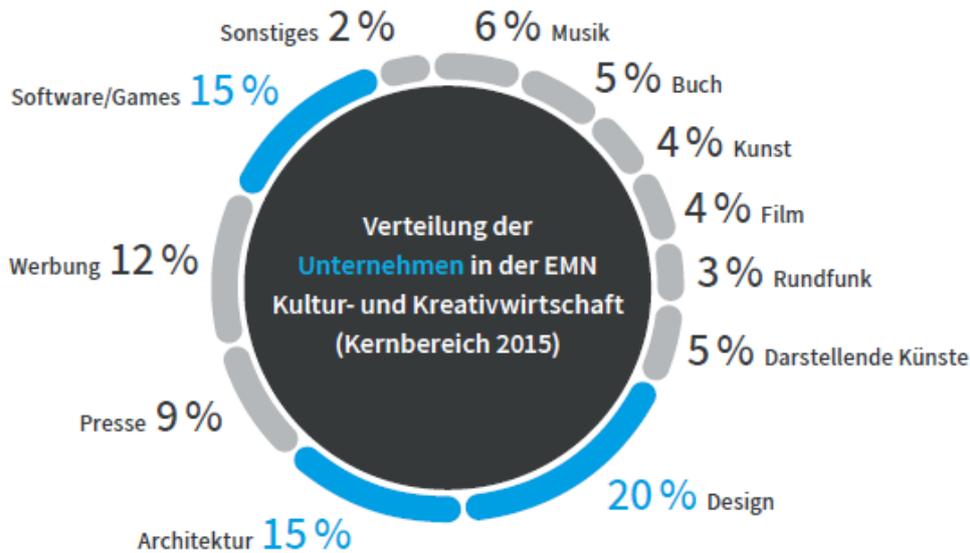
in Amberg are registered with the Chamber of Commerce. In addition to commercial companies, there are freelance offices or studios, for example in the architecture or design sub-markets, the number of which was included as an estimate.



Graph 44: Sectoral share of the total number of CCI enterprises in the city of Amberg, number and percent (registered with the Regensburg Chamber of Commerce) (2018)¹⁹²

With regard to the sector distribution of CCI companies in 2018, the frontrunners – as defined by their numbers - are the sub-markets of architecture, advertising and design as well as software and games. This trend largely corresponds to the distribution of actors shown above based on the StimulART inventory (see Graph 53). The middle field comprises the film sector, followed by the book and art market. In contrast, only a small proportion of the total number of companies was in the music, press, radio, performing arts and “other” markets. The differences between the number of companies registered in the Chamber of Commerce Registry and the distribution of actors (as inventoried in our stakeholder analysis), which are particularly evident with regard to the music industry, are, among others, due to the fact that a high proportion of artists in this sector do not run their own companies, but are self-employed and therefore not registered with the Chamber of Commerce (see final sector analysis).

¹⁹² Chamber of Commerce and Industry in Bavaria, company database, op.cit., accessed on 16.06.2020.



Graph 45: Sectoral share of the total number of CCI companies in the Nuremberg metropolitan region in percent (2018)¹⁹³

As a comparison¹⁹⁴, we briefly illustrate the figures from the bayernkreativ report for the Nuremberg Metropolitan. According to bayernkreativ, 8,650 CCI companies and self-employed (core area) were recorded in the Metropolitan Region¹⁹⁵ in 2016. In 2015¹⁹⁶, the companies were distributed across the CCI sub-markets as shown above. This comparison shows that the architecture and advertising market, the design industry and the software / games industry are of greater importance not only in Amberg, but in the entire Nuremberg Metropolitan Region.

Newly established companies in the creative sector (5.8)

As before for indicator 5.7 discussed, the number of new companies was also determined using the Chamber of Industry and Commerce company database. This to enable a certain comparability of the data. In addition, a lack of data from other sources needed to be addressed. Since the database allows filtering by year of establishment, the previous results with regard to the year of establishment could be examined further.

Newly established companies	2014	2015	2016	2017	2018
Music Industry	-	-	-	-	-
Book Industry	-	-	-	-	-
Art Industry	-	1	-	-	-
Film Industry	-	-	-	-	-
Broadcasting Industry	-	-	-	1	-
Performing Arts Industry	-	-	1	-	-
Design Industry	-	-	-	-	1

¹⁹³ Bayernkreativ, 2. Bericht Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg, op.cit., p. 25.

¹⁹⁴ Data on the number of CCI companies in cities of similar size were not available.

¹⁹⁵ Bayernkreativ, Bayernkreativ, 2. Bericht Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg, op.cit., p. 17.

¹⁹⁶ Company distribution by sector for 2016 or later not available.



Architecture Industry	-	-	-	-	-
Press Industry	-	1	-	-	1
Advertising Industry	-	-	-	-	-
Software/Games Industry	-	-	-	-	1
Other	-	-	-	-	-
Total number of newly founded companies in all CCI sectors per year	-	2	1	1	3

Table 2: Number of newly founded companies in the CCI in the city of Amberg by sector and year (2014-2018)¹⁹⁷

There were a total of seven newly founded companies registered in the reference period from 2014 to 2018, with 2018 showing a particularly positive development with three new registrations. Even if only marginally, an increase in the number of companies can be observed in various sub-markets. The sub-markets of art, performing arts, radio, software and design each recorded a company establishment over the reference period. In addition, two new companies were founded in the press sector¹⁹⁸. Looking at the number of companies in the Nuremberg Metropolitan Region, as previously illustrated in 5.7, the second bayernkreativ report also shows that this number increased by 1.0% compared to the previous year¹⁹⁹.

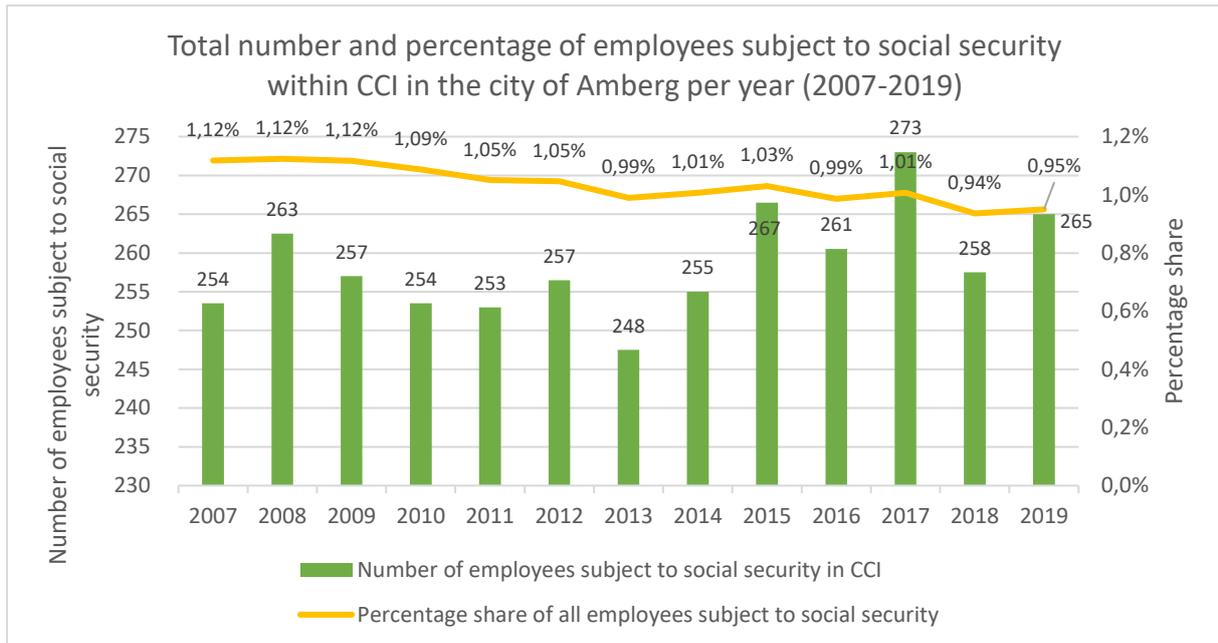
Number of jobs in CCI (5.3)

For indicator 5.3 (and indirectly 5.4) data is available from the Employment Agency. However, this indicator was addressed in the specially conducted survey in order to get an additional insight into the job situation in Amberg with regard to the CCI. The data from the Employment Agency is presented below.

¹⁹⁷ Chamber of Commerce and Industry in Bavaria, company database, op.cit., accessed on 16.06.2020.

¹⁹⁸ More detailed information is not possible. Detailed information for all companies is only available for a fee if a certain number of results are displayed. The proportion of results displayed by name, i.e. Company, varies depending on the query.

¹⁹⁹ Bayernkreativ, 2. Bericht Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg, op.cit., p. 17.



Graph 46: Total number and percentage of employees subject to social security within CCI in the city of Amberg per year (2007-2018)²⁰⁰

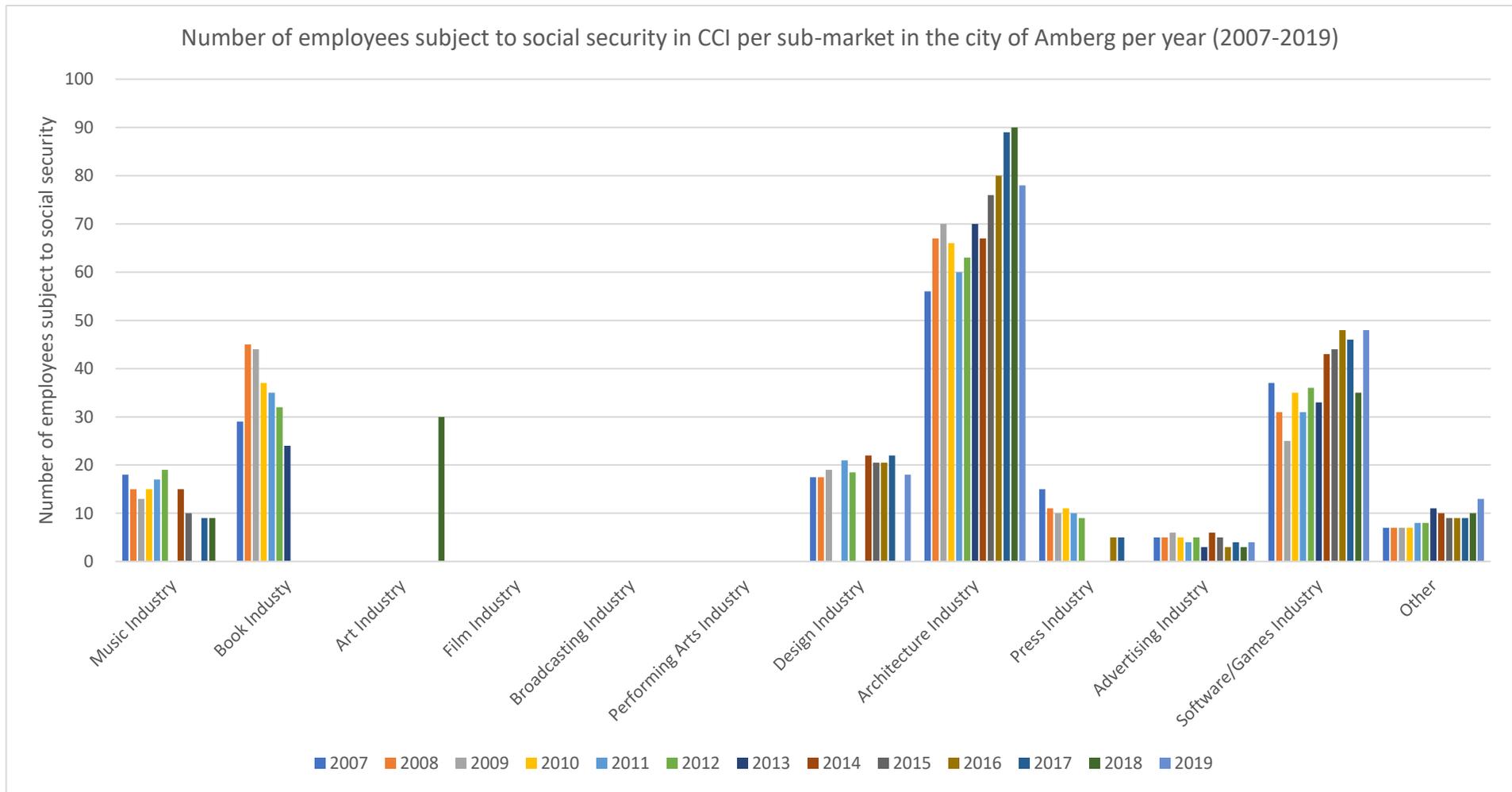
Overall, the total number of employees subject to social insurance contributions within the CCI in Amberg was subject to only slight fluctuations and averaged 259 employees. This partly includes double counting, which leads to a discrepancy between four to nine employees in different years. The fluctuations range between 248 employees in 2013 and 273 employees in 2017, i.e. a fluctuation range of around 10% based on the total number of employees.

In relation to the number of all employees subject to social security contributions in Amberg, the share of CCI employees has fallen since 2007 from 1.12% in 2007 to 0.95% in 2019.

The sector breakdown of the CCI employees in Amberg who are subject to social insurance contributions resulted in the following picture (see Figure 58)²⁰¹.

²⁰⁰ Federal Employment Agency, data delivery: Employees subject to social security contributions (Orig: Sozialversicherungspflichtig Beschäftigte - SvB) at the place of work (AO) according to selected aggregates (cultural and creative industries) of the classification of economic sectors 2008 (WZ 2008), n.p., 2020.

²⁰¹ For data protection reasons and reasons of statistical confidentiality, numerical values of 1 or 2 and data from which such a numerical value can be calculated are anonymized. The same applies if a region or an economic sector has 1 or 2 companies or one of the companies has such a high proportion of employees that the number of employees is practically an individual figure for this company (dominance case). In cases in which values of zero reveal information about the feature carrier, these zero values are also anonymized.

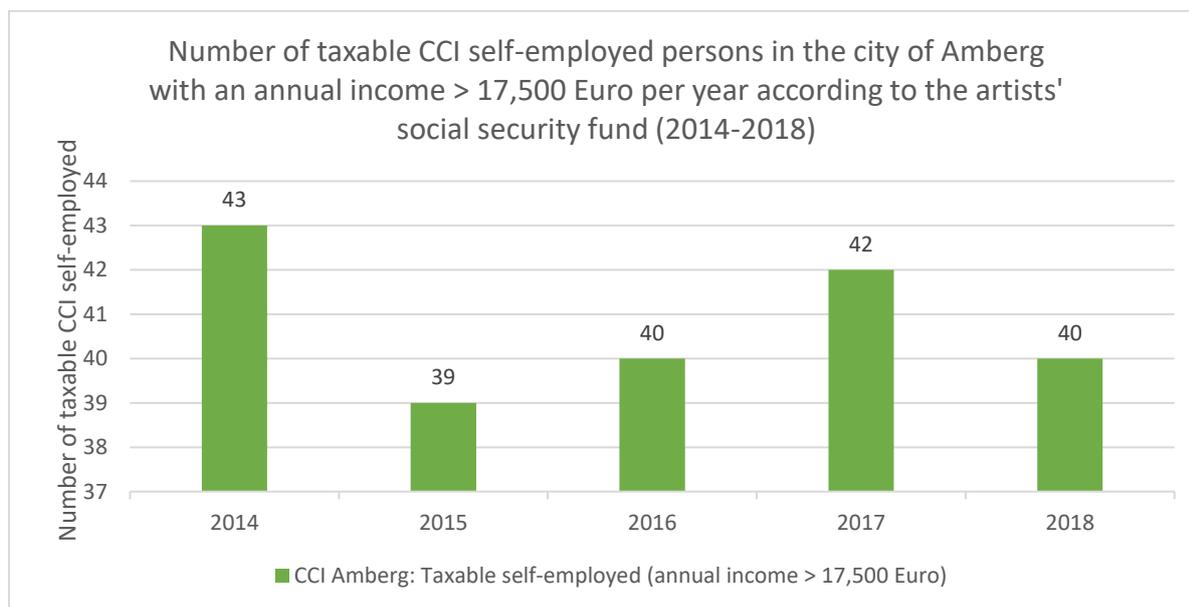


Graph 47: Number of employees subject to social security in CCI per sub-market in the city of Amberg per year (2007-2019)²⁰²

²⁰² Ibidem.

Over the reference period, the strongest represented CCI sub-markets – from the perspective of number of registered jobs - are the architecture market and the software / games industry. The book and press market as well as the music and design industry are also of great importance. In this context, however, year-dependent fluctuations must be taken into account. While the book market in particular has shown a continuous downward trend since 2008, the figures for the “Other” submarket rose slightly but steadily (see also indicator 5.4). The press and advertising market recently recorded a slight decline, as did the music industry. In the design submarket, however, the numbers have remained stable.

Due to the global corona pandemic, further fluctuations are to be expected in all sub-markets. A closer look at the sectors, taking into account all economic data, follows at the end of the subsection of 5.8.



Graph 48: Number of taxable CCI self-employed persons in the city of Amberg with an annual income > 17,500 Euro per year according to the artists' social security fund (2014-2018)^{203,204}

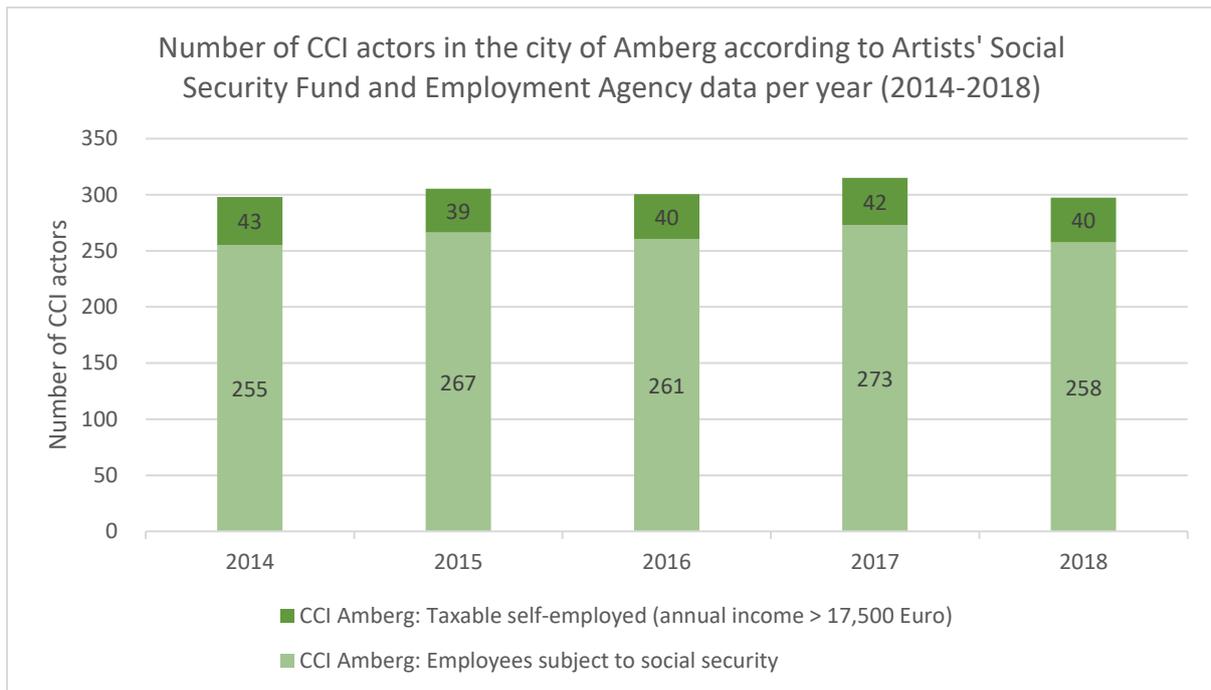
The number of self-employed taxable persons of the CCI in Amberg was determined based on data from the Artists' Social Fund (Künstlertozialkasse, KSK). However, not all sub-markets are represented in the Artists' Social Fund. In particular the architecture market and the software / games industry, both of which are strongly represented in Amberg, are missing. This means that the total number of self-employed and entrepreneurs is higher than indicated in the graphic above. In the opinion of the authors, the number of self-employed is around a third higher.

According to data, the number of self-employed taxpayers remained relatively stable over the reference period, despite individual fluctuations between 39 and 43. An analysis of this data with regard to the share of Amberg's gross value added is not possible due to a lack of data on the income of all self-employed. The combination of the figures from the employment agency and KSK results in the following overview²⁰⁵.

²⁰³ Interview and e-mail exchanges with Artists' Social Fund, 17 & 18.02.2020.

²⁰⁴ Figures for 2019 were not yet available at the time this report was being drafted.

²⁰⁵ Only years are shown for which data were available in both categories, i.e. 2014-2018.



Graph 49: Number of CCI actors in the city of Amberg according to the Artists' Social Security Fund and Employment Agency data per year (2014-2018)^{206,207}

This results in an average total number of 297 CCI taxable self-employed over the reference period²⁰⁸.

In addition, the survey "Survey on the cultural and creative industries in Amberg" provided additional information on employment relationships:

Employment	In Prozent	Anzahl
Independent	68,5%	50
Employed	20,6%	15
Other	11,0%	8
TOTAL		73

Table 3: Number of self-employed and employees in CCI in Amberg, based on StimulART Survey (2020)²⁰⁹

As shown here, 11% of the answers fall into the category "other", which also includes leisure-related and voluntary work. However, the majority of the survey participants stated that they were self-employed in their respective CCI sub-market. The number of self-employed CCI actors in Amberg (50 people) shown here corresponds roughly to the number of people who are registered via the Artists' Social Fund, the real number is higher, since not all self-employed meet the access requirements for the KSK²¹⁰.

²⁰⁶ Federal Employment Agency, data delivery, op.cit.

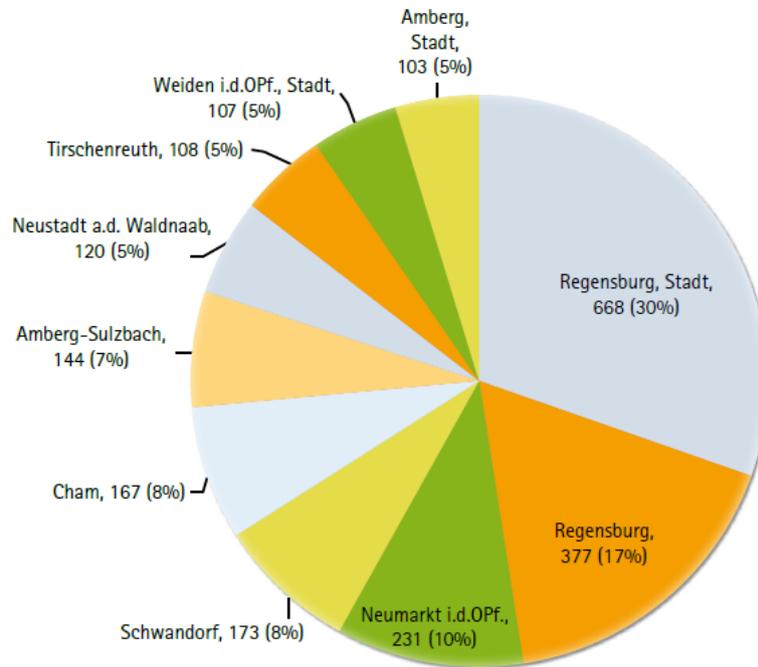
²⁰⁷ Since the KSK figures for 2019 were not available (see above), 2014-2018 was chosen as the common reference period.

²⁰⁸ 2014-2018 yearly average.

²⁰⁹ blue! advancing european projects, StimulART Survey (Orig: Befragung zur Kultur- und Kreativwirtschaft in Amberg), 2020.

²¹⁰ As explained earlier, the KSK data does not include all categories and actors; not all of the stakeholders and CCI actors identified for the online survey have provided answers to the aforementioned StimulART survey.

A comparison with figures at a higher level shows that, in Bavaria in 2018 3.7% of all employees subject to social security contributions were employed in the cultural and creative industries. In Amberg, this value was 0.94% in 2018 (see Figure 57). This confirms Amberg's focus on other economic sectors, e.g. the manufacturing industry.



Quelle: Bayerisches Landesamt für Statistik und Datenverarbeitung, Bundesagentur für Arbeit, eigene Berechnungen
Büro für Kulturwirtschaftsforschung
Hinweis: Basis der Kreiswerte: Kultur- und Kreativwirtschaft ohne Doppelzählung – 2.199 Selbstständige/Unternehmen

Graph 50: Number of companies in the local cultural and creative industries in the Upper Palatinate (2011)²¹¹

As a comparison, a figure from the Culture and Creative Industries Report for the Upper Palatinate from 2011 by the Regensburg Chamber of Commerce, which counted 103 companies in the local culture and creative industries for Amberg²¹².

It remains to be seen how these numbers will change as a result of the corona pandemic. Since cultural and creative professionals were particularly hard hit by this crisis, it is currently not possible to forecast how the situation will develop after 2020. It is also very much a question of how the city administration and the public in Amberg deal with the situation and what opportunities are created for CCI actors to be present in public with their works or appearances.

New jobs in CCI (5.4)

Following on from 5.3, the information presented here is based on the data from the Employment Agency. No other data was available from other sources²¹³.

²¹¹ Chamber of Commerce and Industry Regensburg, Culture and creative industries as economic factors in Lower Bavaria and the Upper Palatinate (Orig: Wirtschaftsfaktor Kultur- und Kreativwirtschaft in Niederbayern und der Oberpfalz), p. 23, 2011.

²¹² Idem. p. 23.



Overall, the number of employees subject to social security contributions in the CCI sectors rose by 11.5 employees from 254 in 2007 to 265 in 2019 and thus by 4.5%²¹⁴. Figure 58 provides information on the development of the submarkets. As previously mentioned, for data protection reasons, not all data is available per sub-market and year so this increase cannot be precisely broken down. However, with regard to the total period, i.e. 2007-2019, certain trends can be distinguished.

The architecture market (+22 employees subject to social insurance), the software / games industry (+11 employees subject to social insurance) and the twelfth sub-market “Others” (+6 employees subject to social insurance) showed an overall positive development in the period from 2007 to 2019. In all of the sub-markets mentioned, new jobs are also conceivable in the future.

The sub-markets of the design industry (+0.5 employees subject to social insurance contributions) and the advertising market (-1 employees subject to social insurance contributions) showed a largely stable development in 2007-2019 with only minor gains or losses. There is potential for positive developments here in the future.

In particular, the press market (-10 employees subject to social insurance 2007-2017), the music industry (-9 employees subject to social insurance 2007-2018) and the book market (-5 employees subject to social insurance 2007-2013) showed an overall negative trend, so that here sometimes active policy measures, e.g. with financial incentives, would be necessary to create new jobs.

According to the “Cultural and Creative Industries Monitoring Report” of 2018, despite a slowdown in development in recent years, there has been growth in both companies and employees in CCI sub-markets across Germany. The number of employees subject to social security contributions in the CCI in 2017 was 4.3%²¹⁵ higher than in the previous year. According to this, with a growth rate of approx. 4.8%²¹⁶ in Amberg in the same period there was a similar development to the national trend and even slightly exceeded it. It should be noted, however, that this growth did not take place equally in all sub-markets.

Gross Value Added of CCI (5.5)

There is no information available for this indicator, nor could it be gathered via the survey. The data on which the value is based cannot simply be communicated by individual actors, especially since a complete data set is required for this indicator. Several official bodies confirmed the lack of data regarding the CCI gross value added figures.

CCI Turnover (5.6)

Due to the lack of otherwise available data sources, data for this indicator were collected using the survey. Due to the sensitivity of financial information, the participants were not asked to indicate the specific annual turnover of their company, but to select the turnover category per year, i.e. either less than 10,000 euro, between 10,000-25,000 euro, between 25,000-50,000 euro or more than 50,000 euro.

²¹³ New jobs were calculated as the difference between the current job statistics (2018) and previous years.

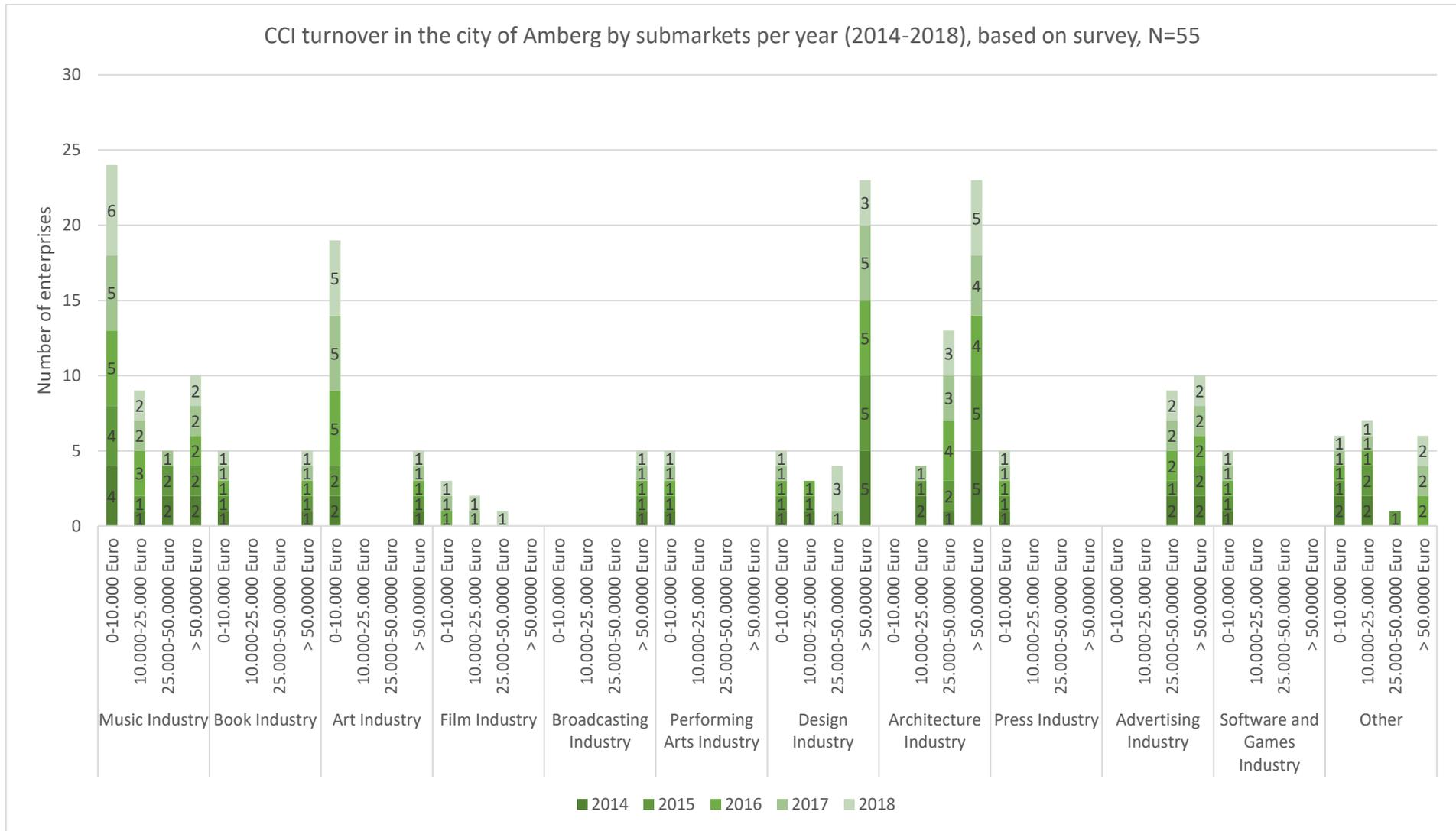
²¹⁴ Federal Employment Agency, data delivery, op.cit.

²¹⁵ Federal Ministry for Economic Affairs and Energy, 2018 Cultural and Creative Industries Monitoring Report – Summary, p. 2, 2018, <https://www.bmwi.de/Redaktion/DE/Publikationen/Wirtschaft/monitoringbericht-kultur-und-kreativwirtschaft-2018-kurzfassung.html>, accessed on 10.08.2020.

²¹⁶ Values based on statistics from the Employment Agency (growth 2017 compared to 2016) and also only refer to employees subject to social insurance.



It should be noted that, depending on which questions the participants answered, it is possible to provide sales information despite missing information about the number of employees. This explains the difference in the figures with regard to the missing sectors under 5.3. A total of 55 actors answered this question (see the following figure).



Graph 51: CCI turnover in the city of Amberg by submarkets per year (2014-2018), based on survey, N=55²¹⁷

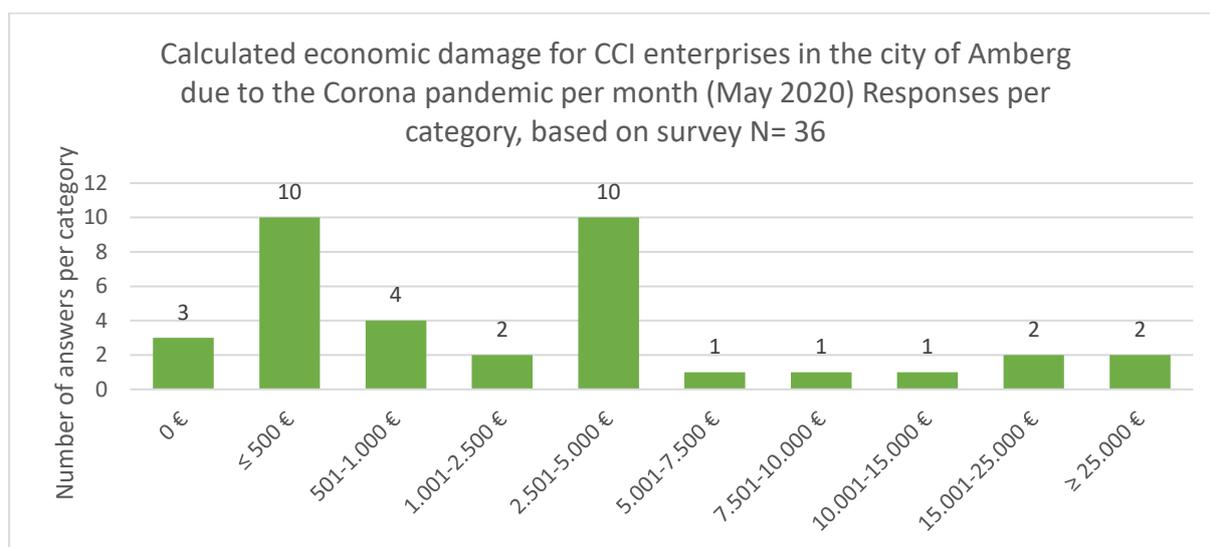
²¹⁷ blue! advancing european projects, „Befragung zur Kultur- und Kreativwirtschaft in Amberg“, 2020; This question was answered by 55 of the 73 survey participants.

Overall, the distribution of the turnover categories remains stable over the reference period. Although the category <10,000 euro has a larger percentage, the proportion of the category >50,000 euro is the second highest value.

In the second report by bayernkreativ on the Culture and Creative Industries of the Nuremberg Metropolitan Region, it can be seen that the total turnover of the CCI sectors in 2017 totalled 4.367 billion euro, which represented a 2.3% growth²¹⁸. Although a comparison is not possible due to the data situation, on the part of the City of Amberg the consistently high share of > 50,000 euros in annual sales also speaks for an overall positive trend.

Economic consequences of the global Corona Virus pandemic

As part of the "Survey on the cultural and creative industries in Amberg", the participants were asked in view of the current situation (up to May 2020) to estimate the economic consequences of the global corona pandemic. First, the economic damage was requested in euros per month. The individually reported negative consequences (36 answers) were then broken down into the following frequency distribution:



Graph 52: Calculated economic damage for CCI enterprises in the city of Amberg due to the Corona pandemic per month (May 2020) Responses per category, based on survey N= 36²¹⁹

As can be seen from the graphic, the categories below 500 euros and 2,501-5,000 euros were chosen most frequently as options of estimated losses by May 2020. This suggests that the Corona pandemic hit companies differently. It is not only surprising that the damage in the middle range, i.e. 2,501-5,000 euros, a share of approx. 27%, but also that there have been isolated very high damage sums of over 25,000 euros.

²¹⁸ Bayernkreativ, 2. Bericht Kultur- und Kreativwirtschaft in der Europäischen Metropolregion Nürnberg, op. cit., p. 17

²¹⁹ blue! advancing european projects, op. cit., 41 of the 73 survey participants answered this question; 5 respondents did not provide any quantitative answers.



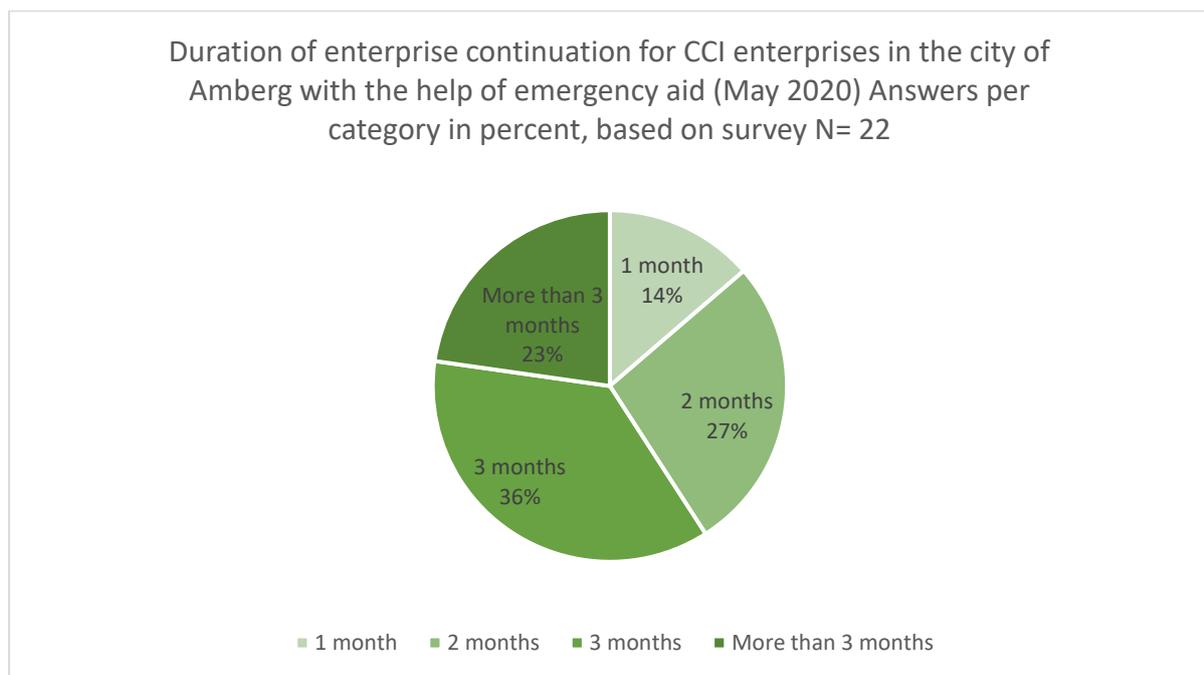
The industry affiliation of the survey participants is listed below for the four highest sums.

Employment relationship	Type of job	Submarket	Damages
Employed	Primary job	Broadcasting	70.000 €
Self-employed	Primary job	Architecture	60.000 €
Self-employed	Primary job	Music industry	25.000 €
Self-employed	Primary job	Design industry	20.000 €

Table 4: Financial damage to CCI due to the corona pandemic according to submarkets, based on the StimulART Survey, N= 36²²⁰

Overall, based on this initial assessment by the Amberg CCI actors, it can be assumed that considerable economic damage is to be expected for the cultural and creative industries in Amberg in the coming months²²¹.

In the course of the survey, the participants were also asked to indicate how long they could continue their business with the emergency government aid available in May 2020²²².



Graph 53: Duration of enterprise continuation for CCI enterprises in the city of Amberg with the help of emergency aid (May 2020) Answers per category in percent, based on survey, N= 22²²³

While the emergency aid seemed sufficient for 23% of the respondents, the financial support was deemed partially sufficient (25% of costs or less) for 77% of the respondents.

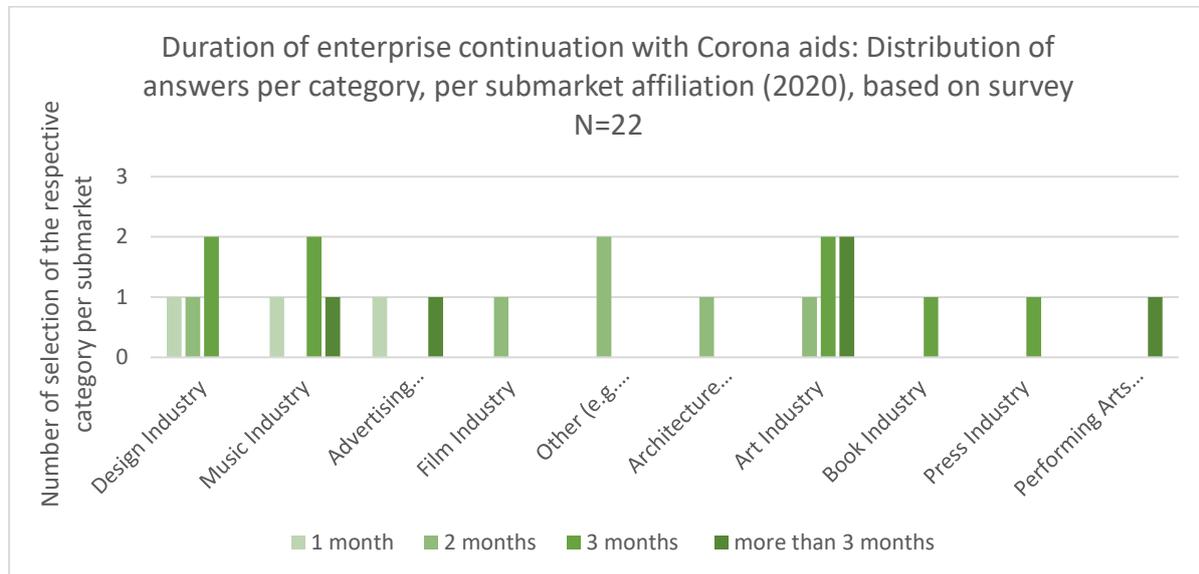
²²⁰ blue! advancing european projects, idem; this question was answered by 41 of the total of 73 survey participants; 5 of these statements did not contain any quantitative values, the highest value was taken for chosen each range.

²²¹ As of August 2020.

²²² Funding program with immediate aid of up to 50,000 euros for freelancers, self-employed, small and medium-sized companies with up to 250 employees in Bavaria, more information at: <https://www.stmwi.bayern.de/soforthilfe-corona/>, accessed on 18.08.2020.

²²³ blue! advancing european projects, idem; this question was answered by 22 of the total 73 survey participants.

The sub-markets most frequently represented by those participants who answered this question were as follows: art market (N = 5), design industry (N = 5), design industry (N = 4) and music industry (N = 4). The exact distribution of the answers is given below.



Graph 54: Duration of enterprise continuation with Corona aids: Distribution of answers per category, per submarket affiliation (2020), based on survey, N= 22²²⁴

The distribution shown here indicates that the design market as well as the music industry and the advertising industry, were particularly affected. It should be noted, however, that not all respondents answered this question.

The above figures show that the CCI branches has to reckon with more severe economic difficulties in the coming months. Depending on the duration of the pandemic and the associated restrictions and requirements, the corona pandemic can also mean economic ruin for CCI actors and companies.

²²⁴ blue! advancing european projects, „Befragung zur Kultur- und Kreativwirtschaft in Amberg“, 2020; diese Frage wurde von 22 der insgesamt 73 Umfrageteilnehmer beantwortet

Overall view of CCI sub-markets in Amberg

The consideration of all economic key data makes it clear that the CCI in Amberg has several particularly strong sub-markets. The sectors with the greatest economic importance per category are listed in the table below²²⁵.

Players (2020)	Companies (2018)	Employees subject to social security (2007-2018)
Based on the number of players per sub-market according to the stakeholder analysis	Based on the number of companies per submarket according to data from the Chamber of Commerce	Based on the number of employees subject to social security contributions per sub-market according to data from the Employment Agency
1. Design industry	1. Architecture industry	1. Architecture industry
2. Music industry	2. Advertising industry	2. Software-/Games-industry
3. Art market	3. Design industry	3. Book market / art market ²²⁶
4. Architecture industry	4. Software-/Games-Industry	4. Design industry
5. Advertising industry	5. Film industry	5. Music industry

Table 5: Most strongly represented KuK submarkets in the city of Amberg based on different data sources (2007-2020)

The strong presence of the design industry, the architecture market and the software / games industry can also be found in the distribution of CCI throughout the Metropolitan Region of Nuremberg.

The clear significance of some sub-markets within the CCI points to the potential of the stronger represented sectors, which should continue to be supported. Thereby measures to create an industry identity, to strengthen cooperation and exchange among industry players, or to support supra-regional networks or to open up new markets could be considered.

On the other hand, however, it can also be deduced from this that supporting measures on the part of the public sector should primarily focus on sectors that have so far been less well represented in order to strengthen the diversity of the sub-markets (see catalog of measures, Chapter 7). From the point of view of the authors, it makes sense to advise young creative professionals on starting a business, to support them with cheap office spaces and to strengthen regional networks in individual sub-markets. In addition, the professional exchange with supra-regional actors would be inspiring and can also be specifically supported by the city. Further studies to analyse the exact reasons why some sectors were economically less important for the CCI in Amberg are also conceivable.

Following on from this, some characteristics of the sub-markets listed in the table are first examined in the following paragraphs²²⁷.

The high number of actors in the architecture industry in Amberg can be traced back to traditional and long-established architectural offices. These have developed very well over the past few years and decades in connection with the heavy construction activity in Amberg and other medium-sized

²²⁵ The Inducator "Turnover" was not included due to the low level of participation in the relevant survey, but here too the architecture market, the design industry and the book and art market are superficially representative; the numbering shows the 5 strongest sectors (in descending order); for employees subject to social security contributions, the average was considered over all years.

²²⁶ The art market is an outlier, i.e. the high value achieved was only valid for 2018.

²²⁷ StimulART 'Gap analysis on the culture-led development of small and medium-sized cities', 2019, 50 p. 50.



cities. In this context, the renovation of the historic city centre since the 1980s and 1990s and the cooperation of the architecture market with the monument protection are also important.

For the software / games industry, among other things, the presence of the OTH Amberg Weiden and its technical orientation play a major role. In addition, there is the excellent internet connection of the city of Amberg, which is of crucial importance for online-based work.

The design and advertising market as well as photography are sought-after partners for the many industrial companies in Amberg. In the field of photography, industrial or product photography (in cooperation with the advertising industry) plays an important role and involves a comparatively large number of actors.

Amberg's music industry is characterized by numerous actors, i.e. ensembles, choirs, bands, agencies and solo artists. Many players in the music industry are freelance solo artists. The discrepancy between the number of actors from the survey and from the data from the Artist's Social Fund can be, among other things, due to the fact that admission to the KSK is only possible with a formal qualification. In addition, according to several stakeholders, it is common for musicians to work freelance in various ensembles or in music lessons at private music schools. There are hardly any employment relationships subject to social insurance in Amberg in this area. Exceptions are, for example, positions in the area of church music²²⁸.

Amberg's art market is also one of the very active and well-positioned CCI sub-markets in the city. This is not only shown by the large number of galleries and art exhibitions, but also by the fact that Amberg has become known as the first and only aerial art location with a previously barely established art form. As the local "Good Practice" examples by Marcus Trepesch and Hanna Regina Uber show, artistic works from sculpture and painting also find enough buyers in Amberg. A factor for the success of various artists in Amberg are numerous CCI-specific events. These help to direct the focus on artists and art and provide access to an interested audience. One example of this is the Art Symposium in Amberg. This event is free for visitors and gives people from Amberg and all interested parties from near and far the chance to watch various artists live at work.

Although the City Theatre is not included in the analysis due to the methodology given here, as it is managed by the city itself, it represents an important venue and reference point for various CCI sub-markets the "Amberger Welttheater" on the Mariahilfberg, which attracts a large number of visitors every five years (most recently in 2019).

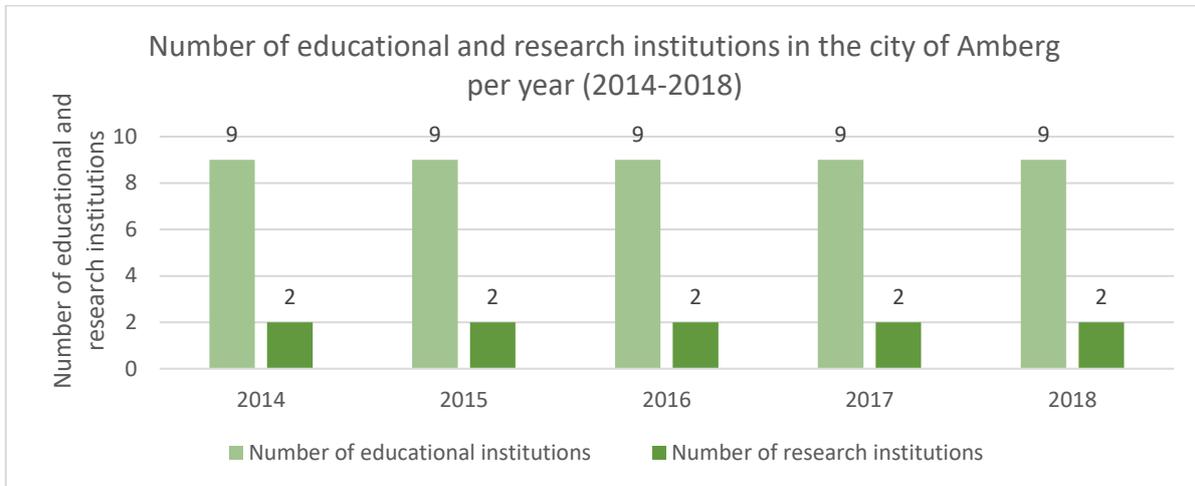
5.9: Intellectual property & innovation

There is no information basis for this sub-indicator at the level of the city of Amberg. In the accompanying literature too, patent applications are hardly or not at all discussed. In the second report on the Cultural and Creative Industries in the Nuremberg Metropolitan Region, for example, patents are only mentioned in 2 cases (in the music industry and in the art market), but there are no overall sta-

²²⁸ Telephone interview with Klangwerkstatt Music School representative, 13.08.2020.

tistical considerations²²⁹. In the “Cultural and Creative Industries Monitoring Reports” of 2018²³⁰ and 2019²³¹, no reference values could be found either.

5.10: Humankapital & Education



Graph 55: Number of educational²³² and research institutions²³³ in the city of Amberg per year (2014-2018)

Since 2014, the number of educational establishments remained stable²³⁴, with nine private companies and two research institutions (at the Amberg Clinic and at the OTH). Based on data only available for 2017, the number of jobs in the education sector²³⁵ was 630²³⁶. Due to the data situation, statements about trends are not possible here.

²²⁹ Bayernkreativ, op.cit, p. 32 & 43.

²³⁰ Federal Ministry for Economic Affairs and Energy, 2018 Cultural and Creative Industries Monitoring Report – Summary, op.cit.

²³¹ Federal Ministry for Economic Affairs and Energy, , Monitoringbericht Kultur- und Kreativwirtschaft 2019, n.p., 2019, <https://www.kultur-kreativ-wirtschaft.de/KUK/Redaktion/DE/Publikationen/2019/monitoring-wirtschaftliche-eckdaten-kuk-2019-langfassung.html> accessed on 16.06.2020.

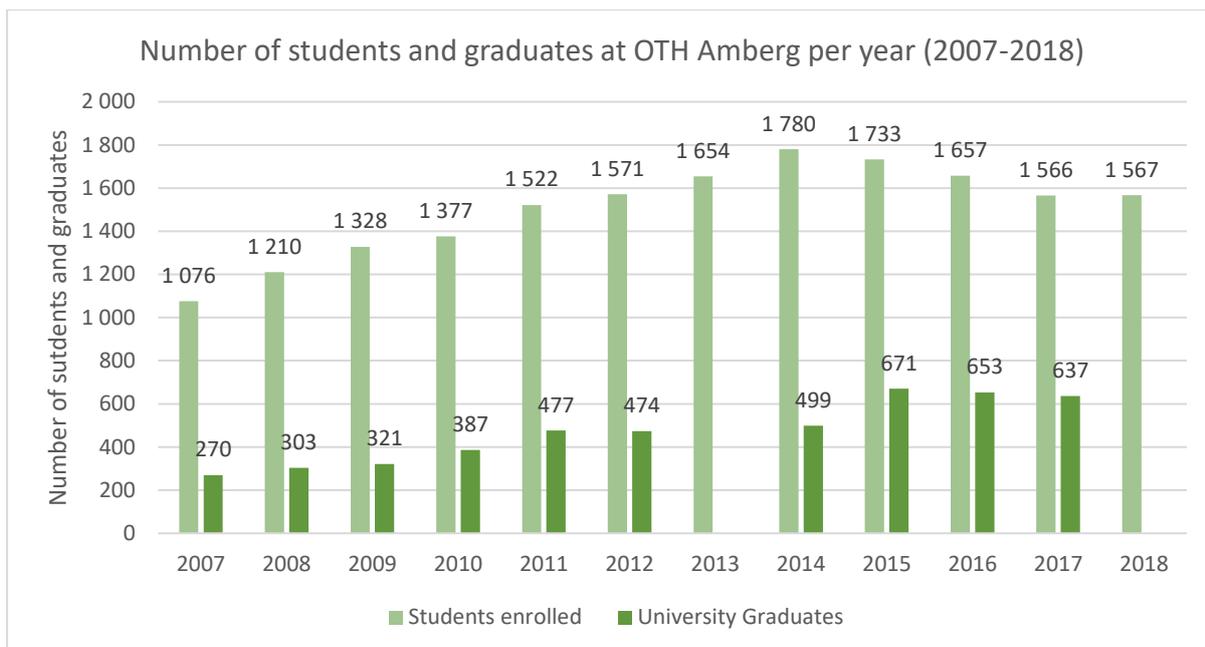
²³² Bildungsweb Media GmbH, Private schools in Bavaria (Orig: Privatschulen in Bayern), n.p., 2020, <https://www.bildung.de/schule/privatschulen/bayern/amberg/>, accessed on 08.07.2020; Bildungsweb Media GmbH, Schools in Amberg (Orig: Schulen in Amberg), n.p., 2020, <https://www.schulen-vergleich.de/ort/Amberg/09361000.html>, accessed on 08.07.2020; Interview with Eckert School Amberg, Kolping Bildungswerk Amberg and Chamber of Commerce and Industry by telephone and e-mails, June 2020.

²³³ Interview Amberg Hospital and OTH Amberg by telephone and e-mails,, June 2020.

²³⁴ The number of research institutions was 2 also in 2012 and 2013; there are no data for 2007-2011.

²³⁵ This includes both general schools and business schools (i.e. primary and secondary schools, support centers, secondary schools, secondary schools for special educational support, business schools, grammar schools, comprehensive schools, free Waldorf schools, orientation level independent of school type, other general schools, schools of the second educational path), as well as vocational schools (ie vocational schools, vocational schools with special needs education, vocational schools, vocational schools for health care, agricultural schools, technical schools (excluding agricultural schools), technical colleges, vocational high schools, technical academies).

²³⁶ Bavarian State Office for Statistics, Municipal Statistics - District Free City of Amberg 2018, op. cit. p. 17.



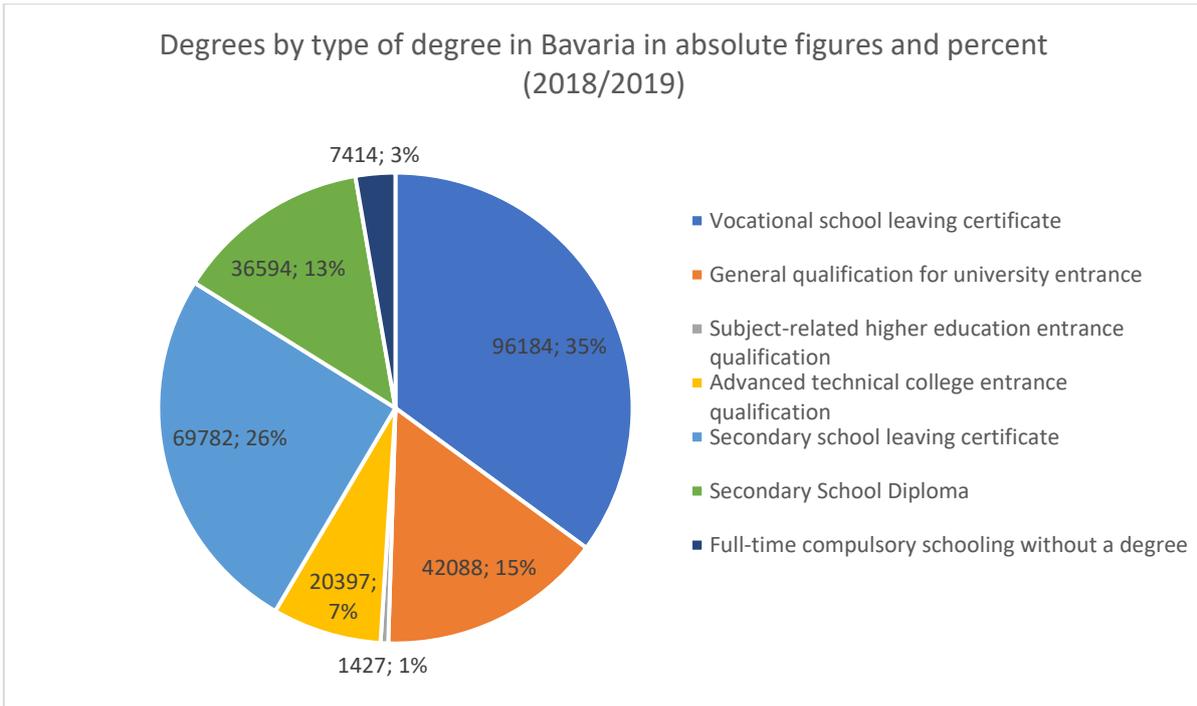
Graph 56: Number of students²³⁷ and graduates at OTH Amberg per year (2007-2018)²³⁸

Regardless of the partly missing information for 2013 and 2018, there is a good overview of the development of the number of students and graduates enrolled at the OTH in Amberg. Since 2014 there has been a slight decrease in the number of students. The development of the number of graduates from 270 in 2007 to 637 in 2017 shows an overall positive trend.

The importance of the education sector for the whole economy is to be underlined by the following figure. According to the Federal Ministry for Economic Affairs and Energy, the education sector generated a total of 133.3 billion euro in gross value added in 2017. This is one of the reasons why the OTH Amberg-Weiden is of great importance for the city of Amberg. In addition, the Bavarian State Ministry for Education and Culture provides the following information on the number of school-leaving qualifications and school leavers (“full-time compulsory education without qualification”) in Bavaria for 2018.

²³⁷Interviews OTH by telephone and e-mails, June 2020.

²³⁸ OTH, Yearly Reports (Orig: Jahresberichte), 2014-2017, n.p., <https://www.oth-aw.de/informieren-und-entdecken/aktuelles/veroeffentlichungen/jahresbericht/>, accessed on 08.07.20.



Graph 57: Degrees by type of degree in Bavaria in absolute figures and percent (2018/2019)²³⁹

Bavaria's share of the population (30-34 years old) with a degree in the tertiary sector totaled 39.9% in 2018. This puts Bavaria in third place nationwide²⁴⁰.

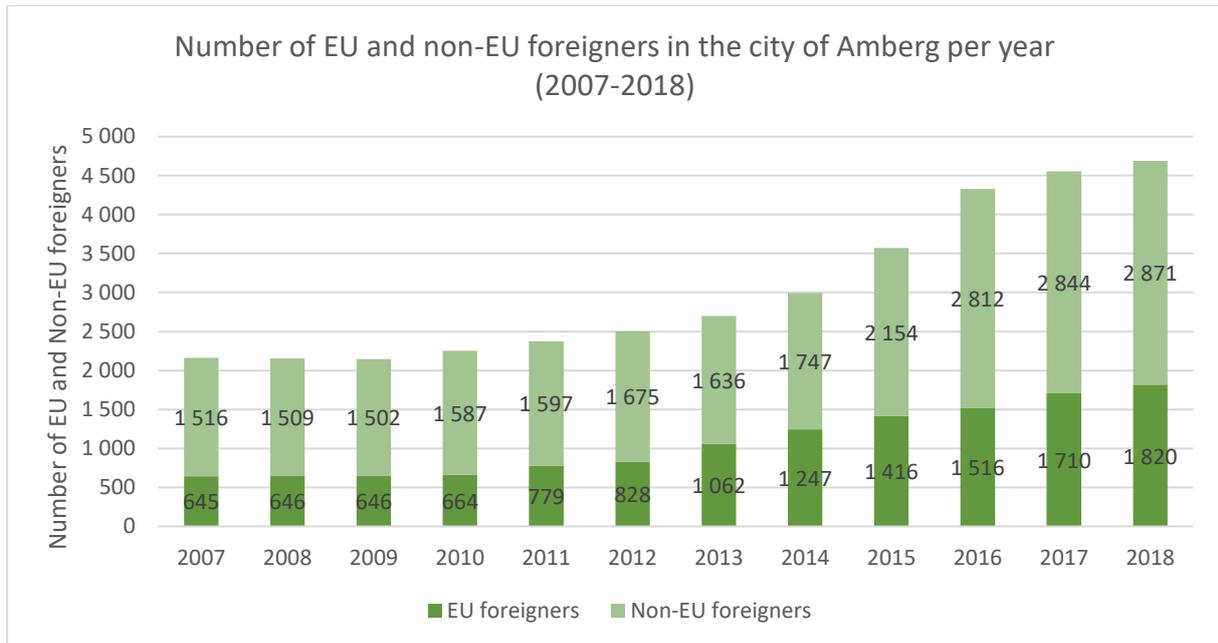
Overall, both the stable level of educational and research facilities and the increased number of students in Amberg are very important for the cultural and creative industries. It can be assumed that with this number of students, Amberg has a high pool of young talent. A positive example of this is the establishment of the company "TymClyps" by the founder Tim Hemzal.

Young talents can not only be important as specialists for the job market, but also they play a key role for future CCI start-ups. Here, the cooperation between the university, the city and companies must continue to be well organized. In addition, technically interesting networks and cooperation with other universities must be sought. In addition to professional support, it is equally important to provide attractive considerations to influence outsiders' choices to settle here and, if necessary, support programs for young talents. Both elements can be decisive for Amberg when choosing a business location and enrich the local cultural and creative industries.

²³⁹ Bavarian State Ministry for Education and Culture, Bavaria's schools in numbers (Orig: Bayerns Schulen in Zahlen), p. 15, 2019, https://www.km.bayern.de/download/4051_Bayerns-Schulen-in-Zahlen-2018-2019.pdf, accessed on 08.07.20.

²⁴⁰ Federal and state statistical offices, International educational indicators in a country comparison (Orig: Internationale Bildungsindikatoren im Ländervergleich), p. 29, 2009, https://www.statistik.bayern.de/mam/presse/217_2019_57_b_internationale_bildungsindikatoren_2019.pdf, accessed on 16.06.2020.

5.11: Openness, tolerance, trust



Graph 58: Number of EU and non-EU foreigners in the city of Amberg per year (2007-2018)²⁴¹

The number of EU and non-EU foreigners recorded an increase in the reference period from 2007-2018. While the increase in the share of EU foreigners was very steady from 645 in 2007 to 1820 in 2018, the share of non-EU foreigners rose sharply from 1747 to 2812 in the period 2014-2016, due to the strong influx of asylum seekers from 2015. According to municipal statistics for the city of Amberg, the total number of the population in 2017 was 42,248 people. The share of foreigners (EU and non-EU) in the total population for the city of Amberg was accordingly around 10.8% in 2017.

For the City of Weiden i.d.OPf. the same proportion of foreign citizens was registered²⁴². In comparison, the proportion of foreigners across Bavaria was 12.6% in 2017²⁴³, and slightly higher in 2019 at 14.6%²⁴⁴, with the highest proportion of around 25% in Munich. The figures for Amberg are thus well below the trend across Bavaria.

Since 2018, the association "Kunterbunt Amberg"²⁴⁵ organises various events and activities in Amberg relevant for the LGBTQ+ community. At the federal level, the interests of lesbians, gays, bisexuals, transgender and intersex people (LGBTI) are represented by the civil rights movement LSVD. The LSVD has its own regional associations in all federal states²⁴⁶. Members of the LSVD not only include

²⁴¹ Interviews with the Registration Office by telephone and e-mails, June 2020.

²⁴² Admin Stat Germania, Provinz von Weiden i.d.OPf., n.p., 2020, <https://ugeo.urbistat.com/AdminStat/de/de/demografia/dati-sintesi/weiden-i-d-opf-/9363/3>, accessed on 06.07.2020.

²⁴³ Statista, Share of the foreign population in the total population in Bavaria from 2005 to 2019, n.p., 2020, <https://de.statista.com/statistik/daten/studie/254959/umfrage/auslaenderanteil-in-bayern/>, accessed on 06.07.2020.

²⁴⁴ Destatis, Foreign population by federal state, n.p., 2020, <https://www.destatis.de/DE/Themen/Gesellschaft-Umwelt/Bevoelkerung/Migration-Integration/Tabellen/auslaendische-bevoelkerung-bundeslaender.html>, accessed on 06.07.2020.

²⁴⁵ Kunterbunt Amberg, n.p., 2020, <https://www.facebook.com/pg/KunterbuntAmberg/posts/>, accessed on 16.06.2020; Mittelbayerische, Für ein kunterbuntes Amberg, n.p., 2019, <https://www.mittelbayerische.de/region/amberg-nachrichten/fuer-ein-kunterbuntes-amberg-20847-art1798541.html>, accessed on 06.07.2020.

²⁴⁶ Lesbian and Gay Association (Orig: Lesben- und Schwulenverband), Für Bayern, n.p., 2020, <https://www.lsvd.de/de/ct/117-LSVD-Bayern>, accessed on 08.07.2020.

numerous individuals, but nationwide over 130 professional associations, regional associations, projects and companies²⁴⁷.

5.12: Infrastructure

Due to the different data categories, the information available is illustrated in the form of the following table.

Indikator für Infrastruktur	2017	2018
Passenger flights per year (from Nürnberg Airport ²⁴⁸)	66.074	61.456
Daily driven kilometres by all public transport modes in the city ²⁴⁹	--	105.162 km
Length of the public road system of the city	--	--
Direct trains to other cities per day ²⁵⁰	--	46
Share of green infrastructure (GI) ²⁵¹	--	30%
Percentage of households with fast internet connections ≥ 1.000 Mbit/s ²⁵²	--	>95% (Zentrum)

Tabelle 6: Ausgewählte Indikatoren hinsichtlich der Infrastruktur in der Stadt Amberg (2017 & 2018)

For several indicators (see table) it was confirmed that there are no data at the level of the city of Amberg, so that reference values are sometimes used (see discussion below).

Amberg does not have its own passenger airport; the closest airport is Albrecht-Dürer in Nuremberg. According to figures from Nuremberg Airport, the number of passenger flights was 61,456 flights in 2018²⁵³. The number of flights was around 60,000 in previous years, with an outlier in 2017 (66,074 flights). The city of Amberg is part of the Nuremberg Metropolitan Region, so there is potential in terms of connectivity and tourists arriving by plane.

The City of Amberg is 7 km away from the A6 Nuremberg-Prague highway and on the B85 (Bayreuth-Cham) and B299 (Weiden-Neumarkt) national roads and is therefore easily accessible (indicator 5.12.2). The length of the public road network could not be determined (indicator 5.12.4).

The supply of local public transport (ÖPNV) in Amberg is primarily guaranteed by bus and call collective taxis or taxis. The total number of kilometres driven daily with all public transport in the city is 105,162 km²⁵⁴. Amberg is also part of the Greater Nuremberg Transport Association (VGN)²⁵⁵, which

²⁴⁷ Idem.

²⁴⁸ Nürnberg Airport, Zahlen & Fakten, n.p., 2020, <https://www.airport-nuernberg.de/zahlen-fakten>, accessed on 27.05.2020.

²⁴⁹ Interviews Citybus Amberg, June 2020.

²⁵⁰ Fahrplan-Bus-Bahn, Departures and Arrivals at Amberg Central Station, n.p., 2020, <https://fahrplan-bus-bahn.de/abfahrt-ankunft/bayern/amberg?date=11.02.2020%2C+00%3A00%3A00#/>, accessed on 16.06.2020.

²⁵¹ The term "green infrastructure" describes a strategically planned network of natural and near-natural areas with different environmental characteristics, which is set up with a view to providing a wide range of ecosystem services and managed accordingly; European Commission, Ecosystem services and Green Infrastructure, n.p., 2020, https://ec.europa.eu/environment/nature/ecosystems/index_en.htm, accessed on 12.08.2020.

²⁵² Federal Ministry of Transport and Digital Infrastructure, The Broadband Atlas, n.p., 2020, <https://www.bmvi.de/DE/Themen/Digitales/Breitbandausbau/Breitbandatlas-Karte/start.html>, accessed on 16.06.2020; Interactive map with internet coverage only for the current reporting period, i.e. Available in 2019; analog maps in older reports are not detailed enough - therefore the data for 2019 were also assumed for 2018; $\geq 10,000$ Mbit / s corresponds to the fastest category.

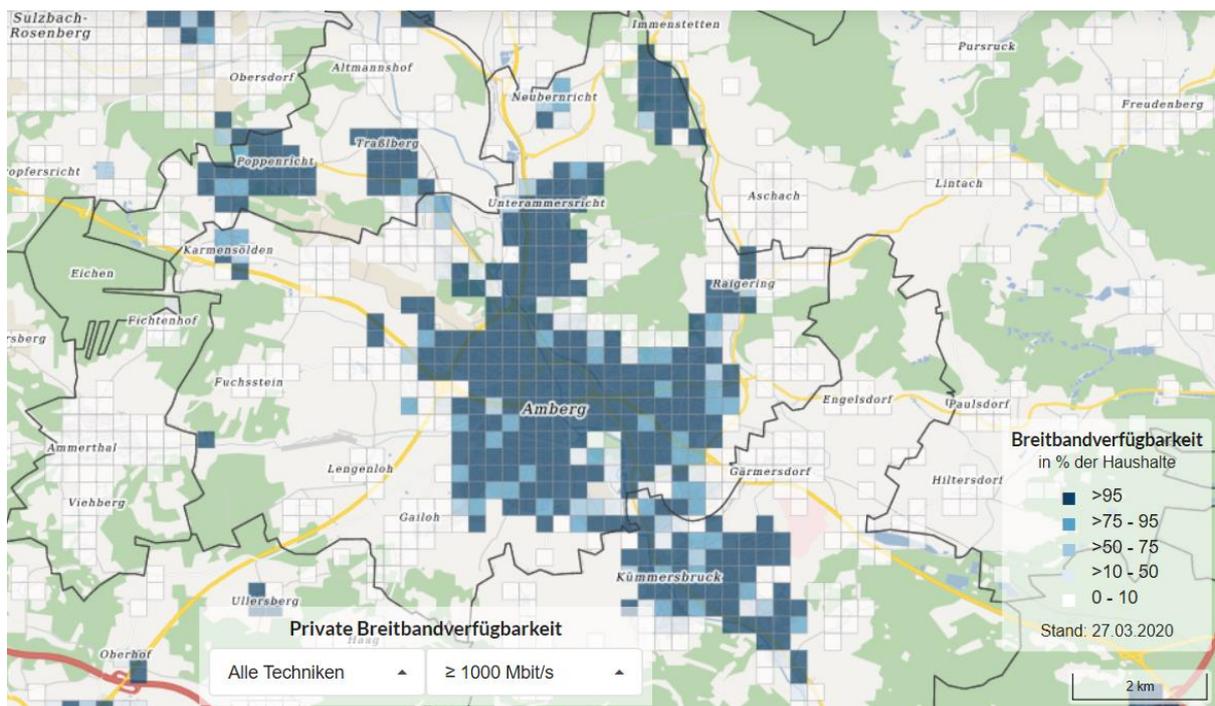
²⁵³ Nürnberg Airport, op.cit.

²⁵⁴ Route based on data from Citybus; further figures from the second provider RBO were not available.

is the second largest transport association in Germany²⁵⁶. The rail connection to Amberg is via the Nuremberg - Schwandorf or Regensburg route. The train connection in both directions is possible every hour, during the rush hour in the morning and in the evening the trains sometimes run every 30 minutes. There are a total of 46 train connections from Amberg in the direction of Regensburg or Nuremberg (indicator 5.12.5). This provides a good and regular connection to the regional centres and metropolises.

According to a study on mobility by the Federal Ministry of Transport and Digital Infrastructure²⁵⁷, local public transport in 2017 accounted for 332 million of the total transport volume of 3.214 billion passenger kilometres per year in Germany. This means an increase of 36% compared to the 2002 figures. Comparative values for the breakdown between the various modes of transport for Amberg are not available.

With regard to the proportion of green infrastructure, no national average could be determined, but the statistical platform Statista provides information on some of Germany's top performers. With an estimated share of at least 30%, Amberg is the average category range. However, this number is not based on a GIS-based evaluation, but an estimate based on land use in consultation with the City Environmental Department. In any case, the public green and park areas, the forest areas and a small percentage of the agricultural area in the urban area of Amberg are included.



Graph 59: Broadband availability in the city of Amberg (2020)²⁵⁸

²⁵⁵ VGN, Amberg, n.p., 2020, <https://www.vgn.de/staedtetouren/amberg/>, accessed on 15.09.2020.

²⁵⁶ Bayern Blogger, Germany's second largest transport association (Orig: Deutschlands zweitgrößter Verkehrsverbund), n.p., 2020, <https://www.bayern-blogger.de/deutschlands-zweitgroester-verkehrsverbund-8475/>, accessed on 15.09.2020.

²⁵⁷ Nobis, C., Kuhnimhof, T., Follmer, R., und Bäumer, M., Mobility in Germany - time series report 2002 - 2008 – 2017 (Orig: Mobilität in Deutschland – Zeitreihenbericht 2002 – 2008 – 2017), p. 10, 2019, https://www.bmvi.de/SharedDocs/DE/Anlage/G/mid-zeitreihenbericht-2002-2008-2017.pdf?__blob=publicationFile, accessed on 16.06.2020.

²⁵⁸ Federal Ministry of Transport and Digital Infrastructure, op.cit.



With regard to the proportion of households with a fast Internet connection, the broadband atlas of the Federal Ministry of Transport (BMVI) provides an information basis. In terms of the fastest possible supply of 1,000Mbit/s, Amberg's 95% coverage translates in the highest or second highest category throughout Germany, a situation similar to that in the city of Weiden i.d.OPf. (Indicator 5.12.7).

Overall, the infrastructure situation of Amberg shown here represent very good and valuable potential for further development.

In particular, the city's excellent internet connection is of key importance. On the one hand, it ensures that CCI actors can remain in the city instead of migrating to (mostly) larger urban centres in search of better internet connection. On the other hand, there is a potential to actively promote and market Amberg's identity as a "digital location" in order to attract new talent to Amberg (see catalog of measures).

Amberg with its proximity to Nuremberg Airport and its connections to the surrounding cities and regions, e.g. with regard to business travel is well connected. The good coverage by public transport in the urban area and the attractive green areas ensure that Amberg is an interesting and comfortable place to live and live. The good locational factors also offer great potential for further company branches from the cultural and creative industries to settle here.

6. Bericht über lokale „Good Practice“

The following are the reports according to the RUNI methodology. The selection of suitable LGPs took place in consultation with the StimulART project team and is based on the previous knowledge of the CCI in Amberg, as well as the availability of the stakeholders contacted. In addition, attempts were made to represent as different actors and sub-markets as possible. The interview questions were based on the given methodology and were adapted to the respective context and actor. A total of four interviews were carried out to determine this data.

Player	CCI Submarket	Interviewee	Date	Interviewer
Designagentur und Verlag Büro Wilhelm	Design industry, Book market	Wilhelm Koch & Manfred Wilhelm	12.05.2020	blue! advancing european projects
Bildhauerin Regina Uber	Art market	Hanna Regina Uber	20.05.2020	blue! advancing european projects
Künstler Marcus Trepesch	Art market	Marcus Trepesch	29.05.2020	blue! advancing european projects
TymClyps	Film industry	Tim Hemzal	06.06.2020	blue! advancing european projects

Table 7: Interviews with the actors of the four selected local “Good Practice” examples of the CCI in the city of Amberg²⁵⁹

²⁵⁹ blue! advancing european projects, KuK Interviews, 2020



6.1: LGP Design-Agentur Büro Wilhelm

1.) Title:	Büro Wilhelm Design Agency	
2.) Author: München, Linda Esche, blue! advancing european projects, l.esche@the-blue.net	3.) Date: 12.05.2020	
4.) Objective:	The aim of the design agency Büro Wilhelm is to convey high-quality design products and publications under the motto "Good Design = Good Business" and to support the local creative and cultural scene through philanthropic work.	
5.) Geographical Coverage: Amberg, Upper Palatinate, Germany		
6.) Choose one of the main aims in StimulART as the proposed theme for the LGP	- to upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	- to turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	x
	- to revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
7.) How would you classify the LGP? Please, put a tick where relevant. More options are possible, but please highlight by underlying the most typical category, if possible. If none are applicable, please, set up your own category	a.) a good practice of the institutional / operation model in CCI	
	b.) a good practice for partnership in CCI and/ or stakeholder involvement in CCI on a local scale	x
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	x
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	x
	e.) a good practice of financial sustainability in CCI	x
	f.) a good practice of an innovation chain with a successful (marketable) creative product	
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	x
	h.) a good practice of an entire local eco-systems in CCI with complementary functions	
	i.) a good practice of a smart/creative adaptation of a "good practice" invented elsewhere	
	j.) a good practice of how local actors make creative use of local cultural resources	
	k.) a good practice of a smart/creative adaptation of regional, national, or EU programmes for CCI to local requirements	
l.) a good practice of how local actors manage to sustain cultural production in NGOs making creative use of scarce resources	x	
m.) a good practice of how the local community has been involved in participatory processes on a local level		
n.) other, namely (please identify):		
8.) Rationale/ In-	The design agency Büro Wilhelm was founded in 1994 by Wilhelm Koch and	



<p>roduction</p>	<p>Manfred Wilhelm. The business activity followed the motto of the founders: “Just do it”. After completing their studies as graduate communication designers and the decision to run a company, the founders began to offer various design-based services. With increasing demand and appreciation of their products, this portfolio was then expanded with the help of additional employees, while new markets were opened up with increasing digitalization. Over time, the company has made a name for itself in the areas of branding, graphic design, book design, web design and programming, and spatial communication (“Kommunikation im Raum”. The time frame for the implementation coincides with the entire business activity of the company: 25 years for design-related products and 18 years for publications in the company's own publishing house (as of August 2020).</p> <p>Even if the founding of the company was not directly linked to solving a specific problem, the success of the design agency indicates that the problem of a lack of such services (of comparable quality) existed. Parallel to their business, the founders initiated several voluntary cultural projects in the city of Amberg, which in turn improved the company's visibility, network and customer base. It is this mixture of business activity, outstanding design and voluntary work that defines the company's recipe for success.</p>
<p>9.) Main aspects of the LGP</p>	<p>Along with the company's long and successful existence in the print and web sector, there are numerous products today, including more than 150 publications in its own publishing house, many of which were created on their own initiative. In addition to philanthropic work and networking, two factors play a decisive role.</p> <p>The signing of a contract is not necessarily the top priority if the ideas between the customer and the designer differ too much and result in a sub-optimal end product. Rather, the successful completion of a product is usually based on a cooperative approach or a common understanding between the parties.</p> <p>In addition to well-maintained customer contact and a harmonious business relationship, the agency also appreciates the local context as well as individual solutions and therefore refrains from a business model that provides for constant growth and mass production as well as a continuous upscaling of the range of activities (further information can be found under Upscaling).</p>
<p>10.) Actors and Stakeholders</p>	<p>A special feature of this local “good practice” is certainly the wide range of actors involved. On the one hand, the clients are very diverse, coming from different industries (from local bakeries to internationally renowned architecture firms). On the other hand, the good networking with actors from the cultural and creative industries is further supported by the extensive voluntary activities of the design agency. For example, the design agency promotes the organization and concept creation of various public events (e.g. the air night), as well as lectures (e.g. local architectural projects) and traveling exhibitions in Amberg and the surrounding area.</p> <p>In addition, the company founder, Wilhelm Koch, initiated the establishment of the Luftmuseum (see also point 12. Results and impact) and is directly involved in its management as the Chairman and Head of the Luftmuseum Organization.</p>



	<p>Wilhelm Koch also acts as First Chairman for the Temple Museum, run by the Association of Friends of the Glyptothek Etsdorf. Both museums can be seen as important nodes for the interest groups and actors of the CCI in Amberg.</p>
11.) Methodological Approach	<p>The intensive network activities, the roots in the region as well as the charitable work are of central importance for the success of the company. The business strategy always followed the motto "good and timeless design".</p>
12.) Results & Impact	<p>The high-quality design products from the Büro Wilhelm make a significant contribution to the appreciation of design and art in Amberg. In addition, along with the involvement of the design agency in various events and voluntary activities, a positive influence on the overall perception of the design sector in Amberg can be seen. These activities also increase the recognition value of various cultural landmarks (e.g. Air Museum) and events (Air Night, Air Boat Meeting https://www.luftmuseum.de/ausstellung/13-luftboottreffen-und-luftmuseumsfest.html) Amberg.</p> <p>In this context it is interesting to note that aerial art was neither established nor known on site before Wilhelm Koch's activities. Therefore, the efforts of the office founder with regard to Amberg's cultural and creative economy have had a significant impact.</p> <p>In addition, the agency's products also have a positive impact on other areas of the cultural and creative industries. Examples of this are a series of architecture guides and publications that illustrate the history of Amberg as a mining town and thus raise awareness of Amberg's cultural heritage. The orders for this came from the city of Amberg.</p>
13.) Validation	<p>The appreciation of the design products are evident not only in the constant demand and positive feedback from consumers, but also in the good situation of the contracts the agency has lined up. This positive appreciation is also supported by the six awards that the agency has received:</p> <ul style="list-style-type: none"> - German Photo Book Prize (University of the Media, Stuttgart)²⁶⁰ - Iconic Awards 2019: Innovative Architecture (German Design Council, Frankfurt am Main) - German Design Award 2018 (German Design Council, Frankfurt am Main) - Joseph Binder Award 2018 (designaustria, Vienna) - Bavarian Small Publishing Award 2018 (Bavarian State Ministry for Science and Art, Munich) - Award "One of the Most Beautiful German Books" 2017 (Stiftung Buchkunst, Frankfurt am Main)²⁶¹
14.) Innovations	<p>Even if no specific innovation has been produced or used, the company's business approach itself can be viewed as innovative. In this way, the design agency has managed to grow sustainably and, in keeping with its motto "just get started", to successfully cover a wide range of product and service categories.</p>
15.) Patent related	<p>In line with its business model and product range, the company has neither</p>

²⁶⁰ For the illustrated book MALLORCA - MAR i MUNTANYA by Antonia and Alexander Feig, <https://www.buero-wilhelm-verlag.de/buecher/fotografiekunst/mallorca-mar-i-muntanya/>.

²⁶¹ For the publication „bogevischs buero gewohnt“, <https://www.buero-wilhelm-verlag.de/buecher/architektur/bogevischs-buero-gewohnt/>.



	<p>applied for a patent in the past, nor does it plan to do so in the foreseeable future.</p>
16.) Success Factors & Sustainability	<p>It is obvious that the founders' enthusiasm for their field of business highly contributes to their success. Another indicator of success is the professional network that Büro Wilhelm is particularly keen to develop. In addition, close customer contact, in contrast to pure mass production, is of decisive importance. The extensive network and the voluntary activities also support the overall positive appreciation of the design agency in Amberg. These factors also speak for the sustainability and long-term success of the company in the future.</p>
17.) Challenges	<p>In view of the challenges, it was noted that there is still a certain potential for improvement with regard to the mentality of certain clients and customers. The design agency would, for example, welcome greater appreciation for consulting services, good design and sustainable design, since these factors create a positive image and improve the product in the long term. It would be desirable if the cheapest option were not automatically awarded the contract in the tendering process, but if quality criteria were also increasingly taken into account.</p> <p>In addition, more financial support for projects in the art and creative scene, especially in the initial phase, would be beneficial.</p> <p>It is sometimes very difficult to get funding, especially for CCI newcomers or little known and / or established actors. For example, a culture fund (see catalogue of measures) would be a good start.</p>
18.) Constraints	<p>Regardless of external and unforeseen events such as the global corona pandemic, restrictions in the cultural area within the framework of this LGP were found. In the past, barriers related mainly to infrastructure problems such as the availability of high-speed internet. In view of the long-term corporate activity of the Büro Wilhelm, however, this is no longer a current obstacle, as high speed internet coverage is available throughout most of Amberg. This is an important location factor for the company, as restrictions in Internet coverage would make it necessary to move.</p>
19.) Costs	<p>Due to the sensitivity of this category, there is no specific information with regard to total costs. However, basic running costs include regular expenses such as: rent, wages, and equipment and production costs. The team consists of six core members. Apprentices²⁶² are regularly employed for a certain period of time, depending on their educational path.</p>
20.) Replicability or up-scaling	<p>No up-scaling is planned for this LGP. As already highlighted in the section on success factors, the sustainability of the company is largely based on a business model that focuses on individual solutions and ensures with a permanent core team that all services are provided with the greatest care. In principle, it would be possible to transfer the business model to new regions. However, it would be of crucial importance to ensure that these cases also have a close and personal connection with consumers and are localized.</p>
21.) Conclusions	<p>All in all, Büro Wilhelm can be viewed as a very successful and proven company</p>

²⁶² Currently a trainee for media design (as of September 2020).



	in the culture and creative industry in Amberg, not only because of the continuous demand for products, but also because of its extensive voluntary commitment. This also promotes the appreciation of design products and the reputation of the local design industry in and from Amberg.
22.) References: Contact details	Büro Wilhelm Designagentur & Verlag Lederergasse 5-7, 92224 Amberg T: +49 (0) 9621 33316 mail@buero-wilhelm.de
23.) References: URL of the practice	http://www.buero-wilhelm.de
24.) References: Related Website(s)	https://www.luftmuseum.de
25.) References: Related resources that have been developed	Catalog with examples of projects
26.) Keywords	Amberg, Publishing House, Design Agency, Aerial Art, Design



6.2: LGP Bildhauerin Hanna Regina Uber

1.) Title:	Sulptress Hanna Regina Uber	
2.) Author: München, Linda Esche, blue! advancing european projects, l.esche@the-blue.net	3.) Datum: 20.05.2020	
4.) Objective:	The sculptress Hanna Regina Uber has been active for over 36 years. Her art is not only present in Amberg, but also widespread regionally. Since she often records locally embedded and cultural identities, her work focuses in particular on the non-materialistic aspects of life and repeatedly takes up topics of human existence.	
5.) Aschach, Landkreis Amberg-Sulzbach, Upper Palatinate, Germany		
6.) Choose one of the main aims in StimulART as the proposed theme for the LGP	- to upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	- to turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	x
	- to revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
7.) How would you classify the LGP?	a.) a good practice of the institutional / operation model in CCI	
	b.) a good practice for partnership in CCI and/ or stakeholder involvement in CCI on a local scale	x
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of financial sustainability in CCI	
	f.) a good practice of an innovation chain with a successful (marketable) creative product	
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	x
	h.) a good practice of an entire local eco-systems in CCI with complementary functions	
	i.) a good practice of a smart/creative adaptation of a "good practice" invented elsewhere	
	j.) a good practice of how local actors make creative use of local cultural resources	x
	k.) a good practice of a smart/creative adaptation of regional, national, or EU programmes for CCI to local requirements	
	l.) a good practice of how local actors manage to sustain cultural production in NGOs making creative use of scarce resources	
	m.) a good practice of how the local community has been involved in participatory processes on a local level	
	n.) other, namely (please identify):	



8.) Rationale/ Introduction	<p>Hanna Regina Uber was inspired by philosophical questions from a young age and had a strong affinity for design and art. As a result, she decided to follow her passion and trained as a sculptor in Germany after having gained some experience with local artists in Spain.</p> <p>For the first 20 years of her career, she mainly focused on competitions (on average, she won 1-2 per year) that provided enough financial resources to make a living from her art. With an increasingly well-known reputation as an artist and more financial flexibility, she then concentrated more and more on her own free art objects (i.e. without competition-related restrictions) and her gallery, as well as on her voluntary engagement (see stakeholder section).</p>
9.) Main aspects of the LGP	<p>With regard to the areas of activity of this LGP, the main aspects include: the art objects designed for competitions and the freely available and individually designed art objects as well as various voluntary activities.</p> <p>In addition to the ambition to harmonize her ideas with the environment in site-specific projects, Hanna Regina Uber often succeeds in integrating a certain cultural heritage into her art. Since identities can vary regionally, the topics are often very diverse. A central motif in relation to Amberg, for example, is the transition from a military-style city (e.g. barracks) to a knowledge city known for its educational institutions.</p> <p>The additional voluntary activities carried out by Hanna Regina Uber are primarily aimed at providing sustainable support for the local art scene. A special focus is on the organization of joint activities with other artists (e.g. Amberg Art Symposium - Kunstsymposium²⁶³).</p>
10.) Actors and Stakeholders	<p>Hanna Regina Uber has very good contacts with other artists, despite the fact that she is the only full-time sculptor in the region.</p> <p>The yearly Art Symposia are a good example of this. Based on an idea by Hanna Regina Uber, the symposia have been organized regularly (once a year) by her and two peer artists and friends (Michaela Peter and Marion Mack) for the last 8 years. They offer different artists the opportunity to come together for a week, to work and to inspire one another. The art objects that are created under a specific theme are then publicly exhibited. The location of the Symposium changes regularly. Through the use of partly older and abandoned buildings, the organizers bring back to life otherwise unused infrastructure.</p>
11.) Methodological Approach	<p>Hanna Regina Uber's methodological approach is primarily shaped by her motivation to be able to live from the art she makes.</p> <p>As a result, she has managed to reconcile the sale of her manufactured art objects with numerous competitions. Her networking activities and the support of other artists (see symposia above) also promote her work and reputation.</p>
12.) Results & Impact	<p>Hanna Regina Uber's work is very diverse. She has not only exhibited her art in galleries abroad (e.g. USA, South Korea) and throughout Germany, but has also designed many works of art in and around Amberg. Her work</p>

²⁶³ Current cycle: Eight Amberg Kunstsymposium „Level 2020“, <https://amberger-kunstsymposium.de/>.



	<p>includes not only many sculptures, but also several graphic works. Examples of her (and that of her partner Robert Diem) publicly exhibited work include:</p> <ul style="list-style-type: none"> -The "Citizen Sculpture" in Amberg (Bürgerskulptur, https://buergerskulptur.amberg.de/) - Eight different fountains in and around Amberg (http://www.kunstprojekt-net.de/html/brunnen.html) - The conception and design of the art hiking trail around the Hirschwald nature park consisting of 8 art stations in and around Amberg with various sculptures (http://www.kunstprojekt-net.de/html/kunstwanderweg1.html) <p>Another example is the "Parochial House" (DE: Pfarrhaus). The former Parochial House is a building in Aschach under monument protection, approx. 6 km northeast of Amberg. From 1997 the entire property was renovated by Hanna Regina Uber and her partner Robert Diem. Today it is not only their home, but also has a gallery and enough space for artistic activities and is regularly used for exhibitions and events in the surrounding cultural and creative industries.</p> <p>http://www.kunstprojekt-net.de/html/das_anwesen.html</p>
13.) Validation	<p>The success of Hanna Regina Uber clearly speaks for her work. As briefly mentioned earlier, the artist's financial security in the first 20 years was based primarily on the successful handling of advertised competitions. The fact that Hanna Regina Uber was consistently able to assert herself in these competitions can be seen as a strong validation of her work. In addition, Hanna Regina Uber's freely designed works of art are highly valued by her constantly growing customer base. This is also confirmed by the fact that she is currently the only sculptor in the region who does this work full-time and can make a living from it.</p>
14.) Innovations	<p>As part of her work, Hanna Regina Uber has not yet used any specific innovations. While several objects can be described as innovative in the artistic sense, this is not an innovation defined and carried out by the artist in the sense of the creative and cultural industries.</p>
15.) Patent related	n/a
16.) Success Factors & Sustainability	<p>In addition to the successful combination of advertised competitions, the sale of fine art and voluntary activities, an important factor is the cooperation between Hanna Regina Uber and her customers. So it is of central importance for the artist to respond to her customers and in the process to introduce the customers to her art.</p> <p>Moreover, the strong local embedding can be seen as beneficial and sustainable, as it not only enables the very familiar relationship with many interest groups and customers, but also allows her to include various local features in her work. Despite some remaining challenges (see below), the often supportive and cooperative approach of the city of Amberg, especially with regard to events such as "Am.Puls", is another positive factor.</p>
17.) Challenges	The challenges described below mainly relate to opportunities for im-



	<p>provement. An example of this is the perception of art. This LGP has shown that the evaluation of artistic work is often unsatisfactory. Accordingly, pro bono activities are often expected and seen by clients as a favor done to the artist instead of acknowledging that the artists provided high quality work that needs to be financially compensated. However, this is a general perception, i.e. a specific example was not given.</p>
18.) Constraints	<p>One constraint, albeit not for local but rather for national political reasons, is the discontinuation of programs such as "Art in Architecture", which provide for the mandatory integration of works of art into building projects and thus a potential source of income for artists. While no further specific restrictions could be determined with regard to sculpture, this example also showed obstacles in other CCI sectors. For example, there is no central place established and / or supported by the authorities where creatives (e.g. in the music scene) can come and work together.</p>
19.) Costs	<p>As already mentioned, detailed financial information remains a delicate matter. However, it has been found that for this particular work area, material cost is a major factor to be considered. It remains a challenge that many galleries retain up to 50% of the price when an artwork is sold in an exhibition. In recent years, this problem has been reduced in part by the increasing use of the artist's own art gallery in the "Parochial House". The renovation of the building, however, also required a significant amount of money.</p> <p>Although Hanna Regina Uber managed to live on the financial return from her art, working as a freelancer remains a challenge and involves overtime and weekend work. For Hanna Regina Uber, however, this has never been a reason to quit her job. In addition, as she persevered, she was never dependent on state financial aid.</p>
20.) Replicability or up-scaling	<p>It is not easy to make statements about the replicability of an activity that is largely based on the talent of an artist. What this example shows, however, is that a combination of art selling and participation to competitions is a promising approach. If this approach is also accompanied by a strong local embedding, the inclusion of cultural identities and goods favors further synergy effects and an increasing reputation of the artist.</p>
21.) Conclusions	<p>All in all, the work of Hanna Regina Uber can be seen as a good example for the art sector. On the one hand, she has managed to earn a living as a sculptress with a clever combination of competitions and the sale of fine art. In addition to her extensive voluntary activities and the networking of interest groups, her art has contributed to the creation of cultural identity and has provided visible evidence of the lively appreciation of art in Amberg.</p>
22.) References: Contact details	<p>Hanna Regina Uber & Robert Diem Schmiedberg 13, 92272 Aschach 09621 - 470 375 info@kunstprojekt-net.de</p>



23.) References: URL of the practice	The artist's website: http://www.kunstprojekt-net.de/
24.) References: Related Website(s)	Instagram: https://www.instagram.com/hanna_regina_uber/
25.) References: Related resources that have been developed	Website of the Art Symposium: www.amberger-kunstsymposium.de Art Project by Hanna Regina Uber: https://buergerskulptur.amberg.de
26.) Keywords	Amberg, Sculpture, Art, Rectory House Aschach, Art Symposium

6.3: LGP Artist Marcus Trepesch

1.) Title:	Artist Marcus Trepesch	
2.) Author: München, Linda Esche, blue! advancing european projects, l.esche@the-blue.net	3.) Date: 29.05.2020	
4.) Objective:	Ziel dieses Lokalen guten Beispiels (LGP) ist es, die Leidenschaft des Künstlers Marcus Trepesch in eine Hauptbeschäftigung zu verwandeln, die es ihm erlaubt, finanziell davon leben zu können.	
5.) Amberg, Upper Palatinate, Germany		
6.) Choose one of the main aims in StimulART as the proposed theme for the LGP	- to upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	
	- to turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	x
	- to revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
7.) How would you classify the LGP? Please, put a tick where relevant. More options are possible, but please highlight by underlining the most typical category, if possible. If none are applicable, please, set up your own category	a.) a good practice of the institutional / operation model in CCI	x
	b.) a good practice for partnership in CCI and/ or stakeholder involvement in CCI on a local scale	
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	
	e.) a good practice of financial sustainability in CCI	x
	f.) a good practice of an innovation chain with a successful (marketable) creative product	
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	
	h.) a good practice of an entire local eco-systems in CCI with complementary functions	
	i.) a good practice of a smart/creative adaptation of a "good practice" invented elsewhere	
	j.) a good practice of how local actors make creative use of local cultural resources	
	k.) a good practice of a smart/creative adaptation of regional, national, or EU programmes for CCI to local requirements	
	l.) a good practice of how local actors manage to sustain cultural production in NGOs making creative use of scarce resources	
	m.) a good practice of how the local community has been involved in participatory processes on a local level	
	n.) other, namely (please identify):	
8.) Rationale/ Introduction	After the artist Marcus Trepesch had already gained experience in various areas, he decided in 2002 to convert his artistic ambition into his profes-	



	<p>sion. Since then he has been active as an artist and continued his education in art history. After Marcus Trepesch worked as an illustrator for various companies for a few years at the beginning of this professional career, he then continued his activities as a freelancer, which is the form of activity he prefers. He regularly takes part in exhibitions with his works.</p>
9.) Main aspects of the LGP	<p>In addition to his work as an illustrator, painting is the focus of Marcus Trepesch's work. The artist's main source of income is from sales of his work, either freely produced or commissioned. Even if the sale of these works does not follow a set regularity or regularity, the order situation has always been sufficient.</p> <p>In addition to positive recommendations from satisfied buyers, the artist's online marketing and his strong presence in Amberg contribute to a good demand for his artwork. Participation in events (see A.K.T. Art Association) and exhibitions contributes significantly to the recognition value of the artist.</p>
10.) Actors and Stakeholders	<p>Even if no specific sponsors support Marcus Trepesch, he maintains a very good relationship with other artists and interest groups both within the sector and beyond.</p> <p>This is not only supported by the positive response from various actors (e.g. Hotel Brunner: https://kunst-im-hotel.de/marcus-trepesch/), but also by the artist's heterogeneous clientele.</p>
11.) Methodological Approach	<p>As highlighted in the chapter on success factors (see below), self-marketing is an important factor for artists. Marcus Trepesch's Facebook and Instagram channels play a decisive role in his success. His approach is not only based on marketing strategies on the Internet, but also aims at a strong visibility of his art on site. For example, Marcus Trepesch acts as chairman of the A.K.T. Art Association in Amberg, which supports and promotes local artists through various events. In addition, Marcus Trepesch is one of the artists who regularly take part in the Amberg Art Symposium.</p> <p>As part of these activities, new projects and partnerships with other actors in the city arise.</p> <p>In order to avoid the impression that art is available for free due to pro bono activities, Marcus Trepesch always pays attention that his volunteer activities are manageable.</p>
12.) Results & Impact	<p>The project catalog of Marcus Trepesch lists over 50 works of art. His work has also been shown in several galleries and is featured in several publications.</p> <p>The artist's work has also left its mark on public spaces. With the two publicly exhibited works by Marcus Trepesch (see point 13), the artist has helped to raise awareness of local art and artists in Amberg in public spaces.</p>
13.) Validation	<p>The validation of this local good example is largely based on the constant demand for the artist's work and thus on his ability to make a living from the sale of art.</p>



	<p>Examples of artistic activity https://www.kunst-in-ostbayern.de/kuenstler/trepeschmarcus.html)</p> <p>Exhibitions</p> <ul style="list-style-type: none"> • 2016 Amberger Kunstsymposium „Off limits“, Amberg, Germany • 2017 „Z’ruck!“ Collective exhibition in the Arts Center Daegu, South Korea • 2018 Solo Exhibition „Nachtmahr II“ in Sulzbach-Rosenberg, Germany • 2018-19 Annual exhibition of Amberg artists, City Museum, Amberg, Germany <p>Open Works (2015-2019):</p> <ul style="list-style-type: none"> • 2 Large painting for the Schwandorf vocational school, Germany • Umzugswagen Stadt Amberg, Germany <p>In addition, Marcus Trepesch was also successful in the interior design and repeatedly participated in the exhibitions in the Hotel Brunner https://kunst-im-hotel.de/marcus-trepesch/).</p>
14.) Innovations	n/a
15.) Patent related	n/a
16.) Success Factors & Sustainability	<p>In addition to the artistic talent of Marcus Trepesch, an important factor for the long-term success of the artist is his active marketing and networking. The long-established self-employment also reduces the risk of having to temporarily stop work in economically poor times.</p>
17.) Challenges	<p>As mentioned before, certain success factors can contribute towards financial independence of freelance artists. Nevertheless, such a scenario remains difficult to implement. This is due, among other things, to the limited willingness to buy art, i.e. the preference of many consumers to spend their money on other goods and services. This is particularly true in situations in which the economic situation is tense due to external factors (e.g. Covid-19).</p> <p>In addition, in spite of the advantages mentioned, online platforms also bring significant challenges with them, especially with regard to competition. There is a risk that art will increasingly be perceived as available at all times and free of charge. Increased online marketing by artists on a national and international level also harbors the risk that the visibility of local artists will decrease as soon as a steadily growing number of new artists use the same medium.</p> <p>Therefore, it remains important to highlight local artists and their work, for example through the lively activities of the “A.K.T. Art Association” in Amberg.</p>
18.) Constraints	<p>The lack of funding to support artists remains a predominant issue. Even if, as this LGP example has shown, Amberg can be rated as very supportive in this regard due to the interest and the citizen-oriented approach of the city representatives.</p> <p>Thus, not only in Amberg, official expenses for art are often linked to a specific "purpose". However, financial support without any conditions or</p>



	requirements would be beneficial for the artist's creativity. Leaving the framework of the known or conventional, could then also attract new tourists if they are shown in public.
19.) Costs	Financial stability and economic sustainability can be a challenge in the arts sector. The work of Marcus Trepesch has proven to be quite resilient in this regard, even in the case of challenging factors such as the global corona pandemic. An important factor for this is that the artist keeps his running costs under control by working independently from home. In addition, the necessary material costs (e.g. canvases and paints) are significantly lower compared to other artistic sub-areas such as sculpture. In comparison to larger cultural centers, living in a small to medium-sized town like Amberg also helps to keep the running fixed costs under control.
20.) Replicability or up-scaling	Particularly noteworthy here are successful marketing, both online and on site, keeping costs low (see choice of location, self-employment), as well as the organization of and / or participation in various local exhibitions and events (see AKT Art Association, the Art Symposium) for a increased awareness on the part of potential customers.
21.) Conclusions	All in all, the artist Marcus Trepesch is a good example of how artistic talent can be transformed into an economically sustainable professional activity while at the same time promoting the city's awareness of local artists.
22.) References: Contact details	Marcus Trepesch trops@marcustrepesch.de
23.) References: URL of the practice	Artist's website: https://www.facebook.com/marcus.trepesch and Instagram: https://www.instagram.com/marcus_trepesch/
24.) References: Related Website(s)	The website of the Association: http://www.akt-kunstverein-amberg.de/index.php/de/
25.) References: Related resources that have been de- veloped	Artist's project catalogue
26.) Keywords	Amberg, Art, Artist, Illustration, Association, Art Symposium



6.4: LGP TymClyps

1.) Title:	Tim Hemzal – TymClyps GmbH	
2.) Author: München, Linda Esche, blue! advancing european projects, l.esche@the-blue.net	3.) Date: 06.07.2020	
4.) Objective:	Ziel des Unternehmens TymClyps ist es, qualitativ hochwertige und ansprechende Videos zu produzieren und somit unterschiedlichen Akteuren zu helfen, ihre Botschaft, Events oder Produkte auf interessante und spannende Art Nutzern und/oder Konsumenten näher zu bringen.	
5.) Amberg, Upper Palatinate, Germany		
6.) Choose one of the main aims in StimulART as the proposed theme for the LGP	- to upgrade the financial & organisational frameworks of the CCI macro-environment in mid-size CE cities	x
	- to turn cultural heritage assets into creative products & services in mid-size cities through developing local culture-based creativity and improving entrepreneurial & individual skills	
	- to revitalise abandoned and underutilised infrastructure and urban spaces to be reintroduced as venues hosting or incubating CCI activities	
7.) How would you classify the LGP? Please, put a tick where relevant. More options are possible, but please highlight by underlining the most typical category, if possible. If none are applicable, please, set up your own category	a.) a good practice of the institutional / operation model in CCI	x
	b.) a good practice for partnership in CCI and/ or stakeholder involvement in CCI on a local scale	x
	c.) a good practice of the local and regional authorities' facilitating / supporting CCI	
	d.) a good practice of entrepreneurship in CCI (with a viable business model, lasting operation, growing market)	x
	e.) a good practice of financial sustainability in CCI	
	f.) a good practice of an innovation chain with a successful (marketable) creative product	
	g.) a good practice of event organization (with growing attendance, e.g. a festival)	
	h.) a good practice of an entire local eco-systems in CCI with complementary functions	
	i.) a good practice of a smart/creative adaptation of a "good practice" invented elsewhere	
	j.) a good practice of how local actors make creative use of local cultural resources	
	k.) a good practice of a smart/creative adaptation of regional, national, or EU programmes for CCI to local requirements	
	l.) a good practice of how local actors manage to sustain cultural production in NGOs making creative use of scarce resources	
	m.) a good practice of how the local community has been involved in participatory processes on a local level	
	n.) other, namely (please identify):	
8.) Rationale/ Intro-	TymClyps was founded in 2017 by the then 16-year-old Tim Hemzal. Two	



<p>duction</p>	<p>years later Samuel Roppert joined the company. Today the GmbH has five team members and works with a large team of freelancers.</p> <p>Along with his interest in the topic of film production, Tim Hemzal gained experience in the industry through his own YouTube channel and various internships during his school days. The desire to become self-employed had also crystallized early on. As a result, Tim Hemzal attended evening school courses at a private academy in Nuremberg, in parallel to his school education. At the same time, he built up his network and signed the first clients before TymClyps was even established. Due to this already existing network, a company settlement on site in Amberg was the logical next step.</p> <p>The establishment of the company was strongly linked to a prevailing problem in the industry. Tim Hemzal observed that many companies still rely on relatively monotonous and less appealing 15-minute image films. The industry-wide need for more support for video concept creation and distribution was also an important factor in his decision to set-up his company.</p>
<p>9.) Main aspects of the LGP</p>	<p>The product portfolio of the company includes, among others: the production of explanatory videos, image films, product videos and 3D product films. The so-called "right now" videos (https://tymclyps.de/right-now/) play a special role in the company portfolio. With this, an interview-based film can be produced on site within 2 hours. The focus is always on the following quality features: a well-coordinated team, professional advice, creative solutions, as well as modern equipment, dynamic sets and an individual presentation with an authentic external effect.</p> <p>Along with the option of making videos immediately available online and broadcasting them (partly live) on the Internet, social media, marketing and branding play a major role. Particularly strong attention in the company's strategy is the e-commerce sector (given the Covid-19 restrictions). In addition, events are accompanied by so-called "aftermovies".</p>
<p>10.) Actors and Stakeholders</p>	<p>There is a good relationship with other actors. An important point for this is the intensive networking via social media and existing networks.</p> <p>Regarding the customer base, no specific common characteristic can be identified. Small and medium-sized companies, players in the event sector and companies in the e-commerce sector generally play an important role.</p>
<p>11.) Methodological Approach</p>	<p>The advantageous choice of location of TymClyps, as well as the broad market coverage and reach of the company play an important role.</p> <p>Amberg is characterized by quite cheap rents (compared to larger cities) and good infrastructure. The company's success is further enhanced by Amberg's network of actors (both in terms of cooperation and potential customers) thanks to various institutions such as the Technical University.</p> <p>At the same time, the strongly online services in the field of marketing and branding also reach stakeholders throughout Germany.</p> <p>An important methodological approach is also the endeavor to always act financially sustainable. For example, the company got off to a moderate</p>



	<p>start (in terms of equipment). Any additional equipment and additional investments are only made step by step. In addition, before the company was founded, it was ensured that there were enough orders for a certain financial stability.</p> <p>In connection with the rapid developments in the industry and the need to always stay up to date, employment decisions are particularly important for the company and curiosity and enjoyment in the thematic field of video clip production are particularly sought after qualities.</p> <p>Another methodically relevant point is the handling of pro bono orders. Along with the high quality standard for all TymClyps products, volunteer projects would also involve considerable effort (time & costs). Therefore, despite the general interest in such projects, the very young company is initially focusing on stronger establishment and financial security.</p>
12.) Results & Impact	<p>Based on the diverse product range of TymClyps, the results include a number of different videos for various customers.</p> <p>Examples of previous product and event videos include:</p> <ul style="list-style-type: none"> • Imagefilm: RoboBug, Conrad Electronic • Explanatory film: Die 7 Schritte des Hochregalbaus, Interzeit GmbH • Aftermovie: Pfarrhof Renner, Eröffnungsevent <p>Examples of "right now" videos:</p> <ul style="list-style-type: none"> • Philipp Hermannsdörfer from the Digital Startup Initiative Upper Palatinate (Digitalen Gründerinitiative Oberpfalz) on Start-ups • Sebastian Zeisig from Ingenieurbüro Zeisig on the fast developments in the digital world • Elke Renner from the Renner Eventagentur on team building projects <p>In line with the corporate philosophy of producing high quality and appealing videos, TymClyps manages to effectively express various content and messages with its videos.</p>
13.) Validation	<p>The validation of the young company is not only supported by the fact that there was a solid order situation before the company was founded, but also that this has been maintained since the company was founded. The durability of the business relationships is another indicator for the validation of TymClyps. It is common that customers are interested in further cooperation and that cooperation takes place over a long period of time.</p>
14.) Innovations	<p>With regard to innovations, technology and process-oriented aspects are particularly important here. For example, the Live Studio allows fast, high-quality live online broadcasts. Also quite innovative in the industry are TymClyps so-called "Right Now Videos". A professional video with a specific message is produced and marketed within 2 hours.</p>
15.) Patent related	n/a



<p>16.) Success Factors & Sustainability</p>	<p>In addition to the enthusiasm for its own industry, TymClyps has various success factors that promote the sustainability of the company.</p> <p>The technically broad spectrum of the dynamic and small team allows a high degree of flexibility. In addition, they have a mindset that faces challenges positively and sees them as opportunities. Overall, this results in a certain resilience. A current example of this is the turn to online-based e-commerce services in the wake of the Covid-19-related situation.</p> <p>With regard to the cooperation, care is always taken to ensure that it is close to the customers and is solution-oriented. In addition, the choice of location (low fixed costs) and broad customer orientation (in Amberg and throughout Germany) favor the sustainability of the company.</p>
<p>17.) Challenges</p>	<p>The fact that TymClyps not only has a very young founder, but also a comparatively young workforce creates certain challenges. At the beginning the company faced a certain skepticism because of that.</p> <p>Establishing it in the existing networks was also not always easy. However, both challenges were met well.</p>
<p>18.) Constraints</p>	<p>Limitations arise mainly through bureaucratic obstacles, i.e. Sometimes very lengthy and complicated processes in the preparation of productions. The company has already been thrown back in the progress of the project several times because the granting of necessary permits took too long.</p>
<p>19.) Costs</p>	<p>Although acquisition costs for material make up a considerable part of the costs, the largest cost factor is staff. This is due, among other things, to the fact that the company's services are work intensive. As previously indicated, the relatively cheap rents for office or commercial space in Amberg compared to larger cities are an important cost-reducing factor.</p>
<p>20.) Replicability or up-scaling</p>	<p>With regard to the company itself, there are currently no plans to enlarge it. It has been shown that a better workflow could be organized with a smaller team. Upscaling would therefore be more qualitative than quantitative and would include even better interaction between team members and the processing of orders.</p> <p>Overall, the business model of TymClyps can also be transferred to other cities, in particular due to the flexibility and strong online orientation. It should be noted here that the comparatively low fixed costs incurred in a small to medium-sized city are an important factor for the survival of a young company.</p>
<p>21.) Conclusions</p>	<p>Not only the success of the young company speaks for TymClyps. It is also its versatility with regard to the success factors that are interesting for other companies in the CCI.</p> <p>On the one hand, the company is defined by its roots in Amberg and the resulting synergy effects (awareness, customer loyalty, networks, etc.). On the other hand, it is the great flexibility and broad market reach that speak in favor of transferring the model to other cities.</p> <p>Last but not least, the rather unusually young team of the company TymClyps makes a very interesting local "good practice" example from Amberg.</p>



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25.) References: Related resources that have been de- veloped	TymClyps Blog: https://tymclyps.de/blog/
26.) Keywords	Amberg, Product video, Marketing video, Explanatory video, Amberg Video, Right Now Studio

7. Conclusions

“Culture is not everything, but without culture everything is nothing.” This sentence by Karl Valentin should be used by every city and every country as a guiding principle for dealing with the cultural and creative industries. Amberg would not be the city it is without cultural and creative workers. Art, culture and creativity shape the image of a city. They provide experiences and attract tourists to a city. It is therefore extremely important that the city is generous and tolerant in dealing with ideas from the cultural and creative scene. This basic mood creates motivation and space for the actors of the CCI and helps the cultural and creative workers to earn their living. Because, to come back to Karl Valentin again: "Art is beautiful, but it is a lot of work."

In this holistic sense, concrete measures are proposed which, from the authors' point of view, can support the development of a CCI strategy within the framework of StimulART and further concrete steps to develop the sector.

1. Collect information in order to derive strategies for further steps

The present study has shown that there is a lack of available data and information on some areas of the cultural and creative industries in Amberg. It would therefore be extremely important to initiate systematic data collection for relevant indicators relating to the Amberg city area or the Amberg-Sulzbach district.

The results of a future and regularly repeated data collection allow a much more precise analysis of the situation in individual sub-markets. This is the only way to make well-founded recommendations for further strategies in the future.

1. Definition of an individual monitoring concept for the cultural and creative industries based on the “CCI Mapping” method for the city of Amberg
2. Selection of particularly relevant indicators for Amberg
3. Systematic and regular collection of the relevant data and subsequent evaluation together with the cultural and creative industries (proposal for carrying out the monitoring: every 2 or 3 years)
4. Evaluation of the CCI strategy, which is developed as part of the StimulART project, and, if necessary, readjustment of the strategy based on the monitoring results

2. Establish Amberg as a CCI location & create space for cultural and creative workers

An active “localization” of the cultural and creative industries in Amberg could contribute to further establish the city and its image as a CCI location. This was already a central recommendation in the StimulART Gap Analysis in autumn 2019. The central location for cultural and creative workers in Amberg - in the city center or elsewhere - is a priority next step to bundle and network actors and their activities. Such a place is an excellent basis to initiate new projects and partnerships and it makes the cultural and creative industries visible as an important part of life in Amberg.

In addition, various other "space-creating" measures are possible. This involves rooms for rehearsals and other creative processes as well as venues for large and small performances.

1. Development of a concept and determination of a location for a CCI centre in Amberg
2. Provision of rooms in various sizes for rehearsals (musical ensembles, theater groups) and other creative processes of various actors



3. Support of music ensembles and performing artists through reduced room rents for concerts (ACC, City Theatre)
4. Creation of additional small stages and venues for young artists, lesser-known groups and experimental performance formats

3. Bundle and use opportunities for a rich cultural life

In addition to the spatial bundling, funding applications from CCI actors would also be helpful for Amberg. The city could set up a cultural fund that can be jointly sponsored by the city, companies and private individuals. By bundling budget, sponsoring and funding, a reliable financing instrument can be created for special events, to support specific promising sub-markets, or which could be accessed by application by any CCI actor. An existing instrument with a similar function is the Kulturstiftung der Stadtwerke Amberg, which could be bundled as well, if necessary. The allocation of funds from the cultural fund can take place according to criteria set in advance and by a fixed committee.

In addition, a certain amount of funding could be used for independent creative projects, i.e. without more precise (earmarked) award criteria with regard to the end result. This “courage to be ugly” (see interview with Marcus Trepesch) would help to set new creative processes in motion that produce exciting and unexpected results.

1. Creation of a cultural fund for Amberg funded from various sources
2. Definition of clear application criteria for all CCI actors and transparency in the decision-making process by the approving committee
3. Annual publication of thematic calls for applications (depending on the focus of the urban CCI strategy) with an exchange of ideas and network meetings of the CCI players
4. Provision of a partial amount from the cultural fund for experimental creative activities

4. Promote the established, dare to do something new and strengthen networks!

Amberg is a city with a medieval town center and equally attractive modern buildings. Old and new are not opposites in Amberg, but in many cases complement each other in a very meaningful way.

The valuable protected monuments with their many sights forms a solid basis for tourism and should continue to be actively marketed in a variety of ways. The Air Museum and the Glass Cathedral are examples of modern concepts and sights and represent important unique selling points of the city.

Promoting the established and at the same time daring to try something new can become a theme for the cultural and creative industries in Amberg. In concrete terms, that means that strong sub-markets and the city's cultural institutions must continue to be supported. At the same time, these actors should be motivated and supported to get involved in new collaborations inside and outside the cultural scene, to try out new things and to bring their potential to the cultural location of Amberg. The targeted promotion of young artists and cultural workers who feed new ideas into the cultural life of the city must always be actively addressed. They create the potential for new companies and creative processes in the city. The approach described here also applies to cultural offers such as museums, festivals or traditional celebrations. The aim could be to inspire and strengthen the traditional with new ideas.

1. Further active marketing of the historical sights and listed buildings as well as the unique selling points



2. Support of existing initiatives and networks (including CCI Upper Palatinate Association Amberg, KoOPF e.V., A.K.T. Association, Kunstkombinat Amberg and others)
3. Integration of new topics and event formats into existing events
4. Formation of cultural tandems, e.g. Established and young CCI actors, actors from different CCI sub-markets, CCI and business, etc.
5. Development of a concept to strengthen young artists and cultural workers

5. Amberg as a digital and knowledge location

The city of Amberg offers a range of attractive framework conditions in terms of modern infrastructure (fast internet, good transport connections, modern industrial companies, well-functioning administration and services of general interest, etc.). These advantages in connection with the soft location factors can be used to attract even more companies and players from the various sub-markets of the cultural and creative industries to Amberg. Not least because of the excellent internet connection, the city could become an ideal place for the new generation of “digital nomads”. Due to the work done online, they are usually completely flexible in their choice of work location. In line with the work of the CCI digital nomads, other CCI-specific companies and actors on site could also benefit. The potential of such synergies and the marketing of Amberg as a digital location is also supported by the fact that the software / games industry and design economy are already comparatively strong in Amberg. In addition, as a university town and science city, Amberg offers all options to actively promote future CCI actors and to provide incentives for staying in Amberg.

1. Promote and support young talent (e.g. through scholarships, mentoring programs and entrepreneurial advice in the start-up phase)
2. Organize the presence of CCI actors at the OTH (practical workshops, network meetings, exchange events)
3. Development of a concept for the targeted recruitment of companies from the CCI sub-markets according to the CCI strategy
4. Further active marketing of the positive location characteristics (high quality of life, low costs, very good internet, university town, etc.) by all responsible bodies.

6. Raising awareness for the cultural and creative industries

The atmosphere of a city is fundamental for the motivation and creativity of artists and cultural workers. Amberg is not a metropolis, but a medium-sized city in Bavaria that is quite conservative in terms of artistic and cultural projects. For Amberg and its cultural scene, it is therefore important to actively promote the scene, namely with a view to the willingness of the residents to take part in cultural activities and to help shape city life through their own contributions.

The current and special situation due to the Corona crisis requires an even greater awareness of the population for the needs of the cultural and creative industries. On the one hand, because they are particularly affected economically by the lockdown, on the other hand, because the economic prospects are particularly bad for many KuK players due to the ongoing restrictions.

1. Information and awareness-raising among the citizens about new ideas from the cultural and creative industries
2. Establishment of a "forum for ideas for creativity and culture in Amberg"
3. Raising public awareness of the situation of cultural workers due to the corona pandemic



4. Development of specific help for cultural and creative workers in Amberg who got into difficulties due to the corona pandemic.



Graphs

Graph 1: Number of inhabitants in the city of Amberg per year (2007-2018)	4
Graph 2: Gross value added for the cities of Amberg, Straubing, Weiden, Ansbach and Memmingen per year and capita in Euro (2008-2018).....	6
Graph 3: Average disposable annual household income of private households in the city of Amberg per year in Euro (2007-2018)	8
Graph 4: Disposable annual income of private households (incl. OoE) per inhabitant for the cities of Amberg, Hof, Straubing per year in Euro (2007-2017)	9
Graph 5: Number of enterprises in the city of Amberg with an annual minimum turnover of 17,500 Euro per year (2009-2018).....	10
Graph 6: Share of the sectors in the gross value added of the city of Amberg per year in million Euro (2008-2018)	12
Graph 7: Share of the sectors in the gross value added of the city of Amberg per year in percent (2008-2018)	13
Graph 8: GVA in Germany, Share of various economic sectors in percent (2018)	14
Graph 9: Purchasing Power Index of the city of Amberg, Upper Palatinate and Bavaria per year (2007-2018)	15
Graph 10: Retail Centrality Index of the city of Amberg, Upper Palatinate and Bavaria per year (2007-2018)	16
Graph 11: Relative Pendlerbilanz der Stadt Amberg pro Jahr in Prozent (2007-2018).....	17
Graph 12: Number of in- and outboud commuters, city of Amberg (2017)	18
Graph 13: Local business tax in the city of Amberg per year in million Euro (2007-2018).....	18
Graph 14: Tax revenue (after trade tax allocation) in the city of Amberg per capita and year in Euro (2008-2018)	19
Graph 15: Tax revenue per capita (after trade tax allocation) in various Bavarian cities and districts per year in euros (2016-2018).....	20
Graph 16: Overview of the budget of the city of Amberg - asset budget, administrative budget, city debt - per year in million Euro (2007-2018).....	21
Graph 17: Overview of the budget of the city of Amberg - asset budget, administrative budget, city debt - per year in percentage (2007-2018)	22
Graph 18: Share of science, research, and cultural care budget (Section 3) in the total budget of the city of Amberg per year in percent (2007-2018)	22
Graph 19: Science, research, cultural care budget (Section 3) of the city of Amberg according to shares in the asset and administrative budget per year in percent (2007-2018).....	23
Graph 20: Share of science, research, cultural care budget (Section 3) in the administrative and asset budget of the city of Amberg per year in million Euro (2007-2018)	24



Graph 21: Number of employees in the public administration (head office) of the city of Amberg per year (2007-2018)	25
Graph 22: Number of employees in the city of Amberg in the department for urban development, economic development and department of culture per year (2011-2018)	25
Graph 23: Organizational chart of the Amberg city administration (2020)	27
Graph 24: Overview of the number and location of industrial and commercial areas in the city of Amberg (2019)	28
Graph 25: Number of criminal acts registered in the city of Amberg per year (2009-2018)	30
Graph 26: Average age among the population of the city of Amberg per year (2008-2018)	32
Graph 27: Births per 1,000 inhabitants in the city of Amberg per year (2008-2018)	33
Graph 28: Percentage of 15- to 19-year-olds and 20- to 35-year-olds among the population of the city of Amberg per year (2011, 2012, 2017)	34
Graph 29: Population forecast: Change in population in 2038 compared to 2018 in Bavaria by age group in percent	35
Graph 30: Nett migration rate for Amberg, per year in percentage (2008-2018)	36
Graph 31: Number of employees subject to social security in the city of Amberg with social contributions in all economic segments as well as in each (primary, secondary and tertiary) sector per year (2007-2018)	37
Graph 32: Employment rate of women in the city of Amberg per year in percent (2007-2018)	38
Graph 33: Number of unemployed people per year (2007-2018)	39
Graph 34: Number of open positions & Unemployed and youth unemployed in Amberg compared to the unemployment rate in Bavaria in percent per year (2007-2018)	40
Graph 35: Average rental fee for a 60 sq.m. apartment in the city of Amberg, Bavaria and on national level per year and sq.m. in Euro (cold rent) (2013-2018)	41
Graph 36: Average rental fee for commercial rents in the city of Amberg (cold rent) per year and sq.m. in Euro (2011, 2015, 2018)	43
Graph 37: Current commercial space rent index for the city of Amberg (2019)	44
Graph 38: Average purchasing price for private housing property in the city of Amberg and at national level per year and sq.m. in Euro (2013-2018)	46
Graph 39: Map section "Building land prices in Germany by region" - Northeast Bavaria (2012-2014)	47
Graph 40: Price development for ready-to-build land per sq.m. in Bavaria per year in Euro (2000-2018)	48
Graph 41: Vacancy rate for commercial real estate in the city of Amberg per year in percent (2011-2018)	49
Graph 42: Vacancy rates for commercial properties in Bavaria per year in percent (1998-2018)	50
Graph 43: Presentation of the KuK sub-markets in Germany	51
Graph 44: Contribution of the cultural and creative industries to gross value added in Germany per year in billion Euro (2016-2018)	52



Graph 45: Overnight stays in Amberg per year (2014-2018)	59
Graph 46: Annual average number of beds and occupancy rate in the city of Amberg per year in percent (2007-2019)	60
Graph 47: Bed occupancy in various Bavarian cities and regions in percent (2019)	60
Graph 48: Number of overnight stays in Bavaria per district (2017)	61
Graph 49: Cultural participation in the city of Amberg per year: Museums (2014-2018)	62
Graph 50: Museum visitors of the city of Amberg by museum per year (2014-2018)	62
Graph 51: Cultural participation in the city of Amberg per year: concerts and dance shows (2014-2018): Concert visitors classical music, Concert visitors other music, and visitors to dance shows	63
Graph 52: Cultural participation in the city of Amberg per year: National Festivals (2014-2018).....	64
Graph 53: Number of CCI actors in the city of Amberg per submarket and survey participant (2020).....	65
Graph 54: Total number of companies in the CCI sectors in the city of Amberg per year (registered with the IHK Upper Palatinate) (2014-2018).....	65
Graph 55: Sectoral share of the total number of CCI enterprises in the city of Amberg, number and percent (registered with the Regensburg Chamber of Commerce) (2018)	66
Graph 56: Sectoral share of the total number of CCI companies in the Nuremberg metropolitan region in percent (2018)	67
Graph 57: Total number and percentage of employees subject to social security within CCI in the city of Amberg per year (2007-2018).....	69
Graph 58: Number of employees subject to social security in CCI per sub-market in the city of Amberg per year (2007-2019)	70
Graph 59: Number of taxable CCI self-employed persons in the city of Amberg with an annual income > 17,500 Euro per year according to the artists' social security fund (2014-2018):.....	71
Graph 60: Number of CCI actors in the city of Amberg according to the Artists' Social Security Fund and Employment Agency data per year (2014-2018):	72
Graph 61: Number of companies in the local cultural and creative industries in the Upper Palatinate (2011).....	73
Graph 62: CCI turnover in the city of Amberg by submarkets per year (2014-2018), based on survey.....	76
Graph 63: Calculated economic damage for CCI enterprises in the city of Amberg due to the Corona pandemic per month (May 2020) Responses per category, based on survey	77
Graph 64: Duration of enterprise continuation for CCI enterprises in the city of Amberg with the help of emergency aid (May 2020) Answers per category in percent, based on survey.....	78
Graph 65: Duration of enterprise continuation with Corona aids: Distribution of answers per category, per submarket affiliation (2020)	79
Graph 66: Number of educational and research institutions in the city of Amberg per year (2014-2018).....	82



Graph 67: Number of students and graduates at OTH Amberg per year (2007-2018).....	83
Graph 68: Degrees by type of degree in Bavaria in absolute figures and percent (2018/2019).....	84
Graph 69: Number of EU and non-EU foreigners in the city of Amberg per year (2007-2018)	85
Graph 70: Broadband availability in the city of Amberg (2020).....	87

Tables

Table 2: Proportion of academics in the population of Bavaria (2010, 2015-2018)	35
Table 3: Number of newly founded companies in the CCI in the city of Amberg by sector and year (2014-2018)	68
Table 4: Number of self-employed and employees in CCI in Amberg, based on StimulART Survey (2020).....	72
Table 5: Financial damage to CCI due to the corona pandemic according to submarkets	78
Table 6: Most strongly represented KuK submarkets in the city of Amberg based on different data sources (2007-2020)	80
Tabelle 7: Ausgewählte Indikatoren hinsichtlich der Infrastruktur in der Stadt Amberg (2017 & 2018).....	86
Table 8: Interviews with the actors of the four selected local “Good Practice” examples of the CCI in the city of Amberg	89



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