

GUARDIA SANFRAMONDI 2035

Document 11

Historic Center Conservancy and Maintenance Strategy

A practical operating model for long-term upkeep, stewardship, sponsorship, volunteer coordination, public-space care, building monitoring, and civic fundraising in Guardia Sanframondi's centro storico.

Purpose	Scope	Use
Create a permanent maintenance and stewardship system so improvements do not fade after the first grant, event, or public announcement.	Public spaces, stairways, railings, lighting, signage, drainage, vacant-property exteriors, event cleanup, routine reporting, sponsorships, and civic fundraising.	For Comune discussion, resident and owner engagement, association formation, donor outreach, maintenance budgeting, and implementation planning.

Draft status: This is a working civic planning document. It is not a legal, procurement, tax, labor, insurance, engineering, public-safety, heritage, or grant-application opinion. Before adoption, each action should be reviewed by the Comune, technical office, legal advisors, insurance advisors, qualified professionals, local associations, residents, owners, and funding specialists.

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1. Executive Summary

Guardia Sanframondi 2035 should treat maintenance as a central revitalization strategy, not as an afterthought. The historic center can attract attention through the one-euro-house program, arts, wine, olive oil, remote work, universities, and mobility projects. But public trust will depend on whether improvements are cleaned, repaired, monitored, and cared for year after year.

Many revitalization efforts fail because the first investment is easier than the second, third, and tenth year of upkeep. A stairway can be cleaned, a sign can be installed, a small piazza can be improved, and a building can be stabilized, but without a maintenance owner the same place can quickly slide back into neglect. Guardia needs a permanent civic structure that helps coordinate upkeep, fundraising, sponsorships, volunteer energy, owner communication, and routine reporting.

This document recommends creating a historic-center conservancy or similar civic stewardship structure. It can begin as a simple working group or association, then grow into a more formal entity if legal, municipal, and community review support that path. The structure should supplement, not replace, the Comune. Its value is coordination: turning resident energy, international-owner support, local businesses, artists, volunteers, donors, events, and public grants into visible maintenance outcomes.

Core recommendation	Why it matters	First action
Create a Historic Center Conservancy working group.	A permanent stewardship body is needed to coordinate upkeep beyond individual projects.	Convene Comune, residents, associations, owners, artists, businesses, and technical advisors around a defined maintenance mission.
Map maintenance zones and priority routes.	Maintenance must be visible, measurable, and assignable by route, stairway, piazza, entrance, and public-space asset.	Create a simple map of priority routes, stairs, railings, lighting points, signs, drains, viewpoints, and event areas.
Build a mixed funding model.	No single source will pay for routine upkeep indefinitely.	Combine municipal baseline services, memberships, sponsorships, donations, adopt-a-route programs, event fees, and grant-funded pilots.
Separate volunteer work from professional work.	Volunteer energy is valuable but cannot replace qualified maintenance, safety, engineering, or regulated work.	Define which tasks are suitable for volunteers, paid crews, Comune staff, contractors, and technical professionals.

2. Strategic Thesis

The strategic thesis is simple: Guardia should build a permanent stewardship system for the centro storico before large-scale promotion creates expectations the town cannot maintain. Maintenance is not separate from tourism, housing, arts, mobility, or economic development. Maintenance is the foundation that makes those efforts credible.

- A clean and cared-for route increases buyer confidence.
- Reliable lighting, rails, signage, and drainage make the historic center easier for older residents, visitors, tradespeople, and students.
- Artists, galleries, and open studios need streets and spaces that feel safe, maintained, and event-ready.
- University field programs and cultural partners need predictable logistics and basic upkeep.
- Foreign and seasonal owners need a trusted local structure for routine communication and stewardship.
- Funders are more likely to support projects when maintenance responsibility is clear.

The conservancy should not be presented as a substitute for municipal responsibility. Instead, it should be a civic support platform that helps organize additional capacity, donors, sponsorships, volunteers, reporting, and project continuity.

3. Why Maintenance Must Be a Core Pillar

Risk without maintenance	Effect on Guardia 2035	Maintenance response
Public improvements deteriorate	Residents and funders lose confidence when cleaned or repaired areas slide backward.	Assign a maintenance owner, schedule, budget, and reporting method before each improvement is launched.
One-euro-house buyers become discouraged	Buyers may see unmanaged surroundings, hard access, unclear support, and neglected nearby properties.	Tie property activation to route cleaning, signage, basic lighting, and owner communication.
Creative Quarter remains irregular	Studios and galleries can feel isolated if surrounding routes are dark, confusing, or poorly maintained.	Use adoption zones, open-studio routes, event cleanup, and wayfinding checks.
Mobility investments lose value	Stairs, railings, elevators, shuttle stops, and signs need constant upkeep and reporting.	Build maintenance into access feasibility, capital budgets, and service contracts.
Volunteer energy burns out	Informal cleanup efforts can fade without structure and recognition.	Create clear tasks, schedules, tools, insurance/safety review, and public appreciation.
Grant projects become one-time actions	Many grants fund installation, but not long-term care.	Require annual upkeep estimates and replacement planning for every funded project.

The planning rule should be direct: no new improvement should be pursued without a maintenance plan. Every route, sign, railing, light, planting, bench, artwork, public space, and restored civic feature should have a named maintenance pathway.

4. The Conservancy Concept

A historic-center conservancy is a civic stewardship structure focused on care, continuity, fundraising, and coordination. In Guardia, it could begin with a simple working title such as Fondazione Centro Storico Guardia, Associazione Amici del Centro Storico, Guardia Centro Storico Conservancy, or another locally appropriate name. The final legal form should be decided only after professional review and local consultation.

Possible phase	Description	Advantages	Cautions
Phase 1 - Informal working group	A Comune-linked or civic working group coordinates priorities and prepares the maintenance model.	Fast, low cost, useful for organizing the first 90 days.	Limited fundraising/legal capacity; unclear authority unless roles are defined.
Phase 2 - Association / civic committee	A formal or semi-formal association collects memberships, coordinates volunteers, and supports public projects.	Can build community ownership and donor base.	Needs statutes, governance, bank/accounting rules, insurance review, and transparency.
Phase 3 - Foundation / structured conservancy	A more permanent stewardship entity with board, fundraising, projects, and service agreements.	Better for larger fundraising, partnerships, and long-term continuity.	Requires serious legal, tax, governance, and conflict-of-interest controls.
Phase 4 - Service agreements / project partnerships	Conservancy collaborates with Comune, contractors, associations, and owners on defined tasks.	Connects funding to measurable work.	Must avoid unclear procurement or public-responsibility confusion.

5. Mission, Functions, and Boundaries

The conservancy mission should be narrow enough to operate, but broad enough to support the full Guardia 2035 plan. Its purpose is not to take over the Comune, manage private property without consent, or perform regulated technical work. Its purpose is to help the historic center stay cared for, fundable, understandable, and active.

Function	What it includes	Boundary / safeguard
Maintenance coordination	Route cleaning, reporting, small upkeep, service schedules, before/after documentation.	Professional or municipal responsibility remains necessary for technical, unsafe, or regulated work.
Fundraising and sponsorship	Memberships, donations, adopt-a-route, adopt-a-stair, business sponsorships, event support.	Transparent accounting, donor rules, and public reporting are essential.
Volunteer coordination	Clean-up days, planting days, event support, route monitoring, photo reporting.	Volunteers should not perform hazardous, structural, electrical, plumbing, traffic, or regulated work.
Owner communication	Encourage owners to maintain exteriors, share resources, and understand responsibilities.	No private-property intervention without legal authority or owner consent.
Public-space stewardship	Wayfinding checks, sign condition, litter, vegetation, benches, railings, small route issues.	The Comune and technical office retain public authority and safety decisions.
Project continuity	Keep grant-funded improvements maintained after installation.	Every project needs a written maintenance owner and annual cost estimate.

6. Maintenance Inventory and Service Zones

The first practical step is to create a maintenance inventory. This does not need to be a perfect GIS system at the beginning. A simple map, spreadsheet, and photo log can begin the process. The goal is to convert general concern into assigned zones, tasks, priorities, and costs.

Inventory category	Examples to map	Why it matters
Primary access routes	Main walking routes from parking areas, town entrances, piazzas, churches, castle area, public viewpoints, and event routes.	These are the first impression routes for residents, visitors, buyers, students, and funders.
Stairs and handrails	Steep steps, missing rails, uneven surfaces, lighting gaps, slippery areas, high-use stairways.	Safety and accessibility depend on basic upkeep and reporting.
Lighting and electrical points	Dark corners, broken lights, areas needing additional lighting, event lighting needs.	Perceived safety and evening activity depend on reliable lighting.
Wayfinding and signs	Directional signs, interpretive signs, route markers, Creative Quarter signage, property-program signage.	Signs become useless if faded, broken, confusing, or inconsistent.
Drainage and water issues	Blocked drains, runoff, damp areas, erosion, vegetation blocking water flow.	Small drainage problems can become expensive structural and safety issues.
Public spaces and small amenities	Benches, planters, viewpoints, small piazzas, railings, bins, public art, event spaces.	These need routine care, replacement planning, and responsibility.
Vacant-property exterior issues	Unsafe facades, weeds, debris, roof/gutter signs, blocked passages, visible neglect.	Private-owner issues affect public confidence and route quality.

Service zones should be small enough to manage. A useful starting model is to identify 3 to 5 priority zones rather than trying to cover the whole historic center immediately.

Example zone	Possible focus	Early deliverable
Zone A - Gateway / arrival route	First route from parking or common arrival point into the historic center.	Clean route, photo log, sign audit, lighting issue list.
Zone B - Creative Quarter route	Streets with studios, galleries, event spaces, or potential creative reuse.	Open-studios readiness checklist and route adoption plan.

Example zone	Possible focus	Early deliverable
Zone C - One-euro-house/property route	Areas where promoted or candidate properties are clustered.	Buyer-confidence route audit and maintenance priority list.
Zone D - Heritage / viewpoint route	Historic landmarks, scenic views, churches, castle identity, tourist movement.	Interpretive sign and bench/rail/lighting condition list.
Zone E - Difficult-access pilot zone	Steep, remote, or underused parts of the centro storico.	Realistic test of cleaning, access, and non-residential reuse needs.

7. Maintenance Standards and Task Categories

The conservancy should define tasks by category so expectations are realistic. Some tasks are routine and low risk. Others require trained crews, contractors, technical office review, permits, insurance, or emergency response.

Task category	Examples	Who may handle it	Standard
Routine civic care	Litter pickup, light sweeping, event cleanup, basic photo reporting.	Volunteers, association members, paid crew, Comune crews depending on rules.	Scheduled, logged, photographed, and tied to a zone.
Light maintenance	Weed trimming in low-risk locations, sign cleaning, minor paint touch-ups where allowed, planter upkeep.	Paid crew or trained volunteers only after safety review.	Use defined tools, permissions, and safety rules.
Reporting and monitoring	Broken lights, loose rails, drainage blocks, unsafe steps, facade concerns, illegal dumping.	Anyone can report; coordinator organizes and forwards.	Use a simple reporting form and monthly issue log.
Skilled maintenance	Masonry repairs, rail installation, electrical work, plumbing/drainage work, roof/gutter work.	Qualified contractors or competent public services.	Written scope, technical review, permissions, and documentation.
Technical / emergency issues	Structural risk, falling debris, dangerous electrical conditions, blocked public access, severe drainage.	Comune, technical office, emergency/qualified professionals.	Immediate escalation protocol; no volunteer intervention.
Heritage-sensitive work	Stone, historic facades, old doors, portals, religious/cultural assets, public art.	Qualified professionals and authorized entities.	Respect heritage, ownership, and technical requirements.

The maintenance standard should be visible and measurable: date, location, task, responsible party, photo record, issue status, and next step. This creates credibility with donors, residents, the Comune, and grant programs.

8. Sponsorship, Membership, and Adoption Models

The conservancy needs a mixed revenue model. Routine care cannot depend only on one grant or one annual event. A small, recurring donor base can be more valuable than a single large announcement if it pays for predictable upkeep.

Funding model	How it works	Best use	Cautions
Memberships	Residents, foreign owners, businesses, artists, and supporters pay annual memberships.	Core operating support, communications, small tools, coordination.	Need transparent benefits and reporting.
Adopt-a-route / adopt-a-stair	Donors sponsor cleaning, monitoring, signs, or minor upkeep for a defined route or stairway.	Visible maintenance zones and public pride.	Avoid cluttered sponsor signage or private control of public space.
Business sponsorships	Local businesses support event routes, signage upkeep, flowers,	Connects commerce and civic care.	Use simple, fair recognition rules.

Funding model	How it works	Best use	Cautions
	benches, or public art maintenance.		
International-owner fund	Seasonal and foreign owners contribute to visible upkeep that protects property value and community life.	Annual maintenance pool and route improvement pilots.	Must be inclusive and not create separate foreign/local systems.
Event support fees	Open-studios, arts, wine/olive events, field schools, or tours contribute to cleanup and route readiness.	Event setup, cleaning, signage checks, and temporary lighting needs.	Build maintenance costs into event budgets from the start.
Donor campaigns	Specific campaigns for railings, lighting, benches, signs, route cleanup, or documentation.	Concrete projects with clear before/after results.	Each campaign must include maintenance after installation.
Service contracts / subscriptions	Owners pay for property checks, basic exterior monitoring, or maintenance reports where legally possible.	Private-property support and seasonal-owner confidence.	Requires legal review, clear scope, and liability controls.

9. Volunteer and Paid-Service Model

The maintenance model should use both volunteer energy and paid work, but it must keep them separate. Volunteers can help create civic ownership and visibility. Paid crews and professionals are needed for consistency, safety, accountability, and skilled tasks.

Work type	Suitable examples	Not suitable
Volunteer civic days	Litter cleanup, simple sweeping, planting days, event greeting, route photo checks, non-hazardous beautification.	Work at height, structural work, electrical/plumbing, traffic control, unsafe debris, private-property entry without permission.
Paid maintenance crew	Routine route cleaning, event setup/cleanup, low-risk vegetation control, sign checks, documented condition reporting.	Technical repairs beyond training/authorization.
Comune / public service work	Public infrastructure, official repairs, waste systems, lighting responsibilities, roads, public safety actions.	Tasks outside legal or budget authority.
Qualified contractors	Rails, masonry, drainage, electrical, roofing, structural concerns, heritage-sensitive repairs.	Informal volunteer substitution.
Technical professionals	Inspections, feasibility, risk review, design, permits, owner guidance, public-space technical review.	Informal or undocumented technical decisions.

- Every volunteer event should have a named coordinator, allowed task list, safety briefing, and photo log.
- Paid maintenance should use written scopes and simple service logs.
- Work on private property should require permission and legal review where appropriate.
- Public-safety and technical issues should be escalated to the Comune or qualified professionals, not handled informally.
- Volunteer recognition should be public, consistent, and inclusive of residents, foreign owners, young people, artists, and businesses.

10. Building Monitoring and Owner Support

Vacant and underused buildings affect the entire historic center. The conservancy cannot take responsibility for private properties without authority, but it can help create a communication and monitoring system that encourages owners to act before small problems become public hazards or visible blight.

Owner-support tool	Purpose	Safeguard
Exterior condition notice system	Document visible issues such as vegetation, debris, blocked drains, unsafe-looking elements, or route impacts.	Do not enter private property; use public-view observations and proper municipal channels.
Seasonal owner check service	Offer paid or partner-based visual checks for foreign/seasonal owners who request it.	Use written agreements, limited scope, and liability review.
Owner responsibility guide	Explain why exterior upkeep matters for public routes, property values, buyer confidence, and community safety.	Educational, not legal advice.
Vacant-property contact update	Encourage owners to keep current contact information with relevant parties where legally permitted.	Respect privacy and data rules.
Pre-activation maintenance list	Before a property is promoted, identify exterior cleanup, access, photos, utility questions, and safety concerns.	Coordinate with the property-readiness system from Document 5.
Emergency escalation protocol	Clarify how urgent risks are reported to the Comune/technical office/emergency services.	No private intervention without authority.

For international and seasonal owners, a maintenance subscription or property-check service could become both a useful service and a revenue stream. It should be developed carefully with legal review, insurance review, and clear scope limits.

11. Public-Space Care and Event Readiness

The historic center should be event-ready before major public promotions. Open studios, wine and olive-oil events, university visits, tours, and buyer visits will all depend on clean routes, clear signs, reliable lighting, and basic comfort.

Event-readiness item	What to check	Responsible path
Route cleanliness	Litter, weeds, blocked paths, slippery areas, debris.	Maintenance crew, association, Comune, sponsor-supported cleanup.
Lighting	Broken lights, dark spots, temporary evening-event lighting needs.	Report to Comune/technical office; include temporary event solutions where permitted.
Signs and wayfinding	Directional clarity, missing signs, confusing routes, language needs.	Conservancy/communications team with Comune approval.
Stair and railing issues	Loose rails, broken steps, slippery surfaces, hard-to-see edges.	Technical reporting; no informal repair of safety elements.
Waste and cleanup	Bins, post-event cleanup, recycling/waste plan.	Event organizer plus Comune/service provider coordination.
Accessibility information	Honest warnings about stairs, slopes, distances, rest areas, shuttle options.	Publish clear event information and maps.
Emergency access and contacts	Access routes, first-aid points, event contact, incident reporting.	Event plan reviewed with appropriate authorities.

A simple event-readiness checklist can become one of the conservancy's most useful early products. It links arts, tourism, mobility, and maintenance into one operational standard.

12. Funding and Capital Stack

Maintenance funding should be layered. Capital grants can help install or repair assets, but operating funds are needed for cleaning, coordination, reporting, replacement, and care. The conservancy should build a capital stack that includes municipal baseline responsibility, civic contributions, private sponsorships, service fees, and grant-funded pilots.

Funding lane	Best use	Likely lead	Notes
Municipal baseline services	Core public responsibilities such as roads, public lighting, waste, safety, and official repairs.	Comune.	The conservancy should supplement and coordinate, not replace municipal duties.
Membership dues	Core coordination, communications, small tools, minor operating costs.	Conservancy/association.	Low but recurring memberships can create predictable cash flow.
Donations and campaigns	Specific improvements: signs, benches, route cleaning, railings, public art maintenance, documentation.	Conservancy/association with approvals.	Campaigns should include maintenance after installation.
Business sponsorships	Event routes, flowers, signage upkeep, small amenities, public-space activation.	Conservancy/local business partners.	Recognition rules must be tasteful and fair.
International-owner contributions	Annual centro storico care fund, property-area route upkeep, seasonal-readiness work.	Conservancy/owner network.	Should be integrated with local residents and avoid a separate foreign-owner program.
Event maintenance fees	Cleanup, temporary signage, route preparation, extra waste support.	Event organizers/conservancy.	Include as a standard line item in event budgets.
Grant-funded pilots	Maintenance mapping, conservancy startup, public-space stewardship, cultural route care, volunteer training.	Comune, association, eligible partners.	Use pilots to prove systems, not to create unfunded long-term obligations.
Owner-paid services	Private property checks, exterior monitoring, cleaning, small maintenance coordination where legally possible.	Private providers/conservancy partner.	Requires written agreements and legal/insurance review.

Example annual budget item	Starter range	Purpose
Coordinator / administration	EUR 10,000-35,000	Part-time coordination, reporting, memberships, donor communication, service logs.
Maintenance crew pilot	EUR 10,000-25,000	Paid routine work in 1-3 priority zones.
Tools, supplies, signage upkeep	EUR 3,000-10,000	Basic equipment, replacement signs, cleaning supplies, safety materials.
Volunteer/event support	EUR 2,000-8,000	Insurance/safety review, materials, refreshments, documentation, recognition.
Communications and donor reporting	EUR 2,500-10,000	Website page, annual report, maps, photos, donor updates.
Technical reserve / studies	EUR 5,000-20,000	Small technical reviews, route audits, cost estimates, professional advice.

13. Governance and Legal Structure Options

The conservancy should begin with a practical governance model that can grow. The final structure should be chosen after legal, tax, accounting, municipal, and community review. What matters first is not the name, but the operating discipline: clear mission, transparent finances, conflict-of-interest rules, public reporting, and measurable maintenance outcomes.

Governance element	Recommended approach	Why it matters
Board / steering committee	Include residents, local business, artists/cultural representatives, property owners, technical advisors, and Comune liaison where appropriate.	Prevents the structure from becoming too narrow or controlled by one group.
Conflict-of-interest policy	Members disclose financial interests in contracts, properties, sponsorships, and services.	Builds trust and protects public credibility.
Financial transparency	Publish annual income/expense summary, donor categories, project spending, and maintenance outcomes.	Donors and residents need to see where funds go.
Public work plan	Annual priorities, zones, tasks, and project sheets should be visible.	Reduces confusion and keeps focus on delivery.
Service agreements	Define any work done with or for the Comune, owners, event organizers, or contractors.	Avoids informal responsibility and liability confusion.
Data and privacy rules	Owner contacts, donor information, volunteer data, and property notes must be handled carefully.	Prevents misuse of personal or property information.
Technical escalation rule	Unsafe, structural, regulated, or public-safety issues go to qualified authorities/professionals.	Protects volunteers, residents, owners, and the program.

14. Partner Matrix

Partner type	Possible role	First ask
Comune / technical office	Identify public responsibilities, approve public-space actions, receive issue reports, coordinate safety priorities.	Designate a maintenance/conservancy liaison and review the zone map.
Residents and neighborhood groups	Report issues, join cleanup days, identify local priorities, monitor routes.	Invite residents to help define first 3 priority zones.
International and seasonal owners	Membership support, donor contributions, property-check demand, ambassador network.	Launch a clear annual support appeal tied to visible maintenance outcomes.
Artists and cultural spaces	Open-studios route care, event readiness, public art stewardship, cultural fundraising.	Map studios/galleries and define event-route maintenance needs.
Local businesses and wineries	Sponsorships, event support, route adoption, visitor experience improvement.	Create sponsorship menu for routes, signs, event cleanup, and public amenities.
Universities and field schools	Mapping, documentation, preservation studies, planning studios, public presentations.	Offer a maintenance/stewardship field project tied to Document 8.
Trades and maintenance providers	Paid service delivery, repairs, route care, owner support, technical tasks.	Connect with the contractor registry from Document 10.
Associations / volunteers	Civic days, event support, fundraising, communication, donor relations.	Define volunteer boundaries and shared calendar.

15. 12-Month Rollout Plan

Period	Actions	Deliverables
Months 1-2	Create conservancy working group; define mission; draft safety boundaries; select 3-5 candidate service zones.	Mission statement, steering list, draft zone map, task categories.
Months 3-4	Complete maintenance inventory for priority routes; document photos; identify quick wins and technical escalations.	Inventory spreadsheet, photo log, priority list, escalation list.
Months 5-6	Launch membership/donor concept; create adopt-a-route/adopt-a-stair menu; test first cleanup or paid maintenance pilot.	Membership sheet, sponsorship menu, pilot work order, before/after documentation.
Months 7-8	Connect maintenance plan to Creative	Event-readiness checklist, route standards,

Period	Actions	Deliverables
	Quarter, one-euro-house route, and event-readiness checklist.	public communication page.
Months 9-10	Develop owner-support and seasonal property-check concept; review legal/insurance requirements.	Owner guide, service-scope draft, legal/insurance questions list.
Months 11-12	Publish annual maintenance report; update budget; select Year 2 zones and fundraising priorities.	Annual report, budget request, donor update, Year 2 work plan.

16. Three-Year Growth Path

Year	Focus	Expected result
Year 1	Working group, maintenance inventory, priority zones, first sponsors, first documented pilots.	Guardia establishes the habit of visible, documented stewardship.
Year 2	Formalize association/conservancy if appropriate; expand paid crew model; link maintenance to events, property activation, and donors.	Maintenance becomes a predictable part of the Guardia 2035 operating system.
Year 3	Develop larger fundraising, service agreements, replacement reserves, and multi-zone stewardship.	The historic center has a permanent civic care platform that supports grants, residents, owners, artists, and visitors.

17. Success Measures

Measure	Year 1 target	Why it matters
Priority zones mapped	At least 3 zones mapped and photographed.	Turns maintenance from vague concern into a defined work program.
Maintenance tasks completed	At least 12 documented task days or service visits.	Shows visible delivery, not only planning.
Issue reports logged	At least 50 route/lighting/sign/drainage/public-space observations logged.	Creates an evidence base for Comune and grant priorities.
Membership/donor base	At least 50 founding supporters or equivalent first-year donor pool.	Creates recurring civic support.
Sponsorship/adoption pilots	At least 3 adopted routes, stairs, signs, or public-space features.	Tests whether small sponsorships can support routine care.
Event-readiness checklist	One checklist used for at least one open-studios, cultural, wine/olive, or university event.	Connects maintenance to economic and cultural programming.
Annual report published	One public report with photos, funds raised, tasks completed, and next priorities.	Builds transparency and trust.

18. Project Sheets

Project Sheet A - Historic Center Conservancy Startup

Element	Description
Purpose	Create the initial working group, mission, governance principles, and operating plan for a permanent historic-center stewardship structure.
Estimated seed cost	EUR 10,000-35,000 for coordination, legal/accounting consultation, communications, meeting support, mapping, and launch materials.
Lead	Comune-linked working group or civic association with legal review.

Element	Description
Funding lanes	Municipal seed, memberships, donations, sponsorships, Bilancio Partecipato component where eligible.
First 30 days	Draft mission, identify steering participants, define boundaries, and select initial priority zones.

Project Sheet B - Priority Route Maintenance Pilot

Element	Description
Purpose	Test routine care on one or more visible routes connected to property activation, Creative Quarter, heritage/tourism, or public events.
Estimated seed cost	EUR 10,000-25,000 depending on crew model, tools, insurance/safety requirements, and number of zones.
Lead	Conservancy/association with Comune coordination and service provider support.
Funding lanes	Memberships, adopt-a-route sponsorships, event budgets, donations, municipal support.
First 30 days	Choose route, photograph baseline conditions, define allowed tasks, estimate service frequency, and identify responsible party.

Project Sheet C - Adopt-a-Stair / Adopt-a-Route Program

Element	Description
Purpose	Create a simple sponsorship model for defined micro-zones: stairways, signs, benches, route segments, viewpoints, or event paths.
Estimated seed cost	EUR 3,000-10,000 for design, donor materials, signage standards, web page, and administration.
Lead	Conservancy/association with Comune approval for public-space recognition.
Funding lanes	Business sponsors, residents, international owners, artists, wineries, donor campaigns.
First 30 days	Prepare sponsorship menu with tasteful recognition rules, annual cost estimates, and maintenance deliverables.

Project Sheet D - Event-Readiness Checklist and Service Model

Element	Description
Purpose	Make every cultural, arts, wine/olive, university, or buyer-facing event include route cleaning, signs, lighting checks, accessibility notes, waste plan, and cleanup.
Estimated seed cost	EUR 2,000-8,000 for checklist creation, trial run, documentation, and basic event support materials.
Lead	Conservancy/association with event organizers and Comune coordination.
Funding lanes	Event fees, sponsorships, local business support, cultural project budgets.
First 30 days	Draft checklist and apply it to the next plausible pilot event or open-studios route.

Project Sheet E - Seasonal Owner Property Check Service Concept

Element	Description
Purpose	Explore a legally reviewed, owner-requested service for exterior visual checks, photo reports, maintenance referrals, and seasonal readiness support.
Estimated seed cost	EUR 5,000-15,000 for legal/insurance review, forms, service-scope design, pilot communication, and administration.
Lead	Conservancy/association or private partner service with legal review.
Funding lanes	Owner-paid subscriptions, service fees, international-owner network support.
First 30 days	Define what the service can and cannot do, prepare legal/insurance questions, and survey interested owners.