

1 Meeting with Prime Minister Gonzi

On the 7th August 2006, a Foundation delegation met the Prime Minister Dr. Lawrence Gonzi together with Minister Jesmond Mugliett and Minister Ninu Zammit. During the cordial meeting, the VAF submitted a memorandum with suggested projects and initiatives for Valletta particularly in the light of possible funding of such projects with EU funds.

Other matters relating to Valletta were also discussed including the changes to accessibility to Valletta (removal of V licence an introduction of payment for entry), the relocation of the *monti*, the state of City Gate and the need for greater cleanliness in Valletta. The issue of local council funding was also discussed. The formula for local council funding does not take into account localities such as Valletta which are subject to a substantial influx of visitors on a daily basis – an influx which imposes additional requirements relating to cleaning, maintenance and enforcement.

The Foundation delegation was composed of Mr. Alfred Zahra, Mr. Paul Fenech, Perit John Ebejer, Mr. Anthony T. Camilleri, Mr. Tonio Camilleri and Mr. Geoff Pisani Bencini.

2 Valletta Streets Come Alive

After months of discussions and preparation, it actually happened. The streets of Valletta did come alive over four consecutive Fridays in July and August.

The Foundation managed to put together an interesting and varied programme. Musicians, artists painting in streets, late opening of museums, walk tour, children's corner, classic car display, table tennis and karate activities.

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Several shops stayed open till 8.30pm and beyond and discounts and other incentives were offered to shoppers. Many catering outlets had brisk business on these four Fridays.

Bank of Valletta Streets Alive was very well received and many have encouraged the Foundation to have the event over a longer period next year. Although conscious of some shortcomings, the Foundation is very satisfied with the outcome.

The Foundation would like to thank all those who were involved in any way. An advert of thanks was issued in two Sunday papers soon after the event. (vide copy at end of newsletter).

PROSIT to all those who were more directly involved in the organisation. There were many individuals, governors, members and others, who gave time and effort to make the event a success. Special mention goes to Mr Claude Zammit Trevisan, Mr. Geoff Pisani Bencini, Dr. Kari Pisani and VAF Chairman Mr. Alfred Zahra.

The Foundation congratulates organisers of other predominantly evening events held over the same period in Valletta. These were the Malta Summer Arts Festival, Strada and the Delicata Wine Festival. The Foundation encourages and supports all events which generate evening activity in Valletta. VAF wishes the best of luck to the Malta Council for Culture and the Arts for the Notte Bianca which is due on October 14th.

3 Feedback Meeting – BOV Streets Alive

The Foundation has already received substantial feedback on BOV Streets Alive. We would however want to hear more. A feedback meeting is being held for this purpose on **Tuesday 17th October at 3.30pm**. The meeting will be held upstairs at La Valette Band Club in Republic Street. You can also send us your comments by email to pisben@gmail.com or je@maltanet.net.

Dr. Kari Pisani obo of the Foundation has prepared a report to evaluate the event. The report is based on feedback

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received to date as well as the organisers' own perception of the event. The report will be made available to members upon request.

The Foundation has discussed its plans for next year's BOV Streets Alive both internally and with our main sponsor the Bank of Valletta. Some information on our plans for next year will also be given.

4 Reduced advertising rates for VAF members

The magazine *Valletta – A City for All* will be offering a 10 per cent discount on its advertising rates. This was agreed to by Content House who will be the new publishers of the Magazine.

The Foundation has signed a new agreement relating to *Valletta - A City for All* with Content House which will have editorial responsibility for the magazine. The Foundation will be represented on the editorial board with two members. Content House will provide for a new look of the magazine and generally upgrade the format and content.

VAF identified a new publisher after the previous publishing house Chrome Marketing asked VAF not to continue with the publication of the magazine. The Foundation thanks Chrome Marketing for laying the foundations for what will undoubtedly become a much sought after magazine on Valletta. The next issue will be in early December 2006.

5 Valletta DVD for Cruise Liners

A promotional DVD on Valletta was launched at the end of August 2006. The five-minute DVD will be shown to passengers on board cruise ships prior to arrival in the Grand Harbour. It is a taster of Valletta and depicts the City in its totality, including its main attractions as well as its shopping and recreational facilities. The objective is to entice cruise passengers to discover the City when they are ashore.

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The DVD was produced on the initiative of the Valletta Alive Foundation and was made possible with the support of the Malta Tourism Authority and the Republic Street Business Community Association.

During the launch, Dr Francis Zammit Dimech, Minister for Tourism and Culture, stressed the important role played by NGOs and the private sector in promoting the interests of tourism. He explained that this is an example of good co-ordination between a foundation and government organisations, which resulted in the production of an excellent promotional tool.

Mr Alfred Zahra, Chairman of the Valletta Alive Foundation, noted that several cruise line agents have expressed their intention to make arrangements for the DVD to be screened on the cruise ships. Effective use of the promotional DVD will reinforce Valletta's commercial and tourism role.

The then-MTA outgoing Chairman, Mr Romwald Lungaro-Mifsud emphasised the importance of initiatives which promote niche tourism in Malta. He also mentioned the fact that Valletta is a key tourism highlight, with over one million tourists visiting every year. The cruise line business represents an important segment for Malta, which is showing signs of growth. A visit to Valletta by cruise passengers will definitely enrich their experience in Malta and possibly result in a longer repeat visit in the future. Mr Sam Mifsud, the then-MTA Chairman Designate was also present for the launch.

Mr. Victor Fenech Azzopardi represented Republic Street Business Association during the launch. A number of cruise line agents were also present.

6 Dinner at Lower Barracca

During the BOV Streets Alive, the Valletta Alive Foundation organised a dinner for its members and friends at the Upper Barrakka Gardens as part of and with the help of the Delicata Wine Festival organisers. The event was well attended with over 100 guests. The evening was an excellent way for members and friends to meet informally and enjoy a lovely evening in a unique atmosphere.

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7 VAF acquires office

A small room on the second floor of the Exchange Buildings in Republic Street will be the office of the Foundation. An agreement to this effect has been reached with the Chamber of Commerce and Industry.

To date the Foundation had no office space.

Administrative services are provided by support staff of the Chamber, but with an increased number of initiatives, the administrative support that is being provided exceeds what was originally agreed between VAF and the Chamber. With the part-time engagement of Mr. Geoff Pisani Bencini as Co-Ordination Officer, this issue has been resolved.

There is however the urgent need for the Foundation to have its own office staff from where it can operate. The new space will now allow the Foundation to organise better its administrative work with the possibility to further strengthen its administrative/secretarial team in the future.



Valletta Alive Foundation

THANK YOU!



Following the success of BOV Streets Alive (Fridays 28th, July, 4th, 11th and 18th August), the Valletta Alive Foundation would like **to thank** the following for their support and assistance:

- Ministry for Tourism and Culture
- Valletta Local Council
- Malta Council for Culture and the Arts
- Malta Tourism Authority
- Embassy Cinemas • Heritage Malta
- Chrome Marketing Communications
- Capital Radio • GRTU

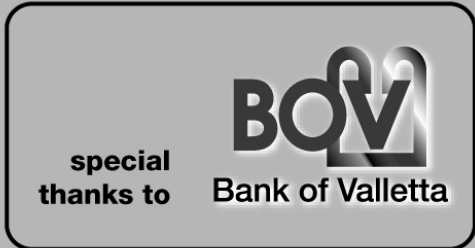
...and

- Malta Chamber of Commerce and Enterprise • Merchants Street Bus. Community
- Republic Street Bus. Community • MHRA • VRC • Valletta District Police Force
- Local Wardens • Old Motors Club • Malta Table Tennis Association • Table Tennis Academy
- Traditional Karate Federation of Malta • Soc. Fil. Naz. La Valette • Ghaqda Tal Pawlini
- Kumitat Festa San Duminku • C. Camilleri & Sons • Camilleri Paris Mode • Petrolea
- Delicata Winery • Luciano Restaurant • Sign It • Billboard Express

thanks to

participating shops, bars, cafes and restaurants,
many individuals who assisted in the organisation
musicians, singers, performers,
artists, and info animators
the media for the excellent coverage

thanks to the public who chose Valletta for their
Friday evening leisure



Valletta Alive Foundation intends to repeat BOV Streets Alive. We need your feedback to make it better. Send your comments to; pisben@gmail.com. A meeting will be held in September for further feedback and to discuss future plans. If you wish to be notified about the meeting, contact us on the same email address

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