

CIRULISI

A PLACE FOR BRAVE ARCHITECTURE AND IDEAS

INVESTMENT OFFER

2022



Cesis un Cesis region

SOME STATISTICS ON CESIS REGION



POPULATION
IN THE
REGION

44 842



THE TERRITORY
OF CESIS
REGION

2668 km²



NUMBER OF
ACTIVE
ENTERPRISES

4742



FOREIGN
DIRECT
INVESTMENT

31.5 mln. EUR



NUMBER
OF STUDENTS

6880

Cesis is the third oldest city in Latvia and is the place where Latvian flag has originated, the prototype of which is still kept in the New Castle of Cesis. Here you can find a medieval castle, the most beautiful parks, the layout of medieval streets has been preserved in the Old Town, world-class cultural events take place here, and the most ambitious and locally patriotic inhabitants of Latvia live here!

BUSINESS ACTIVITY

Business activity in Cesis is experiencing an undeniable growth. Assessing both – individually and looking at objective indices, it is clear that companies value both the environment created by the municipality and the opportunities provided by the European Union, and Cesis is more often chosen as a home place for small and medium-sized businesses. According to the Territorial Development Index of Latvia, Cesis region (until the year 2021) is in the highest position in Vidzeme region. Accordingly, investments of private investors' money and knowledge in Cesis is growing. In recent years, more than ten million euros have been invested in Cesis. Both new and companies rich in tradition in Cesis are growing. A wide range of business sectors are represented, from manufacturing to the provision of services to a wide range of creative industries. Export indices are also growing, which shows that the products of Cesis are highly valued outside Latvia as well!

Entrepreneurs who are already implementing investment projects

in Cesis worth several million euros would not do so if they were not convinced by our development and dynamics. This is both a confirmation of the growth of Cesis and a very important precondition for a new cycle of city development.

A strong and competitive business environment is a strategic goal of Cesis municipality. Cesis region is not only an excellent destination for tourism and well-being, but also a favourable environment for innovation. Cesis is determined to become the first city in the "State #196", a new industrial area and Spatial Cognition Center are being built.

EDUCATION

The inhabitants of Cesis are smart. The proportion of the population of Cesis with higher education is distinctly high. Undoubtedly, this is facilitated by the excellent educational opportunities available to every inhabitant of Cesis, right here in Cesis! We are proud that Cesis is the

only small town in Latvia with two state gymnasiums. The demand for pre-school education in Cesis exceeds the supply, so new kindergarten groups are opened every year. In addition, the queue is growing rapidly, regardless of the fluctuation in the birth rate in the country. This indicates that more and more young families are choosing Cesis as their place of residence. Vidzeme Technological and Design Technical School defiantly asks – who do you want to be? High school student of professional? The school offers to acquire necessary and demanded professions, becoming, for example, carpenters, joiners, designers, etc. For the completeness of the offer, there are also three branches of higher education institutions of Latvia in Cesis – RTU Cesis Study and Science Center, Cesis Branch of the School of Business Administration “Turība”, Cesis Branch of the University of Latvia!

HOUSING

However, as paradoxical as it may be, the lack of housing is one of the criteria that indicates the development course taken by the municipality. We are currently facing this, and accepting it as a challenge. According to real estate companies, the demand for rental apartments in Cesis exceeds the supply seven times. Seeing the potential in Cesis and receiving an understanding from the municipality, SIA “Siguldas buvmeistars” has implemented the construction of two new apartment buildings at the intersection of Saules and Vilku streets. Two more buildings are planned. Other investors are also showing interest. The municipality is also working to replenish its housing stock, and in 2019 opened a building with 24 rentable apartments, 17 of which are owned by the municipality, while the rest are under the Ministry of Defence.

MOBILITY

We strive to be friendly to all road users – pedestrians and cyclists will appreciate targeted traffic calming plans and new pedestrian crossings and cycle paths that make driving more comfortable and safer, while giving drivers free parking throughout the city – we would just like to

ask to fit into one hour and when leaving the car, indicate the time you parked.

But mobility is not limited to street infrastructure! Considering that due to the scale, Cesis must be dynamic, and being aware that Riga will not lose its importance in business, administration, etc. In this area, we have been working to make the daily connection to the capital faster and more convenient.

CESIS TOMORROW

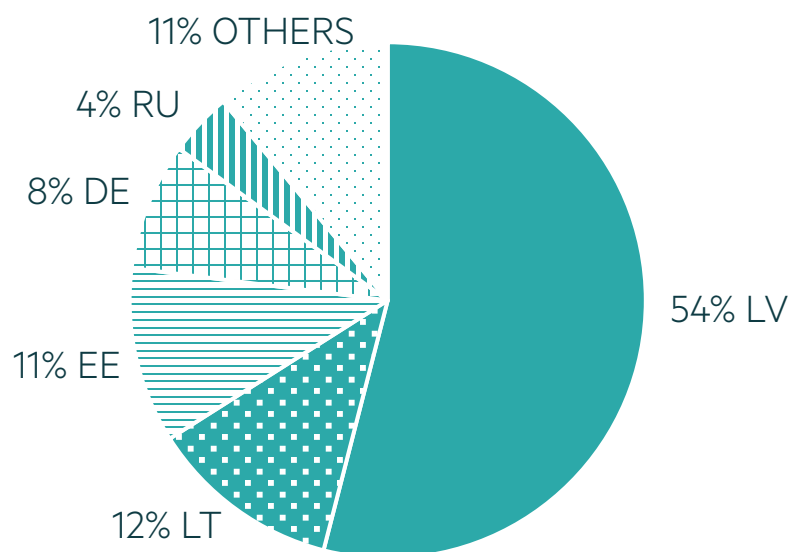
We are proud that we are implementing projects in Cesis that, at least initially, do not seem compatible with the status of a small town. And we succeed with that! Looking to the future, we see this as our main advantage and at the same time our biggest task – a great place to live with world-class infrastructure in a small-town environment.

By building the Vidzeme regional concert hall “Cesis”, we have secured Cesis the title of the Capital of Culture of Latvia, which results in a stable influx of guests throughout the year. The same applies to the attracted investments in our castle complex, parks and old town, which have allowed us to create and hold in Cesis such visitor magnets as the Cesis Art Festival, the “Lampa” talk festival or our own large-scale city festival. And all this, of course, by continuing the development of the transport infrastructure of Cesis, taking care of excellent education, cultural life and providing more and more support to the civil society of Cesis and the initiatives and ideas of the residents. We will continue to attract more and more ambitious ideas to Cesis and most importantly – ambitious people! Cesis is a great place for life and business today!

TOURISM

In 2020, about 600,000 visitors visited Cesis region, of which 45,444 were tourists (overnight stays), of which 16% were foreigners. Cesis is also a popular destination for guests from Estonia, Lithuania, Russia, Germany and other countries.

DISTRIBUTION OF TOURISTS



Cesis is one of the TOP 10 tourist destinations in Latvia. In 2017, Cesis became the winner of the project of the most outstanding European tourist destination in Latvia



Cesis, by joining the Riga-Gauja region, won the title of European gastronomic region.



Cesis is a Hanseatic city and is currently an active member of the Union of Hanseatic Cities "DIE HANSE".



Cesis is a partner of the European Commission's cultural road "Hanseatic League".

TOURISM - THE MOST VISITED OBJECTS IN CESIS REGION



CESIS CASTLE COMPLEX

65 000 visits in the year 2020

Cesis Castle complex with its historically romantic environment is a special charm for both the inhabitants of Cesis and the guests of the city. More than ten centuries of Latvia's cultural history meet here, each with its own time, historical aur and message for today and the future.



CIRULISU NATURE TRAIL

47 352 visits in the year 2020

Cirulisi nature trails provide an opportunity for an inspiring walk to learn about the development of the beautiful Gauja Valley from the ice age to present day. It reveals the history of the development of the river Gauja and the surrounding nature. There are three well-maintained easy-access routes in the area – 2.7 km, 3.5 km and 6.2 km long.



SKIING AND BIATHLON CENTER "CESIS"

38 500 visits in the year 2020

The center offers various artificial and natural snow tracks for both beginners and experienced athletes, 1 and 2.5 km ling tracks are available. The skiing and biathlon centre "Cesis" is used by athletes on a daily basis, as well as competitions of various levels are organized on the slopes.



VIDZEME CONCERT HALL "CESIS"

36 807 visits in the year 2020

A place where culture, art, architecture and history meet in dialogues with people's emotions, experiences and ability to listen, and see more.



ST. JOHN'S CHURCH

24 699 visits in the year 2020

St. John's Church is the second (along with the medieval castle) the most significant architectural object in Cēsis and one of the oldest medieval architectural monuments in Latvia.



ARAIŠI ARCHAEOLOGICAL PARK

11 916 visits in the year 2020

Arais Archaeological Park offers opportunities to find out how the ancient inhabitants lived, ate, dressed, why the lake castle sank and how it was resurrected. Excursions and programs invite you to get into the daily lives and celebrations of people of different centuries.



ACTIVE RECREATION COMPLEX "OZOLKALNS"

9250 visits in the year 2020

"Ozolkalns" is located in Gauja National Park, on the bank of river Gauja, surrounded by a pine forest, 5 km away from the centre of Cēsis. Both children and adults come here to relax. Ozolkalns ski slopes are one of the longest on Latvia.



ZAGARKALNS

7990 visits in the year 2020

"Zagarkalns" – one of the leading winter active recreation complexes in Latvia – probably the best place to learn to ski! Extensive winter recreation opportunities are suitable for the whole family, both beginners, and proficient skiers.



UNGURMUIŽA

7744 visits in the year 2020

The ensemble of 18th century wooden buildings is the only surviving example of a baroque wooden castle in Latvia, where the interiors are richly decorated with murals.



ZVARTES ROCK

7100 visits in the year 2020

One of the most picturesque Devonian sandstone outcrops in Latvia, located on the banks of Amata river, surrounded by forests and meadows. Zvartes rock is a protected geological natural monuments in Gauja National Park.



CAMMEL PARK "RAKSI"

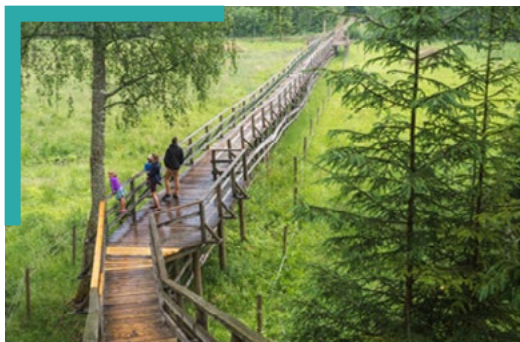
30 000 visits in the year 2020

In the came park "Raksi" you can experience the feeling to ride a camel, touch an alpaca fur and go for a relaxing walk through the woods with a faithful companion lama.



ERGLU CLIFFS

One of the most important tourist attractions in Gauja National Park, well-maintained for viewing (viewing platforms, trails, stairs). The observaion deck above the cliffs offers a majestic landscape far across Gauja.



LIGATNE NATURE TRAIL

79 708 visits in the year 2020

The trails were established in 1975 with the aim of acquainting the park's visitors with Latvia's natural values and local species of wild plants and animals, and one of the most popular nature trails in Latvia.



ZEIT

Zeit is a place in the historical helmet factory, where you can celebrate holidays, attend concerts, hold seminars, relax after an active recreation and simply enjoy the picturesque landscape of Ligatne.



REHABILITATION CENTER "LĪGATNE"

14 233 visits in the year 2020

Surrounded by a fabulous green forest, the rehabilitation centre offers state-paid and paid rehabilitation services, SPA and beauty treatments, hotel relaxation and seminar rooms.



PIEBALGAS MUSEUMS

5000 visits in the year 2020

The mission of the Museum Association "Orisare" is to reveal to the Latvian society the cultural and historical uniqueness and diversity of the historical Piebalga region, actualizing the life stories of the outstanding inhabitants of Piebalga in their various family homes.



TOURISM - THE MOST VISITED EVENTS IN CESIS REGION

“ The British newspaper “Daily Mail” has ranked the “Cesis 810” city festival and the Cesis Art Festival among the most interesting and unique festivals in the world in the summer of 2016.



TALK FESTIVAL “LAMPA”

47 940 visits in the year 2020

The festival is a large-scale initiative, an open platform of more than 300 organizations and active individuals, creating a place to exchange views in a free, relaxed atmosphere and to discuss current issues in a dignified manner. Everyone has the opportunity to register and organize their event at “LAMPA”.



CESIS CITY FESTIVAL

60 000 visits in the year 2019

One of the most important and long-awaited events of the year is the Cesis City Festival, during which the city celebrates its anniversary. For several days, the streets, parks and squares of the old town are filled with music, dance steps and delights. The festival never goes on without active sports.



ART FESTIVAL “CESIS”

10 000 visits in the year 2019

The Art Festival “Cesis” offers a wide range of art in one place: music concerts, visual art exhibitions, theatre performances and cinemas. The program includes both – art events that have already gained recognition from the audience in Riga, as well as completely new works created especially for the festival. During the festival, the city of Cesis and its region will become an active cultural centre for both residents and spectators from Riga and abroad.



ZAUBE WILD CULINARY FESTIVAL

5000 visits in the year 2019

The unusual festival, each year offers and ever-expanding festival program, including attractive competitions, exploratory lectures, exciting master classes, tastings, a wide range of flavours and other wildlife activities for both adults and children.

CIRULISI



The investment territory “Cirulisi” is located 88km, or one hour drive from the capital city Riga, and is easily accessible from the country’s main highways A2 Riga-Veclaicene and A3 Incukalns-Valka, which are highways of European significance. The A2/E77 is 12 km away from Cirulisi and the A3/E264 is 17.4km away.

By train from Riga, Cesis can be reached in 1 hr 15 min. From Cesis city center, “Cirulisi” can be reached by public transport.

5 km from Cesis there is an airfield with permanently available services – manoeuvring area, plane parking lots and communications.



CIRULISI

APPROXIMATELY 100,000 VISITORS
A YEAR ALREADY

RAKSI

GAUJA

CIRULISU
NATURE TRAIL

OZOLKALNS

ZAGARKALNS

SIGHT
TOWER

SIA VENDEN

RETIREMENT
HOUSE

TENNIS COURT

A PLACE
FOR YOUR
INVESTMENT

SPACE EDUCATION
CENTER

Project completion
the year 2023

SVETAVOTS

DESCRIPTION OF THE TERRITORY

The total area of the territory is 17,663 m². The investment territory includes the historical buildings of the former sanatorium "Cirulisi": Kovarnu street 24 (4503 m²), Kovarnu street 26 (6872 m²), Zilu street 4 (4029 m²) and Zilu street 2 (2259 m²).

In 2018, a complete reconstruction of the ground covering was carried out in Cirulisu street in the section from Petera street to Kovarnu street, where a wide pedestrian sidewalk with a bicycle lane was built. Lighting has been restored on the street, LED type luminaires have been installed, rainwater sewerage has been rebuilt.

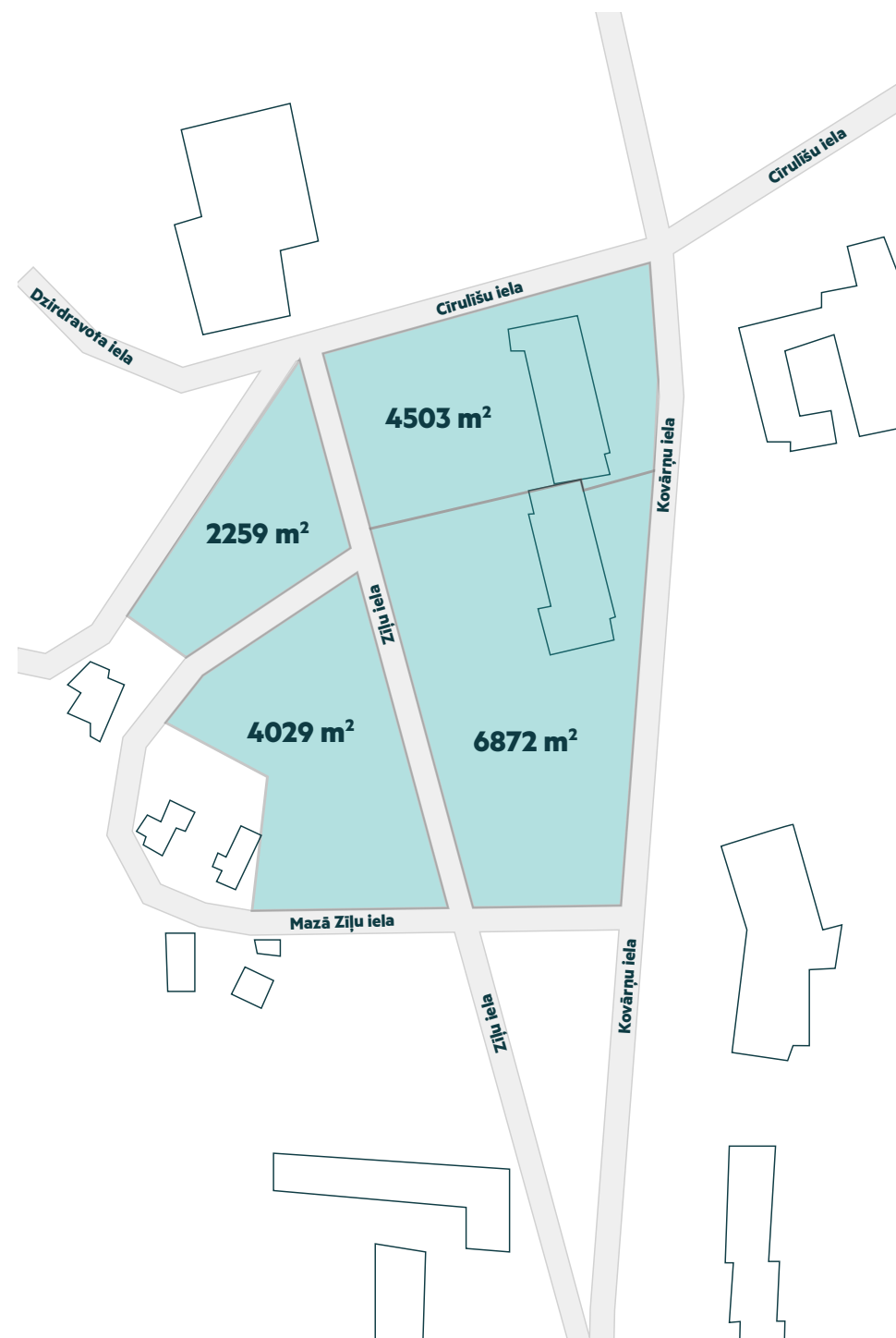
Kovarnu street has centralized water supply and domestic sewerage networks as well as rain sewerage near the properties. Kovarnu street 24 has a water supply, domestic and rain sewerage. The properties at Zilu street 2 and 4 have the possibility to connect to the centralized water supply.

The property at Kovarnu street 24 has a gas supply to the boiler house. Other properties do not have gas pipelines, but they can be built.

According to the Cesis municipality spatial plan, the investment area is a mixed centre building area (JC2) is a functional area defined for the Cirulisi building area in Cesis, where a wide range of mixed uses has historically developed and serves as a neighbourhood centre with a specific development goal.

Building parameters determined by the use of the territory:

- Maximum construction density 20-50%
- Construction intensity 20-300%
- Construction height (number of floors) 1-6
- The minimum indicator of free green space 30-70%



FUTURE SCOPE



HEALTH TOURISM



WELLNESS TOURISM



RESORT TREATMENT



EXPORTS OF MEDICAL SERVICES



SPORTS



WATER ATTRACTIONS



REHABILITATION SERVICES



BUSINESS TOURISM

Cesis region is a popular tourist and leisure destination, which is confirmed by the growing number of both Latvian and foreign tourists and visitors.

Cesis region has wide opportunities for business development in the field of rehabilitation and health care services, health tourism, as there is a clean and natural environment and there are ancient traditions:

- November 13, 1944– September 16, 1946
Children's sanatorium "Cirulisi"
- September 16, 1946 – January, 1975
Holiday house "Cirulisi"
- January 1975 – July 1986
Retirement home "Cirulisi"
- July, 1986 – April 17, 1991
Resort clinic with a retirement home "Cirulisi"
- April 17, 1991 – September 13, 1995
State sanatorium "Cirulisi"

The Sustainable Development Strategy of Cesis Region for 2014-2030 expresses the vision of long-term development of the region, in which Cesis region is an internationally recognized destination for tourism, health improvement and well-being.

MINERAL WATER

In the vicinity of Cirulisi, in the depths of the earth, mineral waters rich in mineral salts can be found at a depth of 200-470 m. Their mineral salts can reach concentrations of up to 3.5 g/l and are rich in calcium, magnesium, potassium and chloride. Such waters are used in treatment and rehabilitation.

In 1983, an artesian well was installed in the territory of Cirulisi at a depth of 470 m, where highly concentrated mineral water with a high salt content was obtained. Mineral water was used both in bath procedures and in diluted form for drinking.

In 1986, the mud-mineral water treatment building was put into operation. The retirement home became a resort outpatient clinic for the treatment of respiratory, gastrointestinal diseases.

During the “high days” of Cirulisi in 1986-1992, three drinking water wells and two mineral water wells were used for the needs of the sanatorium. A mineral water supply was used for water healing (a swimming pool with mineral water).

Since 2010, SIA “VENDEN” has been extracting natural mineral water from the groundwater deposit “Cirulisi” (well No.DB7642) in the company’s territory, which is located at a depth of 133 m, and is registered in the list of natural mineral waters recognized in the EU Member States.

In the territory of Cirulisi it is possible to conduct research on the healing power of water and obtain the status of a resort.



HISTORY AND TRADITIONS



In the late 18th and early 19th centuries, more and more hydrotherapy facilities were established in Western Europe. One of them was also opened in Latvia in Cesis castle manor, when in 1839 the construction of a water main from the city springs was developed. In the first half of the 19th century, doctors from Cesis also became involved in the traditions of hydrotherapy. This is the time when Cesis was first popularized as a resort and a beautiful place with historical monuments. The cold-water treatment facility was opened in 1841 and has been in operation for more than 10 years. With the development of the resort and recreation function, Cesis experienced a new prosperity, which continued until the First World War.

In the interwar period, in 1930s Cesis was a quiet resort town. In August 1932, Cesis Resort Committee was established with the aim of developing the city as a winter resort and balancing the number of tourists in different seasons. This year, significant infrastructure elements were created, including the largest springboard in the Baltic States for ski jumping. Skiing and jumping were the main activities in Cirulisi until the 1940s. The history of Cirulisi manor resort dates back to the 1930s.

From 1945, a medical and recreational infrastructure was established in Cirulisi under conditions, which served up to 80,000 people a year from all over the USSR. Only 10% of all visitors were Latvian.

During the transition from a planned economy to a market economy (1990-1993), the flow of customer from the CIS countries decreased, the sanatorium suffered losses, employees were laid off, and in 1993 the sanatorium was closed down.

BUILDING RIGHTS AND RENT OR REDEMPTION

The fee for the land plot for building rights will be determined as a result of an auction. The starting price is determined according to the evaluation of an independent appraiser. An agreement on the lease of an object or the granting of building rights can be concluded for a period of up to 30 years. The fee will start to be calculated from the moment of concluding the agreement.

Alienation of real estate may be proposed, the agreement will set out the requirements for the development of the land plot (investment project), buildings (structure) etc. The alienation of municipal property is currently regulated by the Law on the Alienation of Public Property. According to the legislation currently in force in the country, the property can be alienated by auction.

It is possible to receive a real estate discount in accordance with the binding regulations of Cesis municipality No.15 ["On application of benefits to real estate taxpayers in Cesis region"](#).

The municipality is ready to get involved in the development of the adjacent engineering networks and transport infrastructure. The municipality can also support the attraction of human resources in cooperation with educational institutions.

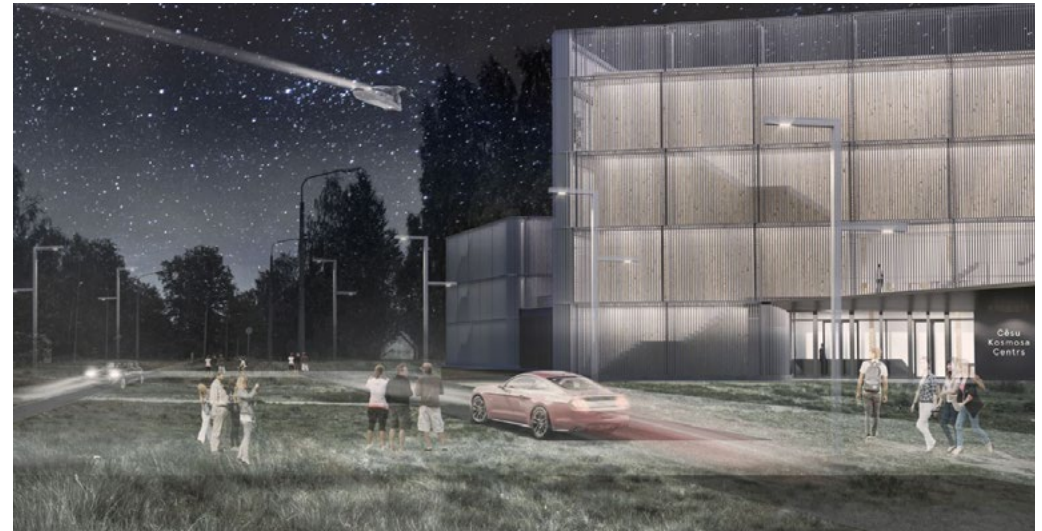


EMERGING INVESTMENT OBJECTS IN CIRULISI

SPACE EDUCATION CENTER

Space Education Centre will offer new educational programs, educational classes and teacher training programs, children and youth camps, educational competitions for students, various adventure activities for visitors to the centre, 50 interactive exhibits, seminars and conferences on STEM education, Space Festival in the year 2021, and others.

It is expected to be visited by 100,000 visitors a year.



VIDZEME TENNIS AND SPORT CENTER

It is planned to turn the existing tennis courts into Vidzeme Tennis and Sports Centre, where three tennis courts, a gym as well as an active recreation centre will be available to the residents and guests of the region.

It is expected to be visited by 50,000 visitors a year.



CONTACTS

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