

# “LA STEJARII” LEISURE CLUB

Brussels, 9<sup>th</sup> October, 2014



*Inițiativă locală. Dezvoltare regională.*

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# 1. PROJECT DETAILS

**Project title:** “”La Stejarii” Leisure Club”

**Number of the financing agreement:** 2338

**Beneficiary:** Commercial Company MEDUSA HOTEL INTERNATIONAL SRL

**SMIS code:** 19896 - The 2007-2013 Regional Operational Program

**Priority Axis:** 5 - Sustainable development and promotion of tourism

**Key Area of Intervention:** 5.2 - Creation, development, modernization of the tourism infrastructure for sustainable valorization of natural resources and for increasing the quality of tourism services

**Localization of the Project:** Bucharest-Ilfov Regional Development

**Implementation period:** 27 months (27.09.2011 – 27.12.2013)

**Project Status:** Finalized (Open to the public starting 02<sup>nd</sup> of December 2013)



## 2. PROJECT OBJECTIVES

### *General objective:*

Creating a leisure facility that contributes to the improvement and diversification of the tourism services and will increase the tourists number in Bucharest City area.



## *Specific objectives*

- Developing, in the north of Bucharest, a leisure facility capable of providing services for about 814 visitors simultaneous;
- Increasing the number of permanent jobs in the tourism sector to 70, by 2014;
- Providing a wide range of leisure services (sports, fitness, pool, entertainment) at international standards;
- A better capitalization for tourism purposes of Baneasa Forest, one of the main natural resources available in Bucharest.



### 3. TARGET GROUP / PROJECT'S BENEFICIARIES 3/1

#### *Direct Beneficiaries of the project are:*

- about 109.500 Romanian and foreign tourists who will use the facilities and services of the resort, on an annual basis;
- about 100.000 residents of Bucharest and neighboring cities expected to use the facilities and services of “La Stejarii” leisure resort;
- 70 new employees who will ensure the operation of “La Stejarii” leisure resort;

*This project is integrated in the **regional and national strategy** and contributes to achieving the objectives of POR (Regional Operational Programme).*



### 3. TARGET GROUP / PROJECT'S BENEFICIARIES 3/2

#### *Indirect Beneficiaries of the project are:*

- hotels that provide accommodation in the north of Bucharest and those located in Otopeni city and Baneasa area.
- leisure facilities operating in the area: Baneasa Zoo, neighborhood commercial area etc.
- local authorities of Bucharest, in particular 1st district, and other national authorities too, that will charge taxes and fees related to the activities carried out within the resort.
- service providers and suppliers of products from whom products and services necessary to operate the leisure complex will be procured.

## 4. MAIN ACTIVITIES DURING THE IMPLEMENTATION 4/1

- Signing the financing agreement with the Ministry of Regional Development and Public Administration through Bucharest Ilfov Regional Development Agency;
- Information and publicity regarding the project;
- Financial audit services;
- Contracting the general contractor of the construction of the building through public tender;
- Contracting the delivery and installation of the equipment and the delivery of the facilities of the building, through public tender;





## 4. MAIN ACTIVITIES DURING THE IMPLEMENTATION 4/2

- Enforcing the contracts (construction, equipment and facilities of the building) and supervising the way in which all contract obligations are executed by the all parties;
- Delivery and final take over of the construction, equipment and facilities;
- Execution of specific obligations according with the financing agreement (i.e progress reports, reimbursement requests);
- Activities specific to project management.



## 5. PROJECT'S BUDGET

***According with the financing agreement no. 2338, the main figures of project's budget are:***

- ***The total value of the project is:***  
20.006.017,40 euro
- ***The total value of the eligible expenses is:***  
14.378.773,29 euro
- ***The value of the financial aid requested form the European Founds is:***  
8.555.370,11 euro – 59,5% out of total eligible expenses
- ***The value of the own contribution to the eligible expenses is:***  
5.823.403,18 euro



## 6. PROJECT BRIEF 6/1

- ““La Stejarii” Leisure Club” is located in Baneasa Forest, at the heart of a green and fresh air oasis, away from the capital city’s noisy and crowded atmosphere. Located at 14A Jandarmeriei Street, the leisure complex has direct access to Henri Coanda and Baneasa Airports.
- The leisure club has a total built area of approximately 21,000 m2.
- ““La Stejarii” Leisure Club” perfectly combines social and business networking opportunities with indoor and outdoor sports activities, fitness, wellness center, relaxation and special spaces dedicated to the little ones.
- The mission of our complex is to create a warm and distinctive setting that intertwines harmoniously sports, entertainment, relaxation and wellness services, tailored for a wide range of needs.



## 6. PROJECT BRIEF 6/2

The European granted funds have been used by the developer in order to achieve the implementation of the following leisure services:

- 4 Tennis Courts (2 indoor, 2 outdoor)
- 3 Indoor Pools
- 1 Fitness Center (Cardio, Spinning, Ergo, Aerobics)
- 2 Squash Courts
- 1 Jogging Track
- 1 Boxing and Martial Arts Studio
- 1 Ballet and Dance Studio
- 2 Jacuzzi
- 2 Dry Saunas
- 2 Steam Saunas
- 2 Platform Tennis Courts
- 1 SPA Center (Shiseido Spa)
- 2 Clubs for Kids and Teens
- 4 Events Halls
- 1 Underground and above ground Parking

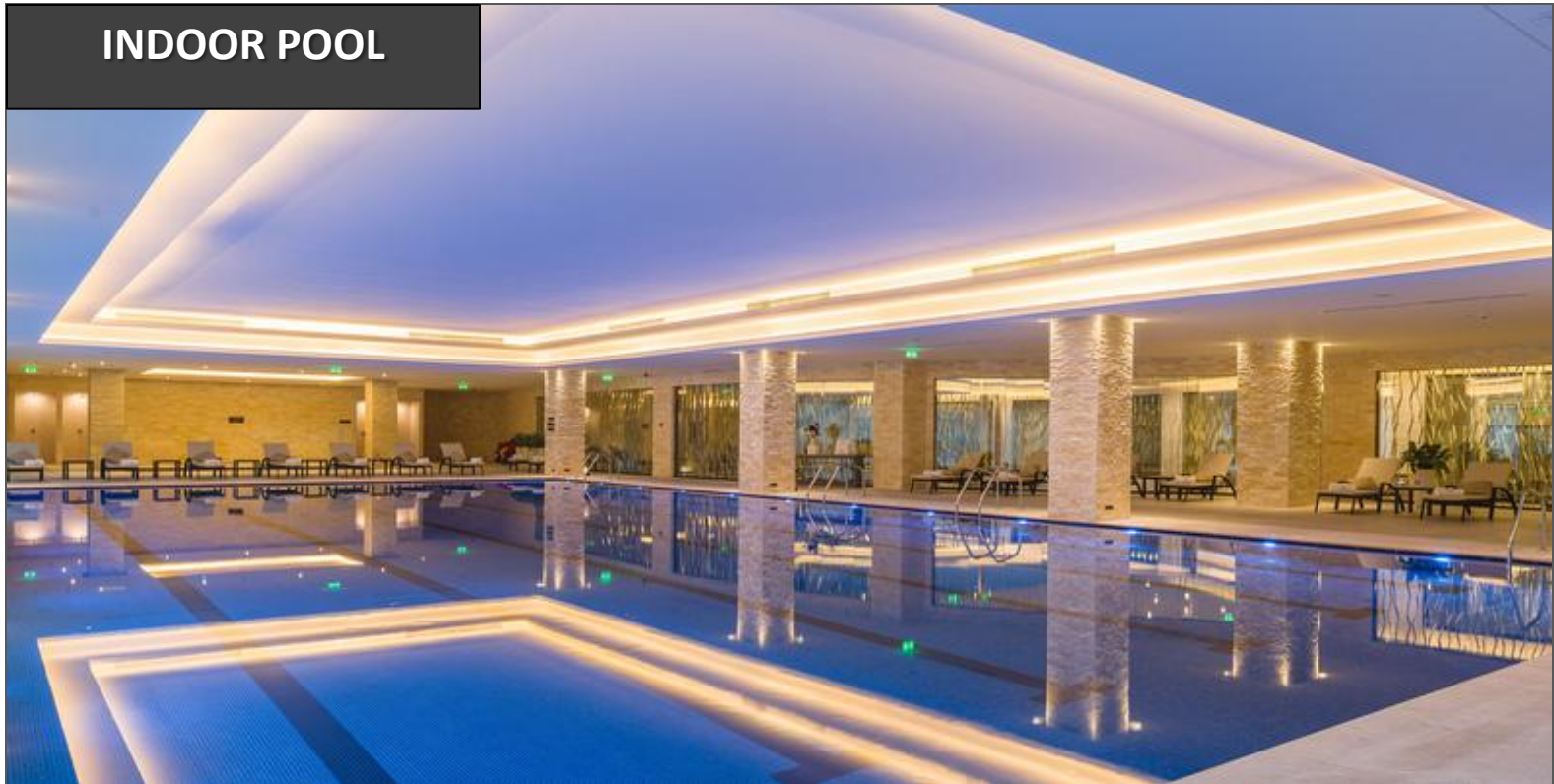


## 6. PROJECT BRIEF 6/3

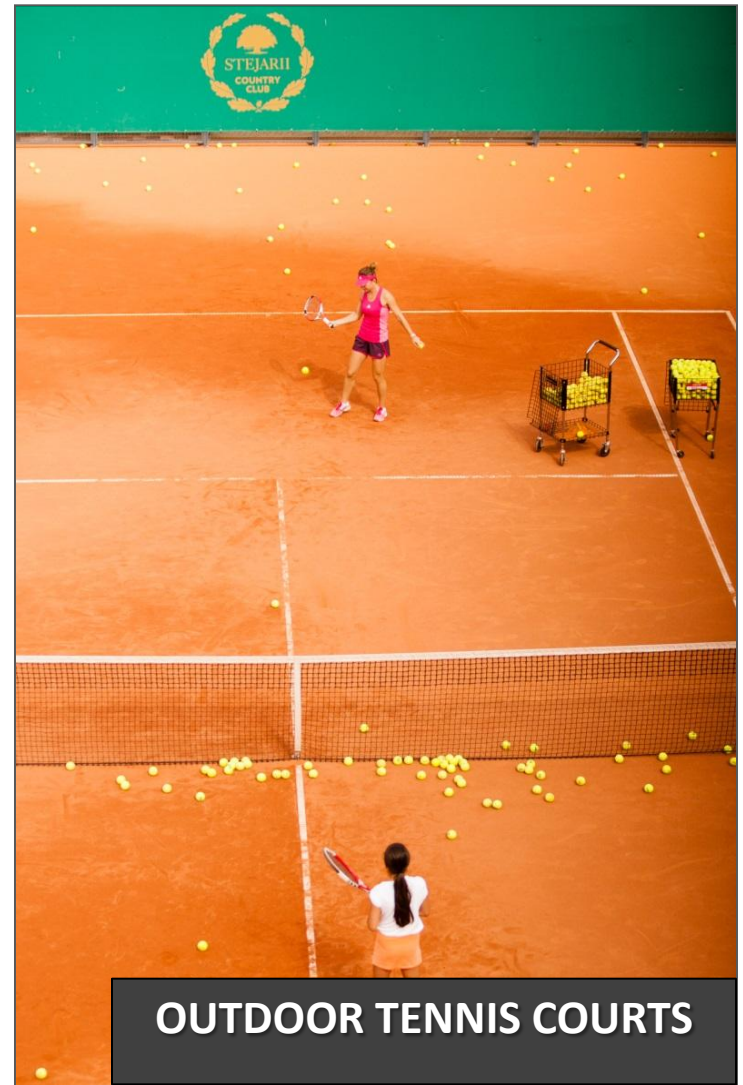


## 6. PROJECT BRIEF 6/4

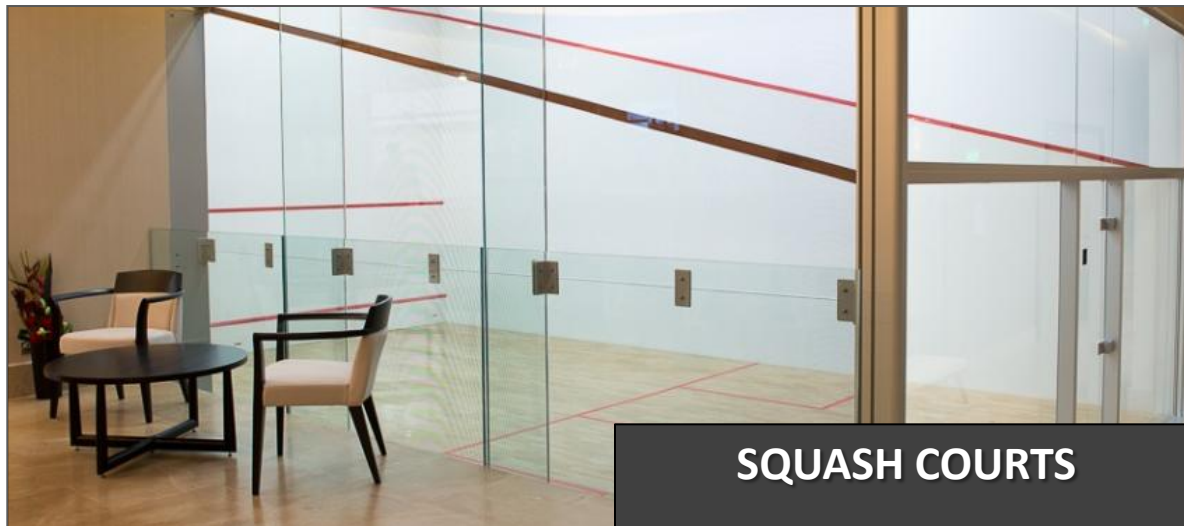
### INDOOR POOL



## 6. PROJECT BRIEF 6/5



## 6. PROJECT BRIEF 6/6

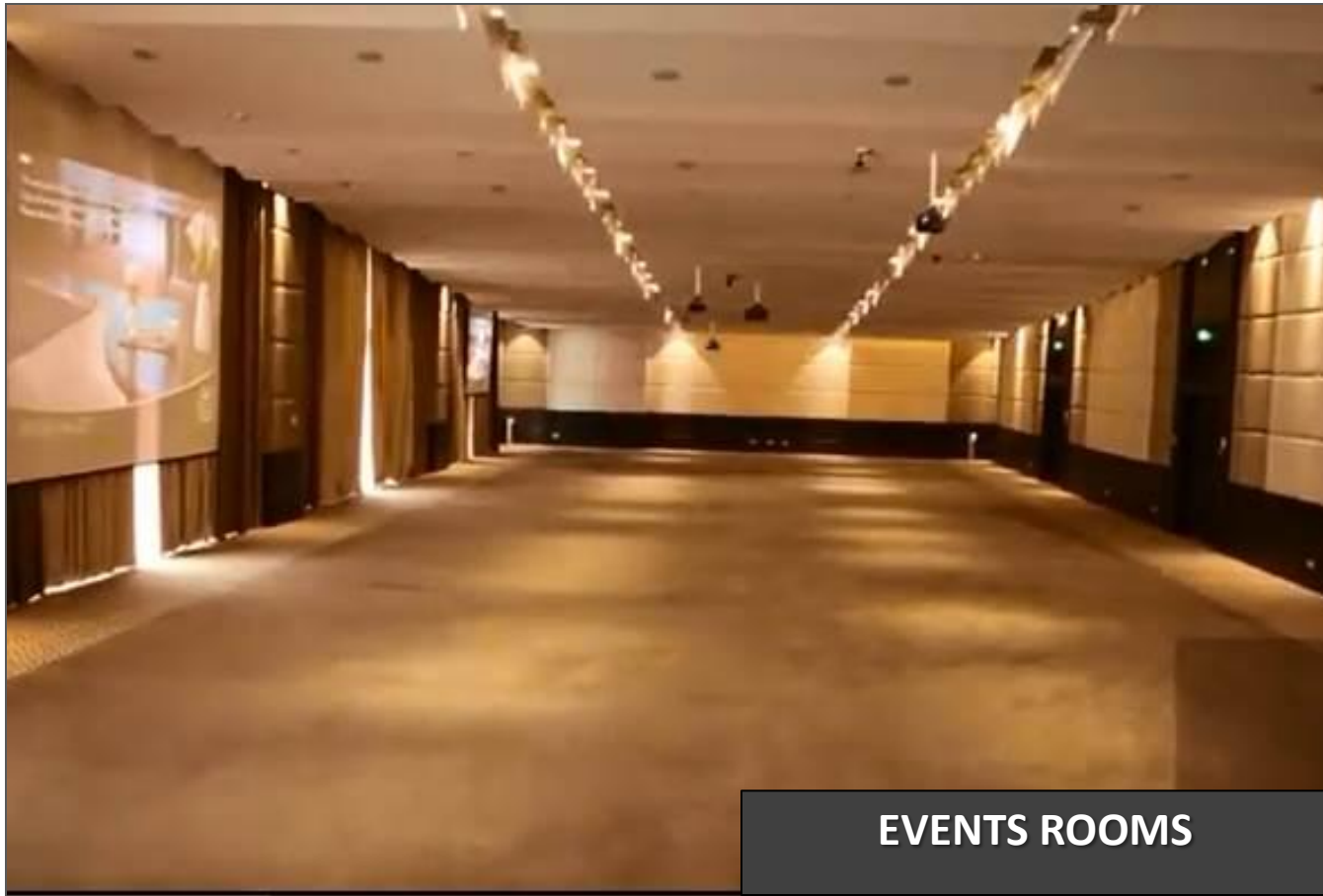




## 6. PROJECT BRIEF 6/7



## 6. PROJECT BRIEF 6/8



**EVENTS ROOMS**

# THANK YOU FOR YOUR TIME!

Contact:

[www.stejariicountryclub.ro](http://www.stejariicountryclub.ro)

[office@stejariicountryclub.ro](mailto:office@stejariicountryclub.ro)

[office@medusaturism.ro](mailto:office@medusaturism.ro)

Address: Jandarmeriei Street, no. 14A, 1<sup>st</sup> District 1, Bucharest, Romania

**We invest in your future! Project selected within the Regional Operational Program  
and co-financed by the European Union through the European Fund for Regional Development.**

**Regio**   
PROGRAMUL OPERAȚIONAL REGIONAL BUCUREȘTI-ILFOV