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FINAL FEASIBILITY STUDY -

Transformation of unused track in Hevlín
into tourist attraction and village museum

12/2020





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1. INTRODUCTION

In 2019, the municipality of Hevlín purchased the Hevlín - Hrušovany nad Jevišovkou railway line. The railway line also includes adjacent station building, which is currently not used effectively. In addition, an unadaptable tenant has been living in the former station building for a long time, devastating the building with his stay. The municipality could not evict the problem tenant due to the lengthy process of acquiring the station building into its property.

The project of planned revitalisation is divided into two parallel activities, which are the creation of a museum in the former station building and the restoration and reclamation of tracks and the surrounding area of the railway station. In some parts of the feasibility study, the implementation of this project is described in terms of two activities.

The information necessary for the elaboration of the given feasibility study was provided by the South Moravian Region, the Municipality Hevlín and the company KORDIS JMK, a.s.

This feasibility study describes the implementation of all activities that are needed for project's completing. Parts of the study are a description of the current situation, technical parameters of the project, possible legislative restrictions associated with the implementation of the project. There are defined alternative variants, including the selection of the project, inputs and outputs of the project. SWOT analyzes and cost-benefit analysis are also an integral part of this feasibility study. At the end there are also described the schedule of activities leading to the implementation of the project and a summarized evaluation of the effectiveness of the project.

2. SITE AND LOCATION ANALYSIS

2.1. General site overview and conditions

The village Hevlín is located in the Znojmo district in the South Moravian Region, in a position of about 6 km from the town Hrušovany nad Jevišovkou, about 24 km from the district town Znojmo and about 50 km air distance from the regional town Brno. The village Hevlín is also located in close proximity to the Austrian town Laa an der Thaya with the distance about 5 km. The village is accessible by road II/415 and II/408. The international bus line 104 Brno - Laa an der Thaya and the bus line 820 Znojmo - Hevlín pass through the village.



Figure 1: Village Hevlín.

The railway line Hrušovany nad Jevišovkou - Hevlín is 7 km long and it is a single-track. This railway line was established as part of the Střelice u Brna - Hrušovany nad Jevišovkou - Hevlín railway line. The Austrian State Railways Company built this in order to connect Brno with Vienna. The railway line was busy with passenger and freight traffic. There also run express trains from Brno to Vienna. The fact that it was built for two tracks also testifies to its importance.

After the nationalization of the railway in 1909, there were more connections, and therefore the Hevlín stop was rebuilt into a station. The end of the monarchy and the subsequent establishment of the Czechoslovak Republic conditioned the establishment of the Hevlín - Laa an der Thaya railway border crossing. Freight traffic was redirected to Břeclav, express lines were cancelled, so three to four pairs of passenger trains passed on the line every day. In the Protectorate, six pairs of trains operated on the day of the German Reich Railways. At the end of the war, the track suffered damage, which eventually became fatal. In Hevlín, the station building was almost destroyed, the bridges over the Dyje and Mlýnská strouha

were destroyed by explosives. The bridges were temporarily repaired by German prisoners, but the regular personal traffic was never restored. Plans for repairs were thwarted because of the Iron Curtain.

After 1989, there were efforts to reconstruct the railway crossing. The Hevlín and the Laa an der Thaya stations were still functioning and the non-functional section between these stations was therefore just over two kilometres, but the plans have not materialized. In 2010, passenger transport was cancelled despite the disagreement of the surrounding municipalities between Hrušovany and Hevlín. The municipality of Hevlín tried to buy the line or lease the line, but no funds were found for that. Passenger trains were replaced by more effective bus No.104 which is going from Brno via Hevlín to Austrian town Laa an der Thaya.



Figure 2: The railway line in Hevlín.



Figure 3: The railway station in Hevlín.



Figure 4: The railway crossing in Hevlín.

The railway station building in Hevlín was built according to the plans of the architect František Uhl in 1910 and since 2012 it has been on the list of cultural monuments of the Czech Republic. The reparation of the building is therefore of great importance to the inhabitants and representatives of the village Hevlín. Therefore, the municipal council of Hevlín decided to implement a project for the renovation of the station building and its surroundings. The Hevlín station building is heritage protected and it is not used for train transport anymore. Recently, the municipality Hevlín has bought the railway station and the tracks and plans to revitalize the surroundings and create some tourist activities such as a museum and operating of draisines which are rail vehicles powered by a man.



Figure 5: The railway station building in Hevlín.

The village Hevlín has a strategically important location. Hevlín is located close to the Austrian town Laa an der Thaya. An important interstate cycle path also passes through the village, leading from the capital city Prague to the Austrian capital city Vienna. The village is important thanks to its historic brickyard (it is known not only in the South Moravian region, but throughout the Czech Republic). The brick history will also be built as part of the museum's construction in the former station building.

Unfortunately, the village of Hevlín cannot compete with its neighbouring towns and villages in terms of wine activities, so the village is not interesting in terms of viticulture.

The village Hevlín has accommodation facilities. There are five guesthouses in the village. The world portal, which is focused on mediating the acquisition of accommodation, rates all guesthouses as excellent as shown in the table 1 as follows.

Name of the accommodation facility	Evaluation	Address
Pension Semerád v Hevlíně	Great	330 Hevlín Czech Republic, Hevlín, 671 69
Pension Dyje	Very good	443 Hevlín Czech Republic, Hevlín, 671 69
Pension Sara	Good	337 Hevlín Czech Republic, Hevlín, 671 69
Pension u Tří Lip Hevlín	Fantastic	214 Hevlín Czech Republic, Hevlín, 671 69
Villa Star House	Fantastic	242 Hevlín Czech Republic, Hevlín, 671 69

Table 1: The accommodation facility.

The local authority of the village Hevlín has a long-term goal, which consists of building a museum with exhibits from the history of railway transport (mainly the history of the railway route from Vienna to Brno), history in the Hevlín brick industry and other exhibitions in agriculture in Hevlín and its vicinity.

Within the project implementation, it is necessary to define substitutes and complements that may affect its development and sustainability in connection with the new activity in the form of building a museum. Table 2 below defines the list of substitutes and complements that must be taken into account in the implementation of the project.

Substitutes	Complements
Other leisure activities	Transport connection
TV	Catering nearby
Relaxation	Accommodation on the spot
Other museums nearby	Existence of other activities in Hevlín

Table 2: The list of substitutes and complements.

As mentioned above, the municipality of Hevlín has good transport connections (regional buses and roads) with the statutory city Brno and the Austrian town Laa an der Thaya, which has direct rail and road connections with the Austrian capital Vienna. In the village there is also the possibility of accommodation in several guesthouses. The village of Hevlín can offer its visitors a lot of other activities which have been mentioned above.

From the project plan to build a museum in the former station building, it is clear that all four complements are easily accessible in Hevlín, which is a competitive advantage.

2.2. Building conditions

The implementation of the project does not presuppose the construction of a new building, as the reconstruction of the existing station building. The condition of the former station building can be assessed as good, so there is no need for extensive reconstruction. Activities associated with the renovation of the building will consist only with a slight modification of the facade and interior spaces. In the future, it would

be appropriate to replace electrical wiring and plumbing, but this is not a condition. The building has been preserved in very good condition.

To modify the surroundings of the station building, it is necessary to draw attention to two ancillary buildings - a brick garage and a room with a toilet. These two buildings need to be demolished as part of the project implementation, as they have no significance for the project and were built later than the station building. These two buildings are not protected as monuments and their demolition will contribute to the reclamation of the surroundings.

An examination of the condition of the railway line did not reveal any serious problems. It can be stated that the current state of the railway line is in very good condition.

2.3. Legal constraints (legal feasibility)

The main limitation of the project is the fact that the former station building is a protected building. Therefore, it is not possible to fundamentally repair the building, it is only possible to repair the building. Rules of protected buildings set out the criteria for what a building should look like.

Another limitation lies in the operation of the attraction activity, which is focused on the operation of draisines on the railway line. For smooth and safe operation of the attraction, it is necessary that the railway line does not cross the road. Unfortunately, the railway line intersects with the road at one point. Therefore, in accordance with the applicable legislation, it is necessary to take certain steps that will lead to the elimination of the problem. It will be necessary to install a stop on the tracks, which will cut off the section intended for the operation of the attraction from the railway line (this will create a section about 2 km long).

The next step is to create conditions for the operation of occasional rides of tourist trains to the locality. One of the intentions of the project is the operation of occasional tourist trains from the train station in Brno to Hevlín. Therefore, it is necessary to take certain steps that will allow the operation of the railway section, such as the installation of railway signs, signalling equipment, etc.



3. ALTERNATIVE SOLUTIONS

Along with the decision to create a museum and activities related to the use of the railway line, there were considered several alternatives, which are described below.

The first alternative is the renewal of the Hevlín - Laa an der Thaya railway line for the purpose of cross-border railway connection between the municipalities on this line. To implement the project, it is necessary to build a railway bridge over the river Dyje. The bridge already existed in the past but was demolished. This project can be considered useful for the future because it will renew the railway connection between the municipalities through which the railway line runs. The authority of the Hevlín is considering implementing the project in the future. At present, it is necessary to give priority to the project which consists in saving the former station building and railway line. The project to build a bridge over the river Dyje requires more investment. The project of renewing the railway line and the former station building will enable the implementation of a project for the construction of a railway bridge over the river Dyje and the subsequent railway connection of municipalities on this line.

The second alternative is not to implement any projects and leave the station building and its surroundings in the condition as it is today. This decision would save considerable investment and there would be an opportunity to invest funds in other projects and activities of the municipality Hevlín. However, the proposal cannot be implemented due to the purchase of the station building. The municipality has already invested considerable funds in the purchase of the line and the station building. In addition, it is necessary to preserve the station building due to its inclusion in the list of cultural monuments of the Czech Republic. If the station building and the adjacent track were not repaired and re-cultivated, they would fall into disrepair and might be destroyed.

4. PROPOSED SOLUTION

In this part it is necessary to look at two activities within one project. The first activity is the construction of a museum in the former station building, the second activity is the operation of draisines on the railway line and the associated reclamation of the surroundings of the station building and the line.

The definition of the individual services provided within the construction of the museum in the former station building is evident from table below. The station building consists of two floors and an attic. Each floor will provide different services.

Proposed usage of railway building in Hevlín is shown in following table 3.

Floor	Room	Provided services
Ground floor	Waiting room	Exhibition spaces
	Cash boxes	
	Transport office	The transport office would remain in the transport office.
First floor	Kitchen	The rooms will be designed for exhibits: - Railway Brno - Hrušovany nad Jevišovkou - Hevlín - Laa an der Thaya - Vienna; - The village of Hevlín, local agriculture and nature; - Brickyard in Hevlín - State borders - border fortifications and the Iron Curtain.
	Large room	
	North room	
	Closet room	
	Office room	Historic office of the head of the station from 1910;
Attic		Creation of exhibition spaces or establishment of a depository.

Table 3: Proposed usage of railway building in Hevlín.

As can be seen from table, on the first floor of the former station building, it is planned to create exhibition spaces, where will be presented exhibitions from the history of the brick industry in the given locality. The original intention was to create a space that will be designed for fast food. However, there is a restaurant near the station building that is owned by a local businessman. The restaurant lies within walking distance of the building. Therefore, it was decided that instead of fast food, a space for exhibits would be created on the ground floor of the former station building. On the ground floor there was a former transport office room. According to current plans, the room should serve as a transport office.

The first floor of the former station building consists of several rooms: kitchen, large room, room in the north, annex and cabinet. In the given premises, a space for the realization of an exhibition on the history of the important railway Brno-Hrušovany nad Jevišovkou-Hevlín-Laa an der Thaya-Wien could be created. There will be also an exhibition in one of the rooms, which points to the history of local agriculture and the nature of the village Hevlín, and one room will serve as an exhibition space on the history of state borders, border fortifications and the Iron Curtain. The cabinet would create an authentic historical office of the



head of the station from 1910. A depository would be created on the attic of the former station building, where individual exhibition samples could be stored.

Another activity associated with the implementation of the project is to ensure the operation of draisines on the railway line. Visitors can independently use the draisines for a ride on the railway line, which is about 2 km long. In the given project it would be a side activity. This activity is successfully implemented in some surrounding localities and proves to be beneficial and attractive. This is the so-called rental of draisines, where the applicant borrows the draisines and can move independently on the railway line. To ensure the project, it is necessary to purchase two handcars and build a roof where the handcars will be stored. An integral part is also the purchase of a stop, which will allow to reduce the railway line at the intersection with the road.

For the given activities, it is not necessary to make fundamental modifications of the station building and its surroundings. The station building is in very good condition, so only minor modifications are needed. As for the surroundings, it is necessary to mow the grass and plant flowers or decorative grass. The purchase of draisines and historic wagons, which will serve as an exhibition space, will be a financially demanding purchase.

Together with the creation of spaces for expositions in the former station building, the Hevlín municipal council decided to purchase several historic wagons, which will serve as an exhibition space. These wagons will not move, will stand on rails and will serve as a space for permanent exhibition.

5. IMPACT

To evaluate the impacts of project implementation, it is necessary to divide these impacts into two parts - internal and external impacts. The planned activities will have a positive impact primarily on the local population of the municipality Hevlín and the surrounding municipalities and towns and secondly, the activities associated with the implementation of the project will have a positive impact on external aspects.

Internal impacts of project implementation:

- **Positive impact on the local community.** The local population will increase awareness of the history and importance of the village, increase the belonging of the citizens of the village and increase the interest of citizens in activities in the village.
- **Positive impact on tourism in the village.** The importance of the village in the tourism area will increase. The implementation of the project will increase the number of overnight stays in local guesthouses and the associated greater income of local residents in the hospitality and catering industry. The feasibility study is created on the assumption that the benefit of the project will be the development of tourism, which will be stimulated by reviving awareness and popularizing local agricultural and craft traditions, which will be made possible through the promotion of project activities and outputs.

External impacts of project implementation:

- **Attracting a special community to the community, such as fans in the rail transport area.** The implementation of the project can be associated with an increase in the importance of the village among fans in the area of railway transport. It can also be argued that the construction of a museum and the start of operation of draisines on the railway line will generate a group of interested people who will take care of the operation of these activities on a volunteer basis, it means without the right to financial reward.
- **Attracting other interest groups, such as historians, farmers and bricklayers.**
- **Positive impact on the environment.** Another positive and beneficial impact of the project can be considered an improvement in the environment area, such as a positive impact on the landscape near the former station building, plant species composition, creation of nature-beneficial landscape elements (alleys, draws, etc.). This impact can then positively affect the ecological situation of the landscape, which will gain natural anti-erosion capability and improve the quality of the surrounding soil.
- **Preservation of the railway line.** The given project assumes the resumption of railway transport in the given locality. In the future, another important project within the framework of territorial cooperation could be implemented, namely the introduction of a railway connection between the municipality Hevlín and the Austrian city Laa an der Thaya.

6. SWOT ANALYSIS

Within the project implementation, all strengths, weaknesses, opportunities and threats must be emphasized. A SWOT analysis will be used for this purpose. The table 4 below identifies all the items of the SWOT analysis.

Strengths	Weaknesses
<p>Big interest of the village authority in the implementation of the project.</p> <p>Resolved property relations (purchase of a former railway station)</p> <p>Location of the village on the famous bike path.</p> <p>Existence of opinion leaders who want to implement the project.</p> <p>Historical significance of the building.</p> <p>Good condition of the building.</p> <p>Availability of financial resources at the municipality to finance the project.</p>	<p>Weak interest of the local population.</p> <p>The village is not interesting in terms of tourism - there is no historical building.</p> <p>Absence of wine tourism.</p> <p>Small capacity of accommodation facilities.</p>
Opportunities	Threats
<p>Establishing cooperation with the Austrian side.</p> <p>Possibility of introducing a special cycle train Brno - Hevlín.</p> <p>Tourism development.</p> <p>Connection with wine tourism.</p> <p>Creating a strong product for tourists (e.g. garlic).</p>	<p>Insufficient awareness of the new offer in Hevlín.</p> <p>Unfinished reconstruction of the building.</p> <p>Failure to complete the entire project.</p> <p>Change of opinion of the municipality authority.</p>

Table 4: The SWOT analysis.

7. RESOURCES

7.1. People

The project team will consist of specialists who already have experience in managing small projects. They are mostly from local municipality. All members of the project team have sufficient experience with the preparation, implementation and administration of similar projects. They have organizational skills to ensure the smooth running of individual activities within the project.

The authority of the municipality Hevlín is convinced of the need to implement the project. Staff involved in the project implementation is currently collecting the necessary information needed to create a museum (e.g., collecting samples for the exhibition, collecting props, etc.).

Many local citizens support the project, but there are a number of local people who are not enthusiastic about the project. The main reason is the fact that the implementation phase of the project has not started yet. Probably after the launching of the project, the interest of local people will increase and they will become interested in the activity.

7.2. Cost Resources

To get an overview of the costs of preparation, implementation and operation of a given project, it is necessary to look at the project from two perspectives. The first activity is the construction of a museum in the former station building. The costs for the project implementation amount to a total of 2,200,000 CZK. This amount includes all work associated with minor modifications to the former station building, the demolition of two unnecessary buildings in the station area and the creation of conditions for the exhibition in the building. The amount also includes personnel costs, i.e. wages for the workers of the activity (worker, expert, etc.). The amount also includes the cost of acquiring a shelter for storing draisines. The table 5 below provides a calculation of the costs needed to implement the first activity.

Activity	Cost in CZK
1.Modification of the former station building	1,250,000
2.Demolition works	150,000
3.Personnel costs	600,000
4.Creation of shelter for storing draisines	200,000
Total amount	2,200,000

Table 5: Construction of a museum in the former station building.

Another activity is the revitalization of the surroundings of the former station building, including the preparation of the railway route for the operation of draisines and occasional historical train rides. An amount of 1,000,000 CZK needs to be invested in this activity. The table 6 below provides the calculation of the costs needed to implement the second activity.

Activity	Costs in CZK
Revitalization of the surroundings of the former station building	400,000
Preparation of the railway route for the operation of draisines	600,000
Total amount	1,000,000

Table 6: Revitalization of the surroundings of the former station building.

The creation of the museum in the former station building is associated with the activity, which consists in the acquisition of three historic wagons. These wagons will serve as a permanent exhibition and exhibition samples will be presented inside the wagons. According to the market research and the selection of suitable historic wagons were identified the costs of acquiring wagons. The purchase price of three historic wagons is 300,000 CZK.

To ensure the activity that consists in the operation of draisines, it is necessary to find out the purchase price of draisines. According to an estimate, one draisines costs 100,000 CZE. Due to the study of the operation of handcars in the surrounding towns, it was found that for the smooth operation of handcars on the line, it is necessary to purchase two draisines. The total price is 200,000 CZK.

When adding up all the costs of securing the project, there was issued an amount of 3,700,000 CZK. A detailed statement is given in the table 7 below.

Activity	Costs in CZK
Construction of a museum in the former station building	2,200,000
Revitalization of the surroundings of the former station building	1,000,000
Purchase of three historic wagons	300,000
Purchase of two draisines	200,000
Total amount	3,700,000

Table 7: Summary of all costs for project implementation.

As part of the preparation of the feasibility study, it is also necessary to estimate the operating costs that are associated with the operational phase of the project. In the case of the given project, the operating costs are the salaries for the employee who will take care of the operation of the museum and the operation of the draisines, as well as the costs associated with energy consumption (water, electricity, gas, etc.). Staff costs are 250,000 CZK and the estimated energy costs are 110,000 CZK per year.

The total operating costs for the year are 360,000 CZK.

All activities related to the planning and implementation of the project are managed and financed by the budget of Hevlín. At present, the investments of individual activities by other potential partners and investors are not expected.

7.3. Material resources

The individual sources of the project can be considered individual exhibitions, which will be presented in the newly built museum. At present, individual samples are collected, most of which are donated.



Otherwise, it is necessary to count on the purchase of certain exposures. However, the amount for their purchase will not exceed 100,000 CZK.

8. COST-BENEFIT ANALYSIS

Before processing the cost-benefit analysis, it should be emphasized that the project is not implemented for profit. The operational phase of the project is loss-making, which means that there will be a negative economic result between costs and revenues. In order to make it clear that the project will show a slight loss, it is necessary to define the revenue that the project will generate.

Before the analysis itself, it is necessary to look at the project in terms of costs and revenues. This part is focused on the demonstration of financial loss of project in terms of costs-revenues. But once again, it should be noted that the project is not implemented primarily for profit.

The newly created museum and the operation of the attraction (in case of the project it is the operation of tourist draisines) will have operating hours from the beginning of March to the end of October. Estimated opening hours are Friday-Sunday, from 8:00 to 20:00.

After examining the operation of similar activities in the area and also after taking into account the interesting location of Hevlín, an estimated number of visitors in the period from March to October was determined, which makes 2000 people, and about 1000 people would use the possibility of draisines ride. There were also calculates the amount of admission to the museum and the fee for the operation of the draisines. The entrance fee is 50 CZK and the fee for the operation of the draisines is 250 CZK for one ride.

Service name	Unit price in CZK	Quantity	Revenue in CZK
Entrance fee	50	2000	100,000
Operation of draisines	250	1000	250,000
TOTAL REVENUE:			350,000

Table 8: The estimated revenues from the entrance fee and the operation of draisines.

As for the bars of operating costs in the operational phase of the project, they were found in the previous chapter. The table 9 below contains an overview of individual items that represent the operating costs of the project. The overview was compiled within the operation during one year, i.e., the table 9 shows the costs for one year of operation.

Cost name	Unit price in CZK	Quantity	Total price in CZK
Personal costs	20 833,33	12	250,000
Energy (water, electricity, gas, etc.)	9 166,66	12	110,000
TOTAL COSTS			360,000

Table 9: The costs for one year of operation.

After evaluating the cost and revenue statements, it can be stated that the project generates a loss of 10,000 CZK for one operating year. This amount is not high and this loss will be covered from the municipal budget of Hevlín. In the following periods, this loss may decrease due to greater promotion on social networks, in the form of information leaflets etc.

9. TIMELINE AND PROJECT PROCESS

The Gantt chart was used for the project implementation schedule. The process of completing the exhibited collections and exhibitions is currently underway. By the end of the year, it is planned to purchase historical wagons and draisines. In the period from 2021 to 2022, the process of purchasing the station and its registration in the real estate cadastre will take place and the reconstruction of the building and its surroundings will be launched. The final preparation of exhibitions will also take place in the given period. The operational phases of the project are expected to begin in 2022.

2020	2021	2022
January	January	January
February	February	February
March	March	March
April	April	April
May	May	May
June	June	June
July	July	July
August	August	August
September	September	September
October	October	October
November	November	November
December	December	December
Collection of exhibits, purchase of historic railway wagons and railcars		
Completion of the process of purchasing an object and registration in the real estate cadastre. Commencement of the reconstruction of the building. Preparation of expositions.		
Operational phase		

Figure 6: The project implementation schedule.

10. CONCLUSIONS AND REFLECTIONS

This feasibility study serves as a supportive document for the implementation of the project Transformation of unused track in Hevlín into tourist attraction village museum. The purpose of the feasibility study is to assess the feasibility of the intention of the investment project and to evaluate the implementation alternatives. The final feasibility study is prepared as of 12 December 2020.

The project which is discussed in the feasibility study, proves to be excellent because it is in line with the interests of the municipality Hevlín. The feasibility study is focused on the transformation of an unused railway line in the village of Hevlín and the adjacent station building. The railway line has not been used for a long time and the former station building was inhabited by an unadaptable tenant. The municipality of Hevlín solved it in such a way that it bought the railway line and the station building and decided to transform this area into a tourist-attractive area. The former station building will be built into a museum with exhibitions of history of the Brno-Vienna railway, history and development of village in the bricklaying area and agriculture. The exhibition spaces will also include purchased historic wagons, which will also include spaces for expositions.

Another planned activity is the operation of draisines on the railway line, the length of which is about 2 km. The activity proved to be successful in neighbouring towns and therefore the authority of the municipality Hevlín decided to implement the attraction.

According to the information given in the previous chapters, it is clear that the project in the operational phase will generate a small loss. From the beginning, the project was not expected to be profitable. The benefits of the project are also indirect, which are tourism and the popularity of the village. As for the bar of loss compensation, it will be covered from the municipal budget. The village Hevlín is interested in the long-term operation of the museum and attractions in the form of draisines. In this way, all costs for the operation of the museum and ancillary activities will be financed from the municipal budget.