

Regulation restricted to businesses in the St Mark's area

The regulation must be read and adopted in relation to what is provided for in the articles of the quoted Statute. 'Businesses in the St Mark's area' are intended primarily as those facing onto St Mark's Square and the relative *piazzette* and, in logistical continuity, those that extend their activities into the bordering and adjacent areas.

Art. 1

The owners - natural and legal persons - of prestige businesses that operate in the St Mark's area may be members of the Association.

Art. 2

Admission shall be granted only to those who have already for some time adopted behaviours consistent with the Association's Statute and Regulation.

Art. 3

If a natural or legal person is the owner of several different businesses as described in Art. 1, he may be admitted as a single member provided that all the businesses managed meet the requirements of Art. 2. It is understood that the membership fee must be paid for each individual business.

Art. 4

All the businesses managed by a member of the Association, if belonging to those as indicated in Art. 1, may make use of the Association's symbol. This symbol must not in any case be interpreted or used as a guarantee of the quality of the products to the customers. It expresses only membership of the Association and the commitment on the part of the member to comply with the Statute and Regulation.

Art. 5

The business activities must not be directed solely at tourist customers and must be inspired by the utmost respect for the clientele. In particular, the following points must be strictly adhered to: a) authenticity of the origin of the products sold; b) correct use of brands and anything else that may influence the trusting relationship with the customer.

Art. 6

The business activities must take place with full respect for the traditions of the St Mark's area, in particular regarding: a) type of product; b) furnishing and maintenance of the shop; c) forms of sale. The public businesses, whose impact is particularly important for the image of the Square and the St Mark's area, must also work in harmony with the ancient traditions of distinction and elegance that have distinguished their activities in the past, and with full respect for the monumental nature of the place.

Art. 7

Each member of the Association must act in such a way as to not offer unfair competition to the other members.

Art. 8

The members of the Association must work together openly in order to achieve the aims provided

for in the Statute and the Regulation. In particular, they agree to: a) maintain the best possible appearance of their shops; b) keep the awnings in front of their respective shops in good condition, ensuring that they are of a standard type; c) keep the area in front of their shops clean; d) take part in all the actions promoted by the Association whose aim is the furnishing of the St Mark's area and/or its better lighting, such as, for example, the Christmas lighting and decorations.

Art. 9

The membership fees as at Art. 7 of the Statute shall be decided, each year, by the Board of Governors and be calculated on the basis of the economic importance of each business. In particular, the reference parameters will be:

- for businesses facing onto the Square, the number of arches of the procuratie in front of the business;
- for other businesses, the number of windows facing onto the main street;
- for hotels, reference to the category and relative number of stars.

Art. 10

This regulation may be amended by the Assembly at the request of the Board of Governors.

This Regulation was unanimously approved by the members present at the Special Meeting of 22 October 2015.

The secretary, Domenico Lalli

The president, Alberto Nardi

Marginal note:

The following amendments were introduced to the Regulation of 3 November 2004, primarily aimed at giving suitable status to the new members of the St Mark's area:

- *Initially, definition of the 'businesses in the St Mark's area'*
- *Incorporation and simplification of Articles 6 and 9 in the new Art. 6*
- *Introduction of Art.9*