SUMMARY

Subject matter of the dissertation: Management of investment appeal of municipality (on materials of Administration of the Predgorny municipal region of the Stavropol territory).

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Customer organization: Administration of the Predgorny municipal region of the Stavropol territory.

Topicality of the research: In modern market conditions the problem of attraction of investments constantly is in the attention center. This results from the fact that investments become an important resource of development of territories. In view of limitation of possibilities of federal investment support, and to municipalities it is necessary for subjects of the Russian Federation to be guided by creation of investment appeal of own territory and, as a result, increase of investment activity.

Objective: consists in research of theoretical and practical aspects of investment appeal of municipality and development of actions for improvement of system of municipal management by investment appeal.

Tasks: to define essence and key components of investment appeal of municipality; to study theoretical views and methodological approaches to an assessment of investment appeal of territorial educations; to investigate features of regulation of investment activity at municipal level; to characterize potential of social and economic development of the Predgorny municipal region of the Stavropol territory; to analyse a complex of instruments of management of investment appeal of the Predgorny municipal area and to estimate level of its
investment appeal; to determine the main directions by increase of level of investment appeal of the Predgorny municipal region of the Stavropol territory.

**Theoretical and practical significance of the research:** The theoretical importance of work consists in profound research of essence and an estimation of investment appeal of municipal unions.

The practical importance of work consists in possibility of use of results of research by state structures and local governments by working out of an investment policy, and also the regulatory legal acts regulating development of investment processes. The offers formulated in work can be applied in practical activities of local governments to regulation of investment activity at municipal level.

**Results of the research:** The Predgorny municipal area has high enough social and economic potential. Its strengths are: a favourable geographical position; presence of natural resources; high consumer potential; the developed network of transport communications; the developed agrarian and industrial complex; stable sociopolitical position; favorable environmental conditions.

To the basic problems worsening investment appeal of area, it is necessary to carry: insufficient level of administrative support of the investor, complexity of passage of administrative procedures, absence of the qualitative information on accessible investment platforms and tendencies of development of branches; non-uniform security labor on branches and a skill level; high degree of deterioration of systems of municipal services; absence of effective system of incentive mechanisms.

Investment activity in the territory of the area has unstable tendencies of development, and in structure of investments the greatest specific weight is occupied by the involved resources.

In group of branches, perspective for investment in the Predgorny area into the period till 2014 enter: agro-industrial complex; development food and processing industry; housing construction; production of building materials; development of transport and logistic infrastructure; tourism development.
level of investment appeal of the Predgorny municipal area has low value.

**Recommendations:** As the main directions on increase of investment appeal of the Predgorny municipal area we consider the following:

1) in the direction of strategic planning – definition of priorities in management of investments in their strict compliance with strategy of development of the area and interests of local community and development of the municipal program on increase of investment appeal and creation of favorable investment climate;

2) development of image of the Predgorny area,

3) in the direction of institutional transformations – development of the corresponding standard and legal base within available powers; a formulation of offers on establishment of tax privileges for certain investors;

4) in the direction of development of economic priorities - implementation of actions on attraction of investment resources on the municipality territory; assistance in search of investors for the investment projects planned to realization by the enterprises of branches «market specialization» municipality; reservation of rooms; development of programs of leasing; development of system of preferential crediting (in the presence of resources); creation of base of investment projects;

5) creation of the mechanism of interaction of authorities with investors and the non-state enterprises.