



**Western Cape
Government**

Tourism Growth Fund

Call for proposals

2024

1. Purpose and scope

The Department of Economic Development and Tourism (DEDAT) is requesting organisations implementing tourism development projects or programmes in the categories of Tourism Infrastructure Support and Tourism Product Development Support to apply for project funding via the Tourism Growth Fund (the Fund).

The Fund will provide financial support to development programmes and projects that benefit Western Cape based tourism attractions and businesses. The programmes and projects for which financial support is sought must have the ability to develop tourism attractions and experiences to enable them to grow and create jobs.

The Fund challenges those involved in the tourism ecosystem – both public and private – to co-invest in high impact attractions and experiences in order to offer a more compelling reason to visit the Western Cape and its districts.

The Fund will provide co-funding to:

- a) collaborative initiatives that enhance high volume tourism attractions through tourism infrastructure development/upgrading and/ or place-making/beautification interventions; and/ or
- b) collaborative initiatives of tourism organisations working with tourism enterprises to enable businesses to enhance and expand their tourism offerings in areas with high growth potential.

The project or programme that assistance is being sought for must be either:

- a) an existing project, with a proven track record; or
- b) in the case of a new project, it must be in the implementation stage (i.e., implementation is ready to commence and all planning or other statutory approvals are in place).

The Fund, R4 million, is subject to budget availability. Although it is an open fund, it is in the best interest of the applicant to submit funding applications as soon as possible.

Applications received will be evaluated on a monthly basis against the evaluation criteria. All applicants to the fund will be informed of the outcome of their application.

The allocation of funds will be at the discretion of the Department and will be based on an evaluation process and the availability of budgetary resources.

2. Categories

The submitted proposals must be structured towards one of the following categories:

2.1. **Category 1: Tourism Infrastructure Support initiatives with a focus on upgrading high volume attractions**

The Fund will support regional and local tourism organisations, industry associations, district and local authorities and tourism enterprises with initiatives to enhance high

volume tourism attractions through tourism infrastructure development or upgrades and/ or place making/ beautification activities.

Tourism infrastructure upgrade means the enhancement or development of any existing or new infrastructure required to ensure that tourists can visit attractions and experiences in a safe, clean, comfortable and accessible manner. Examples of tourism infrastructure include trails, walkways, signage, street furniture, public lighting, public toilets, shelters, hides and more.

The Fund will prioritise projects able to serve high volume visitor numbers.

Applicants must have the written approval of the landowner and owner of the infrastructure for a project to be considered.

2.2. Category 2: Tourism Product Development Support initiatives with a focus on assisting tourism enterprises (specifically small, medium and micro enterprises) with tourism product development

The Fund will provide financial support to enhance and/or expand collaborative programmes and projects aimed at assisting SMMEs with tourism product development. Regional and local tourism organisations, industry associations and district and local authorities can apply for support through the programme; in exceptional circumstances, individual enterprises will be considered.

Tourism product development support includes, but is not limited to:

- product and/ or experience development
- provision of bespoke support (machinery, equipment, licenses, accreditation, memberships, health and safety compliance, standards etc).

The Fund will prioritise private sector led initiatives aimed at stimulating high growth, high yield forms of tourism including in **Halal, adventure, food and wine and culture and heritage as defined below.**

Table 1: High potential forms of tourism

Halal tourism	Halal tourism is a subcategory of tourism which is geared towards servicing the needs of Muslim travellers who abide by the rules of the Islamic faith.
Adventure tourism	The Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements – physical activity, natural environment, and cultural immersion. Examples include: <ul style="list-style-type: none"> • Cycling tours • Hiking • Surfing • Kiteboarding • Rock climbing • Trail running • Bungee jumping

	<ul style="list-style-type: none"> • Scuba diving • Zip-lining • Paragliding • Sandboarding
Food and wine tourism/ gastronomy tourism	Gastronomy Tourism is a type of tourism activity characterized by the visitor's experience linked with food and wine and related products and activities while travelling.
Culture and heritage tourism	Traveling to experience the places, artifacts, and activities that authentically represent the stories and people of past and present.

3. Qualifying criteria and compulsory supporting documents

The **qualifying criteria** listed below will be strictly applied and **compulsory documents** must be submitted as part of the application process.

- 3.1. Completed **online application form**.
- 3.2. Completed **project proposal** (see Annexure A for the template which must be used).
- 3.3. The organisation applying for funding must have been trading for at least two years. **Company registration documents or documents of incorporation** (NPO/NPC Registration Certificate, etc) clearly identifying the Director(s) of the company or organisation must be submitted. **Copies of the Identity Documents of the Directors** should be included. In the case of **sole proprietorships**, the identity document of the owner must be provided.
- 3.4. The organisation must be tax compliant at the time of application. A positive Tax Compliance Status verified by a **valid Tax Compliance Pin** (for a period of more than 60 days) must be provided. Successful applicants must also be tax compliant at the time of signing an agreement with the Department.
- 3.5. The entity must have obtained an unqualified audit opinion during the latest financial year period and the **most recent audited financial statements** must be submitted. Alternatively, independently reviewed or independently compiled financial statements for businesses not required to prepare audited financial statements in terms of the Companies Act must be provided. The financial statements will be assessed against the going concern principle and the opinion of the independent auditor or reviewer. In the case of sole proprietorships, a letter from a qualified accountant confirming the financial status of the business must be provided together with the latest signed Annual Financial Statements or Management Accounts.
- 3.6. It is advantageous for applicants to provide co-funding. A **signed letter by the Chief Executive Officer (CEO) / Chief Financial Officer (CFO) or similar executive authority confirming the value of own funding** committed to the implementation of the proposed project must be submitted.

- 3.7. In the case where infrastructure or site development is involved, applicants must provide the **written approval of the landowner/ owner of the infrastructure** for a project to be considered.
- 3.8. The project or programme must exclusively benefit attractions, experiences or businesses that are based and operating in the Western Cape.
- 3.9. The following costs **will not be** considered for support from the Fund:
 - 3.9.1. Operational expenditure not directly associated with the proposed project (e.g., full time salaries, office rent, insurance, accountant, or audit fees etc.).
 - 3.9.2. Project management fees or project administration fees.

4. Obligations on the beneficiary

- 4.1. The Department will exercise a strict and robust approach to monitoring the funds transferred to the successful organisations. The following will be required from the beneficiary:
- 4.2. The beneficiary must create a separate bank account for the Project that DEDAT is funding **or** create a separate cost centre within their Financial Accounting system **or** provide a formal (on a letterhead) expenditure report/management account signed by the Financial Accountant/Bookkeeper.
- 4.3. Provide the Department with a signed (by the CFO / Financial Director or equal) expenditure report, an extract from the accounting systems cost centre, together with the bank statement and source documents for all transactions as per the timelines agreed to in the signed agreement.
- 4.4. Regular project activity reports will be required.
- 4.5. Grant DEDAT access to conduct physical site inspections.
- 4.6. The Department will enter into an agreement with the beneficiary to outline the terms and conditions.

5. Application process

Please follow the guidance and information provided below:

- 5.1. The application process is two-fold and entails (i) the completion of the required online information and (ii) the uploading of the required supporting documents.
- 5.2. Only applications submitted via the online process will be considered. No emailed or hand-delivered applications will be considered.
- 5.3. Completion of the online form is mandatory.

5.4. All **documents requested in sections 3.1 – 3.8** of this Call for Proposals are **compulsory** and must be submitted in order to complete your application. Please ensure that all documents submitted are legible. Where documents are illegible, damaged, or corrupted, the application cannot be considered.

Enquiries can be directed to Mrs Lindy Cambouris at G4Jtourismfund@western-cape.gov.za/021-483-6527

Annexure A: Template for the preparation of project proposals

Please use the below structure when preparing your submission. Where annexures are attached (e.g. timelines, budgets, cash flows) please clearly indicate this and number these. Failure to comply with the proposal template may result in your application not being considered.

Please note that the project proposal and all supporting documents must be uploaded to a folder when making the online submission.

1. COMPANY/ ORGANISATIONAL PROFILE (no more than one page)

The company profile must contain the following information:

- Date of establishment
- Core activities/mandate of the organisation
- Number of employees
- Experience implementing similar projects

2. DESCRIPTION OF THE PROJECT (no more than two pages)

Describe the project and highlight the key elements thereof:

- Describe the a) infrastructure or b) product development support for which funding is being applied for.
- What does the initiative seek to achieve?
- Who are the partners involved and what role will they play in the project?
- Describe the level of planning conducted to date e.g. market research, feasibility studies, business plans, impact assessments etc. (Please attach any documents in support of your application).
- Describe any market trends that the initiative responds to.
- What are the project timelines?
- How will the funding be used?
- Describe the nature of the matching funding in place.
- What key activities will be undertaken to ensure the success of the project?
- Does the project require any statutory approvals before implementation can commence? Please describe these.

3. PROJECT IMPACT (no more than two pages)

- In the case of infrastructure projects, describe existing and potential visitor numbers.
- Has any market research been conducted? Please describe the findings.
- In the case of product development support initiatives, what markets or market trends does the initiative respond to?
- Who are the beneficiaries of this project?
- How many jobs have been created since the inception of the initiative? Or how many will likely be created if a new project?
- How many direct beneficiaries will be supported through the intervention? Beneficiaries include other businesses capacitated through the project or businesses providing products or services to the project.
- Indicate how these jobs will be created/sustained.

4.MONITORING AND EVALUATION PLAN

- How will the project be monitored (meetings, site visits, financials etc)?
- What measurement metrics will be used? How will you determine that the project is on track? Key milestones should be noted.

5.IMPLEMENTATION PLAN WITH TIMELINES ([Annexure](#))

- Provide a project implementation plan detailing all project activities

6.CASH FLOW ([Annexure](#))

- Provide an activity-based cash flow detailing all activities (items) that will be funded by the Department through the fund.

7.DETAILED BUDGET BREAKDOWN ([Annexure](#))

- Provide a project budget which clearly shows own funding, Tourism Growth Fund funding, funding from other organisations as well as other contributions.