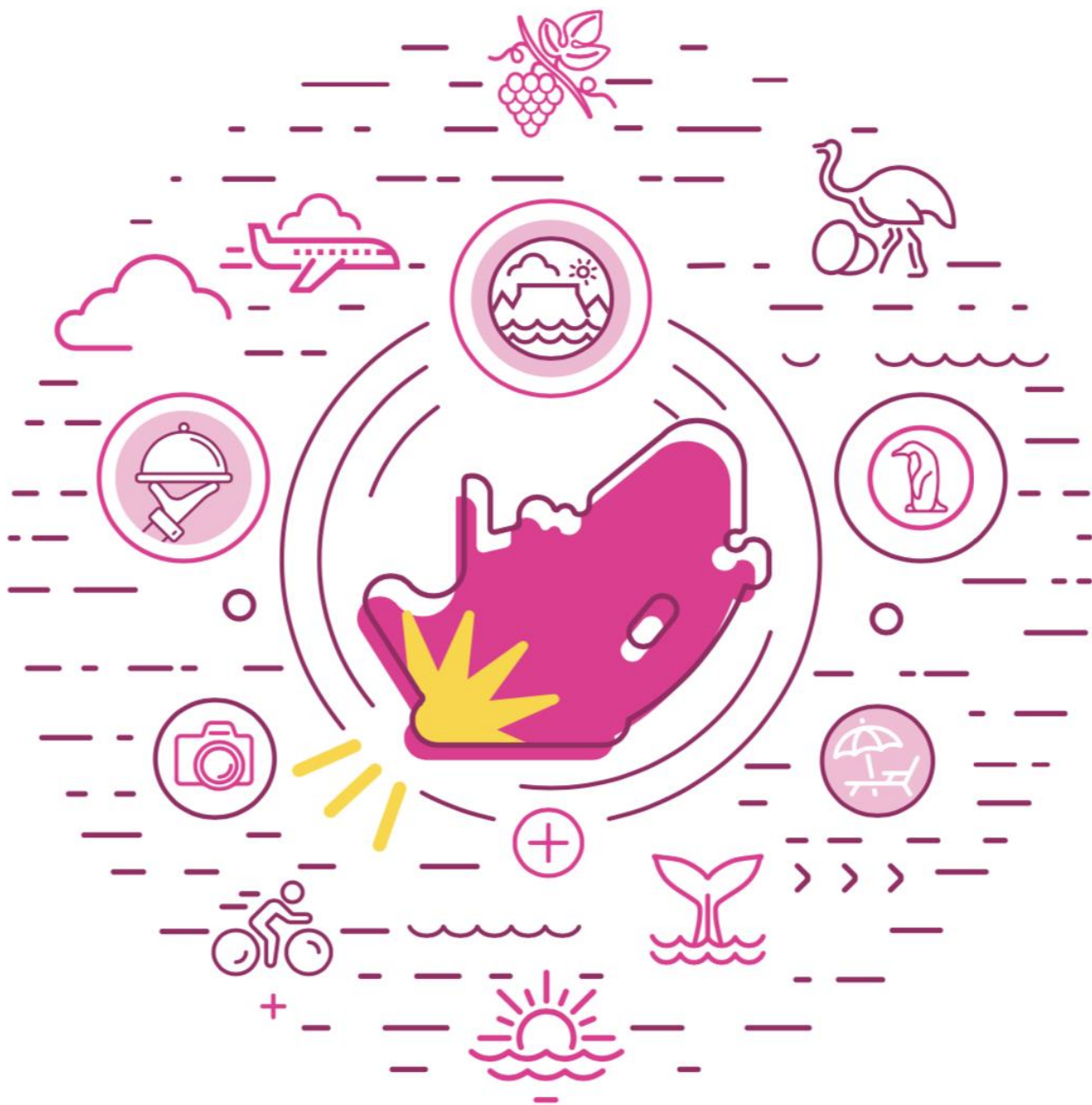


# PROJECT TERMS OF REFERENCE TOURISM PRODUCT DEVELOPMENT FUND 2020



## DESTINATION **WESTERN CAPE**

Creating an environment for  
economic growth and jobs.

# CALL FOR PROPOSALS

## APPLICATIONS HEREBY INVITED FOR THE TOURISM PRODUCT DEVELOPMENT FUND

The Tourism Product Development Fund (the Fund) supports the development of new tourism products and experiences and/or the major expansion of existing tourism products and experiences to increase the Western Cape's destination attractiveness. The Fund is a direct response to support destinations and tourism businesses with product and market diversification to help with industry recovery in light of the current COVID-19 pandemic.

The Department of Economic Development and Tourism (DEDAT) is requesting organisations from the private and public sectors to apply for project funding via the Fund.

The Fund will support new or existing tourism products and experiences that address regional product gaps and opportunities identified in the draft Tourism Blueprint 2030 and as summarised in these terms of reference.

Organisations applying for funding must have demonstrable experience in implementing similar projects. Projects must be ready to be implemented during the 2020/2021 financial year but not necessarily completed. The funding provided by the Department, however, would need to be spent during the 2020/2021 financial year. Although co-funding is not a requirement, this will be advantageous. A total of R5 million is available for disbursement in the current financial year ending March 2021.

### **Catalysing Economic Growth and Job Creation**

The Vision Inspired Priority (VIP) linked to the Department of Economic Development and Tourism (DEDAT) is focused on growth and jobs. The Fund will support the outcome of job creation (and or retention) and business expansion through the development of new or existing tourism products and experiences. The fund will focus on supporting tourism products and experiences that will address the gaps identified by the draft

Tourism Blueprint 2030 within the six regions across the Western Cape listed below:

<b>Gaps and opportunities identified by the Tourism Blueprint 2030 Plan</b>	
<b>PRODUCT GAPS</b>	<b>PRODUCT OPPORTUNITIES</b>
<b>CAPE METRO</b>	
Gap 1: A new artful conversation about heritage and culture	Use art as a drawcard to view the city through a new lens. Leverage off world-class art attractions like Zeitz MOCAA and Norval Foundation. Opportunity to appeal to the visitor looking for new experiences
Gap 2: Convert the CBD into a tourism attraction	Package a walkable historical heritage and cultural experience
Gap 3: Our struggle heroes Limited access to inspiring stories of Nelson Mandela and Archbishop Tutu other than Robben Island	Highlight under-utilised struggle sites and link them as part of a struggle hero story tourism offering
Gap 4: Signal Hill observational experience yields no income for stakeholders	The formalisation of Signal Hill as an observational visitor experience
Gap 5: Township tourism is small and fragmented	The building of a visitor node based on attractions principles
<b>OVERBERG</b>	
Gap 1: Hiking offering currently only appeals to the domestic market and not enough to the international market	Support to local businesses to provide world-class service to visitors wanting to hike on holidays
Gap 2: Marine life viewing is seasonal	Transform from seasonal viewing points to year-round drawcard Upgrade Whale House Museum in Hermanus Create shark viewing experience
Gap 3: Many good food experiences but none are unique drawcards for the region	Package Clarence Drive as a hyperlocal gastronomy route Provide support to businesses along this route and the development of this offering
Gap 4: Many cultures and heritage experiences but are of poor quality	The volume of conversations around culture and heritage experiences must increase. Requires enhancement through appropriate marketing to provide more modern experiences. High quality cultural and heritage experiences can act as stopping off point or link areas, pulling visitors into the region e.g. Elim can provide a compelling reason to stop and become market-ready and Aghullas lighthouse to develop an instagrammable viewpoint.

<b>WEST COAST</b>	
Gap 1: Natural attractions do not appeal to the younger generation and are seasonal	Need to appeal to the younger generation, and natural attractions need to find ways to engage the younger traveller and offer a compelling reason to visit. Create a visually arresting and highly instagrammable reason to stop that will draw visitors up the R27. Experiences must be curated and appeal to families. Expanding visitor experiences along the West Coast.
Gap 2: Heritage attractions that do not have the sufficient recognition they deserve	Two distinct and relatively unknown heritage sites, West Coast Fossil Park and !Khwatla San Heritage Centre that can gain national recognition and increase numbers through increased marketing
Gap 3: Purpose-built gastronomical attractions are difficult to access and not showcased in a consistent and meaningful way	Highlight the Strandveld culinary experience that is unique to the region as a bucket list experience
<b>CENTRAL KAROO</b>	
Gap 1: The N1 highway currently only a stop-over en-route	Move from a stop-over en-route to a destination to become a pivotal part of the holiday. Packaging of the N1 itself and surrounding areas into a concept that is marketable to both foreign and domestic visitors.
Gap 2: Natural attractions are not leveraged enough for tourism	Market and product development for Astro tourism.
Gap 3: Knowledge is lacking in terms of the visitor or economic data for the sites that are significant in the region	Data project for the region.
Gap 4: Scenic routes are unknown	Potential to market Swartberg Circle Route as one of the most significant scenic drives in the world which can offer a wide range of scenery, adventure and culinary delights
Gap 5: Iconic visitor attraction is lacking	Need to develop a single iconic instagrammable image of a Karoo attraction to help raise its profile and encourage people to stop and interact with it
Gap 6: Matjiesfontein untapped potential	Can become the most instagrammable village in SA – can curate a valuable visitor experience

<b>GARDEN ROUTE</b>	
Gap 1: Connecting neighbours through scenic drives	The unknown Swartberg Circle Route can offer a wide range of scenery, adventure and culinary delights
Gap 2: Maximising revenue at the Cango Caves (Maximising of ticketing yield is not happening)	The revitalisation of the visitor experience to attract more visitors at a higher yield but with careful balance taking into consideration the negative impact of increased visitors on the caves. Implementing a visitor experience analysis research project.
Gap 3: Oudtshoorn Heritage and Culture	Need to have a high demand to experience culture and heritage. A gap in terms of existing museums and other culture and heritage assets. Improve museums and cultural and heritage assets for local development and to add to the tourist experience e.g. The Feather Palaces and C.P Nel Museum.
Gap 4: Animal encounters	Attractions and experiences that involve animal encounters are no longer acceptable, need to change practices in line with global animal encounter ethics. Implement the SATSA developed self-regulation audit and monitoring initiative.
Gap 5: Farm Parks	Potential to become a significant attraction especially for the domestic market as farm attractions provide fun and educational day out for families.
Gap 6: Active outdoor experiences	A global trend towards active forms of entertainment. The district needs to brand itself as the active-outdoor region of the province. Coordination of existing adventure tourism products and investment and development in adventure parks.
<b>CAPE WINELANDS</b>	
Gap 1: Lack of visitor attraction data for wine tourism	Wine farms need to understand visitor needs, provide play areas for children and will need to vie for visitor's time. Wine tourism needs to be maximised.
Gap 2: Overlapping inter-provincial school holidays	Cape Winelands has many family orientated attractions that appeal to the domestic market. Engage with DOE on a staggered school holiday campaign to lengthen peak season.
Gap 3: Iconic attractions vs. iconic experiences along the R62	Differentiation of towns by providing iconic experiences not necessarily attractions which will encourage travellers to

	participate.
Gap 4: Observational experiences and iconic viewing platforms	Create an opportunity for cars to be able to stop and photograph iconic Montagu.
Gap 5: Lack of diversity in gastronomy offering e.g. Halal offering	Diversify gastronomical farm experiences e.g. olive and cheese tasting; dried fruit stalls converted into an experience, traditional braais etc.
Gap 6: Quality of visitor experience in small historic towns and pricing thereof	An opportunity exists for curated small-town historical museums that provide high-quality experiences.
Gap 7: Gateway to the broader Cape Winelands	Promote Stellenbosch and Franschhoek as a base to explore Cape Town.
Gap 8: Gateway to Tulbagh, Ceres and Worcester	Market Bains Kloof Pass as a classic mountain pass that acts as a gateway to Tulbagh, Ceres and Worcester.
Gap 9: Home of Cycling	Position the Cape Winelands as the centre of cycling by providing a range of cycling options that the whole family can enjoy.
Gap 10: Flagship stop at the entrance of Drakenstein Correctional Services	Create a flagship stop at the entrance of the prison with interpretation boards to explain this moment in history. Look at re-naming the site as it is not a user-friendly term and has no link with the iconic moment in history.

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

- A new tourism product or experience offered by the organisation;
- Expanding an existing tourism product or experience offered by the organisation.

### **How do you qualify for funding?**

- At a minimum, applicants and applications must meet all the following criteria:
- The project must address one of the gaps identified in the draft Tourism Blueprint 2030. See table provided with a summary of the gaps identified across the Western Cape;
- The minimum funding request is R200 000.00;
- Applicants must be a recognised legal entity/organisation/institution;
- Applicants must demonstrate that they have an established and appropriate monitoring and evaluation system;
- Applicants must be fully compliant with administrative requirements (see Application Form);

- Applicants (contracted parties) must be solvent, have been operating for more than two years, and having audited annual financial statements for the most recent financial year (but not older than 18 months);
- The proposed product or experience must describe the project's potential for job creation and/ or retention;
- Applicant administration systems must align with good governance processes and robust monitoring and evaluation must be built into the project design; and
- Applicants who have secured additional project funding, thus not only reliant on the funding provided by the Tourism Product Development Fund, will be given preference.

### **List of exclusions**

The following proposals will not be considered:

- Tourism products and experiences not explicitly addressing the regional product gaps identified by Tourism Blueprint 2030;
- Projects not ready for rollout and completion by March 2021 (projects may, however, be broken into multi-year phases as long as the Fund contribution can be utilised in the current financial year for a specific project phase);
- Projects seeking less than R200 000.00 funding assistance;
- Where previous audited financial statements (not older than 18 months) cannot be supplied;
- Proposals not in the prescribed template (the template forms part of the application form);
- Organisations that are not legal entities;
- Organisations that are not tax compliant; and
- Organisations that are less than 24 months old.

### **The Process**

The department will follow a three-stage adjudication process.

- The first stage of the adjudication process will entail a desktop assessment of the project proposal. Due diligence may be conducted (if deemed necessary) to verify the viability of specific proposals.
- The second stage of the process will entail a qualitative assessment of the proposal. Proposals will be evaluated against pre-determined criteria (refer to the

table below). Those proposals meeting the minimum scoring threshold will be adjudicated at the final stage.

- The final (adjudication) stage may require an oral presentation to the relevant adjudicating committee. This will most likely take the form of a virtual presentation via MS TEAMS, however, this will be confirmed in due course. Should it be an in-person presentation, the meeting will be held at the Department's head office based at 80 St George's Mall, Cape Town. All travelling and accommodation expenses (if required) will be at the cost of the organisation presenting.

### **How to apply?**

- To be considered for funding, applicants are required to submit a completed application form as well as a written proposal with the relevant supporting annexures. Proposals must, as a minimum, contain the following information: structured according to the criteria specified in the Application Form:
  - Company profile;
  - Description of the project;
  - Project impact;
  - Monitoring and evaluation plan;
  - Implementation plan with timelines;
  - Cash flow; and
  - Detailed budget breakdown.
- Proposals can be submitted either (a) electronically (emailed) to [productdevelopmentfund@westerncape.gov.za](mailto:productdevelopmentfund@westerncape.gov.za); or (b) delivered via registered mail to Mrs Lindy Cambouris, 10th Floor, 80 St George's Mall, Waldorf Building, Cape Town.
- Each applicant is permitted to submit a maximum of one proposal.
- The closing date for submissions is 14 August 2020 at 16h00. It is advisable to submit your application as early as possible as no late applications will be considered.

### **Technical evaluation of responses to this call for proposal**

The evaluation criteria considered important by the department include, but will not be limited to the following:



- **Alignment of the proposal to the Fund objectives** – does the proposal include all aspects of the project required by the department?;
- **Experience and ability (success with similar projects)** – the proposal must demonstrate the ability of the organisation to successfully implement similar initiatives. This must be demonstrated by documenting successes relating to the proposed intervention. Successes, where possible, must be quantified;
- **The utilisation of the Tourism Product Development Funding** – It must be demonstrated (through an activity-based cash flow) how and for what departmental funding will be utilized;
- **Impact on business sustainability and/or expansion (job retention/creation)** – the proposal must demonstrate the potential of the proposed tourism product or experience to either create or sustain jobs;
- **Monitoring and evaluation** – the proposal must demonstrate how monitoring of the project will be executed and how project outcomes will be evaluated and reported on; and
- **Co-funding** – the project budget must indicate own funding, Tourism Product Development Fund funding as well as funding from other organisations. Own or other funding is not a requirement but will be advantageous.

Note: The following weighting table will be used in the evaluation process:

<b>EVALUATION CRITERIA</b>	
<b>CRITERION</b>	<b>SCORE</b>
Alignment of the proposal to the Fund objectives	35
Experience and ability (success with similar projects)	15
The utilisation of Product Development Funding	10
Impact on business sustainability and/or expansion	30
Monitoring and evaluation	5

Co-funding	5
<b>TOTAL</b>	<b>100</b>

**THE DEADLINE FOR PROPOSALS IS ON 14 August 2020 AT 16:00.**

A briefing session (non-mandatory) will be held on 23 July 2020 at 10:00 via a Microsoft TEAMS online session, where further clarity about the Tourism Product Development Fund will be provided. Pre-registration of attendance is essential.

**Contact details**

Should you have a question that is not addressed in this Project Terms of Reference - Call For Proposals, you are welcome to email or call the Department regarding your query:

Email Mrs Lindy Cambouris and Mrs Hantie Nelson at [productdevelopmentfund@westerncape.gov.za](mailto:productdevelopmentfund@westerncape.gov.za) OR contact Ms Ilze Jacobs at 021 483 0061 during office hours.