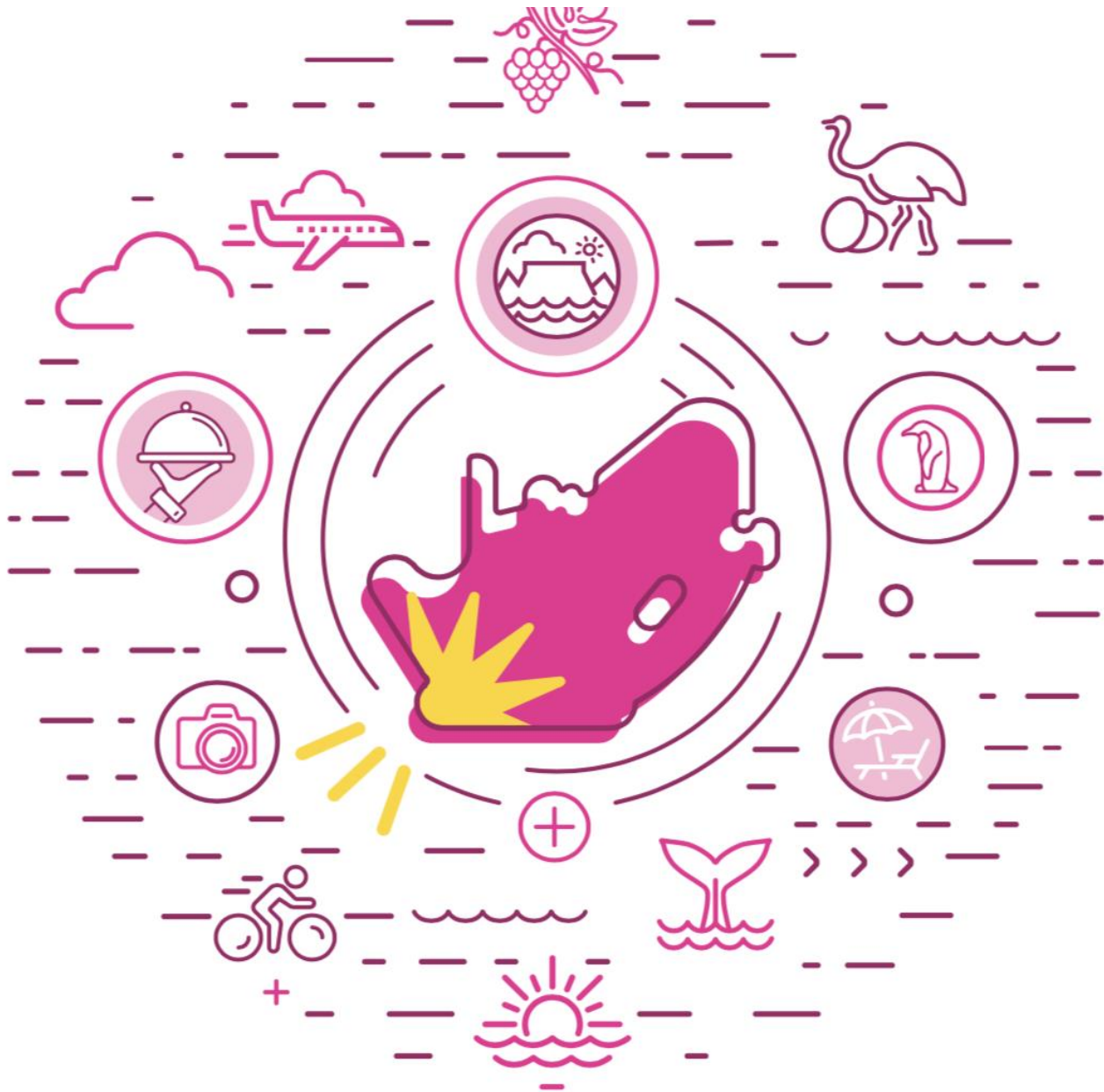


PROJECT TERMS OF REFERENCE TOURISM PRODUCT DEVELOPMENT FUND 2020 AS AMENDED



DESTINATION **WESTERN CAPE**

Creating an environment for
economic growth and jobs.



Western Cape
Government
Economic Development
and Tourism

BETTER TOGETHER.

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:

Gaps and opportunities identified by the Tourism Blueprint 2030 Plan	
PRODUCT GAPS	PRODUCT OPPORTUNITIES
CAPE METRO	
Gap 1: A new artful conversation about heritage and culture	Use art as a drawcard to view the city through a new lens. Art, in all its forms, can be a significant tourist attraction and a catalyst for tourism distribution across the seasons and neighbourhoods of the city. How do you elevate and create art experiences with spaces such as Norval and Zeitz-MOCCA to tell Cape Town's culture and heritage story?
Gap 2: Convert the Central Business District (CBD) into a tourism attraction	Cape Town's CBD is a walkable historical culture and heritage experience that every visitor should engage with and enjoy. How do you get more visitors to see the central business district of Cape Town as an attraction?
Gap 3: Our struggle heroes	How do you create a robust and real connection with Cape Town and the country's former struggle heroes (Former President Nelson Mandela and former Archbishop Desmond Tutu)? Through the packaging and elevation of underutilized sites of historical importance (e.g. Jetty 1) that exist, and use these to tell the Mandela and Tutu story and the story of apartheid in Cape Town.
Gap 4: Signal Hill observational experience yields no income for stakeholders	Signal Hill has become a flagship, if not iconic, experience in Cape Town. A formalization of the attraction needs to happen to protect the site and preserve the visitor experience. How do you formalize Signal Hill as an observational visitor experience?
Gap 5: Purpose-built visitor attraction at Look Out Hill and Langa Quarter	A purpose-built visitor attraction at Look Out Hill and Langa Quarter can act as visitor nodes and hubs from where other township activities can operate. But these nodes must be built with attraction principles in mind, with the primary purpose of offering an authentic, high-quality visitor attraction. How does this look?

OVERBERG	
Gap 1: Hiking	How do you capture the popularity of hiking, particularly amongst the 40 – 60-year-old market from key European and North America markets? The current offering does not cater enough to international visitors who need access to companies with local knowledge, ability to hire and transport gear, provide their sustenance and transportation.
Gap 2: Marine life viewing	The district has several well-placed points for visitors to see a collection of rare marine animals. However, these viewpoints are seasonal. How do you convert the existing marine viewing experiences (e.g. Whale Museum in Hermanus) into year-round drawcards? Could you create land-based shark viewing experiences? Or link a culinary experience with a sustainable tourism message at the Abalone Farms.
Gap 3: Hyperlocal Gastronomy	How do you package Clarence Drive, into a world-famous hyperlocal gastronomy route and gateway to the Koggelberg region? A journey with gastronomy offerings that act as unique drawcards and are memorable in their setting and food quality?
Gap 4: Culture and heritage experiences	The volume of conversations around culture and heritage experiences must increase. The district has several authentic, well-placed heritage attractions. Still, these need to be enhanced to provide modern museum experiences that can act as a pull factor for the over 35-year-old tourism market that is the region's predominant visitor. How do you create high-quality cultural and heritage experiences that work as stopping points and links to areas further into the region, e.g. linking Gansbaai and Cape Agulhas?
WEST COAST	
Gap 1: Natural attractions do not appeal to the younger generation and are seasonal	From shorelines to mountainous areas, the region offers a mecca for adventure sports lovers but seasonality impacts these nature-based activities which appeal to a wide range of domestic and international visitors. The opportunity lies in the ability of the West Coast National Park to appeal to

	the new generation traveller by providing a compelling reason to visit. Through the creation of visually arresting and highly Instagrammable reasons to stop could draw visitors down the R27, into the park and onto Langebaan. What can these creations be? And how are they packaged into experiences both domestic and international visitors can enjoy?
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	The region offers unique gastronomical products such as Rooibos tea, fresh fish, citrus fruit, bakkoms and roosterkoek, as well as traditional and genuinely unique padstals. Many of the gastronomical attractions are, however difficult to access and not showcased in a consistent and meaningful way. How do we highlight the Strandveld Culinary Experience that is unique to this region as a bucket list experience?
CENTRAL KAROO	
Gap 1: The N1 highway currently only a stop-over en-route	How do we convert holidaymakers that race through the Central Karoo en route to their destination to "overnights" or weekend stayers? By making the Central Karoo a pivotal part of their holiday. How do you package the N1 and its surrounding areas into a concept that is highly marketable and relevant to the international and domestic market? And what types of experiences are needed to do this?
Gap 2: Natural attractions are not leveraged enough for tourism	The Central Karoo's biggest asset is its dark, expansive skies, but these are not leveraged enough for tourism. How do we develop Astro tourism so that it can be a vehicle for sustainable tourism development in the sparsely inhabited Central Karoo District?
Gap 3: 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 4: Iconic visitor attraction is lacking	The open spaces of the Central Karoo provide an ideal backdrop for an iconic site-specific land art, e.g. <u>Seven Magic Mountains (2016)</u> large scale desert artwork in Nevada. Propose an arresting interactive land art installation that could provide an iconic Instagrammable image of the Central Karoo, raising its profile and encouraging people to stop and interact with it.
Gap 5: Matjiesfontein untapped potential	The historic and picturesque village of Matjiesfontein has the chance to become the most Instagrammable village in South Africa. How do you curate Matjiesfontein through the lens of a visitor attraction to increase dwell time by visitors?
GARDEN ROUTE	
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. There is a gap in the existing museum experience and culture and heritage offering to meet today's visitors' needs and grow demand. How does one link the opulence of the Feather Palaces with hyperlocal artisanal foods under one roof? The centre of heritage in Oudtshoorn is a small walkable nucleus which provides the opportunity to create an educational route for visitors to enjoy, how do you bring this experience to life? The C.P. Museum houses several exhibitions but needs to be edited and curated into a modern-day museum experience to attract more visitors. How would one do this?
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	<p>Potential to become a significant attraction. Farm Parks have the opportunity to provide a tourism product aimed at the domestic family market. There is an opportunity to develop and position farm parks along the Garden Route as visitor attractions for the local market.</p> <p>A Farm Park can range from a small attraction to a Farmer's Market or kiddie-friendly attractions.</p>
Gap 6: Active outdoor experiences	<p>There is an opportunity to plug into the global trend towards active forms of entertainment and brand the Garden Route district as the active-outdoor region of the Western Cape. Investment and development in adventure parks could be an opportunity?</p>
CAPE WINELANDS	
Gap 1: Differentiate iconic experiences in small towns along the R62	<p>Differentiation of towns by providing iconic experiences not necessarily attractions which will encourage travellers to participate. The district offers a range of charming small towns that typifies the rural lifestyle.</p> <p>However, differentiation and a reason to stop in each of these towns are not clear. How do these towns differentiate themselves by offering an iconic experience that is not available in the neighbouring town?</p>
Gap 2: Iconic viewing platforms to draw visitors down the R62	<p>Observational experiences have grown in popularity worldwide. These attractions range from purpose-built observational experiences (e.g. Eiffel Tower) to multi-use sites that allow for observational and active experiences (e.g. Bloukrans Bridge). Observational experiences are fun, provide Instagrammable moments due to a different photographic experience by gaining height, are family-friendly and often seen as a "must-do" activity. What type of observational experiences can provide a reason for travellers to stop in these towns, which could encourage longer stays and spend more?</p>
Gap 3: Lack of diversity in gastronomy offering	<p>Currently, there is very little reason for multi-generational families (who don't want to</p>

	do wine tasting) and Halal visitors to visit the Cape Winelands. The opportunity lies in diversifying the gastronomical farm experiences to appeal to a broader audience. What can these gastronomical experiences be?
Gap 4: 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 5: Gateway to the broader Cape Winelands	Currently, Stellenbosch and Franschhoek are promoted as a base to explore Cape Town, but there is an opportunity to use these two towns as a base to drive geographic spread across the broader Cape Winelands. Within 90 minutes from the Stellenbosch and Franschhoek, there are many small towns with truly unique products and experiences. What experiences or tours can help drive visitors out into the broader Cape Winelands area, using Stellenbosch and/or Franschhoek as the base?
Gap 6: 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 7: Position the Cape Winelands district as the centre of cycling	Cycling is a sport the whole family can enjoy, but many road and mountain biking routes are geared towards more skilled riders. Building off the foundation work done by the <u>Cape Cycle Routes</u> , how can the district become a cycling mecca for families looking for a variety of routes of different skills levels that everyone can enjoy?
Gap 8: 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 business entity (including Sole Proprietors)/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 have audited annual financial statements for the most recent financial year (but not older than 18 months) (12 months management accounts signed by an accountant in the case of a Sole Proprietor);
- 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; (in the case of a Sole Proprietor the exclusion would be where the last 12 months financial management accounts could not be provided)
- Proposals not in the prescribed template (the template forms part of the application form);
- 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; 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:

EVALUATION CRITERIA	
CRITERION	SCORE
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
TOTAL	100

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 OR contact Ms Ilze Jacobs at 021 483 0061 during office hours.