



a world class African city



City of Johannesburg
Johannesburg Development Agency

No 3 President Street
The Bus Factory
Newtown
Johannesburg, 2000

PO Box 61877
Marshalltown
2107

Tel +27(0) 11 688 7851 (O)
Fax +27(0) 11 688 7899/63
E-mail: info@jda.org.za

www.jda.org.za
www.joburg.org.za

17 June 2009

Dear Sir / Madam

REQUEST FOR PROPOSALS: DEVELOPMENT OF TOUR GUIDE MANUAL FOR THE DEVELOPMENT OF TOUR GUIDE MANUALS IN THE AREA OF PUBLIC ART

BACKGROUND

The Johannesburg Development Agency is a wholly owned entity of the City of Johannesburg, whose mandate is to deliver successful capital expenditure projects in areas in decay, thereby regenerating and creating thriving precincts on behalf of the City of Johannesburg. Since its inception in 2001 the JDA has delivered numerous multimillion rand developments on behalf of the City of Johannesburg.

As part of the regeneration process the JDA sets aside 1% of total development budget for artistic beautification of the area by installing public art pieces. There are a number of groundbreaking pieces of art that are dotted throughout the streets of Johannesburg.

Some of these more common pieces include the splendid figure of the 7 metre, 5 ton concrete Eland in Braamfontein designed by distinguished fine artist Clive van den Berg. On the left of the Nelson Mandela Bridge on Juta Street are the most amazing laser-cut metal trees that move in the wind. The most recognisable and earlier installations of public art would be in the form of the many heads carved out of wood sitting on bollards all around the Newtown area and the Worker's Memorial outside the Worker's Museum and Library.

Public art is about creating a sense of place and it has a significant impact on the local environment and can be used to encourage regeneration and enhancements of public and/or private spaces.

Both the regeneration of the Inner City and installation of public art have generated an increase in the number of tourists keen on experiencing the regeneration that has taken place as well as the public art.

Kindly furnish me with a quotation for the development of a training manual that is available both in hard copy and digitally.

Building a better city

Directors

L. Vutula (Chairperson) A. Roriston L. Matlhape D. Lewis N. Lila D. Naidu P. Masilo L. Bethlehem (CEO) A. Goldsmith (Company Secretary)
Registration Number: 2001/005101/07

The JDA is looking to appoint a service provider to develop a training manual for tour operators to conduct tours in the Inner City of Johannesburg. Bidders must have relevant experience in conducting tours and a clear understanding of Johannesburg's heritage, the Inner City regeneration process and knowledge of the City's public art policy and public art installations.

The service provider will provide a submission which must include: a company profile, a list of previous experiences and references; a detailed methodology that includes market research of other similar products and a proposed implementation plan with a training schedule and pricing thereof.

The quotation must be submitted on the letterhead of your business and can either be emailed to or delivered by hand not later than **Thursday 25th June 2009** at 12h00 to: **3 President Street, Bus Factory, Newtown**

The following conditions will apply:

- A valid Tax Clearance Certificate must be submitted
- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT.
- A firm delivery period must be indicated.
- If the price quoted is above R 30 000 inclusive of VAT), the quotation will be evaluated in terms of the 80/20 preference point system as prescribed in the Preferential Procurement Policy Framework Act (No 5 of 2000). For this purpose the Tax Clearance Certificate, Declaration of Interest and the BEE Forms are available on the JDA website under the Tenders Page.
- The successful provider will be the one scoring the highest point.

NB: No quotations will be considered from persons in the service of the stateⁱ

Failure to comply with these conditions may invalidate your offer.

Yours faithfully

Susan Monyai
Marketing Manager

Tel: 011 688 7867

Fax: 011688 7899

Email: monyais@jda.org.za

ⁱ * MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
 - (i) any municipal council;
 - (ii) any provincial legislature; or
 - (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.