



a world class African city



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THE JOHANNESBURG DEVELOPMENT AGENCY INNER CITY TOURS: REQUEST FOR EXPRESSION OF INTEREST

1 INTRODUCTION

The Johannesburg Development Agency JDA was established in order to facilitate area-based economic development in the City of Johannesburg. The JDA has successfully undertaken capital-based projects throughout the City since 2001. The JDA coordinates and manages capital investment and other programmes involving both public and private sector stakeholders.

2 BACKGROUND

The JDA is looking to appoint tour operators to conduct Inner City tours. As a result we (JDA) commissioned the development of 5 (five) Inner City tour routes that showcase the heritage, public art and the regeneration that has taken place within the Inner City of Johannesburg in the last 10 years.

The tour routes were developed with the aim of offering more product within the tourism sector during the 2010 FIFA Soccer World Cup and beyond.

As part of its broader mandate, the JDA identified a need for tours focusing on, among others, the vast heritage and the recent developments taking place in the Inner City of Johannesburg.

The JDA has produced tour manuals which detail the 5 (five) tour routes. The manuals will be provided to Tour Operators at no cost. Tour Operators will also be trained on the manuals and on how to conduct the tours. The training will also be provided at no cost.

The JDA will appoint suitable Tour Operators to undertake the offering of the 5 (five) Inner City tour routes as part of their Johannesburg tour itinerary. This they will do at their own cost.

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

2.1 THE 5 (FIVE) TOUR ROUTES ARE:

2.1.1 Mining, Financial District & Government Precinct

This tour starts at the Nelson Mandela Bridge and continues through Gandhi Square to the “Top of the Carlton”. It incorporates the historic mining/financial district as well as new residential developments such as Mapungubwe, Dogon and Ashanti Hotels and Apartments, the Main Street Mall in which the mining heritage of the city is well celebrated and the history of the city’s relationship to the finding of gold clearly documented for tourists and residents to explore further if they wish.

2.1.2 Johannesburg Inner City Urban Renewal

This looks at new developments, refurbishments, upgrading and preservation of commercial, institutional and residential buildings and public environment. The residential component highlights changes to buildings in various income groups, ranging from low through middle and high income sectors. Many of these changes provide new mixed use developments. There are also futuristic plans like the Park Station Interchange and the Gauteng Provincial Government Precinct.

2.1.3 Newtown Arts & Cultural Tour

The tour explores Public Art, Urban Renewal and Heritage in the historic Newtown Precinct established at the turn of the 20th century. The tour starts at the Nelson Mandela Bridge and ends at Zurich Insurance Building on the south western edge of the Inner City. It covers Newtown, Diagonal Street, Turbine Square, Sci Bono, the SAB World of Beer, the Workers’ Museum and Moving Into Dance. The focus is history, urban renewal arts and culture.

2.1.4 Sporting Precinct

The tour focuses on the Eastern section of the Inner City and includes the precinct around the Coca Cola stadium, which has been redeveloped for the 2010 FIFA World Cup. The precinct also includes various sporting facilities like the Maurice Freeman Cricket Oval, the Standard Bank Arena and tennis courts and the historic residential areas. As well as the public art that has been commissioned over the past few years.

2.1.5 Art & Eat

The Johannesburg CBD boasts the strongest collection of public art in South Africa. There are also a number of eateries that are both traditional or have emerged over the past half decade. The development of this tour route makes it possible for visitors to explore public artworks and local cuisine in four quadrants of the Inner City or a combination of multiple quadrants or all. The tours highlight City favourites such as Darkie Café, Arts on Main, Nerina Trojon, The Pink Flamingo at the Troyeville Hotel, and Gamedoella’s to name a few.

Qualifying Criteria

- Only submissions from South African Tourism Services Association (SATSA) accredited Tour Operators will be considered
- Tour Operators are required to include the following in their submissions:
 - Letter expressing interest in conducting Inner City tours
 - Copy of licensing permit
 - Company Registration documents
 - Certified Copy of SATSA ID Card/ proof of SATSA membership
 - Copy of general business liability cover
 - Copy of passenger liability cover
 - Indicate type and capacity of transport used for business operations
 - Tax Clearance Certificate

3 SCOPE OF WORK

- Attend **compulsory** training session on the five Inner City routes. Please indicate which training session you will attend in your submission. See training schedule below.

TRAINING SESSION	TRAINING SEGMENT	DATES	DURATION
SESSION 1	THEORY	29 & 30 APRIL 2010	1.5 days
	PRACTICAL	4 MAY 2010	1 day
SESSION 2	THEORY	20 - 21 MAY 2010	1.5 days
	PRACTICAL	26 MAY 2010	1 day

- Conduct Inner City tours as part of the Tour Operators itinerary for Johannesburg
- Provide the JDA with a quarterly report of Inner City tours conducted
- Adhere to the Inner City tours manual when disseminating information to tourists
- Tour operator will only use tourist guides trained through the JDA.

4 PRESENTATION OF PROPOSALS

Submissions are to consist of a short and comprehensible report that must provide the JDA with sufficient information to make a sound and fair evaluation of the submission. The report should address the requirements in the proposal call document and **use the same item numbers as below** for the required sections of the report. The following information must be clearly spelt out:

- 4.1 A letter expressing interest in conducting Inner City tours and attending the compulsory training.
- 4.2 Tour Operators to indicate whether they will attend session 1 or session 2 training as per the training dates schedule outlined above
- 4.3 A company profile which also indicates number of years in business
- 4.4 A copy of licensing permit from the traffic department for vehicles used for conducting tours
- 4.5 A copy/proof of company registration papers
- 4.6 A certified copy of SATSA ID Card/ proof of SATSA membership
- 4.7 A copy of general business liability insurance
- 4.8 A copy of passenger liability insurance
- 4.9 A list of types and capacity of transport used for business operations
- 4.10 An original or certified copy of a valid Tax Clearance Certificate. PLEASE NOTE: , Failure to do submit a valid Tax Clearance Certificate will result in your submission being disqualified.

5. ASSESSMENT CRITERIA

Submissions will be evaluated on the following criteria:

The technical assessment is based on:

- 5.1 **Compliance**: submissions will be disqualified for failure to produce a valid tax clearance certificate.
- 5.2 **Responsiveness**: submissions to detail all the requirements outlined in point 4 above
- 5.3 **Previous experience**: submissions must provide a list of previous clients, examples of similar work done and references.
- 5.4 **Capability**: relates to the tenderers ability to deliver on the mandate of this project according to the required specification. Accordingly, the availability of suitably qualified staff to execute the project.
- 5.5 **Methodology** – this will also look at the value proposal to market the tours and unconditional undertaking to continue with the tours post 2010 WC and a commitment to report on the numbers brought to the Inner City etc.

