

STP I Matching Grant Recipients Survey Summary

Questions		Answers
1a.	Was your business a new or established business prior to Financing via the Small Business Matching Grant for Culture Tourism and Development? ¹	17 were established businesses (90%) 2 were new businesses (10%) ²
b.	When was the business established?	Year of establishment: 2011-2013: 2 businesses (11%) 2006-2010: 5 businesses (26%) 2001-2005: 5 businesses (26%) 1996-2000: 2 businesses (11%) Prior to 1996: 5 businesses (26%)
c.	Were new activities or products established as a result of the Grant?	13 businesses established new activities/products (68%) 6 businesses did not establish new activities/products (32%)
2a.	How many employees were employed by the business prior to grant? How many employees were employed by your business after the grant? ³	33 employees were hired prior to the businesses receiving the grant. 18 new employees were hired after the grant. 51 total employees are now employed by the matching grant recipients.
b.	Are the new employees family members or not ?	5 businesses hired family members as new employees (26%) 4 businesses hired non-family members as new employees (21%) 2 business hired both family and non-family members as new employees (11%) 8 businesses hired no new employees (42%)

¹19 of the 21 matching grant recipients were interviewed. Palmento Grove lodge and Ixcacao Mayan Belizean Chocolate were unavailable at the time the interviews were conducted and therefore were not included in this survey.

² Two businesses that were newly established that received grants were 1) The Living Maya Experience and 2) Uwarani Dance Group

³ Aguacate homestay and San Miguel TEA Guest House were excluded from the labor statistics because multiple families are involved in the business. Aguacate homestay consists of 15 families and San Miguel TEA Guest House consists of 7 families.

c.	Prior to receiving the grant, how many male employees and female employees were employed?	17 male employees were hired (52% males) 16 females were hired (48% women)
d.	After receiving the grant, how many male employees and female employees were employed?	23 male employees were hired (45% males) 28 females were hired (55% females)
3a.	Were results achieved in regards to the activities set out to be completed your project?	14 businesses achieved all results of the project. (74% achieved results) 5 businesses didn't achieve all results of the project. (26% achieved results)
b.	Please list any activities not completed and why you believe it was not achieved?	1. Aguacate Homestay : Completion of trail (insufficient funds) 2. Belize Arts and Craft Union : Website not activated 3. Giddyup Tours : Website not activated 4. Mayan World : Crafts center not built (insufficient funds for labor) 5. Uwarani dance group : Male bathroom not built (insufficient funds)
4a.	Has there been an increase in the number of tourist visiting your business since the start of the grant project?	15 business experienced increase in tourists' visits (79%) 4 businesses did not experience an increase in tourists' visits (21%) ⁴
b.	How much clients would you have per month on average?	138 clients/month on average: 0-50 clients/month: 12 businesses (63.2%) 51-150 clients/month: 2 businesses (10.5%) 150-300 clients/month: 1 business (5.3%) 300-450 client/month: 2 businesses (10.5%) More than 450 clients: 2 businesses (10.5%)
c.	Local or foreign clients (visitors)?	12 businesses clients are primarily foreigners (63%) 2 businesses clients are primarily locals (11%) 5 businesses clients are both locals and foreigners (26%)

⁴ The 4 businesses that did not experience increase in tourist visits were: 1) WE art gallery museum, 2) Giddyup tours, 3) Uwarani dance group and 4) Arts and Crafts makers and vendors union.

5a.	Has there been an increase in income generated by the business? Let's say in the last year	15 businesses experienced an increase in income. (79%) 3 businesses experienced a decrease in income. (16%) ⁵ 1 business has consistent income generation (5%) ⁶
b.	If yes , How has this been invested? Employees? Equipment? Etc.?	16 businesses who experienced income increase invested in their business (84%) 2 businesses that did not experience income increases invested in their business (11%) 1 business that did not experience income increase did not invest (5%)
c.	If no , then what do you attribute to not having the desired outcome or success?	Top Responses: 1. Lack of marketing 2. Location of business 3. Restrictions placed by BTB ⁷
6a.	Do you advertise or promote your business? BTIA? BTB?	16 businesses advertise their business (84%) 3 businesses do not advertise their business (16%) Member of BTIA or registered to BTB: 2 businesses are members of BTIA (11%) 2 businesses is a registered to BTB (11%) 15 businesses are not members of BTIA or registered to BTB (78%)
b.	If yes, How are you marketing your business?	Top Responses: 1. Social Media (see STP I matching grants and recipients summary) 2. TV/Radio ads 3. Signage 4. Brochures/Flyers

⁵ The 3 business that experiences a decrease in income were: 1) Giddyup tours, 2) Uwarani dance group and Arts and Crafts makers and vendors union.

⁶ We art gallery museum has experienced consistent income generation.

⁷ Restrictions placed by BTB have affected both 1) Giddyup tours and 2) Arts and Craft makers and vendors union.

c.	If no, Why not?	3 businesses not advertising stated that lack of funds are the main reason for not investing in promoting their businesses.
d.	Is your business linked to a tour guide or tour company?	10 businesses are linked to a tour guide/company (53%) 9 businesses are not linked to a tour company (47%)
7a.	Any suggestions for future programs such as Small Business Matching Grant for Cultural Tourism Development?	Top responses: <ol style="list-style-type: none"> 1. Help in writing grant applications 2. Decrease time between approval and first disbursement. 3. Improve advertisement of matching grant program. 4. Train recipients how to handle increase in business. 5. Provided more business training workshops 6. Listen to recipients concerns 7. Better feedback from BEST
b.	What would you need to grow as a business? And why?	Top responses: <ol style="list-style-type: none"> 1. Improved marketing of business 2. Investment in equipment 3. Investment in Infrastructure 4. Differentiation of product line 5. Better support from BTB
c.	Has your business received any additional support for government or any other organization?	3 businesses have received additional support (16%) ⁸ 16 businesses have not received additional support (84%)
8a.	Have you heard of Unique Belize ?	5 businesses have heard of Unique Belize (26%) 14 businesses have not hear of Unique Belize (74%)

⁸1) Lebeha drumming center (UK grant), 2) Pen Cayetano studio gallery (NICH stipend) and 3) The living Maya experience (YWCA) have received additional support.

b.	If yes, Are you a Member?	0 of the businesses are members of Unique Belize (100%)
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Annex 1

STP I Matching Grant Recipients Funding

Funding by Cultural Orientation:

There were 21 recipients who received matching grants from STP I. The recipients were either from three ethnic groups 1) Maya, 2) Garifuna, 3) Creole or a combination. A total of 5 projects promoted Mayan culture, 9 projects promoted Garifuna culture, 3 projects promoted Creole (“Kriol”) culture and 3 projects promoted multiple cultures. Businesses promoting Mayan culture received from STP I grant funding a total of BZ\$110,451, businesses promoting Garifuna culture received a total of BZ\$193,332, businesses promoting Creole culture received a total of BZ\$72,018.00 and business that promote a combination of different ethnic cultures in Belize received a total of BZ\$110,355. Businesses promoting Mayan culture provided counterpart funding of BZ\$ \$29,140, businesses promoting Garifuna culture provided counterpart funding of BZ\$ \$50,041, businesses promoting Creole culture provided counterpart funding of BZ\$ 18,055 and business that promote a combination of multiple ethnic cultures provided counterpart funding of BZ\$ \$29,037. Total of BZ\$486,156 was given by the IDB to the STP I matching grant recipients plus the total counterpart contribution of \$126,273.40 from which \$41,982.60 came in the form of cash contributions and \$84,290.80 from In-Kind contributions. Total Funding was BZ\$612,429.

Funding by Activity:

The STP I matching grant can also be disaggregated by types of activities that were funded. There were six types of businesses funded 1) Dance & Drumming, 2) Lodging/Hospitality, 3) Museum & Art Gallery, 4) Restaurant & Food, 5) Tour Guiding and 6) Arts & Craft. The STP I grant recipients for Dancing & Drumming projects received a total of BZ\$ \$93,323, Lodging & Hospitality projects received a total of BZ \$ \$86,085, Museum & Art gallery projects received a total of BZ \$ \$86,165, Restaurant & Food projects received a total of BZ \$ \$54,777, Tour guiding projects received a total of BZ \$ \$26,608 and Arts & Craft projects received a total of BZ\$ \$139,198. Dancing & Drumming projects provided counterpart funding of BZ\$ \$25,090, Lodging & Hospitality projects provided counterpart funding of BZ \$ \$21,521, Museum & Art gallery projects provided counterpart funding of BZ \$26,776, Restaurant & Food projects provided counterpart funding of BZ \$ \$13,705, Tour guiding projects provided counterpart funding of BZ \$6,652 and Arts & Craft projects provided counterpart funding of BZ \$32,529. Therefore a total

of BZ\$486,156 was given by the IDB to the STP I matching grant recipients plus the total counterpart contribution of \$126,273.40 from which \$41,982.60 came in the form of cash contributions and \$84,290.80 from In-Kind contributions. Total Funding was BZ\$612,429

Funding by District:

The STP I matching grant provided funding for business projects in three districts 1) Belize District, 2) Stann Creek District and 3) Toledo District. Of the 21 recipients receiving STP I grant funding Belize had 3 recipients, Stann Creek had 11 recipients and Toledo had 7 recipients. The recipients from Belize District received a total of BZ\$ 100,100, Stann Creek received a total of BZ\$223,596 and Toledo District received a total of BZ\$162,460. Therefore a total of BZ\$486,156 was given to STP I matching grant recipients. Belize district projects provided counterpart funding of BZ\$22,525, Stann Creek projects provided counterpart funding of BZ \$57,642, and Toledo district projects provided counterpart funding of \$46,106. Therefore a total of BZ\$486,156 was given by the IDB to the STP I matching grant recipients plus the total counterpart contribution of BZ\$126,273.40 from which \$41,982.60 came in the form of cash contributions and \$84,290.80 from In-Kind contributions. Total Funding was BZ\$612,429.

Annex 2

STP I Matching Grant Recipients Online Ratings

There were 21 recipients who received matching grants from STP I. 6 recipients are rated on Facebook, 11 are rated on Trip Advisors and 8 have their own websites. 6 recipients have all 3 online websites of Facebook, Trip advisor and their own website. 5 recipients have at least 2 online websites either on Trip advisor, Facebook and/or their own website. 2 recipients have at least 1 online website either on Trip advisor, Facebook or their own website. 8 of those recipients do not have online websites on Facebook, Trip Advisor or manage their own website.

Online Ratings Summary:

- 1) Total of 228 reviews on Trip Advisor
- 2) Total of 82 reviews on Facebook
- 3) **Trip Advisor:**
 - (i) 178 Excellent reviews
 - (ii) 41 Very Good reviews
 - (iii) 6 Average reviews
 - (iv) 3 Poor reviews
- 4) **Facebook:**
 - (i) 61 Five star reviews
 - (ii) 13 Four star reviews
 - (iii) 5 Three star reviews
 - (iv) 0 Two star reviews
 - (v) 3 One star reviews

One Year Comparison of Online Ratings:

STP I Matching Grant Recipients <u>January 30th 2015</u>	STP I Matching Grant Recipients <u>January 30th 2014</u>	Difference
(i) 11 Recipients were rated on Trip Advisor	(i) 7 Recipients were rated on Trip Advisor	4
(ii) 6 Recipients were rated on Facebook	(ii) 5 Recipients were rated on Facebook	1
(iii) 7 Recipients had their own website	(iii) 7 Recipients had their own website	0
(iv) 228 reviews on Trip Advisor	(iv) 163 reviews on Trip Advisor	65

(v) 82 reviews on Facebook	(v) 67 reviews on Facebook	15
(vi) 178 Excellent reviews on Trip Advisor	(vi) 130 Excellent reviews on Trip Advisor	48
(vii) 41 Very Good reviews on Trip Advisor	(vii) 27 Very Good reviews on Trip Advisor	14
(viii) 6 Average reviews on Trip Advisor	(viii) 5 Average reviews on Trip Advisor	1
(ix) 3 Poor reviews on Trip Advisor	(ix) 1 Poor reviews on Trip Advisor	2
(x) 61 Five star reviews on Facebook	(x) 47 Five star reviews on Facebook	14
(xi) 13 Four star reviews on Facebook	(xi) 12 Four star reviews on Facebook	1
(xii) 5 Three star reviews on Facebook	(xii) 5 Three star reviews on Facebook	0
(xiii) 3 One star reviews on Facebook	(xiii) 3 One star reviews on Facebook	0

	<u>Mayan Ethnicity:</u>	IDB Grant	Counter Part		Total	
			Cash BZ\$	In-Kind BZ\$		
1	The Living Maya Experience	\$22,294	\$2,348	\$3,225	\$27,867	1
2	Maya Center Mayan Museum Expansion and Enhancement	\$23,989	\$1,515	\$5,999	\$31,503	2
3	Ixcacao Mayan Belizean Chocolate	\$22,777	\$1,426	\$4,279	\$28,482	3
4	Aguacate Homestay	\$23,998	\$1,500	\$4,500	\$29,998	
5	San Miguel TEA Guesthouse	\$17,393	\$1,087	\$3,261	\$21,741	
	Total	\$110,451	\$7,876	\$21,264	\$139,591	

	<u>Garifuna Ethnicity:</u>	IDB Grant	Counter Part		Total	
			Cash BZ\$	In-Kind BZ\$		
1	Warasa Garifuna Drum and Dance School	\$20,755	\$3,200	\$3,700	\$27,655	
2	Vern's Garifuna Kitchen	\$32,000	\$4,000	\$4,000	\$40,000	1
3	Uwarani Dance Group	\$12,080	\$755	\$2,265	\$15,100	2
4	Outta Griga Dang Productions	\$16,008	\$1,000	\$3,000	\$20,008	3
5	Palmento Grove Lodge	\$22,400	\$1,400	\$4,200	\$28,000	4
6	Lebeha Drumming Center	\$22,562	\$1,410	\$4,230	\$28,202	
7	Pen Cayetano Studio Gallery	\$28,851	\$3,606	\$3,606	\$36,063	
8	Austin Rodriguez Drum Shop	\$16,340	\$1,022	\$3,063	\$20,425	
9	Mercy Sabal Garifuna Cultural Treasures	\$22,336	\$1,396	\$4,188	\$27,920	
	Total	\$193,332	\$17,789	\$32,252	\$243,373	

Total IDB Grant Funding
BZ \$486,156

	Total Counter Part Funding	Total Cash Funding	Total In-Kind Funding
BZ	\$126,273	\$41,983	\$84,291

	Total Funding
BZ	\$612,429

<u>Creole ("Kriol") Ethnicity:</u>	IDB Grant	Counter Part		Total
		Cash BZ\$	In-Kind BZ\$	
Giddyup Cultural and Historical Carriage Tours	26,608.00	1,663.00	4,989.00	33,260.00
Maroon Creole Drum School	21,918.00	1,980.00	3,550.00	27,448.00
Mayan World	\$23,492	\$1,468	\$4,405	\$29,365
Total	72,018.00	5,111.00	12,944.00	90,073.00

<u>Multicultural:</u>	IDB Grant	Counter Part		Total
		Cash BZ\$	In-Kind BZ\$	
Golden Gifts	\$15,454	\$1,243	\$2,850	\$19,547
Blossoming Gifts	\$11,576	\$724	\$2,171	\$14,470
We ART Museum	\$33,325	\$4,240	\$7,810	\$45,375
Belize Arts and Craft makers and vendors union	\$50,000	\$5,000	\$5,000	\$60,000
Total	\$110,355	\$11,207	\$17,831	\$139,392

	Dance & Drumming :	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Warasa Garifuna Drum and Dance School	\$20,755	\$3,200	\$3,700	\$27,655
2	Lebeha Drumming Center	\$22,562	\$1,410	\$4,230	\$28,202
3	Maroon Creole Drum School	\$21,918	\$1,980	\$3,550	\$27,448
4	Uwarani Dance Group	\$12,080	\$755	\$2,265	\$15,100
5	Outta Griga Dang Productions	\$16,008	\$1,000	\$3,000	\$20,008
	Total	\$93,323	\$8,345	\$16,745	\$118,413

	Museum/Art Gallery :	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	We ART Museum	\$33,325	\$4,240	\$7,810	\$45,375
2	Pen Cayetano Studio Gallery	\$28,851	\$3,606	\$3,606	\$36,063
3	Maya Center Mayan Museum Expansion and Enhancement	\$23,989	\$1,515	\$5,999	\$31,503
	Total	\$86,165	\$9,361	\$17,415	\$112,941

	Restaurant/Food :	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Vern's Garifuna Kitchen	\$32,000	\$4,000	\$4,000	\$40,000
2	Ixcacao Mayan Belizean Chocolate	\$22,777	\$1,426	\$4,279	\$28,482
	Total	\$54,777	\$5,426	\$8,279	\$68,482

	Total STP I Grant Funding
BZ	\$486,156

	Total Cash Funding	Total In-Kind Funding
BZ	\$126,273	\$84,291

	Total STP I Grant Funding
BZ	\$612,429

	<u>Lodging/Hospitality :</u>	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Aguacate Homestay	\$23,998	\$1,500	\$4,500	\$29,998
2	San Miguel TEA Guesthouse	\$17,393	\$1,087	\$3,261	\$21,741
3	Palmento Grove Lodge	\$22,400	\$1,400	\$4,200	\$28,000
4	The Living Maya Experience	\$22,294	\$2,348	\$3,225	\$27,867
Total		\$86,085.00	\$6,335.00	\$15,186.00	\$107,606.00

	<u>Arts and Craft:</u>	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Mayan World	\$23,492	\$1,468	\$4,405	\$29,365
2	Golden Gifts	\$15,454	\$1,243	\$2,850	\$19,547
3	Blossoming Gifts	\$11,576	\$724	\$2,171	\$14,470
4	Mercy Sabal Garifuna Cultural Treasures	\$22,336	\$1,396	\$4,188	\$27,920
3	Austin Rodriguez Drum Shop	\$16,340	\$1,022	\$3,063	\$20,425
5	Belize Arts and Craft makers and vendors union	\$50,000	\$5,000	\$5,000	\$60,000
Total		\$139,198	\$10,853	\$21,677	\$171,727

Total Counterpart \$32,529

	<u>Tour Guide</u>	IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Giddyup Cultural and Historical Carriage Tours	\$26,608	\$1,663	\$4,989	\$33,260
Total		\$26,608	\$1,663	\$4,989	\$33,260

Stann Creek District:		IDB Grant	Counter Part		Total	
			Cash BZ\$	In-Kind BZ\$		
1	Golden Gifts (Hopkins Village)	\$15,454	\$1,243	\$2,850	\$19,547	1
2	Maya Center Mayan Museum Expansion and Enhancement (Maya Center Village)	\$23,989	\$1,515	\$5,999	\$31,503	2
3	Vern's Garifuna Kitchen (Seine Bight Village)	\$32,000	\$4,000	\$4,000	\$40,000	3
4	Uwarani Dance Group (Dangriga Town)	\$12,080	\$755	\$2,265	\$15,100	4
5	Outta Griga Dang Productions (Dangriga Town)	\$16,008	\$1,000	\$3,000	\$20,008	5
6	Palmento Grove Lodge (Hopkins Village)	\$22,400	\$1,400	\$4,200	\$28,000	6
7	Lebeha Drumming Center (Hopkins Village)	\$22,562	\$1,410	\$4,230	\$28,202	7
8	Blossoming Gifts	\$11,576	\$724	\$2,171	\$14,470	
9	Pen Cayetano Studio Gallery	\$28,851	\$3,606	\$3,606	\$36,063	
10	Austin Rodriguez Drum Shop (Dangriga Town)	\$16,340	\$1,022	\$3,063	\$20,425	
11	Mercy Sabal Garifuna Cultural Treasures (Dangriga Town)	\$22,336	\$1,396	\$4,188	\$27,920	
Total		\$223,596	\$18,071	\$39,572	\$281,238	

Belize District:		IDB Grant	Counter Part		Total
			Cash BZ\$	In-Kind BZ\$	
1	Giddyup Cultural and Historical Carriage Tours (Belize City)	\$26,608.00	\$1,663.00	\$4,989.00	\$33,260.00
2	Mayan World (Lucky Strike Village)	\$23,492.00	\$1,468.00	\$4,405.00	\$29,365.00
3	Belize Arts and Craft makers and vendors union (Belize City)	\$50,000	\$5,000	\$5,000	\$60,000
Total		\$100,100	\$8,131	\$14,394	\$122,625

Total STP I Grant Funding
BZ \$486,156

	Total Counter Part Funding	Total Cash Funding	Total In-Kind Funding
BZ	\$126,273	\$41,983	\$84,291

	Total STP I Grant Funding
BZ	\$612,429

Toledo District:	IDB Grant	Counter Part		Total
		Cash BZ\$	In-Kind BZ\$	
Warasa Garifuna Drum and Dance School (Punta Gorda Town)	\$20,755	\$3,200	\$3,700	\$27,655
The Living Maya Experience (Big Falls Village)	\$22,294	\$2,348	\$3,225	\$27,867
Maroon Creole Drum School (Punta Gorda Town)	\$21,918	\$1,980	\$3,550	\$27,448
Ixcacao Mayan Belizean Chocolate (San Felipe Village)	\$22,777	\$1,426	\$4,279	\$28,482
Aguacate Homestay (Aguacate Village)	\$23,998	\$1,500	\$4,500	\$29,998
San Miguel TEA Guesthouse (San Miguel Village)	\$17,393	\$1,087	\$3,261	\$21,741
We ART Museum (Punta Gorda Town)	\$33,325	\$4,240	\$7,810	\$45,375
Total	\$162,460	\$15,781	\$30,325	\$208,566



Sustainable Tourism Program (STP)

(2060/OC-BL)

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SUSTAINABLE TOURISM PROGRAM SMALL BUSINESS MATCHING GRANTS SCHEME

GUIDELINES FOR GRANT APPLICANTS

1 BACKGROUND

1.1 ABOUT THE SUSTAINABLE TOURISM PROGRAM

The Sustainable Tourism Program (STP) is an initiative of the Ministry of Tourism and Culture (MTC) and the Belize Tourism Board (BTB), and aims to assist the growth of Belize's tourism sector in a manner that is economically, environmentally, and socially sustainable. Successful sustainable tourism is defined by environmentally sensitive business operations, which support the protection of cultural and natural heritage, and provide tangible economic and social benefits to local people in a viable business model.

The STP program consists of two components:

- Component I: Investments in overnight tourism destinations: specifically Placencia, Belize City, San Ignacio and San Pedro.
- Component II: Institutional strengthening and capacity building for policy, destination planning, and management with a focus on the emerging destinations of Toledo, Hopkins and Dangriga.

1.2 ABOUT THE NEEDS ASSESSMENT & CAPACITY BUILDING PROJECT

The Needs Assessment & Capacity Building Support to Communities, Promoting Market Access to the Garifuna, Kriol and Maya Cultures in Selected Destinations in Belize project falls under component 2 of the STP. The project focus is on cultural tourism development. The objective is to maintain the spiritual values of the cultures while developing and promoting quality and authentic Belize cultural tourism experiences. The Hopkins/Dangriga environs, Toledo District and the Fort George area of Belize City are the target destinations for the project.

The key activities of the Needs Assessment & Capacity Building project are to:

- Conduct cultural tourism training workshops for tourism entrepreneurs and members of community groups/enterprises
- Launch a business development plan competition from amongst the participating trainees, the winners of which will be recipients of matching grant funds to support business.

1.3 WHAT IS CULTURAL TOURISM?

Cultural tourism is one of the largest and fastest growing tourism markets worldwide. According to the United Nations World Tourism Organization (UNTWO), cultural tourism accounts for 40% of international tourism. A recent Belize Tourism Board report defines cultural tourism as:

Travel to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural assets.¹

1.4 WHAT IS AN ELIGIBLE CULTURAL TOURISM BUSINESS?

For the STP program, a cultural tourism business is defined as:

A locally owned business, product or service that authentically reflects the past or present Garifuna, Kriol or Maya Culture or aspects of the culture to include lifestyle, heritage, food, music, dance, art, craft, architecture, and spiritual beliefs and that form an integral part of the tourism value chain and cultural tourism offer.

To qualify as an eligible cultural tourism business for the training and matching grant scheme program available under the STP's Needs Assessment & Capacity Building Support project, the applicant must show that their business reflects cultural tourism and has incorporated significant cultural tourism elements. The following are some examples of cultural elements that engage the senses and heighten the visitor's experience and enjoyment:

- Cultural demonstrations or events - such as performances or festivals that allow guests to see traditional apparel, see and participate in dance, hear traditional music and try drumming, meet local artists and performers, taste and smell local food and learn about local history and culture. Includes seasonal or annual events.
- Arts and crafts – visitor experiences featuring authentic hand-made arts and crafts, pottery, basket weaving, carving e.g., demonstrations by artists, workshops to learn design and production techniques, opportunities to buy arts and crafts.
- Learning programs— specialized educational programs where children or adults learn about Garifuna, Kriol or Maya history or culture.
- Guided Interpretation – tours delivered by Garifuna, Kriol or Mayan persons who are trained guides, and that include culture and history elements. The guide should know some traditional language and be aware of protocols for sharing cultural knowledge appropriately.
- Passive interpretation – examples include permanent or temporary displays or exhibits featuring cultural information, audio-tour tapes for self-guided tours, video resources showcasing the culture(s) for visitors, and interpretive signage programs.
- Cultural apparel – use and adaption of staff dress—in traditional or modern clothing with cultural designs.
- Cultural design and decor – is incorporated into physical aspects of business e.g., building design, furniture, landscaping, art displays, dinnerware, bedding and linens, signage etc.
- Cultural cuisine and foods – traditional foods are available and promoted e.g., in a restaurant, at a food stand, for a snack on a tour or packaged for sale.

¹ *Sustainable Tourism in Emerging Destinations*, A Report by the George Washington University for the Belize Tourism Board.

2 RULES AND REQUIREMENTS

2.1 PURPOSE OF MATCHING GRANTS SCHEME

The Small Business Matching Grants Scheme falls under Component 2 of the Belize Sustainable Tourism Program. The execution of the matching grants scheme will take place with the close partnership and oversight of the Belize Tourism Board (BTB) and the National Institute for Culture and History (NICH), and the active participation of the Belize Trade & Investment Development Service (BELTRAIDE).

The purpose of the Small Business Matching Grants Scheme is to provide assistance to encourage the growth of Garifuna, Kriol and Maya sustainable cultural tourism businesses and promote market access, in order to develop economic opportunity for low income groups and contribute positively to a rise in standards and quality of the cultural tourism product in the Hopkins/Dangriga environs, Toledo District Fort George area of Belize City.

2.2 GRANT PROGRAM

2.2.1 Size of Grants

Grants will be awarded in accordance with the established matching grant formulae as set out in these guidelines. There are two categories of grant awards:

- Grants of up to Bz\$30,000
- Grants between Bz\$30,001 - \$50,000

2.2.2 Matching Funding

The scheme will operate on the basis of matching funds with up to 80% of the costs of the project being met by the grant.

2.2.3 Counterpart Contributions

The balance of 20% must be financed through cash or in-kind contributions from the applicant's own resources, from partners' resources, or from grants or such sources. Contributions in-kind (see section 2.2.4) will be accepted as matching funds according to the following restrictions:

- i. For grants of up to 30,000 BZ\$ the cash contribution component must comprise 25% or greater of the overall matching funds.
- ii. For grants between Bz\$30,001 - 50,000 the cash contribution component must comprise 50% or greater of the overall matching funds.

To fulfill these matching funding requirements, the applicant must demonstrate within their budget that their match (through sponsorship, private investment, and/or contribution in-kind) is part of the total cost of the proposal. Matches should be clearly shown within the overall budget.

If awarded grant support, the grantee must provide documentation of total amount expended on the project/investment within the final evaluation report.

2.2.4 Project Funding Examples

The following examples are provided in order to better illustrate how the funding for Small Business Matching Grants Scheme works.

Example 1: Grant of Bz\$30,000

This example applies to a project that has a total cost of Bz\$25,000:

- Applicant requests that 80% of costs (Bz\$20,000) are funded by the matching grants scheme
- Applicant contributes remaining 20% of costs (Bz\$5,000)
- 25% of the applicant's Bz\$5,000 contribution must be in cash (Bz\$1,250)

Note: The cash contribution of Bz\$1,250 comprises only 5% of the total project cost of Bz\$25,000.

Example 2: Grant of over Bz\$30,000

This example applies to a project that has a total cost of Bz\$40,000:

- Applicant requests that 80% of costs (Bz\$32,000) are funded by the matching grants scheme
- Applicant contributes remaining 20% of costs (Bz\$8,000)
- 50% of the applicant's Bz\$8,000 contribution must be in cash (Bz\$4,000)

Note: The cash contribution of Bz\$4,000 comprises only 10% of the total project cost of Bz\$40,000.

2.2.5 In-kind Contributions

Following are examples of the types of eligible in-kind contributions that applicants can contribute:

- Labour
- Materials
- Use of equipment
- use of land
- Already existing infrastructure which would otherwise have to be leased/rented for the project.

For budget preparation, in-kind contributions must be quantified in monetary terms according to the average rates paid in the project area.

2.2.6 Eligible expenditures for Project Proposal Budgets

Following are examples of the types of activities, goods and services eligible for funding through the grant scheme:

- Construction
 - exterior improvements to existing buildings including facades and renovations that improve the visual exterior, and expansions which contribute to product development
 - interior improvements and renovations to existing buildings that facilitate product enhancement and delivery
 - new structures that contribute to an improved cultural tourism product
 - bathroom facilities

Note: that all construction works should meet local planning approval, as required. Scope of work should be detailed within the proposal for individual evaluation. Technical drawings will be required for review prior to disbursement to ensure compatibility with the cultural architectural design elements of the area.

- Landscaping and signage
- Purchase of machinery/equipment/cultural paraphernalia
- Fixtures and fittings which enhance product development and delivery not to exceed a value of Bz\$15, 000
- Interpretation materials
- Local Training
- Stipends related to the provision of local training opportunities
- Technical assistance and professional services to enhance capacity
- Marketing (production of collateral material, networking etc)

2.2.7 Ineligible expenditures for Project Proposal Budgets

Grant funds can not be used for the following:

- Salaries for staff
- Direct purchase of buildings/property
- purchase of land
- purchase of vehicles
- GST payments on single large items
- Utilities and expenses associated with general operations

If there is any doubt as to the eligibility of items for funding not covered within these guidelines, please contact the STP or the Small Business Matching Grant Mentor for clarification.

2.3 Project Criteria

2.3.1 Target Area

Grants will only be issued to investments which are carried out in any one of the following destinations: Hopkins and Dangriga environs, Toledo District, and Fort George Tourism Zone in Belize City.

2.3.2 Grant Objectives

Eligible projects are those investments which accomplish one or more of the matching grant scheme's market/market linkages-related objectives:

- i. Foster entrepreneurship across the value chain within the tourism industry.
- ii. Develop innovative partnerships between cultural tourism entities and large and small industry players, increasing cooperation and coordination.
- iii. Enhance the tourism experience, raising standards and quality and creating unique Authentic Made-in-Belize Garifuna, Kriol and Maya cultural tourism experiences.

- iv. Support sustainable cultural tourism development as a means of building capacity and economic development of Garifuna, Kriol and Maya communities and businesses.

2.3.3 Grant Priorities

The projects selected to receive matching funding are expected to contribute to the following priorities of the matching grant scheme:

- i. Developing business, employment and training opportunities for those on lower incomes within the target areas. For example, microenterprises with difficulty in securing loan capital through traditional sources.
- ii. Promoting cultural tourism as related to the living Garifuna, Kriol and Maya cultures in Belize and/or addresses the social/cultural effects of tourism.
- iii. Contributing positively to a rise in standards and quality of the cultural tourism product in the target destinations of Hopkins/Dangriga environs, Toledo District, and Fort George Tourism Zone of Belize City. Preference will be given to those addressing issues of product development, customer service, marketing, environmental and cultural sustainability.

2.3.4 Project Duration

A project should not exceed an execution period of more than six (6) months. Implementation, both technically and financially, of the successful proposals for the Small Business Matching Grants Scheme is anticipated to commence in September 2012.

2.4 Eligibility Criteria

2.4.1 Eligible Applicants

Applications must support start-up or existing businesses within the priority areas for funding: Hopkins/Dangriga environs, the Toledo District and Belize City Fort George area.

Belize citizens or legally established permanent residents who are owners of Garifuna, Creole, and/or Maya cultural tourism small businesses, including artisans and other individuals are eligible.

To qualify as a cultural tourism business, the applicant must show that their business reflects cultural tourism and has incorporated significant cultural tourism elements as outlined in Section 1.4: What is an Eligible Cultural Tourism Business?

Potential applicants may not participate or be awarded grants if:

- i. They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning these matters;
- ii. They have been convicted of an offence concerning professional conduct, fraud, corruption, involvement in any criminal organization or any other illegal activity considered detrimental to the project interests;
- iii. They have not fulfilled obligations relating to the payment of social security contributions, or the payment of taxes in accordance with the legal provisions of Belize; or
- iv. They have been declared to be in breach of contract for failure to comply with contractual obligations in connection with other grant award procedures financed by national or international donors.

2.4.2 Partnering with other Eligible Businesses

Applicants are encouraged to partner with other eligible businesses to create a network of enterprises within a community and to propose a joint project that meets one or more of the project objectives identified in Section 2.3.2. and one or more of the priorities identified in Section 2.3.3.

2.4.3 Project Supporting Partners

Applicants may partner with NGOs or larger mainstream tourism businesses that can provide project management, technical skills and/or management capacity, marketing or other services to support the applicant in implementing the proposed investment. Such partners might include non-governmental organizations (NGOs) or organizations that partner with and support Garifuna, Kriol and Maya communities or economic and cultural groups, or established tourism businesses that wish to support the development of cultural tourism in Belize.

Partners may take part in more than one (1) application but no more than a maximum of three (3) applications.

Supporting partners may receive payment and /or financial benefit for their assistance in the implementation of the investment to a maximum of 10% total grant amount.

2.5 General Restrictions and Requirements

Applicants are subject to the following restrictions and requirements:

- i. Applicants must be Belize Citizens, legally established permanent residents or community groups. Legally established non-government organizations may be partners;
- ii. All successful applicants are required to have participated in all sessions of one of the cultural tourism training programs offered by STP in May 2012, which include training on how to apply for the matching grants scheme;
- iii. Grants will be awarded in accordance with the established matching grant formulae as set out in the Guidelines for Grant Applicants;
- iv. Grants will be awarded in two categories – a) Grants of up to Bz\$30,000 and b) Grants of between Bz\$30,001 - \$50,000;
- v. Applicants must demonstrate that grant funds will be used to benefit the cultural tourism sector and foster economic growth;
- vi. Applicants must be prepared to participate in a pre-selection interview if requested;
- vii. Applications must be accompanied by required supporting documents; and
- viii. Applicants may submit a maximum of two (2) applications but only one (1) of them will be eligible for funding.
- ix. Applicants agree to allow the Sustainable Tourism Program to publically announce their participation in the Small Business Matching Grants Scheme.

2.6 Post-Award Requirements

Applicants that are awarded a grant are subject to a number of post-award requirements, including those outlined in this section.

2.6.1 Credit to STP/BTB/MTCAC

Where possible, credit should be provided to the Sustainable Tourism Program for the matching grant funds provided. Any material, including online material, produced should credit the STP Small/Medium Business Matching Grants Scheme. The STP, Belize Tourism Board and Ministry of Tourism logos should be included.

2.6.2 Reporting

Reporting arrangements are to include:

- i. An initial timeline of project implementation including the acquisition of goods and budgeted items.
- ii. Interim reports based on project milestones (template provided).
- iii. Final report (template provided)
- iv. All receipts are to be in the name of the grant recipient.

2.6.3 Withdrawal, modifications to proposals and reallocation of funds

The grantee must notify the STP Project Coordinating Unit (PCU) or the grant administrator appointed by STP if they are either unable to complete the project for which grant funding was provided or request approval for the modification of the original proposed plan and reallocation of funds for use other than that specified in the original proposal.

2.6.4 Grant Compliance

The STP's PCU, BTB, MTC and the Grant Administrator appointed by STP reserve the right to inspect the grantee's records at anytime for the purpose of auditing. Grantees are advised to retain copies of all invoices and receipts and cancelled checks which relate to the grants administered under the STP for a period of one (1) year following completion of the program.

3 APPLICATION AND EVALUATION PROCESS

3.1 Application Process

Potential applicants are requested to submit written “**expression of intent to apply**” by May 25th 2012.

Eligible project applicants will submit their grant application using the provided Application templates. There are two different Application Templates, corresponding to the two categories of grant awards:

- Application Template - Grants of up to Bz\$30,000
- Application Template - Grants of between Bz\$30,001 - 50,000

The questions that applicants are required to answer in the templates are identical, however applicants requesting grants of between Bz\$30,001 - 50,000 are required to provide more information and details for each of the questions in addition to the inclusion of a simple Business Plan. Please be sure to complete the correct grant template.

The Application template should be filled in as carefully and clearly as possible so that it can be properly assessed. The Applicant should be precise and provide enough detail to ensure the Application is clear. Responses must address the questions asked in each section of the template.

Completed applications and required documentation must be received in a sealed envelope and delivered by mail, private courier service or by hand delivery to the address below. The date and time of delivery will be noted upon arrival of the envelope. **The deadline for receipt of Applications is 4pm on July 16th, 2012. Applications arriving after the deadline will not be considered.**

Belize Sustainable Tourism Program
ATTN: Small Business Matching Grant Award Selection Committee
No. 168 Newtown Barracks, P.O. Box 325
Belize City, Belize

3.2 Application Support

Assistance within the application process will be provided as follows

- General application information, queries and support
- Personal Business visit following intent to submit for assistance with business planning and project concept
- Initial/preliminary application review and support including individual business meeting

This assistance and support will be channelled through the Sustainable Tourism Program and via an STP Small Business Matching Grant Mentor: a business and tourism professional hired specifically to provide mentoring support to potential applicants of the STP Small Business Matching Grant. Please contact the STP for further information on the mentor in your target area.

SUSTAINABLE TOURISM PROGRAM

PRIMARY CONTACT: Terry Wright, Tourism Environment Project Coordinator
Tel: 223-2654, 622-9672
Fax:223-2621
E-mail: twright@sustainabletourismbz.org

3.3 Evaluation and Selection Process

Evaluation of all Applications for both categories of awards will take place through panel review by a pre-selected and anonymous Evaluation Committee comprised of members representing the Ministry of Tourism and Culture, Sustainable Tourism Program, Belize Tourism Board, National Institute of Culture and Heritage, Beltraide and Belize Tourism Industry Association.

The evaluation process will proceed based on pre-identified selection criteria to ensure a fair and credible judging process focused on achieving the overall objectives of the Small/Medium Grants Scheme. Average ratings for each criterion will be calculated and final scores based upon a weighting system which prioritizes results-orientated, sustainable cultural tourism projects of maximum economic benefit.

The project criteria and evaluation process are described below.

Step 1: Administrative and Eligibility Review

First, the Application will be reviewed to assess the following:

- The Application submission deadline has been respected.
- The Application Template has been fully completed and all supporting documentation has been included.
- The applicant's proposal meets grant value and counterpart contribution criteria, project criteria, applicant eligibility criteria and qualifies to be considered for STP matching grants program funding.

If the submission deadline has not been met, the submission will be rejected. If any of the requested information or documentation is incomplete or missing or if any of the grant criteria have not been met the submission may be rejected to the discretion of the Selection Committee.

Step 2: Evaluation of Applications

All Applications will be evaluated by the Selection Committee, except those which have been rejected based on the Administrative and Eligibility Review in Step 1. The evaluation will consider how unique/innovative the project is, its relevance and impact of the project, its methodology, and the project management and technical experience/expertise of the applicant and, if applicable, its partners. In addition, the value of the cash contribution being made by the applicant is evaluated.

The proposal will be evaluated by the Selection Committee and will be given an overall score out of 100 based on the criteria shown in the evaluation grid shown below. For each criterion, a score of between 1 and 5 will be given in accordance with the following guidelines: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

In the event that two or more applications receive the same score, preference will be given to funding the application(s) which provide the most benefit to low income persons/groups.

Evaluation Criteria	Maximum Score	Section on Application
1. Project Uniqueness/Innovation	15	
1.1 How unique is the proposed project/action?	5 X 2	Part E Q2
1.2 How innovative is the proposed project/action	5	
2. Relevance and Impact	50	
2.1 How relevant is the project to cultural tourism business development in Belize?	5	Part E Q2
2.2 How well does the proposed project fulfill at least one of the four specified market/market linkage project objectives?	5	
2.3 How well does the proposed project fulfill the three specified priorities of the matching grant scheme?	5	Part E Q3
2.4 How clearly are the beneficiaries of the project defined? (i.e.: individuals, communities, tourists, other tourism industry sectors)	5	Part E Q4 & Q5
2.5 How much does the proposed project benefit the Garifuna, Kriol and Maya communities and businesses in the target destinations (i.e. number of people trained, direct employment, indirect employment through purchase of goods, community benefit?)	5 x3	
2.6 How well does the project foster tourism partnerships within the community/ destination?	5	
2.7 How clearly the expected results of the project are defined: are there measurable results of the impact on the Garifuna, Kriol and Maya communities and/or individual cultural tourism businesses such as number of new visitors, people trained, purchase of craft materials, purchase of equipment, production of marketing brochures?	5 x2	Part E Q5
3. Methodology, Project Management and Technical Expertise	20	
3.1 Are the proposed project activities clear, appropriate, practical, and consistent with the objectives of the project and the objectives and priorities of the matching grants scheme? Are they likely to deliver the expected benefits and results?	5 x2	Part E Q6
3.2 How experienced is the applicant (and partners, if applicable) i.e. previous and sufficient project management /business management experience and technical expertise?	5	Part E Q7
3.3 How qualified and experienced are the team members to carry out the roles assigned to them?	5	
4. Project Sustainability	10	
4.1 Are the expected results of the proposed project financially sustainable? Does the applicant have a clear and appropriate plan for sustaining the project after the grant funding is spent?	5	Part E Q8
4.2 How well does the project address environmental and cultural sustainability?	5	
5. Financial Contribution	5	
5.1 What is the value of the cash contribution the applicant is making to the project? Scoring: For grants of Bz\$0-\$30,000: 25-30%=1 pt, 31-35%=2 pts, 36-40%=3 pts, 41-45%=4 pts, 46%+=5 pts For grants of \$Bz30,001 – 50,000: 50-55%=1 pt, 56-60%=2 pts, 61-65%=3 pts, 66-70%=4 pts, 71%+=5 pts	5	Part B
Maximum total score	100	

3.4 Notification of Grant Decisions

By August 13th, 2012, applicants will be informed in writing and by phone call, where possible, of the Sustainable Tourism Program's decision concerning their application.

Applicants who have not received a decision on their Application by August 13th, 2012, are encouraged to contact STP for information. In the event that your Application was successful but that STP was unable to contact you by August 13th, 2012, using the contact information provided on your application, you may forfeit your opportunity to receive a grant.

Applicants who received a positive decision should contact the grant program administration to discuss project implementation.

3.5 Timeline and Key Deadlines

The following chart summarizes the anticipated timeline and key deadlines for the Small Business Matching Grant Scheme:

Activity	Dates 2012
Mandatory Cultural Tourism Training Workshops (including Small/Medium Grants Scheme Training)	Belize City – May 2-3 Dangriga – May 7-8 Punta Gorda – May 10-11
Distribution and receipt of guidelines and application templates	May 18 th
Follow-up by STP on intent to submit	May 25 th
Personal Business Visit by Small Business Grant Mentor	June 1-10 th
Review of Preliminary Application by SBGM	June 15 th
Submission of Application Package	4pm July 16 th
Selection of Awardees (interview may be a requirement for verification)	July 17 th -30 th
Applicants Notified by STP of Status of Applications	By August 13 th
Grant Agreements signed including individual disbursement plans	September 15 th
Successful Grant Awardees technical and financial project implementation	September onwards