

**TOURISM TSUNAMI BEACH FALE RE-BUILDING  
PROGRAM (TTRP)**

**Funded by the Governments of Samoa and  
New Zealand**

***SIMPLIFIED GUIDELINES AND PROCESSES for  
APPLICANTS INFORMATION***

**February 2010**

## 1. GOAL OF THE TTRP:

THE GOAL OF TTRP IS TO HELP BEACH FALE AND BUDGET TOURIST ACCOMMODATION OPERATORS TO REBUILD THEIR ACCOMMODATION BUSINESSES THAT WERE DIRECTLY DAMAGED OR DESTROYED BY THE SEPTEMBER 2009 TSUNAMI

## 2. EXPECTED OUTCOMES OF THE TTRP:

- 2.1. The long term goal of the TTRP (“the Programme”) is to revive the commercial operations of small tourist beach fale and budget accommodation businesses that were directly damaged or destroyed by the recent tsunami – and ultimately, to provide the owners with increased access to needed funds for reconstruction, thus enhancing livelihood opportunities and a stable source of income for the tourism operators in the affected communities. By supporting the revival of beach fale and budget accommodation operations, the Programme also intends to ensure that the tourism employees who lost jobs will be re-employed and that the communities in the affected areas will again benefit from the income generating opportunities provided by a vibrant tourism industry as was the case prior to the tsunami.
- 2.2. An important outcome of the TTRP is for safer tourist infrastructure that is based on a ‘build back better’ principle which incorporates all the essential risk reduction and mitigating aspects of improved construction methods and materials that are compliant with the national building code, PUMA environmental safeguards and Samoa Accommodation Standards<sup>1</sup>.
- 2.3. The TTRP provides the opportunity for the important small tourist beach fale and budget accommodation segment of the industry to be redeveloped to ensure they are commercially and environmentally sustainable as well as being fully compliant with engineering and industry standards that will minimize safety risks to operators, their families, employees as well as tourists.

## 3. ABOUT THE TOURISM TSUNAMI RE-BUILDING PROGRAMME (TTRP).

TTRP targets the reconstruction of small tourist beach fale and budget accommodation businesses that were directly damaged or destroyed by the recent tsunami. The Programme will not provide any monetary or financial compensation for the cost of any damaged or destroyed business assets or any financial losses suffered by these operations as a direct result of the September 2009 tsunami.

- 3.1. TTRP is being channeled through the Private Sector Support Facility. The PSSF Steering Group is responsible for making final decisions on all applications for grants under the TTRP. The PSSF Steering Group will be guided by the recommendations from the PSSF Secretariat based on the detailed assessments undertaken for each application by the Facilitation Group set up specifically to assist with the completion of applications by eligible businesses/operators.
- 3.2. TTRP is not intended to provide any assistance toward the establishment or construction of new beach fale or budget accommodation businesses that did not exist prior to the tsunami.
- 3.3. TTRP will operate over a period of two (2) years. Any extension beyond this period, where warranted, will be subject to negotiations between the Government of Samoa and the Government of New Zealand.

<sup>1</sup> Samoa Accommodation Standards – minimum standards for Beach Fales issued by STA in 2009

- 3.4. A total of \$3.5 million Samoan Tala is being made available under the TTRP to provide grants to eligible small tourist beach fale and budget accommodation businesses that were operating immediately prior to the tsunami and which are included in the three-tier listings in the Cabinet approval F.K. (09) Faapitoa 18 dated 23 December 2009.
- 3.5. TTRP will consider grant applications from small tourist beach fale and budget accommodation businesses to assist with the funding of building materials (including electrical and plumbing supplies) required for the reconstruction of accommodation fale or budget rooms/units and for the reconstruction of toilet/shower and kitchen/dining facilities. The TTRP will also consider applications for grant funding for amenities such as toilet/shower facilities and kitchen/dining facilities. The amount of the grant for the latter facilities will be linked to the number of accommodation fale/rooms to be reconstructed as required to meet the minimum standards for Beach Fales under the SAS.
- 3.6. Grants for eligible projects will be up to a maximum of \$100,000 Samoan Tala per project depending on the assessment to be undertaken on a case by case basis. The TTRP grant will assist eligible operators or businesses with the cost of reconstructing up to a maximum of twelve (12) beach fale, rooms or units. For those operators with less than twelve (12) beach fale, rooms or units operating prior to the tsunami, the grant is intended to assist with the reconstruction of the actual number of operational beach fale, rooms or units that existed prior to the tsunami.
- 3.7. Applicants are expected to also provide in-kind contributions such as labour, sand, etc as well as accommodation and meals for building contractors (where required) to assist with the rebuilding works.
- 3.8. The TTRP will also consider applications for retrospective funding from eligible operators who commenced the reconstruction of accommodation beach fale, rooms or units from 1 October 2009 to the date of the official launch of the TTRP. To qualify for retrospective funding, the applications will need to be supported by certifications issued through the Facilitation Group that the reconstruction work already undertaken are fully compliant with all the eligibility criteria listed in Part 5 below.
- 3.9. The list of eligible activities and costs to be covered under TTRP is provided in Annex I.
- 3.10. TTRP **will not** contribute to the following;
- Cost of establishing or constructing new beach fale ventures that did not exist/operate immediately prior to the tsunami.
  - Cost of office equipment such as computers, faxes, telephones, and etcetera.
  - Cooking utensils such as pans, pots, knives, forks, plates, and etcetera.
  - Cost of kitchen appliances such as stoves, refrigerators, etcetera.
  - Purchase of motor vehicles of any kind
  - Any other costs not included under the TTRP Eligibility Criteria under sections 5.1 and 5.2

#### 4. TTRP FACILITATION GROUP

- 4.1. A Facilitation Group (“Group”) has been formed to assist all applicants in the preparation of grant proposals/applications to ensure that these proposals/applications meet the TTRP eligibility criteria and to ensure that applicants provide the correct supporting documentation including relevant engineering, construction and environmental certification reports to enable

the timely assessment and verification of funding needs before the Group makes its final recommendations for consideration by the PSSF Steering Group (“PSSF SG”).

- 4.2. The Group will comprise of designated representatives of the Samoa Tourism Authority, the Samoa Hotel Association and PUMA. The Group will be led by SHA and supported by a technical assistance (“TA”) team funded under the TTRP. The TA team will be attached to SHA. The members of the Group will nominate and second their designated representatives to work with the TA team.
- 4.3. The Group will use the project profiles for the tsunami affected tourist accommodation businesses compiled as part of the Rapid Assessment to assist its work.
- 4.4. An independent private sector person will chair the PSSF Steering Group meetings when the final decisions on grant applications are made. Such person will not have any interest, direct or indirect, to the tourism businesses applying for TTRP grants and should not be a member of any tourism industry associations seeking assistance under the TTRP.

## 5. TTRP ELIGIBILITY CRITERIA FOR SELECTED TARGET GROUPS

### 5.1. Beach Fales and Budget Accommodation Operators

The eligibility criteria for accessing funds for Tourist Beach Fales and Budget Accommodation Operators under the TTRP are listed below and must be complied with. If any of these criteria are not met then the applicant will be not be eligible for funding:

- i. The applicant’s beach fale or budget accommodation business was operational to a sufficiently successful (as defined by STA and SHA) standard prior to 29 September 2009.
- ii. The applicant’s accommodation business was directly damaged or destroyed by the tsunami.
- iii. The applicant’s business plan demonstrates the commercial viability of the redeveloped tourist accommodation business.
- iv. The applicant’s development plan and architectural drawings meet the ‘build back better’ requirements in terms of compliance with PUMA environmental safeguards, MWTI building code and Samoa Accommodation Standards.
- v. The applicant has a disaster mitigation/management plan clearly demonstrating escape routes and safety procedures for operators and their families, employees and tourists in the event of fires and natural disasters such as cyclones, earthquakes and tsunamis.
- vi. The applicant is a holder of a current business license or at least has initiated the process of applying for a business license with MCIL and MOR at time of application.
- vii. The applicant is included in one of the three Tier listings provided in the Cabinet approval FK.(09) Faapitua 18 dated 23 December 2009.
- viii. The applicant provides information of the business entity’s or personal financial position prior to the tsunami and likely sources of funding (insurance payments, loan, SBEC, equity funding etc) to support the redevelopment of the business.
- ix. The applicant where required is to provide proof of land ownership with the following minimum requirements:
  - (i) Pre existence is proof and will require written confirmation from STA & SHA based on existing databases/files/profiles.

- (ii) Other cases that cannot be proven under (i) above or is requesting to relocate be treated on a case by case basis and will require a minimum requirement (i.e.) application supported with land details / ownership.
- x. The applicant is to provide confirmation of their residency/immigration status (if applicable).
- xi. The applicant provides confirmation of their in-kind counterpart contributions such as providing labour, free accommodation and support for building contractors paid under the grant, meet cost of site clearance and provision of sand, rocks and other building supplies not covered under the grant.
- xii. The applicant will provide any additional information which may be required to support the grant proposal/application.

## 5.2. Support Services Operators

TTRP will also consider grant proposals/applications from operators or businesses providing support services for the exclusive use of tourists which meet the following eligibility criteria:

- i. Is included in the list of Auaunaga Faapitua (Support Services) provided in the Cabinet Approval FK. (09) Faapitua dated 23 December 2009;
- ii. Is not an accommodation type business;
- iii. Is a business providing (a) support service(s) as an integral part of tourist orientated services provided by the commercial tourist accommodation businesses in the areas directly affected by the tsunami;
- iv. A business that was operating successfully prior to the tsunami and was directly damaged or destroyed by the tsunami as per the KVAConsult Rapid Assessment Report for the tourism sector;
- v. Is able to demonstrate financial success prior to the tsunami;
- vi. Is certified by at least four of the commercial accommodation businesses in the tsunami affected areas to have been contracted by them or provided services to their clients on a regular and consistent basis at least six months prior to the tsunami;
- vii. Is able to provide documented evidence to the Facilitation Group of business assets that were directly damaged or destroyed by the tsunami
- viii. Is a holder of a current business license;
- ix. Is able to provide the Group with concrete evidence/proof of ownership of assets and value of those assets which were directly damaged or destroyed by the tsunami;
- x. Is able to demonstrate through a business plan that the business, if supported, will be commercially successful and sustainable.
- xi. The applicant provides information of the business entity's or personal financial position prior to the tsunami and likely sources of funding (insurance payments, loan, SBEC, equity funding etc) to support the redevelopment of the business.
- xii. The applicant, where appropriate, is to provide proof of land ownership or registered lease agreement for land on which the redeveloped business will be located.
- xiii. The applicant to provide confirmation of residency/immigration status of operators/business owner.

The applicant will provide any additional information which may be required to support the grant application.

The support services operators who meet all the above eligibility criteria may apply for grants under the TTRP up to a maximum of \$100,000 Samoan Tala.

The TTRP will also consider applications for retrospective financing from operators who might have commenced re-building work from 1 October 2009. These applications will be required to meet all the eligibility criteria listed under section 5.2.

Grant applications under the Support Services category **will not** include the following:

- i. reconstruction of buildings and purchase of business assets covered under insurance at time of the tsunami
- ii. purchase of any type of motor vehicles
- iii. purchase of computers, computer systems, generators, etc

## **6. GENERAL CONDITIONS FOR TTRP**

- 6.1. There is to be only one grant proposal/application per project/operator/property. Applicants must ensure that their grant proposals/applications are fully inclusive and complete.
- 6.2. Payment of grants to eligible projects will be made on a 100% installment basis.
- 6.3. Any amendments to the 'Approved list of items/activities' for specific project; or setbacks prior to the commencement of reconstruction activities for approved projects must be formally communicated to the Facilitation Group for assessment before submission to the PSSF Steering Group for consideration.
- 6.4. Approved funds should not be used for any other purposes other than the activities\goods listed in the PSSF Steering Group approval. Successful applicants will be required to sign a declaration to this effect as a precondition for release of funds. Failure to comply with this condition will result in the immediate cancellation of all undisbursed grant funds and demands for the repayment of grant funds already expended on the project.
- 6.5. The Facilitation Group will negotiate with hardware operators discounted prices for all common supplies likely to be required for the reconstruction works. The Facilitation Group, through MCIL, will issue purchase orders for needed/approved supplies which successful applicants. MCIL/MoF will also pay directly to suppliers on the basis of these purchase orders once confirmation is received that these have been delivered.
- 6.6. The PSSF Steering Group will be conducting monthly site visits to monitor project implementation.

## **7. REQUIREMENTS & SUPPORT DOCUMENTATION FOR TTRP APPLICATIONS:**

- 7.1. The following support information/documentation must be provided to the Secretariat together with the completed application form;
  - √ A site development plan and architectural plan – confirmation from PUMA and MWTI, compliance with preliminary environmental assessment report (PEAR) or environmental impact assessments (EIAs), building code, and Samoa Accommodation Standards 2009.
  - √ A disaster mitigation/management plan to ensure the safety of operators and their families, employees and tourists in the event of fire emergencies and natural disasters such as cyclones, earthquakes, tsunamis.

- √ A business plan to demonstrate that the business will be commercially viable;
- √ Written confirmation of land ownership from the Lands & Titles Court or registered land lease agreement from MNRE for location of business.

7.2. Application forms could be obtained from MCIL ([www.mcil.gov.ws](http://www.mcil.gov.ws)), STA ([www.samoa.travel.ws](http://www.samoa.travel.ws)) and the SHA ([www.samoahotels.ws](http://www.samoahotels.ws)) Offices.

7.3. The nominated contact person in section 7.4 will be the initial contact point for operators intending to apply for assistance under the TTRP. The Group will jointly assist applicants for grant assistance in completing their applications.

7.4. The contact persons for the Group is :

Nynette Sass Chief Executive Officer Samoa Hotels Association Apia, SAMOA Phone: (685) 30160 Fax: (685) 30161 Email: <a href="mailto:nsass@samoa-hotels.ws">nsass@samoa-hotels.ws</a>
---