



Important announcement! ... Now Expanded!

X

Ten Perfect Places

*Finding the **Best Experiences and Products** for people in transit along Corridor X (from the Hungarian to the Macedonian border)*

Expanded Eligibility!

The People of the United States of America, through its Agency for International Development (USAID) announce the **expansion** of the transit tourism and related products competition “Ten Perfect Places”. Due to strong nation-wide interest CHF International Serbia – the Competition Coordinator, has included other CRDA implementation partners (ADF ACDI-VOCA, and Mercy Corp) to expand the eligibility for the “ Ten Perfect Places” competition to include the **all of corridor X (E-75) where CRDA operates.**

*This means that the “Ten Perfect Places” eligibility is extended to include **all regions of Serbia along the E-75 outside metropolitan Belgrade.***

Context

The Community Revitalization through Democratic Action program is a USAID funded project is designed to strengthen civil society in Serbia through increasing the participation of citizens in political and economic decision-making at the community level. CRDA through its implementation partners is active in eighty-eight municipalities, over 400 communities with over 3,100 projects implemented in Serbia.

Request for Applications

Instructions for Applicants:

1. Describe and detail a creative business opportunity targeted to transit tourists along Corridor X (E-75)in Serbia (except Belgrade).



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2. Develop a plan on how you would implement this idea by the beginning of August.
3. Submit to “Perfect Places on Corridor X” application **as described below**.

Awards

Ten final winners will receive:

1. An **investment** of up to \$10,000 will be made for the winner to develop the “Perfect Place” (by the beginning of August) into a unique and profitable business targeted to transit tourists and sustainable after the Olympics

Important Note:

- Winners should be **prepared to implement these investments**, as outlined in their plan and budget included in the application (see below)
 - All **investments** will be made in accordance with USAID and respective CRDA partner regulations
2. Technical and business related assistance as well as **promotion** in an exclusive map guide to the “Perfect Places on Corridor X”

Application Requirements

The applicant will deliver, as a formal application, a **written** description of the idea and envisioned experience. All of the ideas should be targeted to **transit tourists** (both cars and buses) **along Corridor X** (excluding Belgrade).

A. OVERVIEW OF APPLICATION

- The text should focus on describing a **UNIQUE EXPERIENCE** on Corridor X in Serbia (Subotica to the MK border, excluding Belgrade). *The idea should include both **unique products** (food, souvenirs, purchases etc.) and **unique things to see and do***
- It should include a **detailed description** what a transit tourist would **EXPERIENCE, BUY, and DO** during the course of their experience.
- It should **name** the particular sites, locations, places, hotels, restaurants, cultural sites, shopping, unique things that are part of the experience
- It should indicate why each of these recommendations is **INTERESTING**
- It should describe, in a **graphic way**, the **sights, smells, sensations, and significant facts** about the places visited which provide the transit tourist with the impression of **gaining invaluable and unique new knowledge and experiences**.



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B. CHARACTERISTICS OF "TEN PERFECT PLACES"

The proposed "Perfect Place" along Corridor X should have the following features:

1. Targeted to **transit tourists** (either in buses , cars, bicycles, motorcycles, rail, or other ways of moving along Corridor X)
2. **Easy access** to and from Corridor X (Strong preference will be given to experiences **conveniently realized by transit tourist**)
3. Be **sustainable** (Can be repeated more than one time by different visitors, and can be a viable business after the Olympics)
4. Must have some **economic impact**, i.e. it must in some way generate revenue from transit tourists
5. Should be able to **developed by August 1, 2004**.
6. Can include **more than one company working together** (ie - hotel and restaurant and tourist site, and product company) to make the unique experience (Note companies CAN SUBMIT APPLICATIONS TOGETHER)

C. CONTENT AND FORMAT

The **content and format** of the proposal should be as follows:

- I. **Introduction:** Short introduction of why the particular place along Corridor X is interesting, including a selection of the most **significant facts** about the area such as historical events, **interesting stories or traditions, unique** products, food, or natural beauty.
- II. **Experience:** Description of the "Perfect Place". The description of what the transit **tourist will do**, and include **practical recommendations** for purchases, restaurant, getting to know the area, etc.
- III. **Length:** The length of the written proposal should be 3-10 pages of text. **Detailed contact and marketing information** (addresses, phone numbers, websites, etc.) for the hotels, restaurants, tourist places, etc. recommended should be provided separately.
- IV. **Plan and Budget:** Applicants must include an outline of what how **they will develop** the business opportunity or experience for the Summer Olympics 2004. An estimated **budget for their development** must also be included.
- V. **Supplementary Documents:** Photos may be included with the application. Pamphlets and maps of the area may also be included. Information on **where to find further necessary information** should also be included.



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PLEASE NOTE:

DUE TO EXPANDED ELIBILIBILITY - APPLICATIONS WILL BE RECEIVED
BY CHF NO LATER THAN JUNE 28TH at 18:00
(Strict observance of deadline **date and time** will be followed).
PREFERENCE WILL BE GIVEN TO EARLY APPLICANTS!

VI. Submission of Application: All applications must be submitted in written form by **e-mail, mail, or hand delivery**, by **no later than 18:00** on Monday, June 28th, 2004 (no exceptions allowed). **Early applications are strongly encouraged!**

Applicants are encouraged to submit a **second copy of their "Perfect Places" applications in English** since there will be many **foreign transit tourists** for the 2004 Olympics.

Criteria

- 40 Points** **Overall uniqueness of the experience**
- **Appealing** and interesting for foreign transit tourists
 - **Unique** Serbian experience created
 - **Creative** theme
- 30 Points** **Marketability and future potential**
- **Convenient** access by transit tourists
 - Sustainability as **on-going business**
 - Ability to make **economic impact**
- 30 Points** **Degree to which the experience can be operable, at least on a test basis, by the 2004 Summer Olympics**
- **Detail and consistency** of plan and budget for development of the idea
 - Degree to which the applicant demonstrates **ability to implement** needed developments
 - **Speed** with which the development can realistically take place

D. SCHEDULE

Applications are being accepted **now**. Applications will be accepted BY NO LATER THAN **June 28th, 2004** at 18:00. It is **strongly suggested** to SUBMIT EARLY



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Please submit your application, in electronic or paper form to:

ELECTRONIC SUBMISSIONS: KORIDORX@CHF SERBIA.ORG

PAPER SUBMISSIONS: PLEASE SUBMIT EARLY!

(IMPORTANT NOTE - ANY APPLICATION NOT **RECEIVED** BY A CHF OFFICE OR THE ADF NOVI SAD OFFICE BY AT LATEST 18:00 ON MONDAY JUNE 28TH WILL BE INELIGIBLE):

**TEN PERFECT PLACES COMPETITION
CHF INTERNATIONAL
LJUTICE BOGDANA 1A/III
11000 BEOGRAD, SRGJIZ**

**FOR MORE INFORMATION CONTACT THE "TEN PERFECT PLACES
COMPETITION COORDINATOR":**

**PHONES:
(11) 3672 597
(11) 3672 809
(63) 615-545**

EMAIL: KORIDORX@CHF SERBIA.ORG