**Tourism Clusters**

**Project Concept Note (PCN)**

***Please submit to*** ***competecaribbean@iadb.org*** ***along with the tourism asset inventory, diagnostic (ie. assessment of the community/cluster readiness and needs), and the Letter of commitment from the lead entity (see templates provided on*** [***www.competecaribbean.org***](http://www.competecaribbean.org)***)***

SECTION A: CONTACT INFORMATION

|  |  |
| --- | --- |
| Project name |  |
| Country |  |
| Name of community/ |  |
| Name of lead entity |  |
| Name of contact person |  |
| email |  |
| Phone 1 |  |
| Phone 2 |  |
| Website |  |

SECTION B: PROJECT INFORMATION

Please provide your best estimates, based on your consultation with stakeholders

|  |  |
| --- | --- |
| Number of businesses **directly** involved in the cluster project |  |
| Among these businesses, how many are formally registered businesses? |  |
| Among these businesses, how many are owned by women? |  |
| How many people do these businesses employ on average? |  |
|  Among these employees, what % are women? |  |
|  Among these employees, what % are considered youth? |  |
| What is the approximate level of sales for all these businesses combined  | US dollars per year (select best option) |
| < $10,0000 |  |
| $10,000 - $50,000 |  |
| $50,000 - $100,000 |  |
| $100,000 - $500,000 |  |
| $500,000 - $1million |  |
| $1million-$5million |  |
| > $5million |  |
| Number of businesses in**directly** involved which will benefit from the project |  |
| Among these businesses, how many are formally registered businesses? |  |
| Among these businesses, how many are owned by women? |  |
| How many people do these businesses employ on average? |  |
|  Among these employees, what % are women? |  |
|  Among these employees, what % are considered youth? |  |

SECTION C: PROJECT OBJECTIVES & BUDGET

If this project is short-listed to move forward in the selection process, a professional consultant will be assigned to the project to help refine the project objectives, activities, outputs and outcomes in a Cluster Development Plan (CDP). This process will enable consultation with diverse stakeholders to optimize impact and capture detailed counterpart contributions. Meanwhile, the lead entity submitting this Project Concept Note (PCN) must be confident in its ability to obtain the 20% counterpart contribution required to be eligible for funding. Half of the counterpart contribution must be provided in cash, half in kind.

This section captures the vision and potential for this project given your assessment of the situation on the ground.

|  |  |  |
| --- | --- | --- |
| **Objectives** | **Activities** | **Indicative budget** |
| (Top 3-5 objectives for this project) | Provide an overview of the activities that should be implemented to achieve each objective. More than one activity may be required to achieve each objective. | (in $USD) |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
|   |   |   |
| Total estimated budget |   |
| Counterpart contribution from cluster (20%) | Cash contribution (10%)  |   |
| In-kind contribution (10%) |   |
| Compete Caribbean contribution (80% of total estimated budget) | Max 80% of total budget up to USD$400,000 |   |

SECTION D: Project Rationale

1. In three to five sentences, explain why you think this project should be selected?

2. Other than the lead entity submitting this application, which other stakeholders are committed to the success of this projects and why?