



**MINISTRY OF TOURISM AND  
WILDLIFE**

**TOURISM PROMOTION FUND**

# FUNDING AND DISBURSEMENT MANUAL

December, 2020

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# DEFINITION OF TERMS AND TERMINOLOGIES

## PLUGIN PROJECT

The Plugin project provides a framework for implementing plugin projects. The plugin system is designed to make it very easy to make an existing application extensible and, similarly, to make it easy to extend that application.

## TOURISM EVENTS:

Event tourism refers to travel to attend events, both on the part of dedicated **event tourists** who are motivated to travel for specific **events** and other **tourists** who attend **events** while away from home

## TOURISM NICHE PRODUCT:

**Niche tourism** refers to how a specific **tourism product** can be tailored to meet the needs of a particular audience/market segment. For example, when deciding on entering a new **niche**, be sure to gather all relevant information on which market is the most important for your destination

**Niche tourism** refers to a type of specialty **tourism** that focuses on a specific concept or topic. This can be food, sports, sex, war or wildlife **tourism**.

## Example of Niche Tourism

### 1. Agri-tourism

Agri-tourism (*aka agro-tourism or farm-based tourism*) involves activities such as fruit-picking. Tourists may go on tours of working farms or on established tourist routes such as brandy or wine routes. They may visit factories that process farm produce (for example, jam) and may stay overnight in farmhouse B&Bs.

### 2. Ancestry tourism

Tourists travel to destinations with the aim of learning more about and possibly tracing their ancestors.

### 3. Archi-tourism (or architectural tourism)

Tourists are attracted by the design and buildings of a destination.

#### **4. Avitourism** (or birding tourism)

Bird watching is a popular hobby all over the world. Southern Africa is one of the richest birding regions, with a network of birding routes. Birdlife South Africa, a membership-based non-profit organization, represents the birding tourism sector in South Africa.

#### **5. Battlefields tourism**

Tours to former battlefields have grown in popularity. Popular battlefields sites in South Africa include Islandwana in KwaZulu-Natal and the Western Front (Normandy, the Somme) in Europe.

#### **6. Eco-tourism** (or wildlife tourism)

Tourists view the flora or the game of an area. This includes whale-watching.

#### **7. Gambling tourism**

Tourists visit casino destinations and holiday in gambling cities that have many casinos.

#### **8. Gastronomy tourism** (or food tourism)

"Foodies" visit a destination in order to experience cuisine and food festivals. Gastronomy tourism is defined as travel that has food as the primary factor of influence in travel behaviour and in the decision-making process.

#### **9. Lighthouse tourism**

Tourists visit and sometimes stay in lighthouses that provide accommodation for tourists.

#### **10. Military tourism**

Tourists who visit war memorials, battlefields, forts and war museums.

#### **11. Nostalgia tourism**

Tourists return to a destination for sentimental reasons. For example, they go back to a destination where they had a memorable childhood holiday, or where they lived or studied in their younger years.

#### **12. Photographic tourism**

Tourists visit Africa's natural and cultural attractions in order to take photographs.

#### **13. Property tourism**

Tourists travel to holiday destinations to purchase residential property. The property tourism operator who organises the tour may reimburse all or a portion of the cost of the holiday that was taken in order to view the property if the tourist purchases the property.

#### **14. Rural tourism** (or Cultural tourism)

This includes home-stays so that tourists can experience rural life and food.

#### **15. Safari tourism**

Tourists participate in art safaris and rail safaris.

## **16. Spa tourism**

Tourists visit mineral or hot springs. This type of niche tourism is not bound to any season. It is a year-round activity.

## **17. Wedding tourism**

This involves honeymooners and couples who travel to destinations to have their wedding ceremonies. Wedding tourists tend to travel in quite large numbers.

## **18. Wellness tourism (or Spiritual tourism)**

Tourists come to a destination in order to unwind and enjoy reflexology and massages, for example.

## **19. Wildlife tourism**

Tourists participate in activities such as safaris, viewing marine wildlife and photographing wildlife.

## **20. Wine tourism**

Tourists visit wine-growing regions and wine routes, vineyards, wineries (cellar tours and tasting rooms), wine festivals and so on, for the purpose of consuming or purchasing wine.

## **21. Accessible tourism**

Accessible tourism is 'Tourism For All'. It's about making travel and hospitality more reachable and pleasurable for travellers with universal access requirements. It's also about sensitizing yourself to the language of disability.

## **22. Adventure tourism (or Adventure travel)**

Adventure travel is a type of tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical exertion. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations.

## **23. Art Tourism**

Art tourism is a term that is used when people travel in order to visit, explore and engage in activities related to art. It includes travelling to art festivals, art galleries, music concerts, and dance and book festivals, and to explore the homes of famous artists, musicians, writers, and poets.

## **24. Cruise tourism**

Cruise tourism is a great way to expose a country's beauty and culture and also a nice way to travel the world giving tons of jobs and employment to places that it visits, mostly "ports of call".

## **25. Cultural tourism**

This kind of tourism normally occurs in urban areas with particular historical significance or cultural facilities, such as museums and theatres.

Cultural tourism also highlights the various traditions of indigenous communities through observing their rituals, customs as well as their values and lifestyle. Tourism, therefore, serves as the carrier of culture and cultural tourism has become the platform for cultural consumption.

## **26. Environmental Tourism (or Green tourism)**

Environmental Tourism, – also referred to as Ecotourism, Sustainable Tourism and Responsible Tourism – are terms rooted in the concept of development that *"meet the needs of the present without compromising the ability of future generations to meet their own needs."*

## **27. Film Tourism**

Film tourism is a growing phenomenon worldwide, motivated by both the growth of the entertainment industry and the increase in international travel. Film-induced tourism explores the effects that film and TV-productions have on the travel decisions made when potential tourists plan their upcoming holiday or visit to a destination.

**28. Luxury Tourism**

According to Statista, luxury tourism as a niche market is defined as revenues derived by a destination from acquisitions of consumer goods, services, and valuables for and during trips by individual tourists who have net assets of over one million U.S. dollars

**29. Voluntourism** (Volunteer travel or volunteering)

Voluntourism is a form of tourism in which travellers participate in voluntary work, typically for a charity or cause.

**30. Youth tourism** (or Youth travel)

Youth tourism is defined as people aged between 15 to 30 who take independent trips of less than one year.

**31. Red-tape tourism**

OK, this one is more tongue-in-cheek! Could Home Affairs offices, licensing departments and similar facilities in small towns compete on service delivery to create a new domestic tourism niche.

# INTRODUCTION

## ***Background Information***

The Tourism Promotion Fund was established through the Public Finance Management Act, 2012, (Tourism Promotion Fund) Regulations, 2019 legal Notice No. 24, dated 12<sup>th</sup> April, 2019. The mandate of the Fund is to provide funds to support development, promotion and branding of tourism sector in Kenya.

TPF provides funds to finance projects/ programmes to tourism Implementing entities (Ministries /Departments /Agencies) in the government.

The functions and purpose of the Fund are:

- i. Financing development, promotion and branding programmes and initiatives in relation to tourism products including tourism niche products and tourism events;
- ii. Financing marketing, promotion and branding of Kenya in specific local, regional and international market segments;
- iii. Financing tourism data capture, analysis and dissemination of the same and any other related research which may include deployment of technology based applications;
- iv. Financing development of tourism facilities and establishments in areas where the private sector is unable or unwilling to develop, but with a high potential for tourism promotion and branding;
- v. Co-financing of tourism development and promotion projects with the county governments on the basis of an agreed ratio of matching grants;
- vi. Funding programmes and initiatives for tourism safety and security geared towards development, promotion and branding of tourism sector;
- vii. Financing development of innovations and inventions which promote tourism development, promotion and branding;

- viii. Funding of plugging projects which contribute to development, promotion and branding of tourism sector;
- ix. Financing programmes and initiatives geared towards tourism intelligence and information gathering for purposes of developing, promoting and branding tourism in Kenya; and
- x. Standards development and capacity building in the tourism sector

### ***Vision, Mission and Core Values***

#### **Vision**

To be an efficient & effective entity in the provision of resources for development, Promotion and branding of the tourism sector in Kenya.

#### **Mission**

To facilitate timely provision of resources for tourism development, promotion and branding for enhancement, establishment and development of tourism products, experiences, marketing and branding of sustainable tourism for socio-economic development in Kenya.

#### **Core Values**

We commit to the following core values to guide our decisions:

- a. Accountability and Honesty
- b. Impartiality and Openness
- c. Efficiency & Accuracy
- d. Fairness and Integrity
- e. Transparency and Objectivity
- f. Reliability and Credibility
- g. Sustainability



## CONDITIONS FOR PROJECT FUNDING CONSIDERATION

The following guidelines and conditions must be met before proposal/funding requests can be considered for financing;

### ***Evaluation Criteria for analyzing and approving proposed projects and programs for funding***

The fund shall:

1. Use the triple bottom approach in analyzing the projects for financing in order to develop, promote and brand tourism in a sustainable manner. The Fund shall examine the Social, Economic and Environmental Impact of the Project/Program.



2. Examine how projects/ programme shall impact on ecosystems and biodiversity conservation and allow destinations to manage, maintain, and generate sustainable economic benefits from natural resources where necessary.
3. Examine how projects/ programmes on cultural and heritage products development shall promote and protect strong cultural heritage assets and authenticity where necessary.
4. Examine how projects/ programmes intertwine and link with current global tourism trends.
5. Finance a project/programme which has clearly defined Specific, Measurable, Achievable, Realistic and Timely deliverables and performance indicators.

6. Examine to what extent the projects/programmes enhance Kenya tourism industry growth and diversity.
7. Examine how tourism marketing, promotion and branding programs enhances destination competitiveness.
8. Examine how projects/programs on Tourism marketing/ promotion and branding enables the destination to conform to the changing needs, wants and drives of the market in the form of changing tourist preferences.
9. Examine the project adherence to the Public Investment Management Framework and guidelines (PIM).

**NOTE;**

- a) Each application will be assessed to determine its suitability to achieving the following expected objectives and results, where applicable:
  1. Increase tourist arrivals and tourist receipts.
  2. Increase private sector tourism investment.
  3. Number of jobs to be created from the project.
  
- b) All the above criteria shall be evaluated using the evaluation check list in annex I

***Funding Priorities.***

Priority will be given to projects/ programs that:

1. Enhance the competitiveness of Kenya's strategic and competitive tourism products and experiences;
2. Have the potential to generate significant exposure for the Magical Kenya destinations,
3. Stimulate increased tourist attendance and tourist spending in Kenya;
4. Support tourism sector stakeholders' efforts to advance the competitiveness of the tourism industry in Kenya;
5. Support job creation and economic activity in communities across the Country through the tourism activities/initiatives.

6. Contribute to the sustenance and growth of community-based tourism initiatives.
7. Increase private sector investment in new tourism product offerings;
8. A tourism project that has a county or multi-region focus;

## **Procedure for Funding.**

A tourism implementing agency that wishes to receive resources from the Fund and **meets the criteria set** above shall apply to the Administrator of the Fund, by the **15th January of each calendar year**. An application for funding shall be accompanied by:

### **a. In Case of a State Corporation or Government Agency**

- i. The **extract of minutes of a properly constituted meeting** of the governing body of the state corporation or government agency containing the resolution to apply for funding from the Fund and where the governing body doesn't exist, it should be approved by the line Cabinet Secretary;
- ii. Submission of an **annual work programme** aligned to **the strategic plan** and confirmation that the strategic plan is aligned to the **Medium-Term Plan approved** by the governing body of the state corporation or agency;
- iii. Where the project is an infrastructure development project, duly approved project designs, plans and bills of quantities and the requisite regulatory approvals (i.e. Building approvals by NCA, EIAs by NEMA, County Government approvals, Kenya Civil Aviation Authority (KCAA) approvals among others) where applicable from relevant government institutions;
- iv. Full disclosure of all sources of funding for the said project for the duration of the project; and
- v. The project bank account details of the entity where the funds shall be channeled to.

b. **In the Case of a Ministry or State Department**

- i. Submission of **an annual work programme** aligned to the **strategic plan** and confirmation that the strategic plan is aligned to the **Medium-Term Plan** approved by the Cabinet Secretary responsible for that Ministry or State Department;
- ii. A written confirmation from the Accounting Officer responsible for that Ministry or State Department that there is no other funding for the same programme, project or activity;
- iii. Where the project is an infrastructure development project, duly approved project designs, plans and bills of quantities, and the requisite regulatory approvals (i.e. Building approvals by NCA, EIAs by NEMA, County Government approvals, Kenya Civil Aviation Authority (KCAA) approvals among others) where applicable; and
- iv. The project bank account details of the entity where the funds shall be channeled to.

## **HOW TO APPLY**

Applications shall be done by a tourism implementing agency which meets the TPF set funding criteria;

- i. A funding request to the Chief Executive Officer, duly signed by the accounting officer of the implementing agency.
- ii. A duly filled and signed application form (sample attached) and attach all required documents as set out in the funding guidelines;
- iii. The Implementing Agency must be holders of an active project bank account.

### **One Application per Project**

The Tourism Promotion Fund will consider only one project application per each implementing agency per year for financing by the Fund.

## **DISBURSEMENT GUIDELINES**

### ***Conditions for Disbursements of Funds.***

The funds shall only be disbursed if: -

1. The project is approved by the TPF board,
2. The disbursement is approved a duly constituted TPF board,
3. The disbursement is to meet the expenses of the approved programme/project.
4. The disbursement is to meet the expenses related to the objects and purpose of the Fund.
5. Submit quarterly and annual progress reports of the programmes, projects and initiatives funded by the Fund;
6. Facilitate TPF, their agents or representatives to monitor and evaluate programmes, projects and initiatives funded by the Fund.
7. The project to be financed is procured in accordance with the Public Procurement and Asset Disposal Act, 2015.
8. The project to be financed is included in the approved estimates of revenue and expenditure for the implementing agency;
9. Applications are made by a tourism implementing agency in a format specified by the Board at least 21 days before the due date. Any application shall be signed by an accounting officer or the chief executive officer of a tourism implementing agency or an officer delegated by him or her, in writing.
10. Any applications for payment shall be supported by documents required under the Regulations which shall include'
  - a. the name and address of the payee (tourism implementing agency);
  - b. the project bank account details of the payee;
  - c. specific project to be financed; and
  - d. Any other documentation TPF reasonably requests relating to the execution or the implementation of the project.
11. Return all unutilized funds disbursed in accordance with the TPF Regulations where:-
  - a. The purpose for which the funds were disbursed was not undertaken;

- b. The purpose for which the funds were disbursed was undertaken but the funds were not fully utilized; or
- c. Savings are realized as a result of change in circumstances
- d. Advances to the Project Account that have not been justified within a reasonable time;
- e. Unutilized funds in the Project Account that are no longer needed for project implementation;
- f. Amounts that have been disbursed due to Implementing Agency (IA) error that should not have been disbursed;
- g. Amounts that have been disbursed due to Fund error that should not have been disbursed;
- h. Expenses deemed non-eligible for financing under the Fund objective; and
- i. Declaration of mis-procurement when payments have already been made against the mis-procured contract.
- j. The purpose for which the funds were disbursed was not undertaken;
- k. The purpose for which the funds were disbursed was undertaken but the funds were not fully utilized.

The refund shall be paid into an account specified by the Fund.

### ***Withholding of payments.***

TPF may withhold payments due and owing to an implementing agency where;-

- i. An implementing agency fails to comply with the terms of funding and/or disbursement.
- ii. Where an implementing agency fails to comply with the regulations.
- iii. A monitoring and evaluation or audit report raise a red flag on the project.
- iv. An implementing agency fails to provide relevant information.

## **Disbursement Methods**

In line with the Tourism Promotion Fund regulations, the object of the Fund is to finance Tourism Implementing agencies to undertake projects and programs for Tourism Development, promotion and Branding in Kenya. Under regulation 18. (1),

applications for payment out of the Fund shall be made by a tourism implementing agency in a format specified by the Board.

The provision entails that the Fund shall only disburse funds to an Implementing agency on request that has fulfilled all funding and/or disbursement conditions.

TPF disburses funds using one or more of the two disbursement methods set forth below:

- (i) Advance payment.
- (ii) Reimbursement.

### **Advance payment**

An advance payment, or simply an advance, is the part of a contractually due sum that is paid or received in advance for goods or services, while the balance included in the invoice will only follow the delivery. Once TPF ascertains that an implementing agency has met all the funding criteria, the board shall approve the project for funding and disbursement of funds. In this method, TPF shall electronically transfer money the money to the implementing agency. from one financial account to another, such as a wire transfer. In this method, it usually refers to a direct transfer of funds from TPF account to an Implementing agency project bank account.

### **Procedure**

Requests for bank transfer should be submitted once the implementing agency has met all the funding criteria and has been approved by the board for disbursement. The transfer shall be made by TPF against disbursement requests signed and submitted by the Implementing Agency (IA) with supporting documentation as per the Tourism Promotion Fund regulations as follows:

- i. The project to be financed is procured in accordance with the Public Procurement and Asset Disposal Act, 2015;
- ii. the project to be financed is included in the approved estimates of revenue and expenditure for the tourism implementing agency;
- iii. The disbursement is approved and recorded in minutes of the TPF Oversight Board; and
- iv. The disbursement is to meet the expenses related to the objects and purpose of the Fund.
- v. Applications are made by a tourism implementing agency in a format specified by the Board at least 21 days before the due date. Any application

shall be signed by an accounting officer or the chief executive officer of a tourism implementing agency or an officer delegated by him or her, in writing.

### **Supporting documentation**

Any applications for payment shall be supported by documents required under the Regulations which shall include'

- a. the name and address of the payee (tourism implementing agency);
- b. the bank account details of the payee;
- c. specific project to be financed; and
- d. Any other documentation TPF reasonably requests relating to the execution or the implementation of the project.

### **Reimbursement**

In this reimbursement method, TPF shall disburse to the Implementing Agency funding to payout for eligible expenditures which have been incurred or a meant to be incurred and/ or paid or to be paid for by the Implementing Agency (IA) from their own resources based on special authority from the Board.

### **Procedure**

Requests for reimbursement should be submitted as and when a reasonable amount of expenditures are incurred. A reimbursement payment shall be made by TPF against Disbursement Requests signed and submitted by the Implementing Agency (IA) with **supporting documentation** as per the Tourism Promotion Fund regulations.

The provision by the Tourism Promotion Fund regulations 13 requires that a tourism implementing agency shall only request for payments from the Fund where (a) **the project to be financed is procured in accordance with the Public Procurement and Asset Disposal Act, 2015**; (b) the project to be financed is included in the approved estimates of revenue and expenditure for the tourism implementing agency.

TPF PFM regulation 18 (1) provides that 18. (1) Applications for payment out of the Fund shall be made by a tourism implementing agency in a format specified by the Board **at least 21 days before the due date**.



## **Supporting Documentation**

A Disbursement Request for a reimbursement payment shall be accompanied by, contracts, payment certificates, acceptance certificates, delivery notes, receipts etc. Any other documentation that TPF may reasonably request. The supporting documentation must demonstrate that the contractor has paid for eligible expenditures for the purpose for which the funding was granted.

## **Recommendations**

In line with these provisions and the requirements by the **Public Procurement and Asset Disposal Act 2015 section 146 on advance payment the reimbursement method** shall be the **most preferred method** for disbursing funds by the Tourism Promotion Fund.

## **Financial Institutions for Projects Account.**

Project Accounts must be opened and maintained in a financially sound institution capable in terms of:

- 1) executing foreign exchange and local currency transactions
- 2) performing a wide range of Funding services including executing transactions promptly
- 3) be part of a satisfactory correspondent Funding network
- 4) providing monthly Fund statements to the account holder and, if possible, to TPF
- 5) be audited regularly and receive satisfactory audit reports
- 6) charge reasonable fees for its services

## **Other Project Account Requirements**

The Project Account shall be opened by, and be in the name of the Implementing Agency (IA). Any interest accrued on the Project Account shall be used to cover Fund charges related to the Project Account or be transferred by the Implementing Agency (IA) to TPF Revenue account during or before closing of the Project Account.

## **Penalties**

A recipient of the funds who fails to comply with the obligations and commitments under TPF regulations, TPF shall:

- a) Impose such penalties, including the suspension of funding allocations, as it may direct the tourism implementing agencies which fail to comply with any of the provisions under these Regulations; or
- b) Take such remedial, supplementary or alternative measures to ensure the performance of the functions of implementing agencies which persistently fail to discharge their functions under these Regulations.
- c) Shall not be eligible for any subsequent disbursement until that person has fully complied with the provisions of these Regulations.

## **Ineligible Expenditures**

Generally, If the Fund determines that any amount of the funding was used to pay for an expenditure that is not eligible pursuant to the TPF regulations the Fund may, at its discretion, require the Implementing Agency (IA) to take one of the two actions listed below. Upon notification by the Fund,

- i. Refund an equivalent amount to the Fund; or
- ii. Allow an audit exercise for the expenditure and undertake further necessary action to penalize those involved.

## Project Audit

It is the responsibility of the Implementing Agency (IA) to adhere to TPF's reporting and auditing requirements as set out in the TPF regulations. If and when requested by TPF, project audits shall be undertaken by the Office of Auditor General or his appointee. For the internal audit, the implementing agency will be mandated to carry out an internal audit of the projects as per schedule to ensure the projects are meeting the requirements set.

Upon request, audits shall be carried out annually (July – June) and submitted to TPF not later than 30 August each year up to and including Project completion.

The project audit report shall:

- Ensure the quality of products and services. A project audit acts as a quality assurance tool. It reviews the project life cycle evaluating the results yielded during the different stages, from the design phase to implementation. When reviewing the design phase, a project audit evaluates the thoroughness of the design concepts, including the analysis of alternative designs.
- Ensure the quality of project management: A project audit ascertains that the project management satisfies the standards by assessing whether it complies with the organisation's policies, processes and procedures. It evaluates the methodology used to help identify gaps in order to introduce the required improvements
- Identify the business risk: Project audits support the identification of business factors where risks may reside, which could affect budget, time, environment and quality.
- Improve project performance: The monitoring of the various phases of the project life cycle can contribute to the improvement of the project team's performance. The audit also helps to improve the budget and resource allocation. Identifying priorities, corrective measures and preventive actions can lead to a positive project outcome.
- Learn: A project audit can deliver learning opportunities through assessments of project management expertise. Providing reviews and feedback allows individuals and project teams to ponder their own performance.

Management letter/audit memorandum - shall contain the Implementing Agency (IA)'s response to the project auditor's findings in the auditor's report and state the measures that have been taken as a result.

## **Financial Administration**

### ***Authorized Signatures***

A condition precedent as outlined in the regulations is that TPF has satisfactory evidence of the person or persons authorized to sign disbursement requests and applications for Special Commitments. This is provided in the form of a letter (in original form, not a copy) stating the names all such persons

### ***Document Retention***

Implementing Agency (IA)s are required to make accessible and forward upon request or when required all records (contracts, purchase orders, invoices, bills, receipts and other documents) evidencing eligible expenditures and to enable and allow TPF's officers to examine such records. Such records should be retained as per the government laws and regulations timelines.

### ***Closing Date & Final Disbursement***

The closing date is established on the basis of the anticipated project completion date, which is normally specified at the project negotiation stage. All eligible expenditures required for the project must be incurred by the closing date. If implementation has been delayed, TPF may extend the closing date, usually after consultation with or at the request of the Implementing Agency (IA). TPF reserves the right not to accept requests for extension of closing date that it considers to be unreasonable or due to the Implementing Agency (IA)'s poor management of the closing process.

To facilitate orderly project closing, TPF may accept disbursement requests for a period of not less than one month and not more than four months after the closing date for eligible expenditures incurred on or before the closing date. The deadline for receiving disbursement requests is known as the disbursement deadline date and is established at the beginning of the project. The disbursement deadline date shall be indicated in the Disbursement Letter or other notification by TPF.

### ***Strategic Interventions***

A maximum of ten (10) percent of the approved budget for each financial year shall be allocated annually by the Board, with the approval of the Cabinet Secretary for the time being responsible for matters relating to tourism based on the Medium-Term plan of that Ministry and the Cabinet Secretary for the National Treasury to implement strategic interventions, programmes and initiatives through an implementing agency (IA).

Once the strategic intervention is approved by the board, an implementing agency will be requested to provide the following conditions.

a. **In Case of a State Corporation or Government Agency**

- i. The **extract of minutes of a properly constituted special meeting** of the governing body of the state corporation or government agency containing the resolution to apply for funding from the Fund and where the governing body doesn't exist, it should be approved by the line Cabinet Secretary;
- ii. The **annual work programme aligned to the strategic plan** and confirmation that the strategic plan is aligned to the **Medium-Term Plan**.
- iii. Where the project is an infrastructure development project, duly approved project designs, plans and bills of quantities and the requisite regulatory approvals (i.e. Building approvals from NCA, EIAs from NEMA, relevant County Government approvals, Kenya Civil Aviation Authority (KCAA) approvals among others) where applicable from relevant government institutions; by the **15<sup>th</sup> January of each calendar year**.
- iv. Full disclosure of all sources of funding for the said project for the duration of the project.
- v. The project bank account details of the entity where the funds shall be channeled to.

a. **In the Case of a Ministry or State Department**

- i. The **annual work programme** aligned to **the strategic plan** of that Ministry or State Department and confirmation that the strategic plan is aligned to the **Medium-Term Plan**.
- ii. A written confirmation from the Accounting Officer responsible for that Ministry or State Department that there is no other funding for the same programme, project or activity;
- iii. Where the project is an infrastructure development project, duly approved project designs, plans and bills of quantities, and the requisite regulatory approvals (i.e. Building approvals from NCA,

EIAs from NEMA, relevant County Government approvals, Kenya Civil Aviation Authority (KCAA) approvals among others) where applicable from relevant government institutions; by the **15<sup>th</sup> January of each calendar year.**

- iv. The project bank account details of the entity where the funds shall be channeled to;

## **APPENDICES:**

### **PREAMBLE**

#### **MANDATORY DOCUMENTS TO BE ATTACHED AT FUNDING APPLICATION STAGE**

1. Dully filled in Fund application form
2. Strategic Plan
3. Annual work programme
4. Duly approved project designs, plans and BQs (for infrastructure projects)
5. Extract of minutes (For State Agencies)
6. Declaration of programmes funded through other sources
7. Project proposal/Concept notes
8. Pre-feasibility and feasibility reports (if any)
9. Requisite regulatory approvals from relevant government agencies
  - (a) Building approvals from National Construction Authority (NCA)
  - (b) EIAs from NEMA,
  - (c) Kenya Civil Aviation Authority (KCAA)
  - (d) County Government approvals.

#### **MANDATORY DOCUMENTS TO BE ATTACHED AT DISBURSEMENT OF FUNDS STAGE**

1. Disbursement request form
2. The name and address of the payee (tourism implementing agency);
3. The project bank account details of the payee;
4. Specific project to be financed; and
5. Any other documentation TPF reasonably requests relating to the execution or the implementation of the project.

## APPENDICES

### ANNEX I: FUNDING EVALUATION CRITERIA

Details		Evaluation Score	
1	Duly signed funding application form with all required attachments; (30marks) <ul style="list-style-type: none"> <li>i. Annual work programme aligned to the strategic plan (6 marks)</li> <li>ii. In the case of infrastructure development; duly approved project designs, plans and BQs, (6 marks)</li> <li>iii. Extract of Minutes of a properly constituted meeting containing resolutions to apply, (6 marks)</li> <li>iv. Declaration of programmes funded through other sources if any, (6 marks)</li> <li>v. Project proposal/concept note. (6 marks)</li> </ul>		
2	Social, Economic and Environmental Impact of the Project/Program.	Economic Impact (3 marks)	
		Social Impact (3 marks)	
		Environmental Impact (3marks)	
3	Impacts on ecosystems and biodiversity conservation	Promote management of destination (3 marks)	
		Promote Sustainability (4 marks)	
4	Promote and protect strong cultural heritage assets and authenticity (3marks)		
5	Intertwine and link with current global tourism trends. (6 marks)		
6	Define Specific, Measurable, Achievable, Realistic and Timely deliverables and performance indicators, (5marks)		
7	Enhance Kenya tourism industry growth and diversity. (5marks)		
8	Enhances destination Competitiveness (5marks)		

Details		Evaluation Score
9	Conform to the changing needs, wants and drives of the market in the form of changing tourist preferences. (7marks)	
10	Adherence to the Public Investment Management Framework and the Public Investment Management guidelines issued by the National Treasury (10 marks)	
11	Prospectus to Increase tourist numbers and earning, create Jobs and promote economic development	Increase tourist numbers (5marks)
		Increase revenue and earnings (5marks)
		Promote Tourism Development (3marks)
<b>Total Score out of 100marks</b>		

## ANNEX II: FUND APPLICATION FORM

**Important: All parts of this form must be completed in full, incomplete forms will be returned.**

### PART 1: CONTACT DETAILS

Name of Applicant / Entity (Tourism Implementing/ Ministry/Department/ Agency)

\_\_\_\_\_

Postal Address: \_\_\_\_\_

Office Telephone No. \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Physical Address - \_\_\_\_\_

**Name and Address of the Main/Focal Contact Person of the Ministry/  
Department/ Agency**

Name: \_\_\_\_\_



Address: \_\_\_\_\_

Office Telephone No: \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email: \_\_\_\_\_

**PART 2: PROJECT/PROGRAMME DETAILS**

Describe the Project/Programme for which this funding is sought for:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Proposed Project/Programme** Commencement date: \_\_\_\_\_

**Proposed Project/Programme** Completion date: \_\_\_\_\_

**Estimated Total Project Cost: KES** \_\_\_\_\_

**PART 3: DETAILED COSTS OF REQUESTED FUNDING:**

Please outline breakdown of costs associated with the Project/ Programme or submit quotations/ estimates for all aspects of the Project/Programme.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Has your Ministry/Department/Agency made, or intend to make, an application for funding towards this **Project**/Programme to any other source?

If yes please give details:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Has your Ministry/Department/Agency previously applied for funding from another public Source? If yes give details:

\_\_\_\_\_  
\_\_\_\_\_

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Give details of the amount (in KES) and sources of funds that are available to your Ministry/Department/Agency for this Project/ Programme e.g. cash in hand, donations, fundraising etc. (Counterpart funded project );

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Please indicate the envisaged proposed procurement process to be sought or adopted in the implementation of these project/programme.

**PART 4: DETAILS ON FEASIBILITY AND SUSTAINABILITY OF THE PROJECTS**

Please outline the expected Social, Economic and Environmental Impact of the Project/Program.

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Please outline the Project/Program expected contribution to the ecosystems and biodiversity conservation and its capacity to generate sustainable economic benefits from natural resources where necessary/applicable

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Please outline how the Project/Program is expected to promote and protect strong cultural and heritage assets and authenticity where necessary/applicable.

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Please outline how the Project/Program intertwine and link with the current global tourism trends (sustainability, green tourism, digitalization, innovation and technology, experiential Tourism) where necessary/ applicable.

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Please clearly define the Project/Program Specific, Measurable, Achievable, Realistic and Timely deliverables and Key performance indicators,

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Please outline how the project/ program shall enhance Kenya tourism industry growth and diversity through job creation and economic activity in communities across the Country or where the project is located where necessary/applicable.

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Please outline how the project / programs shall enhances competitiveness and stimulate increased tourist arrivals and receipts where necessary/applicable.

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Please detail the project / programs implementation timelines.

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## **PART 5: IMPLEMENTING AGENCY MANDATORY REQUIREMENTS FOR FUNDING FROM TPF**

The Head of implementing agencies are expected to take note on the following mandatory requirements as identified below

If these mandatory requirements are not met by the implementing agencies when making application for funding, then the implementing agency will be deemed not to be viable for funding.

1. Disclosure of all sources of Funding to the Programme /Project/ Initiative proposed for Funding and identification of Funding gap which the application seeks to bridge
2. Indication of the Key Performance Indicators /Milestones for the Programme /Project/ Initiative proposed for Funding
3. Commitment to submit quarterly, and annual progress reports of the programme /Project/ Initiative proposed for Funding (reports to include financial and non-financial information.
4. Commitment to provide access by staff to the secretariat to monitor and evaluate applications of funds to the the programme /Project/ Initiative funded by the Fund.
5. Commitment to return any unutilized funds disbursed upon completion/ or cancellation or termination of the specific programme /project / initiative.
6. Commitment that the funds disbursed shall be utilized in accordance with the Fund regulations
7. Commitment to provide any other information as may be required by TPF Oversight board.

### **DECLARATION:**

Our Ministry/Department/Agency ..... hereby shall commit to adhere to the mandatory requirements of the regulations as listed above. We also understand that any willful lack of adherence to the mandatory requirements may render the application n of the project not viable for funding

Signature

Date

\_\_\_\_\_

Chief Executive Officer/Head of the  
Agency

### **PART 6: CHECKLIST DETAILS (PLEASE TICK AS APPROPRIATE);**

This checklist informs the tourism implementing Ministries/ Department/ Agencies of all the documentation that must accompany this application:

It should be noted that that all applications will be regarded as invalid until all appropriate information is provided and the mandatory requirements attached.

<b>Government Agencies Mandatory Requirement CHECKLIST</b>		
	Yes	No
Completely Filled application Form.		
Approved Medium Term Plan		
Approved Strategic plan		
Approved Annual Work Programme / Annual calendar of Projects/ Programmes		
Project Concept/Proposals		
Approved Extract of Minutes		
<b>And /or for an infrastructure development project</b>		
Approved project designs & plans		
Approved Bills of Quantities		
Requisite regulatory approvals from relevant government institutions where necessary.		

<b>Ministry/Department/ Mandatory Requirement CHECKLIST</b>		
	Yes	N o
Completely Filled application Form.		
Approved Medium Term Plan		
Approved Strategic plan		
Approved Annual Work Programme/ Annual calendar of Projects		
Project Concept/Proposals		
<b>And /or for an infrastructure development project</b>		
Approved project designs & plans		
Approved Bills of Quantities		
Other Requisite regulatory approvals from relevant government institutions where necessary		

## **PART 7: DECLARATIONS**

**(To be completed by Chief Executive Officer or Head of the Agency)**

On behalf of \_\_\_\_\_ I  
 , Prof/Dr/ Hon/Mr/Mrs/Ms \_\_\_\_\_ wish  
 to apply for funding towards the above Project/ Programme and I declare that the  
 information given in this form is true and complete to the best of my knowledge.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Chief Executive Officer/Head of the  
 Agency

or

**(To be completed by accounting officer of the Ministry/State Department)**

**On behalf of** \_\_\_\_\_

I, Prof/Dr/ Hon/Mr/Mrs/Ms  
 Accounting Officer Ministry, State Department for \_\_\_\_\_  
 wish to apply for funding towards the above Project/ Programme and declares  
 that the information given in this form is true and complete to the best of my  
 knowledge and belief.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Accounting Officer

**Part 8 .For Official Use Only**

Application form Received by	.....	
Application form checked	<u>Form Complete</u>	<u>Form Incomplete</u>
Application form with/without attachment	<u>With attachments</u>	<u>Without attachment</u>
<u>Application form Approved by</u>	.....	

Name /Position.....	Signature.....	Date .....
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**Head of Project Management Department Recommendations**

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Signature:

Date \_\_\_\_\_

**Head of Project Management  
Department**

Chief Executive Officer Comments

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Signature

Date \_\_\_\_\_

**Chief Executive Officer**

Completed Application Forms together with accompanying documentations should be sent in a sealed envelope and clearly marked "Tourism Promotion Fund" Address to:

**CHIEF EXECUTIVE OFFICER  
TOURISM PROMOTION FUND  
NSSF BUILDING BLOCK A, EASTERN WING 20TH FLR.**

P.O BOX 30027-00100

TEL +254-20-2724646

NAIROBI

## ANNEX III: REQUISITE FORMS AND CORRESPONDENCES

### SAMPLE OF DISBURSEMENT LETTER



**MINISTRY OF TOURISM AND WILDLIFE  
TOURISM PROMOTION FUND  
OFFICE OF THE CHIEF EXECUTIVE OFFICER**

Telephone: 0254-20-2724725/646

email: [ceotpf@tourism.go.ke](mailto:ceotpf@tourism.go.ke)

Website: [www.tourism.go.ke](http://www.tourism.go.ke)

When replying please quote:

NSSF Building, Block 'A'

20<sup>th</sup> Floor, Eastern Wing

P. O. Box 30027-00100

**NAIROBI**

**Ref.**

**Date**

[Addressee name: *the letter should be addressed to the person indicated in the Fund application (PS or CEO) as the Tourism Implementing Agency (TIA)'s representative*]

[Street Address]

[City] [Country]

Attention: [name and position] / Dear [Sir or Madam],

Re: Funding No. [ ] [Project name]:

Reference is made to approve application for disbursement of funding by the Tourism Promotion Fund by the Oversight Board during the meeting held on. [ ], dated [ ], for the amount [ ] ([fund amount written out in words]) for the [project name] (the "Project") to be implemented by the [partner agency name], (

The purpose of this letter (the Disbursement Letter) is to outline the disbursement procedures as well as to set out any additional instructions regarding withdrawal of proceeds of the fund.

**Conditions Precedent**



TPF funds can be disbursed only the Conditions for disbursements of funds as defined in the Tourism promotion Fund regulations have been fulfilled. The conditions will be considered fulfilled when TPF has received and accepted documentation applicable to the following provisions:

- vi. The project to be financed is procured in accordance with the Public Procurement and Asset Disposal Act, 2015;
- vii. the project to be financed is included in the approved estimates of revenue and expenditure for the tourism implementing agency;
- viii. The disbursement is approved and recorded in minutes of the TPF Oversight Board; and
- ix. The disbursement is to meet the expenses related to the objects and purpose of the Fund.
- x. Applications are made by a tourism implementing agency in a format specified by the Board at least 21 days before the due date. Any application shall be signed by an accounting officer or the chief executive officer of a tourism implementing agency or an officer delegated by him or her, in writing.
- xi. Any applications for payment shall be supported by documents required under the Regulations which shall include'
  - a. the name and address of the payee (tourism implementing agency);
  - b. the bank account details of the payee;
  - c. specific project to be financed; and
  - d. Any other documentation TPF reasonably requests relating to the execution or the implementation of the project.

### **Disbursement Method(s)**

In line with the Tourism Promotion Fund regulations, the object of the Fund is to finance Tourism Implementing agencies to undertake projects and programs for Tourism Development, promotion and Branding in Kenya. Under regulation 18. (1), applications for payment out of the Fund shall be made by an implementing agency in a format specified by the Board. The provision entails that the Fund shall only disburse funds to the Implementing agency.

The following disbursement method[s] may be used under the Fund. [*Select applicable methods and renumber as applicable*]

1. Advance payment directly pays a designated Implementing Agency (IA) at their request. Disbursements are made for eligible expenditures directly to an Implementing Agency. In general, this method is suitable for expenditures related to work at the beginning of the project. Once TPF ascertains that an implementing agency has met all the funding criteria, the board shall approve the project for funding and disbursement of funds. In this method, TPF shall electronically transfer money from one financial account to another, such as a wire transfer. In this method, it usually refers to a direct transfer of funds from TPF account to an Implementing agency account.
2. Reimbursement of Eligible Expenditures which have been incurred and paid for with the Tourism Implementing Agency (TIA)'s or Contractor or service provider resources ("Reimbursement").

Attached please find the TPF Disbursement Instructions, where additional practical information regarding the disbursement procedures is provided, together with relevant forms and templates.

We look forward to receiving the requested documentation at your earliest convenience. Should you have any enquiries relating to the above, please do not hesitate to contact the undersigned.

**Kindly be informed the disbursement shall be guided by the regulations and other provisions as the Tourism Promotion Fund Oversight Board may establish.**

Yours Sincerely

**Chief Executive Officer/  
Administrator of the Fund**

# SAMPLE DISBURSEMENT COMMENCEMENT LETTER



**MINISTRY OF TOURISM AND WILDLIFE  
TOURISM PROMOTION FUND  
OFFICE OF THE CHIEF EXECUTIVE OFFICER**

Telephone: 0254-20-2724725/646  
email: [ceotpf@tourism.go.ke](mailto:ceotpf@tourism.go.ke)  
Website: [www.tourism.go.ke](http://www.tourism.go.ke)  
When replying please quote:

NSSF Building, Block 'A'  
20<sup>th</sup> Floor, Eastern Wing  
P. O. Box 30027-00100  
**NAIROBI**

**Ref.**

**Date**

[Addressee name: *the letter should be addressed to the person indicated in the Fund application (PS or CEO) as the Tourism Implementing Agency (TIA)'s representative*]  
[Street Address]  
[City] [Country]

Attention: [name and position] / Dear [Sir or Madam],

Re: funding No. [ ] [Project name]: Official Letter on Approval of Disbursement Conditions

We refer to the disbursement approval for the funding of the [ ] (the "Tourism Implementing Agency (TIA)") for the implementation/establishment of [Project name].

We are pleased to confirm that the disbursement precedents requirements as per the disbursement manual have been fulfilled subject to a disbursement request in accordance and TPF Oversight board approval for TPF to disbursing funds for the above cited project.

The disbursement shall be transferred to accounts of the provided Project accounts.

Kindly adhere to the provisions of the Tourism Promotion Fund regulations, TPF Disbursement manuals and other government laws and regulations as required.

Yours Sincerely

**Chief Executive Officer/  
Administrator of the Fun  
Disbursement request form**

# SAMPLE DISBURSEMENT REQUEST FORM

TOURISM PROMOTION FUND DISBURSEMENT REQUEST FORM- REQUEST NO.....			
Project Name: _____.			
Implementing Agency	: _____.		
Address	_____.	Location/ County	_____.
Tel No	_____.	Mobile No	_____.
Project Account Name	_____.		
Bank	_____.	Branch	_____.
A/c No	_____.	Swift Code	_____.
Methods of Disbursement (Tick One Preferred Method)		Reimbursement	
			Direct Payment
Special Payment Instructions	_____.		
Contract Name./s	_____.	Contract Ref No/s	_____.
This application consists of ..... pages of supporting documents as attached			
Commitment			
I / We hereby request the disbursement from the Tourism Promotion Fund under the above referred funding and in connection therewith certify and agree as follows;			
<ol style="list-style-type: none"> <li>1. The goods/services/program/activity/project covered by this request have been or are being purchased/procured / or implemented in accordance with the government public procurement and disposal act and other government laws and regulations</li> <li>2. The expenditure incurred or to be incurred as eligible as per the provision and objects of the Tourism Promotion Fund regulations</li> <li>3. I /we shall refund to the Tourism Promotion Fund account any fund as provided for by the Tourism Promotion Fund regulations and the disbursement manual guidelines</li> </ol>			
Signed by : _____.			
Signature	_____.	Official Stamp	_____.
date	_____.		_____.