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Issuance Date: March 2, 2023
Closing Date: April 6, 2023 (5 weeks after issuance date)
Closing Time: 6:00 pm local (Tbilisi) time

Subject: Request for Applications (RFA) Number **RFA-042**
“Organizing an Influencer Marketing Campaign to Promote Georgia’s Tourism Destinations”

Reference: Issued Under the Economic Security Program USAID Contract No. 72011419C00001

The USAID Economic Security Program (the Program) is a five-year, USAID-funded project implemented by DAI to accelerate broad-based growth of sectors that show strong potential to create jobs, to increase incomes, to increase micro, small, and medium enterprise (MSME) revenues, and to support diversification to more productive economic activities. Please refer to the Program Description for a complete statement of goals and expected results.

Pursuant to 2 CFR 700.13, it is USAID policy not to award profit under assistance instruments such as grant awards. However, all reasonable, allocable, and allowable expenses, both direct and indirect, which are related to the grant program and are in accordance with applicable cost standards (2 CFR 200 Subpart E for all US-based and for non-US based non-profit organizations, and the Federal Acquisition Regulation (FAR) Part 31 for for-profit organizations), may be paid under the grant.

For non-US organizations, the Standard Provisions for Non-US Nongovernmental Recipients will apply. See Annex 1 for Standard Provisions.

The Program is pleased to announce a Request for Applications for interested micro, small, and medium enterprises (MSMEs), associations, NGOs and Georgian government entities (LEPLs) to provide financial support for the organization of the Influencer Marketing Campaign, aimed at promoting Georgia's tourism potential to high-value travelers during the summer/autumn season of 2023. This campaign will showcase Georgia's adventure and cultural assets through influencer marketing on various social media platforms, reaching tens of millions of potential tourists in target markets and demographics. The ultimate goal of this initiative is to raise awareness of Georgia as a top summer/autumn travel destination globally.

Subject to the availability of funds, DAI intends to provide one grant under this RFA to entity listed in Section A “Eligibility requirements” up to the 115,000 GEL. This amount is a ceiling for the grant application.

The expected duration of DAI support is from June 1, 2023 to November 30, 2023. DAI, as primary implementer of the Program, reserves the right to fund any or none of the applications submitted.



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For the purposes of this program, this RFA is being issued and consists of this cover letter and the following:

- Section A – Grant Application Instructions
- Section B – Special Grant Requirements
- Section C – Selection Process
- Section D – Program Description
- Annexes

Applications must be received no later than 6:00pm on April 6, 2023. Applications and modifications must be submitted in pdf (preferred) or other electronic format to the Program's grants staff at GESP_Grants@dai.com.

Issuance of this RFA does not constitute an award commitment on the part of DAI, nor does it commit DAI to pay for costs incurred in the preparation and submission of an application. Further, DAI reserves the right to reject any or all applications received. Applications are submitted at the risk of the applicant. All preparation and submission costs are at the applicant's expense.

Any questions concerning this RFA should be submitted in writing not later than March 13, 2023 to GESP_Grants@dai.com.

Response to the questions will be provided no later than March 15, 2023. **Please, note that responses to the question might be shared publicly hence do not submit the questions that may include sensitive information regarding your organization and/or application.**

Information session for the RFA-042 will be held online at 12:00 pm, on March 13, 2023.

Thank you for your interest in the USAID Economic Security Program,

Sincerely,

The USAID Economic Security Program Team

Address: 29, Chavchavadze Ave.,
7th floor, Tbilisi, 1079, Georgia
Phone: +995 595 038 946
e-mail: GESP_Grants@dai.com
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RFA-042

“Organizing an Influencer Marketing Campaign to Promote Georgia’s Tourism Destinations”

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Section A – Grant Application Instructions

1. Application Procedure

A. Completion and submission of applications

Eligibility Requirements

Types of Entities that are Eligible to Apply

This RFA is issued as a public notice to ensure that all interested and qualified organizations have a fair opportunity to submit applications for funding. Grant support may be extended to Local Entities¹ if they are legally registered and recognized under the laws of Georgia. The Program may not award a grant to a U.S. organization.

Types of organizations/entities who can apply for a grant:

- NGO (non-governmental organizations)
- Industry Sector Associations
- Georgian Government Entities (LEPLs)
- MSMEs² (Micro, Small and Medium Enterprises)

The organizations/entities willing to receive a grant must have minimum 5 years' experience of operating on the Georgian market.

Additional Eligibility Requirements

The entities/organizations willing to receive a grant must operate following value chains under the designated sectors:

1. **Tourism Sector:** Adventure, Gastronomic, and Cultural
2. **Creative Industries Sector:** Production, Post-Production
3. **Cross-Cutting (Enablers):** Information and Communications Technology, E-commerce

¹ Per ADS 303.6., Local Entity is defined as a corporation, a nonprofit organization, or another body of persons that:

(1) is legally organized under the laws of;
(2) has its principals place of business or operations in;
(3) is majority owned by individuals who are citizens or lawful permanent residents of; and
(4) managed by a governing body the majority of who are citizens or lawful permanent residents of; a country receiving assistance from funds appropriated under title III of Public Law 112-74, The Consolidated Appropriations Act, 2012 as amended by Section 7028 of the Consolidated Appropriations Act, 2014.

² MSMEs are defined by GeoStat as such: Micro-Enterprises are those that satisfy 2 of the 3 following criteria: 1) company assets do not exceed GEL 1 million; 2) annual company turnover does not exceed GEL 2 million; and/or 3) the average number of employees does not exceed 10. Small enterprises are those in which employees do not exceed 50 and average turnover is more than GEL 2 million but less than GEL 12 million. Medium Enterprises are those with an employee range between 51/250 with an average turnover of more than GEL 12 million but less than GEL 60 million.



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The companies receiving grants must employ at least one intern on at least a 50% part-time basis.

Applicants must submit a brief description of the organization's profile, including work experience and achievements (including list of partner/funder organizations) in relevant sector and value chain.

Application Submission Requirements

- Applications may be submitted only by email to GESP_Grants@dai.com
- Applications must include:
 - Completed Application Form
 - Completed Project Workplan
 - Projected Grant Budget and Budget Notes
 - CVs and BioData (EBD) forms of all project team members (key personal only)
 - Completed Financial Capability Questionnaire and attachments
 - Statement of liability (part of application form)

Deadlines

Applications must be received not later than 6:00pm local (Tbilisi) time on April 6, 2023. Applications and modifications thereof shall be submitted in pdf (preferred) or other electronic format to the Program's grants staff at GESP_Grants@dai.com.

Late Applications

All applications received by the deadline will be reviewed for responsiveness and programmatic merit according to the specifications outlined in these guidelines and the application format. Section C addresses the evaluation procedures for the applications. Applications which are submitted late or are incomplete run the risk of not being considered in the review process.

B. Preparation Instructions – Technical

Page Limitation: Applications should be specific, complete, presented concisely and shall not exceed 20 pages (exclusive of annexes).

Applications submitted in response to this RFA must include the following information:

- 1. Project Description:** The applicant must provide a detailed description of the project, specifying its goal, activities and results.
- 2. Monitoring (Results and Benchmarks):** The applicant should define, to the maximum extent possible at the application stage, results and benchmarks for monitoring the performance towards attainment of program objectives.
- 3. Sustainability:** The applicant should describe how the project or its benefits will continue after grant funding ends.



4. Personnel. Each applicant should provide, as part of their application, detailed curriculum vitae that demonstrate the Key Personnel's ability to perform the duties outlined in the statement of work and in accordance with the evaluation factors found herein. DAI expects key personnel to be individuals responsible for developing new products and services. DAI will evaluate the CV to determine the individual's knowledge, skills and abilities in the areas listed herein. More detail is provided in Annex 3 Section IV.

5. Organizational Capability: Each application shall include information that demonstrates the applicant's expertise and ability to meet or exceed the goals of this program.

6. Past Performance: Applicants must present evidence of their past experience in subject field. Past performance should demonstrate how the applicant remains competitive in their respective market. These references should include three (3) clients' names and emails who will serve as references.

7. Budget: All proposals must include a completed budget (exclusive of VAT), more details provided below in sub-section C (page 7).

8. Cost Sharing Contribution: Details regarding the proposed cost sharing contribution by your organization must be included.

Grantees are required to contribute resources from their own private or local sources. The requirements are as follows:

- Grants provided to **MSMEs** must not exceed 70 percent of the total new estimated cash investment required for a new business start-up or the expansion of an existing business offered through the present Request for Applications. Loans may be used to meet matching requirements; however, in-kind contributions will not be considered. **Grantee cost share is 30 percent minimum.**
- Grants provided to **non-profit entities**, must not exceed 70 percent of the total estimated cash investment required for improve and/or expand operations offered through the present Request for Applications. Loans and in-kind contributions may be used to meet matching requirements for these non-profit entities. **Grantee cost share is 30 percent minimum.**

According to the above requirements, **Cost share** may be cash or in-kind, or from other non-US government sources, for example.

- **Cash Contribution:** If the applicant proposes cash as part of their cost-share, the awardee is expected to invest the cash in a manner that can be independently verified (through receipts, etc.). This may also include loans.
- **In-Kind Contribution:** Cost-share examples for the proposed activity include:



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- Newly leased, purchased, or gifted land, building/room(s), equipment/machinery, vehicle, stock or supplies for product development activity in proportion to utilization and linkage to the concept note;
- Technical support for specified training, equipment installation, etc.;
- Volunteer services;
- Applicants indirect costs, including office space, equipment, staff-time, telephone, etc.
- **Project Co-Funding:** Funds from non-US Government entities (i.e. other donor funds excluding USAID or private sector) that are invested or granted to the applicant can be used towards calculating cost share.

The third-party private sector contributions to meet the matching requirements can be considered. This section applies to non-profit entities, including cooperatives and associations, and providers of finance trainings and other educational improvements

9. Other materials: Applicants may also want to submit other materials as attachments along with their applications such as letters of reference, newspaper clippings reporting on the organization's activities, brochures or other promotional material. Support letters demonstrating partnerships and cooperation with local government are of particular interest. However, attachments should be limited to 5 pages and they will not be returned to the applicants.

C. Preparation Instructions – Financial and Administrative Documentation

1. Completed Budget. All budget lines must be clearly linked to specific project activities. DAI will support organization staff and operating costs that are necessary for reaching project goals, applicants should direct their resources primarily to project implementation, rather than organization operating costs. The format for the budget is included in the RFA: See attached Annex 5 for the budget form. Supporting information/budget narrative shall be provided, as necessary, in sufficient detail to allow a complete analysis of each line item cost.

Taxes:

The prices proposed by the applicant should be net of VAT and customs duties. Under the terms of the 31.07.1992 Bilateral Agreement between the Government of the United States and the Government of Georgia, the awardees, as grantees to the USAID Economic Security Program, are exempt from VAT and customs duties. Accordingly, no such fees, charges, tariffs, duties or levies will be paid under any Grants awarded. The USAID Economic Security Program will facilitate VAT exemption for activities under that grant see Section C for more details.

2. Completed Financial Capability Questionnaire, which includes:

- a. **Audited Financial Reports:** Copy of the applicant's most recent financial report, which has been audited by a certified public accountant or other auditor satisfactory to DAI. If no



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recent audit, a “Balance Sheet” and “Income Statement” for the most current and previous fiscal year.

- b. **Incorporation Papers or Certificate of Registration and Statute**
- c. **Organizational chart**

3. Documentation that the applicant has the ability to comply with the award conditions, taking into account all existing and currently prospective commitments of the applicant. The applicant must demonstrate its ability to segregate funds obtained from the award of a capital grant from other activities of the organization. A separate bank account is required should a grant award be made, depending on the award type. (Documentation may include certification from the applicant’s bank or a summary of previous awards, including type of funding, value, client, etc.)
4. Documentation that the applicant has a satisfactory record of integrity and business ethics. (Documentation may include references from other donors or clients and a summary of previous awards, including type of funding, value, client, etc.)
5. *Depending on size, type, and complexity of the grant, the following may also specifically be requested at this stage:*
 - *if applicable* – NICRA, or if no NICRA, the profit and loss statements which include detail of the total costs of goods and services sold, by information of the applicant’s customary indirect cost allocation method, together with supporting computations of the basis for the indirect cost allocation method
 - cash flow, description of management structure, and/or oversight procedures, if available
 - copy of applicant’s accounting manual (if exists)
 - copy of applicant’s operations manual (if exists)
 - copy of purchasing policies and description of the applicant’s purchasing system (for large grantees) (if exists)
6. **Unique Entity ID (SAM)** There is a mandatory requirement for the applicant to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an applicant to be “responsible” to conduct business with and therefore, DAI will not enter into an agreement with any such organization. The award of a grant resulting from this RFA is contingent upon the winner providing a Unique Entity ID (SAM) to DAI. Organizations who fail to provide a Unique Entity ID (SAM) will not receive an agreement and DAI will select an alternate awardee.

All U.S. and foreign organizations which receive a grant with a value of \$25,000 and above **are required** to obtain a Unique Entity ID (SAM) prior to signing of the agreement.

For those required to obtain a Unique Entity ID (SAM), see Annex 8- Instructions for Obtaining a Unique Entity ID (SAM)- DAI’S Vendors, Subcontractors and Grantees.



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For those not required to obtain a Unique Entity ID (SAM), see Annex 9- Self Certification for Exemption from Unique Entity ID (SAM) Requirement.

Section B. Special Grant Requirements

The applicant shall bear in mind the following special requirements for any grants awarded in response to this RFA:

Separate Account: A separate account must be established to house all funds provided under the grant, as well as all interest income, depending on the grant type.

Permitted Uses of Program Income: The Grantee will inform DAI of any program income generated under the grant and agrees to follow USAID's disposition requirements for such program income, which is in accordance with 2 CFR 200.307. Program income earned under this agreement shall be applied and used in the following descending order:

1. Added to funds committed by USAID and the recipient to the project or program, and used to further eligible project or program objectives;
2. Used to finance the non-federal share of the project or program; and
3. Deducted from the total project or program allowable cost in determining the net allowable costs on which the federal share of costs is based.

If the terms and conditions of the award do not specify how program income is to be used, then number 2) shall apply automatically. Grantees who are commercial organizations may not apply Option 1) to their program income.

Use of Funds: Funds provided under any grant awarded shall be used exclusively to the grant objectives. Specifically, for the RFA-042 "Organizing an Influencer Marketing Campaign to Promote Georgia's Tourism Destinations. Diversion of grant funds to other uses will result in cancellation of award and retrieval of funds disbursed to the grant recipient.

Reporting Procedures: A description of reporting requirements will be included in the Grant Agreements. The types of reporting required, along with the schedule of reporting, will depend on the grant type and project duration. Reporting forms will be provided to grant recipients. Types of reporting may include the following:

- **Program report** to be submitted during project implementation according to a schedule determined by DAI. This report will include a description of project activities and progress towards meeting the project goal; problems in project implementation; actions taken to overcome them; and plans on how the next phase of the project will be implemented.



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- **Final program report** will describe how the project objectives and goals were reached, results of the project, and problems and solutions during implementation. This information should be presented in a manner suitable for presentation to the public.
- **Financial reports** will be submitted to DAI according to a schedule described in simplified and standard grant agreements. Types of financial reports, as well as the schedule of reporting, will depend on the type of grant, length of project, and amount of grant funding. Financial reports will be required in order to receive grant installments. These reports will describe the amount of grant funds spent during the previous period, total amount spent to date, and amount remaining in each budget line item. In addition, all grant recipients are required to submit a detailed Final Financial Report.

Issuance of the final installment of grant funds is contingent upon DAI's receipt and acceptance of Final Financial and Final Program Reports.

Project Monitoring: DAI staff will monitor projects in terms of both programmatic and financial aspects. Grant recipients will be expected to facilitate monitoring by making relevant information available to DAI staff.

Restrictions: The Grant Funds provided under the terms of this Agreement shall not be used to finance any of the following:

(a) Ineligible goods and services:

- (1) Military equipment
- (2) Surveillance equipment
- (3) Commodities and services for support of police and other law enforcement activities
- (4) Abortion equipment and services
- (5) Luxury goods and gambling equipment, or
- (6) Weather modification equipment.

(b) Restricted goods:

- (1) Agricultural commodities,
- (2) Motor vehicles,
- (3) Pharmaceuticals and contraceptive items
- (4) Pesticides,
- (5) Fertilizer,
- (6) Used equipment, or
- (7) U.S. government-owned excess property.

(c) Ineligible Activities and Unallowable Costs



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- Private ceremonies, parties, celebrations, or "representation" expenses.
- Purchases of restricted goods and Prohibited goods under USAID regulations,
- Purchases of goods or services restricted or prohibited under the prevailing USAID source/nationality regulations per 22 CFR 228 and relevant Standard Provisions; or from countries or suppliers as may be identified by USAID's consolidated list of debarred, suspended, or ineligible subcontractors at www.sam.gov.
- Any purchases or activities deemed unnecessary to accomplish grant purposes as determined by DAI, including any grantee headquarters expenses that are not directly linked to the implementation of the proposed program.
- Previous obligations and/or bad debts.
- Fines and/or penalties.
- Creation of endowments.
- Other costs unallowable under USAID and/or federal regulations, such as alcoholic beverages.

Other: As mentioned, grant will be made available to the eligible organization in Georgian Lari (GEL) up to the 115,000 GEL. This amount is a ceiling for grant application. Payment will be made according to a monthly or installment schedule, and in no event will more than 90% of the total agreed budget be disbursed prior to receiving and approving the Final Financial and Final Program Report.

Section C. Selection Process

After the deadline for submitting applications, a selection committee will convene. Throughout the evaluation process, DAI shall take steps to ensure that members of the selection committee do not have any conflicts of interest or the appearance of such with regard to the organizations whose applicants are under review. An individual shall be considered to have the appearance of a conflict of interest if that person, or that person's spouse, partner, child, close friend or relative works for or is negotiating to work for, or has a financial interest (including being an unpaid member of a Board of Directors) in any organization that submitted an application currently under the panel's review. Members of the selection committee shall neither solicit nor accept gratuities, favors, or anything of monetary value from parties to the awards. The Program values diversity and gender equity, and thus will endeavor whenever possible to construct its grant evaluation committee with this in mind.

All applications that meet the application requirements will be reviewed by the selection committee. Verification of the application submission requirements will be conducted at the Economic Security Program's office by the Program's grants staff.

If suitable applications are received, one or more awards will be made after the selection committee meeting within a reasonable amount of time provided that the awardee (s) furnish (es) DAI with all the required documentation as itemized in Section A of this RFA.

The applications will be evaluated according to the evaluation criteria set forth below. To the extent necessary (if award is not made based on initial applications), negotiations may be conducted with



each applicant whose application, after discussion and negotiation, has a reasonable chance of being selected for award. **Award will be made to responsible applicants whose applications offer the best value.**

Awards will be made based on the ranking of applications by the selection committee according to the evaluation criteria and scoring system identified below:

Evaluation Criteria for RFA	Points
Impact of the proposed activity(s) on the objectives and outcomes of the Program (e.g., creation of high(er)-value jobs, investment, and/or sales/revenue increases).	25
Technical approach is feasible, achievable and demonstrates potential for sustainability. The level of collaboration and partnership with local businesses, communities, and stakeholders in the destination, to ensure the proposal aligns with the local context and supports the local economy.	30
Budget is reasonable and clearly defined.	10
Applicant's capabilities, resources and past performance and expertise with respect to achieving the goals of the Program.	25
Provides opportunities for youth and women	10
Total	100

The application should pass the minimum required threshold of 70 points. Applications scored below this threshold will not be accepted for next step of the process.

The above evaluation criteria are further explained here:

Impact of the proposed activity on the objectives and outcomes of the Program:

Does the applicant demonstrate how will the activity –

- Catalyze local or international public or private investments
- Create high-value jobs for Georgian citizens (this refers to job creation that offers monthly wages higher, and in many cases significantly higher⁴, than the current average monthly wage in Georgia and/or will move the country's priority sectors up the value chain)
- Increase sales and revenues
- Provide substantial return of Program investment.



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- The potential for the proposal to have a lasting impact on the destination's tourism, and MSMEs operating within various tourism value chains

Technical approach is feasible, achievable and has potential for sustainability:

- **Goals, objectives, activities, outcomes:** Does the applicant clearly present the idea with detailed description of the methodology?
- **Technical approach:** Does the applicant demonstrate an understanding of what it takes to undertake the proposed venture?
- **Sustainability:** Does the applicant demonstrate potential for sustainability?
- **Timeframe:** Does the applicant provide detailed timeframe and sequence of the activities?
- Has the applicant identified potential partners for implementation of the activity

Budget is reasonable and clearly defined:

- **Reasonability:** Does the overall budget seems reasonable and realistic to implement activity?

Applicant's capabilities and expertise with respect to achieving the goals of the Program.

- **Company information:** Brief description of organization's profile, including work experience and achievements (including list of partner/funder organizations). Is company information well presented (Brief description of organization's profile/background) that ensures company's capability to implement proposed activity?
- Does the applicant demonstrate company's past performance (including experience of conducting similar winter sport events)?
- Does the applicant company have sufficient resources to accomplish proposed work? Does the applicant company clearly illustrate company's management and technical team assigned to achieve the Program goals?
- Does the applicant demonstrate expertise with respect to achieving the goals of the Program?
- Does the applicant company have the international expertise to conduct similar events?

Provides opportunities for youth and women, as well as for economically and socially disadvantaged groups:

- **Impact on diverse groups:** Does the idea have the potential to empower youth and women as well as economically and socially disadvantaged?



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DAI and USAID reserve the right to fund any or none of the applications received

Signing of Grant Agreements

Upon USAID approval of the grant, a Grant Agreement will be prepared. After DAI and the successful applicant have signed the Grant Agreement, DAI will provide training on financial management and reporting on grant funds. All reporting and contractual obligations will be explained to the grant recipients. Before receiving the first grant installment, depending on the award type, some grant recipients must open a separate bank account, as this is the only means by which grant funds will be transferred from DAI to the grant recipient.

Section D. Program Description

The USAID Economic Security Program is pleased to announce a Request for Applications for interested micro, small, and medium enterprises (MSMEs), associations, NGOs and Georgian government entities (LEPLs) to provide financial support for the organization of the Influencer Marketing Campaign, aimed at promoting Georgia's tourism potential to high-value travelers during the summer/autumn season of 2023. This campaign will showcase Georgia's adventure and cultural assets through influencer marketing on various social media platforms, reaching tens of millions of potential tourists in target markets and demographics. The ultimate goal of this initiative is to raise awareness of Georgia as a top summer/autumn travel destination globally.

I. Project Background:

Prior to the outbreak of COVID-19 in March 2020, Georgia's tourism industry was thriving. To mitigate the effects of the pandemic, the USAID Economic Security Program collaborated with stakeholders to ensure that health and safety regulations were implemented, create a Tourism Recovery Strategy, and revive tourism through promoting Georgia's tourism appeal in target markets and positioning the country as a high-value, low-volume tourism destination. To aid the promotion of the country as a top destination, the Program joined forces with partners in the tourism sector and launched three Influencer Campaigns over the past two years, featuring around 14 global travel influencers from target markets such as Germany, the UAE, Italy, Poland, Slovakia, and the US, with a worldwide following. These campaigns produced over 14.1 million in earned media value and reached over 30 million individuals across various social media platforms.

To further support sustainable development of tourism in Georgia the USAID Economic Security Program is issuing a public **Request for Applications (RFA)** to ensure that all interested and qualified organizations have a fair opportunity to submit applications. The objective of this RFA is to invite applications from MSMEs, organizations, associations, NGOs and Georgian government entities (LEPLs) interested in organizing influencer marketing campaign during the summer/autumn 2023,



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aimed at promoting Georgia's culture, adventure and gastronomy tourism, and having a direct impact on local MSMEs in the country.

The influencer marketing campaign should take place during the summer/autumn 2023 (exact dates can be proposed by the grantee) using visual and video-based platforms. Inviting travel influencers/bloggers/journalists for approximately one week and dispatching them to both, popular as well as yet undiscovered treasures of the country.

The grant activity aims to:

- Increase Georgia's visibility and recognition as a top tourism destination and to raise awareness of its unique selling points and attractions.
- To drive more bookings and revenue for the tourism MSMEs within regions, including hotels, restaurants, and attractions.
- To attract new tourists to Georgia who may not have considered it before, through reaching and engaging with a new and diverse audience.
- To build a loyal following of tourists who have a positive experience in the country and are more likely to recommend it to others or return in the future.
- To have a measurable impact on the Georgia's tourism, through clear and quantifiable metrics, such as reach, engagement, conversion rates, and return on investment.

Application requirements:

The applicants' implementation team can include local or international partners. The following, however, are requirements for submitting an application:

- Narrative description of the concept of the campaign, that outlines campaign partners, focus/es of the campaign within the tourism value chain (Gastronomy/Wine, Adventure, Cultural Heritage and other);
- Defined target audience for the campaign and identified key high-value markets for the destination.
- Regions of the visit, duration, number of content creators per region; nature of the activities planned for the visitors during the visit.
- Criteria for selecting influencers, such as reach, relevance, following and engagement.
- Defined key metrics for measuring the success of the campaign.
- Budget for the project and the timeline of the campaign.
- Any additional information that the applicant may believe is relevant for the campaign.

The campaign requirements:

- The grantee must ensure the Program's and any other relevant partners visibility through the campaign; if needed train influencers to ensure that the Programs information is in accordance with the protocol.



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- Ensure appearance of taglines and initially agreed messages on all media platforms where applicable, stating that the activity is supported by the USAID Economic Security Program (tagging the Program's social platforms is especially preferable and mostly requested). The agreed tagline/message should appear on all media content produced, shared, and featured on social platforms (Facebook, Instagram, TikTok, YouTube etc.), as well as on respective social channels (personal) owned by selected influencers who will promote Georgia's tourism destinations. All press releases and marketing materials should involve message highlighting USAID Program's support, as well as initially agreed branding materials (Logos, disclaimer) approved by the USAID Economic Security Program



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Annex 1: Mandatory Standard Provisions

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Annex 9: Self Certification for Exemption from UEI Requirement

Annex 10: Application Checklist

All annexes are attached as separate files to the RFA packages.