



What if I want to extend my hours of opening or the nature of my business during the 2010 FIFA World Cup™?

Again, the **'business as usual'** concept applies – however, should you wish to change the nature of your business in any way not accommodated under your *current business permit*, you will need to apply timeously to the City of Cape Town for a change to the nature of the business – just as you would need to do at any other time of the year.

For example: if you are a travel agency and now wish to sell sushi during the World Cup, and this is not your normal business, you would need to apply timeously to have the permit for your venue changed to that of a food establishment. However, if you are, for example, a coffee shop and would like to stay open later, go for it!

But remember: if you want to change the nature of your business in any way, it's up to each Central City bar, restaurant, shopowner or any other business to apply timeously to the City for a change to business permits if they are required.

What if I want to screen matches inside my venue?

There are two types of fans coming – those *with* tickets to matches ... and those *without*, all of whom will be looking for a drink, good food and a telly on which to watch matches. Venues where the public will be able to do this are called public viewing areas (or PVAs).

If you have such a venue, then you also need to understand whether your PVA will be a *commercial or non-commercial PVA*, and the implications thereof as far as FIFA is concerned.

In principle, a PVA is considered a commercial public viewing area if a venue owner/exhibitor stages the PVA for commercial purposes, eg, by charging an admission fee to the event, attaches a sponsor to it, or exploits any other rights of association with the event. In this case, you will need to submit your request for a FIFA commercial public viewing licence via the online application form available on FIFA.com. You will be charged a fee, which FIFA will in turn donate to the official 2010 FIFA World Cup™ "20 Centres for 2010" campaign to construct Football for Hope centres in Africa.

However: if you have a restaurant/hotel/bar in the Central City and a SABC licence for the venue, but you will *neither* be charging admission fee *nor* have any sponsorship activities, you will be running your business 'as usual'. You would then be a non-commercial PVA. You do not need to apply for a licence with FIFA – permission is automatically granted.

For more info on PVAs, go to: www.fifa.com/mm/document/tournament/loc/01/12/92/35/fwc2010_public_viewing_licence_fa.q.pdf

What about safety and security?

There are a number of measures that will in place in time for the World Cup, with a national budget of R640-million just to engage a dedicated force of 41 000 officers, to be deployed across the country. Insofar as Host Cities are concerned, each City will be divided into sections with teams patrolling sections and focusing on FIFA headquarters, hotels and other accommodation establishments, the stadiums, fan fests and other fan areas, restaurants and tourist venues. There will also be a dedicated police station within close proximity of the Cape Town Stadium, as well as dedicated crime-investigation teams and special courts to deal with all event-related crimes, 24/7. Plus of course the CCID will have its full complement of over 200 public safety officers in place, as usual!

at a glance...

a summary of the most important links in this FAQ

City of Cape Town 2010 Operations Office: Tel: 021 401 4000

Public Transport during the 2010 FIFA World Cup™:

www.capetown.gov.za/en/FIFA2010/Pages/Gettingaround.aspx
Tollfree 0800 65 64 63

Public Viewing Event Guidelines

www.fifa.com/mm/document/tournament/loc/01/12/92/35/fwc2010_public_viewing_licence_fa.q.pdf

Rights Protection Programme (City of Cape Town 2010 office)

Sidney van Dyk; tel 021 401 4000;
email Sidney.vandyk@capetown.gov.za

CENTRAL CITY IMPROVEMENT DISTRICT Tel 021 419 1881

Precinct Managers

Precinct 1: Mmiselo Ntsime

Cell 079 886 0663; email mmiselo@capetowncid.co.za

Precinct 2: Richard Beesley

Cell 083 300 8328; email richard@capetowncid.co.za

Precinct 3: Sarel Strydom

Cell 082 782 1408; email sarel@capetowncid.co.za

Precinct 4: Abe Abrahams

Cell 082 782 1410; email abe@capetowncid.co.za

Central City Security (CCID 24-hour number): 082 415 7127

SOCIAL RESPONSIBILITY Tel 021 419 1881

Social Development Manager:

Pat Eddy: email pat@capetowncid.co.za

Social Development Fieldworkers

Dean Ramjoomia: Cell 082 928 3862; email dean@capetowncid.co.za

Headman Sirala-Rala: Cell 082 262 0113; email

headman@capetowncid.co.za

Mark Williams: Cell 082 262 0112; email mark@capetowncid.co.za

the cape town central city during the 2010 FIFA World Cup™

Dear Central City Stakeholder

Since November 2008, the Cape Town Partnership has been hosting quarterly info sessions – the 2010 Central City Partners Forum – for all CBD stakeholders. While these have been popular, there has been limited attendance by those of our stakeholders who will be the most important to the success of the 2010 FIFA World Cup™ – our restaurants, retailers, traders and hoteliers.

The recently held Long Street festival on the night of the Final Draw (4 December) revealed a taste of the possibilities for businesses during the 2010 FIFA World Cup™: while 15 000 were expected, a record 55 000 Capetonians turned up and venues throughout the Central City benefitted, with some reporting their best turnover ever. In spite of the huge crowd, it was a well-organised, safe and secure event, and proved that the Central City is more than ready to cope during the 2010 FIFA World Cup™, particularly on match days in Cape Town. We will be ready to welcome the world, but to do so we need the participation and understanding of all our stakeholders. And in turn, we want to ensure that you benefit wherever possible from the experience.

We are also aware that there are many people who would just like to know: what's going on? How can you participate even if you don't have a ticket to a game? How is your daily life in the Central City going to change during the World Cup?

This is the first of a number of concentrated efforts to keep you posted over the next few months leading up to 11 June, when the one-month 2010 FIFA World Cup™ begins. We will be distributing information on a regular basis - by hand, via email, by fax and at public forums, and all information will also be available on the 2010 page of our website at www.capetownpartnership.co.za.

We have put together these FAQs so that you may begin to ensure that your experience of the 2010 FIFA World Cup™ is the best it can be. If you have any queries that are not answered here, please feel free to contact me and I will answer your question or refer you to someone who can.

Kind regards

Carola Koblitz

2010 Project Coordinator

Cape Town Partnership

Email: carola@capetownpartnership.co.za

Cape Town Partnership, 10th Floor, The Terraces, 34 Bree Street, Cape Town
Tel: 021 419 1881; Fax: 021 419 0894; visit www.capetownpartnership.co.za



your questions answered...



Who's coming to Cape Town for the 2010 FIFA World Cup™?

South Africa could have anywhere from 300 000 to 400 000 foreign visitors for the 2010 FIFA World Cup™; and it is estimated that 4 out of every 5 will also visit Cape Town at some stage during their stay.

Which matches are being played in Cape Town?

During the 2010 FIFA World Cup™ (11 June to 11 July) the following matches will be played at the Cape Town Stadium in Green Point:

Friday 11 June	20h30	Uruguay vs France
Monday 14 June	20h30	Italy vs Paraguay
Friday 18 June	20h30	England vs Algeria
Monday 21 June	13h30	Portugal vs Korea DPR
Thursday 24 June	20h30	Cameroon vs Netherlands
Tuesday 29 June	20h30	Round of 16
Saturday 3 July	16h00	Quarter Final
Tuesday 6 July	20h30	Semi Final

For a full schedule, go to www.fifa.com and click on 'World Cup' link.

How will road closures affect my business?

While the Central City will definitely be busier than usual, road closures will be kept to a minimum. Of the eight matches in Cape Town, six are at night (20h30), one is on a Saturday (16h00) and only one is on a weekday at 13h30 (Monday 21 June). Where parties will be affected by road closures, the City will communicate with stakeholders closer to the time to organise access if required. You will also find details on all road closures on the City of Cape Town's 2010 site (www.capetown.gov.za/en/FIFA2010/Pages/Gettingaround.aspx).

The following road closures are currently expected:

- **Non-match days:** Road closures on non-match days in Cape Town will only be around the Grand Parade in roads such as Darling Street, and the lower parts of Plein, Corporation and Parade Street closest to the Grand Parade. All other city streets should be open.
- **During the eight Cape Town match days:** For four hours before and a few hours after matches, Somerset Rd in Green Point will be closed from Buitengracht to Ebenezer Rd, as this is part of the Fan Walk (see 'Fan Walk') from the CBD to the Stadium. Certain lanes along Hertzog Blvd and Coen Steyler will also be closed.

There will be other partial/soft road closures, but these will be kept to a minimum and stakeholders in each area will be kept informed. Again, for more information on road closures see www.capetown.gov.za/en/FIFA2010/Pages/Gettingaround.aspx

How will public transport for regular commuters be affected?

Regular public transport for Capetonians commuting to work is not likely to be affected. Most of the critical World Cup demand periods occur outside peak commuting times (with the exception of commuters moving out of town on the afternoon of Monday 21 June).

For anyone requiring information on Public Transport during the 2010 FIFA World Cup™ please call the toll free number: 0800 65 64 63.

What is the FIFA Fan Fest?

FIFA Fan Fests are FIFA's official public viewing areas, and during the World Cup in Cape Town, the official FIFA Fan Fest in the CBD will be at the Grand Parade. Aimed at fans (local and international) without tickets to games, this venue will broadcast all matches from across the country live, and also offer entertainment outside of match times. The FIFA Fan Fest will be open every day of the World Cup™, from 11h00 to 23h00, and entry is free. For more information on the FIFA Fan Fest call the event operator, Worldsport, on 021 426 5775.

What is the Fan Walk?

On match days in Cape Town, it will not be possible for ticket holders to drive to the stadium. Fans will therefore reach it either by:

- using the shuttle service from the main transport hub in Hertzog Boulevard outside the Civic Centre; or
- walking from the CBD – ie: from the various public transport depots (eg Cape Town Station) or allocated parking areas.

The Fan Walk is the route that FIFA and the Host City recommends fans take to walk to the stadium from the Central City. Starting on St George's Mall across from the Cape Town Station, it will follow the new pedestrian-prioritised route – up Waterkant Str, across the new pedestrian bridge on Buitengracht Str, onto Prestwich Place and along Somerset Rd to the new underpass at the Green Point traffic circle. It covers 2.5km and it is estimated that, of the 68 000 fans heading for the stadium, approximately 15 000 to 18 000 will choose to walk along the Fan Walk for a number of reasons:

- Fans themselves make an occasion of the walk, enjoying food and beverages en route as well as relevant retail experiences;
- Many fans will also use this route to make their way back to the Central City with the intention of stopping off at pubs and restaurants to celebrate their victory – or otherwise!

Amenities such as public toilets, and services such as volunteers, traffic, and safety & security will help manage the Fan Walk on the eight Cape Town match days. A communication plan will soon be rolled out in the press by the City informing stakeholders as to road closures and alternative routes. The City also hopes to encourage businesses (particularly food and beverage outlets) to be open to fans. A number of informal traders and entertainment platforms will be established in appropriate areas to add to the festive atmosphere. An event operator, Celebrity Services SA, will run all eight Fan Walk days. For more information please call Celebsa on 021 433 0347.

How will I do business during the 2010 FIFA World Cup™?

By understanding the concept 'business as usual' – which means just that: whatever the nature of your business currently is (and whatever branding you currently have in place in or outside your premises), you will be allowed to operate just as you normally do.

But please note: the Host City Agreement that FIFA has with Cape Town does indeed place certain restrictions on activities with the City limits. Insofar as the CBD is concerned (including the four precincts managed by the CCID, as well as the Fan Walk route leading to the Cape Town Stadium in Green Point), this region has been demarcated by FIFA as falling within the 2010 Commercial Restriction Zone (also known as an Exclusion Zone). This means that the Rights Protection Programme will be in operation in this area and prohibits the activation of a brand outside of the 'business as usual' concept. Ambush marketing or erecting anything without the necessary City permits will be swiftly dealt with.

For how long will the Host City Agreement be in place?

It will be in place from two weeks prior to the commencement of the 2010 FIFA World Cup™, until two weeks after the event ends.

What if I want to use any of the 2010 FIFA World Cup™ trademarks or sell FIFA merchandise?

Don't even think about it, unless you have applied to FIFA for the rights to do so, and have been awarded those rights.

For a full understanding of how FIFA restricts the use of its official marks, go to: www.fifa.com/mm/53/42/06/2010_fifa_public_guidelines_en_260908.pdf

What if a competitive brand offers to brand my venue, or my venue is in itself a competitor to a FIFA sponsor?

Again, the 'business as usual' scenario applies. Let's say you have a Wimpy or a KFC or a Samsung or any other outlet within the Central City and you are in the Exclusion Zone: provided you do not extend your branding, you will be allowed to carry on your **business, as usual**. Alternatively, if you're a restaurant or a coffee shop with permission from the City of Cape Town to trade on the pavement, and your outside umbrellas have historically been branded by a company that is not a FIFA sponsor, no problem.

However, if you *are* in the Exclusion Zone, and if - between now and the 2010 FIFA World Cup™ – you are approached by anyone in competition to a FIFA sponsor to erect branding of any nature outside your property during the World Cup, you will in all likelihood be asked to take it down and could even be fined.

If you are in any doubt as to what will or will not be allowed:

The City of Cape Town has appointed a representative specifically to manage the Rights Protection Programme for Cape Town.

Please address your queries to Sidney van Dyk:

email: Sidney.vandyk@capetown.gov.za or call 021 401 4000.