

COVID – 19 GLOBAL PANDEMIC

A BLACK SWAN EVENT

THE COVID -19 CRISIS HAS RADICALLY IMPACTED OUR ECONOMY
AND MADE US RELOOK AT EVERYTHING WE ARE DOING – AND
EVERYTHING WE PLANNED TO DO

Alderman James Vos
MMC - Economic Opportunities and Asset Management



RESPONSIVE - CARING - RESILIENT



2020/21 Budget passed.
Reallocated R386 million
to address new priorities
arising from national
lockdown



Continued building plan
approvals to ensure
construction readiness



Prioritised capital
intensive Infrastructure
and Housing
construction projects



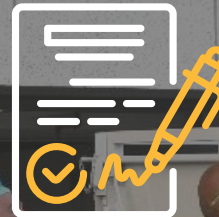
Rates payment relief
mechanisms
for residents and
businesses



CITY RELIEF MEASURES



80 Soup kitchens with
150 more planned



Offering guest houses and
B&Bs an opportunity to
change their property
classification



Providing SMME's with
resources and business
advice



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STAD KAAPSTAD

ECONOMIC ACTION PLAN

FLUID - AGILE - PHASED

RESPOND

Immediate, short-term support for individuals and businesses.

Monitor and respond accurately – and with speed

ADAPT & RECOVER

Medium-term. New ways of working & getting workers and businesses back to work.

Regain, recover & rebuild Cape Town's economy and catalytic sectors within

STABILISE

Establish a new equilibrium.

A foundation for long-term, inclusive economic growth



RESPOND



Repurpose Enterprise & Investment Dept. in partnership with WCG, Wesgro and Strategic Business Partners



Support and assist High Growth Sectors during lockdown



Assist companies to re-purpose towards the needs created by the crisis



Interpret essential service regulations & lobby national government for amendments



Refocus Strategic Business Partners deliverables to assist in health and economic spheres



Investigate and recommend possible relief measures. Many of which have been implemented



ADAPT & RECOVER



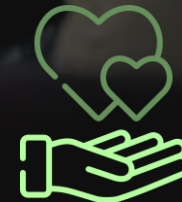
Medium-term - finding new ways of working and getting people and businesses back to work. To regain, recover and rebuild Cape Town's economy and catalytic sectors within



Targeted asset transactions



Co-hesive business plans



Collaborative Projects



STABILISE



Establishing a new
equilibrium -

Foundation for long-term,
inclusive economic growth,
that makes business sense.



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ECONOMIC RECOVERY



Enhancing Business
Retention Efforts



Making it easier
for expansion and
investment to resume



Equipping businesses
for new ways of
working



Utilising the City's
sectoral support
approach to identify new
opportunities



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NOTABLE MILESTONES



Virtual
Business **HUB**



Intergovernmental
Co-operation ensuring the
flow of accurate
information to businesses



SMME COVID-19
Toolkit initiative



Facilitating Key sectors by
showcasing Cape Town's
export potential



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ECONOMIC RECOVERY AND RELIEF MEASURES



WORKFORCE READINESS AND DEVELOPMENT



CATALYTIC SECTOR SUPPORT

TOURISM RECOVERY PLAN

ADAPTING OUR BUSINESS FOCUS



Forward Keys
data



Local Value Proposition



Travel &
Accommodation
Trends



SSME Survival Kits



Tourismpreneuers



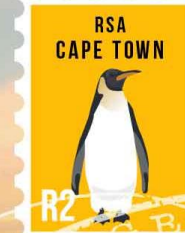
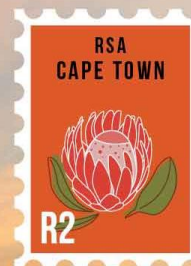
“Seeing is believing”
campaign

ADAPTING SERVICES FOR OUR VISITORS

love
**Cape
Town**

We are worth waiting for!

#CAPEOFGOODHOPE #LOVECAPETOWN



CITY OF CAPE TOWN
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ADAPTING OUR SYSTEMS



SMART REAL ESTATE SERVICES



Economic & Market
Indicators



Targeted asset
transactions



Regulatory
Compliance



Maximising Economic &
Social Return

THANK YOU



Western Cape
Government

BETTER TOGETHER.



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INVEST CAPE TOWN