



## Department of Commerce and Investment announces Terms of Reference for Upcoming Film Festival

The Department of Commerce and Investment is pleased to announce the Terms of Reference for a Film Festival to be launched in the Cayman Islands. Please see details below.

### BACKGROUND

The Cayman Islands Film Commission (CIFC) was established in January 2009 as part of the Department of Commerce, and is mandated with the promotion and development of the Cayman Islands film industry.

As a government agency, the CIFC promotes the Cayman Islands as a prime location for film, television, music video, and advertising productions, and facilitates these productions with every aspect of production from development and pre-production through post-production. The CIFC acts as a liaison between all film/photography producers and all relevant Government agencies.

In addition, the CIFC works to build capacity in the local entertainment community to create opportunities for Caymanians to write, produce, direct, and possibly finance their own projects entirely within the Cayman Islands. Through an ever-expanding educational program, locals are trained to aide incoming producers, studios, and productions as a whole.

Established Film Festivals in other places such as: Cannes France, Los Angeles, Edinburgh, New Zealand and the famous SUNDANCE Film Festival in Utah, USA are known to draw hundreds and even thousands to the event. Spin-offs and impacts have benefited these regions economically in big ways. These festivals have been the launch pad to many famous big picture motion films. The synergies created have meant, in the case of the SUNDANCE Film Festival, the creation of the Sundance Institute. This is a non-profit organization dedicated to the discovery and development of independent artists and audiences. Through its programmes, the Institute seeks to discover, support, and inspire independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work.

A Film Festival in the Cayman Islands will aid the CIFC's objectives for capacity and resource building. In addition it will create awareness of the Cayman Islands' potential as host to Film/TV projects.

### KEY STAKEHOLDERS

The Cayman Islands Film Commission has collaborated with key stakeholders including Department of Tourism and Camana Bay in an effort to establish a joint approach concerning a Film Festival for the Cayman Islands.

The concept of a Film Festival is a new area for the Cayman Islands to foster relationships and generate ambassadorship in the international source markets. Through hosting this type of event the Cayman Islands will have a presence in an unexpected realm of engagement. There is great value in this event, as it will ultimately drive visitation, which is the Department of Tourism's top strategic objective.

Department of Tourism's mission is to attract and retain visitation to the Cayman Islands by developing and implementing sustainable policies and initiatives in collaboration with all stakeholders for the benefit of the people; this aligns well with the Cayman Islands Brand. It will provide opportunities to leverage the marketing initiatives for the destination.

The potential in this event concept will allow the Cayman Islands to engage an affluent market of director, producers, actors and the like.

In anticipation of the Film Festival growth, as with Camana Bay, DOT would focus on the event to generate and increase brand awareness which is the second priority for the Tourism Department.

### BENEFITS

The Cayman Islands are committed to the development of its local film industry, and offers a number of benefits to international productions seeking to utilize the destination.

These benefits include the complete support of a film commission that will work to ensure that:

- Productions are ran smoothly
- CIFC offers production friendly entry requirements
- Productions have easy access to necessary work permits.

### OBJECTIVES

As part of our objectives, we wish to:

- Build international brand awareness
- Provide positive PR that reaches our target market
- Create a new industry and source of jobs for Caymanians
- Encourage capacity building through concurrent workshops and competitions
- Celebrate Caymanian culture
- Pave the way for increased feature film productions in Cayman
- Strengthen community relations

In addition, CIFC aims to work closely with local vendors and Government agencies to offer special rates for a variety of necessary support services. These include, but are not limited to reduction in government fees on:

- Importation of machinery and equipment
- Work permits fees.

### CRITERIA FOR PROPOSALS

In establishing a high standard for the requirements of a film festival in the Cayman Islands, the following criteria must be in place:

1. **Executive Summary** - an overview of the proposal, briefly highlighting each area.
2. **Committee** - the group of people i.e. board of directors, who are responsible for managing and organising the festival and their experience/expertise in the film industry.
3. **Schedule of Events** - a detailed schedule reflecting the proposed events with tentative dates and times.
4. **Marketing, Operations, and Development Plan** - a plan that details the marketing effort and the day-to-day operations and growth of the festival.
5. **Sponsors** - list the sponsors/sponsorship packages involved.
6. **Financial Plan and Funding** - a detailed budget of the expenses involved in producing the film festival.
7. **Festival guide** - closer to the date of the festival, a draft program guide for the festival will be required. This guide will include movie descriptions, director and writer profiles, proposed guests, guest speakers, and volunteers.

### DEADLINE FOR SUBMISSIONS

This request for proposal is available to local and international parties. A deadline of September 2, 2011 has been set for all proposal submissions or re-submissions.

