



The following
Operation Guidelines
for the Jamaica Screen
Development Initiative
(JSDI) summarises
how the initiative will
be administered and
governed
operationally.

Jamaica Screen Development Initiative

Operational Guidelines

MARCH 2024

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Overview

The Jamaica Screen Development Initiative (JSDI) is a financing initiative of the Government of Jamaica (GOJ), which aims to support and strengthen the local screen-based industries by providing a pool of funds accessible for the completion of eligible screen-based projects across various stages of development. Its focus is providing opportunities for new, emerging, and established talent behind the camera to create more, high quality, Jamaican content capable of competing in the global market.

Core Objectives

The following four objectives will be used when assessing applications. These take into consideration preferred outcomes for the growth of the Jamaican screen-based industries and Jamaica as a whole.

1. **Film Financing:** providing a source of financial support for screen-based projects made in Jamaica across various stages of screen-based productions and spanning local content creation, co-productions and destination films.
2. **Talent and Industry Development:** increasing jobs while building the capacity of creative and technical practitioners by increasing the number of high-quality, commercially viable projects produced for domestic and global audiences.
3. **Promotion of Jamaican Culture:** raising the profile of the Jamaican screen-based industries and Brand Jamaica internationally by supporting projects with strong cultural representation.
4. **Business Opportunities:** promote economic diversification and better position inward investment particularly for film infrastructure.

Guiding Principles

The following principles have guided the fund design to ensure:

- **Transparency** in the granting process, governance, and fiduciary management
- **Accessibility** to opportunities for Jamaicans worldwide to produce culturally Jamaican content for local and international audiences
- **Distribution of Risk** between individual businesses and the public and private sectors
- **Global Best Practices** are used to position Jamaican content for success both locally and internationally
- **Adaptability** to local Jamaican realities, including building upon initiatives that have brought success (and learning from those that have not)
- **Inclusivity** in experience (that is, levels and voices in terms of age, economic background and gender) and scope of project (that is, the JSDI will NOT support projects of blatantly pornographic nature, projects advocating violence, or projects inciting a violation of human rights.)

Programme Overview

Support under the JSDI is provided through six programme categories, with different lending and/or granting arrangements depending on the phase of production, stage of development, experience of producer, level of Jamaican ownership and Jamaican spend. The fund is primarily geared towards

Jamaican production and co-production, but international productions that satisfy basic eligibility criteria can also apply.

Programme Category	Programme Description	Type of Financial Mechanism	Maximum Contribution (Per Application)
Development	The development stage focuses on research, scriptwriting, storyboarding, securing talent and partners, and raising financing	No-interest loan (refundable)	J\$4 M ideally for several activities towards a single project
		Grant (non-refundable)	J\$800,000
Production	The production stage focuses on the preparation and delivery of principal photography which includes scouting, talent, services, animation, animatic, VO recordings, motion capture, film and equipment	No-interest Loan (refundable)	J\$150 M or up to 45% of production costs (whichever is less)
		Grant (non-refundable)	J\$30 M or up to 65% of project costs (whichever is less)
Completion	The completion stage brings the production to picture lock, rough cut, film scoring, VFX/compositing, colouring grading, audio design, ADR and final cut	Grant (non-refundable)	J\$15 M or up to 65% of outstanding completion costs (whichever is less)
Film Festival & Market Attendance	This promotion stage generates visibility and acclaim. Funding here will support travel and business development	Grant (non-refundable)	J\$800,000 or up to 65% of attendance costs (whichever is less)
Marketing & Distribution	This stage generates visibility, acclaim, the opportunity to monetize. Funding will cover specific deliverables required by a distributor or sales agent	No-interest loan (refundable)	J\$4.5 M or up to 65% of distribution costs (whichever is less)
Production Rebate	Covers any element of the project that is undertaken in Jamaica	Rebate (reimbursement)	10% of the total budget spend in Jamaica, up to US\$1.5 M (whichever is less)

Eligibility Criteria

Applicant Eligibility

For four of the six categories supported, namely – Development, Production, Completion and Film Festival/Market Attendance, applications may be made by an individual, or a business or company registered at the Companies Office of Jamaica (COJ). The respective applicant must own the project or be in the process of obtaining the rights to the project.

Individual Applicants:

- Must be a Jamaican citizen (birth, naturalization or citizenship) or ordinarily resident in Jamaica.
- Must be registered on the National Registry of Entertainment and Creative Industries Practitioners (E-Registry) (owned by the Ministry of Culture, Gender, Entertainment and Sport)
- Must be 18 years of age or older.
- Must be GOJ tax compliant (at time of contract).
- Will have the right to submit and produce the project for application with chain of title.
- Be directly responsible for preparing and implementing the production and not acting as an intermediary.

Company Applications

- Must be registered at the Companies Office of Jamaica.
- Be GOJ tax compliant (proof required).
- Must be registered on the National Registry of Entertainment and Creative Industries Practitioners (E-Registry) (owned by the Ministry of Culture, Gender, Entertainment and Sport)
- Must be Jamaican owned or at minimum 51% Jamaican co-owned.
- Registered to operate as a production company in audiovisual production activities.
- Will have the right to submit and produce the project for application with chain of title.

There may be cases where projects submitted are co-owned by two production companies. In those instances, one company meeting the criteria above should be identified as the lead applicant (for the purposes of completing the application and for receiving any awarded funds).

It should be noted that a blacklist will be maintained of all applicants that have not met, or breached, the terms and conditions outlined in any contracts signed with the JSDI, which will make them ineligible for any future support.

International Eligibility: For Marketing and Distribution as well as Production Rebates, any company registered internationally can apply, but they must meet the product eligibility as well as the other criteria outlined to be eligible for support. For Production Rebates, a local production partner is required.

Product Eligibility

A product is eligible if it is a live-action or animated work in the following formats, open to all genres:

- feature film which at least 60 minutes in length or more

- short film at least 7 minutes in length and up to 20 minutes
- animated short at least 2 minutes in length and up to 20 minutes
- web series / episodics / mini-series
- reality / unscripted content
- Films may be shot in digital, super 16- or 35-mm formats
- Must be registered with the Jamaica Film Commission before principal photography (or production) begins

Product Ineligibility

A product is not eligible to apply to the JSDI if:

- the application relates to work in the following formats:
 - music video
 - advertisement and/or commercials
 - news, sports or dailies
 - work that is intended primarily to capture another art form, such as filmed theatre, sporting or music events
 - podcasts, livestreams or influencer content
- it is a filmed production such as an artist installation work; an immersive (VR/XR) work; or a video game

Application Process

Making an Application

Applications that are under the **Development, Production and Completion Support** categories, can be made in keeping with a call of applications, which will be done no more than two to three times per year. However, applications for **Film Festival and Market Attendance, Marketing and Distribution** and **Production Rebates** may be made on a rolling basis.

Application forms and relevant documentation are available on the Jamaica Promotions Corporation (JAMPRO) website at <https://dobusinessjamaica.com/jamaica-screen-development-initiative/>

Application Documentation & Supporting Materials

Applications will be accepted online using the provided form. Once you select the category of support being sought the application will guide you as to the documents to be uploaded. There are some key documents and supporting materials that are a mandatory requirement, and some that are optional, which if included, will add to the strength of the application. these include:

***KEY:** Dvmt – Development; Prod – Production; Comp – Completion; FF/MA – Film Festival and Market Attendance; M&D – Marketing and Distribution; ProdReb – Production Rebate; O – Optional Document/Support Material; M – Mandatory Document/Support Material.*

Document Type	Notes	Dvmt	Prod	Comp	FF/MA	M&D	ProdReb
Proof of Jamaican citizenship or residency (for individuals or main shareholder)	1	M	M	M	M	O	O
Proof of registration on the National Registry of Entertainment and Creative Industries Practitioners		M	M	M	M	O	O
Proof of Tax Compliance (TCC, TCL)	2	O	O	O	O	O	O
Development Timeline		M	--	--	--	--	--
Previous Work Samples	3	O	M	M	--	--	--
Script, including Draft	4	O	M	--	--	--	--
Budget	5	M	M	M	M	M	M
Finance Plan (source of funds); including cash flow	5	O	M	M	M	M	M
Shoot/Production Schedule		O	M	M	--	--	M
Treatment/Pitch Deck/Project Proposal/Production Plan/Storyboard/Animatic	6	M	M	--	--	M	--
Letter of Intent (commitments or attachments) for distributors, sales/marketing agents, etc.		O	O	O	--	M	--
Writer's Statement		M	--	--	--	--	--
Producer's Statement		O	M	M	--	--	M
Director's Statement		O	M	M	--	--	O
CVs (creative team; to include primary applicant/contact)		M	M	M	--	--	M
Proof of IP Rights or Ownership	7	M	M	M	M	M	M
Proof of participation in an international Film Festival or Market event.	8	--	--	O	M	--	--
Financial Statements &/or Bank Reference		O	M	--	--	--	M
Proof of Relevant Industry Association Membership (JAFTA, WIFTJA, JANN, etc)		O	O	O	O	O	O
Companies Office of Jamaica Letter of Good Standing		O	O	O	O	O	O

Notes:

1. This includes birth certificate or Jamaican passport (or stamp in passport, if applicable)

2. If not submitted at the point of application, the proof must be submitted at point of contracting, if awarded.
3. Work samples should from the applicant, but can include the creative team as well.
4. The screenplay with a detailed description of the scenes and synopsis.
5. Finance and Budget:
 - a. Breakout of the total cost of the project and the details of the financing plan, particularly for the production stage.
 - b. The finance plan must contain names of partners (companies or individuals) and the type of financing (debt, equity, in-kind, etc.).
 - c. It should also outline amounts already secured, or applied for and when decisions are expected.
 - d. State the total cost of the category of funding you are seeking and provide a breakdown of the funding that you are seeking from the JSDI.
6. The Production Plan must include the distribution strategy
7. This could include chain of title: option or purchase agreement/clearance agreement/copyright registration certificate or filing receipt/life story right agreement/financing agreement/settlement agreements, releases and waivers.
8. This could include a letter of invitation to screen – sales agent, meeting with prospective distributors and financiers.

JAMPRO reserves the right to request additional documentation or an oral presentation for clarification or general enquiry of applications.

Multiple Applications

Applicants may submit multiple applications for funding in the following cases:

- A single project qualifies for a funding category and also qualifies for subsequent funding categories within a year of the first application. For example, a project qualifies for development funding and subsequently qualifies for production and completion funding – resulting in one (1) project, but three (3) applications.
- A single project wishes to apply both for the grant and the loan available under a specific category, such as for Development, resulting in two applications.
- A single writer or producer has a slate of projects. Each project will require a separate application submission and will be assessed on its own merit.
- A project has been selected to be exhibited at multiple film festivals where grant funding would be required. Each film festival acceptance will require a separate application submission and will be assessed on its own merits.

Evaluation and Selection Process

Application Verification Process

All applications submitted will be subject to a validation check to ensure mandatory eligibility criteria is met and that all sections of the application have been completed. In addition, checks will be made

as to whether all mandatory documents have been uploaded with the relevant information for the evaluation included.

Should an application be ineligible, correspondence will be sent to the primary applicant advising that the application has not been accepted for consideration. Where such an application requires amendments, an opportunity to amend and resubmit an application may be extended to the applicant.

Evaluation of Applications

The process of evaluating applications will vary based on the type of application that is being considered.

- I. For applications that are under the **Development, Production and Completion Support** categories, there will be a call of applications no more than two to three times per year after which an Evaluation Committee external to JAMPRO will be convened to review the applications with no less than five evaluators being assigned to every application. Each evaluator will provide independent evaluated scores for each application, which will be used during the selection process. Evaluators will be assigned based on their experience in a particular area to ensure that the skills and experience match with the application being evaluated.

These independent evaluators selected from a pool of international and local persons meeting the following competency criteria:

- International Film Sales and Acquisition
 - Cinematography & Film History
 - Local and International Film Production
 - Film Studio Operations and Management
 - Film Financing
 - Script Development
 - Film Festival Programming & Selection
 - Film Public Relations (PR)
 - Talent Management & Representation
 - Industry Promotion
 - Intellectual Property Rights
- II. For all other category types, that is, **Film Festival and Market Attendance, Marketing and Distribution, and Production Rebates**, there will be a rolling acceptance of applications by JAMPRO, which are evaluated individually and funded where the decision is favourable.

Evaluation Criteria

The key evaluation considerations are as follows:

Track Record of the Applicant	<ul style="list-style-type: none"> • Demonstrated track record and ability of the creative team to progress development, execute production or market completed projects. • Track record of production company / individual • Track record of creative team (including director, writer and key cast) • Business viability of applicant company
Feasibility of the Project	<ul style="list-style-type: none"> • Feasibility of the project with respect to budget, financing, schedule and scope • Creative & Commercial merit of the project and potential for critical and commercial success (originality, quality and production-readiness of the script, and the director's vision for the film or the quality of the footage).
Commercial Attractiveness and Viability	<ul style="list-style-type: none"> • Demonstration of market interests and global marketing strategy. Includes: marketing and business plan with intended audience, marketability, and international sales and distribution potential, with any letters proving market interest.
Potential Benefits to Jamaica and the Jamaican Film Industry	<p>Benefits to the Jamaican economy, including:</p> <ul style="list-style-type: none"> • Projected Jamaican expenditures • Number of Jamaicans employed in the production process • Total projected number of days of employment for Jamaicans • Ownership by Jamaicans • Cultural Value to Jamaica

Notwithstanding the above, the score assignments for each of the above will vary depending on the type of application.

Evaluation Considerations

Applications to the JSDI must:

- meet the product eligibility criteria
- have writer attached at the development phase (having a producer attached will strengthen an application)
- have, at a minimum, a writer and producer attached for any stage post-development
- come from a creative team where the writer, producer and (if applicable) director are all over the age of 18
- have secured, or can secure, the rights (including any underlying rights) in the project. The rights do not have to be in place at application stage provided you are demonstrably confident that you will be able to irrevocably option the rights during development and as a pre-condition to signing a contract to access funding.

For each category of support, the following is important to note for your application:

Development Support	<ul style="list-style-type: none"> • Must have a clear concept and vision • Must demonstrate clear understanding of development needs and timelines
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	<ul style="list-style-type: none"> • Must demonstrate estimated project feasibility, viability and market potential • Be ideally thematically Jamaican; wholly or partially • Be ideally set in Jamaica; wholly or partially • Projects awarded funding must be wholly or partially produced in Jamaica.
Production Support	<ul style="list-style-type: none"> • Have a writer, producer and director attached • Be ideally thematically Jamaican; wholly or partially • Be ideally set in Jamaica; wholly or partially • Projects awarded production support funding must spend a minimum of 40% of the production budget on Jamaican goods and service providers Engage a local film production company to facilitate in-island logistics and execution of the production <p>For Film Production:</p> <ul style="list-style-type: none"> • Minimum of 50% below-the-line Jamaican crew hired • Minimum of 20% hired Above-the-Line, Head of Department, Key Creative, or Lead Talent. <p>For Animation Projects:</p> <ul style="list-style-type: none"> • Minimum of 20% below-the-line Jamaican crew hired • Minimum of 50% hired Above-the-Line, Head of Department, Key Creative, or Lead Talent.
Completion (Post-Production) Support	<ul style="list-style-type: none"> • Must have completed principal photography and demonstrate proof of same <p>For Film Production:</p> <ul style="list-style-type: none"> • Projects awarded funding must spend a minimum of 40% of the production budget with Jamaican goods and service providers. <p>For Animation Projects:</p> <ul style="list-style-type: none"> • Projects awarded funding must spend a minimum of 40% of the production budget with Jamaican goods and service providers.
Film Festival & Market Attendance	<ul style="list-style-type: none"> • Must demonstrate acceptance to film festival or relevant exhibition activity
Marketing and Distribution	<ul style="list-style-type: none"> • Must demonstrate plans for distribution and marketing • Must have letter of commitment/agreement from a sales agent, marketing agency, etc.
Production Rebates	<ul style="list-style-type: none"> • Must not have benefitted from any other disbursements under the JSDI, or any disbursed funds have been fully repaid/returned. • Must have letter of commitment/agreement from a distributor at contract signing • Minimum spend of US\$500k in Jamaica or on Jamaican goods and services • Engage a local film production company to facilitate in-island logistics and execution of the production (for overseas companies) <p>For Film Production:</p> <ul style="list-style-type: none"> • Minimum of 50% below-the-line Jamaican crew hired • Minimum of 20% hired Above-the-Line, Head of Department, Key Creative, or Lead Talent.

	<p>For Animation Projects:</p> <ul style="list-style-type: none"> • Minimum of 20% below-the-line Jamaican crew hired • Minimum of 50% hired Above-the-Line, Head of Department, Key Creative, or Lead Talent. • Be ideally thematically Jamaican; wholly or partially • Be ideally set in Jamaica; wholly or partially • Must facilitate job shadowing and training of local crews; to include interns from relevant tertiary institutions • Must include plan to host workshops for Jamaican film-makers
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Disbursement Process

Applicants that have been recommended by the Evaluation Committee will have to be recommended by the Oversight Committee for approval by the JAMPRO Board of Directors. Any amounts over J\$60 M will require the approval of the Cabinet of Ministers of the Government of Jamaica. Once approved by the relevant body, successful applicants will then be notified of selection and provided with draft contract documentation for review.

At this stage, proof of tax compliance (Tax Compliance Certificate – TCC) will be mandatory, along with proof of other funding sources, where relevant. The negotiation process will determine the following for inclusion in the contract:

- Obligations of the Awardee, including but not limited to:
 - Delivery of the product, including timelines
 - Delivery of other commitments
 - Reports to the JSDI
- Disbursement requirements, process and timelines
- Loan repayment guidelines (if applicable)
- Disbursements will be made in Jamaican currency except in the instances of Marketing and Distribution, and Production Rebates (where appropriate)

All final disbursement amounts and schedules will be approved by JAMPRO.

Governance Structure

Jamaica Promotions Corporation

The Jamaica Promotions Corporation (JAMPRO) is an agency of the Government of Jamaica’s Ministry of Industry, Investment and Commerce (MIIC), and is responsible for the promotion and facilitation of business opportunities in export and investment to the local and international private sector. As the Government entity created to stimulate the development of industries, such as Film and other Creative Industries, JAMPRO will lead the implementation and administration of the JSDI through two main channels.

- I. **Jamaica Film Commission:** The Commission was established in 1984 and operates alongside the Film, Animation, Music (FAM) department within JAMPRO. The Jamaica Film Commission

is mandated to promote the Jamaican film industry through facilitation of activities that increase investment, export, and employment in the sector.

- II. **JSDI Project Office:** A Project Office will be established to work alongside the Film Commission to administer and operationalize the JSDI. Led by a Project Manager, the Office will be accountable to the Oversight Committee for overall performance and compliance on meeting the milestones and accountabilities established for implementation of the Initiative.

JSDI Oversight Committee

An Oversight Committee will serve as the governing body providing direction, guidance, and leadership to ensure efficient implementation and effectiveness of the activities to attain success and alignment with fiduciary practices of the Government of Jamaica.

This governance committee will be appointed by the JAMPRO Board, based on nominations presented by the Film Commission, with industry input. The Committee will also appoint and monitor a Project Manager to manage the activities of the JSDI.

JSDI Evaluation Committee

Members of this Committee will be appointed by the Oversight Committee and will comprise local and international film industry experts possessing the requisite knowledge and expertise to evaluate applications and provide recommendations for the award of funding. The Committee members' key objective is ensuring that projects are in alignment with the Initiative's objectives, criteria, and fiduciary practices. This Committee will play a pivotal role in ensuring the fair and effective implementation of the JSDI. Each member of the Committee undertakes independent evaluations, and the Committee will only meet to finalise application reports.

Government of Jamaica Cabinet of Ministers

The Cabinet of Ministers, which is the Executive leadership of the Government of Jamaica has a fiduciary responsibility for the project budget allocations, including any adjustment to disbursements limits as well as any single awards in excess of J\$60 M.