



JAMPRO
TRADE & INVESTMENT JAMAICA

FAM Call for Projects: Information Session

Presentation by Tristan Alleyne

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Thursday, December 10, 2020
3:00pm – 4:00pm



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About the Film Commission

- **OUR PURPOSE:** Build global relationships and realize business opportunities
- **OUR VISION:** To be a world class business enabler and promotions agency, making Jamaica the premier destination to do business in the film and animation industries.
- **OUR MISSION:** Drive Jamaica's economic development through growth in investment and export within these sectors.

The Jamaica Film Commission is housed within the Film, Animation and Music department at JAMPRO, an agency of the Ministry of Industry, Investment and Commerce.



The Function of FAM

Promotion of Export & Investment Opportunities

- Facilitate business opportunities between qualified international and local clients
- Progress investment and export opportunities that result in employment of Jamaicans, capital expenditure, and production expenditure

Sector Development Initiatives

- Advance sector development through signature programs and ecosystem building
- Collaborate with the respective industry associations, partners, and stakeholders

Promoting Jamaica as a Film Business Location

- Represent Jamaica at international festivals/markets to promote the country as a business location for film
- Promote databases of locations, content, talent, and resources / services

Film Production Advisory and Facilitation

- Process film registration for all projects being filmed in Jamaica
- Liaise between government agencies, private sector, and production companies
- Facilitate standard and specialized permits eg: bond waivers, work permit, special items, public areas, and other specialized requests

Policy and Advocacy

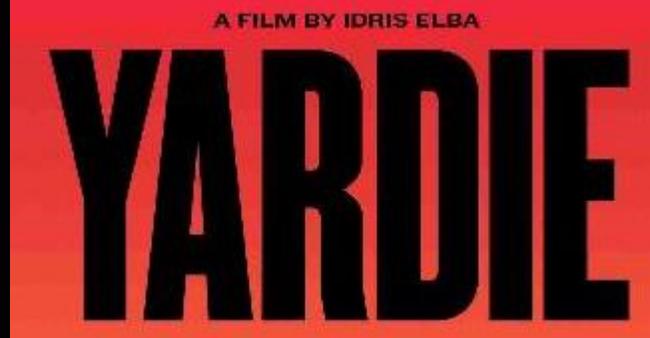
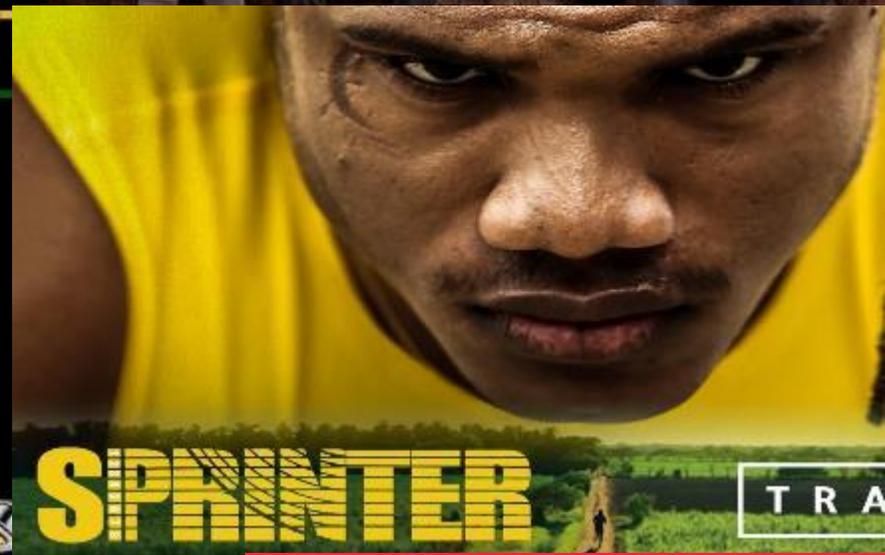
- Advocate for incentives, policies, research, and funding for portfolio sectors
- Facilitate the Productive Inputs Relief (PIR) under the Fiscal Incentives Act (FIA) for local entities to access eligible incentives

INDUSTRY SNAPSHOT

- ❑ The Jamaican film industry contributed over J\$2.5 billion to national GDP in 2018/19, up 97% from J\$1. 2 billion in 2017/2018
- ❑ Approx 100 international productions are facilitated by the Film Commission per year. **19 so far this year.**
- ❑ Over 2600 jobs were created by the film industry in 2018/2019. **355 jobs so far this year.**
- ❑ US \$2,462,337.54 recorded in CAPEX from 203 Productive Inputs Relief (PIR) requests in 19/20 . **US\$365k so far this year.**
- ❑ Documentaries and television productions led the genres in 2019-20, with 30 documentaries and 17 television productions being filmed in Jamaica
- ❑ 3 feature films were filmed in Jamaica in 2019-20 – **SISTER IGNATIUS, JOSEPH, BLANKA**; as well as the following high-profile non-feature productions:
 - ❑ THE REAL HOUSEWIVES OF NEW JERSEY (TV Series)
 - ❑ GROWING UP HIP-HOP (TV Series)
 - ❑ ROYALTY by XXXTENTACION, Ky-Mani Marley, Stefflon Don & Vybz Kartel (Music Video)



HIGH PROFILE PRODUCTIONS





The Call for Projects

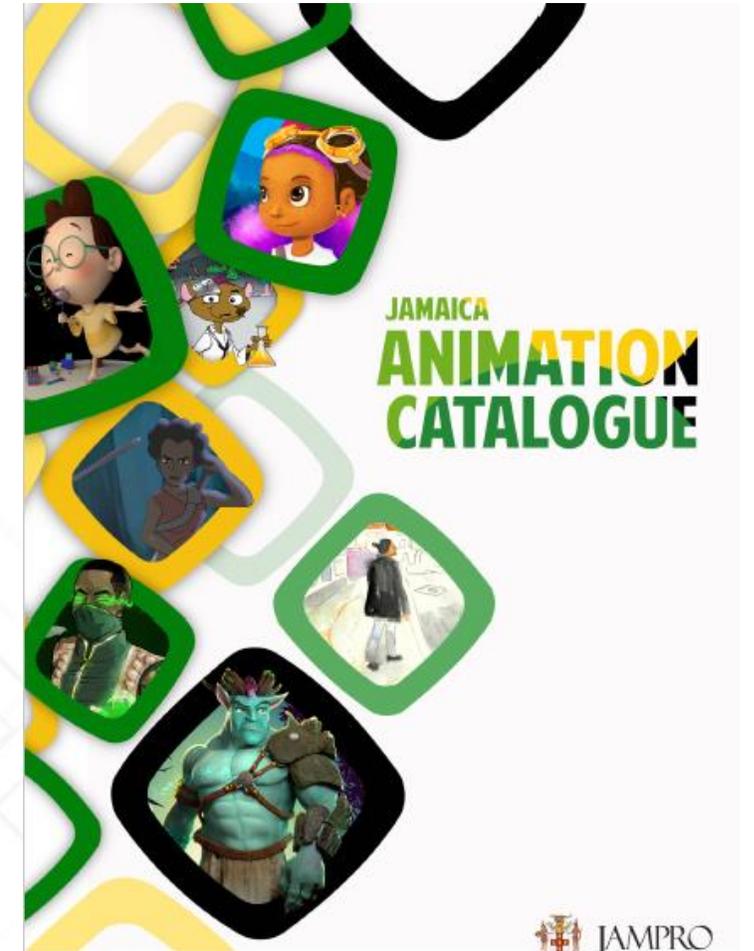
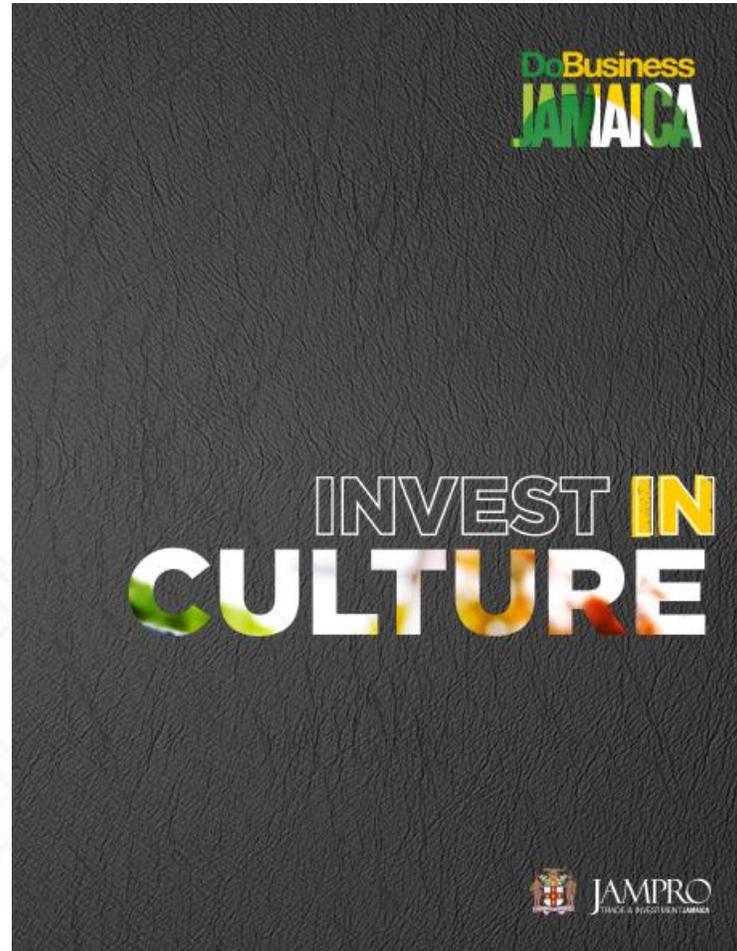
Why should you submit your project to the Film Commission?

The Open Call

The Open Call is the FAM department's annual call for all **investment ready, commercially viable** projects which can be categorized as **Content, Physical and/or Digital Infrastructure**.

Submissions are **confidential**, will be processed for selection based on a set of **established criteria**, and by a team including **JAMPRO, JANN and JAMPRO**.

Accepted projects will be included in **JAMPRO promotional catalogues** and all **promotional activities**.



The Open Call: Benefits

Catalogues

- **First point of contact** of a potential investor with your project.
- Catalogues will be available on the **FilmJamaica** and **JAMPRO** websites and shared with prospective investors
- Projects in the catalogue given national **stamp of approval**

Events and Initiatives

- JAMPRO organizes and attends several events per year to **promote investment opportunities** – e.g. film festivals, local investor forums, development initiatives, digital subscriptions
- **Marketing team** highlights projects under development in the press

B2B Meetings

- The Film Commissioner acts as a **sales agent** for completed content in the catalogue and a **producing partner** for content under development
- The Film Commission is actively seeking meetings **to connect Prime Accounts (local and international) with Catalogue Clients**
- Project owners retain all rights to their projects

CLIENT OUTREACH



MAINEVENT
Entertainment Group Limited.



TYLER PERRY STUDIOS

NETFLIX



A Strong Application: Basic Information

Section 1

Name of Company

Contact Information

Primary Contact

Position

Telephone contact

Email

Address

Section 2

Title

Sector:

Film/ Animation/ Music

Category

Concept description (Max 150 words)

Stage of development

Under production/
In production/
post-production/
completed/ other

Idea/ Beta/
Licensing,
Trademark or
Patenting/ Other

Research/ Site
selection/ Raising
capital/ Business
registered/
Expansion/ Other

Estimated budget

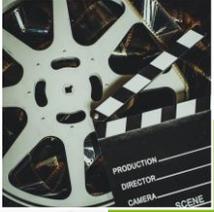
Investment modality

Debt/ Equity Investment/ Debt and Equity/ Joint Venture

Value of Loan

Implementation period

A Strong Application: Criteria for Selection



CONTENT

- Logline/ Synopsis
- Team composition
- Indication of investment readiness
- Profile of project owner
- Distribution and marketing plan
- Business Plan/ Feasibility study
- Proof of concept



DIGITAL INFRASTRUCTURE

- Business solution
- Team composition
- Market research
- Functionality/ User Friendliness
- USP
- Investment readiness
- Profile of project owner
- Business Plan
- Proof of concept



PHYSICAL INFRASTRUCTURE

- Business solution
- Team composition
- Market research
- Site selection
- Investment readiness
- Profile of project owner
- Estimated budget



Next Steps



THANK YOU!

THANK YOU!



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