



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

# Pitch Perfect: Public and Private Opportunities for Creative Economy Companies

Renee Robinson, Film Commissioner of Jamaica

Presentation for Kingston Creative Culture Forum, Sept 2021



**DoBusiness**  
**JAMAICA**  
INVEST • TRADE • CONNECT  
[dobusinessjamaica.com](http://dobusinessjamaica.com)

# THREE TAKEAWAYS AT THE TOP

1. Network to keep aware of available opportunities. Sometimes it feels like there is little support, but there are public and private institutions, locally and regionally, that deliver talent and incentive programs. Join your industry association!
2. Identify and incorporate persons with financial expertise into your core team. Investors assess the strength of the team, as well as their interest in the project.
3. If possible, invest in yourself - by paying for the data that is needed to demonstrate audience drivers and financial projections

# ABOUT THE FILM COMMISSION

Established in 1984, the Jamaica Film Commission at JAMPRO serves a dual portfolio

- production facilitation and industry development for screen-based sectors
- Investment and export progression of business opportunities in film, animation, and music

We build global relationships and realise business opportunities through the delivery of initiatives that increase investment, export, trade, and employment in the film, animation, and music sectors in Jamaica





# FUNCTION AND SERVICES

## Promotion of Export & Investment Opportunities

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

## Sector Development Initiatives

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

## Promoting Jamaica as a Film Business Location

- Represent Jamaica at and lead national delegations to international festivals/markets to promote the country as a business location for film

## Film Production Advisory and Facilitation

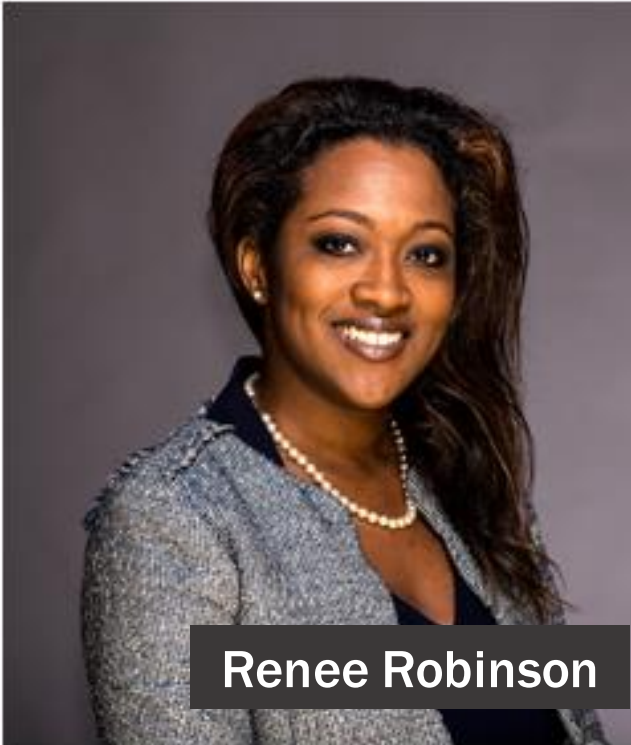
- Process film registration for all projects being filmed in Jamaica
- Liaise between government agencies, private sector, and production companies
- Facilitate standard and specialized permits eg: bond waivers, work permit, special items, public areas, and other specialized requests

## Policy and Advocacy

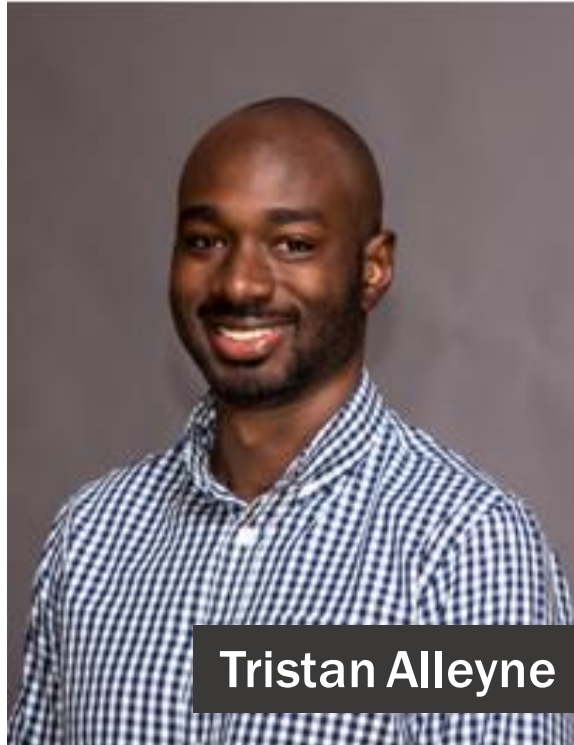
- Advocate for incentives, policies, research, and funding for portfolio sectors
- Facilitate the Productive Inputs Relief (PIR) under the Fiscal Incentives Act (FIA) for local entities to access eligible incentives



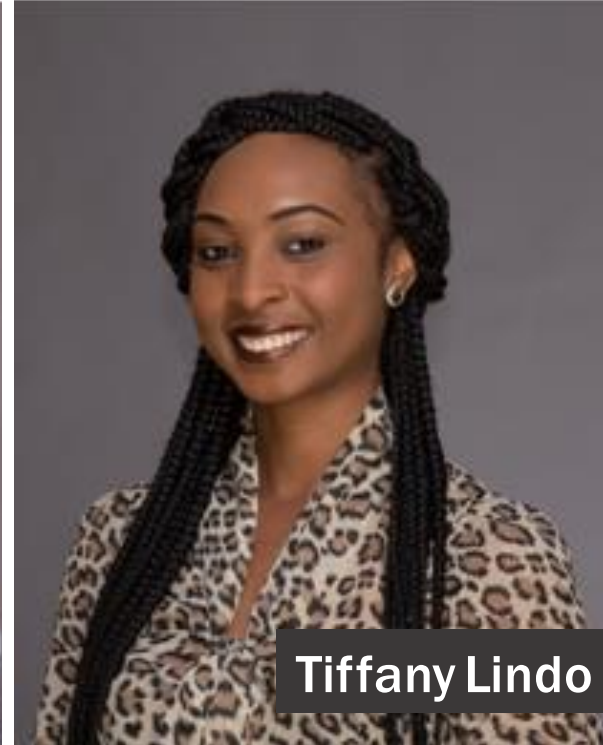
# THE FC / FAM TEAM



**Renee Robinson**



**Tristan Alleyne**



**Tiffany Lindo**



**Sheldon Reid**

# FC/FAM STRATEGIC PRIORITIES (2020-2024)

## Create more jobs for Jamaicans in screen-based industries

- Increase the quantity and scale of international productions shooting in Jamaica / hiring Jamaicans
- Increase the quantity and scale of local productions shooting / hiring in Jamaica

## Stimulate financing and business opportunities

- Increase the participation of private and public capital in the creative economy
- Improve the capability of creative economy companies to access financing

## Deepen Routes to Market

- Pursue opportunities for international co-production, distribution, exhibition, market attendance, and global partnerships
- Increase high-quality, investment-ready, commercially-viable local content and talent

## Legitimize the ecosystem

- Institute global best practices, transparent procedures, and industry standardization
- Support the empowerment of industry associations
- Contribute to economic impact data and build out ecosystem value chain

## Make Jamaica the Regional Knowledge Leader

- Lead on regional collaboration projects
- Represent the nation and the region in international fora
- Demonstrate ease of doing business in Jamaica

# FULL LIST OF ACTIVATIONS (2020-2024)

Signature & Partner Programs	Ecosystem Advancement	Policy / Advocacy / Research	Inv / Exp Promotion
JAFTA Propella	Jamaica Screen Development Fund	Baseline Economic Impact Study	Leads progression Prime Accounts
Film Lab JA	Production Offset Program	Policies and Roadmaps: Culture, Film, Animation, CCI	National delegations
ExportMax	Film Licensing Regime	Productive Inputs Relief	International Talent Programs
CDB / CIIF Animation Business Model Project	National Business Portal	National Export Strategy	Capital Campaign
Artiste Management Program	UK Co-Production	Special Economic Zone Double Taxation	

Kingston Creative



# WHAT DOES THE FC/FAM NOT DO?



We do not provide script consultation services, or match individual writers to producers



We do not provide formal / technical training



We do not sponsor, fund, or plan screenings of your film or film event



We do not fund your attendance at film festivals or industry markets



We do not fund your film (currently!)



# COVID RESILIENCE AND SUPPORT PARTNERS



Ministry of  
Culture, Gender,  
Entertainment  
and Sport



JAMPRO  
TRADE & INVESTMENT JAMAICA



Development Bank  
of Jamaica Limited

Facilitating Economic Growth & Development



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# JAFTA PROPELLA

- **Support:** 5 filmmakers each receive J\$500,000 development grant, J\$125,000 equipment grant, script writing, directing, producing, festival strategy, attendance at 2 international festivals.
- **Objectives:** 5 short films produced each year
- **End Goal:** Sales & Distribution, Acquisition
- **Outcomes:** 18 short films produced over 4 years
- **Market Attendance Activities:** Toronto International Film Festival (TIFF), Trinidad & Tobago Film Festival, Clermont Ferrand Film Festival

Info@jaftaonline.org

THE JAMAICA FILM & TELEVISION ASSOCIATION (JAFTA)  
PRESENTS

**JAFTA**  
JAMAICA FILM & TELEVISION ASSOCIATION

# PROPELLA

## 2020

**SUGARCAKE**  
WRITTEN & DIRECTED BY JOSHUA PAUL  
PRODUCED BY SAEED THOMAS

**SINK OR SWIM**  
WRITTEN & CO-DIRECTED BY TONY HENDRIKS  
CO-DIRECTED & PRODUCED BY NATALIE THOMPSON

**HIGH STRANGENESS**  
WRITTEN & DIRECTED BY DIDI BECK  
PRODUCED BY CARLEENE SAMUELS

**KNOCK, KNOCK**  
WRITTEN & DIRECTED BY DARIO SHIELDS  
PRODUCED BY FRANK O'NEILL

SUPPORTED BY:

@jaftaonline

WWW.JAFTAONLINE.ORG



# FEATURE FILM LAB

- **Support:** 15 participants receive production, script editing and screenwriting training, financing and distribution training, and market attendance to a finance market with the opportunity to pitch and develop a feature by the end of the 3-year program.
- **Objective:** Secure financing towards development of feature film
- **End Goal:** Production of feature film
- **Outcomes:** 2 films have received pre-production financing.
- **Market Attendance Activities:** Berlin International Film Festival / European Film Market; Tailored B2B Activity (due to COVID)

[Info@jaftaonline.org](mailto:Info@jaftaonline.org)



The poster features a background image of three people in a meeting, overlaid with a film strip graphic. The text is as follows:

BRITISH COUNCIL

# FEATURE FILM LAB JA

COHORT 3

## OPEN CALL

SCREENWRITERS • PRODUCERS • STORY EDITORS

**DEADLINE: SEPTEMBER 30, 2021**

APPLY NOW! [WWW.JAFTAONLINE.COM/FEATUREFILMLABJA](http://WWW.JAFTAONLINE.COM/FEATUREFILMLABJA)

JAMPRO TRADE & INVESTMENT JAMAICA

JAFTA JAMAICA FILM & TELEVISION ASSOCIATION

# BUSINESS OF SUSTAINABILITY FOR STUDIOS (BOSS)



- **Support:** Production studio entrepreneurs groomed to grow their businesses into sustainable and profitable animation studios (“mini MBA”).
- **Objectives:** Upskill professional studio executives; assess, expand, and/or create managerial skills; develop key instruments to attract investment including pitch bibles, demo reels, financing plans, licensing plans, merchandizing plans and digital strategies
- **Outcomes:** 15 animation companies reporting business development from 2 markets/trade events. 8 local investors have to date attended an outward mission to LA to meet with senior executives from major and independent studios, talent agencies, legal firms and production companies
- **Market Attendance Activities:** Kidscreen Summit, MIPCOM, Los Angeles Investor Tour



# KINGSTON CREATIVE PARTNERSHIP



**KINGSTON CREATIVE hub** **JAMPRO**

**JOIN US FOR A WORKSHOP**

**HOW TO MAKE A WINNING PITCH FOR YOUR CREATIVE PROJECT**

**SATURDAY, OCTOBER 3<sup>RD</sup>**  
10AM - 12PM

Learn to package your creative concept as an investment ready business with **DMITRI DAWKINS, CEO Graft Ventures**

Live-streamed via **ZOOM**.

**GRAFT VENTURES** **JAMPRO** **KINGSTON CREATIVE hub**

- **Purpose:** Aimed at enabling creatives to succeed so that they can create economic and social value, gain access to global markets and have a positive impact on their community.
- **Objectives:** To support creative entrepreneurs to develop their practice and showcase their work in a sustainable way and reposition Jamaica as a place that actively invests in and develops its creative economy
- **Activities:** Digital Commissions (Open Commissions), Workshops (developing and pitching creative projects), Pitch Competition, B2B Meetings with Local Investors
- **Outcomes:** 14 creatives selected for pitch competition to secure funding for their creative projects, whether for development, production or distribution (12 pitches); 19 B2B meetings (TVJ, Mystique, Jamaica National, The LAB)

# CDB CIIF: CARIBBEAN ANIMATION BUSINESS MODEL



- **Purpose:** To facilitate Caribbean studios working together to increase their chances of attracting international contracts; and to develop, produce and release content based on original IP. The project is funded by the CDB and implemented by JAMPRO and multiple regional partners and stakeholders.
- **Activities:** Content creation testing exercise conducted by 3 regional studios using software in the cloud platform LoUPE by Tangent Labs.
- **Outcome:** At [www.caribbeananimation.com](http://www.caribbeananimation.com), studios will be able to find information on the model, on local and regional incentives, connect to and contract other studios, freelancers and interns outside of their geographic location. Potential clients would be able to use the website to find studios in the region.

# EXPORT MAX

- **Partners:** JAMPRO, JMEA, JBDC
- **Purpose:** To build internal capacities of existing exporters and export ready firms to be competitively positioned, to take advantage of market opportunities to increase export sales.
- **Objectives:** Identify the specific needs of target companies and to design and implement customized enterprise development initiatives to improve their export business performance and competitiveness; improve overall management and operations of companies, increase export sales
- **Activities:** Diagnostic Gap Analysis, Training Workshops/Seminars, Export Market Development and Penetration (targeting), Mentorship Programme, Engagement of Creative Economy Consultant
- **Outcomes:** 50 companies (in total) enrolled in programme; 6 FAM companies (Liquid Light Digital, Krystal Clear Productions, STUSH Marketing, Mango Tales Publishing, Blue Banyan, Television Jamaica)





# ITC/UKTP EXPORT READINESS PROGRAMME

- **Purpose:** Supports creative economy companies in African, Caribbean and Pacific (ACP) countries to take advantage of duty-free, quota-free access to EU and UK markets under Economic Partnership Agreements (EPAs).
- **Objectives:** Builds the capacity of targeted firms/products to export to UK/EU markets in selected pilots.
- **Activities:** Support is tailored to the local context and includes: Logistics and supply chain; Meeting technical/quality requirements; Export marketing; Fostering market links



The poster features a background of a dark theater with rows of blue seats. At the top, a large screen displays the text: "PRESENTING THE UKTP PROGRAMME" in bold white letters, followed by "HOW COMPANIES FROM FILM, ANIMATION AND MUSIC CAN BENEFIT" in smaller white letters. Below the screen, a calendar icon with a red checkmark is positioned to the left of the date and time: "October 22nd, 2020" and "11:00 am". At the bottom, a large blue oval button contains the text "REGISTER NOW" in white, with "(ATTACHED ZOOM LINK)" in smaller white text below it.



# OTHER PROGRAMMES AND INITIATIVES

- Local Film Festivals: Portie Film Festival, GATFFEST
- International Labs: Rotterdam Lab, Creators of Colour Lab
- JAFTA Porter TV Pilot Fellowship
- UNESCO Transcultura (under development)



**JAFTA**  
JAMAICA FILM & TELEVISION ASSOCIATION

**EPISODICS**  
PRESENTS

**JAFTA / PORTER  
SCREENWRITING  
FELLOWSHIP**

- **Develop** your television or web series
- Two (2) grant awards of **US\$1000**
- Pitch Session with **Scott Stoops**, Good Fear Content

**MENTORS**

<b>Producer/ Screenwriter Aisha Porter-Christie</b> (Orphan Black, Shadowhunters, Ransom)		<b>Producer/ Screenwriter Jeremy Boxen</b> (Orphan Black, Killjoys, Imposters)	
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**DEADLINE  
JUNE 15, 2020**

Must be an active JAFTA General Member to apply. For eligibility and further details go to:  
[WWW.JAFTAONLINE.ORG](http://WWW.JAFTAONLINE.ORG)



**ROTTERDAM LAB 2021  
JAMAICAN EMERGING  
PRODUCER SELECTION**

**Nadean Rawlins**  
Producer


# INCENTIVE REGIME

## Productive Input Relief

- Duty-free importation of capital equipment and raw material for persons working in the manufacturing, tourism and creative industries, among other sectors.
- The creative industries PIR is administered by the MCGES, JAMPRO, and the Jamaica Customs Agency.
- Beneficiaries must be registered with the Entertainment Registry
- Film registration also allows incoming productions to benefit from facilitation Support through JAMPRO and the Film Commission

## Double Taxation Treaty

- Bilateral treaty with the US, Canada and several others.
- Citizens of both countries are relieved from double taxation on income earned in either country.
- Productions may be eligible to claim a refund on taxes paid on production in Jamaica.

## UK-Jamaica Co-Production Treaty

- UK/Jamaican, Third party minimum contribution
- 20%; maximum – 60% of production costs
- Film production only, no TV

## Special Economic Zones

- Customs duty relief, GCT relief, Employment tax credit, promotional tax credit, corporate income tax headline rate of 12.5% (as low as 7.75%) and capital allowance.
- Must be approved under JSEZA

# WHO CAN BENEFIT FROM THE PIR?

entertainment@mcges.gov.jm

Creative Industries Practitioners - individuals and companies engaged in **motion picture production, sound recording production and/or musical performance.**

## Motion Picture Producers

A **taxpaying company or individual** engaged in the production of motion pictures (including animation) on a **commercial basis** for **direct use** by the taxpayer **in motion picture production** (including any part thereof) **in Jamaica.**

Film production, visual art production, distribution, broadcasting, post production, etc

## Sound Recording Producers

A **taxpaying company or individual** engaged in the **production of sound recordings** on a **commercial basis** for **direct use** by the taxpayer **in sound recording production** (including any part thereof) **in Jamaica** or the **Caribbean Common Market.**

Recording company, music production, artiste management, etc

## Music performers

A **taxpaying company or individual** engaged in the **performance of musical works** on a **commercial basis** for **direct use** by the taxpayer **in the performance of musical works** (including any part thereof) **in Jamaica** or the **Caribbean Common Market**

Event management, theatrical production, booking agency, promoter, etc



# WHAT GOODS ARE ELIGIBLE FOR THE PIR?

entertainment@mcges.gov.jm

Except for musical instruments, the goods list for creative industries is not static, but must be defined by the principles of Customs Tariff (Revision) (amendment) Resolution, Schedule 3, Part 7 as referenced below and approved by partners.

## Motion Picture Production

**Equipment** (including software, parts, accessories and support systems thereof) designed for **commercial use** and **used directly** for the purpose of **motion picture or sound capture and recording, animation, production lighting or post-production editing and finishing of a motion picture.**

Cameras, mics, lights, animation software, editing software, laptops, etc

## Sound Recording Production

**Equipment** (including software and parts and accessories thereof) which is **designed for professional use** in a sound recording studio and **used directly** for **sound capture and recording, instrumentation, mixing and mastering of sound recordings.**

Audio interface, microphones, headphones, mixing board, amps, etc

## Music performances

Musical instruments falling within Tariff Headings 92.01, 92.02, 92.05, 92.06, or 92.07

Pianos, keyboard instruments, wind instruments, string instruments, percussion instruments, etc



# WHAT DO YOU NEED TO APPLY?

[entertainment@mcges.gov.jm](mailto:entertainment@mcges.gov.jm)

## Existing Recognised Motion Picture Producers

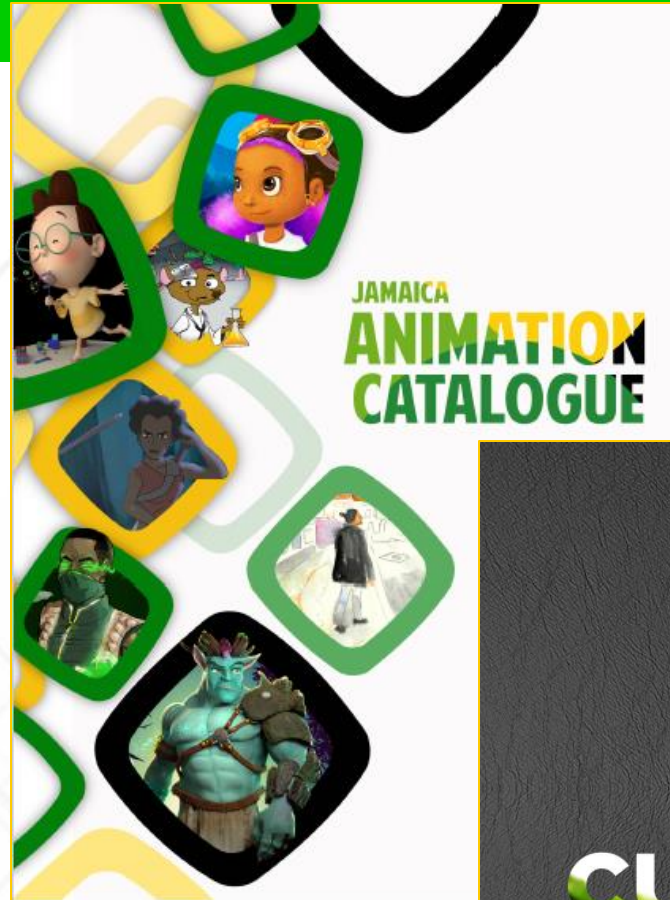
- Tax Compliance Certificate (TCC)
- Entertainment Registry Certification

## New Companies and Individuals

- Entertainment Registry Certification
- Business Plan
- Company or Individual Profile
- TCC/ TRN
- Certificate of Incorporation, Articles of Association and Business Registration Certificate
- Letter of Financial Commitment to undertake development (for companies building studios)
- For Edna Manley College students – a letter from the School's Registrar that they're registered for the semester in which the incentive is applied for, and that they are students in good standing.

# JAMPRO OPEN CALLS

- Selected projects are included in JAMPRO promotional catalogues and all promotional activities.
- These catalogues are regularly sent to streamers, distributors, developers and financiers.
- Catalogues are made available on Film Commission and JAMPRO websites and partner websites such as JAFTA and JANN.
- Catalogues are often the first point of contact with your project and inclusion ensures a national stamp of approval



# CLIENT OUTREACH

FILMRISE

Bejuba  
entertainment



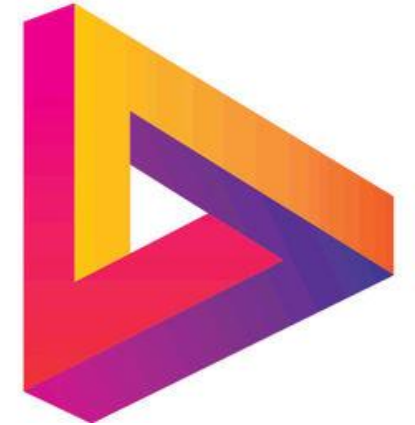
BET★



salaud  
morisset



ANONYMOUS  
content



TYLER PERRY STUDIOS

NETFLIX

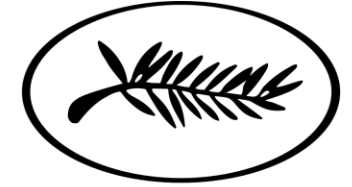
nickelodeon™

FilmOne  
Distribution & Production



# INTERNATIONAL OPPORTUNITIES

- JAMPRO participates in several high-profile international investment forums and festivals per year to **promote investment opportunities**. These include **film festivals, investor forums** and **digital marketplaces**.
- These are usually attended with a self-funded or programme sponsored **national delegation**.
- All selected projects are featured in **B2B sessions, panels, presentations, mailing list blasts** and **screening opportunities** according to the stage and needs of the project.
- JAMPRO **Marketing team issues** features and highlights projects under development in the press.
- The objective is to develop and progress Qualified Leads – validated export and investment business opportunities



FESTIVAL DE CANNES

**kidscreen**



short**filmdepot**

# BUSINESS TO BUSINESS

- The FAM department organizes **B2B sessions** between local and international investors and FAM project owners which are attached to matchmaking and/or pitching activities.
- These are normally organized as part of **development initiatives** such as the Film Lab or YEDAI programme, local film festivals such as GATTFEST or KingstOOn;
- **Investment forums** such as Jamaica Investor Forum and KingstOOn 2021 Roundtables; and
- **Standalone investment initiatives** such as the Kingston Creative Best Pitch Forward initiatives (2020) or the upcoming Local Capital Campaign (2021).
- **Project owners are responsible** for progressing opportunities after connections are established.



# INVESTORS INITIATIVES / B2BS



4 investor initiatives hosted by JAMPRO for creative economy companies between 2019-2021



28 individual investors, representing 11 firms from commercial banks, private capital, wealth management, angel networks



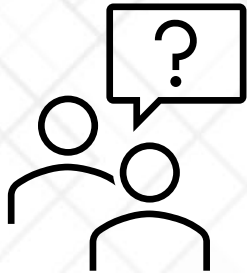
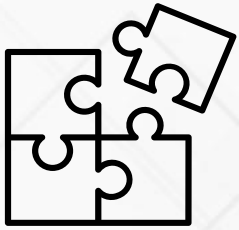
52 film, animation and music projects have been pitched, from Open Calls



86 meetings held, 16 qualified leads, 2 projects



# INVESTOR FEEDBACK / AREAS FOR IMPROVEMENT



- Excessive funding requests based on data provided
- Lack of detailed and realistic budgets
- Lack of research-based audience projections
- Lack of research-based revenue projections
- Lack of timelines for ROI
- Lack of offset, distribution, or sponsorship agreements
- Lack of requirements specific to stage of production
- Inaccurate accounts of investment required
- Need to highlight creative and financial expertise on your team
- Lack of clear benefits to the investor and timelines
- No Clear Ask

**Renee Robinson**

Film Commissioner of Jamaica

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[film@jamprocorp.com](mailto:film@jamprocorp.com)

**THANK YOU!**





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Jamaica Film Commission [www.filmjamaica.com](http://www.filmjamaica.com)

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