



TERMS OF REFERENCE

DESIGN AND IMPLEMENTATION OF AN ENTERTAINMENT PLAN FOR THE ARTISAN VILLAGE IN FALMOUTH

1. Background

The Tourism Enhancement Fund (TEF), and Agency of the Ministry of Tourism is undertaking the development of an Artisan Village at the Port of Falmouth, Jamaica. This is a heritage site and the Artisan Village will reflect this sensibility. The Artisan Village will open to the public in 2021.

The activities at Falmouth will be themed around Sugar and Rum. The space will be themed to look like a seaport from which Sugar and Rum are exported. This subject includes all the players in Falmouth's past and present and underpins Jamaica's past.

The rationale for this project is linked to poverty reduction, reduction in unemployment creation, entrepreneurship and growth of the local economy. Indeed, Artisan Village is intended to bring artisans into contact with the tourism value chain.

2. Objectives of this Competition

The Artisan Village will be Jamaica's newest attraction. This is a new type of attraction intended to reflect the location in which it is placed and to offer Jamaicans and visitors an authentic Jamaican experience to include food, music, culture, arts and craft.

The broader goal of Artisan Villages is to provide artisans and other creative persons with opportunities to earn a living from the practice of their creative skills.

To that end the Government of Jamaica (GoJ), in furthering of the objectives of the Tourism Sector Development Plan of 2005, part of Vision 2030, is tasked with developing Artisan Villages. In furtherance of that goal the Tourism Enhancement Fund is tasked with facilitating the design and development of Artisan Villages which will be themed to reflect their location and offer spaces to artisans who will establish shops in keeping with the theme. Artisan Villages will be marketed by the Jamaica Tourist Board.

The Artisan Village at Falmouth is the first Artisan Village. This new attraction will offer Jamaicans and visitors a new understanding of Jamaica, Jamaican culture and

how Jamaica is connected to the rest of the world. In addition, the Artisan Village at Falmouth will be a place where Jamaicans and visitors alike will find authentic pieces of Jamaican to take home. This will at once increase visitor spend and improve the economic and social development.

At the Artisan Village at Falmouth, visitors will expect to experience an 18th century wharf, exporting sugar and rum. All the shops will be themed to reflect Trelawny's historic past and colourful characters. All staff will be costumed as per the period, and there will be entertainment daily, provided by local artists.

The entire site will feature the most up to date technology delivering promotion, inventory management, point of sale payments, tracking of items and customers, and providing remote access to shop operators.

Artisan Villages are a new innovation in Jamaica, which promises to make a real difference in what people find out about Jamaica, and more directly how artisan products and Jamaica's art and crafts are presented. It is our intention to reveal to Jamaicans and visitors alike, a Jamaica they barely know.

3. Scope of the Assignment, Tasks, Components and Expected Deliverables

Entertainment programming is an essential part of leisure services offered in resort areas. Live entertainment creates memories that last long after the vacation, and often serves as a decision-making factor in choosing the resort for your vacation.

The services of an experienced and knowledgeable, Artistic Director who oversees all aspects of hiring and staging of the **creative, artistic and cultural** production of the entertainment package at the Artisan Village, will be required. The entertainment package will be developed, managed and executed under the leadership of the Artistic Director. Such activities include assessing and selecting the performances that will be shown, recruiting actors and performers, setting production schedules as well as managing the production budget.

The entertainment package will be performed at prescheduled times daily by trained, professional performers contracted for this purpose. Performers should include, musicians, dancers, actors along with requisite technical staff for choreography, set and prop design, audio visual, lighting and other areas. In addition, performers will also welcome guests and serve as tour guides in the Artisan Village.

3.1 The Consultant will be tasked with:

- i. Development of a cultural and entertainment package in keeping with the theme of the Artisan Village
- ii. Development of scripts, narratives, music, lighting plans, etc. to be included in package
- iii. Design and produce all costumes, set designs, props, etc. required
- iv. Contract with requisite talent and service providers including dancers, musicians, actors, technical staff
- v. Transportation for cast and crew, as needed
- vi. Accommodation for cast and crew, as needed
- vii. Conduct all auditions within agreed timeframe
- viii. Facilitate tour guide training of cast members

4. Time Schedule

- (a) Design and development - 2 weeks
- (b) Hiring, contracting staff - 1 week
- (c) Training and rehearsals - 7 weeks
- (d) Set design and construction - 8 weeks

5. Evaluation Scheme

Interested Consultants/Firms will be determined to be short-listed by providing documentary evidence demonstrating in their Expressions of Interest that they have the relevant resources, description of similar assignments conducted, adequate qualifications, have experience in similar conditions, and availability of appropriate staff whether by themselves or in conjunction with other eligible firms. As a result of the EOI's evaluation, TEF will short-list three (3) Consulting Firms or association of firms, that will be invited to submit Technical and Financial Proposals.

Evaluation will be done via a comparison of Interest received as follows:

NO.	EVALUATION CRITERIA		POINTS
A.	Key Experts qualifications and Competence specific for the assignment Points allocated as follows: Education, training and experience as it relates to the specific assignment - 100%	[Max. 40 pts]	
B.	Demonstrable capabilities including resources owned and/or access to resources Works undertaken that best illustrates capability to handle tasks assigned:	[Max. 20 pts]	
C.	Experience in developing and implementing Entertainment Plan/Packages in the Tourism and Entertainment in Tourism under similar conditions	[Max. 20 pts]	
D.	Support Specialist facilities and Organization Support Staff qualification, experience and ability specific to the assignment	[Max. 20 pts]	
	TOTAL POINTS (max. 100)		