



St. Maarten Carnival Development Foundation

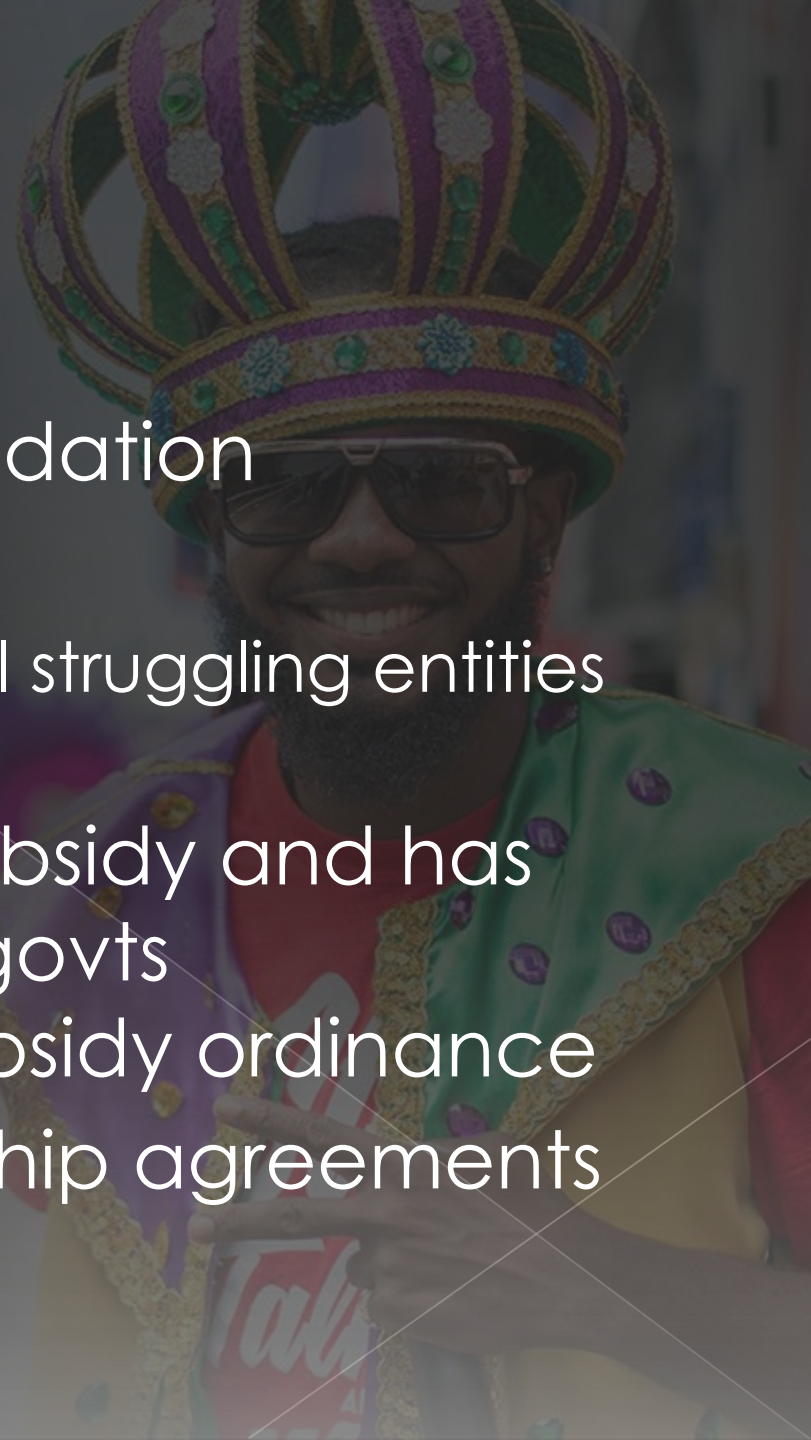
Discussing issues surrounding
Carnival being put on bid in 2023

Parliament of St. Maarten



About the SCDF

- Private NON-Profit Foundation
- 31 years of service
 - > Put in place after several struggling entities and committees
- Has always received subsidy and has always complied with govts interpretation of the subsidy ordinance
- Has multi-year sponsorship agreements and a loan



About the SCDF – The Board

- Alston Lourens – Parliament of Sint Maarten, Faction Staff, Radio Host My88.3, Entrepreneur – President – 14 years with SCDF
- Paula Gordon – Gebe, PR - Vice President – 9 years with SCDF
- Franciane Peterson – Nagico, Sr Claims Admin – 14 years with SCDF
- Micheal Granger – Journalist and Entrepreneur – 21 years with SCDF
- Edwardo Radjouki – Shagio NV ,Operational Manager - Board member – 23 years with the SCDF
- Marie Gittens – Civil Servant - Board member – 9 years with the SCDF
- Vida Boyrard – Berman and Keuning Law Firm, Secretary - Board member – 19 years with SCDF
- Angela Colli – SZV – Board member 9 years with SCDF
- Roland Rommy – GEBE, Pensioner - Board member – 17 years with the SCDF

135 Years

About the SCDF – Main Activities

- Preparations – Long term planning
- Negotiations - Gaining sponsorship
- Registration – Annual registrations across several activities
 - Season Passes
 - RoadMarch and Bandclash
 - Bands
 - Pageantry
 - Troops
 - Calypso
- Stakeholder meetings
 - Booth holders
 - Vendors
 - Troops
 - Bands
 - Artists
 - Pageants
 - Promoters
 - Government departments

SCDF WORKS EVERY YEAR
WITH GOVT DEPARTMENTS
ACROSS THE FOLLOWING
MINISTRIES:

VROMI - TEATT
JUSTICE - ECYS
VSA - FINANCE

About the SCDF – Providing Opportunities

The SCDF takes pride in providing new opportunities to persons and entities in SXM. Here are a few:

- Calypso outsourced to Skys the Limit and RAW Productions
- Pageantry outsourced to Posh Production for 5 years
- Youth Extravaganza outsourced to several organizations
- Local Only Jouvert. Made a policy only allowing Local Bands in Jouvert 2015
- Developing new Cultural Activities and Events:
 - Culture/Heritage Night
 - Pan Xplosion Showcase
 - Village Cook Up and Village Cock Up
 - Cultural and Heritage Parade
 - Bandclash
- New shows:
 - Soca Rumble
 - Caribbean Flag Fest
 - Night of the Hit Makers
 - Bacchanal Sunday
- Foster professional relationship with new Calypso Association.
- Contracted young, local entrepreneurs for vital services in Carnival Village.
- Sponsorship

Our Post Carnival 50 Plans

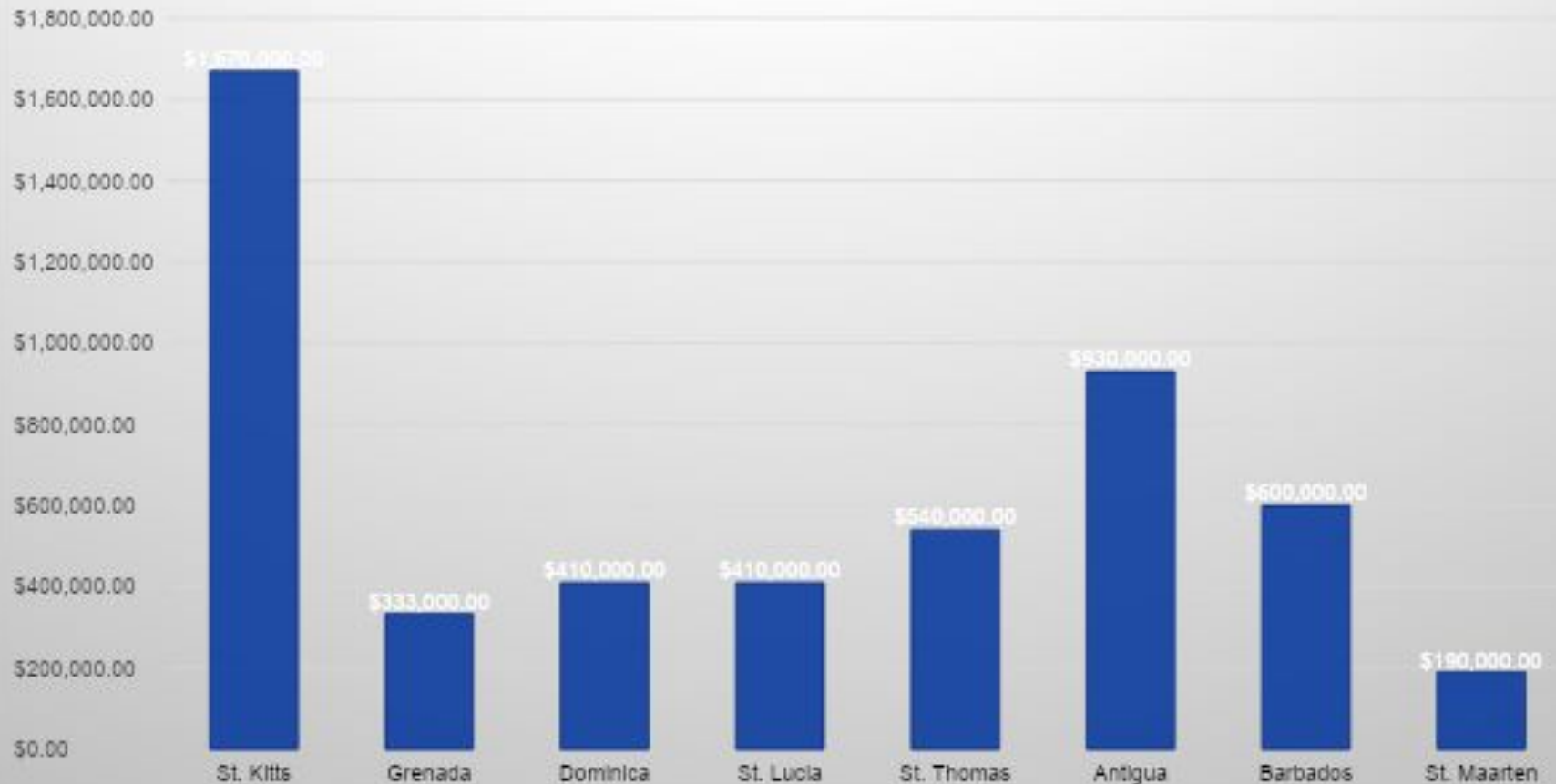
- Increased involvement MINTEATT and Culture Ministry
- Identify symbiotic benefits between Tourism & Heritage/Culture
- Streamline all operations
- Too many not contributing at all or not enough
- Address roll-over debts with new agreements
- Introduce innovation in most aspects to increase efficiency
- Focus on a mix of "Tradition" and "Culinary"
- Examine pricing for the public vs. Rising costs of Carnival
- Revive the Junior aspects of Carnival
- Expand working committees
- Host multi-day retreat for key stakeholders

Carnival 2022 - Challenges

- Coming out of a 2 year hiatus
- Financial shortfall
 - Recovering economy
 - Covid 19 uncertainty

Challenges - Funding

- Government Subsidy – 190k for Marketing
- Lowest in region while having longest festival



Challenges – Cost of Carnival

- Some of Carnival's Biggest Costs
 - Sound and Light - \$115k
 - Festival Village - \$55k
 - Garbage and Cleaning – \$85k
 - Security - \$55k
 - Prizes – \$80k
 - Entertainment fees - \$200k+

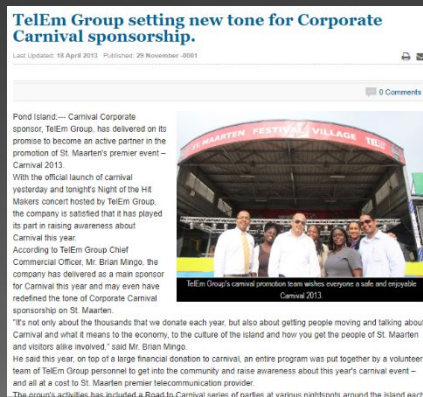
Challenges – Festival Village

- No repairs since Hurricane Irma
- Building repainted with no repairs or maintenance done
- SCDF is expected to repair and get facility ready



Challenges – External Decisions

- Govt increased and then cut subsidy the following year with no discussion or warning with the SCDF.
- Govt signing exclusivity agreement with TELEM via SOG
- Govt's 50 Pass giveaway and the consequences thereafter.
- Govt's cancellation of Carnival 2021, 10 days after greenlight
- **Parliament quietly passing a budget amendment law in 2021, putting Carnival on bid for 2023 and the consequences thereof.**



Why Us? Why now?

- The SCDF has never failed to execute Carnival
- Why the secrecy? SCDF has sought clarity since this was first mentioned:

July 8, 2021 (Email to MP Brison)

July 21, 2021 (Email to MINTEATT)

July 28, 2021 (Email to MINTEATT)

Aug 7, 2021 (Email to MINTEATT)

Jan 11, 2022 (Email to MINTEATT)

Feb 18, 2022 (Email to MINTEATT)

April 7, 2022 received a letter from MINTEATT, which repeated the language in the amendment and clarified nothing.

SCDF sent another letter on May 7, 2022 with clarification questions. Again, no reply to date.

Why Us? Why now? Pt2

- MP Brison met with 2 board members separately and gave versions of this pending bid arrangements that tried to make us not further pursue the issue.
 - SCDF being given the Village
 - This marketing group being able to attract bigger artists
 - The SCDF being given operation costs to be the landlord of carnival.
- Is this policy of putting festivals on bid to be implemented for all festivals?
 - SXM Festival?
 - Heineken Regatta? (MOU in 2022)
 - Oualichi Festival – Best Weekend Ever?

Proposals to Govt by SCDF

- Proposed that Govt not disburse subsidy to the SCDF, instead disburse to the Tourism Bureau to pay main bills – which was advised by MINFIN
- Proposed an MOU to govt since 2015
- Proposed to manage The Festival Village. Would include maintaining facility, forfeiting subsidy, SCDF would pay concession to govt.

Proposals to Govt by SCDF

- Better use of Carnival Marketing subsidy
 - Cost efficient and free avenues for marketing available.
 - Journalists want to come for free.
 - Had preliminary discussions with Port SXM about including Carnival stakeholders and the foundation at trade conferences.
 - Inclusion of our national airline. No cost.
 - Attending regional Carnivals and Festival
 - STB including Carnival in their strategic discussions with our tourism reps in every market. No cost.

Proposals to Govt by SCDF

- Subsidy is needed for operational financial support
- Some of the proposed increased subsidy should go to cultural stakeholders, our creatives.
- Involving the Culture Department is a must.
- SXM should be placing more emphasis on developing cultural products and activities while simultaneously showcasing more of our heritage and the cultural aspects in its tourism promotion efforts.
- Dialogue between SCDF and the Government on these issues needs to finally happen.
- All can be governed in an MOU.

Conclusion

- The board of the SCDF is asking Parliament to put a halt to this bid for carnival allowing us to execute our restructuring plans and honor our present long standing agreements with sponsors.
- And we would like to finalize the MOU with government for the future.