



CONTRACT

Ministry of Tourism

Hon Deputy Premier
Moses Kirkconnell
Ministry of Tourism
Cayman Islands Government
Government Administration
Building
Elgin Avenue, George Town
Grand Cayman, Cayman Islands

8 August 2018
Dear Hon Deputy Premier

Thank you for choosing Fountainhead to provide public relations consulting and communications services for the Ministry of Tourism. Fountainhead is committed to working with you as a business partner by providing the highest level of professional service and working with you to achieve your business goals.

This is a letter of engagement between the Ministry of Tourism, hereinafter referred to as "the Client" and Fountainhead, that outlines the agreed terms and conditions for the specified work. Please do not hesitate to contact me if you have any questions whatsoever about the contents of this letter.

Warm regards,

Denise Gower
Managing Director





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SCOPE OF WORK

A Cruise Berthing Facility and Cargo Port

The Ministry of Tourism has identified a need for Cayman to build a cruise berthing facility and an updated cargo port for the continued development of Cayman's cruise tourism industry, which currently is 1.7 million passengers a year strong, as well as to create efficiencies and therefore cost savings for the importation of goods.

Strategic and tactical communications activities in support of the Ministry PR staff member have been requested to ensure that the public has all of the relevant information about this project. This document outlines the scope of work and deliverables to provide such support.

ADMINISTRATION

Administration of this project will include meetings, progress reports, analytics reports, invoicing, and contract amendments as necessary, communication with the necessary project personnel and other work to ensure that the project tasks are completed on time, and to a high level of quality.

Fountainhead's deliverables are:

- Prepare for and participate in weekly communications meetings with the project team to account for work completed, plan for next steps and agree timeframes for delivery of those activities
- General day-to-day project management and administration
- Work planning schedule and coordination of tasks
- Prepare monthly progress and analytics reports and submit invoices in a timely manner

COMMUNICATIONS PLANNING

Public Information Plan

Fountainhead will provide the Ministry with a strategic communications and public information plan that will feature campaigns to deliver on the Ministry's goals of developing and maintaining a consistent level of public communication to build trust, public awareness, understanding and support for the project.

This plan will identify the following:

- target audience segments,
- key messages (per audience segment)
- an activity plan detailing the tactics for delivering the messages and the timeframe for the delivery of those messages
- the communications channels to be used to deliver the messages (print, radio, TV, media relations, town halls, social media, landing page, search engine optimisation, etc)
- who will be responsible for delivering which elements of the plan

It will also describe the processes for Fountainhead to deliver the project tasks and how the information will be disseminated and how information requests and enquiries will be handled.



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Activities described in the plan will be implemented and managed by Fountainhead, with the Ministry providing oversight, direction and approval of all messaging. Fountainhead will respond within 24 hours of contact by the Ministry to address any needs/issues.

Website

Fountainhead will create a landing page website (one page) that will provide the project information and key messages. Search engine optimisation will be utilised. This will be updated as needed and will be reviewed for accuracy once a month.

The Ministry will provide approval of all documentation, images and materials that are posted on the site. Fountainhead is not responsible for domain names or hosting fees.

Social Media

Fountainhead will create a social media content strategy and calendar as part of the strategic communications plan. At the beginning of each month, the content will be generated for that upcoming month, which will require Ministry sign off. Fountainhead can post the content. Content will be generated with an average of one post per channel per day.

Fountainhead will prepare a social media guidelines document that dictate how responses are to be made to comments and when to revert to the Ministry for comment/support.

Press Releases

Fountainhead will research and write up to three press releases a month, depending on information availability. The Ministry will approve such releases and issue them to the media.

Newsletters

Fountainhead will design and write content for a monthly e-newsletter that summarise the latest news regarding the project. Fountainhead will manage the database of subscribers to the newsletter and will hand that information back to the Ministry when the contract period is complete.

Video

Fountainhead will work with a Ministry-approved videography team to develop the concepts, story-boards and art direction of a strong video-based campaign. Filming and editing is not covered under this contract and will be billed separately.

Town Halls

Fountainhead will organise up to three town hall meetings, including sending out notifications of the meetings and securing the venues.

The Ministry will be responsible for any security, food and beverage requirements and preparing speaking notes.



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Advertising

Fountainhead will provide graphic design for a suite of up to six advertising concepts, for use in digital or print media and will provide those in print and appropriate digital files. Fountainhead will produce up to six radio ads, including script-writing, sourcing talent and on-site art direction for the ad production at a local radio station.

The Ministry will book and pay for the media space for such advertising, or Fountainhead can provide this service with full prepayment of the media fees from the Ministry.

DELIVERABLES

Fountainhead will provide:

- a strategic communications and activity plan that covers audiences, key messages and channels for delivery
- availability for weekly progress meetings with the Ministry
- organising three town hall meetings, as outline above
- create and maintain social media channels
- create and maintain a landing webpage for the project
- prepare key messages and provide updates to those messages monthly as the project develops
- research and write up to three press releases a month
- design and write content for a monthly newsletter
- prepare suitable responses to comments in the press
- prepare monthly progress and analytics reports showing engagement and progress against key performance indicators

The Ministry will provide:

- review and approval of the strategic communications plan
- review and approval of the key messages documentation and press responses
- review and approval of the social media content
- review and approval of the website content
- arrange for press conferences and speaking notes for those conferences
- participation at the town hall events, all third party costs related to those events and speaking notes
- Monthly payment of the CI\$5,000 retainer fee as well as any other mutually agreed additional costs (media space, or other third party costs)

TIMEFRAME FOR DELIVERY

Estimating a six month contract, starting 9 August 2018 contract start date, the following timeframe is feasible:

ACTIVITY	DURATION
Communications plan, including key messages	1 week
Landing page design/content	2 weeks
Social media strategy/content/set up	1 weeks then ongoing
Press releases	Up to 3 per month, ongoing
Newsletter template design	1 week



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Newsletter content
Video production
Advertising

1 per month
TBD – questioning video production team
1 week for concept creation

CONFIDENTIALITY

All Client information will be handled with the utmost confidentiality and materials prepared and received, including strategic and development plans, business plans, co-developer identities, cost and rate data, business records, client lists, spending amounts, project records, market reports, employee lists and business manuals, policies and procedures, information related to processes, technologies or theory and other information which may be disclosed as a result of or in connection with an engagement will be considered the proprietary property of the Client and will not be used for any other purpose than what is outlined in this letter of engagement.

The Client agrees to hold confidential any design work, ideas, creative plans, advertising and promotional plans contained in pitch presentations and related proposals and any other information provided by Fountainhead to anyone except employees or advisors who need to consider the work, and these employees and advisors must also abide by the terms of the agreement. Any of the strategies, designs, ideas and concepts presented by Fountainhead may not be used unless Fountainhead is employed or express written permission is obtained.

COSTS

The above work will begin at the signing of this agreement at a cost of C\$5,000 per month and is based on a six month time frame. The contract can be extended for an additional six months based on agreement from both sides at the end of the initial term.

TERMS AND CONDITIONS

FEES & INVOICING

Work will begin when this agreement is signed. The first month's payment is due upon signing and every 30 days thereafter. Invoices are typically sent out at the beginning of each month.

All quotations are valid for 60 days from date of submission indicated on the proposal.

This fee does not cover any third-party expenses, including, but not limited to: media space, printing, shipping, event costs (such as room rental, food and beverage, etc.), videography or images. Any of these costs incurred by Fountainhead on behalf of the Client will be agreed in advance and billed back at cost.

This contract is for the work as described above. Further work, outside of this contract can be undertaken at agreed fees and timelines.



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SCHEDULE & REVISIONS

Revisions may be discussed verbally, however no work will be done until a client submits revisions in writing, by email. Three rounds of small revisions are allowed; after that, additional changes are charged based on an hourly rate.

Where the execution of a project, or part thereof, is dependent on the supply of information, content, materials or approvals by the client and such supply is delayed, withheld or otherwise unforthcoming, the Agency accepts no responsibility for completing the project or its constituent phases within the agreed project calendar timings and any such calendar will automatically be considered invalid. Furthermore, if the client withholds information, content, materials or approvals for more than 14 days without just cause that make it impossible for the Agency to continue the execution of the project or phase thereof, the Agency will be entitled to consider the project as a whole completed, and will invoice the client accordingly.

If there is no contact from the client for 30 days, the project will be considered on hold and a reinstatement fee of 10% of the overall project will be charged in order to proceed. After 90 days of no communication, the project will be considered abandoned and a new quote will be issued before proceeding.

TERMS OF USE & PROPERTY

All proposals, designs or models presented by Fountainhead (the Agency) remain the property of the Agency until final acquisition by the client. Final acquisition means the settlement in full of all fees and disbursements presented in the relevant invoices. ANY use in any form or media, whether in part or in full and without limit of time, of any concept, design, or proposal presented by the Agency to the client will constitute immediate acceptance of said concept, design or proposal and the Agency will be entitled to invoice in full for the work presented.

PROJECT COMPLETION & TERMS

Once the agreed number of cycles of versions/corrections within a project or phase thereof have been presented, the Agency will consider that the project or phase to have been completed and that all fees due relative to that project or phase will be invoiced in full and in accordance with the stated value, irrespective of whether the work is put into production or not.

When the Agency is contracted exclusively to realise a project, which includes research, concept creation, implementation of graphics and other content, pre-production, production and general project supervision, it is the responsibility of the client to give final approval of all steps, including the authorisation to advance to the final production phase. The Agency will accept no responsibility whatsoever for any defects or errors brought to its attention after such approvals have been given by the client.



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ACKNOWLEDGE AND ACCEPTANCE

Please indicate your approval of the terms of this engagement by signing where indicated below.

Thank you very much once again for choosing Fountainhead. We are looking forward to working with you!

Kind regards,

A handwritten signature in black ink, appearing to read "Denise Gower".

Denise Gower

FOUNTAINHEAD

Accepted by: _____

A handwritten signature in black ink, appearing to be initials or a stylized name.

A large, stylized handwritten signature in black ink.

13/8/18

Print name: _____
