



Request for Proposal
for
Entertainment Show

July 23, 2007

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I. BACKGROUND

Boatswain's Beach

Pronounced 'Bo-suns' Beach, this one-of-a-kind, 23 acre adventure marine park is one of the most exciting in the Caribbean.

Boatswain's Beach celebrates Caymanians' stewardship of the seas and relationship with nature through tactile, colorful, educational and memorable experiences.

The park allows visitors to experience the rich history of Caymanian life in a fun and safe environment while providing opportunities to observe and interact with native flora and fauna. In keeping with its cultural heritage, Boatswain's Beach is the new home of the world renowned Cayman Turtle Farm.

A full description can be found in Attachment A.

Entertainment Show

Boatswain's Beach, (hereinafter BB) is soliciting proposals from qualified ENTERTAINMENT COMPANY PROVIDERS (hereinafter ECP) to enter into an agreement for the provision of weekly entertainment at Boatswain's Beach. The ECP should create a proposal that meets the requirement and specifications as set forth in this document. This agreement will be a one (1) year agreement. At the discretion of BB, and under mutual agreement, providing the terms and conditions remain the same, BB has the option to renew this contract for an additional two (2) years. It is BB intent to make one award as a result of this Request for Proposal (hereinafter RFP).

Objectives

The objectives to be achieved by the ECP in this service are as follows:

- To prepare a highly entertaining dinner show for guests at the Park.
- To prepare options for entertainment during the day for guests at the Park.
- To ensure that the equipment and personnel to be used in this service will be of the highest standard and in compliance with all Cayman Islands laws and regulations.

These and other work-related requirements are more fully delineated in Section II - Scope of Work.

II. SCOPE OF WORK

SPECIFICATIONS

The ECP is required to develop, choreograph, program and perform a highly entertaining show for guests that visit the Park. The show should include music, skits, dancing, comedians, and magicians to name a few. The show should be geared for families.

It should be noted that the ECP is only responsible for the show's entertainment and not Food and Beverage needs.

It is estimated that this service will start on or about November 30, 2007.

The ECP will designate a Show Coordinator to liaise with BB Communications Officer in the Marketing Department, to perform all scheduling and other needs associated with the show. The Show Coordinator will also attend meetings as required with matters that relate to the show.

The ECP additionally is responsible for:

- Providing personnel for the service that is in full compliance with all safety, courtesy and professional standards.
- Providing personnel with uniforms that are approved by BB.
- Maintaining the approved level of liability and other insurance and pension in compliance with local laws and regulations. The ECP will provide written documentation of such to BB prior to commencement of services under this contract.
- Ensuring that all equipment to be used in this service complies with all safety regulations.
- Maintaining detail maintenance of show equipment.
- Devising a comprehensive (24) communication system to liaise between themselves and BB.
- Being responsible for all travel, set up, expenses, installation and removal of all necessary materials and structures to complete the show. All expenses shall be inclusive of the final price proposal.

Work to be Performed

The ECP Scope of Work includes the following two work elements:

1. Weekly Dinner Show
 - a. This will be a two hour show which should include a break period for interaction with guests such as dancing. A suggested schedule can be found in Attachment B.
2. Daily Entertainment
 - a. The proposal should include ideas and costing for entertainment in the park during the day (for example, stilt walkers).

III. PROGRAM MANAGEMENT

Direction

The ECP shall be managed by the Marketing Department at BB.

It is expected that informal weekly meetings will be held with the ECP and that a formal concise written report will be required from the ECP on a monthly basis in a format determined by BB.

Schedule

ECP to liaise with the Communications Officer to perform all scheduling and other needs associated with the service. The show is planned for every Tuesday, Wednesday, and Thursday night. During the busy season, additional day(s) will be added.

IV. PROPOSAL PROCESS AND SCHEDULE

The schedule for selection of a contractor for this Project is as follows:

Proposal due:	Friday, August 17, 2007
Interviews with selected finalists:	Friday, August 24, 2007

Questions should be directed to:

Cassandra Harris
General Manager - Marketing
825 NW Point Road
PO Box 812
Grand Cayman KY1-1303
Email: casandraharris@boatswainsbeach.ky
Tel: (345) 949 3894
Fax: (345) 946 9625

Envelopes containing original plus 4 copies of the proposal must be sealed and clearly marked in large letters "ECP PROPOSAL". All proposals must be received prior to 5pm on August 17, 2007 by mail or hand delivery to:

Cassandra Harris
General Manager - Marketing
825 NW Point Road
PO Box 812
Grand Cayman KY1-1303
Cayman Islands

Any proposal received by the General Manager of Marketing after the deadline for submittal will be returned unopened. A late proposal will not be accepted. Time of receipt will be determined by the General Manager of Marketing clock, and the General Manager of Marketing's determination of promptness or lateness will be final.

V. PROPOSAL EVALUATION CRITERIA

An advisory evaluation committee consisting of BB staff will evaluate all proposals. The committee will evaluate the proposals on the following criteria:

- Qualifications and relevant experience of the company's proposed management team.
- Qualifications and relevant experience of the company's proposed staff.
- The company's track record of successful completion of assignments similar to this request.
- Quality of references from similar work completed recently.
- Viewing of current work and/ or previous (and/ or proposed staff).
- Understanding of the issues facing BB and addressed in implementing this service, and the quality of the proposed product.
- The extent to which the proposed solution matches the needs of BB.
- Quality of the ECP approach to knowledge transfer.
- Reasonableness of cost of services requested.

- The company's track record.
- Ability to meet schedules or deadlines responsiveness to the client
- Clarity and detail of proposal

VI. REQUIREMENTS AND FORMAT OF THE PROPOSAL

ECP responding to this RFP shall submit their proposals, organized, and presented as outlined below.

Accuracy and completeness are essential. Since the successful proposal will be incorporated into the contract, ECP are cautioned not to make claims or statements to which they are not prepared to commit contractually.

Proposal Format

- Be bound on left hand margin, not single stapled on top left corner.
- Be printed on one side only.
- All pages must be numbered in the footer on the bottom of the page on the right hand corner.
- All pages need to have a footer on the bottom of the page in the middle showing the ECP name.

Proposal Requirements

Part 1 – Letter of Transmittal

Part 1 of the Proposal must consist of a letter of transmittal signed by an individual authorized to bind the Contractor contractually. It shall:

- Concisely identify the services offered in the proposal.
- State that the proposal will remain in effect for a period of 60 calendar days after the deadline for submission of proposals.
- Include the name, title, address, telephone number and email address of one or more contact individuals.
- Include the name, title, address, telephone number and email address of one or more individuals who are authorized to sign a contract.

Part 2 – Proposal Details

In this section, the ECP shall provide a detailed proposal outlining themes, acts, entertainment, etc. ECP should provide drawings of uniforms and if possible of other areas of entertainment. This section is crucial to the overall selection of an ECP so be as detailed as possible.

Part 3 – Understanding of the Scope of Work

In this section, ECP shall provide a concise presentation of its understanding of the major issues facing BB and of the elements required in implementing the scope of work described above. ECP should notify BB of potential difficulties that might arise in implementing the work,

and of major managerial or operational decisions that will have to be made during the term of the contract.

Part 4 – Proposed Work Plan and Schedule

In this section of the proposal, the ECP will describe the approach and tasks to be undertaken in order to successfully complete the requested work. Issues raised in Section VI, Part 3, shall be addressed, particularly concerning how they will be managed and organized. A proposed schedule should be included with times.

Part 5 – Estimated Cost to BB

In this section, ECP shall provide detailed cost estimates for expenses related to the Scope of Work including hardware, equipment, labor, and miscellaneous materials.

Please provide adequate details of how cost estimates and totals were calculated.

Part 6 – Proposed Project Team

In this section, staff members that will be assigned to BB should be identified, as well as their title, labor, and roles in carrying out the proposed service. This section should highlight why the ECP feels that the selected team members are ideally suited for this Project. Team member biographies (detailing relevant experience and qualifications) must be provided, as well as biographies of any alternative member if any.

Part 7 – Relevant Experience and Client References

In this section, a description of relevant work experience is to be provided, detailing the timeframe over which services were provided to specific clients. ECP should provide a minimum of 3 references and indicate the name of company, contact person, address, telephone number and role of the contact person in relation to the services provided. Information of relevance to the Scope of Work should be presented to allow BB to assess ECP's experience (a description of past contracts completed). A list of subcontractors, including addresses, qualifications and areas of responsibility (if applicable) is also required.

Part 8 – Other requirements

In this section, the ECP should outline current work that BB personnel can physically view detailing location, time of shows/ performance. If ECP is not currently working on a show, the ECP has to provide four (4) copies of shows/ musicals/ entertainment previously done in a CD/ DVD format.

VII. LIMITATIONS

BB reserves the unqualified right to waive defects in any proposal, to choose or accept or reject any or all proposals submitted in response to this RFP for any reason whatsoever without explanation or justification; to select any firm as the party with whom it would be willing to enter into an agreement regardless of whether such party shall have submitted a proposal pursuant to this RFP at any time including the deletion, addition, modification or other changes hereto, and to make any decision in any manner as BB may choose in its sole discretion in the

determination of its own interests and irrespective of the position of any interested party that in BB determination is unreasonable, unfair, arbitrary, discriminatory or capricious.

BB may consult references familiar with the ECP, regarding prior projects, management, financial resources, reputation or otherwise. Submission of a proposal in response to this RFP shall constitute permission for BB to make such inquiries and authorization to third parties to respond thereto.

BB makes no representations, warranties or guarantees that the information contained herein is accurate, complete or timely. The furnishing of such information by BB shall not create, nor be deemed to create any obligation or liability upon it for any reason whatsoever, and each organization by expressing its interest and submitting its proposal expressly agrees that it has not relied upon foregoing information and that it shall not hold BB liable or responsible therefore in any manner whatsoever.

VIII. PUBLIC RECORDS REQUIREMENTS

BB shall seek to hold all proposals and subsequent submissions in confidence, to the extent consistent with applicable Cayman Islands law, until a final decision has been made or the selection processes is terminated. Respondents are advised, however, that pursuant to [LAW], all materials received by BB which fall within the definition of "public record" as set forth in [LAW], shall be disclosed by BB upon request.

IX. ADDENDA

All interpretations of the RFP specifications, supplemental instructions and responses to individual questions will be in the form of written Addenda to these proposal documents which, if issued, will be emailed, delivered or mailed to all prospective ECP. All questions should be forwarded to contact information outlined in Section IV.

ATTACHMENT A

BOATSWAIN'S BEACH FULL DESCRIPTION

Boatswain's Beach

Pronounced 'Bo-suns' Beach, this one-of-a-kind, 23 acre adventure marine park is one of the most exciting in the Caribbean.

Boatswain's Beach celebrates Caymanians' stewardship of the seas and relationship with nature through tactile, colorful, educational and memorable experiences.

The park allows visitors to experience the rich history of Caymanian life in a fun and safe environment while providing opportunities to observe and interact with native flora and fauna. In keeping with its cultural heritage, Boatswain's Beach is the new home of the world renowned Cayman Turtle Farm.

Our features

The park offers visitors a unique opportunity to swim and snorkel with fish and other marine life in its 1.3 million gallon salt water lagoon. Guests can also peer into a predator tank and come nose-to-nose with sharks, eels, and other large fish. For those less adventurous, they can wander through the beautiful free-flight bird aviary, marvel at the dinosaur-like iguanas, or stroll down an historic Caymanian street complete with porch side artisans. Children and adults alike will delight in interacting with starfish, urchins and crabs at the touch pool. Everyone will enjoy the experience of the finest Caymanian cuisine at different locations throughout the park.

The historic Cayman Turtle Farm has made its new home within Boatswain's Beach. The only one of its kind in the world, the Cayman Turtle Farm is home to over 11,000 green sea turtles, ranging in size from six ounces to six hundred pounds. Turtles are available for guests to hold for an amazing and unique photo opportunity.

For those wanting to take a little of Boatswain's Beach home, a 3,500 square foot Boatswain's Beach retail centre is located in the reception building, conveniently close to the pick-up and departure area.

Step-by-step

Approaching the park, a richly landscaped roadside provides a sense of arrival, builds definition and identity, and slows traffic for safety. Special paving delineates the entry drive and cues drivers to slow down and be aware of pedestrian traffic. As guests arrive at Boatswain's Beach their VIP treatment starts with disembarking in front of the Reception Building.

Clearly denoted paths lead guests to the colorful landscaping of the entry court. The 'Coat of Arms' paving pattern of the entry court subtly announces the history of the park while the Reception Building architecture reinforces the nautical history of the Cayman Islands.

Passing through the Reception Building, which is also home to the Turtle Crawl Deli, guests are immediately able to see the larger turtles in the impressive Breeding Pond. The exhibit is viewed against a heavily landscaped background of lush vegetation and palm trees. The first

impression of the park communicates a sense of place that states it is truly a part of the Caymanian culture and could only be located on Grand Cayman.

Veering to the right, guests can stop and actually handle young turtles in the easily accessible Display Tanks – a feature sure to be a big hit with our younger visitors.

Breakers Pool is the 8,000 square foot freshwater wading pool featuring low level waterfalls, amazing vegetation and a unique island, only accessible through the sparkling clear water. However, perhaps the best aspect of the pool is the spectacular underwater view of the Predator Tank and Boatswain's Snorkel Lagoon.

Boatswain's Snorkel Lagoon is at the heart of the park - a 35,000 square foot saltwater snorkeling lagoon showcasing the beauty of the Cayman marine environment. Hundreds of species of tropical fish thrive in this free-swim area - guaranteeing an up-close view and truly interactive experience.

Guests begin their underwater adventure at the orientation area beside the lagoon's sandy beach. With multiple displays and winding channels through a simulated reef, guests can explore the lagoon at leisure spending hours snorkeling around in search of new discoveries. The white sandy beach at the lagoon's edge is an ideal spot to relax and sun-bathe throughout the day.

Remarkable views of the sharks and eels that make their home in the ecosystem of the Predator Reef are accessible underwater from both the salt water lagoon and the fresh water Breakers Pool. Guests not wishing to snorkel or swim can view the marine life in the Predator Reef through a land-based viewing panel set into a tunnel accessed either by a ramp or steps.

The largest lagoon feature is the Boatswain's Bay lighthouse located on one of its distinctive islands. The lighthouse is a recreation of the historic structure found in the Boatswain's Bay area of West Bay – after which the park was named.

The walking path circling the lagoon runs adjacent to the free-flight Bird Aviary and Blue Iguana exhibit. In the aviary, guests enter a world of Caymanian and Caribbean birds in an enclosed setting. Paths meander through the exhibit with guests having opportunities to feed and touch selected birds under staff supervision. Visitors will be thrilled by the fluttering of colorful butterflies among specially planted garden paths.

Visitors can walk the tranquil Nature Trail, a winding trail that passes through West Bay woodlands complete with a small cave system called "Blue Hole" - because of the belief that it is connected to the sea. Plans for the trail also include bird-feeding stations and a bird-watching shelter.

Next stop is the historic Caymanian streetscape - with traditional buildings featuring distinctive Cayman-designed porches, windows, doorways and gardens. The porches will feature a variety of Caymanian arts and crafts, music and storytelling. Each path and street is named in keeping with the Caymanian theme and local history.

Schooners Bar and Grille is a focal point at the end of West Bay Street, the primary pathway in the park. An outdoor bar and grille, changing rooms and photographic opportunities are all housed here in an historic Cayman waterfront building that reinforces the Caymanian flavor.

Our Schooners Bar is a great place for parents to relax with a cold drink and snack and watch the children play.

Circling back to the reception building, guest will find the state-of-the-art Education Centre. The centre combines the very best interactive technology with the knowledge of our approachable staff. Visitors from young children to research students will find plenty here to quench their thirst for information on the animal life found throughout the park. And while they are learning, they can't help but have fun!

Upon completion of their visit to Boatswain's Beach, guests can visit the 3,500 square foot gift shop featuring a host of high quality Boatswain's Beach memorabilia. The gift shop provides a vast range of souvenirs to suit all tastes and budgets allowing guests to take a special piece of the adventure home with them.

Guests exit the park through the reception building and gather at the open air shelters provided at the pick up area for departure.

ATTACHMENT B
ENTERTAINMENT SCHEDULE

Time	Activity
6:30 PM	Music
7:00 PM	Show (and dinner)
8:00 PM	Break (music)
8:30 PM	Show
9:30 PM	Dancing
10 PM	End

* Please note that this is just a suggested schedule for the nightly entertainment.