



THE BRITISH VIRGIN ISLANDS

2024

Emancipation Festival

REPORT



Table of Contents

EXECUTIVE SUMMARY	5
PART I- OVERVIEW OF VIRGIN ISLANDS' EMANCIPATION FESTIVAL STEERING COMMITTEE	6
VIRGIN ISLANDS EMANICAPTION FESTIVALS STEERING COMMITTEE	6
PART II- 2024 VIRGIN ISLANDS' FESTIVAL SUB-COMMITTEES REPORTS.....	7
AUGUSDT MONDAY PARADE SUBCOMMITTEE REPORT	8
AUGUST MONDAY PARADE SUB-COMMITTEE EXECUTIVE MEMBERS	8
AUGUST MONDAY PARADE 2024 REVIEW	8
AUGUST MONDAY PARADE WINNERS.....	9
AUGUST MONDAY PARADE CHALLENGES	10
AUGUST MONDAY PARADE RECOMMENDATIONS.....	10
CALYPSO SHOW SUBCOMMITTEE REPORT	13
CALYPSO SHOW SUB-COMMITTEE REPORT	14
CALYPSO SHOW SUB-COMMITTEE EXCEUTIVE MEMBERS	14
CALYPSO SHOW 2024 REVIEW	14
CALYPSO SHOW WINNERS	14
CALYPSO SHOW CHALLENGES	14
CALYPSO SHOW RECOMMENDATIONS	15
CARROT BAY SUB-COMMITTEE REPORT.....	17
CARROT BAY SUB-COMMITTEE REPORT	18
CARROT BAY SUB-COMMITTEE EXECUTIVE MEMBERS	18
CARROT BAY CULTURAL FIESTA 2024 REVIEW	18
CARROT BAY CULTURAL FIESTA CHALLENGES	18
CARROT BAY FIESTA RECOMMENDATIONS	18
CULTURAL FOOD FAIR SUBCOMMITTEE REPORT	21
CULTURAL FOOD FAIR SUB-COMMITTEE REPORT	22
CULTURAL FOOD FAIR SUB-COMMITTEE EXCEUTIVE MEMBERS.....	22
CULTURAL FOOD FAIR 2024 REVIEW	22
CULTURAL FOOD FAIR PRIZE WINNERS	22
CULTURAL FOOD FAIR CHALLENGES	22
CULTURAL FOOD FAIR RECOMMENDATIONS.....	23
EAST END FESTIVAL SUB-COMMITTEE REPORT	24

EAST END FESTIVAL SUB-COMMITTEE REPORT	25
EAST END FESTIVAL SUB-COMMITTEE EXCEUTIVE MEMBERS	25
EAST END FESTIVAL 2024 REVIEW	25
EAST END FESTIVAL 2024 SWOT	25
EAST END FESTIVAL CHALLENGES	26
EAST END FESTIVAL RECOMMENDATIONS.....	26
ENTERTAINMENT SUB-COMMITTEE REPORT.....	29
ENTERTAINMENT SUB-COMMITTEE REPORT	30
ENTERTAINMENT SUB-COMMITTEE EXCEUTIVE MEMBERS	30
ENTERTAINMENT 2024 OVERVIEW	30
ENTERTAINMENT BENEFITS	30
ENTERTAINMENT CHALLENGES	30
ENTERTAINMENT RECOMMENDATIONS	31
HOSPITALITY SUB-COMMITTEE REPORT	35
HOSPITALITY SUB-COMMITTEE REPORT	36
HOSPITALITY SUB-COMMITTEE EXCEUTIVE MEMBERS	36
HOPSITALITY 2024 OVERVIEW	36
HOSPITALITY BENEFITS.....	37
HOSPITALITY CHALLENGES	37
HOSPITALITY RECOMMENDATIONS	39
MISS BVI SUB-COMMITTEE REPORT.....	41
MISS BVI SUB-COMMITTEE EXCEUTIVE MEMBERS	41
MISS BVI 2024 OVERVIEW.....	41
HOSPITALITY CHALLENGES	44
HOSPITALITY RECOMMENDATIONS	45
MISTER AND MISS JUNIOR BVI SUB-COMMITTEE REPORT	49
MISTER AND MISS JUNIOR BVI SUB-COMMITTEE EXCEUTIVE MEMBERS	49
MISTER AND MISS JUNIOR BVI 2024 OVERVIEW	49
MISTER AND MISS JUNIOR BVI CHALLENGES	49
MISTER AND MISS JUNIOR BVI RECOMMENDATIONS	50
VI PRINCE AND PRINCESS SUB-COMMITTEE REPORT.....	55
VI PRINCE AND PRINCESS SUB-COMMITTEE EXCEUTIVE MEMBERS.....	55
VI PRINCE AND PRINCESS 2024 OVERVIEW.....	55

VI PRINCE AND PRINCESS SWOT ANALYSIS.....	57
VI PRINCE AND PRINCESS CHALLENGES.....	58
VI PRINCE AND PRINCESS RECOMMENDATIONS.....	59
ROAD TOWN VILLAGE SUB-COMMITTEE REPORT	63
ROAD TOWN VILLAGE SUB-COMMITTEE REPORT	64
ROAD TOWN VILLAGE SUB-COMMITTEE EXCEUTIVE MEMBERS.....	64
ROAD TOWN VILLAGE 2024 REVIEW	64
ROAD TOWN VILLAGE CHALLENGES.....	64
ROAD TOWN VILLAGE RECOMMENDATIONS	65
SOCA MONARCH SUB-COMMITTEE REPORT	66
SOCA MONARCH SUB-COMMITTEE REPORT	67
SOCA MONARCH SUB-COMMITTEE EXCEUTIVE MEMBERS.....	67
SOCA MONARCH BVI 2024 OVERVIEW	67
SOCA MONARCH CHALLENGES	67
SOCA MONARCH RECOMMENDATIONS	68
PART III- EMANCIPATION FESTIVAL FINANCIALS.....	70

EXECUTIVE SUMMARY

This report documents the activities organized to commemorate the 70th Anniversary of the Emancipation Celebrations held in 2024. The report that follows has been labelled, Virgin Island 2024 Emancipation Festival Report. The report is documented in five parts. Part One comprises of an overview by the emancipation festival's steering committee, and background information on the composition of the Committee. Part Two includes summary reports of all the festival celebrations executed by the Virgin Islands Emancipation Festivals subcommittees. The Virgin Islands Emancipation Festivals Financial Analysis is presented in Part Three from the BVI Tourist Board and Film Commission with Parts Four and Five comprising of the Appendices and Photo Gallery, respectively.

OVERVIEW

The 2024 emancipation festival season began in July with the Virgin Islands Prince and Princess pageant, which led the way for the 70th Emancipation Celebration throughout Road Town, East End and Carrot Bay.

The Festival Village was named the Rena's Festiville in recognition of Mrs. Larena Jacobs-Lamothe who has been a contributor and participant in BVI Festival for many years.

Rena's Festiville boasted many energetic and well attended evenings and events. There was music for every age bracket, and this all took place without any major incidents of violence. Patrons as well as vendors including Booth Owners were pleased with the influx of persons throughout the festival season.

The public was also very pleased at the return of Coney Island in the Festival Village for 2024, as this was a very exciting time for vendors as well, as Coney Island is a significant draw during village nights for children and young persons.

Coney Island rides were provided by Island Rides out of St. Croix, United States Virgin Islands.

Both the Festival Village and Coney Island fall under the purview of the Village Committee Chairman Mr. James Lettsome, with arrangements being made with the Director of the BVI Tourist Board, Mr. Clive McCoy.

PART I- OVERVIEW OF VIRGIN ISLANDS' EMANCIPATION FESTIVAL STEERING COMMITTEE

The Virgin Islands Emancipation Festival Steering Committee is a body given the distinct responsibility to do the following under the remit of the BVI Tourist Board and Film Commission:

- a) prepare, conduct and manage annual festivals and other entertainment activities designated under sub-section (2);
- b) initiate cultural and recreational activities and encourage public participation in those activities;
- c) undertake and assist in the development of projects that will generate funds for the
- d) Committee and for the purpose of providing financial support to any organization that is engaged in social, cultural or charitable activities for the benefit of the public;
- e) advise the Minister on policy issues related to the conduct of festivals and other activities in the Territory;
- f) advise the Minister on such other matters as may be referred to the Committee by the
- g) Minister; and
- h) perform such other acts or things as the Committee may consider necessary for the effective development and promotion of festivals and other cultural activities in the Territory

VIRGIN ISLANDS EMANICAPTION FESTIVALS STEERING COMMITTEE

The Executive Board is comprised of the following persons:

- ❖ Dirk Walters – Chairman
- ❖ Birchfield Lettsome – Member
- ❖ Lynette Harrigan – Member
- ❖ Delia Jon Baptiste – Member
- ❖ Clive McCoy- Member
- ❖ Atricia Pereira- Member
- ❖ Oren Hodge- Member
- ❖ Jenel Lettsome- Member
- ❖ Anne Lennard- Member



2024

August Monday

PARADE

AUGUST MONDAY PARADE SUBCOMMITTEE REPORT

EVENT DATE: Monday 5th August, 2024.

The August Monday Parade committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as of a result of such.

AUGUST MONDAY PARADE SUB-COMMITTEE EXECUTIVE MEMBERS

The August Monday Parade Sub-Committee was headed by Chairman Timothy Barker. The following persons made up the August Monday Parade Sub-Committee:

1. Timothy Barker - Chairman
2. Brenda Lettsome-Tye - Co-Chairman
3. Kishma Chapman
4. Nadisha Baptiste
5. Natelka Hodge
6. Devon Smith
7. Wendell Ronan
8. Tamika Herbert

AUGUST MONDAY PARADE 2024 REVIEW

This year's parade was led by parade marshal Mrs. Alvera Maduro-Caines, who was followed by some 45+ entrants. The parade moved off at approximately 2:35pm. 1hour and 35mins after the original start time of 1:00pm. The delayed start was due to the late arrivals of some of the entrants and particularly, the royal participants who usually begin the parade.

There were two main adult troupes (Treasures of the BVI and BVI Tribe) and four main children troupes (BVI Dance School, Ice Breakers, ETPS Dazzling Eagles and Sparkling Charms) There were some visiting entrants as well, ST. Croix Mocko Jumbie group Guardians of The Culture, the marching steel pan out of St. Thomas and FYAHSTIX from Dominica plus more.

This year's parade took some time to get up the road, due to the number of entrants and the pace. At one point the lead car (Parade Marshal) was held at the first judging station for about 45 mins, which the parade committee was unaware of until they made their way to the front and had them move along.

The arrival time of some the entrants caused the committee to move entrants ahead of the line up to keep things flowing. There were four judging stations (waterfront, Prime, Clovers and Village).

The village judging was removed as night set in. This could have been executed, however the head of entertainment called and asked that judges be removed from stage. The two main troupes indicated being tired also.

Another challenge met was some entrants attempting to change their placement in the parade. These incidents were handled swiftly.

Judges did an exceptional job. They were:

1. Debra Hodge
2. Deiah Shepard
3. Avelinda Freeman
4. Marieta Flax-Headley
5. Shaunice Leonard
6. Stacy Stoutt
7. Kevin Sweeney
8. Zoe Walcott
9. Che Pemberton
10. Troy Christopher
11. Selwin Dawson
12. Luceele Smith
13. King Paido

AUGUST MONDAY PARADE WINNERS

Troupes

1. BVI Tribe
2. Treasures of the BVI

Floats

1. D1 Fishermen: Past & Present
2. Heritage Dancers
3. BVI Journey: Heritage of Culture

Floupes

1. Culture Bearers
2. Rotary
3. One Mart

Teen Children Troupe

1. Treasures Teens

Majorettes

1. Ice Breakers
2. BVI Dance
3. ETPS

PomPom/Cheerleading

1. BVI Dance
2. Ice Breakers
3. ETPS

Steel Pan

1. Friends in Steel

Individual

1. Kazak

Show Cars

1. Blackout
2. Sexy Red
3. Fully Loaded

Mocko Jumbies

1. Optimum Sky
2. Paradise Sky

Road March

1. Jougo feat. Adam O (Workout)

AUGUST MONDAY PARADE CHALLENGES

- Parade started late due to the vast number of entrants and late arrival of royalties who were scheduled to lead the parade
- A few demanding potential entrants from overseas. Boarder regulations were also an inconvenience.

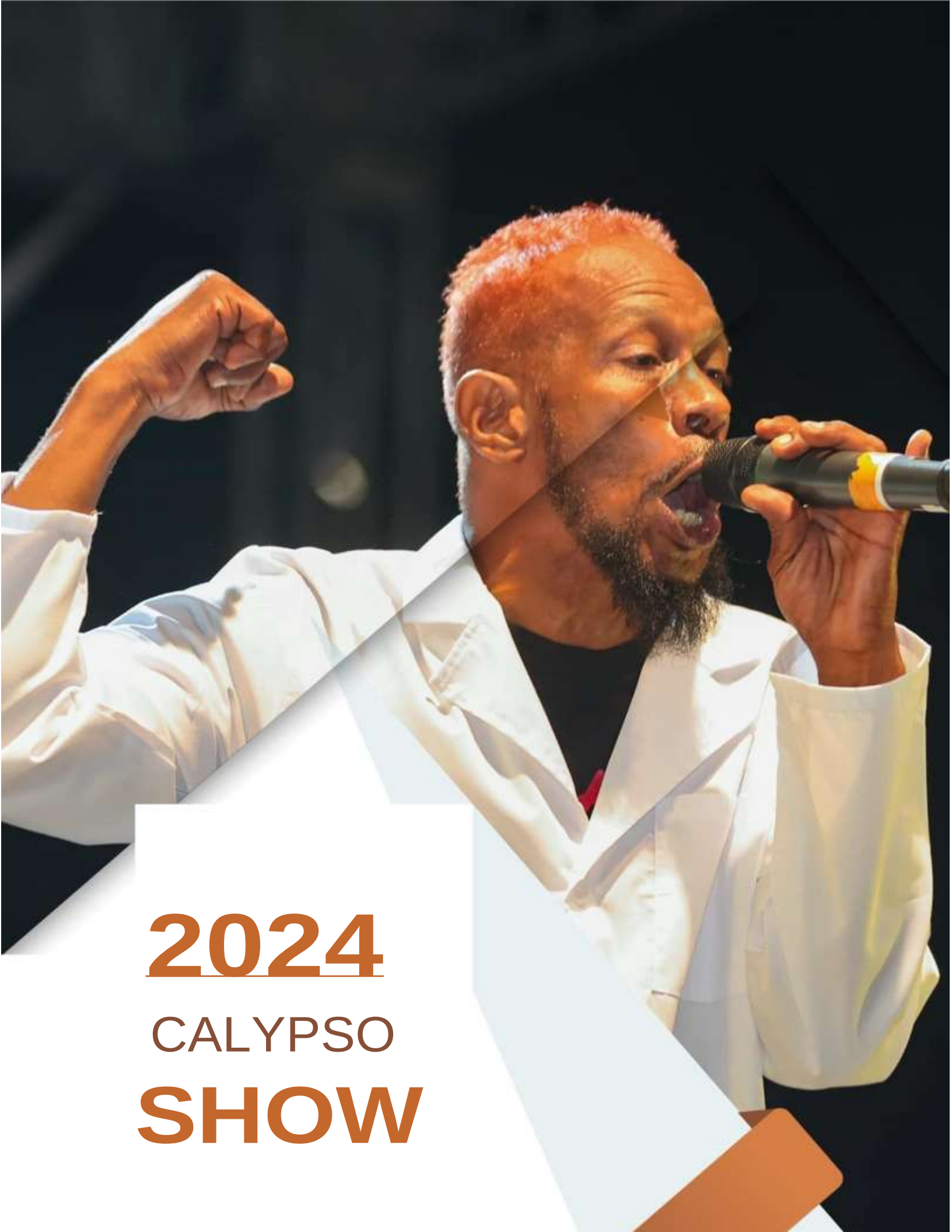
AUGUST MONDAY PARADE RECOMMENDATIONS

- Target schools in advance to engage them as entrants in the parade.
 - Early notice would allow for fundraisers or means to acquire the necessary funds
- Make children's parade separate from adult's parade

- Potential partnership with Rotary annual Kiddies Fiesta. This would help generate a larger audience for Kiddies Fiesta as it has dwindled over the years.
- Each entry should physically carry a banner as opposed to solely hanging them on vehicles. Trucks and floats should also be decorated in some way.
- Engage more territories to participate (Jamaica, Philippines, Trinidad and Tobago, etc.)
- Change parade date to the last Saturday of festival
 - Always poses a challenge with the August Monday Rise and Shine Tramp finishing just hours before parade is scheduled to begin. Entrants and spectators alike tend to show up very late due to this clash in events.
 - Fireworks can close out the parade, similarly to what was done this year to close out festival.
- Post scores for parade winners and road march champions
 - Include scores for 1st, 2nd and 3rd place
- Mark spots for each entrant at the starting point to allow for a seamless assembly before parade commences
- An evening parade as opposed to a daytime parade
 - Apart from the early start of parade clashing with the Rise and Shine Tramp, many persons prefer to come out to parade when the sun is going down to avoid the sun/ heat
 - Adequate streetlights would be needed to enhance visibility for spectators and media
- Walkie-talkies are required to improve communication amongst the team. Everyone is at different areas along the parade stretch.
- Chairman of sub-committee to sit on executive team for festival. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.







2024
CALYPSO
SHOW

CALYPSO SHOW SUB-COMMITTEE REPORT

EVENT DATE: Saturday 27th July, 2024.

The calypso show sub-committee did not submit their report. However, a debriefing meeting was had with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is because of such meeting.

CALYPSO SHOW SUB-COMMITTEE EXECUTIVE MEMBERS

The Calypso Sub-Committee was headed by Chairman Avelinda Freeman. The following persons made up the Calypso Sub-Committee:

1. Avelinda Freeman – Chairman
2. Marvin Williams - Co-Chairman
3. Alvera Maduro-Caines- Member
4. Kareem-Nelson Hull- Member
5. Ishmael Hodge- Member

CALYPSO SHOW 2024 REVIEW

This year's competition had 4 entrants. The event started about 9:15pm. The performers had two rounds of performances to execute their craft. After the two performances the calypso king and first runner-up were crowned.

CALYPSO SHOW WINNERS

Winner: Marcus "Young Blood Mark

1st Runner-Up: King Paido

CALYPSO SHOW CHALLENGES

- Communication
 - Late confirmation caused decrease in the number of participants
- The lack of promotion of the event as many people were unaware
- Chairperson requests
 - Communication on Passes and Village Access
- Marketing
 - Not enough lead time in marketing and promotion
 - Village Line up released excluding Calypso show
- Sound system personnel
 - Communication

- DJ/MC
 - Selection of DJ/MC did not fully meet expectations for the specific event.
- Media should speak with BVITB Public Relations directly, not the chairpersons

CALYPSO SHOW RECOMMENDATIONS

- More adequate lead time.
- Have an elimination round
 - Use VG Easter Festival Calypso Show as an elimination round and use the Emancipation Festival rendition as the final competition
 - It is one BVI so we should have 1 King/Queen
 - Budget can't support duplication of event
- Target a wider audience (Calypso Show is typically geared towards an older crowd)
 - Write to the Ministry of Education to put Calypso into the school curriculum (music teachers are willing). This would help to boost Jr. Calypso Competition.
 - Explore the idea of "Battle of the Corps" to interest business/ organizations to participate. This will bring more traction to the event from all age groups.
- Committee should try to engage sponsors
- Calypsonians can do more to promote themselves and the show
- Calypsonians should write out lyrics for backup singers
- Each festival chairman is to sit on an executive team. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.





2024

Carrot Bay

CULTURAL

CARROT BAY SUB-COMMITTEE REPORT

EVENT DATE: Thursday 8th – Saturday 10th August, 2024.

The Carrot Bay sub-committee did not submit their report. However, a debriefing meeting was had with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is because of such meeting.

CARROT BAY SUB-COMMITTEE EXECUTIVE MEMBERS

The Carrot Bay Sub-Committee was headed by Chairman Jabari Stoutt. The following persons made up the Carrot Bay Sub-Committee:

1. Jabari Stoutt – Chairman
2. Shaquille Belle - Member
3. Khadisha Willock- Member

CARROT BAY CULTURAL FIESTA 2024 REVIEW

This year's fiesta honored fisherman Mr. Cyril Molyneaux. The carrot bay community engaged in cultural races such as donkey races, sack races, bucket races, swimming races and much more. Throughout the evenings there was various musical entertainment.

CARROT BAY CULTURAL FIESTA CHALLENGES

- Budget was not approved until the last minute. Budget was also insufficient.
- No lead time to market and promote the event which resulted in a lack of support from the community
- Artist booking was slow due to decisions not being made and approved in time
- Protocols posed a major challenge when requesting graphic work
 - Requests went through the following chain of command:
Committee Chairman > Tourism Liaison Manager > Creative Manager > Graphic Artist > Creative Manager > DOT (for approval) > Creative Manager > Committee Chairman
This caused major delays in all the graphics requested which resulted in breaking protocol and simply getting the job done on our own.
- Payments to artists and vendors after CB fest was also slow
- We did not receive any wristbands for entry from BVITB

CARROT BAY FIESTA RECOMMENDATIONS

- Once confirmed, balance of funds from approved budget can be used as startup for the following year
- Suggestion to compile budget in advance and include funds needed for all events and fundraisers leading up to CB fest
 - Plans to put forward \$150,00.00 for approval
- Engage sponsors in advance
- Resume fundraisers and activations to begin to generate interest along the community

- 1st monthly “Drive-in” Movie fundraiser slated from November
- “Culture Thursdays” at the festival grounds in Carrot Bay returns on 17th October 2024
- BVITB needs to assist with marketing and promotion to help generate interest
- Chairman of sub-committee to sit on executive team for festival. A member of BVITB Events Department will also be appointed as the official liaison for the committee with BVITB.
- Each festival chairman is to sit on an executive team. Additionally, a member of BVITB







2024

Cultural

FOOD

CULTURAL FOOD FAIR SUB-COMMITTEE REPORT

EVENT DATE: Friday 2nd – Saturday 3rd August, 2024.

The Cultural Food Fair sub-committee did not submit their report. However, a debriefing meeting was held with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is because of such meeting.

CULTURAL FOOD FAIR SUB-COMMITTEE EXECUTIVE MEMBERS

The Cultural Food Fair Sub-Committee was headed by Chairman Claudette Francis-Smith. The following persons made up the Cultural Food Fair Sub-Committee:

1. Claudette Francis- Smith – Chairman
2. Trisha Evans - Member
3. Zoe Walcott- Member

CULTURAL FOOD FAIR 2024 REVIEW

This year's food fair spanned over a two-day period. There were food tasting competitions, performances by the St. Croix Mockojumbies and a drum group out of Dominica.

CULTURAL FOOD FAIR PRIZE WINNERS

Taste The BVI – Best Fish & Fungi

Seafood Sundaze – Best Peas & Rice

Jenny's Kitchen – Best Tart

CULTURAL FOOD FAIR CHALLENGES

- Food fair does not receive enough recognition through marketing and promotional opportunities that it rightfully deserves.
- Communication was not adequate
 - Turnaround time on graphic designs, fliers etc
 - Poor communication with the confirmation of the venue of the event resulted in a low number of vendors and revenue. The decision was between Cyril B. Romney Tortola Pier Park and the grounds where the Virgin Islands Music Festival was held.
- There was a lack of communication for when vendors were paid.
 - Previously, they would receive payment on the day of the competition.
- There were unreasonable procedures and protocols
 - The flyer for the competition was received on the Wednesday prior to the event, which also contributed to the poor participation levels. There was only 1 person per segment.
- The budget was insufficient.

- As a result, the committee could not afford local performers and chose free USVI performers. (this was not well received as it potentially sent the message that we chose foreigners over locals)
- Volunteers joined the committee for the wrong reasons (free entrance to the village)

CULTURAL FOOD FAIR RECOMMENDATIONS

- Ensure that potential committee members understand that they cannot join the committee with the sole expectation of gaining free entry into the village without making any contributions to the committee.
- A flyer and directory should be published in advance to generate interest.
- Engage schools generate more involvement from the younger generation. The committee engages in activities such as plait pole (with and without stilts and will soon be offering lessons for the quadrille dance).
 - Practices are held on Saturdays at 4:00p.m. to 5:30 p.m. at the CBRTTP.
- The committee chair is to sit on an executive team for festival. A member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB
- Each festival chairman is to sit on an executive team. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.





2024

East End

COMMITTEE

REPORT

EAST END FESTIVAL SUB-COMMITTEE REPORT

EVENT DATE: Wednesday 7th August, 2024.

The East End Festival committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as of a result of such.

EAST END FESTIVAL SUB-COMMITTEE EXECUTIVE MEMBERS

The East End Festival Sub-Committee was headed by Chairman Shaunice Leonard. The following persons made up the East End Festival sub-committee:

1. Shaunice Leonard- Chairman
2. Ronisha Williams- Deputy Chairman
3. Sharlene David- Treasurer
4. Stephanie George- Assistant Treasurer
5. Messena Vanterpool- Pompey- Secretary
6. Sharnette Calwell- Assistant Secretary
7. Jacob Edwards- Public Relation Officer (PRO)
8. Eriana Bob- Assistant PRO
9. Monique Penn- Liaison Officer (Parade, Hospitality and Entertainment)

EAST END FESTIVAL 2024 REVIEW

The East End/Long Look Festival Sub-Committee members through the BVI Tourist Board exhibited remarkable perseverance in overcoming challenges to host two events for the East End/Long Look Festival 2024. The Rise and Shine and ESCAPE Beach Party were held on Wednesday, 7th August 2024. The Rise and Shine event commenced at 5:00 am from the police station and culminated at Long Bay Beach, Beef Island, featuring electrifying performances by VIBE and Pumpa. The energy and enthusiasm of the performers set an exhilarating tone for the festival attendees. Following the Rise and Shine, the ESCAPE Beach Party took place immediately after, with a lineup of several talented artists, including Signal Band, Boss, Pascal the Artist, DJ Taz, DJ Push Pop and Harella. The diverse range of musical talents and performances at the ESCAPE Beach Party created a lively and engaging atmosphere.

EAST END FESTIVAL 2024 SWOT

Strengths:

- Festival activities allowed us to share and continue our some of our traditions
- Committee members had connections, resources, and we communicated effectively
- The activities held helped to boost the East End economy, and businesses gained revenue

- The events held had diverse lineup of artists
- The committee members executed despite delays and circumstances beyond our control; members were great at problem-solving skills
- Despite an initial unclear vision from the BVI Tourist Board/ Steering Committee, committee members showed commitment and willingness to execute events (Rise and Shine and ESCAPE Beach Party).

Weaknesses:

- The committee experiences significant delays due to lack of communication and a timely knowledge of budget assigned to East End to excite proper planning and time management.
- Our culture and traditions were missing components of the festival
- Lack of support from local persons from East End
- Insufficient finances to execute a three-day festival
- Communication was not adequate
- Limited marketing and promotion of our events; the turnaround time to receive approved flyers was poor
- Lack of sponsorship as communication and approval were difficult to achieve from the BVI Tourist Board.
- Low community involvement and support
- Unable to collaborate with local businesses for sponsorships and partnerships

Opportunities:

- Engage with the community members that attended the events
- A new East End Long Look Festival Sub-Committee was formed

Threats:

- Road Town festival village entertainment can affect Rise and Shine start time
- Lack of funding for festival events and watered down festival caused community to be unsatisfied
- Decrease in culture and tradition

EAST END FESTIVAL CHALLENGES

- The protocols were stringent based on the time given
 - Seeking approvals for sponsors and fundraisers was a bit cumbersome
 - Turn over times for approvals were too long.
- Received budget for execution late.
- No revenue incoming
 - Establishment owners on the beach did not pay their registration fee for vending.

EAST END FESTIVAL RECOMMENDATIONS

- To ensure that any monies raised from fundraisers can be used for other upcoming events.
- More funds be allocated to the East End Festival (Parade, Pageants, J'ouvert, Village)
- More physical support from the BVITB at events
- More structured communication line with the Tourist Board
 - Less hands-on involvement in decision making processes
 - A member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB

- Chairman of sub-committee to sit on executive team for festival
- Each festival chairman is to sit on an executive team. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.







2024

Entertainment

COMMITTEE

REPORT

ENTERTAINMENT SUB-COMMITTEE REPORT

The Entertainment sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as of a result of such.

ENTERTAINMENT SUB-COMMITTEE EXECUTIVE MEMBERS

The Entertainment Sub-Committee was headed by Chairman Stuart Donovan. The following persons made up the Entertainment sub-committee:

1. Stuart Donovan- Chairman
2. Rayonne Frett
3. Edison Morton
4. Arlenne Thomas
5. Carolyn Blackett
6. Wendy Glasco
7. Cherlin Armstrong
8. Akiema Brookes
9. Kayasha Mactavious
10. Khalilah Callwood

ENTERTAINMENT 2024 OVERVIEW

This report highlights the key observations, challenges and recommendations of the Entertainment Subcommittee of the Virgin Islands Festival. The focus is on enhancing the selection of artists, streamlining logistics, optimizing the budget and improving coordination among related committees to ensure a seamless experience.

ENTERTAINMENT BENEFITS

- Successful Entertainment Lineup:
 - Despite the last-minute booking of artistes, the entertainment lineup was well-received by the target audience, drawing a consistent attendance of 3,000–6,000 people each night.
- Effective Audience Targeting:
 - The variety of performers provided appealed to the diverse demographic attending the festival, ensuring strong engagement and overall satisfaction

ENTERTAINMENT CHALLENGES

- Late Artist Selection:
 - Artistes, especially soca performers, were booked too late, which resulted in limited options for major acts during the peak season for soca artistes across the region.
- Poor Management and Distribution of Passes:

- All-access passes were distributed too generously, compromising both the organization and security backstage.
- Budget Approval Delays:
 - Budget approvals arrived late, resulting in limited time for effective planning and allocation of resources.
- Inadequate Sound System:
 - Problems with the sound system caused delays and adversely affected scheduled performance times and stage management.
- Separation of Hospitality and Entertainment Committees:
 - The disconnect between the Hospitality and Entertainment committees created inefficiencies,
- Lack of Coordination Across Committees:
 - Festival subcommittees operated in isolation, hindering effective communication and coordination.
- Artist Travel Changes:
 - Last-minute changes to the travel arrangements of artistes created significant logistical challenges.

ENTERTAINMENT RECOMMENDATIONS

- **Early Selection of Artists:**
 - **Recommendation:** The selection of artistes should begin as early as January, with a firm deadline of March, particularly for soca performers. The peak soca festival season offers little flexibility for late bookings. Early selection allows access to a wider talent pool and provides stronger bargaining leverage.
 - **Rationale:** This will help avoid the issue of having limited or no major soca acts due to scheduling conflicts for our Intentional Soca nights.
- **Entertainment Chair Participation in Team Selection:**
 - **Recommendation:** The Entertainment Chair should be actively involved in selecting team members to ensure alignment of goals and working styles.
 - **Rationale:** Allowing the Chair to select their team promotes stronger collaboration and commitment, as they can select individuals they trust and who are capable of delivering on specific tasks.
- **Flight Booking Efficiency:**
 - **Recommendation:** Improve collaboration with travel agents to ensure flights are secured once they are approved. Travel agents should be more accommodating and committed to locking in rates once finalized.
 - Example: flights were approved months in advance, but due to delays, the approved flights and rates were no longer available when it came time to finalize the bookings.
 - **Rationale:** Finalizing flights early helps reduce costs and ensures better availability for artistes.
- **Tourist Board Event Team Involvement:**
 - **Recommendation:** A member of the Tourist Boards Event Team should be included in the Entertainment Committee to provide financial oversight and manage sensitive information, such as payments.
 - **Rationale:** This will streamline communication between finance and entertainment, ensuring timely payments and accurate financial tracking.

- **Hospitality Subcommittee Under Entertainment:**
 - **Recommendation:** The Hospitality Subcommittee should be a direct extension of the Entertainment Committee, dedicated exclusively to artiste-related hospitality.
 - **Rationale:** This will ensure that artistes receive consistent and professional treatment, ultimately enhancing their experience and performance.
- **Improved Pass Distribution System:**
 - **Recommendation:** Create specific passes for artistes, access to the stage, and other designated roles to improve security and organization.
 - **Rationale:** Avoiding all-access” passes will restrict general access to certain areas, enhancing safety and reducing unnecessary congestion backstage.
- **Earlier Budget Approvals:**
 - **Recommendation:** Advocate for budget approvals and operational guidelines to be finalized earlier in the process.
 - **Rationale:** Early approval enables the Entertainment Committee to plan and make decisions with sufficient time, resulting in improved vendor management, booking of artistes and logistical coordination.
- **General Body Meetings Across Committees:**
 - **Recommendation:** All festival subcommittees should meet regularly as a general body to ensure coordination and facilitate feedback across various areas.
 - **Rationale:** Cross-committee meetings will improve the flow of information, address overlapping issues, and foster a more cohesive approach to the overall execution of festival.
- **Enhanced Marketing Strategies:**
 - **Recommendation:** Enhance marketing efforts by starting early and ensuring that artistes and performances are prominently promoted across multiple social media platforms to build excitement.
 - **Rationale:** Early marketing will boost ticket sales and maximize attendance by keeping the festival top-of-mind for both local and international visitors.







1954 - 2024
70th
The Virgin Islands
EMANCIPATION FESTIVAL

Rena's FESTIVILLE

Entertainment LINE-UP

MON. 29 JULY TORCHLIGHT PROCESSION OPENING CEREMONY - RAZOR BLADES - BOSS - DESTRA DJ MALIE TUES. 30 JULY FESTIVAL GLOW NIGHT SOCA EDITION - HARDCORE BAND - OMG LIVE - XTREME FT. PASCAL - VIBE - MACHEL MONTANO TOPMAN KEE HOSTED BY DJ DRE WED. 31 JULY WILD OUT WEDNESDAY - EVO HD - KILLA TOOMA - BANCO BIZMOL - RAJAH WILD - SHAW HP & SISA - TRIPLE KAY INTERNATIONAL DJ MAC MILLI HOSTED BY CARLY CARTEL THURS. 01 AUG FOREVER YOUNG - U.T.B - ONYAN & 3 CYLINDER BAND - HARELLA - SKINNY FABULOUS - RUPEE DJ UNRULY DJ PUSH POP	FRI. 02 AUG INT'L REGGAE NIGHT - FINAL FAZE - CP4 - SHINE-I - I'RITICAL - SHENSEEA - ROMAIN VIRGO - OVA DRIVE SELECTA TAZ HOSTED BY HERITAGE SAT. 03 AUG SOCA MONARCH & DANCE FUSION - ADAM-O W/ BLIND EARZ - BUSY SIGNAL - R. CITY - VIBE DJ DRE HOSTED BY HASHIMTHADREAM SUN. 04 AUG MUSICAL MIX - XCLUSIVE SOUNDS - KLIMAXX - PURE DRIVE SQUAD - DJ ADONI - ASA BANTAN DJ MANGEE DJ GRIMM MON. 05 AUG PARADE DAY - IT'S A SECRET BAND - PURE MASS BAND - EVOLUTION BAND DJ FIREBLAZE R'DON	TUES. 06 AUG FLAG-O-RAMA - INTRUSIVE BAND - MONÉA - DEXTA DAPS - PATRICE ROBERTS - XTREME FT. PASCAL & HARELLA DJ MILLENIUM KING WED. 07 AUG CULTURAL EXTRAVAGANZA - LEON & THE HOT SHOTS - RAZOR BLADES - OMG LIVE - THE AWESOME JAM BAND - NU VYBES BAND DJ CARLY CARTEL SAT. 10 AUG ONE MORE WINE, RENA'S FESTIVILLE GRAND FINALE - 2024 SOCA MONARCH - 2024 CALYPSO MONARCH - 2024 ROAD MARCH CHAMPS - BOSS - KARNAGE - ALISON HINDS DJ LEFTY DJ NIX IN THE MIX
---	--	--

FOLLOW US

@VIRGINISLANDSFESTIVAL

**CELEBRATE OUR FREEDOM AND LIVE IN UNITY,
AS BVI FESTIVAL TURNS 70!**



#CELEBRATINGFREEDOM #BVI70THFESTIVAL



2024

Hospitality

COMMITTEE
REPORT

HOSPITALITY SUB-COMMITTEE REPORT

The Hospitality sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as of a result of such.

HOSPITALITY SUB-COMMITTEE EXECUTIVE MEMBERS

The Hospitality Sub-Committee was headed by Chairman Jenel Lettsome. The following persons made up the Entertainment sub-committee:

1. Jenel Lettsome- Chairman
2. Kishama Robinson- Co-Chair
3. Rayonne Frett
4. Tameeka George
5. Sharlene David
6. Thecla Hopkins
7. Tiejie Henley
8. Everson Rawlins

HOSPITALITY 2024 OVERVIEW

A Hospitality or Artiste Liaison plays a critical role in ensuring the smooth running of hospitality services for all artistes, performers, and VIP guests. We manage logistics, ensure comfort in hospitality lounges, execute hospitality riders, and facilitate all aspects of artiste care. This report will break down each component of the hospitality services offered during the 70th Emancipation Festival Celebration, highlighting the pros, challenges, and providing recommendations for future improvements.

The hospitality lounge served as a dedicated space for all artistes and VIPs to relax, prepare, and unwind before and after their performances.

Hospitality riders included specific artiste requests for food, beverages, and other personal items needed during their time at the event.

The bar provided beverages to artists, VIPs, and guests, ensuring that all were well catered to throughout the event.

Volunteers were vital in supporting hospitality services by assisting in the lounge, backstage, and in general artist support roles. Typically, certain aspects of hospitality are not handled as a volunteer service, but this year we decided to give it a try.

HOSPITALITY BENEFITS

- The 2024 hospitality lounge was spacious, well-appointed area, featuring four 20x20 air-conditioned rooms with a fully stocked bar designed for the utmost comfort and privacy of artistes, VIPs, and special guests which was crucial for our high-profile artistes. Each room was furnished with premium lounge furniture, including plush seating, coffee tables, cocktail tables, and side tables, creating a relaxed and sophisticated environment. The rooms provide ample space to unwind, hold meetings, or prepare for performances, all within a cool, climate-controlled atmosphere. audience, drawing a consistent attendance of 3,000–6,000 people each night.
- Most artist rider requests were successfully fulfilled, providing a seamless experience for the performers. - Open communication between the liaison team and artistes allowed for substitutions when certain items were unavailable.
- The bar was efficiently staffed, offering a wide selection of beverages, both alcoholic and non-alcoholic, as per rider requests. Many artists and guests gave positive feedback on the drink selection and service speed.
- The volunteers showed great enthusiasm and willingness to assist wherever needed, contributing positively to the overall atmosphere. Many volunteers adapted well to last-minute changes and were flexible in their roles.

HOSPITALITY CHALLENGES

- **Hospitality Lounge:**
 - Last-minute artiste additions required quick adjustments to seating and space, which was challenging given the fixed layout.
 - Minor delays in restocking snacks and refreshments occurred during peak periods. Backlit shelving was needed to enhance visibility and presentation, as well as to create a more inviting and functional space.
 - Additionally, extra space within the storage room was needed to accommodate at least six secured storage areas for snacks and beverages, ensuring that we can meet the specific requirements of the hospitality riders efficiently.
 - At times, the lounge became overcrowded with individuals who did not need to be backstage, which affected the comfort and privacy of the artistes and VIPs.
 - There were instances of unnecessary drama and unprofessional behavior displayed by some members of the BVI Tourist Board and the Entertainment Committee Chair, which impacted the overall backstage atmosphere and affected the morale of the team.
 - The restrooms provided for the lounge were frequently untidy and had an unpleasant odor, which negatively impacted the experience for the guests.

- Some BVI based entertainers left the rooms in a messy state, with food, drinks, and soiled linens, making it challenging to clean and prepare the space promptly for the international high-profile entertainers.
- The lounge space was unnecessarily occupied by stage equipment, which made the area feel untidy and cluttered, affecting the overall atmosphere.
- The space that was intended for the artistes was overcrowded with non-working members from other committees and media professionals, which took away from the artiste's comfort and privacy.
- The entertainment committee's chair removed items that should not have been removed, which caused disruptions in the setup and organization.
- **Hospitality Riders:**
 - Certain specialty items requested by artistes were difficult to source locally, leading to necessary but sometimes less-than-ideal situations to acquire them.
 - Last-minute rider changes from artists were challenging to accommodate within the short time frame and when addressed caused an increase in budget.
 - Last-minute rider submissions, changes, and additions by the entertainment committee caused significant running around and resulted in high fees. This made the process more challenging and costly than anticipated
 - The hospitality riders submitted by the entertainment committee appeared to be largely cut-and-paste documents and contained several inaccuracies. Upon arrival, the artiste management presented a different version, and the discrepancies between the two often led to considerable back-and-forth, causing unnecessary stress and delays.
- **Bar Area:**
 - It was challenging to restock the bar due to delays in the BVITB approval process, which eventually forced us to proceed without their clearance.
 - Additionally, the logistics of getting inventory into the festival grounds presented further difficulties, complicating our ability to maintain a steady supply.
 - Some artistes requested liquors that were unavailable on-site, leading to dissatisfaction in a few instances.
 - Unfortunately, individuals from other committees who also had access to the hospitality lounge keys removed bar inventory without permission. This resulted in us repeatedly having to repurchase items to maintain stock, which was both costly and disruptive.
- **Volunteers:**
 - Some volunteers lacked specific training in artiste liaison work, resulting in occasional misunderstandings of their roles, particularly when dealing with high-profile performers.
 - Due to the constant negative feedback from some of the BVITB team and the entertainment committee, there were several nights when volunteers didn't show up this resulted in long volunteer shifts for those that did show up, leading to fatigue and affecting performance in the latter half of the event.

HOSPITALITY RECOMMENDATIONS

- **Hospitality Lounge:**

- In future, it would be helpful to have a more flexible layout that can be adjusted quickly based on changing artistes with dancers, props, numbers and accommodate a changing room for dancers.
- Establish a dedicated restocking schedule to ensure the lounge is always fully supplied during key event hours.
- There should be limited access to the backstage area, reserved only for the working team and the artists to ensure a smooth and professional environment
- A clean and fully functioning restroom, with a dedicated attendant, should be available to ensure cleanliness and comfort throughout the event
- The bar area and storage should be accessible only to the hospitality team. This space should be restricted from other committees to ensure proper management and organization.

- **Hospitality Riders:**

- For future events, implementing a clearer timeline for rider submission (well in advance) and confirming local availability of items can reduce the need for last-minute substitutions. It would also be beneficial to work with suppliers who can provide a wider range of specialty items on short notice.
- The entertainment committee should make it a regular practice to negotiate riders directly with the artistes, especially when the event is operating on a tight budget. This would help avoid unnecessary costs and ensure better alignment with available resources.

- **Bar Area:**

- The recommendation is that no unauthorized persons should be allowed access to the lounge or bar areas

- **Volunteers:**

- More detailed and specific training for volunteers on artiste interaction and hospitality duties should be introduced. Given the high demand and sensitivity of the hospitality liaison role, it should not be a volunteer position. Additionally, team members who sign up for this role should not be assigned to more than one committee to ensure they can fully focus on their responsibilities

- **Funding:**

- A budget of \$90,000 should be allocated to ensure proper coverage of expenses



2024

Miss BVI

PAGEANT

MISS BVI SUB-COMMITTEE REPORT

EVENT DATE: Sunday 21st July 2024

The Miss BVI sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is because of such.

MISS BVI SUB-COMMITTEE EXECUTIVE MEMBERS

The Miss BVI Sub-Committee was headed by Chairman Jaynene Jno-Lewis. The following persons made up the Miss BVI sub-committee:

1. Jaynene Jno-Lewis- Chairman
2. Misha Burke-Smith - Treasurer
3. Ereia Smith
4. Kadijah Liburd
5. Adrian Corrington

MISS BVI 2024 OVERVIEW

The pageant, held on July 21st, 2024, at the Multi-Purpose Sports Complex, showcased seven outstanding contestants, each vying for the prestigious title. The event aimed to promote cultural pride, poise, talent, and community spirit among young women.

Attendance

The event attracted a diverse crowd, including family members, pageant supporters, dignitaries, and the public. Attendance was estimated at approximately 1000 guests, filling the venue to its capacity.

Key Highlights

Hosts: The evening was hosted by one of the Caribbeans hottest influencers, Daniel Loveless who was also a great touch for promoting the British Virgin Islands, and Angelle Cameron, a local beauty with a vibrant stage presence. With hopes of utilizing local talents, there were also vibrant performances by Monea and TeeJay.

Segments:

- Contestant Introductions: Each contestant made their grand entrance, impressing the audience with their grace, style, and confidence.
- National Dress: While giving their introductions contestants presented National Dress reflecting some form of BVI Culture.
- Swimwear Segment: Contestants showcased their fitness and poise.

- Talent Segment: A variety of talents were displayed, including vocal performances, dance routines, and dramatic presentations.
- Evening Gown Segment: Contestants dazzled in elegant gowns, exuding sophistication and charm.
- Question and Answer Segment: Each contestant responded to a randomly selected question, showcasing their intellect and communication skills.

Judges and Scoring

A panel of esteemed judges, including local judges Vina Braithwaite-Pemberton; Annill Daniel, and regional judges Yasmeen Gumbs; Curtney Tisson; Franklin Pickering; Shenique Barry and George Lewis scored the contestants based on criteria attached but not limited to poise, talent, public speaking, and overall presentation.

Winners and Awards

The evening culminated with the crowning of Adacia Adonis who was awarded the title of Miss British Virgin Islands and Miss International BVI. Other notable awards include:

- First Runner-Up: Donyelle Hodge
- Second Runner-Up: Stacy-Ann Bobb
- Third Runner -Up: Shanta Connor
- Best Platform Speech: Donyelle Hodge
- Best National Wear: Donyelle Hodge
- Best Swimwear: Adacia Adonis
- Best Talent: Donyelle Hodge
- Best Evening Gown: Adacia Adonis
- Most Poised: Donyelle Hodge
- Miss Popularity: Donyelle Hodge
- Miss Photogenic: Stacy-Ann Bobb
- Miss Congeniality: Neria Griffith
- Miss Intellect: Adacia Adonis
- BVI Top Model: Stacy-Ann Bobb
- Best Professional Attire: Stacy-Ann Bobb

Sponsorship and Partners

The event was made possible by the generous support of sponsors, including [insert sponsor names].

Their contributions were vital to the success of the pageant and were acknowledged during the event.

Platinum

- BVI Tourist Board

- Alphonso Car Sales Ltd.
- National Bank of the Virgin Islands
- Liberty Call Seafood Shack
- Popeye's Rental Services
- Body Glam
- Mount Healthy Villas
- 4Graphix

Gold

- BVI Ports Authority
- Delta Gas Station
- Therapy 2 Thrive
- Infinity Jewelers
- Supa Valu
- RTW

Silver

- Cyril B Romney Pier Park

Bronze

- Republic Bank BVI
- Maria's by the Sea
- Leading Lady of Destiny
- LJD VI Block
- 5 Girls Ltd
- InterCaribbean Airways
- Land and Sea Power Services Limited
- Aaron Rentals Limited
- The Valley Car and Jeep Rentals
- Fish Mobile
- Native Son Ferry Inc.
- Road Town Fast Ferry

Contributors

- Silver Airways
- Fit24
- Empire Landscaping
- Elegant Holistic Spa
- Stick to Me
- Island Girl Esthetics
- Fresh Start Office Solutions
- Black Out Tinting Services
- Chayil Jewels
- P3, Paper Plastic Products Inc. (BVI)
- Road Town Wholesale

Feedback and Reception

Feedback from participants was overwhelmingly positive. Feedback from VIP attendees was overwhelmingly negative. While some praised the new additions of the event's lineup, the high caliber of contestants, and the overall entertainment value of the evening was deemed unfulfilling.

HOSPITALITY CHALLENGES

- **Logistics:** While the event ran smoothly, there were some minor delays during transitions between segments. Efforts will be made to streamline this in future events.
- **Technical Issues:** A brief audio malfunction occurred during the Talent Segment but was quickly resolved by the technical team.
- **Late Ticket Arrival:** The BVITB was aware of the pageant date and the number of guests we aimed to accommodate. Despite repeated inquiries about ticket printing, concerns were ignored, resulting in the Miss BVI Sub-Committee (the "Committee") receiving the tickets late. Effective seating and service required ticket sales to be completed at least a month prior. Instead, a debate over ticket pricing delayed the process, and the tickets were received just a week before the event.
- **Unplanned Spacing and VIP Accommodation:** During the planning process, the committee encountered challenges in accommodating seating for many individuals. Although the Director had knowledge of the sponsor ticket allotment, this information was relayed to the committee late. As a result, it was a struggle to find adequate seating for both sponsors and Tourist Board members
- **Funding and Awards Conflicts:** Prizes and awards that had already been announced and allocated to participants were included in the budget. However, upon review, The Director suggested removing these post-event items and advised against making any promises regarding them. This approach created numerous conflicts and raised potential legal concerns. As a result, the committee felt misinformed and unprepared, which compromised credibility and made it appear disorganized.
- **Funding:** The committee worked hard to secure sponsors to alleviate event costs. Most of the time, businesses indicated that they would not support the show because of past experiences. Although they received \$17,500 for contestants and the payment for regional and international judges and the host tickets, they did not receive funds for caterers, stage personnel, and other vendors. No deposits were made to ensure adequate service, leaving vendors with limited resources. The budget that was originally projected to cover seen and unseen expenses were made in the amount of US\$165,000 however the committee received numerous requests for the budget to be cut; "take out the glitz and glam", is what was told. The committee went through the budget many times and could not find a way to cut out the items that would help to make the show a success.

- **Floor Plan:** The floor plan was requested, however because of the receipt of tickets just a week before the event, the committee concentrated on getting the tickets to the public who were already disgruntled. However, to facilitate the request of the BVITB DOT, the committee chair enquired about the possibility of having different bands for each Tier. The committee was told that wristbands for a black-tie event were not required. The committee observed that individuals with general entry mingled in VIP sections, and at that point, were unable to control the number of rogue patrons on the floor.
- **Check Processing:** The approval and payment process is excessively slow. For pageants and similar events, it's crucial to understand our responsibilities and seek advice when needed from experienced individuals.
- **Communication:** The events team experienced a significant lack of direct communication with the committee, as most correspondence was through the Director. It became evident that there were varying and often conflicting stances on several matters. Communication between the Director and the Chairperson was often unclear and inconsistent, and many decisions seemed to have been influenced by meetings and emails, which ultimately created issues with the VIP arrangements. Further examples are provided in the attached emails.
- **Hospitality Team Coverage:** The Hospitality team was assigned to cover the bars at the event. However, on the night of the pageant, only a few members were present, leaving many attendees without service.
- **Fundraising:** When funding was requested, the committee was instructed to submit budgets for a bake sale. Despite submitting the requested documents, no updates regarding approvals or further guidance were received.

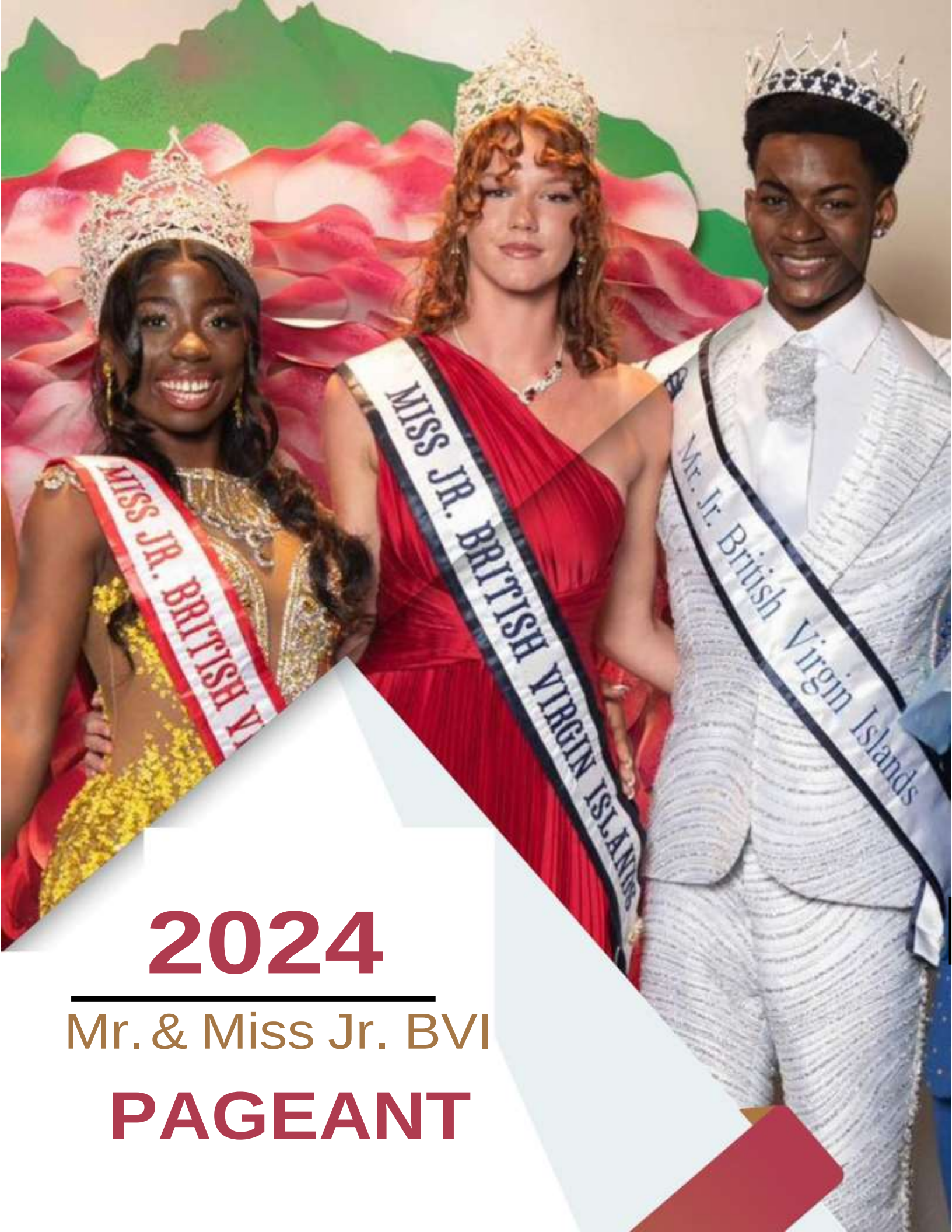
HOSPITALITY RECOMMENDATIONS

- **Improved Timing:** Stick closely to the program schedule to avoid delays between segments.
- **Increased Promotion:** More extensive pre-event promotion to drive even larger attendance.
- **Enhanced Audience Engagement:** Implement interactive segments for the audience to keep them engaged throughout the event.
- **Enhance social media influence and marketing:** The committee has developed a strategy to boost sponsorship through targeted social media campaigns and enhanced marketing efforts.

- **Create a pre-pageant event:** To address the service shortcomings on the night of the pageant, the committee proposes to host a pre-pageant event, ensuring attendees feel valued and compensated.
- **Improve internal communication:** The committee recognizes that the events team was not adequately involved in key decisions. Moving forward, the plan is to strengthen communication and collaboration with the entire team.
- **Boost the overall branding of the Miss BVI pageant:** The committee is committed to improving the Miss BVI committee's brand, which will contribute to a more successful and sustainable event in the future.







2024

Mr. & Miss Jr. BVI

PAGEANT

MISTER AND MISS JUNIOR BVI SUB-COMMITTEE REPORT

EVENT DATE: Sunday 28th July, 2024

The Mister and Miss Junior sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as a result of such.

MISTER AND MISS JUNIOR BVI SUB-COMMITTEE EXECUTIVE MEMBERS

The Mister and Miss Junior Sub-Committee was headed by Chairman Malcia Thomas. The following persons made up the Mister and Miss Junior BVI sub-committee:

1. Malcia Thomas- Chairman
2. Alecia Hamm- Co-Chair
3. Darrel Flanders
4. K'Zea Weekes
5. Celine Thomas

MISTER AND MISS JUNIOR BVI 2024 OVERVIEW

The 2024 Mr. & Miss Jr. British Virgin Islands Pageant took place on July 28, 2024. The following the 2023 August Festivities, the Mr. & Miss Jr. British Virgin Islands Committee received an email notifying them of their dissolution and thanking them for their service. Therefore, it came as a surprise when we were informed that we would be responsible for organizing the 2024 Pageant. This unexpected news put us at a significant disadvantage, as other committees were already well ahead in their preparations. Despite the challenges, we managed to find contestants at the last minute, and with God's help, the event was a success.

Preparations for the 2024 Mr. & Miss Jr. British Virgin Islands Pageant began in late June, with the distribution of applications. After careful vetting, the following contestants were selected: Tya Peters, Chanecia Pinnock, Kaijaanique Hendrickson, J'Adon George, and Recado Palmer. Given the late start, it was agreed that the contestants would be introduced at the Miss Teen British Virgin Islands Pageant.

MISTER AND MISS JUNIOR BVI CHALLENGES

- Response times from BVITB
- Untimely approval on budget and scope
- Why wasn't the Events department the one steering the entire festival?
- Cutting Cheques on the 15th to the 30th was not effective.
- A Specific photographer was assigned to the committee
 - The photos were sent late. Also, photographer seemed to not have enough manpower/resources to handle the task.

MISTER AND MISS JUNIOR BVI RECOMMENDATIONS

- Moving forward, the Events Team should have more involvement in the execution of the emancipation festival.
- There should be an understudy program to ensure that the BVITB understands how things are.
- The committee heads should sit on an executive board so that decisions can be made properly with all the years of experience from members, and to ensure that decisions are in sync.
- The finances need to be upfront for certain purchases or services.
- Build a physical location where the pageants and village can be. It may save costs in the long run.
- Tourist boards have road shows. A partnership can be made to allow for the royalties and maybe even contestants to participate









2024

Prinee & Princess
PAGEANT

VI PRINCE AND PRINCESS SUB-COMMITTEE REPORT

EVENT DATE: Sunday 14th July, 2024

The VI Prince and Princess sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as a result of such.

VI PRINCE AND PRINCESS SUB-COMMITTEE EXECUTIVE MEMBERS

The VI Prince and Princess Sub-Committee was headed by Chairman Yohance Smith. The following persons made up the VI Prince and Princess sub-committee:

1. Yohance Smith-Chairman
2. Jaynene Jno-Lewis- Co-Chair
3. Shade Blackman- Event Manager
4. Chekada O’Neal- Secretary
5. Shamirah Langford- Treasurer
6. Andrea France- PRO
7. Kenja Molyneaux- Assistant PRO
8. Deamber Fonseca- Fundraising Coordinator
9. K’Zea Weekes- Post Event Calendar Coordinator
10. Akira Phillip
11. Adrian Corrington
12. Crystal Frett-Young
13. J’Nique Williams
14. Kadijah Liburd
15. Misha Burke
16. Sharlene David

VI PRINCE AND PRINCESS 2024 OVERVIEW

The Virgin Islands Prince & Princess Pageant is a youth-oriented event that highlights the talent, poise, and creativity of children from the Virgin Islands. Typically, contestants range from around 8 to 12 years old and compete in various categories such as talent performances, formal wear, and creative wear segments. The pageant aims to foster confidence, public speaking skills, and cultural pride among the young participants while also providing entertainment to the community.

In addition to being a platform for personal growth, the event often includes a focus on Virgin Islands culture, with segments dedicated to traditional music, dance, and fashion. Contestants are often judged not only on their performance but also on how they embody the values of the Virgin Islands community. The winners, crowned as Prince and Princess, serve as youth ambassadors for the territory and often take part in local events and charitable activities during their reign.

Mission

The mission of the Virgin Islands Prince and Princess Pageant is to inspire, motivate, and uplift our Virgin Islands youth to the realization that they are strong, independent, confident, capable and talented enough to accomplish anything they set their minds to.

Committee Goals

- Scout the possibilities of better venues (cost, crowd, safety)
- Expose our Winners to other competitions (Regionally and Internationally)
- Increase Community Involvement
- Set a new precedence for the pageant and its contestant

2024 Execution

This year we had 11 registered contestants for the 2024 Execution of the pageant. The contestants are as follows:

- Boys
 - Contestant 1: Ja'Keem Smith
 - Contestant 2: Fatona Callwood
 - Contestant 3: Joseph Richards
 - Contestant 4: Rylan Adams
- Girls
 - Contestant 1: Milana Baltimore
 - Contestant 2: Asia'Nae Fahie
 - Contestant 3: A'Jhnae Dore
 - Contestant 4: Tianna DaSilva
 - Contestant 5: Daria Donovan
 - Contestant 6: J'Coya Scatliffe
 - Contestant 7: Ze'Mirah Martin

This year's pageant had a few changes from the typical execution of the pageant. There were prejudged segments this year. The Pre-Judged segments included:

- Photogenic (No Points Awarded)
- Best Interview (maximum 75 points)
- Socials, Appearances, Sessions Points (maximum of 10 points)
- Popularity Points (No points Awarded)

The night began with a word of prayer from Jovan Cline and the Territorial Song by Toriah Pryce. There after the Opening number included a live performance by the 2017 Prince Jabari Pemberton and the Nouveau Royale. The contestant came out in the ambassadorial speech and wear presentation. This was followed by a grand finale dance featuring all the contestants in any version of their Ambassadorial Wear.

Next the creative segment for this year was Whimsical Wonderland Wear (Triple W). This wear was to be made from white, silver and/or platinum, representing the 70th Celebration of Festival. Following these segments were the talent and evening wear segments. At the end of the night the following titles were award:

- Nova Vita Congeniality Award: Joseph Richards and Ze'Mirah martin

- Miya Marcano Photogenic Award: Rylan Adams and Milana Baltimore
- Malik Aaron Popularity Award: Rylan Adams and Milana Baltimore
- Best in Intro Dance: Rylan Adams and Milana Baltimore
- Best Interview: Rylan Adams and Milana Baltimore
- Best in Ambassadorial Speech: Rylan Adams and Ze’Mirah Martin
- Best in Ambassadorial Wear: Joseph Richards and Daria Donovan
- Best in Triple W: Rylan Adams and Daria Donovan
- Best Talent: Rylan Adams and Milana Baltimore
- Best in Evening Wear: Joseph Richards and Ze’Mirah Martin
- 3rd Runner Ups: JaKeem Smith and J’Coya Scatliffe
- 2nd Runner Ups: Fatona Callwood and Ze’Mirah Martin
- 1st Runner Ups: Joseph Richards and Milana Baltimore
- Winners: Rylan Adams and Daria Donovan

VI PRINCE AND PRINCESS SWOT ANALYSIS

- Strengths
 - Cultural Significance:
 - Highlights and preserves Virgin Islands heritage, promoting pride and identity.
 - Offers a platform to showcase local traditions, art, and talent.
 - Youth Empowerment:
 - Provides young participants with leadership, confidence, and public speaking skills.
 - Encourages community involvement and responsibility among youth.
 - Community Support:
 - Strong backing from local sponsors, businesses, and families.
 - Positive community engagement and attendance.
 - Event Legacy:
 - Long-standing reputation and credibility in the Virgin Islands.
 - Established presence as a celebrated annual event.
- Weaknesses
 - Limited Funding:
 - Dependence on sponsorships and donations can restrict production quality.
 - Financial constraints might limit marketing and outreach efforts.
 - Participant Pool:
 - May face challenges in recruiting a diverse group of participants each year.
 - Small geographic population limits the number of eligible contestants.
 - Resource Limitations:
 - Potential lack of professional event management expertise.
 - Heavy reliance on volunteers, which may affect efficiency.

- Accessibility Concerns:
 - Venues or event schedules may not be accessible to all community members.
 - Limited digital or online presence to reach wider audiences.
- Micromanaging:
 - Hands on involvement by the Director of Tourism in Day-to-Day operations of the standing committee may cause further timing, logistical, communication, and approval issues.
- Opportunities
 - Digital Expansion:
 - Use social media and streaming platforms to expand viewership globally.
 - Create online contests, promotions, or campaigns to increase engagement.
 - Collaborations:
 - Partner with cultural organizations and tourism boards to enhance the event's appeal.
 - Collaborate with regional and international organizations for funding, opportunities and resources.
 - Youth Development Programs:
 - Introduce workshops or training sessions for contestants focused on leadership, etiquette, and career skills.
 - Leverage the platform to support youth education and talent.\
 - Tourism Boost:
 - Market the event as a cultural attraction for tourists, driving local economic benefits.
 - Showcase Virgin Islands culture to international audiences.
- Threats
 - Economic Challenges:
 - Fluctuating local economy might affect sponsorships and ticket sales.
 - Families may face financial constraints limiting participation.
 - Competition:
 - Other community events or pageants may draw attention or resources.
 - Growing disinterest among youth due to evolving entertainment preferences.
 - Cultural Shifts:
 - Risk of criticism if perceived as outdated or irrelevant to modern youth.
 - Potential challenges in balancing tradition with contemporary appeal.
 - External Factors:
 - Natural disasters or weather-related disruptions in the Virgin Islands.
 - Global events (e.g., pandemics) affect attendance and logistics.

VI PRINCE AND PRINCESS CHALLENGES

- Protocols were unrealistic and one sided
 - Requests for graphic work went through the following chain of command:

Committee Chairman > Tourism Liaison Manager > Creative Manager > Graphic Artist > Creative Manager > DOT (for approval) > Creative Manager > Committee Chairman
This caused major delays in all the graphics requested.

- Various members of BVITB were able to make decisions for the committee then would inform the committee chairman after the fact (flyer selection, radio ads to market the pageant, etc.)
- The committee felt extremely stifled when it came to decision making and planning in general due to micromanagement from the BVITB, particularly the Director
 - Chairman put forward the idea of a logo for the pageant as his goal was create a brand (regionally and internationally) and the committee agreed but the initiative received push back as it was deemed unnecessary.
 - Committee decided on a location for the preshow (interview segment) and DOT changed the location to the BVITB conference room on the day of the interview without consultation with committee or chairman. Chairman later received notification of such and had to make the necessary arrangements to proceed thereafter.
 - Wristbands for the ticketing process at the door of the pageant were ordered by BVITB but unfortunately did not arrive in time. As a result, additional funds were spent that were not budgeted for.
 - DOT went to ticket outlet unbeknownst to chairman to engage them as an official outlet after committee chairman had already engaged and confirmed with them.
 - Additional “preferred seating” tickets were ordered by DOT without consulting with chairman. This caused a major challenge on the night of the show as the number of tickets printed initially matched the number of chairs ordered, hence, the “preferred seating” section had more persons than chairs.
 - Financial Comptroller of BVITB collected all funds from ticket sales at the door and concession stand at the pageant unbeknownst to the chairman. Upon requesting a handover of all funds collected from the committee Treasurer at the end of the night, he was informed of such.
 - Security was to be handled by BVITB however, they were a no show causing a lot of issues with crowd handling.
- Issues from the previous year affected planning
 - Previous winners hadn’t received all their prizes and resulted in both parties becoming so disgruntled to the point where they threatened not to attend the pageant or do the “final walk”
 - Many vendors who had not been paid from the previous year either could not be engaged or refused to work with us due to outstanding payments
- Experienced blatant disrespect from the DOT
 - It was reported that The DOT engaged in very unmannerly communication methods when communicating with the Chairman of the committee. The unjust comments made to the chairman were completely out of line and very condescending.

VI PRINCE AND PRINCESS RECOMMENDATIONS

- Vetting process for committee as many members simply have no interest or are incapable of certain duties.
- Chairman should be able to choose their co-chair

- A proposal was submitted, however BVITB made the decision. Unfortunately, the committee co-chair was unable to contribute in ways necessary due to their obligations as chairperson of the Ms. BVI Festival Sub-Committee.
- Chairman should be notified promptly on whether he will remain chairman of the VI P&P Pageant Sub-Committee for the upcoming year as plans would need to commence as soon as possible
- Realistic chain of command needs to be established instead of liaising with too many persons within BVITB
 - A member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB
 - Chairman of sub-committee to sit on executive team for festival
- A Budget of at least \$100,000 should be more than efficient for this event









2024

ROAD TOWN
VILLAGE

ROAD TOWN VILLAGE SUB-COMMITTEE REPORT

EVENT DATE: Monday 29th July- Saturday 10th August, 2024

The Road Town Village subcommittee did not submit their report. However, a debriefing meeting was had with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is because of such meeting.

ROAD TOWN VILLAGE SUB-COMMITTEE EXECUTIVE MEMBERS

The Road Town Village Sub-Committee was headed by Chairman James Lettsome. The following persons made up the Road Town Village Sub-Committee:

6. James Lettsome- Chairman
7. Wendy Kelsick- Co-Chair
8. Trisha Evans

ROAD TOWN VILLAGE 2024 REVIEW

This year's committee hosted all the village entertainment in the Festival Grounds. This committee also handled the Coney Island Area.

ROAD TOWN VILLAGE CHALLENGES

- Plans were impacted by the last-minute decisions made about the village's location
 - number of booths and vendors who were allowed to sell at the event (the original festival grounds accommodates less than the new proposed space)
 - There was not adequate time to prepare new grounds (water supply, electricity supply, etc.)
 - There was not enough time and space to set up Coney Island.
 - More money was spent to expedite many things
 - Although concerns were communicated to BVITB, they were not addressed.
- It was a hassle to receive village passes for the committee
 - DOT communicated that the passes were limited and assured that wristbands would be distributed in to replace them. (60 volunteers and only 25 passes distributed)
- DOT gave tickets to some and not all volunteers for their children to enter the village while they worked (this was not well received by others as it came across as bias)
- A BVITB staff communicated to security that no one without a pass can enter despite knowing that all volunteers did not receive passes due to resources being depleted. This caused a rift in security protocol as many volunteers, vendor and entertainers could not enter without a challenge (even though a list was provided to the gate crew).
- The vehicle numbers of people without passes were requested and given to security. However, "All Access" parking passes were issued unbeknownst to the committee. This caused unnecessary confusion.
- BVITB did not adequately support the Village Committee Booth (i.e. a float was not provided, little to no assistance with restocking the bar, etc.)

ROAD TOWN VILLAGE RECOMMENDATIONS

- There should be a follow-up meeting with booth owners to debrief.
 - Booth owners have request to specifically meet with the DOT of the BVITB
- Establish a schedule for cleaning restrooms.
- Absolutely no parking inside the village.
 - This goes for booth owners, vendors, dignitaries, etc.
- The committee should not be financially responsible for the Royal Virgin Islands Police Force Booth
 - Generally, they do not need a booth.
- Having an upstairs is not necessary for the committee's booth.
 - Focus on extending the downstairs to include a lost and found area or even a lounge
 - Committee notes that many children tend to idle upstairs (unsafe) which further proves it to be a waste of space and resources
- The chairman of the subcommittee should sit on the executive team. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.





2024

**SOCA MONARCH
COMPETITION**

SOCA MONARCH SUB-COMMITTEE REPORT

EVENT DATE: Saturday 3rd August, 2024

The Soca Monarch sub-committee submitted their report and had a debriefing meeting with the Events Team of the BVI Tourist Board and Film Commission. The information highlighted is as a result of such.

SOCA MONARCH SUB-COMMITTEE EXECUTIVE MEMBERS

The Soca Monarch Sub-Committee was headed by Chairman Eustace Freeman. The following persons made up the Soca Monarch sub-committee:

1. Eustace Freeman- Chairman
2. Shaunice Lennard

SOCA MONARCH BVI 2024 OVERVIEW

The Soca Monarch Competition aims to provide a platform for home-based entertainers to showcase and develop their talent. This annual event celebrates the vibrant culture of Soca music and encourages local artists to shine.

Overview

The 2024 Soca Monarch Competition took place at Rena's Festiville, attracting a lively crowd eager to witness the best in Soca music in the British Virgin Islands. A total of 16 songs entered the 2024 competition (see attached). The show featured two main categories:

1. Groovy Monarch – won by Lenell Stevens Jr. stage name LJ
2. Power Monarch – won by Ramon George. stage name Ramon G

Both categories showcased exceptional talent and creativity, highlighting the dedication of the participants.

Attendance

The event drew a significant audience, contributing to a vibrant atmosphere filled with energy and excitement. The engagement from the crowd was a testament to the popularity of the Soca genre and the talent of the performers.

Participant Feedback

Participants expressed the need for increased prize money for each category. They highlighted the substantial expenses incurred in preparing for the competition, emphasizing that higher rewards would better support entertainers in their efforts to deliver outstanding performances.

SOCA MONARCH CHALLENGES

- Communication at the gate needs major improvement

- Entry for performers and their crew was too much of a hassle. Enough passes weren't printed, and all names weren't included on the lists at the gate.
- The event begins too early due to half of the evening being dedicated to the Soca Monarch Competition and the other half for the International Soca Night.
 - It feels like 2 separate events happening in a shared location (competition feels rushed to allow for the “real show” to begin)
- Increase in cash prize (consider cost of preparation as often that trumps the reward)
- Hospitality could have been much better
 - The stigma of local artists being treated as “less than” in comparison to international artists was felt

SOCA MONARCH RECOMMENDATIONS

- Commence at 10pm to allow for more attendees (target market seems to gather after a certain time)
- Song entries need to be released to the public earlier so that the audience would be able to relate and participate during performances. This would also help to generate interest in the competition in advance.
- Implementation of a Jr. Soca Monarch Competition to attract younger persons (aim is to target schools to generate interest)
 - Cater to children ages 10-17, then categorize accordingly (by age or gender)
- Create incentives for winners, beyond featured performances at Road Town Festival Village and Carrot Bay Cultural Fiesta Village
 - Engage in outreach year-round for partnerships (locally and regionally – VG Easter Festival, St. Croix Carnival, Antigua Carnival, etc.)
- Chairman of sub-committee to sit on executive team for festival. Additionally, a member of BVITB Events Department will be appointed as the official liaison for the committee with BVITB.







2024 Virgin Islands Emancipation Festival

Submitted by: The British Virgin Islands Tourist Board and Film Commission – Finance Department

Overview

The 2024 Virgin Islands Emancipation Festival celebrated its 70th anniversary, marking a significant milestone in its history. This year, the festival showcased substantial upgrades in financial management executed by the British Virgin Islands Tourist Board and Film Commission (BVITB&FC). The event not only honoured cultural pride but also demonstrated advancements in financial accountability and operational execution. This report highlights the positive financial practices adopted during the festival while addressing challenges encountered, paving the way for improvements in future events.

Key Financial Positives

Modernized Payment Systems

- Early bird ticket sales were efficiently managed through Eventbrite, facilitating a smooth and professional ticketing process. This platform enabled real-time sales tracking, reduced bottlenecks, and allowed patrons to secure tickets with ease from anywhere in the world.
- For the first time, credit card payments were accepted for all pageants and village entries. This transition enhanced convenience for patrons, increased transparency, and broadened access for international visitors.

Enhanced Financial Oversight

- The BVITB&FC Finance Department ensured meticulous record-keeping supported by comprehensive documentation. This practice facilitated clarity in financial reporting and minimized errors in fund management.
- In collaboration with the Royal Virgin Islands Police Force, the BVITB&FC ensured timely and secure deposit of funds after each event, significantly reducing risks associated with handling large cash volumes.
- An auditor from BDO was engaged to oversee all fund collections for paid nights at the village. This additional layer of scrutiny ensured that funds were managed with the highest level of accountability and transparency.

Challenges Identified

Despite the festival's successes, several challenges emerged that need to be addressed for future improvements:

- **Operation and Communication Issues**

- Sub-committees often exhibited unresponsiveness or delays in communication, disrupting planning and execution.
- Requests for payments were frequently made at the last minute, leading to inefficiencies and necessitating expedited processing.
- Instances of duplicate requests from different individuals created confusion and required additional verification efforts.

- **Financial Management Challenges**

- Sub-committees often delayed providing necessary documentation and information required for timely payments, impacting overall workflow.
- Poor budgeting practices by sub-committees led to expenditures exceeding allocated budgets, straining resources and necessitating ad-hoc adjustments.

Recommendations for Improvement

- **Strengthening Communication**

- Implement mandatory weekly updates from sub-committees to enhance communication and prevent last-minute requests.
- Assign dedicated liaisons for each sub-committee to streamline interactions and ensure accountability.

- **Improved Budgeting and Reconciliation**

- Conduct pre-event financial training for sub-committees to enhance budgeting skills.
- Automate ticket sale tracking using integrated software to reduce reconciliation issues.

Conclusion

The 2024 Virgin Islands Emancipation Festival, celebrating its 70th anniversary, showcased significant advancements in financial management while emphasizing transparency and accountability. While challenges arose, they provide critical learning opportunities for refining future processes. With improved communication, streamlined workflows, and enhanced training, the festival is poised for even greater financial and operational success in the years ahead.

**BVI Tourist Board and Film Commission
2024 Virgin Islands Emancipation Festival
Profit & Loss**

REVENUE		
Government Subvention		1,370,000
Sponsorships		152,500
Ticket Sales		771,253
Miss BVI Pageant	107,818	
Prince & Princess Pageant	71,704	
Mr & Miss Jr. BVI Pageant	12,741	
Village Entry Fees	578,990	
Festival Booklet		2,725
Vendor Fees		62,344
Village Booths	50,375	
Food Fair	11,369	
Parade Registration	600	
Concession & Bar Sales		15,039
Coney Island		139,604
TOTAL REVENUES		2,513,465
EXPENSES		
Advertising & Marketing		89,402
Calypso Competition		21,390
Coney Island		377,237
Construction & Equipment		326,245
Entertainment		1,104,270
Performance Fees	1,014,894	
Per Diem & Hospitality	89,376	
Fireworks / Drone Show		35,000
Miss BVI		131,886
Mr. & Miss Jr. BVI		31,176
Parade		83,540
Prince & Princess		84,296
Security		84,600
Soca Monarch		21,970
Stage, Lighting & Sound		543,175
Travel & Accommodations		441,878
TOTAL EXPENSES		3,376,066
NET (LOSS)		(862,601)