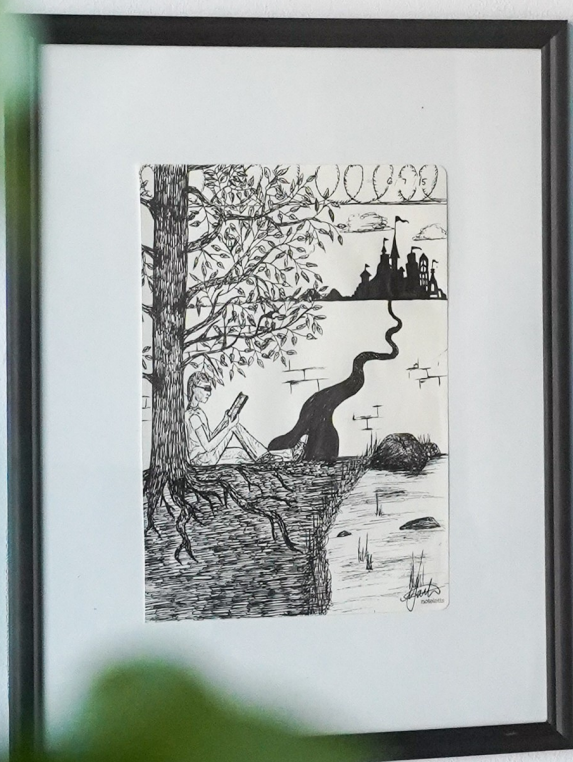


WHO WE ARE.

Parcel 110
January 2021

Document Type: Internal, Committees, Communities



A hybrid business.

A social enterprise.

A creative community.

A neighbourhood champion.

PARCEL 110

VISION.

Parcel 110 aims to directly support the local creative community by developing a physical space that fosters the growth of its members, their ideas and enterprises.

Parcel 110 is rooted in the heart of downtown George Town and is a catalyst for holistic, inclusive, and creative regeneration of this community.

A creative venue.

A blank canvas.

A community forum.

An immersive destination.

WE ARE.

A Creative Venue

We play host to a variety of flexible spaces for people to gather, collaborate, and create. Our multipurpose studios, meeting rooms, and urban-view lobby bar is designed to serve content launches, gallery debuts, performance pieces, or social events.

A Blank Canvas

Along with select community partners, Parcel 110 offers a range of art supplies, spaces to work or exhibit, teaching and learning opportunities, and workshops.

A Community Forum

We're right at home in George Town: deeply rooted in our community, true to the Cayman lifestyle, and committed to providing wisdom and opportunity however we can. We provide support for those on the hunt for discussion or debate through Parcel 110's town hall series or our blog, *Studio Notes*.

An Immersive Entertainment Destination

Parcel 110 provides creative avenues for entertainment in partnership with members of our creative community. We are an ideal location for teams on the lookout for something unique and immersive: escape room adventures, murder mysteries, local scavenger hunts, or island-wide quests.



OUR COMPANY.

A Hybrid Enterprise

Parcel 110 operates as a *hybrid* company: combining the drive of a private corporation and the spirit of a social enterprise. Parcel 110 is a trading name of Exit Strategy Limited, a privately owned company incorporated in the Cayman Islands.

What's in a name?

Our name is emblematic of our location. The owners of Parcel 110 are committed to contributing to a revitalised George Town, and so our name had to have a strong sense of place. Our location isn't a real estate default: it was carefully chosen to ensure that our business is at the very heart of George Town. Block and parcel numbers are an integral part of Cayman's system of land registration, and identify the specific location of all property in the Cayman Islands. We are located at Block OPY, Parcel 110.

Our name is our way of laying claim to our neighbourhood, and a promise that we aren't just passing through – *we're here to stay.*

**A hybrid decision making structure
designed to make the most of our
strengths.**

The Committee System

Parcel 110 is a collaborative space occupied by a variety of creative and immersive pursuits. Our staff are responsible for the efficient operation and maintenance of the venue, as well as coordinating the activities of members of the creative community who have joined by co-locating at Parcel 110.

As a social enterprise, significant activities of Parcel 110 are planned and executed by committees. The committee system is a significant contributor to our status as a hybrid business, and is the foundation of the company's creative direction.

These committees are:

- Studio Notes
- Curation
- Marketing & Social Media
- Events

Each committee consists of a Parcel 110 employee, at least one co-located partner, and any number of additional members. Parcel 110 management delegates specific responsibilities to each committee, but retains the right to make final decisions on any matter which uses the venue, the branding, or company resources.

Funding

As a private company, Parcel 110's finances are private. Separate financial statements are made available for programs supported through grants or donations, and the company permits periodic audits on accounts for segregated programs as required by regulation.

**Committed to doing good in our
community.**

NOT-FOR-PROFIT ACTIVITIES.

Studio Notes

Studio Notes is a running commentary of our neighbourhood: part blog, part writers' craft, part exposé. Our commitment to our community is more than just aesthetic: we believe in creative activism. If we can contribute to the development of civil society through discourse, we will.

Studio Notes is hosted primarily on Parcel 110's website and social media platforms and is presented in written, audio, and video format. The Studio Notes Committee is responsible for the creative direction of Studio Notes and committee members, supported by community Participants, provide content. Parcel 110 manages administrative and regulatory aspects of Studio Notes, and retains ultimate editorial control.

Creative Community

Parcel 110 hosts a broad creative community. The company maintains a database of creative participants in the Cayman Islands and overseas, and maintains relationships with them to support creative projects in our neighbourhood, in the wider Cayman Islands, and overseas.

Commercial Community

Parcel 110 additionally manages a comprehensive commercial community for the George Town core, consisting primarily of locally owned micro, small, and medium sized businesses located in central George Town. Parcel 110 maintains relationships with these businesses in order to further their commercial interests in George Town and support the development of local enterprise.

**Facilitating creativity in the
Cayman Islands.**

SERVICES AND SUPPORT.

Our Team

Parcel 110 employs a team of professionals dedicated to facilitating the work of the creators who utilise our spaces, and the work of our committees both within the space and in the wider community.

Direct Service Offerings

Parcel 110 provides a number of services directly to the public, co-located partners, and our communities, namely:

- Venue rental
- Event support
- Administration and Reception
- Marketing support

Co-located Partners

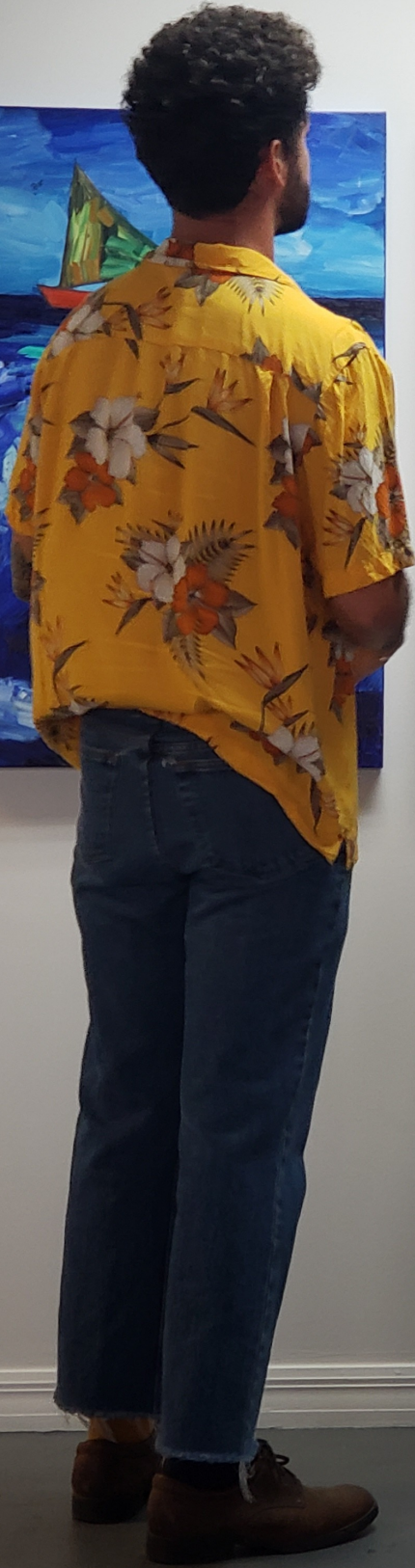
Parcel 110 contains studios offered to independent artists and other creative enterprise on a long-term rental basis. These co-located partners are required to remain involved in wider Parcel 110 activities through committee participation. Co-located partners are not employees of Parcel 110.

Administered Service Offerings

Parcel 110 acts as a common marketplace for many of the services offered to the public by our co-located partners. Several of these partners make use of Parcel 110's merchant systems for sales, reservations, and payments. Parcel 110 staff can also handle client communications and scheduling.

The Gallery

The Gallery at Parcel 110 is an integral element of our lobby. The commercial gallery space is managed by the Curation Committee and administered by Parcel 110 staff.



WHO WE SERVE.

Parcel 110 is purpose-built to bring together Cayman's creative community and provide creative outlets to the people of the Cayman Islands.

We serve creators of all sorts. Our facility and service offerings are designed to support artistic pursuits and creative enterprise. Whether an individual is pursuing arts education, exploring creative life, or seeking a critical space to develop artistic talent, Parcel 110 aims to provide the tools they need.

We serve our neighbours. Parcel 110 seeks to bring creative activity to downtown George Town and contribute positively to the lives of those who live, work, and spend leisure time in the community.

We serve Cayman's guests. We seek to foster international exchange for the benefit of all by encouraging visitors to the Cayman Islands to engage and interact with the local artistic community.

We support others to discover, nurture, and showcase creative talent.

WHO WE ARE.

**Parcel 110
3rd Floor, Royal Plaza
40 Cardinal Avenue
George Town
Grand Cayman**

**Cover Photo: *Out of My Mind*, An exhibition by Martina Jackson. January 2021.
Page 14: Preparing for the opening of *Half Asleep*, a mixed exhibition . February 2021.**

Parcel 110 is a trademark of Exit Strategy Limited, a Lobban Brothers company.