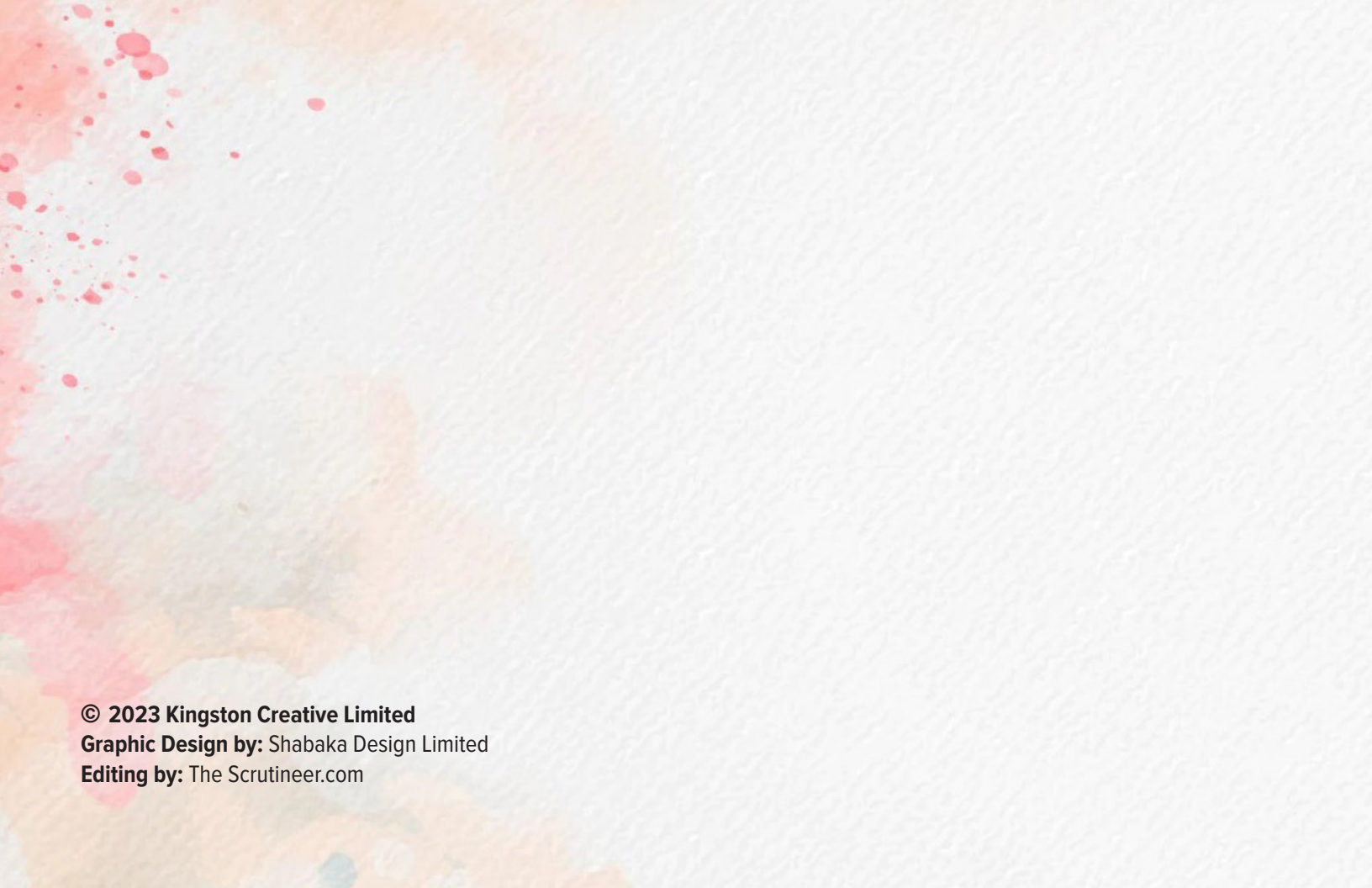




ANNUAL REPORT 2021

RECOVERY AND RESILIENCE



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VISION

Kingston is the creative capital of the Caribbean.

MISSION

To enable Caribbean creatives to succeed so that they can create economic and social value, gain access to global markets and have a positive impact on their community.

VALUES

- Respect
- Integrity
- Community
- Inclusion
- Sustainability
- Empowerment
- Caring
- Creativity



OBJECTIVES

NURTURE

To nurture creatives, build community and collaborate with others in a creative space.

ENGAGE

To engage the community so that they can leverage their innate creativity, be a part of the creative development of Downtown and build profitable businesses.

SUPPORT

To support creative entrepreneurs in starting up, incubating and building innovative businesses with the potential to go global.

SUSTAIN

To support artists, artisans and creative entrepreneurs to develop and grow in a sustainable way.

INVEST

To develop the Creative economy and catalyse growth and investment in production services and commerce.

TRANSFORM

To support the transformation of Downtown Kingston into a focal point for arts tourism, thereby increasing local and visitor traffic to the capital.

REGENERATE

To regenerate the urban environment of Downtown Kingston, using art to improve the space in which people live, work and play as well as where they think, invent and create.

WHO WE ARE

Kingston Creative Limited is a nonprofit arts organisation started in 2017 by three co-founders who believe in using art and culture to achieve social and economic transformation in Downtown Kingston, Jamaica.

The Kingston Creative team sees Downtown as a place with the potential to leverage its rich culture, heritage and world-class talent to thrive as a creative city, not just in name or designation by the United Nations Educational Scientific Cultural Organisation (UNESCO), but for it to be a reality for the people who live there.

Downtown Kingston has historically been the hub of Jamaican culture, particularly in the fields of music, dance and the visual arts. In addition to being the home of world-renowned singer Bob Marley and other famous musicians, it marks the spot for Jamaica's first visual artist on record, Isaac Mendez Belisario and photographer Adolphe Duperly, dating back to the 19th century.

It is the birthplace of reggae, the home of dancehall and some of the island's most influential music studios. Several visual artists and other highly accomplished street artists including John Dunkley and David Pottinger hail from the surrounding vibrant and eclectic communities.

Cultural institutions such as the Ward Theatre, Institute of Jamaica, Jamaica National Heritage Trust, National Gallery of Jamaica, Jamaica Music Museum and Liberty Hall are located in the area. Scattered across Downtown, public art pieces, sculptures and places of significant architectural heritage can be viewed.



KEY ACHIEVEMENTS 2017 - 2021

\$89,000,000

Cumulative cash raised over 5 years.

30,000+

Visitors to Downtown Kingston Art District

100+

Events/Festivals Hosted

67

Murals Created in Downtown Kingston Art District

2

Spaces Established:
Creative Hub and Artisan Store

8,000+

Training Opportunities Provided for Creatives



MESSAGE FROM CO-FOUNDER & CHAIRPERSON



**ALLAN
DAISLEY**

What is the value of creative industries in times of crisis? The COVID-19 pandemic has brought a number societal challenges front and centre and showed the critical importance of investing in our creatives. In response, Kingston Creative Limited is accelerating its plans to leverage the skills and abilities of creatives to effect positive transformation, not only in Downtown Kingston and its environs but in every corner of Jamaica.

Through core activities such as Artwalk, Paint the City Murals and the Creative Hub, the organisation provides an avenue, opportunity and space for transformation and connection. A place where creatives and residents can share and reflect on the issues that affect the country and indeed the world, while enhancing their wellbeing.

This year, with the support of the Inter-American Development Bank Lab, Tourism Enhancement Fund and the Development Bank of Jamaica, Kingston Creative kick-started CreaTech, a major programme that will significantly impact sustainable development of our creative ecosystem. The three-year programme focuses on developing the entrepreneurial ecosystem via key initiatives including business

and intellectual property registration, investment training, creative exchange and global accelerator programmes.

The accomplishments of the past year were no easy feat, but our Executive Director and our incredible team members have remained steadfast in their commitment to enhancing access and experience for our creatives, communities and the general public. As we move into the new year, it is my hope that with the continued support of our amazing partners, the team at Kingston Creative will be able to continue supporting creatives to develop skills that will transform their lives as well as the communities around them, some of which are sometimes neglected.

In 2022, we look forward to serving our stakeholders with renewed energy, building on our past achievements and reaching ever closer to the establishment of a safe and vibrant Art District Downtown, and realising our vision of Kingston as the creative capital of the Caribbean.

A. Daisley



MESSAGE FROM CO-FOUNDER & EXECUTIVE DIRECTOR



**ANDREA
DEMPSTER CHUNG**

This year is declared the International Year of Creative Economy for Sustainable Development by the United Nations General Assembly. It has not come at a more relevant time as the global pandemic negatively impacted the production, distribution and access of the creative value chain across the world, including Jamaica.

We were able to transition many of our activities back to an in-person format after an extended period of being online. In addition, through initiatives such as the CreaTech programme and HEART Trust/NSTA training, we are providing support to many artists and cultural professionals to enable them to weather the social and economic vulnerabilities that the pandemic brought to the fore.

Despite the challenges, there were many wins this year as the Art District continues to grow with work completed on several mural projects in Downtown, Kingston. We hosted our inaugural Kingston Culture Forum and had dialogue around heritage, creative economy and sustainable urban development, attracting some three hundred attendees to the event. The three-year CreaTech programme, which engages our creatives in 16 different

areas of development, started strong as it supports our creatives to merge their skills with technology to achieve sustainable growth.

One of the many questions we grappled with in 2021 is, How does the cultural and creative sector re-emerge from this pandemic stronger than before? Through our strategic-plan, we examined our current situation, strengths and weaknesses, threats and opportunities as well as forthright feedback received from the creative community. We have been able to map a path forward that will strengthen the resilience of our creative ecosystem, enhance capacity of our creatives, share best practices and promote an enabling environment to tackle the challenges of the creative economy.

We could not achieve what we have without our sponsors, partners, stakeholders, team members and volunteers who have all put us steps closer to the fully fledged art district and creative city that we envision. We look to the future with great optimism that we will grow stronger in the years ahead.

A. Dempster Chung



BOARD OF DIRECTORS



**Allan
Daisley**



**Andrea
Dempster
Chung**



**Colleen
Campbell**



**Doris
Gross**

Our Board Directors, Allan, Andrea, Colleen and Doris have years of experience in strategy, marketing, engineering, urban planning, community development entrepreneurship and accelerating startups. Allan and Andrea are cofounders of the organisation, and have been with the organisation since inception in 2017. **Read more:** <https://kingstoncreative.org/board-members>



**Enith
Williams**



**Gillian
Mullings**



**Dr. Kim Marie
Spence**



**Peter
Goldson**

Board Directors Enith, Gillian, Kim Marie and Peter have experience in academia, cultural and creative industries, policy formulation, finance, intellectual property and business law. The Board Members are located in the United Kingdom, the United States and Kingston Jamaica and meet monthly to chart the course of the organisation.

KINGSTON CREATIVE TEAM

Kingston Creative is a strong movement, led by a core of team members and volunteers who ensure that we execute well, communicate effectively and focus on the needs of the creatives and communities that we serve.

The organisation is staffed by six employees, part-time contractors and over 100 volunteers in four pods, namely art district, entrepreneurship, marketing and communication along with community. This year involved rapid human resource expansion to support the CreaTech programme. A total of 20 new team members were hired to support the various components associated with CreaTech.

Special effort was made during the year to provide members of the team with the resources necessary to effectively carry out their responsibilities. Training and team building exercises were undertaken to engage, improve interaction and enhance internal communication.





CREATIVITY OF JAMAICAN PEOPLE

PAINT THE CITY MURALS

ARTWALK FESTIVAL

CREATIVE MEETUP

KINGSTON CREATIVE HUB



CREATIVITY OF JAMAICAN PEOPLE: PAINT THE CITY MURALS

Our work to make Downtown Kingston an inviting and vibrant space continued through Paint the City Murals, a ten-year programme to develop the art district and stimulate growth in the creative economy.

Five murals, located in the communities noted below, were completed in 2021:

- Hannah Town
- Trench Town
- South Camp Road
- Duke Street
- Jamaica AIDS Support for Life/Molynes Gardens

Key messages communicated through the artwork included celebration of love and unity through music, promotion of citizens reporting crime, encouragement for persons living with HIV/AIDS and commemoration of the Jamaica AIDS Support for Life 30th anniversary.

The five projects were completed at a cost of J\$6.3 million dollars, employed some 22 people from various communities and engaged eight partner organisations.

Since the inception of the Paint the City Murals programme, over 67 murals have been developed by Kingston Creative in the art district, employing local and community-based artists. The murals and digital content reflect on local context and Kingston's rich cultural history.

This programme is a public-private-third sector partnership funded by the Tourism Enhancement Fund, Sherwin-Williams and Kingston and St. Andrew Municipal Corporation.



KINGSTON
CREATIVE

JENNIFER MORRIS
STYLING
PHOTOGRAPHY BY
A. STEPHEN HALL
2021

PAINT THE CITY MURALS CONTD.

FREE LIKKLE CUPBOARD

“In 2021, Kingston Creative collaborated on an arts project with local charitable organizations ‘Free Likkle Cupboard’ and Operation Help the People. The organisations have installed creatively painted food cupboards in locations across the Island that are accessible to persons in need, across the island. We were pleased to install a cupboard in the Downtown Kingston community of Rae Town at the Mural on the Red Stripe playing field, next to iconic cultural location Miss Normas “Capricorn Inn” the home of Rae Town Old Hits Party, a sound system party hosted by resident sound system, Klassique Disco, guided by founder and veteran selector Senor Daley. The food cupboard provides persons in need with free access to food items, toys and books among other things and will be frequently restocked by the NGO as well as any members of the public that choose to participate and support.

H&L CORPORATE GREETING CARD

Another arts project completed in 2021 was a partnership with local business Hardware and Lumber for the design of their holiday Corporate Cards. For a second year, Hardware and Lumber engaged Kingston Creative to identify and hire a local artist to produce artwork for their seasonal greeting cards. This is a part of a larger effort to encourage corporate companies in Jamaica to engage local creatives for their services. An Open Call was issued and from 20 entries the winner was selected and their chosen artist was Richard Nattoo. To find local artists for your next project, go to: <https://caribbeancreativenetwork.org>



CREATIVITY OF JAMAICAN PEOPLE: ARTWALK FESTIVAL

A core activity that Kingston Creative hosts on the last Sunday of every month in Downtown Kingston is an open air street festival called Artwalk. The aim of the free public event is to showcase the artistic and cultural talent across our communities.

As a result of the ongoing health crisis this year, Kingston Creative utilised a blended approach to bring its well curated and growing collection of performances to a wide local and international audience via a small in person audience as well as online. The virtual Artwalk Festival was livestreamed on Instagram and archived on our YouTube channel. Taking advantage of these social media platforms have been beneficial in allowing the organisation to expand its reach to a wider global audience.

Since its inception in 2018, hundreds of dancers, musicians, visual artists, poets, writers, have participated in the Artwalk

Festival, engaging audiences with a wide range of presentations and performances.

The Artwalk generally comprises a walking tour from National Gallery of Jamaica, Ocean Boulevard to the Institute of Jamaica on East Street. Sound systems are set up at points along the route, with performances at three bars along Water Lane, where Kingston Creative and partners have developed a series of art murals that serve as the backdrop to the festival.

Key stakeholder groups involved in the Artwalk Festival include:

• Cultural Producers:

These are artists, artisans and creative entrepreneurs who sell and perform. They includes actors, dancers, models, musicians, filmmakers, writers, dancers and the artisans that sell at Market Street.

- **Cultural Consumers:**

The audience demographic includes, local residents of Kingston, expatriates, and visitors from overseas.

- **Communities:**

Community creatives in Downtown, Kingston are encouraged to participate by selling craft and food in the artisan village and performing at the event.

- **Businesses:**

Most of the businesses in the area that open during the event benefit from increased traffic and sales. Others earn revenue as a result of the after parties that they host after Artwalk.



CREATIVITY OF JAMAICAN PEOPLE: CREATIVE MEETUPS

Another major initiative designed by Kingston Creative to connect creatives so they can collaborate, network and discuss issues across industries is the monthly Creative Meetups.

Due to COVID-19 restrictions, the meetups were hosted virtually and livestreamed via social media platforms. Throughout the year, the meetups engaged 57 speakers, seven community representatives and 20 organisations. A range of topics were covered in 2021, including the following:

- Creative Collaboration: Collaborating for Success Across Industry Associations
- Digitising the Creative Industries. Get with I.T.

- Protecting Your Art: Intellectual Property for Creatives
- How Creative Hubs Can Connect Creatives
- Virtual Art Shows: A Fad or the Future

The aim as we move forward into the new year is to maintain the online component of the monthly meetups to expand the reach of the event while increasing awareness of Downtown and the creative talent of Jamaicans.



CREATIVITY OF JAMAICAN PEOPLE: KINGSTON CREATIVE HUB

In partnership with the Hub Co-working, our Creative Hub located in the heart of Downtown Kingston continues to be sought after by creatives as a place to do business, network and share ideas.

While there was reduced usage during the year as a result of clients still working from home, we are optimistic that the numbers at the Creative Hub will grow as individuals seek a community that fosters ideas, collaboration and enterprises.

The various co-working facilities and options available at the Creative Hub to empower creatives to succeed so they can add economic and social value include:

- **Membership:**

Hot desk membership, office membership and joint membership.

- **Meeting Venues:**

20 seater meeting room and retail event rental space.

- **Business Address:**

Mailing address for creatives with drop offs and pick-ups as well as access to bearer services.

- **Studio and Equipment Rental:**

Podcast studio, dance space, animation studio, theatre space, photography backdrop spaces and other types of creativity stations.

For booking and other queries:

Email: creative@hubcoworkingja.com Call : (876) 546-6943 Website: hubcoworkingja.com/creative-hub/



Artist: Charli B.



KINGSTON
CREATIVE
HUB





BUILDING CAPACITY OF CREATIVES

CREATECH ENTREPRENEURSHIP PROGRAMME

HEART TRUST/NSTA TRAINING

BEST PITCH FORWARD



BUILDING CAPACITY OF CREATIVES: CREATECH ENTREPRENEURSHIP PROGRAMME

The CreaTech programme was launched on January 14, 2021, and aims to improve outcomes for artists, creative entrepreneurs and cultural practitioners, particularly those in and around the marginalised communities of Downtown Kingston. This will support creative economy development through capacity building, providing greater access to capital and access to new markets, and facilitating greater collaboration among stakeholders.

Kingston Creative considers the creative industry as one of the sectors in Jamaica that can boost employment, reduce crime, redevelop communities and drive sustainable economic growth. It is also an avenue to promote culture, social integration and social values.

To harness the power of creatives to drive the country's economic and social transformation, the organisation established a number of partnerships this year to help build

the capacity of creatives and cultural entrepreneurs through training and development.

The three-year CreaTech programme, which started in 2021, seeks to enable Caribbean creatives to produce economic and social value, gain access to global markets and have a positive impact on their local communities.

It brings together creative skills and emerging technologies to enable creative entrepreneurs to engage audience and inspire business growth and investment.

Some of the components of CreaTech that were implemented or are ongoing to foster entrepreneur and community development are as follows:



CREATECH ENTREPRENEURSHIP PROGRAMME CONTD.

- **Business and Intellectual Property Registration Drive:**

To enable 50 creatives to have their businesses and intellectual property registered with the Companies Office of Jamaica and the Jamaica Intellectual Property Office.

- **Business Training and Cultural Application Development:**

To enhance the business and development skills of 600 creative entrepreneurs by partnering with the HEART Trust/ National Training Agency over the three year-period.

- **Kingston Culture Forum and Monthly Meet Up:**

Culture and one-day forum to provide information and collaboration across the creative ecosystem involving the public and private sector as well as academia.

- **Hack the City Ideathon:**

A one-day creative hackathon event where creatives, technology enthusiasts and other problem solvers work together to create innovative solutions for societal problems in Jamaica.

- **Accelerator, Incubator and Summit:**

10 week global accelerator to increase access of 10 creative businesses to technology and training to enable them to position themselves to conduct their businesses internationally, supported by an incubator and virtual summit at the Kingston Creative Hub.

- **Creative Exchange Programme:**

Travel programme for two creatives to increase international business and collaboration.

- **Hackathon and Creative Database:**

Mapping exercise to identify the various stakeholders in the creative industries in Jamaica, and hackathon to utilise new technologies to develop solutions focused on business revenue potential and problem solving.

- **Investment, Incentives and B2B Meetings:**

Product package training to be provided to over 100 entrepreneurs to increase access to investment and capital. Also, meetings to be hosted in partnership with the Jamaica Promotions Agency to connect 20 creative entrepreneurs to tech entrepreneurs.



BUILDING CAPACITY OF CREATIVES: CREATECH BUSINESS INCUBATOR

The pandemic and its consequences in the creative and cultural sector highlighted the urgency for support to the cultural and creative industries (CCI) in Jamaica. Cultural and creative incubators can strengthen creative entrepreneurs and help them launch their ventures. The Kingston Creative incubator programme was launched in 2021 and operated as a reference point for 10 early stage creatives to explore and expand on the dimensions of art, culture, tech and entrepreneurship.

The purpose of the CreaTech incubator programme is to stimulate the members by offering them opportunities to learn, create, and grow. However, such initiatives are not limited to just these three dimensions. Incubators can create community, encourage peer learning and sustainably grow various artistic, educational, economic and social aspects of a business.

The most important services delivered under the incubator programme are training, mentoring, provision of physical spaces, networking services, access to finance and support for developing critical areas of their businesses. It also provides creative entrepreneurs with sound tools and frameworks to analyze their ideas, approaches, opportunities and solutions, using technology as a driver.

SUPPORT PROVIDED BY CREATECH INCUBATOR:

- Training
- Networking
- Office Space
- Tools
- Access to Finance

BUILDING CAPACITY OF CREATIVES: CREATECH GO GLOBAL ACCELERATOR

Entrepreneurs often don't have the tools or knowledge to scale their businesses or enter new overseas markets. Through training with local and international experts and one-on-one mentorship, The Kingston Creative Go Global Accelerator Programme coaches and develops creatives to achieve sustainable levels of growth and to enter new markets. The programme focused on business and technology up-skilling to increase sustainability and capacity. Although local, the programme benefited from the expertise of global experts like Karrelle Dixon, Marlon Hill, Attorney at Law, David Mullings, CEO Blue Mahoe Capital and Cavel Khan, Chief Revenue Officer at Tumblr, to enable local creative entrepreneurs to take advantage of international growth opportunities.

The Go Global Accelerator Programme provides high potential creative entrepreneurs with capacity development through training, mentorship, sound advice and practical

steps to grow their businesses. It provides entrepreneurs with sound analysis frameworks and tools to leverage specific opportunities available to them internationally. The programme trained a cohort of 10 creatives who will be able to mentor future accelerator cohorts; creating a knowledgeable community of mentors to sustain a community cluster.

Benefits of the Go Global Accelerator Programme include:

Mentorship from experts in tech, HR, legal, finance and marketing

- Networking opportunities with other founders, experts and investors from

Jamaica and around the world

- Customised training to help businesses get off the ground, win their first customers and hire their first employees.
- Prepare entrepreneurs to successfully access grants, loans and equity financing
- Support CCI entrepreneurs to take their business global and access new markets

BUILDING CAPACITY OF CREATIVES: HEART TRUST/NSTA CERTIFIED TRAINING

As part of the CreaTech programme, Kingston Creative entered a strategic partnership agreement with the HEART Trust/National Training Agency to offer training courses aimed at developing artists and creative entrepreneurs.

Under the agreement with HEART/NSTA Trust, Kingston Creative offered a Digital Marketing and Distribution course in April 2021 followed by two certification courses in Social Media Management. Demand was extremely high for training and as many as 917 individuals applied to take a single course. As at December 31, 2021 a total of 11,538 teaching hours had been delivered to 317 students through the HEART partnership.

Several workshops were also hosted during the period of October to November 2021 to provide training for members of the creative industry, while positioning the Creative Hub as a space available for their use.



BUILDING CAPACITY OF CREATIVES: BEST PITCH FORWARD 2021

In November this year, a special event was hosted as a part of the CreaTech initiative 'Best Pitch Forward 2021'. It was a culmination of a series of workshops and one-on-one training sessions for over 50 entrepreneurs. It provided an opportunity for creatives to introduce themselves to potential investors, raise money for their businesses and win cash prizes in the amount of JMD 800,000 towards developing their creative ideas.

Over 100 persons attended the event to witness ten competitors, prepped by Entrepreneur Development Specialist Dmitri Dawkins, pitch their ideas and vie for prizes. After very competitive presentations, three entrepreneurs emerged as winners:

First Place:

Mezan Morrison, Bluefields

Second Place:

Eileen Dunkley Shim, Netty's Farm Kombucha

Third Place and People's Choice:

Sosheina Whyte, Mind Priority

Each competitor also received a prize for participation from Kingston Creative.

'Best Pitch Forward 2021' provided a much needed boost to the creatives, allowing them to make connections and establish relationships with mentors and investors. It also highlighted the value of the cultural and creative industries to the economy and the investment opportunities available in the sector.

Funding for the initiative was provided by the Inter-American Development Lab, Development Bank of Jamaica and Jamaica Promotions Corporation (JAMPRO), an agency of the Government of Jamaica that provides business opportunities and investment to the local and international private sector.





CONNECTING CREATIVE ECOSYSTEMS

KINGSTON CULTURE FORUM

BOLIVIA BIENNIAL OF ART

WORLD CONFERENCE ON THE CREATIVE ECONOMY



CONNECTING CREATIVE ECOSYSTEMS: KINGSTON CULTURE FORUM

A key event hosted by Kingston Creative was the inaugural Kingston Culture Forum, held in September 2021 under the theme 'Collaboration Over Competition'. The 12-hour event centred on technology, creative industry promotion, cultural heritage preservation and sustainable urban development in Downtown Kingston.

Over 380 people attended the event, which featured 35 partnering organisations and some 65 panellists, presenters and performers.

The event consisted of a variety of engagements including keynote addresses, roundtable discussions, virtual town halls and fireside chats with stakeholders from government, private sector, non-governmental organisations, academia, community representatives, creative practitioners and leaders from business and industry.

The participation of diverse communities ensured that there was representation of different ecosystem members and segments of the cultural and creative industries in Jamaica. The event's theme was evidenced as speakers representing different entities worked together to share solutions and build partnerships that will serve the growth and development of the creative industries for years to come.



KINGSTON CULTURE FORUM CONTD.

TOPICS COVERED DURING THE PANEL DISCUSSIONS INCLUDED:

- Museums, Heritage Institutions and Cultural Memory in the Digital Age
- Creative Placemaking and Urban Regeneration in Cultural and Creative Cities
- Policies for Growth of Cultural and Creative Industries through the Festival and Experience Economy
- Capacity building in communities: promoting creative industry and preserving heritage in at-risk communities
- Creative Partnership & Reverse Pitch
- CreaTech: New Platforms and Digital Technology to Develop Creative Communities

Funding for Kingston Culture Forum was provided the by Inter-American Development Bank Labs, Development Bank of Jamaica, Tourism Enhancement Fund and the British Council with key sponsors being the Institute of Caribbean Studies, University of the West Indies and Jamaica Business Development Centre.




KINGSTON
CREATIVE

BAU: BOLIVIA BIENNIAL OF ART



CONNECTING CREATIVE ECOSYSTEMS: LOCAL ARTISTS FEATURED IN BOLIVIA BIENNIAL OF ART

A major success for our creatives in 2021 was the feature of three local artists in the sixth edition of the Bolivia Biennial of Art. This was a result of a partnership between Kingston Creative and mARTadero, an organisation focused on responsible advocacy through artistic-cultural mechanisms in Bolivia.

Using augmented reality technology, physical murals located in Water Lane, Downtown Kingston were exhibited in the streets of Cochabamba, Bolivia. The selected murals, created by Charl Baker, Lifechild and Alphonso Blake were reproduced and mounted on buildings in Plaza del Granado, allowing users of the mobile app 'Artvive' to view the augmented reality features, which were designed by Jamaican digital artist Kianne Hutchinson.

Our international partnership with mARTadero created an excellent opportunity for the talent of Jamaican artists to be viewed by a global audience and also showcased the progress being made through the CreaTech programme to provide an international platform for local artists to merge creativity and technology.



BAU
REGENERANDO BENTON

Bienal de Arte Urbano
Procesos 2021
Realidad Aumentada

Obra

Tipo → MURAL AR



Artista
Invitado
Internacional



20 dic—31 ene 022

**Alphanso
Blake**

Jamaica

BAU
REGENERANDO BENTON

Bienal de Arte Urbano
Procesos 2021
Realidad Aumentada

Obra

ARTISTAS



Artista
Invitado
Internacional



REGENERANDO BENTON

Bienal de Arte Urbano Process 2021 Realidad Aumentada

Tipo → MURAL AR



20 dic—31 ene 022

Lifechild

Jamaica

BAU Bienal de Arte Urbano
Process 2021
Realidad Aumentada



Artista
Invitado
Internacional

Obra Tipo → MURAL AR



20 dic—31 ene 022

**Charl
Baker**

Jamaica

ARTISTAS

ARTISTAS

Formato
Realidad
Aumentada



WCCE:
WORLD CONFERENCE ON THE
CREATIVE ECONOMY

CONNECTING CREATIVE ECOSYSTEMS: WORLD CONFERENCE ON THE CREATIVE ECONOMY

In December 2021, Kingston Creative's Executive Director Andrea Dempster-Chung was invited to speak on the topic, "Building Global Creative Cities", at the 2nd World Conference on Creative Economy, held in Dubai.

The discussion focused on finding the cultural and creative recipe for thriving urban ecosystems and exploring how cities can be developed to support blended cultural realms and social prosperity. It also explored the importance of facilitating creative clusters and entrepreneurial ecosystems through the right policies and infrastructure.

The three-day conference offered a forum for policymakers and industry players to exchange ideas, resolve challenges and offer opportunities for the creative economy.

It also provided an opportunity for Kingston to be positioned as the creative capital of the Caribbean.

During the year, representatives from Kingston Creative Limited presented at events such as the United Nations 76th anniversary, JAMPRO Investment Conference and SiliconCaribe's Future of Caribbean Money Conference.





Time	Topic / Speaker
11:00	مجلس افتتاح
11:20	المدير التنفيذي للاقتصاد الإبداعي Director General, UMEICO
11:50	مدي مدير عام وزارة الثقافة والشباب UAE Mohammed Bin Kasbi, Minister of Culture & Youth, UAE
11:50	مجلس افتتاح
12:00	الجمعية الاقتصادية العالمية World Economic Forum
12:05	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
12:15	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
12:20	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
12:35	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
12:40	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
13:10	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
13:15	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
14:00	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO
15:00	المديرة العامة للاقتصاد الإبداعي Director General, UMEICO



THANK YOU TO OUR FIRST 50 PARTNERS

Kingston Creatives' ambition of empowering Caribbean creatives in a way that creates economic and social value and positive impact on their local communities is only possible with the deep generosity of the individuals, organisations and businesses that support us.

We are extremely grateful for our partnerships and the contributions that allows us to continue our work. These entities include:

- Ministry of Culture, Gender, Entertainment and Sport
- Ministry of Tourism
- Kingston and St. Andrew Municipal Corporation
- Development Bank of Jamaica
- Duke Street Refurbishment Programme
- Jamaica Tourist Board
- JAMPRO
- Jamaica Social Investment Fund
- Planning Institute of Jamaica
- Tourism Enhancement Fund
- Urban Development Corporation
- American Friends of Jamaica
- European Union
- Fight for Peace
- International Development Bank, LAB
- World Bank
- Blue Tahoe Capital
- C.B. Facey Foundation
- Coldwell Banker Jamaica
- Dennis Shipping Company
- Digicel Foundation
- Edufocal
- F & B Downtown
- Gleaner Company Limited
- GraceKennedy
- Hub Co-Working Limited
- ICD Group
- iPrint Digital
- Itopia Life
- Jamaica Chamber of Commerce
- Jamaica Observer
- Main Event
- Paperboy JA
- Phase 3 Productions
- PR ETC Limited
- Red Stripe
- reelvibez Studios
- RoK Hotel
- Red Stripe
- Sagicor Group
- Sherwin-Williams
- Spanish Court Hotel
- tTech
- Naylor Mullings



FINANCIAL STATEMENTS

Kingston Creative Limited Statement of Financial Position December 31, 2021

(expressed in thousands dollars unless otherwise indicated)

	2021 \$	2020 \$
ASSETS:		
Current Assets:		
Bank Accounts	40,289,205	4,464,925
Accounts Receivables	2,126,384	-
	<u>42,415,589</u>	<u>4,464,925</u>
Non Current Assets:		
Leasehold Improvements	2,747,988	3,434,985
Furniture & Fixtures	110,700	123,000
Computer Equipments	283,256	424,944
	<u>3,141,944</u>	<u>3,982,929</u>
TOTAL ASSETS	<u>45,557,572</u>	<u>8,447,853</u>
RESERVES & LIABILITIES		
Reserves:		
Capital Reserves	3,859,928	3,859,928
Retained Earnings	1,901,478	780,152
Net Surplus (deficit) for the year	35,401,557	1,121,325
	<u>41,162,964</u>	<u>5,761,405</u>
Liabilities:		
Payroll Liabilities	150,328	819,951
Accounts Payable	251,400	170,000
Deferred Income	2,126,384	-
Other Payable	1,866,496	1,696,497
	<u>4,394,608</u>	<u>2,686,448</u>
TOTAL RESERVES & LIABILITIES	<u>45,557,572</u>	<u>8,447,853</u>

Approved on the 31st day of March, 2022 by:


Director


Director

The attached notes form an integral part of these financial statements

Kingston Creative Limited Statement of Comprehensive Income & Other Income December 31, 2021

(expressed in thousands dollars unless otherwise indicated)

	2021 \$	2020 \$
REVENUES		
Grant Funding Local	10,145,152	21,172,057
Grant Funding Overseas	62,428,361	-
Artisan Store	297,761	259,500
Core Funding	1,229,806	3,405,520
TOTAL REVENUES	<u>74,101,080</u>	<u>24,837,077</u>
OPERATING EXPENSES		
Artwalk/Meet up/Community Engagement	1,189,992	5,308,745
Print the City Expenses	5,640,347	9,273,483
Createach Project	25,817,802	1,487,780
1000 Mask Project	-	726,000
Catapult II	812,310	-
Artisan Collective Store	447,264	226,995
Creative Hub Expenses	-	77,170
Legal & Professional Services	263,800	275,000
Depreciation	840,945	-
Salaries & Employee Costs	2,773,726	5,002,392
Bank Charges	66,093	250
Marketing & Promotion	322,733	1,327,151
Foreign Exchange gain/(loss)	490,295	-
Other Administrative Expenses	62,089	31,140
TOTAL OPERATING EXPENSES	<u>38,727,397</u>	<u>23,746,106</u>
OPERATING PROFIT (LOSS)	<u>35,373,684</u>	<u>1,090,971</u>
INTEREST (INCOME), EXPENSE & TAXES		
Interest (Income)	(27,874)	(30,354)
Interest Expense	-	-
Income Tax Expense	-	-
TOTAL INTEREST (INCOME), EXPENSE & TAXES	<u>(27,874)</u>	<u>(30,354)</u>
NET COMPREHENSIVE & OTHER INCOME (LOSS)	<u>35,401,557</u>	<u>1,121,325</u>

The attached notes form an integral part of these financial statements

Kingston Creative Limited
Statement of Changes in Equity
December 31, 2021

(expressed in Jamaican dollars unless otherwise indicated)

	Capital Reserves \$	Accumulative Surplus/(Deficit) \$	Total \$
Balances as at 31 December 2019	-	780,152	780,152
Surplus for the year	-	1,121,325	1,121,325
Grant Funding for Fixed Assets	3,859,928	-	3,859,928
Balances as at 31 December 2020	3,859,928	1,901,477	5,761,405
Surplus for the year	-	35,401,557	35,401,557
Balances as at 31 December 2021	3,859,928	37,303,034	41,162,962

The attached notes form an integral part of these financial statements

5

Kingston Creative Limited
Statement of Cash Flows
31 December, 2021

(expressed in Jamaican dollars unless otherwise indicated)

	2021 \$	2020 \$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net Surplus	35,401,557	1,121,325
Adjustments for:		
Depreciation	840,945	-
Interest Income	<u>(27,874)</u>	<u>(30,354)</u>
	36,214,628	1,090,971
Changes in operating assets and liabilities:		
Current Assets	(2,126,384)	-
Current Liabilities	(418,223)	2,142,223
Interest Received	27,874	30,354
Net Cash provided by Operating Activities	<u>33,697,896</u>	<u>3,263,548</u>
CASH FLOW FROM INVESTING ACTIVITIES		
Purchase of Fixed Assets	-	(3,982,928)
	<u>-</u>	<u>(3,982,928)</u>
CASH FLOW FROM FINANCING ACTIVITIES		
Deferred Income	2,126,384	-
Grant funding for Fixed Assets	-	3,859,928
Net Cash from Financing Activities	<u>2,126,384</u>	<u>3,859,928</u>
Net increase in cash and cash equivalents	37,950,664	3,140,548
Cash and Cash equivalents at beginning of year	<u>4,464,925</u>	<u>1,324,377</u>
CASH AND CASH EQUIVALENT AT END OF YEAR	<u>42,415,589</u>	<u>4,464,925</u>

The attached notes form an integral part of these financial statements

6

HOW TO SUPPORT KINGSTON CREATIVE

Your contribution to Kingston Creative supports all of our programmes as we seek to use art and culture for social transformation.

Individuals and entities outside of Jamaica can donate through the American Friends of Jamaica. Donations are tax-free from the United States through this 501 (c)3 organisation.

INDIVIDUAL DONATION

From a monthly contribution to a one-off gift, your donation helps to ensure that every creative has access to opportunities for growth, earning and advancement.

Donate via Paypal

Donate tax free through the American Friends of Jamaica - Donations are tax-free from the USA through this 501 (c)3 organisation.

CORPORATE DONATION

Become a First 50 Founder - First 50 partners support the mission with a team of private sector, public sector and third sector partners that share the vision.

Become a Legacy Programme Partner - Collaborate with Kingston Creative on a multi-year programme in training and development of creatives, platforms and market access, building renovation or arts/culture development of Downtown Kingston.

Kingston Creative was approved by the charities authority, the Department of Cooperative and Friendly Societies to officially operate as a charity as of November 2021.



TRANSFORM DOWNTOWN KINGSTON. EMPOWER CREATIVES.

Page 1: "Rhythm" by Zohria Allen (2018)

Page 11: " Tek Pride Inna Jamaica" by Simone Deon (2020)

Page 13: "Celebration" by Bernard Stanley Hoyes (2018)

Page 15: "A Series of Jamaican Literature" by Pamella Chang (2022)

Page 20-21: "Tribute to Visual Icons" by Lennox Coke (2022)

Page 23: "Broken Pieces" by Junior Moore (2020)

Page 63: Artist: Mexican Irving Cano with support by Jamaican artists (KSAMC) (2020)

Page 66: "Staging Folk" by Renee Kitson (2022)



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www.kingstoncreative.org



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[@kingstoncreativejm](https://www.linkedin.com/company/kingstoncreativejm)

TRENCH TOWN

TIVOLI GARDENS

DOWN TOWN

ALPHA INSTITUTE

RAE TOWN

PORT ROYAL

- 1 WARD THEATER
NORTH PARADE
- 2 SIMÓN BOLÍVAR CULTURAL CENTRE
10-12 NORTH PARADE
- 3 PAINT JAMAICA MURAL YARD
41 FLEET STREET
- 4 NATIONAL LIBRARY OF JAMAICA
12 EAST STREET
- 5 INSTITUTE OF JAMAICA
10-16 EAST STREET
- 6 JAMAICA MUSIC MUSEUM
10-16 EAST STREET
- 7 DUKE STREET WALKING MUSEUM
3 DUKE STREET
- 8 NATIONAL GALLERY OF JAMAICA
12 OCEAN BOULEVARD, BLDG C
- 9 KINGSTON CRAFT MARKET
OCEAN BOULEVARD
- 10 JAMAICA CONFERENCE CENTRE
14-20 PORT ROYAL STREET
- 11 LIBERTY HALL: THE LEGACY OF MARCUS GARVEY
76 UPPER KING STREET
- 12 BANK OF JAMAICA: MONEY MUSEUM
NETHERSOLE PLACE
- 13 BEAT STREET & MUSICAL LEGENDS MURALS
ORANGE STREET
- 14 IBO SPICE ITAL FOOD
131 ORANGE STREET
- 15 NEGRO AROUSED
OCEAN BOULEVARD/WALKING STREET
- 16 TRENCH TOWN CULTURE YARD
6/8 LOWER FIRST STREET
- 17 TRENCH TOWN READING CENTRE
7 LOWER FIRST STREET
- 18 TRENCH TOWN CERAMICS & ART CENTRE
38-40 UPPER FIRST STREET

- 19 ST. WILLIAM GRANT PARK
PARADE
- 20 KUANG KUNG CHINESE TEMPLE
129 BARRY STREET
- 21 WATER LANE MURALS: ART DISTRICT
WATER LANE, CHURCH STREET
- 22 HEADQUARTERS HOUSE (NHHT BUILDING)
79 DUKE STREET
- 23 FESTIVAL MARKET PLACE
1 FREDONA STREET
- 24 F&B DOWNTOWN RESTAURANT & BAR
107 HARBOUR STREET
- 25 RAE TOWN MURALS
1-8 RAE STREET
- 26 KINGSTON RAILWAY STATION
PEACOCK STREET
- 27 VICTORIA PIER RESTAURANTS
OCEAN BOULEVARD
- 28 THE NATIONAL HISTORY MUSEUM
7-10 EAST STREET
- 29 AFRICAN CARIBBEAN INSTITUTE
3 ORANGE STREET
- 30 SHAARE SHALOM SYNAGOGUE
52 DUKE STREET
- 31 TRENCH TOWN MURALS
TRENCH TOWN COMMUNITY
- 32 ALPHA INSTITUTE
26 SOUTH CAMP ROAD
- 33 MOBY DICK RESTAURANT
3 ORANGE STREET

- 34 FORT CHARLES
1 QUEEN STREET, PORT ROYAL
- 35 NAVAL HOSPITAL
PORT ROYAL
- 36 ST. PETER AND ST. PAULS CHURCH
PORT ROYAL
- 37 PORT ROYAL MURAL
PORT ROYAL
- 38 GRAND EXCELSIOR HOTEL
PORT ROYAL MAIN STREET
- 39 GLORIA'S RESTAURANT
PORT ROYAL, 3 QUEEN STREET, PORT ROYAL
- 40 KINGSTON PARISH CHURCH
70B, KING STREET
- 41 SCOTS KIRK UNITED CHURCH
41 DUKE STREET
- 42 COKE MEMORIAL METHODIST CHURCH
EAST PARADE
- 43 EAST QUEEN STREET BAPTIST CHURCH
EAST QUEEN STREET
- 44 CRAB CIRCLE
NATIONAL HEROES CIRCLE

- 45 DUKE ST UNITED CHURCH
70 DUKE STREET
- 46 ROSEMARY LANE COMMUNITY MURAL
1-2C HARBOUR STREET
- 47 HEALING ART MURALS
BARRY STREET, PARADE GARDENS
- 48 REDEEMER MORAVIAN CHURCH
62 NORTH STREET
- 49 ROK HOTEL
2-4 KING STREET
- 50 THE GLEANER MURAL
2 NORTH STREET
- 51 GOOD DEEDS MURAL
97A EAST STREET
- 52 MUSICAL GREATS MURAL
UPPER KING STREET
- 53 CRICKET LEGENDS MURAL
SABINA PARK - 24 SOUTH CAMP ROAD



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KINGSTON
CREATIVE