

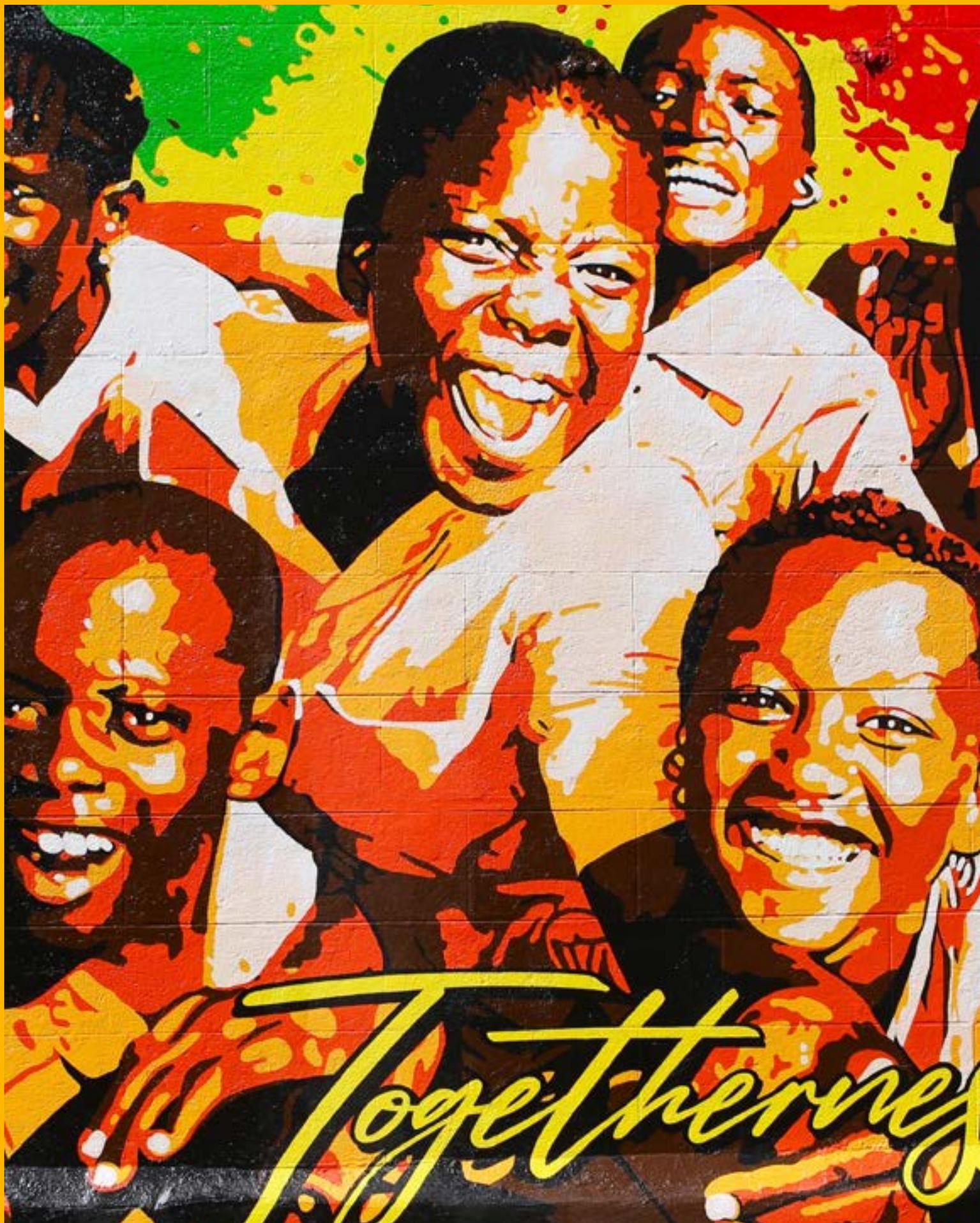


ANNUAL REPORT 2024



VOL. 6

Culture for Growth:
Empowering Jamaican Creatives





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The Harder They Come, Michael Robinson

ICON JIMMY CLIFF

ART
Done by
M. Robinson
Email: Robinsonmichael
75@gmail.com
Cell: 876-874-1138



CHAIRMAN'S MESSAGE



As we look back on 2023 there is much to celebrate. In this our 6th year, we achieved significant progress in our mission to advance Kingston as a Creative City through impactful

projects and programmes that empower Creatives to create economic value. One only has to take a walk through Water Lane to bear witness to the Paint the City project - a powerful display of how local creatives are front and centre in the transformation of downtown.

This year we redoubled our efforts to cultivate and nurture relationships with key stakeholders crucial to the success of our mission, including government entities, local businesses, academic institutions, and leaders in the communities that we serve. These relationships resulted in multiple MOUs and partnerships that have set the stage for the next phase of evolution of the organisation.

Kingston Creative has continued to establish itself as a thought leader in the global cultural and creative industry as evidenced by multiple publications in local and foreign press, along with several invitations to present

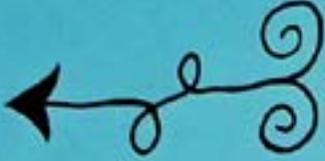
in international fora across the globe. From Canada to Sweden to Egypt and beyond, the Jamaican “little but tallawah” spirit was on full display on the world stage.

This year was also a year of recognition of the superlative work being done by Kingston Creative leadership and staff. The Inter-American Development Bank presented Kingston Creative the award for “*Excellence in Project Execution*” for performance of the CreaTech Project. We were also the recipient for the Expedia Award for Sustainable Cultural Tourism. Additionally, Kingston also featured as the Creative Tourism Network’s “*World’s Best Creative Destination*” for 2023, recognizing the work that the organisation has done to make Kingston a thriving city for creatives.

We are extremely proud of what Kingston Creative has accomplished in the past year, thanks to the management and staff who work tirelessly every day to make things happen. Additionally, we realise that none of this would have been possible without the support of our donors, sponsors, partners, volunteers, and of course, the creatives we serve.

Allan Daisley

Chairman, Kingston Creative



WATER

Kingston



OUR
FOUND

LANE



CREATIVE



Kingston Creative Limited is a nonprofit arts organisation founded in 2017. We believe in using art and culture to achieve social and economic transformation in Downtown Kingston, Jamaica, and we are guided by two strategic pillars, *People* and *Place*.

EDUCATION

OUR VISION

Kingston is the Creative Capital of the Caribbean.

OUR 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.

OUR VALUES

Our eight core values are: Respect, Integrity, Community, Inclusion, Sustainability, Empowerment, Caring & Creativity.



Tourism and Peace: Out of Many, One Love, Sheldon Blake

MEET OUR BOARD OF DIRECTORS



Allan Daisley

Allan Daisley is a technology entrepreneur and economic development consultant with extensive experience driving entrepreneurship and innovation across the Caribbean. He has co-founded software startups and led entrepreneurship-focused development projects in the region. Previously, Allan held senior strategy and marketing roles at IBM, where he developed global retail and server solutions, and worked as a technology consultant at Andersen Consulting and Accenture. He holds an MBA from Duke University's Fuqua School of Business and a Bachelor of Science in Computer Engineering from the Georgia Institute of Technology.



Colleen Campbell

Colleen Campbell is a Jamaican social development professional and community NGO founder with experience working at the intersection of culture, entrepreneurship, and community impact. Her work focuses on empowering creatives and strengthening grassroots creative enterprises. As a Board Member of Kingston Creative, Colleen brings practitioner insight and sector knowledge to support the growth of Jamaica's creative economy and the development of inclusive, sustainable opportunities for creative entrepreneurs locally and internationally. Her work focuses on empowering creatives and strengthening grassroots creative enterprises. As a Board Member of Kingston Creative, Colleen brings practitioner insight and sector knowledge to support the growth of Jamaica's creative economy and the development of inclusive, sustainable opportunities for creative entrepreneurs locally and internationally.



Doris Gross

Doris Gross is an urban planner and architect with decades of experience in inclusive, people-centred urban development. She is the founder of Portico and has worked across urban regeneration, heritage preservation, housing, and sustainable development, with a strong emphasis on community participation and cultural identity. Doris has contributed to national policy frameworks and currently serves as a Board Member of Kingston Creative, providing strategic guidance on placemaking, creative city development, and integrating culture into urban planning.



Enith Williams

Enith Williams is a seasoned cultural strategist and arts advocate with a unique blend of experience spanning Wall Street finance, arts administration, and reparations advocacy. Before transitioning fully into the creative sector, Enith built a successful career in finance, gaining valuable insights into global markets and economic systems. She has since channeled this expertise into supporting cultural entrepreneurship, policy development, and reparative justice initiatives that address historical inequities. Enith has worked across multiple disciplines including performing arts, cultural heritage, and community engagement, fostering inclusive creative ecosystems. She currently serves on the Board of Kingston Creative, where she offers strategic insights on cultural policy, capacity building, sustainable sector growth, and the intersection of finance and cultural reparations.



Gillian Mullings

Gillian Mullings is the managing partner of Naylor Mullings. Her legal practice focuses primarily on Commercial Law, Civil Litigation and Conveyancing. She has planned and completed land subdivisions/developments in the Kingston and St. Andrew area and in the resort areas of Jamaica. Gillian is also engaged in the creation of offshore vehicles in the English speaking Caribbean for corporate clients and private individuals. Gillian is bilingual and has negotiated Spanish language business agreements in the Dominican Republic and other Spanish language jurisdictions. Her interests include sailing, painting and travelling. She is a patron of the Arts and a collector of Fine Art.



Dr. Kim- Marie Spence

Dr. Kim-Marie Spence is a Director of Kingston Creative with responsibility for Strategy. She is also a research associate at Southampton Solent University (UK) and an adjunct lecturer at CARIMAC, University of the West Indies (Mona, Jamaica). She specialises in cultural policy, with a focus on cultural industries and creative cities. She is co-author of Global Cultural Economy and a former Jamaica Film Commissioner/Head of Creative Industries. As a Kingston Creative Board Member, she provides expert guidance on cultural research, education, and the preservation of intangible heritage within creative industry development.



Peter Goldson

Peter Goldson is the Managing Partner at Myers Fletcher Gordon, one of Jamaica's leading law firms based in Kingston. With extensive experience in corporate and commercial law, Peter provides strategic legal counsel to a diverse range of clients across industries, including finance, real estate, and the creative sector. Known for his strong leadership and commitment to excellence, he guides the firm's growth and client relationships while advocating for sound legal frameworks that support business and cultural development in Jamaica.

EXECUTIVE DIRECTOR'S MESSAGE



As we reflect on 2024, I am filled with gratitude and pride for the incredible strides we have made together. This year marked a new chapter in Kingston Creative's journey to position Kingston as the Creative Capital of the Caribbean. With every mural painted, every Festival hosted, every creative trained, and every partnership forged, we have continued to transform not only Downtown Kingston, but also the way the world sees Jamaican creativity

In 2024, our focus was on scaling our impact. We expanded our training programmes to equip even more creative entrepreneurs with the skills and tools needed to thrive in a rapidly evolving digital economy. Through Kulcha Connect, we connected artisans and creatives with global markets, proving that our talent can compete and shine internationally. We also strengthened our Paint the City initiative, bringing vibrant public art into more communities and demonstrating the power of creativity to heal, inspire, and unite.



This year also underscored the importance of partnerships and collaboration. With the support of government agencies, the private sector, international donors, and community stakeholders, we were able to strengthen our ecosystem and create sustainable opportunities for creatives. We are deeply grateful to all our partners and donors who continue to believe in our mission and invest in our vision.

As we look forward to 2025, our focus remains on building a stronger creative economy, one where Jamaican artists, cultural practitioners, and entrepreneurs have the resources, recognition, and respect they deserve. Together, we are proving that creativity is not just culture, it is an engine for sustainable development and a force for good.

Thank you for standing with us and for believing in the transformative power of art and culture. The journey continues, and with your support, we are shaping a future where Kingston shines

brightly as a global creative capital.

With gratitude and hope,

Andrea Pempster Chung



**MEET THE
KINGSTON
CREATIVE
TEAM**



2182

MR 05:58
DR 3684

WR19:19



Adam Butler
Graphic Designer



Andrene Kerr
Executive Assistant



Andrea Dempster Chung
Executive Director



Cosmos Josephs
Website Manager



Crystal Allen
Administrator



Dan Thompson
Murals Manager

MEET THE KINGSTON CREATIVE TEAM



Kemona Nelson
Project Coordinator



Andrew Morgan
IT Consultant



Annaleise Virtue
Graphic Designer



Christine Solomon
Artwalk Manager



Dominic McDowell
Project Manager



Janet Crick
Deputy Director



Jaquon Alexander
Special Projects Coordinator



Krystal Malcolm
Financial Accountant



Michelle Roberts
Artwalk Coordinator



Monique McIntosh
Community Analyst



Olivia Douglas
Marketing Coordinator



Richard Hartley
Operations Coordinator



Romi Toyloy
Admin Asst - Special Projects



Romona McLean
Business Unit Content
Administrator



**Teisha-Ann
Williams**
Tours Manager



**Te-Lor Woolery-
Eugene**
Social Media Coordinator



An abstract, vibrant background featuring bold colors like blue, yellow, and red. The composition includes a black microphone in the center-left, a hand reaching up from the bottom right, and various organic, flowing shapes. The overall style is dynamic and modern.

20 KEY ACHIEVEMENTS

THE
CITY

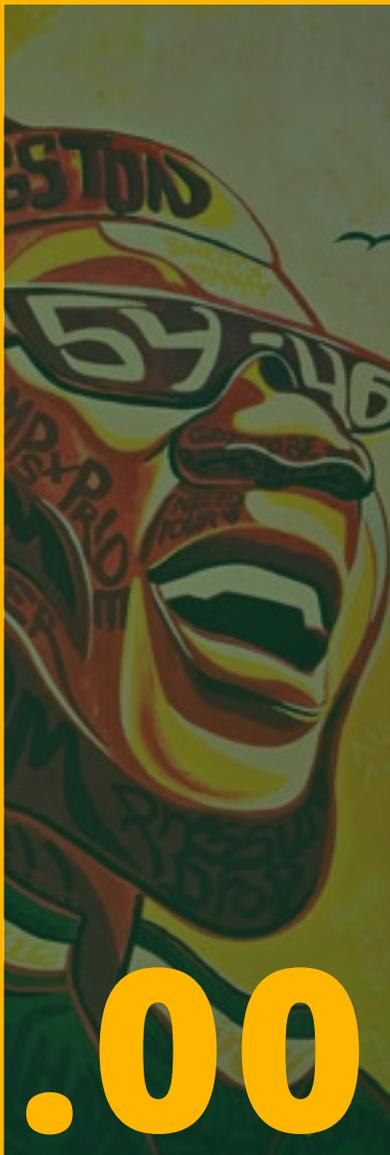


2024 ACHIEVEMENTS

2024 was a dynamic period for Kingston Creative, marked by significant visibility, strengthened stakeholder engagement, and meaningful community impact, despite ongoing financial challenges. Kingston Creative consistently delivered on its mission to empower Caribbean creatives.

In 2024 the following targets were achieved:

\$79,000,000.00
JMD



Funds raised for Mission



1395 Number of
Beneficiaries



357 Downtown
Kingston
Beneficiaries



418 Number of
Creatives
Trained



3 Artist Travel
Grants



**20 Murals
Developed**



**12 Number
of Arts
Activations**

2024



PROJECT OVERVIEW

The projects that were undertaken in 2024 saw artists traveling to the UK, South Africa and Dubai, as well as Kingston Creative speaking at the World Conference on Creative Economy (WCCE) in Uzbekistan and engaging with the Prime Minister of Kyrgyzstan, through the

Global Creative Economy Council, to advise on growing the creative economy. The community work in Southside was also a major focus, as the Climate Change Art Park project concluded with the support of the Caribbean Culture Fund.

WINDRUSH PORTRAITS PROJECT



Knight of Dawn, Micheal Elliott



Collaboration between Jamaican artist Michael Elliott and British Artist Mary Evans. Elliott traveled to the United Kingdom to speak at conferences and with the media about their work. Public exhibitions and Artist talks held in Jamaica and the UK.



Brixton Brewing, Micheal Elliott



Storm in a Teacup, Micheal Elliott



Please do not bend

Please Do Not Bend, Mary Evans



Deportea, Micheal Elliott



May Day, Micheal Elliott



Transatlantic artist collaboration highlights Windrush Generation across Kingston, Jamaica and Southampton, UK

Kingston Creative partnered with UK organisations John Hansard Gallery, Black History Month South, and Southampton Black Archives to facilitate the collaboration of two contemporary visual artists for a public art campaign nationwide, commemorating the Windrush Generation and giving voice to the subsequent Windrush scandal. During February 2023, throughout Black History Month in the Caribbean and USA, the project, Windrush Portraits will broadcast the first stage of a nationwide public art exhibition of a transatlantic artistic collaboration with communities in both Kingston, Jamaica and Southampton, UK. As a 'public art' project, Windrush Portraits will transform notions around the historically 'permanent' nature of art intended for public consumption, and engage audiences nationwide with digital broadcasts, supported by the iPrint Digital Limited billboard network.





Swiss Stores



THE ARTWALK FESTIVAL

**Kingston Creative
hosted 12 Artwalks
in 2024, to activate
and develop
Downtown Kingston.**

This free public art festival held every last Sunday of the month in Water Lane celebrates the UNESCO Creative City of Music, highlights Jamaican culture, creativity, and of course, our artisans. Special thanks to our main partner Red Stripe Flavours and sponsors Main Event, F&B Downtown, Catherine's Peak, Kingston and St Andrew Corporation, and the Mayor of Kingston for making the Artwalk possible this year

Through the Artwalk Festival we were able to host 50 - 75 artisans in the Downtown Kingston Art District at each staging. Opportunities were also created for performers, especially those from the Downtown Community. Each staging had a different theme, and each theme brought out a different crowd. These themes were: dance, music, literature, carnival, film, visual arts, fashion, gastronomy, architecture, heritage, youth, and grand market.

An overall strategy for the Artwalk has been ideated with the theme of 'Discover Downtown'. This evolved to become the Discover Downtown Tour, where at each staging of the festival, we visited a different cultural location in Downtown Kingston.









PAINT THE CITY MURALS

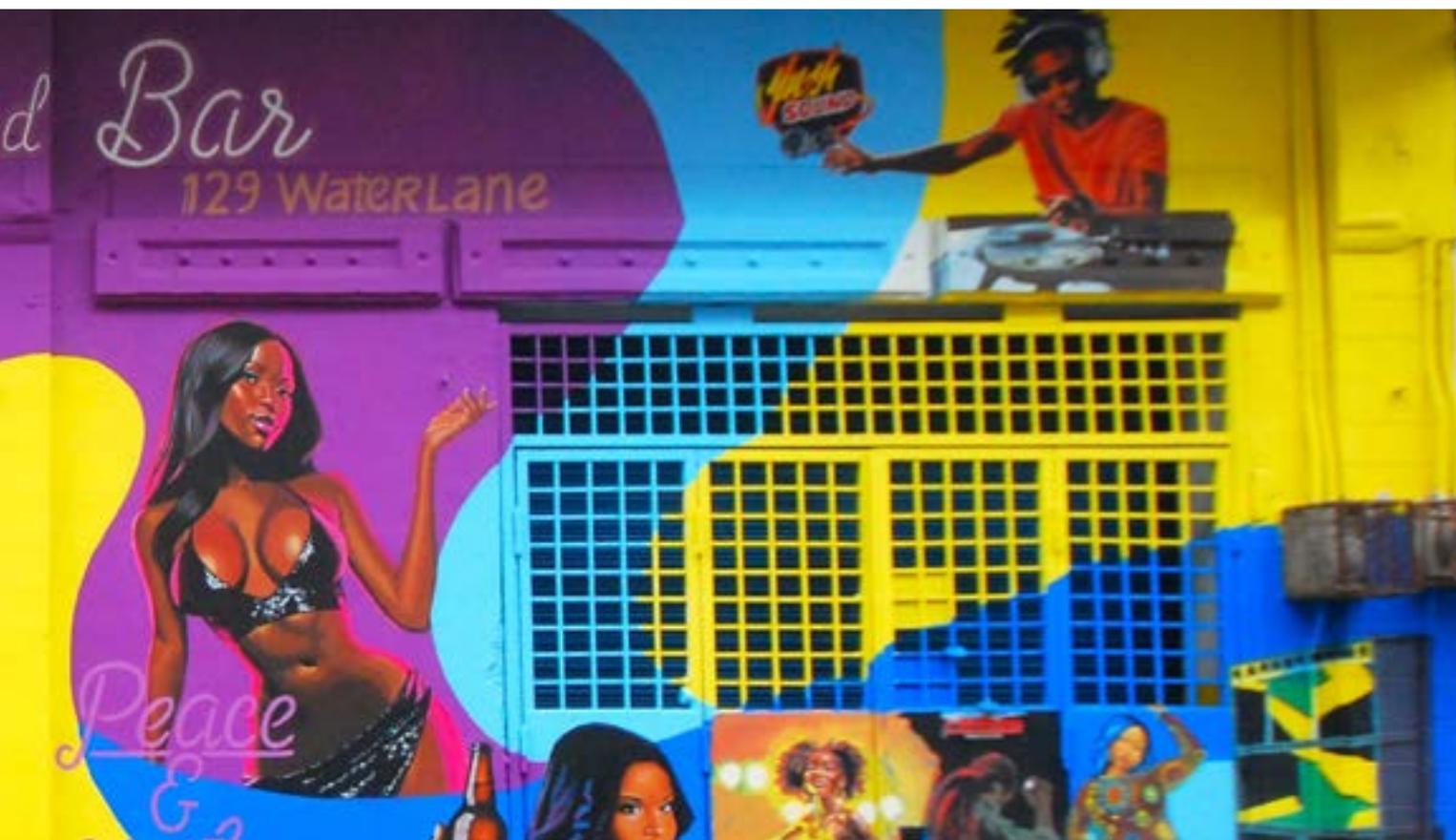
Working in partnership with the Tourism Enhancement Fund, Sherwin Williams Jamaica, the Kingston and St. Andrew Municipal Corporation and other partners, “One Downtown,” a call for peace and unity, is the theme of the latest series of 13 new murals located between King Street and Orange Street on Water Lane.

The new block of street art was unveiled at the Paint The City IV Mural Launch event, celebrating vibrant work from 12 artists; Pamella Chang, Lennox Coke, Dwayne Grant, Jordan Harrison, Kamaal Manboard, Delroy Millwood, Nakeha Shepherd, Deon Simone, Anthony “Taoszen” Smith, Paige Taylor, Keddan Savage and Rupert Tomlinson. Most hail from the city of Kingston and are excited to be a part of the transformation taking place. They took their artistic interpretation of “One Downtown” to the walls of Water Lane.

The goal of Kingston Creative’s Paint the City project is to create an Art District to increase the economic, cultural and social viability of the communities in and around Downtown. The centre-piece of the Downtown Kingston Art District (DKAD) is a pedestrianised public art walkway on Water Lane, which connects two of Jamaica’s preeminent cultural anchor institutions which fall under the Institute of Jamaica (IOJ); namely the National Museum on East Street and the National Gallery of Jamaica (NGJ) on Orange Street.









Fragment of Untiy, Jordan Harrison



Dung a Town, Deon Simone





The Embrace, Paige Zombie



Generation of Women II, Pamella Chang & Ruppert Tomlinson



Dunga Corri, Delroy Millwood



Soul of the City, Dwayne Grant



Blossoming Unity, Kamaal Manboard



Children Joy, Rupert Tomlinson



Supportive Fathers, Lennox Coke



One Future, Anthony Taozsen Smith



ONNA
DO
17M

TAOSZEN 2002

TO
WIN



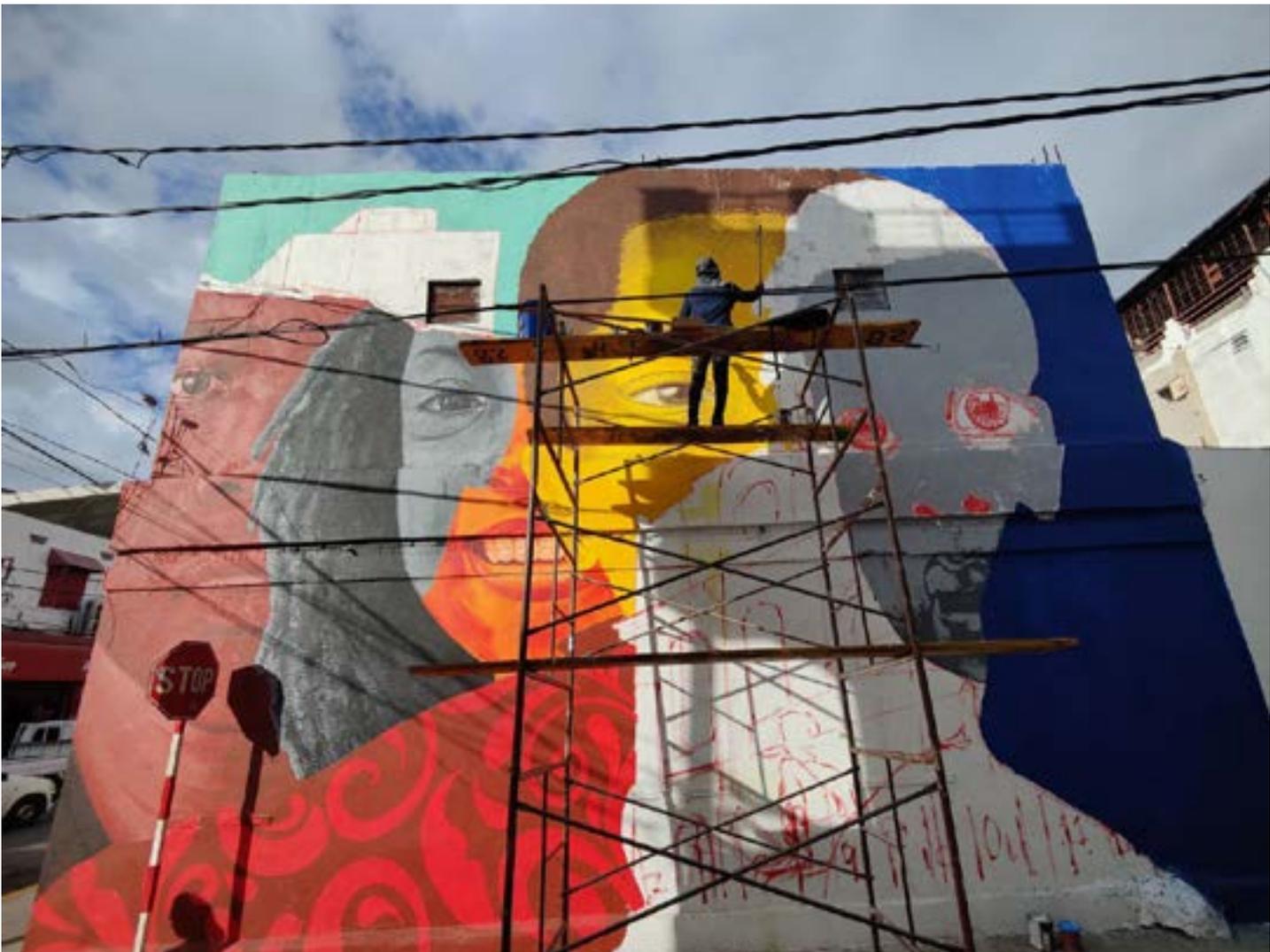
ONE DOWNTOWN DOCUMENTARY FILM

During the development of Kingston Creative's Paint the City Murals Phase 4, a mini documentary was filmed to highlight local artists.



**Scan this QR Code
to watch the
Documentary on
Youtube**





CLIMATE CHANGE ART PARK

'A Feral Commons' is a Global Co Commission public art project spearheaded by the Global Cultural Districts Network (GCDN), and led by Dubai-based Alserkal Advisory.

Joint project partners are Kingston Creative in Kingston, Jamaica and Victoria Yards in Johannesburg, South Africa. The project is supported by Urban Art Projects, who are implementing tools to gauge the carbon footprint of the project. The climate change art park project in Kingston is locally supported by Digicel Foundation, the Rok Hotel, Iprint Digital, Hope Royal Botanical Gardens and the Forestry Department.

Kingston Creative commissioned contemporary visual artist, Camille Chedda, for a public sculpture in the abandoned park on the corner of Tower Street and South Camp Road, which is titled 'Chain of Love'. The park, previously abandoned and neglected, overgrown to the point of inaccessibility, and used by some as a dumping ground, has been cleared of all debris and overgrowth. Our partners Hope Gardens and the Forestry Commission have re-planted the park with tree and plant species that are expertly placed for the ecosystem and for the essential plan of the park for its sustainability for access.



MANNING'S PARK

Climate Change Art Park













HOP ON HOP OFF BUS TOURS

Launching of the “Hop on Hop Off” Bus Tours in Downtown Kingston on the Last Sundays of each month.





MERRITONE MURAL

A new mural was commissioned in the Art District by Merritone Disco, the 'Last Sound Standing' to commemorate Sound System culture in Jamaica.



MERRITONE

THE LAST SOUND STANDING





MERRITONE

THE LAST SOUND STANDING



Five
AT
TUN
KIN
JA

zspace
LUNCH & LEARN
 Hosted by
CAREY LEE DIXON
 TOPIC: CANVA MASTERCLASS
 Wed, October 18th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Wed, November 20th
 1pm - 2pm
 Join Us
 Hosted by
KEISHA-GAYE ANDERSON
 TOPIC: POWER OF CREATING YOUR AUTHENTIC SELF


zspace
LUNCH & LEARN
 Hosted by
FABIAN THOMAS
 TOPIC: PERFORMANCE COACHING
 Wed, October 23rd
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Wed, October 20th
 1pm - 2pm
 Join Us
 Hosted by
KEARN CHRISTOPHER
 TOPIC: CARNIVALS & FESTIVALS: BUSINESS & CULTURAL SUSTAINABILITY


zspace
LUNCH & LEARN
 Wed, December 4th
 1pm - 2pm
 Join Us
 Hosted by
KWAME MA MCPHERSON
 TOPIC: THE IMPORTANCE OF STORYTELLING ON OUR LIVES


zspace
LUNCH & LEARN
 Hosted by
MARLON PALMER
 TOPIC: HOW TO AVOID BARRIERS & GATEKEEPERS IN FILM
 Wed, October 9th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Hosted by
PHILLIP A. CLARKE
 TOPIC: PERFORMING ARTS COACHING
 Wed, November 27th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston

zspace
LUNCH & LEARN
 Hosted by
KEARN CHRISTOPHER
 TOPIC: CARNIVALS & FESTIVALS: BUSINESS & CULTURAL SUSTAINABILITY
 Wed, October 30th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston

zspace
LUNCH & LEARN
 Wed, November 27th
 1pm - 2pm
 Join Us
 Hosted by
PHILLIP A. CLARKE
 TOPIC: PERFORMING ARTS COACHING


zspace
LUNCH & LEARN
 Hosted by
GREGORY ARNEAUD
 TOPIC: HOW YOU SLEEP IS HOW YOU LIVE
 Wed, December 13th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

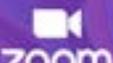
zspace
LUNCH & LEARN
 Wed, October 18th
 1pm - 2pm
 Join Us
 Hosted by
CAREY LEE DIXON
 TOPIC: CANVA MASTERCLASS


zspace
LUNCH & LEARN
 Hosted by
KEISHA-GAYE ANDERSON
 TOPIC: POWER OF CREATING YOUR AUTHENTIC SELF
 Wed, November 20th
 1pm - 2pm
 Join us via Zoom or In Person

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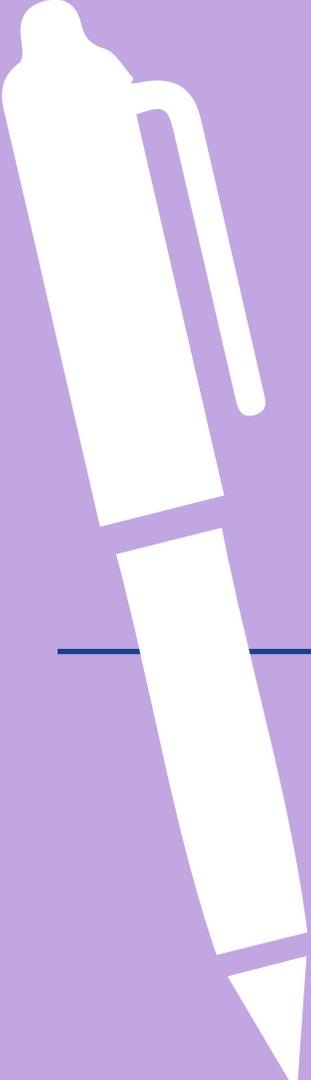
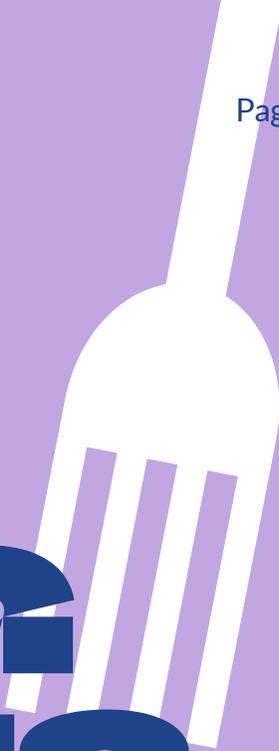
zspace
LUNCH & LEARN
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Hosted by
KWAME MA MCPHERSON
 TOPIC: THE IMPORTANCE OF STORYTELLING ON OUR LIVES
 Wed, December 7th
 1pm - 2pm
 Join us via Zoom or In Person

 107 Harbour Street, Kingston
<https://bit.ly/JoinLunchAndLearnOnZoom>

zspace
LUNCH & LEARN
 Wed, October 9th
 1pm - 2pm
 Join Us
 Hosted by
MARLON PALMER
 TOPIC: HOW TO AVOID BARRIERS & GATEKEEPERS IN FILM


LUNCH & LEARN TRAINING SESSIONS



In 2024, we delivered nine (9) Lunch and Learn Training Sessions which provided the creative community with free capacity-building opportunities from professionals in a variety of fields.

THE KINGSTON CREATIVE SPACE

**Welcome to The
Creative Space,
a Coworking
space for Creative
Professionals**

The Kingston Creative Space includes offices, a podcast studio, 20 seater boardroom and flexible spaces for filming, recording and creation of content. It is located in Downtown, Kingston at 107 Harbour Street since August 2020. Through it's facilities, offerings and network, we empower Jamaican creatives to succeed so that they can create economic and social value.









ADOPT A BLOCK LAUNCH

The Adopt-A-Block initiative aims to transform eight city blocks along the waterfront—from the Institute of Jamaica on East Street to the National Gallery on Orange Street—into a full-fledged cultural centre. This takes the organisation one step further in making Downtown Kingston a world-class Creative City.

A special Thank You to our donors: Barita Foundation, Gore Family Foundation, PwC, Digicel Foundation, National Foundation, Bank of Jamaica, and VM Group.

Adopt
A-Block

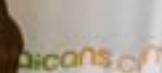
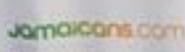
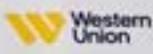
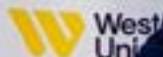
Transforming Downtown Kingston
Block by Block





BEST OF JAMAICA

FOOD • CULTURE • MUSIC



WINNING BEST ATTRACTION AWARD

Kingston Creative won the Best Attraction award for 2024 from Jamaicans.com for the Downtown Kingston Mural Art District.

CCF COMMUNITY TRAINING

The Caribbean Culture Fund project aimed to train Community members from communities surrounding the Manning Park: Climate Change Art Park in Parade Gardens in areas of Climate Change, the Environment and Community Placemaking with a focus on the community's execution of an event in Mannings Park.

Challenges include the fact that there was no existing Community-Based Organization (CBO) directly affiliated with the operations of the Park. This has limited Kingston Creative's ability to access a wider cross-section of community members who may have an interest in the Park operations.

There was a small group of key community members who have been identified as a committee to drive actions on the ground around the project. They acted as conduits to the community, enabling us to leverage the skills, talents, and resources of the community wherever possible with their vast knowledge of the various members of the community and their potential contributions to our mission.

Supporting materials that were prepared were helpful in cementing learnings within the community. Booklets on the Environment (including tips for plant maintenance) and Community Placemaking were well received by the community.







KINGSTON CREATIVE

CLIMATE CHANGE WORKSHOP

SUNDAY, OCT 13
2pm - 4pm

Led by the Jamaica Environment Trust

Refreshments are Provided

Location: Sarua United Youth Club

Come and learn how Climate Change affects you



KINGSTON CREATIVE

ENVIRONMENT WORKSHOP

SATURDAY, NOV 2
1pm - 4pm

Led by Hope Gardens

Location: Mannings Park, Tower Street & South Camp Rd

Refreshments are Provided

Including Plant Care, Herb Garden uses, tips and tricks!



Caribbean Culture Fund **KINGSTON CREATIVE**

COMMUNITY PLACEMAKING WORKSHOP

Saturday, December 5th | 4pm - 6pm

Location: Kingston Creative Space, 107 The Star Street, Downtown Kingston

Facilitated by Lajoy Edghill, Urban Development Specialist

Refreshments will be provided





KINGSTON CREATIVE COMMUNITY TRAINING

This project was able to train 144 community creatives in 3 topics including Social Media Marketing, Setting Up A Successful Business, and Growing Your Sales. 12 creatives were trained in Creative Placemaking from 3 communities. Mentorship was also offered to 5 community creatives.

The project encountered challenges due to volatility in the communities, leading to delays in training delivery. This highlighted the need for flexibility and adaptability in project implementation. To mitigate this, the team learned the importance of preparing to reach participants through various media beyond face-to-face interactions. Additionally, it became evident that participants might require access to equipment, the internet, and transportation to fully engage in the training, especially during unforeseen events that restrict movement.

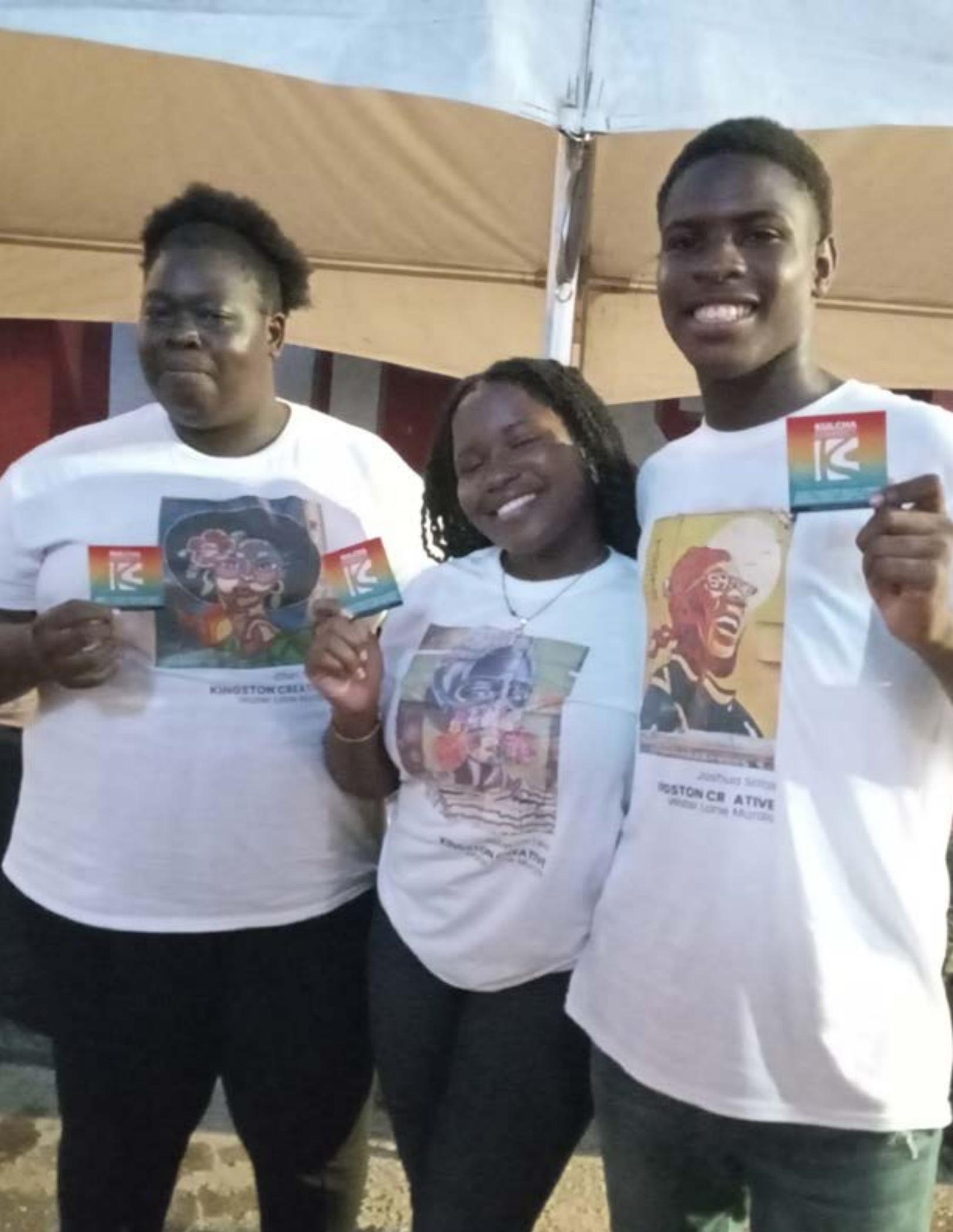
The project underscored the significance of a longer period for community engagement and sensitization to increase participation rates. Building trust and rapport within the communities is crucial for successful project implementation.

LINK UP 2 PARTNERSHIP

The collaboration between FFP and KC facilitated a targeted intervention, connecting young adults (aged 18-35) and their parents from Denham Town, Parade Gardens, and Trench Town with specific Kingston Creative programs. The programmes were carefully selected to provide a range of benefits aligned with the overall project goals, including entrepreneurship development, exposure and recognition and work experience.

Fight for Peace International (FFP) is an international non-governmental organization that works in communities affected by crime and violence, using boxing and martial arts combined with education and personal development to realize the potential of young people. In Jamaica, FFP has established a strong presence in Denham Town, Parade Gardens, and Trench Town, providing youth with opportunities to develop life skills, build resilience, and create pathways to a brighter future. Given the shared commitment of both organizations to empower young people in these communities, FFP and KC initiated a strategic partnership to implement the Link Up 2 Project.

The Link Up 2 Project exceeded its initial target, reaching a total of 197 beneficiaries across various intervention activities. The partnership between Kingston Creative and Fight for Peace has demonstrated the power of collaboration in achieving shared goals and creating positive change within vulnerable communities.



KINGSTON CREATIVE



KINGSTON CREATIVE



Joseph S. Simeon
KINGSTON CREATIVE
with Lorraine Murray

CREATIVE ENTREPRENEURSHIP

The “Go Global” Creative Accelerator is an accelerator programme funded by UNESCO. This programme ran from 2023 - 2024. The programme is focused on training, capacity building and preparing a 12 creative businesses for international trade through:

- 10 weeks of business skills training by certified local and international subject matter experts
- One-on-one mentorship by CCI experts
- Residential weekend
- Cohort bonding and support
- Specialized knowledge to scale CCI businesses and support entry into new markets.
- Assessment and development of creatives to achieve business growth
- Technology upskilling to build capacity within the sector
- Pitch Competition
- B2B Meetings
- Travel Grant for 2 participants



In 2024, there were 3 training sessions delivered over the period on a number of topics designed to assist participants with global market expansion. Each trainee has received at least an hour of coaching during the programme. These sessions provide check-ins to ensure that the development of the creative business stays on course. The coach and entrepreneur jointly determine what areas of development are required for success, a plan is created, and the entrepreneur provides updates on progress and challenges being experienced.



FIRST 100 DONORS

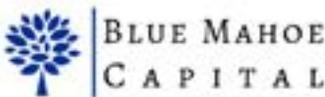
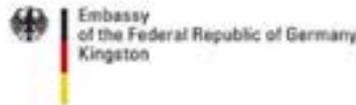
Kingston Creative extends heartfelt gratitude to its donors, whose generosity and belief in the mission have made meaningful impact possible. Through their support, Downtown Kingston continues its transformation into a vibrant cultural and creative hub that empowers artists, entrepreneurs, and communities.

Donor contributions have enabled the commissioning of more than 100 murals, the growth of the Art District, and the staging of free monthly Artwalk festivals that attract thousands of visitors. These festivals showcase Jamaica's rich cultural expression and foster a sense of pride and belonging.

In addition, donor funding has supported training, mentorship, and incubation programs for hundreds of creative entrepreneurs, helping them transform talent into sustainable livelihoods and advancing the development of Jamaica's creative economy.

Kingston Creative acknowledges with gratitude the trust and commitment of its donors. Their partnership affirms that creativity is a powerful driver of social and economic transformation in Jamaica.









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