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SUCSESSES

The 2020 **WARE Virtual Arts and Heritage Summer Camp**
Potsdam, St. Elizabeth

Internship Programme 2020

-explored business, heritage maintenance and social media
-2 tertiary level students
-awarded monthly stipends

Collaboration with Jamaican artist Camille Chedda

Rockstone and Fire

a documentary produced & released by WARE
--450+ attendees at 14 local & international screenings
(*NY Screenings—Columbia University & American Institute of Architects, Toronto Screening—Caribbean Tales Film Festival*)

KEY PHASE 2 TARGETS IN 2020

1. Summer Camp (~\$1.4M JMD)
2. Inventory of Historic structures (630K JMD)
3. Gen. Powell home site (5.6M JMD)
4. Spanish wall bldgs. reconstruction (4.0M JMD)

BOARD OF DIRECTORS

Carol Campbell
Artist & Lecturer
Edna Manley College for the Visual and Performing Arts

Courtney C. Coke, M.D.
Medical Director
Radiation Oncology at Advocate Sherman Hospital in metro-Chicago

Peter Francis
Partner and Senior Architect
Kingston 10 Architects

Ann Hodges
Founder
Kingston 10 Architects

Enith Williams
Founder
Downtown Kingston Music Theatre

THE WARE COLLECTIVE

Strategic Summary

The Wattle and Red Earth (WARE) Collective is a nonprofit organization which advocates for and seeks to preserve Jamaica's built heritage. Limestone and red earth structures in a timber frame (Spanish walling), the burning of lime kilns, sisal weaving, thatch weaving, wattling and basketry are communal craft forms which span over 200 years. Southeastern St. Elizabeth is a critical site where uniquely Jamaican traditional structures and knowledge of crafts and art forms is being lost. Contemporary concrete building construction is accelerating in this region. The abandonment of Jamaica's vernacular architectural history, lack of care and active destruction of traditional structures and craft forms is significant for the country's national development.

To address these issues, the WARE Collective mission is to promote the preservation and appreciation of historic structures, traditional building methods and art forms through our core values of: Advocacy, Education, Responsible stewardship and Sustainable development.

UNIQUE VALUE PROPOSITION:

Our research indicates numerous strategic opportunities to better serve this community. To meet these needs, the WARE Collective will develop a new attraction in the southern St. Elizabeth region: the WARE Living Museum. Meeting these needs through the programming at the WARE Museum will directly address the community's needs for

- Job Creation
- Skills training
- Entrepreneurism and new business development
- Childhood education in the arts, crafts and architecture
- Climate change mitigation
- Community involvement

OPERATIONS:

These offerings form the basic services from which the museum will derive its income:

- Guided tours and craft demonstrations
- Coffee Shop/Juice bar
- Gift Shop
- Meeting space
- Community/education centre

TARGET MARKETS:

- Foreign tourists
- Schools
- Churches
- Local residents
- Destination tourists

IMPLEMENTATION (preliminary funding estimates):

The Collective's activities will unfold over five phases. The five phases are:

Phase 1: Launch of the film "Rockstone and Fire." Building enthusiasm, raising funds, identifying revenue sources, forming alliances, developing links with local St. Elizabeth community members through social media and on the ground outreach, camps, and establishing team infrastructure

Phase 2: Acquisition and restoration of the site for a Living Museum Crafts

Phase 3: Opening of the WARE Museum with basic operations

Phase 4: Achievement of economic stability; building foot traffic

Phase 5: Launching of additional programs

- a. Farm to Table restaurant
- b. Resource Center/Artist Residency within the Living Museum
- c. Children's Education Center within the Living Museum
- d. Continued building restoration and repair

Total Estimated Funding required: \$JM 123.1 Million with \$JM 3.9 Million already invested