



THE WARE COLLECTIVE

Strategic Summary

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SUCSESSES (2019-2021)

Virtual Heritage Summer Camps
Potsdam, St. Elizabeth 2020 & 2021

**Collaboration with Jamaican artist
Camille Chedda**

Rockstone and Fire WARE
documentary with 14 local and intl
screenings- March- Dec. 2019

Disassembly-Spanish Wall House Jan '21

Mural Installation- Southfield-Aug. '21

Fundraising Art Auction- October '21

KEY PHASE 2 TARGETS- 2022

1. **Summer Camp- 1.4M JMD**
2. Inventory of Historic structures- **630K JMD**
3. Spanish wall bldgs. Reconstruction- **4.0M JMD**
4. **Land acquisition – 15M JMD**

BOARD OF DIRECTORS

Carol Campbell
*Award Winning Goldsmith/Designer and
Educator*
Kingston

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

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Partner and Senior Architect
Kingston 10 Architects

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*Academically and Intellectually Gifted
Educator*
CCS, North Carolina

Ann Hodges
Founder and Senior Architect
Kingston 10 Architects

Enith Williams
Founder
Downtown Kingston Music Theatre

Georgia Love
WARE Executive Officer
Dev Practitioner BeCon Consulting
Kingston

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 PROPOSITON:

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 and restoration of historic structures in the Heritage Corridor

- a. Farm to Table restaurant
- b. Resource Center/Artist Residency within the Living Museum
- c. Children's Education Center within the Living Museum

Total Estimated Funding required: \$JM 115.8 Million with \$JM 7.4 Million already invested