Kingston was designated a UNESCO Creative City of Music in December 2015 and this was an important catalytic moment in the development of the city's infrastructure, cultural assets, including regulatory framework and venues.

This designation has stimulated investment in the city's historic downtown area which is considered central to the six genres of music and sound system culture created in Kingston. The following report reflects the work done by the city within the last four years between December 2015-December 2019.

Reggae Music of Jamaica plays a significant role in advancing the human rights dialogue in Jamaica and communities worldwide. An integral part of the music is its social commentary.

The music employs the concept of "call and response", both vocally and instrumentally, and this has and continues to have the effect of allowing the music to connect with listeners irrespective of social standing, gender or language.

EXECUTIVE SUMMARY

Kingston is a world renowned center of musical excellence as the birthplace of the Sounds of Jamaica – Mento | Ska | Rock Steady | Dub | Reggae | Dancehall | Sound System – and the associated Sound System around which the musical careers of music legends such as Bob Marley, Peter Tosh, Jimmy Cliff, Dennis Brown, Toots & the Maytals, Buju Banton and many others were spawned. Music is at the city of Kingston's creative spirit and culture. As a creative mecca, Kingston has had and continues to have, great impact on the global music scene. The city offers its residents and visitors, the opportunity to learn, create, and enjoy music in a myriad of ways.

As a global music producer, Kingston has among the highest number of music recording studios per capita in the world. Jamaica’s unique sound system culture which is integral to the history, development, promotion and internationalization of Jamaican music, is at the heart of the city’s nightly experience in dance sessions. A variety of music events including live music and weekly dances, support the city’s 365 day calendar of entertainment. Kingston hosts international annual events and festivals such as Reggae Month, Grand Gala Emancipation Celebrations, International Reggae Day, carnival events, music themed art exhibits, film screenings and conferences geared to the industry.

Kingston offers music related education and training opportunities from the island’s oldest music programme at the legendary Alpha Boys Institute, to the Heart Trust/Vocational Training Development Institute. Kingston’s tertiary institutions, the University of the West Indies (UWI), the University of Technology Jamaica (UTECH) and the Edna Manley College of the Visual and Performing Arts, all offer music/entertainment related programmes and courses including music and performance studies, intellectual property law, event production and brand marketing.

THE REGGAE MUSIC OF JAMAICA INSCRIBED ON UNESCO REPRESENTATIVE LIST OF INTANGIBLE CULTURAL HERITAGE

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KINGSTON

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GENERAL INFORMATION

Name of the city
KINGSTON

Country
JAMAICA

Date of designation
DECEMBER 2015

Creative field of designation
MUSIC

Date of submission of the current report
APRIL 2020

Entity responsible for the report
MINISTRY OF CULTURE, GENDER, ENTERTAINMENT & SPORT

Previous reports submitted and dates
NONE

Focal points of contact, including:
- The designated focal point in charge of the daily management of the designation;
  Gillian Wilkinson McDaniel
  Ministry of Culture, Gender, Entertainment & Sport
  4-6 Trafalgar Road
  Kingston 5, Jamaica
  Email: creativecitykingston@gmail.com
  Tel: (876) 978-7854

- Whenever the designated focal point does not work directly within the city government, include the contact details of the officer in charge within the city government who will serve as a liaison;
  Robert Hill
  Kingston & St. Andrew Municipal Corporation
  24 Church Street
  Kingston
  Email: thetownclerk@gmail.com
  Tel: (876) 967-4195

CONTRIBUTION TO THE NETWORK’S GLOBAL MANAGEMENT

Kingston has been an active member of the UNESCO Creative Cities Network (UCCN), attending all annual meetings since its designation, participating in technical and cultural exchanges with member cities and facilitating workshops and speaking opportunities around music.

Number of UCCN annual meetings attended total four meetings in the last four years Enghien les Bain; 2016; Ostersund 2017; Katowice/Krakow, 2018; February, 2019 (please note that a regular participation in these meetings is compulsory).

- 2019 - Annual Meeting Fabriano, Italy
  Kingston’s representative was a panelist on the Annual Conference and moderated the peak to peak discussion by UNESCO at the 12th Annual meeting - panel focused on
  the production of cultural and social data
  Kingston’s representative presented the Final Conclusions for
  the meeting

- 2018 - Annual Meeting Krakow & Katowice;
  Kingston’s representative was a panelist on the Annual Conference and moderated Measuring the Immeasurable led
  by UNESCO at the 12th Annual meeting - panel focused on
  mapping cultural statistics and data gathering around culture’s
  role in municipal, regional and national economies.

- 2017 - Annual Meeting Enghien Les Bain, France;
  Kingston’s representative presented the Final Conclusions for
  the meeting

- 2016 - Ostersund, Sweden;
  Kingston’s representative was a panelist at the Valuing and
  Evaluating Creativity conference held in conjunction with the
  Annual Meeting at Mid Sweden University in September 2016
  Kingston’s representative presented the Final Conclusions for
  the meeting

Hosting of a UCCN annual meeting and dates:
No annual meeting hosted.

Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

Kingston hosted the 2018 Music Subnetwork meeting during the annual Reggae Month celebrations in February. Kingston hosted ten (10) sites from three continents.

Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

Kingston hosted the Imagine Kingston Conference in 2018 with the University of the West Indies and the Institute of Jamaica. This was an interdisciplinary approach to urban planning especially around architecture, tourism development and utilising creative assets. Members of the Network participated in a panel discussion on the creative cities as drivers of development at the Annual Bob Marley

Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

- Contributions to the Regular Budget
  US $53,782.00

- Contributions to the Intangible Cultural Heritage Fund
  US $237.00

- Contribution to the World Heritage Fund
  US $217.00

- Contribution to International Fund for Cultural Diversity
  US $217.00

- Total contribution by Jamaica up to April 2019
  US $54,561.00
Jamaica currently sits on the following UNESCO governing bodies:

- Executive Board
  Term Expires 2021
- Chair of Conventions and Recommendations Committee
- Member of Programme and External Relations Commission
- Non-Governmental Partners Committee
- Intergovernmental Council for the Information for All Programmes
  Term expires in 2021
- Other intergovernmental organs
- Member of the Intergovernmental Oceanographic Commission
- Member of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage
  Term expires: 2022
- Councils of UNESCO's Institutes and Centres
- Member of Governing Board of the UNESCO Institute for Lifelong Learning (former UNESCO Institute for Education, ULIE)
- Member of the International Civil Service Commission

Participation in the evaluation of applications (number of applications evaluated per year):
Kinston evaluated 10 applications (5 in 2019 | 3 in 2018 | 2 in 2017)

MEMBERSHIP OF THE STEERING GROUP AND PERIOD

MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

To please summarize the main initiatives, partnerships, measures and policies implemented to achieve the objectives of the UCCN, as detailed in its Missions Statement, during the last four years paying special attention to the impact of the designation is:

- Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;

- Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals

Jamaica's four year plan was citizen focused to ensure that Kingston's residents, as the primary creators, would benefit the most. The interventions notably for marginalized or vulnerable groups and individuals, were intended to improve access to and participation in cultural life, as well as the enjoyment of cultural goods and services.

In this regard, interventions considered those citizens central to the creative value chain as producers, promoters and consumers of the creative process. The Kingston Creative City Committee/Ministry of Culture formed a partnership with the Edna Manley College of the Visual and Performing Arts to have visual art students produce murals in communities that were experiencing violence which resulted in those communities being under a State of Emergency. Murals were completed on the walls of the Mt. Salem Primary School in Montego Bay in December 2017 and also in the West Kingston area in September 2018.

- Collaboration with Masters in Residence (MIR) Programme
- Kingston Creative City African Caribbean Institute of Jamaica Oral History project that originated during 2017/18 as a way of memorializing the work of musicians who died during the period including Royalty Jones, Prince Buster among others. The film project sought to capture via interviews, the life and times of aging musicians.

- Urban Development Corporation/Caribbean School of Architecture Music Museum Student Presentations
- Kingston Creative City African Caribbean Institute of Jamaica Oral History project that originated during 2017/18 as a way of memorializing the work of musicians who died during the period including Royalty Jones, Prince Buster among others. The film project sought to capture via interviews, the life and times of aging musicians.

- 3rd UNWTO/UNESCO World conference on Tourism and Culture Presentation by Kingston Representative on Creative Cities

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The Ministry of Culture, since the designation of Kingston as a UNESCO Creative City of Music to bring together groups of creatives within the Downtown Kingston area. The Kingston and St. Andrew Municipality has earnestly activated plans for the redevelopment of the Downtown Kingston waterfront which plays host to many music events.

Festival Marketplace: In 2018, the city in partnership with the government’s Development Arm, the Urban Development Corporation (UDC), began the restoration of historic Victoria Pier. The UDC spearheaded the development of the city’s first Entertainment Zone at the historic Fort Rocky, integrating urban development and culture. Phase I completion of historic Fort Royal’s Old Coal Wharf infrastructure development project includes a facility and space for cultural and entertainment events on non-ship days. In consultation with the Jamaica National Heritage Trust an agency under the Ministry of Culture, the development incorporates the city’s creative culture while respecting the integrity of historic Fort Royal as a UNESCO World Heritage Site.
Chronixx

National Heroes Park: The development of the new Parliament building includes plans to convert 50 acres of Kingston’s second largest public space into a Parliament complex. Formerly known as Kingston Race Course, this park has been in use since 1783. Best known as the site for the Great Exhibition of 1891 and burial ground of former Prime Ministers and Jamaica’s most prominent cultural icons, the vision is to extend the usable space within Heroes Park to serve as a place of recreation. A public charrette was held and the project is a key component of a master plan to redevelop Downtown Kingston. This plan includes the creation of a Music Walk of Fame, recognizing Jamaica’s music icons (some of whom are buried in Heroes Park) as well as a purpose-built stage to accommodate large concerts. The objective is enhanced access to and participation in cultural life as well as enjoyment of cultural goods for locals and visitors.

(v) Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

- Imagine Kingston Conference (2017) (which was listed as UNESCO-CC best practice)
- Global Reggae Conference, UWI (2017, 2019)
- Bob Marley Lecture
- Grounation annual lecture/discussion series held at the Institute of Jamaica during Reggae Month
- International Jazz Day
- Jamaica Music Conference

Please present only the major initiatives undertaken over the last four years in order to implement part or all of the UCCN objectives. It is recommended to follow a result-based approach as the reports should focus as much as possible on the outputs and impacts of the initiatives presented.

Please provide in the Annex, updated data and statistics on the contribution of local cultural industries to the sustainable development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc) and the impact of the designation at the local level and/or urban creativity indicators or indicators. Research in these areas is particularly encouraged for sharing and peer-learning within the Network.

In the absence of a Culture Satellite Accounts to properly map the contribution of music and culture to GDP, the city of Kingston via the Ministry of Culture, has been working with the Ministry of Culture in Colombia to establish a similar mechanism for measuring cultural statistics in the English speaking Caribbean as is customary in Latin American cities such as Bogota and Medellin. Bogota has been particularly helpful in this regard. Through this collaboration the Andres Bello methodology, used by the OAS in Latin American cities such as Bogota and Medellin, is now being translated into English to facilitate a framework for robust statistical mapping in the English speaking Caribbean.
Please summarize the main initiatives, partnerships, projects, exchange programmes, measures and/or studies implemented in collaboration with one or more UNESCO Creative Cities to fulfill the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.

- The Culture Satellite Accounts project between the Ministry of Culture Jamaica and the Institute of Jamaica/Jamaica Music Museum and the Ministry of Culture.
- The Regeneration of the city spearheaded by Kingston and Bogota which is currently being actioned through collaboration between the cities of Bogota and Kingston in celebration of the International Decade of People of African Descent (2015-2019), and an active part of a ‘bilateral’ actioned under the rubric of Colombo-Jamaica Joint Commission (a bilateral agreement);
- Three cultural exchanges between the cities of Bogota and Kingston in celebration of the International Decade of People of African Descent (2016); Hannover and Kingston (2018) and (2019) as part of a ‘bilateral’ exchange programme initiated within the Subnet network at the Kingston Subnetwork meeting in 2018.
- The 2017 Imagine Kingston: A Conference on the Regeneration of the city spearheaded by the University of the West Indies Mona campus, the Institute of Jamaican Music Museum and the Ministry of Culture.

Please present only the major initiatives undertaken during that period in order to implement part or all of the UCCN objectives presented above following a result-based approach.

The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions aiming at involving other member cities in the Network.

Two of the proposed initiatives should focus on the creative field concerned and one of the initiatives presented should be of a cross-cultural nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city, involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged.

Kingston has had a strong interest in participating in the Days of Bread which will be hosted across the island as the paucity of venues is a major issue given the average of 20,000 events held on the island each year.

Please present the medium-term action plan for the forthcoming four years describing the main initiatives that the city commits to undertake, while the framework of its designation, to achieve the objectives of the UCCN, as stated in its Mission Statement, to govern the culture and entertainment sector.

The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results.

Please highlight the focus as much as possible on the outputs and impacts of the UCCN objectives presented above following a result-based approach. Indeed, the reports should result in implementing part or all of the UCCN objectives presented above following a result-based approach.

The presentation of the proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement.

Two of the proposed initiatives should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results.

Please present a medium-term action plan for the forthcoming mid-term period of four years.
Awareness Plan

Communication & Subnetwork meeting, February 2018 of the Creative City Music cluster at the opening ceremony of the Music

To market Kingston as a Music City

G O A L

1. Identity: Creating the “Kingston Music City” Brand Story

During this identity phase of creating the brand story, Objective 1 will be implemented. Use of the logo, inclusive of what the logo signifies through the images that have been included and how this expresses our unique music culture/heritage. In doing so, the provision of a master brand concept for promoting Kingston as a Music City to attract audiences and visitors to experience Kingston’s unique music culture is accomplished. This phase will rely heavily on the mutuality between tourism and culture which inevitably filters into economic growth. In

viability of the creative economy through music

2. Advocacy

This phase focuses on Objectives 2 and 3, and ensures that the local music fraternity engages through social platforms and traditional mechanisms accentuated by media interactions. Objectives for mass promotion as well as meetings, seminars and conferences.

The implementation will focus on three major tenets: Identity, Advocacy and Promotion.

The promotion phase will run concurrent with both the Identity and Advocacy phases. This phase focuses on accomplishing Objectives 3 and 5. An integrated media approach will be taken by utilizing media partnerships for maximum coverage of music initiatives, events and engagements. The use of youth focused programmes such as the School Band Programme and the Junior Dance Competition will be supported through funding and marketing for best results.

The promotion phase will see the creation of a Kingston Music City App, greater cross marketing with linked sectors.

3. Promotion

This satisfies Objective 6.

Venue development and live music activations (whether pre-recorded for airing or physical events) will be done with the requisite branding (use of logo) and media coverage.

Also to be included is a robust digital “music city” campaign that will see the creation of a youtube page, Instagram and Facebook pages, a Kingston Music City App, greater messaging during Reggae Month and more cross marketing with linked sectors.

To increase partnerships with music education institutions in creating diverse musical experiences in the city of Kingston through delivery of quality live music, bespoke musical experiences and via support of high school band programmes

An integrated approach will be utilized to implement the publicity efforts. There will be major reliance on virtual & physical industry engagements to include: Event Experiences through social platforms and traditional mechanisms accentuated by media interactions.

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I. Total No of Music & Entertainment Licenses issued by the City of Kingston 2016-2018:

19,768 Licenses Total
2016 – 7,040 licenses
2017 – 6,648 licenses
2018 – 6,080 licenses

II. Total Revenue for Music & Entertainment Licenses for City of Kingston 2016-2018:

101.8 Million JMD

III. Overall number of Music & Entertainment Permits for the island 2016-2018:

58,069 Permits Total

IV. Revenue generated from all parishes for Music & Entertainment 2016-2018:

1.04 Billion JMD

V. Estimated 6,000 – 12,000 persons employed in the Jamaica’s music and entertainment industry
2,500 - musicians
1,700 - sound systems
600 - studio performers.

VI. Total visitor arrivals to Kingston since designation (2016-2018 figures):

1,331,612 Arrivals Total
2016 – 429,934 arrivals
2017 – 441,332 arrivals
2018 – 460,346 arrivals

VII. Total hotel rooms sold in the City of Kingston since designation (2016-2018 figures):

809,660 rooms

Please provide in the Annex, updated data and statistics on the contribution of local cultural industries to the sustainable development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc) and/or the impact of the designation at the local level and/or urban creativity indexes or indicators. Research in these areas is particularly encouraged for sharing and peer-learning within the Network.