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WEDNESDAY, JUNE 3, 2015

TEN YEARS of
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10th
ANNIVERSARY



*Tourism
Enhancement
Fund*

2005-2015



An agency of
**Ministry of Tourism
and Entertainment**

TEF marks 10-year anniversary

Invests in major projects islandwide

THE TOURISM Enhancement Fund (TEF) has expended billions of dollars on tourism projects since it began operations 10 years ago on May 1, 2005, in fulfilling its mandate of promoting growth and development in the tourism sector.

The Tourism Enhancement Act allows for a tourism enhancement fee of US\$20 to be charged to incoming airline passengers and US\$2 to be charged to cruise passengers. The money collected is paid into a dedicated Tourism Enhancement Fund.

“As our arrival figures have grown, so, too, has the amount available for the operation of the TEF,” said Minister of Tourism and Entertainment Dr Wykeham McNeill, “allowing us to do more and more meaningful and costly projects which would not

have been possible without the Fund. The tenth anniversary is a significant landmark for one of the most game-changing developments in our industry. The management and staff of the Fund are to be heartily congratulated for their record of achievement in fulfilling TEF’s mandate.”

Chairman of the board of directors of TEF since 2012, Senator Noel Sloley, expressed his satisfaction with the transformational projects carried out by TEF. In the area of national heritage projects, he cited the Montego Bay Cultural Centre in Sam Sharpe Square with its National Museum of Jamaica West and auditorium for live performances, carried out at a cost of \$62.5 million.

Another major heritage project was the refurbishing of the birthplace of Norman Manley and establishment

“Some of the smaller projects make a real difference to people in small communities”

of the Roxborough Museum at a cost of \$42.6 million.

He also cited projects such as the Ocho Rios Upgrading Project done at a cost of \$345 million; the \$270 million streetscape project now under way in Falmouth, which will see upgrades of roads, drains and facades in the town; and the

planned transformation of the town of Negril and its town centre.

“These are just a few of the projects which directly benefit Jamaicans while fulfilling TEF’s primary mandate to carry out recommendations emanating from the Master Plan for Sustainable Tourism Development, 2002,” Senator Sloley stated. “It could not have come at a better time as we are able to upgrade our resort areas and have repeatedly heard return visitors express pleasure at seeing the visible improvements to our product.”

Executive director of the TEF, Clyde Harrison, said that the work of TEF is challenging but most fulfilling as the organisation has been able to see not only completion of a number of major projects, but also smaller ones.

He cited some other TEF projects, including funding for development and better management of environmental resources in Jamaica, enhancing the country’s overall tourist experience, and providing for the sustainable development of the tourism sector.

“Among these projects are the Montego Bay Marine Park Trust and the Clean Coasts Project, which is funded by TEF in partnership with the Jamaica Environment Trust (JET). This is making a big difference and its current Nuh Dutty Up Jamaica campaign is another worthwhile effort as we seek to educate the public as to the consequences of their actions in degrading the environment,” Harrison said.

“Some of the smaller projects,” he said, “make a real difference to people in small communities. An example is our support for the Centres of Excellence Programme for high schools in the resort areas. TEF provides support to these schools by contributing equipment for programmes that train students in skills that are very marketable in the tourism sector. They leave these programmes ready to work and support themselves and contribute to the economy of their communities. What is equally satisfying,” he continued “is how their

PLEASE SEE **TEN**, 3



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Launch of Automated Kiosks: Minister of Tourism and Entertainment Dr Wykeham McNeill cuts a ribbon to signify the official launch of 10 automated immigration kiosks for processing incoming passengers at the Sangster International Airport, Montego Bay, on December 11, 2014. Also participating in the launch are (from left) director of tourism, Paul Pennicook (partly hidden); chairman of the Tourism Product Development Company, Maxine Henry-Wilson; chairman of the Tourism Enhancement Fund (TEF), Senator Noel Sloley; president of the Jamaica Hotel and Tourist Association, Nicola Madden-Greig; CEO, Passport, Immigration and Citizenship Agency, Jennifer McDonald; and executive director of the TEF, Clyde Harrison.



Dr Wykeham McNeill

TEF – a strong link in Jamaica’s tourism chain

Dr Wykeham McNeill
Minister of Tourism and Entertainment

THE TOURISM Enhancement Fund (TEF) is a strong link in the chain of government organisations that together provide leadership of Jamaica’s tourism sector. The chain is comprised of the Ministry of Tourism and Entertainment which creates policy; the Tourism Product Development Company, which has responsibility for improving and enhancing the product; the Jamaica Tourist Board, which creates and implements aggressive marketing and public-relations programmes

around the world; and the TEF, which is marking its 10th anniversary this year.

Together with our strong and supportive partners in the private sector, other government ministries and agencies, NGOs and community groups, the TEF is making an invaluable contribution to the sustainable development of an industry that has become a leading engine of growth in the Jamaican economy.

There is no doubt that we have made significant achievements over the past year with record arrivals which translate into an increase in the resources of the

TEF. We are ensuring that these resources are used with great effect to increase earnings from the sector and make a real and measurable difference to the standard of living of all Jamaicans. When we achieve this, we have truly been successful.

We are encouraged by the progress that we have made and by the performance of TEF during its first 10 years. There is no time to rest on our laurels. We will inevitably encounter new challenges, but we will face them head on, confident that the sectors are united and focused.

Unleashing the potential of our tourism industry

Senator Noel Sloley
Chairman, Tourism Enhancement Fund

THE MASTER Plan for the Sustainable Development of Tourism in Jamaica was a visionary, strategic initiative that sought to unleash the potential of the tourism industry to be a major driver of economic development for our nation.

The establishment of the Tourism Enhancement Fund (TEF) 10 years ago provided the means to execute the Master Plan, with a mandate to facilitate the implementation of the plan through prompt collection of fees, prudent management of funds and deployment of resources in sustainable development towards strengthening Jamaica’s tourism industry.

In the ensuing years, the TEF has managed



Senator Noel Sloley

billions of dollars collected from incoming passengers by air and sea, and invested those funds in projects that have improved our nation’s tourism infrastructure, preserved many valued treasures of our heritage, and by doing so, improved our performance in a very competitive industry.

The TEF does not operate solely as a financial institution, it also functions as a development entity that depends on sound relationships with public and private sector entities in executing our mandate. These relationships have made possible the completion of projects of substantial scale and far-reaching importance in national life, of which the ultimate benefit redounds to our citizens.

Yet, these achievements are managed by

a relatively small team of highly capable and dedicated people with whom I have enjoyed working in my current capacity as chairman.

The TEF has also benefited from the work of the past and present boards of directors, whom I commend for the clear-eyed focus on their mandate and well-honed sense of responsibility that have become hallmarks of the agency.

Finally, I offer Jamaica the assurance that the TEF can be expected to remain diligent in the implementation of projects to ensure that Jamaica can deliver a quality product to our visitors while enhancing the general environment for the people of our nation.

TEN

CONTINUED FROM 2

achievements in these programmes build their self-esteem. This is a priceless gift.”

Another very important aspect of TEF’s work is their support for security. In the last year or so, TEF has provided funding to the Jamaica Constabulary Force for the repair and purchase of motor vehicles at a cost of \$225 million; and engines to make functional marine vessels for the marine police at a cost of \$15.5 million.

Two very popular TEF projects are the Public Beach Upgrade Programme at a cost of \$250 million and the National Rest Stop Pro-

gramme at a cost of \$69 million. These programmes are under way in parishes across the island. The beaches programme is providing state-of-the-art facilities and free access to public beaches. TEF’s upgrading of rest stops across the length and breadth of the island is making road travel a much more pleasant experience for Jamaicans and visitors alike. Harrison also paid tribute to the many organisations and entities which work along with TEF in carrying out the projects they fund, including sister agency the Tourism Product Development Agency, the National Environment and Planning Agency, the Urban Development Corporation, and the National Works Agency, among many others.



Prime Minister Portia Simpson Miller (left) reads from the storyboard located at the monument erected in memory of hundreds of victims of the 1907 Kingston Earthquake. She recounts the tragedy to Minister of Tourism and Entertainment Dr Wykeham McNeill, while several residents look on. The monument marks the spot where five hundred victims of the 1907 earthquake and fire which destroyed Kingston are buried. The occasion was a recent visit to the site, located in the vicinity of East Avenue and Ninth Street, Kingston, by the prime minister, McNeill and other government officials, to examine plans to develop the historic site.

TEF driving infrastructural improvement

MORE THAN anything, the Tourism Enhancement Fund's (TEF) remit speaks to the improvement of Jamaica's tourism industry infrastructure. While enormous strides have been made in Jamaica's infrastructure over the past decade, the benefits to tourism, though great, have been indirect. In 2005, the TEF was created to focus specifically on the tourism sector's needs, and it took to the task like a duck to water.

Today, those improvements are obvious and have provided great benefits to the residents of resort communities as much as they have benefited the industry itself. In Negril, for example, a dual purpose walkway of 6.25 km in length will provide a safe and comfortable environment for pedestrian and cyclists to make their way along the Norman Manley Boulevard that runs through that community. In Montego Bay, the early beautification of the 17 km of the Elegant Corridor is being further improved by the installation of street lights. In Falmouth, a town long bedevilled by congestion and drainage prob-



Negril tour: Minister of Tourism and Entertainment Dr Wykeham McNeill (right foreground) confers with the ministry's state minister, Damion Crawford (left foreground), during a tour of projects being undertaken in the resort town of Negril. McNeill and other government officials toured various sites in Negril on Thursday, October 30, 2014 to see first-hand the work done or proposed to be done on key projects by the Tourism Enhancement Fund in conjunction with the Tourism Product Development Company.

lems, sweeping improvements are being made to the streetscape. In Ocho Rios, a massive rehabilitation project is under way that is already transforming large areas of that resort town.

All of these projects have been made possible by funding by the TEF and were implemented in partnership with the TEF, the National Works Agency, the Urban Development Corporation (UDC), and the Port Authority of Jamaica (PAJ).

COMPETITIVE INDUSTRY

"Tourism is not only the fastest growing industry in the world, it is also among the most competitive," said Minister of Tourism and Entertainment Dr Wykeham McNeill. "There is hardly a country in the world that is not aggressively seeking to attract visitors from abroad. In our region, all the competing destinations share the attractions of sun, sand and sea. To stay ahead of the pack, we need to develop more and varied attractions, and we need to maintain a high standard of infrastructure.

"When the Master Plan for Sustainable Development of Tourism was drafted, it was recognised that the means had to be provided whereby the cost of developing and maintaining the necessary infrastructure could be found. The TEF was the answer, and it has been doing a splendid job," said the minister.

Falmouth offers an excellent example of how impactful the TEF's role can be. Some years ago, Royal Caribbean Cruise Lines made a massive investment in developing a cruise port there. The development was impressive and the contrast it created with the rest of the town placed the town at a disadvantage. A transformative solution was required and TEF made it possible. Through an arrangement with the UDC and the PAJ, development work in Falmouth has now been initiated.

The Falmouth project has two components: the Hampden Wharf development, and a streetscape improvement project.

In announcing the project a year ago, McNeill explained, "The Hampden Wharf development will create

PLEASE SEE **TEF**, 6



Devon House, Kingston



Fort Charles, Port Royal



The Dome, Montego Bay



TEN YEARS of protecting the past

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ALWAYS ON



GUARDSMAN



929-3299

The TEF Act explained

Claudia Gardner

Hospitality Jamaica Writer

THE TOURISM Enhancement Fund (TEF) was established under the Tourism Enhancement Act of 2004, which enabled the Government of Jamaica to legally establish a system to collect a small fee from cruise and airline passengers.

The principal objectives of the Tourism Enhancement Act are to facilitate the implementation of projects and programmes which impact on the growth and development of the tourism sector, encourage better management of environmental resources in Jamaica, enhance the overall tourist experience in Jamaica, and provide for the sustainable development of the tourism sector.

Under the Act, at present, an enhancement fee of US\$20 or the Jamaican dollar equivalent is paid by passengers travelling by air and US\$2 in respect of those travelling by sea, most of whom come to the island on cruise vessels.

There are some travellers however, who

‘The TEF is the corporate body which is mandated under the Act to fulfil the primary objectives of the Tourism Enhancement Act’

are exempted from payment of tourism enhancement fees. These are: children under

two years old; persons who enjoy diplomatic immunities or privileges; those travelling by air destined for some other place outside Jamaica and who are in transit in Jamaica for 24 hours or less, and crew members of commercial airlines or ships who are on duty.

OBJECTIVES

The TEF is the corporate body which is mandated under the Act to fulfil the primary objectives of the Tourism Enhancement Act, including, among other things, the coordination of the Master Plan for Sustainable Tourism Development; the approving and monitoring the implementation of tourism projects and programmes; collection of the tourism enhancement fee; and collaboration with other agencies to achieve growth and development in heritage, entertainment, culture, environment and community-based tourism.

The TEF is governed by a board of 13 directors whose areas of expertise span tourism and finance. Under the Act, the board shall specifically include representa-

tives from the Ministry of Tourism and Entertainment, the Jamaica Tourist Board, the Tourism Product Development Company, the Jamaica Hotel and Tourist Association, the Association of Jamaica Attractions Limited, and the Ministry of Finance.

The board is responsible for policy and general administration of the TEF’s affairs and is chaired by Senator Noel Sloley with Trevor Riley as deputy chairman. Evelyn Smith, John Lynch, Paul Pennicook, David Dobson, Stafford Burrowes, Nicola Madden-Greig, Shauna Trowers, Maxine Henry-Wilson, Gregory Lawrence and Harry Maragh are the other members. Executive director, Clyde Harrison is an ex-officio member of the board.

The board’s specific duties are to guide the organisation’s efforts towards encouraging sustainable development of the Jamaican tourism sector; promote the generation of growth in the tourism sector; enhance the experience of tourists visiting Jamaica; facilitate greater linkages with other sectors in the economy; and encourage better management of the island’s natural resources. It is also mandated to review, approve, finance and monitor the implementation of projects and programmes which enhance growth and development of the tourism sector.

TEF

CONTINUED FROM 4

an entirely open experience that will accommodate craft vendors and other business people from the town. It will feature restaurants, an entertainment centre and shops in an inviting environment that harmonises with the development at the pier. It will be completely open to visitors and locals. Improvements to heritage assets like the wharf building, the Dome and Foundry, and the Tharpe House will be included in the development. The projected cost of is \$585 million.

“Elsewhere in the town, the Falmouth streetscape project entails aesthetic and structural improvement to roads and lanes in the vicinity of Water Square. These improvements will enhance the ambience in Falmouth town and \$330 million has been budgeted for this project. The total expenditure



The Ocho Rios Cruise Pier.

work its way along a seaside boardwalk from the pier to Main Street, which will also be transformed to create a far more pleasant environment than pertains today. Work will be done on the sidewalks, landscaping will be improved and architectural improvements made.

Similarly, the TEF is making possible a major upgrading of Negril. This includes upgrading of the main road that links Sheffield to Negril from the South Coast, landscaping and sidewalk upgrading, improvements to the craft market, the fishing village, the community centre and the Norman Manley Beach Park. These improvements are in addition to the dual-purpose pathway already under construction along the Norman Manley Boulevard for the safety and convenience of residents and visitors.

Here again, these improvements inure to the benefit of the local residents, while making the town more appealing to visitors.

One tends to think of tourism largely as a foreign-exchange earning employer, but these developments demonstrate the far-reaching contribution the industry makes to national development. Major improvements to the infrastructure on this scale would have been impossible in the current economic climate, yet the means to fund them have been made possible without tapping the taxpayer for a single dollar; truly demonstrating the slogan: Tourism Dollars Working for You.

on is close to a billion dollars and completion is expected in three years,” the minister said.

CULTURAL CENTRE

Montego Bay’s Sam Sharpe Square now boasts a fine cultural centre, the result of the transformative impact of TEF’s funding and the brainchild of TEF’s chairman, Noel Sloley. This actually represents the first phase of a project that will transform the entire square

to create a modern, organised town centre worthy of the nation’s tourism capital.

In Ocho Rios, site of the other massive resort town rehabilitation project, TEF, in partnership with the UDC and PAJ, is spending \$400 million in upgrading, and transforming areas of the town.

Already, the improvements are evident along Turtle River Road and at the pier itself. The next phase of the transformation will



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ONE OF the key roles of the Tourism Enhancement Fund (TEF) is to encourage better management of environmental resources in Jamaica. In light of this, the organisation has undertaken extensive work in the conservation of both the marine and terrestrial areas.

The TEF has been a generous and supportive sponsor of the annual Coastal Clean-up Project, which has been organised locally by the Jamaica Environmental Trust since 2009. The TEF has provided financial support of \$19.3 million to the effort over the years. Last year, some 7,000 volunteers cleaned up 113 sites around Jamaica during International Coastal Clean-up Day, on which more than 85,000 pounds of garbage were collected.

This single day of activities serves to rally public participation and expanded into a year-long project with a focus on improving solid waste management practices and increasing awareness of marine debris in Jamaica's resort areas. The TEF has committed \$35 million to the Clean Coast drive, which is currently under way.

TEF – active participant in environmental maintenance

In making the announcement of the TEF's support of the clean-up drive, Minister of Tourism and Entertainment Dr Wykeham McNeill said the programme evolved out of the need to encourage sustained behaviour change among Jamaicans and visitors alike to issues relating to marine litter. He said the drive would target areas on the coastline and beneath the sea within the resort areas and will involve adult education and the participation by between 10-15 schools in each area.

The underwater component will involve the clean-up of sunken refuse at 32 dive sites around Jamaica.

The popular Nuh Dutty Up Jamaica campaign is a facet of the project that uses popular comedic figure of Russhaine 'Dutty' Berry to convey the serious message,



Coastal Clean-up: Minister of Tourism and Entertainment Dr Wykeham McNeill (left) assists the ministry's Danielle Patterson and volunteer Dr Lorraine Lewis to remove trash from a clean-up site along the Palisadoes Main Road on International Coastal Clean-up Day on Saturday, September 20, 2014. More than 70 members of staff from the ministry and its agencies were among the over 8,000 persons who volunteered at over 130 sites across the island. International Coastal Clean-up Day is coordinated globally by the Ocean Conservancy and locally by the Jamaica Environment Trust.

Congratulations



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Enhancement
Fund

on your

10th Anniversary

WITH THE COMPLIMENTS OF



DEVON HOUSE DEVELOPMENT COMPANY



Coastal Clean-up Day 2013.

aimed at improving knowledge and attitudes relating to improper waste disposal and its impact on public health and the environment.

In addition, the TEF works closely with the National Environment and Planning Agency to protect Negril's Great Morass, create

development orders that promote orderly growth in specific areas and undertake capacity studies to ensure sustainable use of the environment. The agency also contributes to the maintenance of the Montego Bay Marine Park.

While the need for the clean-up aspect of the TEF's work is, in great

measure, a reflection of shortcomings of our society in environmental maintenance, Jamaicans all take pride in another aspect of the work that the TEF does, which is the funding of major landscaping projects in resort areas and providing the means to maintain them. Examples of this abound.

The TEF team



Clyde Harrison



Sitting: Clyde Harrison, executive director. Standing (from left): Terriann Oldham; Ayana Duhaney and Marcia Rowe.



TEF Finance Department: From left: Diane Brown-Allen, Anique Brandt, Deborah Watson, Courtney Prince and Richelle Clarke.



TEF Projects Department: From left: Nalford Hyde, Michelle Clayton-Brown, Tanisha Cunningham and Christopher Miller.



Neil Denny

BOARD OF DIRECTORS

- Senator Noel B. Sloley CD, JP – Chairman
- Trevor Riley JP – deputy chairman and chairman, Projects Committee
- Gregory Lawrence – chairman, Finance Committee
- Harry Maragh – chairman, Audit Committee
- Shauna Trowers – chairman, Human Resources Committee
- Maxine Henry-Wilson
- Nicola Madden-Greig
- Paul Pennicook
- David Dobson
- Evelyn Smith
- John Lynch

- Stafford Burrowes
- Clyde Harrison

STAFF LIST

EXECUTIVE OFFICE

- Clyde Harrison – executive director
- Ayana Duhaney – acting executive assistant
- Terriann Oldham – manager, administration/company secretary
- Marcia Rowe – office attendant

FINANCE DEPARTMENT

- Deborah Watson – director, finance

- Diane Brown-Allen – manager, investment and accounts
- Courtney Prince – financial accountant
- Richelle Clarke – accounting officer
- Anique Brandt – special projects officer

PROJECTS DEPARTMENT

- Christopher Miller – director, projects
- Nalford Hyde – project manager
- Neil Denny – project manager, western region
- Michelle Clayton-Brown – senior project administrative officer
- Tanisha Cunningham – project administrative officer



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- Persons using emergency certificates



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Clyde Harrison – shining brightly at the TEF

Claudia Gardner
Hospitality Jamaica Writer

WHEN ACCOUNTING expert Clyde Harrison came to the Tourism Enhancement Fund (TEF) eight years ago, his responsibility was to use his skills to implement and solidify an accounting system for the newly established organisation.

Harrison not only shone brightly as the organisation's director of finance, but five years later, he aced the interview to emerge as the top candidate to fill the position of executive director of the TEF, which had become vacant.

Harrison describes himself as a 'numbers man' and one who is driven by a challenge. Outside the office, he is a talented sportsman, skilled in multiple sporting disciplines including track and field, football – he plays in the striker position – and basketball.

"I am a Chetolah Park Primary man," Harrison told **Hospitality Jamaica**. "I played Manning Cup and major league football for Barbican and was at one point a leading goal-scorer. I coached basketball at the second-tier level and track and field for years. My passion is my kids. I have three children, two of whom are girls."

After graduating from St George's College, Harrison enrolled in the University of the West Indies (UWI) to pursue a degree in chemistry. As fate was to have it, for what he says were personal reasons, he quit during second year and ventured into the world of work.

"I went to look a job and the first place that hired me was PriceWaterhouse – and that started my career in accounting. I left there and went on to the National Housing Trust (NHT), then Wray and Nephew. I have done a lot of things – even returned to the NHT to tighten up their audit," he explained.

Several years later, Harrison returned to the UWI, where he completed a first degree in accounting, after which he completed his Certified Public Accountant examination in Colorado in the United States. Over the years, Harrison's expertise in the accounting discipline has seen him being called upon by agencies such as the European Union, the Credit Union League, JAMPRO, Xerox, FirstCaribbean Bank and the



Clyde Harrison

Jamaica Business Development Company (JBDC) to be part of numerous developmental projects.

"I became like a small business expert in my own right," Harrison said. "Working through JAMPRO, JBDC, through the Credit Union League, doing presentations and lectures for them on asset liability management ... then I came into tourism, having worked in the private sector for 29 years up to the level of group financial controller."

The TEF has been Harrison's venture into a tourism-related job. Five of his eight years at the Fund were spent as director of finance and the last three as executive director. He credits the former executive director, Ian Neita, as giving him the latitude to use his creativity and skills to bring what is now a structured financial system to fruition.

"I am a mover by nature, and I like challenges, and if I am not challenged, I start moving. I am a high performer. When I came to TEF, there was nothing there by way of accounts or systems; they had a position for a director of finance. The then executive director, Ian Neita, gave me a lot of leverage to learn. Whatever is there now, I put it in place. It was a green field," Harrison explained.

UP TO THE CHALLENGE

"It was a young organisation, and so it presented challenges, and that's why I have stayed so long. I have never stayed in a job as long as this. It posed a challenge – all of us trying to put it (the organisation) together. I was afforded the opportunity by someone with foresight – the current chairman," he added.

Harrison remains very proud of the organisation for which he has worked for 80 per cent of his years

of existence. He is also looking forwards to growing alongside it as it strives to fulfil the objectives of Jamaica's Tourism Master Plan.

"I want to see TEF as that government organisation that gets things done – that can plan things and implement. My personal project is to rethink project implementation; how can we get things done. So yes, I am still challenged in the job. I am driven by knowledge, learning. I want to give the best of me and that's a challenge in itself ... I am a philosopher, you know. I am good with life. Whatever life treats me, I am good with it. I look at the upside of life and go and take it on," Harrison said.

"In 10 years, I want to see TEF being an awesome, awesome place. When we achieve our goals, people will say, 'I want to go to Jamaica; the place is so well kept, so beautiful, so properly maintained, we have all these attractions, beaches, rest stops, roads ... it is wonderful.' I want to be responsible for most of that statement or along with the JHTA and so forth. You want your impact to be felt in a big way ..." he mused.

He added: "If we continue along this path, in 10 or 15 years, the TEF will be finally meeting the full challenges head-on, we will have the resorts looking beautiful. People won't say to you, 'I passed around this area the other day and this don't look so hot or that no look so hot.' It will be ironed out and kept and maintained."

For Harrison, the work being supported by the TEF is for Jamaicans to experience and enjoy first and foremost, as well as for visitors.

"We see ourselves as driving value throughout the society and this is done for us first. We as Jamaicans have not started experiencing Jamaica yet," he said.



Diane Brown-Allen (right) guides members of the 2015 batch of administrative interns during the TEF's outreach Summer Internship Programme recently.

The TEF's Summer Internship Programme

Creating tomorrow's high performance leaders

THE TOURISM Enhancement Fund's (TEF) Summer Internship Programme is now in its eighth year. Each year, the programme facilitates the placement of young people from high school (fifth and sixth forms) up to the tertiary level, within public and private sector organisations, to gain valuable work experience in their fields of interest, while earning money to assist with back-to-school expenses.

The programme runs for a period of 12 weeks in two six-week batches. Throughout the summer months, organisations offer interns valuable work experience, resulting in permanent placements for some students.

Each year, students are invited to submit résumés and application letters by the March 31 deadline. Prospective interns are made aware of the programme through notices sent to schools, partners and word of mouth. Applications are accepted during the period January to March to allow for proper planning. The programme starts each year with the recruitment of approximately 300 students – five of whom serve as administrators for the programme – followed by an orientation process and placement into organisations.

The Summer Internship Pro-

gramme targets two groups: Youth 16 years and older who are desirous of becoming a part of Brand Jamaica by obtaining skills, knowledge and employment during the summer period; and 'Nation Builders' – partners, employers who are committed, enthused and willing to be a part of the change to grow and sustain Brand Jamaica.

SELECTION PROCESS

Interns are selected based on how their skill sets match the needs of employers. Each intern receives an evaluation form, which is completed by their direct supervisor at the end of their six-week tenure. At the end of the 12 weeks, a closing ceremony is held and each intern receives a certificate of participation. Those interns who perform exceptionally well are awarded prizes contributed by partner organisations.

The TEF is on a mission to ensure that its interns are fully equipped for the workforce by instructing them on matters of workplace etiquette, dress code and writing effective résumés. This commitment to Jamaica's youth is ongoing, and is part of the TEF's vision to create an environment in which the youth may grow, prosper and develop.

TEF quietly building an effective workforce

WE ARE pretty familiar with the role played by the Tourism Enhancement Fund (TEF) in the development of the 'physical plant', as tourism professionals like to refer to the natural and built environment in which the industry operates. Over the 10 years of its existence, this agency of the Ministry of Tourism and Entertainment has invested billions of dollars in upgrading resort communities, restoring heritage sites, and albeit quietly, Jamaica's human resource development.

As Jamaica continues to gain ground in new tourism markets, the need for foreign languages at every contact point with visitors is becoming urgent. The TEF has responded to this need by funding the training of tourism workers in Spanish and Russian.

Many of the people who took these classes work in the craft markets and transportation sectors of the tourism industry, all of which is testimony to the TEF's commitment to making sure that Jamaica can achieve growth in tourism and can sustain this growth with a good physical plant and a workforce that is well trained and responsive to the visitors' needs.



Tourism Enhancement Fund Director Clyde Harrison at one of the agency's workshops.



Ocho Rios, Cruise Ship Pier



Montego Bay, Cultural Centre

Rastafari Indigenous Village



TEN YEARS of refreshing our resort towns

Making our visitors feel welcome takes funds. The TEF uses money generated by travel to Jamaica to enhance the infrastructure of resort towns in which they make memories. That's taking care of Tourism!

TOURISM DOLLARS WORKING FOR YOU



An agency of
Ministry of Tourism and Entertainment

Heritage preservation: a tourism benefit

PEOPLE'S heritage takes many forms, some physical and others less tangible. In common, however, they share a vulnerability, be it to the ravages of weather, fading memory, or sheer neglect. Without an effort to preserve it, heritage could simply fade away.

In the decade of its existence, the Tourism Enhancement Fund (TEF) has committed substantial resources to the restoration and preservation of Jamaica's built heritage, and in doing so, has made deeper and richer the product that is promoted to attract visitors to our island, increasing the lead Jamaica enjoys from competing destinations.

But in the final analysis, it is the Jamaican people who benefit from the preservation of Jamaica's heritage by being able to see, touch and experience actual historic structures and edifices that have outlived past generations and will remain to enlighten and enthrall those to come.

"There is no way to place a dollar value on heritage or culture. These are at the heart of who we are as a people," said Wykeham McNeill. "The investment being made in heritage preservation by the TEF reaches well into the future. It will enable generations of Jamaicans to reach back into their past to see where we came from and what we've been through, as it has done for us today."

The TEF's commitment to heritage preservation found expression virtually from the earliest days of the agency. Partnering with other government agencies, rehabilitation work began on significant heritage sites. These included the Rio Nuevo battle site; the Devon House mansion where landscaping, lighting and interior upgrades were undertaken; restoration work at Port Royal; and roofing of the historic Ward Theatre in downtown Kingston.

THEATRE RENOVATION

It is easy to see why certain projects recommended themselves for TEF's support. The Ward Theatre is a good example. The structure was built in 1912 by Charles James Ward, custos of Kingston, who presented it to the city of Kingston. Ward was the 'nephew' in the company, J.Wray and Nephew, which funded the project.

Over the years, many of Jamaica's brightest stars in drama and music



The Montego Bay Cultural Centre in Sam Sharpe Square, St James.



The Ward Theatre in downtown Kingston.



The historic Fort Charles at Port Royal.



The remains of a section of a building at Port Royal.



The Seville exhibition depicts Jamaica's history.

have performed on the Ward's stage, and the theatre represented Jamaica proudly by hosting performances many international celebrities in the performing arts.

In 1982, the Kingston and St Andrew Corporation closed the Ward for structural repairs, and four years later, the Ward Theatre Foundation was formed. The foundation leased the theatre from

the KSAC. As time went by, however, the burden of restoration and maintenance became increasingly weighty, particularly when combined with the operational costs of an 830-seat theatre.

The TEF's intervention made repairs to the roof and other structural improvements possible.

The TEF has been providing funding for restoration work at Port



The Montego Bay Dome, which was rehabilitated by the Tourism Enhancement Fund.

Royal ever since the agency was established. Extensive repairs and restoration work have been carried out at Fort Charles, the first fort to be erected in Port Royal. It was built in the late 1650s and was originally called Fort Cromwell, but was renamed Fort Charles.

In 1777, the young naval lieutenant, Horatio Nelson, was posted there, an assignment that did not last



Devon House



The Falmouth Post Office.

ners, it stands now as a fine example of military battlements of the 17th Century and custodian of an important aspect of Jamaica's heritage. Thousands of visitors take guided tours of Fort Charles each year, and the fort serves as a backdrop to countless vacation photographs.

Today, extensive work is being done elsewhere at Port Royal including reroofing of the old Naval Hospital, which will be repurposed as a museum to house the thousands of artefacts that have been recovered from the sea, where large parts of the town sunk in the 1692 earthquake.

BUILDING ISLANDWIDE CAPACITY

TEF quickly developed an internal capacity for selection and monitoring the execution of projects while it forged collaborative relationships with sister agency, the Tourism Product Development Company, which still functions as an executing agency for projects, along with parish councils, the Urban Development Corporation, National Works Agency, Jamaica National Heritage Trust, National

Solid Waste Management Authority, Institute of Jamaica and the Jamaica Cultural Development Commission.

These practical relationships have remained intact and have enabled the TEF to fund projects on a number of fronts across the island.

Indeed, the TEF's impact in heritage preservation has been felt across Jamaica.

In St Ann, in collaboration with the Spanish Jamaica Foundation, the Seville Great House and Heritage Park has received impressive upgrading, creating in the process a fine museum within the great house.

In Trelawny, much of Falmouth's valuable architecture has benefited from TEF support, helping to preserve the town's status as site of some of the finest examples of Georgian architecture in this hemisphere. The work in Falmouth continues beyond the several buildings already restored, in one of the largest resort-rehabilitation projects the agency has undertaken.

Other heritage projects include preservation of the birthplaces of national heroes and restoration of sites in Spanish Town and Montego Bay.

"Ten years ago, the TEF was established with a mandate to provide the means of funding a National Plan for the Sustainable Development of Tourism in Jamaica," explained executive director, Clyde Harrison. "In the years since then, the agency has enriched and improved the viability of Jamaica's tourism product in several ways. "However, this impact reaches beyond its benefit to tourism, as our impact in heritage preservation will benefit our nation for generations to come," he said.

In the early days of Jamaica's foray into the tourist industry, there were vocal cynics who suggested that it was not only an unreliable wagon on which to hitch our hopes for national development, it was also likely to be ruinous to our heritage by encouraging commercialisation of sites to attract tourists. This could hardly be further from the truth. Tourism has generated the means by which resources could be made available for the preservation of Jamaica's heritage sites, taking place under the watchful eyes of the Jamaica National Heritage Trust, which is consulted at every stage of these projects.

Heritage preservation has indeed been a benefit for Jamaica funded by travellers to Jamaica by air and sea.

Claudia Gardner
Hospitality Jamaica Writer

THE TOURISM Enhancement Fund's (TEF) National Rest Stop Programme was officially announced in Parliament by Minister of Tourism and Entertainment Dr Wykeham McNeill in his 2014/2015 Sectoral Presentation in the House of Representatives.

Months later, the programme is successfully up and running, and making great strides, said executive director of the TEF, Clyde Harrison.

"We are putting a tighter monitoring on those rest stops to ensure they are well maintained, because we plan to push out another 30 or so before the end of this year. We want to make sure we have the right formula for managing and maintaining, and approving and that sort of thing. So that's where we are, and it's working. Now, you just drive up to a yellow and brown sign and you're good. Before that, you had to say 'I wonder if I can stop here.' It has worked," he said.

TEF's National Rest Stop Programme making strides

The National Rest Stop Programme is an islandwide initiative aimed at increasing the number of places commuting visitors and locals can stop to refresh themselves, while travelling from one part of the island to the next.

All rest stops under the programme are expected to be registered with the appropriate regulatory body and be in good standing, have safe entry and exit points from the main roadway; have parking facilities; clean restrooms with proper sanitation, adequate ventilation and lighting; well-maintained physical facilities; and offer other goods and services such as restaurants/food shops and seating.

During his presentation this year, the minister reaffirmed his ministry's commitment to the

development and enhancing of "rest stops which are safe and well maintained across the length and breadth of Jamaica". He also emphasised the need for "Jamaicans and visitors alike, in a modern and civilised society", to be able to "stop, eat, refresh and use facilities with dignity at locations which are kept at the highest possible standards".

MILLIONS INVESTED

He also said just under \$70 million has been allocated for the programme, Phase One of which was completed at the end of March, with 11 locations already up and running. Phase Two of the programme runs from May to December this year, with seven already confirmed, and another 54 being assessed.

During his first announcement



A National Rest Stop sign.

back in 2014, Dr McNeill said the expansion of the country's road network had allowed Jamaicans to "enjoy the blessings of the country", and that for the comfort of all travellers, the rest stop programme would be resuscitated, particularly as it fits into the domestic tourism push. He said further that the programme would include upgrading some existing facilities to acceptable standards and that central to this would be having bathroom facilities which are properly maintained with the requisite services.

"In addition, we want to encourage our visitors to share in the Jamaican experience of travelling throughout the countryside to get an appreciation of our natural beauty, heritage and way of life," the minister had said.

In its Frequently Asked Questions document, the TEF noted that potential National Rest Stop operators are able to apply to the TEF for consideration, and that a technical team will thereafter arrange a visit to those qualified facilities to undertake an assessment. It also said further that dis-

cussions will be held with the owners/managers of facilities that meet the programme requirements, towards the execution of the works.

"The programme is built on partnership, and so discussions will be held to determine the amount of equity the owner/operator will invest and what facilities/services are priority and will be made available to the public. The scope of work will include installation of signage leading to and at rest stops, improvements to restrooms, installation of benches, upgrades for safety and sanitation and for ... the physically challenged," the TEF document said.

"For those rest stops which meet the programme's requirements, there will be agreements between TEF and owner(s)/operator(s) in respect of the work to be done. The cost of property upgrades will be borne by the operator/owner. Upgrades will be conducted under the guidance of TPDCo (Tourism Product Development Company) and TEF to ensure the property meets the expectations of the public and requirements of the regulatory entities," it added.

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Diane Brown-Allen: TEF's first employee

Claudia Gardner

Hospitality Jamaica Writer

MANAGER OF investments and accounts at the Tourism Enhancement Fund (TEF), Diane Brown-Allen, has the distinction of being the organisation's first employee.

In fact, when she assumed her first role as the fund's revenue accountant, she was the only employee there for quite some time. Today, in her current role, surrounded by a cadre of cheerful co-workers, her solo stint is something she reflects on with some amount of amusement.

"Being interviewed for a job where you thought you were going into a company to only find out at the end that you were the company – it was quite interesting. That was where the shocker was," she said laughing at the memory. "And then to now understand that you had an awesome responsibility, basically to develop a culture, a benchmark on which everybody else who came on had to

follow. My permanent secretary told me, whether I liked it or not, I am TEF.

"She said: 'Diane, you are TEF and you are going to have to wave the banner high. It doesn't matter that you are the only one. So I had a lot of stuff to do, because I was in charge of accounts. I was the person who reported to the board, I was the middle person to any negotiations being held.

MASTERING SPANISH

Brown-Allen's most memorable moment during her solo days was when a Spanish-speaking representative from a particular airline was referred to her by a senior director who had responsibility for the TEF. That encounter took Brown-Allen back to the language laboratory, as she decided to re-learn Spanish in order to not only translate what the representative had to say and provide feedback, but to have a command of the language for future use.

"We grew from a small office that could only hold a single desk, literally, to an office



Diane Brown-Allen

where it was four of us, and then we grew from there. The team had between 13 and 14 different members, so we really have grown and it has been an interesting journey ... it has been fun," she said.

In her current capacity, Brown-Allen manages the collections of TEF fees and its investment portfolio in accordance with the TEF Act 2004.

That is not only the task that she has assumed. She was the conceptualiser and is still a key player behind the entity's corporate outreach Summer Internship Programme, an initiative of which she is very proud.

"That is my baby project that I take on wholeheartedly. I have a little motto that I go by and it is that 'I am only here because God asked me to be here. And He asked me to be here so I can help somebody else, and if I can help somebody as I go along, then my living will not be in vain,'" she said.

"Each year, a group comes out and you realise that they are faced with so many different challenges. It's not to get through school, full stop. But it is to get through where they are living. When you get to know them and be with them, you realise that they just want somebody to listen, to walk it through with them, and so that journey is my most empowering in TEF, because each year, I know TEF has changed at least 400 lives," Brown-Allen said.

UDC congratulates the Tourism Enhancement Fund on its *10th Anniversary*



Turtle River Road, Ocho Rios, St Ann developed as part of the Ocho Rios Enhancement Project which also includes work on the Ocho Rios Cruise Terminal. The UDC acted as designers and project managers for this phase of the works while project sponsors were the Tourism Enhancement Fund and Port Authority of Jamaica.

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TEF funds Museum West's Rastafari Exhibition

WESTERN JAMAICA has been given the opportunity to be better informed about the history and nature of the Rastafari movement through a historical exhibition mounted at National Museum West, located at the Montego Bay Cultural Centre.

In keeping with its efforts to foster the development of various aspects of the country's tourism product, the Tourism Enhancement Fund (TEF) played a pivotal role in enabling the Rastafari Exhibition to be mounted at the Cultural Centre, where it will be displayed for a year.

The exhibition explores the history and culture of Rastafari through artefacts, images, videos and text, including the Revelation of Rastafari, the philosophy and evolution of the Rastafari movement, the visit of His Imperial Majesty Haile Selassie I to Jamaica, and the impact of Rastafari on music. It also provides a historical review of the tribulations experienced by members, in particular, the events that transpired in Coral Gardens in April 1963, commonly known as 'Bad Friday'.

During his address at the opening of the exhibition, executive



Executive director of the Tourism Enhancement Fund (TEF) Clyde Harrison (right) hears from curator of National Museum West, Dr Alicia Palmer (centre), how the Rastafari movement developed into an internationally recognised community as Member of Parliament for Central St James Lloyd B. Smith (left) is glued to the information on display at the Rastafari Exhibition.

director of the TEF Clyde Harrison described the mounting of the exhibition and the presence of members of the Rastafari community as "a journey with some distance still left to go", but which stood out as a testament to the spirit of the Jamaican people.

Harrison commended the Rastafari

for the strength of their culture and their insistence on being themselves and being accepted for who they are. He said the TEF was proud to be associated with the exhibition and would continue to promote projects of that nature.

"We are funding the museum and we will continue to do so. We

will not ignore the culture of the people nor what is important to us, and when we do this, it speaks to our spirit, so we are very proud to be associated with this endeavour and all the others that we have put forward for the people of Jamaica and the tourists to enjoy," he said.

Member of Parliament for Central St James Lloyd B. Smith welcomed the exhibition, which he said was a special undertaking to pay tribute to Rastafari.

INTEGRAL PART OF PSYCHE

"This exhibition, I am sure, will help to enlighten the general populace about the fact that Rastafari is a *bona fide*, genuine part of the Jamaican culture and history. It is indeed a very integral part of our national psyche and this has been embodied in the fact that wherever you go in the world, Rastafari can be seen in one form or the other," Smith said.

Director of the National Museum Jamaica Dr Johnathan Greenland said the Rastafari Exhibition was the first major showing for Museum West. He said the exhibition ran at the Smithsonian Museum in Washington, DC, in the USA for many years

before the Rastafari community negotiated for it to be brought to Jamaica. Its first stop was in Kingston, where it was expanded extensively.

Following a year-long run in Montego Bay, it will be turned over to the Rastafari community for it to be housed at a permanent learning centre to be established by its members.

Member of the St James-based Rastafari Indigenous Village First Man also said he was very pleased with the collaboration of the Government of Jamaica and the Rastafari Millennium Council in bringing about the exhibition.

"Especially here in Montego Bay (where) the Rastafari community faced one of our worst challenges; this is where the Coral Gardens incident took place, (and) right here in the centre of the city is where Sam Sharpe and all of our African people were 'down-pressed', and for us to be here eternally burning Babylon and then find that the same system now can speak of who Rastafari is and what Rastafari represents over that period of time, that is a great achievement," he said.

Congratulating

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on 10 years
of service to Jamaica

Partnering to transform and enhance the tourism product



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McNeill unveils new Bob Marley statue at Culture Yard

AS PART of the activities to commemorate Bob Marley's 70th birthday, Minister of Tourism and Entertainment Dr Wykeham McNeill unveiled a new life-sized statue of the late reggae icon at the Trench Town Culture Yard, Marley's former home.

The statue, sculpted by Scheed Cole, who hails from Trench Town, was commissioned by the minister as part of a multimillion-dollar renovation of Culture Yard funded by the Tourism Enhancement Fund (TEF). This is in keeping with the ministry's drive to develop cultural heritage sites across Jamaica and further enhance and diversify the island's tourism product.

Dr McNeill said, "Bob Marley's gift to Jamaica is incalculable. His achievements, and those of his fellow artistes who have followed in his footsteps, have put our country on the map as the Mecca of popular music. Today, the tourism sector continues to attract hundreds of visitors who come to see the country that produced Bob Marley."

He said, as a part of our tourism development strategy, we are focus-

ing on cultural and heritage tourism, and, over the past three years, the TEF has expended \$500 million on upgrading cultural and heritage sites across the island. The commissioning of this new statue of Bob in the yard where he grew up is a natural fit in this thrust," he added.

"This new statue will doubtless attract even more visitors to our shores and to Trench Town in particular. Of equal importance is the fact that its presence will serve to inspire the youth in his old neighbourhood. It will encourage them to believe in themselves and understand that they can achieve success despite perceived disadvantages," Dr McNeill said, congratulating Scheed Cole and the many other persons involved in the Culture Yard project.

The unveiling of the statue preceded a community symposium, titled, Trench Town Culture Village: From Vision to Reality, which included presentations by Minister of Youth and Culture Lisa Hanna; chairman of the Agency for Inner City Renewal, Dr Henley Morgan; JaRIA's Junior Lincoln; and executive director of Medi-amix/Palm TV, Lennie Little-White.



From left: JaRIA's Junior Lincoln; chairman of the Agency for Inner City Renewal Dr Henley Morgan; Minister of Tourism and Entertainment Dr Wykeham McNeill; executive director of the Tourism Enhancement Fund Clyde Harrison; sculptor, Scheed Cole; Cole's assistant, Oswald Watson; Minister of Youth and Culture Lisa Hanna; and Minister of Industry, Investment and Commerce Anthony Hylton, pose beside the new statue of the late reggae icon, Robert Nesta 'Bob' Marley, which was unveiled on February 8 at the Trench Town Culture Yard.



Poet Laureate Investiture: Poet Laureate of Jamaica Professor Mervyn Morris (centre) shares a light moment with Minister of Tourism and Entertainment Dr Wykeham McNeill (left) and State Minister for Tourism and Entertainment Damion Crawford following his investiture as Poet Laureate of Jamaica at a ceremony held at King's House on Wednesday, May 21, 2014. The programme is a joint initiative of the National Library of Jamaica, the Ministry of Youth and Culture, and the Entertainment Advisory Board of the Ministry of Tourism and Entertainment. It is being financed by the Tourism Enhancement Fund at a cost of \$3.4 million.

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TEF Beach Park Programme

Giving locals
access to the
best beaches



Burwood Beach

Claudia Gardner

Hospitality Jamaica Writer

THE TOURISM Enhancement Fund's (TEF) Public Beach Park Programme is, among other things, ensuring that Jamaicans have access to the island's best beaches, as was noted by Prime Minister Portia Simpson Miller during her Budget Debate presentation in March.

Under the programme, at least one beach in every parish is to be transformed to make quality recreational spaces, operating at the best international standards, available to residents and visitors alike. The beach parks are to be equipped with children's play areas, seating with tables, picnic areas and gazebos, restrooms and changing facilities, adequate parking, lifeguard towers, running water and electricity.

The programme was one of several TEF-led initiatives announced by Minister of Tourism Wykeham McNeill in his 2014/2015 Sectoral Presentation in the House of Representatives, and is to be undertaken in collaboration with the Ministry of Tourism, the Urban Develop-

ment Corporation and the National Environment and Planning Agency (NEPA).

"This is to ensure that the Jamaican people are able to enjoy their patrimony through access to our beaches. It is an imperative that suitable quality space for recreation must be made available for Jamaicans," the minister said at the time.

Among the first beach parks targeted for upgrading were Burwood Beach in Trelawny, Providence Beach Park in Montego Bay, the Norman Manley Beach Park in Negril; Great Bay at Treasure Beach; Salem in St Ann; and Boston in Portland.

PROTECTING JAMAICANS' RIGHTS

In his update a year later in the 2015/2016 Sectoral Presentation, Dr McNeill said he was upbeat about the programme which was progressing steadily.

"We are all agreed that as our country develops and more and more of our coastline is utilised, we have to ensure that the rights of Jamaicans to have access to good beaches are protected. To this end, I announced the Beach

We are all
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Parks Programme last year. Fourteen beaches have now been secured and seven more have been identified," he stated.

"Work has already begun on the first two, not only to provide access, but to provide modern amenities as well. More are to be added over the next year or so, and TEF along with NEPA and Tourism Product and Development Company are in the process of identifying and securing leases for additional beaches," Dr McNeill added.

Executive director of the TEF, Clyde Harrison, is as pleased as the minister.

"We are set on making the public beaches well equipped and beautiful for Jamaicans to enjoy, similar to what transpires in resort areas. It's a partnership between us and the people, in collaboration with the Social Development Commission, which is doing community consultations to make the people know. It's our place, so we want to fix it up nice – fi we," Harrison said.

OPPORTUNITIES ABOUND...

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Keeping the JCF mobile in resort areas

OVER THE years, the Tourism Enhancement Fund (TEF) has provided unwavering support to the Ministry of National Security to boost efforts to enhance safety in resort areas, particularly by way of police mobility.

In May 2012, the TEF presented the Jamaica Constabulary Force (JCF) with 16 sports-utility vehicles, which cost approximately \$32 million, and in February 2013, donated another 15 Toyota Corolla motor cars valued at a total of \$28.2 million. Thirteen of these motor cars were assigned to police stations in the parishes of Trelawny, St James, Hanover, Westmoreland and St Mary, which are home to some of the island's most prestigious hotels and attractions. These parishes, combined, host more than half of Jamaica's annual visitors.

In October 2013, the TEF allocated \$91 million to the JCF, \$45 million of which was to purchase additional vehicles. The other \$40 million was allocated to improve the marine police's outposts in Negril, Montego Bay, Ocho Rios, and in Falmouth, partially to clamp down on illegal jet ski operations in the resort towns. The other \$6 million was to be used to undertake extensive repairs of the marine police boats across the region.

In December 2013, the TEF increased the JCF fleet by another 15 vehicles, at a cost of approximately \$45 million.

MOTORCYCLES FOR NEGRIL

Again, in August 2014, the organisation donated three Yamaha motorcycles to the Negril police. The motorcycles donated to the Negril police are three of several acquired by the TEF at a cost of \$4.3 million. The others were distributed to other resort areas.

The decision to donate the Yamaha motorcycles arose out of a community meeting attended by minister of national security, Peter Bunting and tourism minister, Dr Wykeham McNeill three months earlier, when the issue of the mobility of the police to effectively patrol the Negril West End and the hills surrounding the resort town was raised.

Because of the interventions of the TEF, the island's key resort areas have been up to date in terms of their respective police units' ability to properly patrol the townships as well as respond to emergency situations whenever they arise.



Minister of Tourism and Entertainment Dr Wykeham McNeill (centre) seems elated as he and other officials prepare to check if these new motorcycles were revving as they should before handing them over to the Negril Police recently. McNeill is flanked by acting assistant commissioner for Area One, Gary Griffiths (left), and mayor of Savanna-la-Mar, Councillor Bertel Moore. The motorcycles were donated by the Tourism Enhancement Fund (TEF) to enable the police to be more effective in their patrol of the resort town.



Commissioner of Police Dr Carl Williams (right) tells an audience of hoteliers, resort-board chairmen and other tourism partners that he is aware of the importance of tourism and will do everything to ensure the safety and sense of security of not just tourists, but all Jamaicans. The commissioner was speaking at a meeting to discuss efforts to enhance safety in resort areas, which was held at the Tourism Product Development Company's New Kingston offices.



Police vehicles donated to the Jamaica Constabulary Force by the Tourism Enhancement Fund.

Upgrading of Kingston entry corridor

A new Tourism Enhancement Fund project

THE TOURISM Enhancement Fund has allocated \$257.8 million for the implementation of a project to significantly upgrade the corridor leading from Rockfort to the intersection of Windward Road and Mountain View Avenue in Kingston.

The project is to include the widening of roadways; drainage improvements; replacement of all wiring with underground wiring; extensive landscaping, and better and updated signage.

Passenger arrivals at the Norman Manley Airport, which is used mostly by Jamaicans and business travellers, recorded an increase in arrivals moving from 670,386 in 2013 to 704,644 in 2014, an increase of 5.1 per cent.

Minister of Tourism and Entertainment Dr Wykeham McNeill has already led consultations with community members, the member of parliament for Kingston East and Port Royal, Phillip Paulwell, the National Works Agency, and representatives of other implementing agencies. Community members welcomed the project and put forward several useful suggestions.

Engineering and other plans are now being made so that work can begin on the project in the near future.



Norman Manley International Airport in Kingston.

FILE

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Centres of Excellence Programme

SEVERAL HIGH schools across the island have benefited from the Tourism Enhancement Fund's (TEF) Centres of Excellence Programme, which was initiated in 2014.

The programme came out of a recognition of the need to ensure the availability of a suitable skilled workforce to serve the tourism sector as the island continues to develop new markets, improve airlift and encourage hotel construction and expansion.

As a consequence, the TEF committed a total of \$20 million in 2014 to initiate the programme in six schools targeting improvement in skills such as food and nutrition, food preparation, languages, agriculture and the creative arts including music.

The Ministry of Education implemented the initiative in the schools. The participating institutions selected were those regarded as feeders for the tourism areas. So far, four of the projects have been

completed, one each at the Cross Keys, Marcus Garvey Technical, Little London and William Kinbb high schools.

CROSS KEYS HIGH SCHOOL, MANCHESTER

Programme goal:

To establish a commercial farm at the school to provide:

1. An agricultural facility for students to:
 - a. do agricultural and Scientific research to satisfy the academic



Cross Keys Plant Nursery.

- requirement for advance and ordinary level Caribbean Examination Council subjects and level 1, Heart NVQ certification,
 - b. experiment with new agricultural farming practices and techniques,
 - c. develop entrepreneurial spirit.
2. Employment opportunities for past students and training for current students.
 3. Source of funding for competitive sports programme

CROSS KEYS HIGH SCHOOL – THE RABBITRY

The construction of the rabbitry was a true community event as students, teachers, men from the community all participated. The rabbitry took approximately six weeks to be constructed and stocked with rabbits, and in the end, there were happy faces all around as the community started to believe in the dream.

With the support of the TEF, the school was able to build the rabbitry, construct a nursery to support its flower-planting programme and build a greenhouse to facilitate the integration of its students into the labour force by providing valuable commercial experience. It was a

perfect example of 'together, we all achieve'.

MARCUS GARVEY TECHNICAL HIGH SCHOOL, ST ANN

Programme goal: To retrofit the Home Economics Department to improve the curriculum and align student's technical vocational training to meet workforce standards.

Within three weeks, the landscape of the Marcus Garvey Technical High School transformed into a more advanced commercial and educational facility. This was made possible through the kind support of the TEF under its Centres of Excellence Programme in schools to the sum of \$5.5M.

The work to transform the Home Economics Department was not simple and required the dedication of the teachers, board members and PTA. In less than six weeks, the once cramped area was totally transformed as workers and faculty members worked throughout the Christmas to deliver a spacious work area for the new school term in January 2015.

PLEASE SEE **CENTRES**, 23



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CENTRES

CONTINUED FROM 22

WILLIAM KNIBB MEMORIAL HIGH SCHOOL, TRELAWNY

Programme goal: To improve the performance of students in need of remedial English, math and Spanish, as well as in the technical subjects (building, electrical and mechanical technology). The transformation took place over a two-month period and cost \$7.3M.

LITTLE LONDON HIGH SCHOOL

Programme goal: To create a centre of excellence within the Home Economics Department with state-of-the-art equipment to better cater to

the needs of 21st Century learners.

It involved:

- Creation of more space
- Refurbishing of new work area
- Purchase of equipment and furniture
- Installation of ventilation system

The project was implemented at a cost of \$4.37 million. The work to transform the Home Economics Department was not simple and required the dedication of the principal, teachers, past students and the PTA. In just one week, the once small outdated area was totally transformed. In upcoming weeks, all the furniture and equipment was delivered to the amazement of the entire community.



Marcus Garvey Technical High School's Home Economics Department.




A section of the William Knibb Memorial High School's Learning Enhancement Centre.



A section of the Cross Keys High School's greenhouse.

Rio Grande Bridge, Portland



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