



PORTMORE, JAMAICA

SHAPING OUR BRAND STORY

WELCOME!

PORTMORE IS AN EXCITING CITY AND WE WANT TO SHARE IT WITH YOU!

We are a modern city on the cusp of something big. We know that successful cities must proactively promote their people, location, history, quality of place, lifestyle, culture, diversity and their compelling vision of the future.

The role of our city brand is to drive choices as well as create loyalty and pride among our residents, businesses and key audiences.



WHY PORTMORE?

Portmore is a large coastal city in southern Jamaica located closely to the cities of Kingston and Spanish town. Portmore, also called the ‘Sunshine City’ is now considered the largest residential community in the English speaking Caribbean, growing from a population of 5,000 in 1970 to 160,000 in 2001 and 182,251 in 2011. The majority of these residents mainly travel to Kingston & St. Andrew for work, school and many other essential services.

Service, retail and manufacturing companies have also chosen to locate their operations within Portmore thus providing employment opportunities for this educated and well trained population. The business community includes call centres, beverage and manufacturing plants, commercial gas retailing stations and printing companies among other smaller niche related companies.

Many attractions within Portmore make it a popular place to live and explore! There are educational facilities from pre-school to post-secondary (vocational training) and community college levels. Citizens have access to local amenities such as fire services, police stations, shopping malls and plazas, local food stands and handicrafts, financial institutions and government administration. There are numerous places for adult and family entertainment for your relaxation and enjoyment such as: eating, restaurants, nightclubs, fishing villages, boutique accommodation and much more.

In 2003 Portmore achieved Municipality status with 11 council divisions. It has its own Council and Mayor and is the only Local Authority where the Mayor is elected directly by citizens. As the newest Local Authority in Jamaica, the Municipality of Portmore (MOP) already bears many of the hallmarks of the prototype of the “ideal Local Authority” in terms of governance, structure and functions, financing framework, financial management, legal framework, and organization.

WHAT PORTMORE HAS TO OFFER

The Municipality of Portmore has many offerings for tourism and entertainment and is known for: the only horse racing track in Jamaica, Hellshire beach - world famous for its fish and festival, Fort Clarence and Waves beaches – home for beach parties and Two Sisters Cave among many other natural attractions. A variety of musical hotspots, and entertainment events are also found within Portmore. For adult entertainment, Portmore is home to Fort Augusta Drive more famously known as ‘back road’ (a red light district). In addition, Portmore offers spectacular flora and fauna, boasting the largest dry forest in the Western Hemisphere. A rich history of the sea and “pirates”, fishing

village life and local agricultural practices are also prevalent.

Portmore recognizes the potential for local tourists as; day, public holiday and weeklong visitors. The initial target market is the community of Portmore, Jamaicans from along the South Coast and business tourists in Kingston. Our marketing strategy details how the Municipality will expose and promote the attractions of Portmore to our target audience. After five years, the intention is to expand the target market to



include visitors from North America, Europe and China keen to experience authentic, Jamaican culture. The proximity of Portmore to Kingston and Spanish Town and its location within the island wide highway system, make it a natural place to stop for a short break for food, shopping, or a beach stroll. Organized bus tours for the day, overnight or weekend are also great opportunities here. Several special events take place throughout the year that attracts people islandwide as well as across the Caribbean. Accommodations are limited at present. As such, boutique and bed and breakfast styled hotels will be developed.

PORTMORE PRIDE

There is a strong recognition and sense of what Portmore has to offer! A mix of urban traditional, and authentic Jamaica thrives here. As the Municipality moves forward with community tourism, it is important that our community pride is not compromised, therefore, the Municipality will ensure:

1. Authentic multicultural roots must be maintained - people, food, music, markets, activities and events to reflect a modern city strongly connected to the roots of the people.
2. Development will meet local needs rather than foreign demands (i.e. boutique approach to hotel development, guest houses, bed & breakfast; limit fast-food chains)
3. Singles, families and small tours will be encouraged on a frequent, year round basis rather than high/ low season inundation of tourist
4. An expansion of existing amenities and services will need to happen to allow for recycling programs to support increased solid waste, parking, traffic control, and different styles and price points of accommodations.

In 2017, the Municipal Council has accepted and agreed to follow the guidelines outlined in the paper "Sustainable Tourism: A Local Authority Perspective prepared by the International Council for Local Environmental Initiatives (ICLEI):

A primary challenge of local governance is to steer increasing external, global forces on local development so that development achieves the shared vision of the local population;

1. As providers of social services, builders of economic infrastructure, regulators of economic activity, and managers of the local environment, local authorities have many direct instruments at their disposal to influence development;
2. The role of local authorities as facilitators in the development process is reinforced through municipal international cooperation (MIC);
3. At the local level, sustainable development is achieved by steering local development activities to simultaneously achieve 3 objectives:
 - a. Increased local social welfare
 - b. Greater and more equitably distributed, local economic wealth; and
 - c. Enhanced integrity of the local ecosystems.
4. Tourism is one of many external forces influencing the direction and options for local development;
5. A truly legitimate and practical discussion on sustainable tourism must take place in and with the communities that are being influenced by tourist industry development;
6. The true proof of "sustainable tourism" will be the sustainable development of local communities that serve as tourist destinations.

MUNICIPALITY OF PORTMORE MISSION

Our mission is to provide the residents of Portmore with the highest quality of modern and efficient municipal services; working in partnership with the community and all stakeholders to promote a high standard of living, sustainable development and sound environmental management, with equity for all.

VISION

"To transform Portmore into a secure and sustainable city driven by knowledge, enterprise and participatory local governance"

VALUE PROPOSITION

"PORTMORE... For the adventure traveler who craves a cultural connection!"

THE MUNICIPALITY AT A GLANCE

Portmore is one of the island's most densely populated zones. The fast-developing "Sunshine City" has, within the past three decades, successfully provided home ownership opportunities for many Jamaicans. Today, Portmore houses the majority of the city of Kingston's labor force, a young neighborhood demographically but, in many ways, a blending of new and old. To the south of the housing schemes is Port Henderson, one of the oldest ports on the island, which once served as the main landing point for passengers destined for Spanish Town. Before Spanish and English colonial occupation, however, the first Jamaicans, the Tainos, inhabited the Portmore area. On the fringes of Portmore, several valuable collections of Taino artifacts have been recovered. There are two small museums dedicated to displaying these valuable pieces of the past: one at White Marl, a small community to the north of Portmore, and the other by Two Sisters Cave in the Hellshire Hills.

In many ways, the Portmore community reflects the aspirations and the achievements of the majority of middle-class Jamaicans. When the first communities were being created in the 1960's,



the spirit of Independence defined many of the plans at the time, and the ethos behind the township was that of a planned, suburban community with the capacity for individualism and community growth. That aspect of Portmore's development has remained consistent through the years, and today one of the most distinctive features of Portmore is the uniqueness of each house, each street, and each neighborhood.

The vibrancy of the local music, food, entertainment events, historical and environmental attractions also make this a choice place for people wanting to do business in the area. Numerous skill development and training centers exist within the municipality as well as factories, sport facilities, fitness centers and agro businesses. In addition, local schools and universities add to a diverse demographic and introduce the riches of Portmore people near and far.



WHAT THE MUNICIPALITY IS

Portmore is progressively urban with a creative and vibrant flare. It has a diverse culture and rich heritage that celebrates all ages. Its values are timeless and are deeply held by the citizens as they move towards modernization. The population continues to grow, as young professionals with families prefer the local vibe to that of bustling Kingston. While more and more seniors are living in Portmore, the offerings are increasingly attractive to younger generations.

Located just 24 kilometers from Kingston, Portmore offers a more laid back, urban approach with emphasis on a community of communities, brought together by geography, that collectively excel by working together while celebrating the creativity and vibrancy of the area.

- The municipality is urban, vibrant and authentic
- Considered a major entertainment zone in Jamaica
- Home to a number of public and private beaches
- Boasts interesting historical and environmental sites
- Unique cave system and coastal history
- Largest dry limestone forest in Central and South America and the Caribbean
- Home to Jamaica's only horse race track
- Beach, house and street parties add to the vibrancy
- Friendly, safe and welcoming
- Known as the Sunshine City – based on the amount of sunshine and smiling people
- It is a town that never sleeps



WHAT THE MUNICIPALITY IS NOT

- It's not a big city with big city problems
- It is not boring
- Is not an all-inclusive tourist zone
- It is not archaic or backward thinking
- It is not a "one horse town"

WELCOME TO PORTMORE – JAMAICANS AT THEIR BEST!

Welcome to Portmore! We are a vibrant, creative, urban city with just enough rural attributes to give us a balanced lifestyle. But how do we put our city's personality into context? Are we old school or new age? Are we steeped in tradition but willing to let that guide us into the future? Are we highly creative or simply vintage Jamaica? Are we steeped in the old ways of doing things or are we progressive and curious? Interestingly we are a blend of all.

Portmore is contemporary yet traditional, creative yet understated, vibrant one week, cozy the next! We are young and hip and wise with experience. We are fun loving and always-in conversation. Our joy of traditional and progressive music styles ensures we embrace a happy party vibe on the beach, in the streets or at an enclosed venue. We are a community of contrasting personalities and characteristics. Residents are happy, warm and caring and always wanting to do more to make Portmore a worthwhile destination.



People are everything to the cultural landscape of Portmore. They still meet and have conversation and laughter on the street. Children stroll to and from school lost in conversation, as the hustle of the street vendors ensures commerce and trade continue.

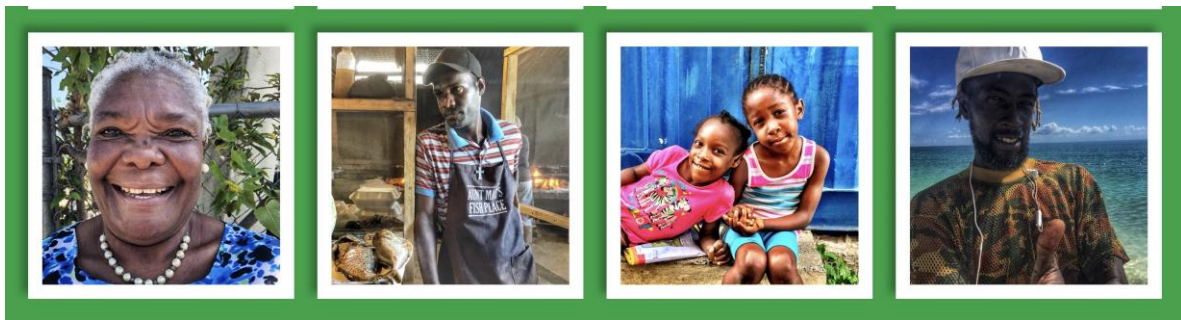
People share their cultural knowledge through local cuisine, music, and stories. Local beaches, great restaurants, and modern shopping amenities complete the landscape where people gather, converse and contribute to the well-being of the city.

To summarize, Portmore is a vibrant, modern city that wants you to experience the local, authentic Jamaican lifestyle. *"Jamaicans at Their Best!"*

PORTMORE'S PROMISE

Portmore promises everyone that they can count on us for a real Jamaican experience delivered by friendly Jamaicans at their best. We are creative, vibrant and always interested in a good time. Our friendly, well-mannered citizens enjoy a balance of vibrant cultural, natural and historical elements mixed with quiet, rural communities. We are creative, talented and authentic and we value human experiences!

Portmore will continue to celebrate timeless traditions and be a humble, friendly and interesting place to visit, work, live and do business. We will continue to be progressive, modern and relevant and look forward to sharing our wonderful natural resources and diverse entertainment offerings with others. Thereby, demonstrating what it truly means to be Jamaican in the 21st century. We are open, welcoming and supportive of our region's entrepreneurs, enterprises and individuals who seek to relocate their business to the area. Life is an adventure and sometimes that means savouring the simple things in life that make us real and happy. We live in a very beautiful and charming setting.



THE PORTMORE EXPERIENCE

HISTORICAL

FORT AUGUSTA - situated between Port Henderson and Passage Fort on the seaward side is Fort Augusta. Construction of this fort began in 1740 and was completed in the 1750s. Fort Augusta was named in honour of the mother of King George III. The fort was part of the island's defense system and by 1770 up to 80 guns were housed. Fort Augusta had been converted into a prison for women and was the only of its kind in the island until it was recently closed.



FORT CLARENCE - originally built in 1782, its main objective was to protect the bay between Port Henderson and Hellshire Hills. It was named in honour of Prince William, Duke of Clarence who had visited Jamaica years before.

TWO SISTERS CAVE – is located in Hellshire Hills. Each cave has a large sink hole, which contains fresh water. It is possible that these reservoirs served as sources of fresh water for the Tainos. The cave contains a petroglyph carving of a face, which is believed to be about seven hundred years old. It is also rumored that the cave network goes as far as Old Harbour.

RODNEY'S LOOKOUT – built by Admiral George Rodney on a summit of the Port Henderson Hills between 1780- 1782, it was an old signaling station west on Port Henderson. Portmore's history stretches as far back as 900 AD to the first inhabitants, the Tainos. Evidence of Taino presence was discovered at Port Henderson's Hill, Hellshire and Naggo Head.

Jamaica was declared a Spanish colony in 1494. This Spanish colonization resulted in the decimation of the Tainos. Portmore was brought into focus when the Spanish capital shifted from Seville in St. Ann to Spanish Town, St. Catherine. Evidence of Spanish occupation in Portmore can also be found in Port Henderson and Hellshire where haciendas were built.

PASSAGE FORT

Much like Spanish Town's importance, Passage Fort was equally significant to the Spaniards. Passage Fort was not viewed as the finest port of its kind, primarily because its shallow waters prevented large ships from docking. Nevertheless, it was the main port for the town since nearly all communications with the outside world was done through this port. Although Passage Fort had some form of defense system European rivals would subject them to frequent attacks as the Spanish poorly defended Jamaica on a whole at that time.

ENTERTAINMENT

Entertainment abounds in Portmore. As a result, ten (10) proposed entertainment areas have been recognized to assist in the marketing of Portmore and ensure Municipal guidelines are in place to create the vibrancy desired. *Please refer to page 19. for map of Portmore entertainment zones.*

CAYMANAS RACE TRACK – the only racetrack in Jamaica, is located in the northern section of the Municipality. It is surrounded by the residential communities of Gregory Park to the north, Independence City to the south, Waterford to the east and Meadowvale to the west. It has two (2) major access. To the south it is accessed from Passage Fort Drive onto Knutsford Drive while to the west it is accessed from Gregory Park Main Road onto Caymanas BLVD. The venue itself will see increased usage of the 196 acres of under-utilized land, as well as shed light on the Park as not just a Race Track, but a space for all entertainment needs.



There are opportunities to host a plethora of events such as large scale concerts, stage shows, parties, football matches, walkathons, and festivals, as well as small scale events such as games nights, talent shows, tours, family reunions, weddings etc. The track is currently being operated by Supreme Ventures Racing and Entertainment Limited who are very keen on expanding the entertainment offerings. They are working with the Municipality to transform Caymanas Racetrack into an entertainment district/ zone.

PASSAGE FORT DRIVE- This area contains a mixture of commercial, service and entertainment activities. It has many take out restaurants and bars with V-Bar being viewed as its premiere attraction. V-BAR is a hotspot for evening dining with a roof top restaurant and lounge. Its space can be rented out for functions and on weekends, V-Bar comes alive as a club.

PORT HENDERSON ROAD- a vibrant and very electric area in the centre of the Municipality which forms a part of a future 'hip strip'. It spans from the Naggo Head Square to the Westbay/ Bay front roundabout. This area has a collection of plazas and service industries which seemingly operates 24 hours daily especially on the weekends. This area accommodates entertainment for young adults and the aged community within the Municipality. Some of the venues included are:

- **BUZZERS/HIVE** (formally Famous Night Club) – kids gaming area, lounge, bar, nightclub and restaurant.


- **KENS WILDFLOWER** – bar, restaurant, night club, night food market, board games (dominoes, draft, chess etc. and legal vending located just outside.
- **ROCKET GOKARTING EXPERIENCE** – a small go kart track
- **A JERK CENTRE DINING RESTAURANT**


FORT AUGUSTA DRIVE (BACK ROAD) – This area spans from the Westbay/ Bayfront round-about to the Port Kingston Toll Road. It has a mix of seafood restaurants, a fishing village, a small beach area small hotels, nightclubs, bars and adult only entertainment spots. This area forms the second section of the future “Hip Strip”. It has been looked at many times for redevelopment by the Municipality due to the great potential it contains to be a vibrant and also a family friendly entertainment area. The restaurants and hotels are all located on the eastern sea edge of the Municipality and provides a wonderful vista across the Kingston harbor. The bridge along Fort Augusta Drive is a popular venue used on New Year’s Eve by the Portmore community to watch the Kingston waterfront fireworks.

HELLSHIRE WATERFRONT – Hellshire Waterfront is located along the southern tip of the Municipality of Portmore and comprises of Fort Clarence Beach, Waves Beach, Ultra Beach, Boardwalk Beach, Hellshire Beach and Sugarman’s Beach. This area is also inclusive of that stretch of beach between Boardwalk and Hellshire Beach. This waterfront spans an approximate distance of 2.2 km. It is bordered by Hellshire Bay to the East, the Great Salt Pond to the North, Seafort and open lands to the West, and Hellshire Bay and St. George’s Cliff to the South.

- 🚩 **Fort Clarence Beach**- This a paid entry public beach with changing rooms and bathroom facilities. The compound is fenced has a defined and controlled parking lot. It also contains neatly constructed benches, a cook shop, an administrative office, kids play area and wide beach area for recreational activities.
- 🚩 **Hellshire Beach** - This is a free to enter fishing and bathing beach which is owned by the Halfmoon Bay Fishermen’s Co-operative. The beach is home to a large selection of seafood restaurants along the beachfront with residencies for fisher folks on the beach. These residencies mostly house fisher folk who form a part of the cooperative along with the restaurant owners. Hellshire is world renowned and is famous for its delightful cuisine and is also the birth place of the festival dumpling.
- 🚩 **Waves Beach** -This is a privately owned beach with paid public entry and bathroom facilities. The compound is fenced and has a defined but very small parking area on location which is inadequate to host significant crowds. It contains beach chairs with straw canopies for patrons, a gift shop and also a kitchen and dining area.
- 🚩 **Sugarman’s Beach** – This is a paid entry public beach with changing rooms and bathroom facilities. The compound is fenced and it has a large well defined and controlled parking area. It also boast neatly constructed benches, a cook shop, a mini

two storey board walk with a wide beach area for recreational activities and is next door to Hellshire Beach.

 **Boardwalk Beach** – This is a privately owned beach with paid public entry and bathroom facilities. The compound is fenced and it has a moderately sized parking lot which is outside the property. It contains beach chairs with straw canopies for patrons, a cook shop and also as the name suggests, a boardwalk.

 **RODNEY’S ARM** – This area also consist of the Bayfront community with the old Forum and also a seafood restaurant. This restaurant boasts a very scenic eating area which overlooks the Kingston harbour and also a small gazebo type bar and entertaining area. The area is also a famous lookout point and provides a vista across the harbour to Port Royal and the Norman Manley International Airport.

JAMWORLD – This is the home of the iconic STING, ‘The Greatest One Night Reggae and Dancehall Show on Earth’. This venue is located on the north-eastern tip of the Municipality. It has a capacity of over 10, 000 people. It has also previous been the venue for large events and has also accommodated charity events like the Lime School aide.

CULTURAL

ACKEE VILLAGE *“Where Ackee is Always in Season!”* – The village is so named as it virtually provides seasonal ackee fruit all year and this perspective is further boosted the Village’s tagline *“where ackee is always in season!”*. This is a modern public market facility, located at the most northern tip of the municipality. It serves as an outlet for small farmers within Portmore and the Bernard Lodge community. It is a popular stop for motorist seeking Ackee, roasted breadfruit, other seasonal fruits and ground provisions. The village provides local vendors a safe and comfortable environment. Vendors enjoy a modern kiosk, potable water, electricity, proper garbage disposal facilities and washrooms which are all located on site. In addition, customers to the site will enjoy a safe environment in which to shop, plenty of on- site parking, picnic facilities and a gazebo to relax and enjoy the surroundings.

FISHING VILLAGES – The Municipality is a coastal City and is home to a few fishing villages. These are: the Forum fishing village, the Port Henderson fishing the Dyke Road fishing village and the Halfmoon Bay (Hellshire) Fishermen’s beach. These area provide an intrinsic look into the fishing industry and display the skills of persons who ply this trade. Regular images seen at these venues include boats being navigated to shore, fishermen mending broken nets, speed scaling and cleaning of fish among other really seen activities which give a story of the processing of the fish and other sea creatures

from sea to plate. Persons within this industry are also very colourful and always have a fun story to share.

PORTMORE JAMBOREE – This is an annual event which happens each year on emancipation day at the Portmore Climate Change Park, Portmore Town Centre. This is a showcase of traditional games (hand kart derby, horse & wheel, push carts, kites and more), display of homemade toys (trucks, gigs, and stick cars), traditional cleaning products, historic items and archives. It is also a space for fun, games and rides for children with local performing artists, dance and comedy capping off the event for the night. It usually pulls a crowd of over 10,000 people and it is fun for the entire family!

CASTOR OIL FARMS –Portmore also boast an agricultural variety, with small farms all over the Municipality but with a majority concentrated in Bernard Lodge. These farms range from very small subsistence farms to small commercial farms.

One small commercial farm in Bernard lodge has also placed itself in line to provide tours and educate patrons about Jamaican and organic farming techniques. This farm mainly produces traditional black castor oil along with a variety of other tree crops. The castor oil boiled and bottled on location and sold within Jamaica and also exported. They have created a farm tour and get visitors from the North coast and the Caribbean. They also have a small accommodation area which is offered to visitors who want to get away from the ‘hustle and bustle’ of City life while still not being “out of the city’.

ECO EXPERIENCES AND NATURAL FEATURES

SHOOTERS HILL – located just off the city centre, this hill is a popular recreation and exercise spot for Portmorian. The top of the hill boasts spectacular views of Portmore, Kingston and the nearby dry forest.

URBAN

A key component of the Portmore experience is that it is city! It comes with all the amenities that one will ever need and it is also known to be a city that never sleeps. When other areas in Jamaica close their business (especially in the service industry) from 5 or 6 pm, areas in Portmore remain open until late, midnight in some cases and even 24 hrs, based on demand.

The Municipality is littered with a plethora of industries with at least 1,554 business owners/operators as recorded in the Local Area Economic Profile (LAEP 2017). These industries include:

- | | | |
|--|--|---|
|  Retail/wholesale |  Manufacturing
(including wood and concrete) |  Trading/service
(including barbers, hairdressers butchers, petrol stations, restaurants, bars, real estate, bars and transportation) |
|  Construction |  Tourism | |
|  Agriculture/fishing |  Co-operatives | |
|  Healthcare |  Horse Breeding(stud farms) | |
|  Insurance/Banking, Credit Union/financial services |  Commerce | |

With this diversity of industries, the Municipality is able to provide for a great cross section of needs and provide the ideal urban lifestyle to complement this budding tourism industry. This setting also lends itself to the tourist who visits Jamaica and occupies a homestay property and is interested in immersing themselves in the Jamaican lifestyle. These persons want to walk, talk and live like Jamaicans, and Portmore provides a relatively safe environment for this to happen.

Portmore Mall- Portmore Mall is located in the north eastern section of the Municipality of Portmore. It is bordered by the Dawkins Pond to the East, the Port Kingston Causeway (Toll road) to the North, Dawkins Drive to the West, and a service road to the South. The situation of the Portmore Mall offers multiple entertainment possibilities with its large parking lots, its amphi-theatre and other activity spaces. It allows opportunities for access to open air entertainment and also a separation of residential and entertainment uses.

The Mall covers a total area of 1,547.58 acres (15.48 ha) and currently the Mall houses 107 shops with most of its entertainment facilities no longer operational. It is the heart of the Commercial Business District in Portmore and is surrounded by a variety of commercial entities from Megamart to Micro Small and Medium Enterprises. This very busy commercial district draws thousands of customers on a daily basis with numbers being higher on weekends. The Mall also serves as a small central transportation hub with both the Jamaican Urban Transit Company (JUTC) and the Portmore Route Taxi Association in operation. These operators service a large commuting population who traverse between the cities of Kingston and Portmore, Spanish Town as well as all around Portmore.

PROPOSED ATTRACTIONS /DEVELOPMENTS

CLIMATE CHANGE PARK– a park dedicated to demonstrating and educating about climate change and its impact on the local environment. It was also designed to host large events such as Gospel and Jerk Festivals etc. It will contain a running/walking trail, park benches, picnic, an amphitheatre, an area for weddings, wedding photos, an administrative building with board rooms for external meetings with educational tours describing the climate change adaptation principles on which the park was constructed. Education, socialize, recreation and enjoyment!

RODNEY'S ARM – This historical attraction will include interpretive signage, and tours. The concept for this area is that of a nostalgic recreation site which would be a tool to educate present and future generations about their history. Proposed features of this area includes artist depictions of what the site was in its prime, restoration of buildings and also to tie the area into water and eco-tourism. The activities envisioned for a fully restored Rodney's Arm include:

- ✚ A historic district tour with the inclusion of Port Royal and Spanish Town
- ✚ There are proposals to build a Marina at Rodney's Arm
- ✚ Water sports and tours along the coast and in Dawkins Pond

- ✚ Eco tourism hikes through the hills (Marley & Shooters Hill), which would connect with the Hellshire Main Road and lead to the Hellshire Beach and Hills.
- ✚ Day and night time restaurants with live music and entertainment
- ✚ Ferries across the Harbour to Port Royal
- ✚ Tours of the Forum Fishing Village

HERITAGE TRAIL – will span to Spanish Town, Fort Augusta, Port Royal and Portmore to include buccaneer boats and water sports. This tour will educate patrons about the connected history of all three (3) areas and their roles in Jamaica’s development while providing beautiful views of the Harbour.

- ✚ Tours in Dawkins pond with Historic information regarding Passage fort and traditional use of the waterways

HELLSHIRE WATERFRONT

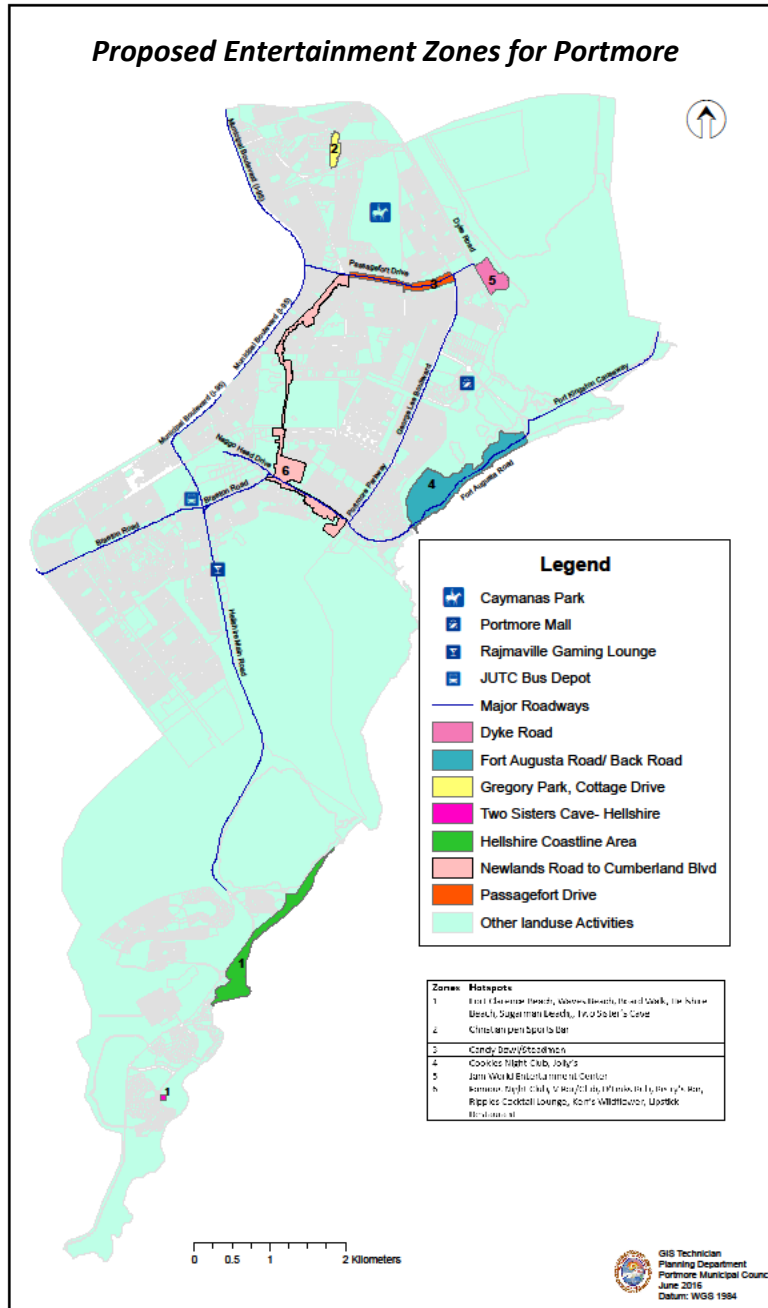
- ✚ **FORT CLARENCE BEACH REDEVELOPMENT** – this property is to be redeveloped to offer more features and greater beach experience to patrons. There are also plans in place to divest the property.
- ✚ **BOARDWALK** -*from Greater Portmore to Hellshire*
- ✚ **CROCODILE, CRAB (CATCHING), BUTTERFLY WATCHING /SIGHTINGS ALONG HELLSHIRE ROAD**
- ✚ **NON-MOTORIZED WATER SPORTS IN THE GREAT SALT POND**
- ✚ **CULTURAL COOKING** -tour of hellshire beach
- ✚ **SEA TOURS**- through hellshire bay, louzy bay, wreck bay, manatee bay
- ✚ **TWO SISTERS CAVE** – To be used regularly as a tour venue and possibly to entertain quiet functions like dinners or meetings
- ✚ **ULTRA BEACH** – This is a privately owned beach with an approved building plan for future development. The property is fenced but there is no gate or amenities present for patrons. As such, people walk/wonder freely onto the beach from time to time.

SHOPPING VILLAGES – similar to Ackee Village, these market style shopping venues will be placed near Portmore Mall and Greater Portmore.

ACKEE VILLAGE –The area currently includes a mini park with a gazebo, swing for children, bathroom facilities and vending kiosks lined in a semi-circle. The area is ideally placed to become a rest stop and has the potential to host cultural events and food festivals. There are two more phases to be constructed to include a second market area and a riverside park.

HIKING TRAILS - through the Hellshire hills and Shooters and Marley hills to culminate or begin at Two Sisters Cave and Rodney’s arms respectively.

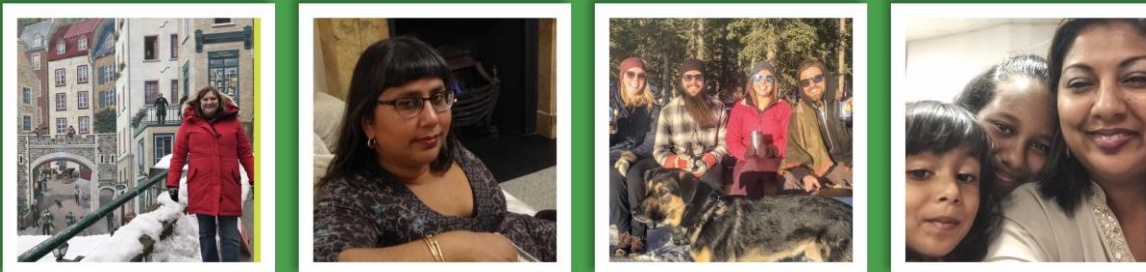
JAMWORLD- To be developed into a multi-purpose venue with permanent entertainment infrastructure. It is also under consideration to become an entertainment zone/district within the Municipality.



WHAT OUR TARGET AUDIENCE SHOULD KNOW

TOURISTS:

- We are the sunshine city
- Portmore is easy to access from all points of the island
- Accommodations include small hotels, B & B, guest houses
- There are no large chain hotels/resorts here
- Day trips meet a variety of interests: history, recreation, cultural
- Known for our beaches, fresh seafood and festival
- Small and private groups are encouraged
- Local food is fresh, healthy, and valued
- Rasta culture is respected and encouraged
- Traditional and modern music, food, dancing all in one place
- Our history is multi-faceted and is depicted in our food, dances, people and places
- Fresh fish and seafood are abundant
- We are a hop from Kingston! You can skip and jump here



PROSPECTIVE BUSINESSES

- Portmore is welcoming of new businesses and is working to support entrepreneurs, business improvement districts, and...
- There is a strong sense of community with a range of business sizes
- Educational institutes are of high quality
- New business ideas, especially those designed to support and enhance local tourism initiatives are encouraged
- Local arts and crafts, and locally made products are supported through a variety of initiatives such as business incubators

PROSPECTIVE RESIDENTS

- There is a strong sense of community and family
- A variety of housing styles and price points are available
- Portmore is safe and secure
- Portmore is a great place to raise a family, to work and to retire
- Great beaches with fresh seafood and tasty festival
- There is something for everyone here with the common threads of community, culture, nature and authenticity woven through them all
- Numerous events and activities happen year round
- A variety of big city entertainment without being in a big city
- Great jerk stops, shopping malls, a variety of fast and local food stands
- Highways and roads lead from Portmore to all over the island
- Close to an international airport
- State of the art medical services
- Just 24 kilometer to Kingston – makes great commute for working professionals

CITY EMPLOYEES

- We are a dynamic and inclusive team of dedicated individuals who constantly aspire to exceed the expectations of residents, customers and community partners.
- Portmore has a culture of innovation and success that places a high value in supporting and developing the talents of its people.

WHAT WE WANT OUR TARGET AUDIENCE TO DO!

We want to encourage local and returning Jamaicans to visit and see all that Portmore has to offer as our first tier of tourists. Portmore has much more to offer than first meets the eye. Locals and those from nearby Kingston come for the beaches and the seafood and end up staying for the vibrant nightlife and lively music scene. The next wave of tourism is for those seeking an authentic, modern day Jamaica from sunup to sundown. Off the beaten path beach walks, cave experiences, beach scene to a fun night of dinner and dancing without a “resort style” vibe. Those wishing to

have a local experience that will enhance their world view, rather than those wanting the amenities of home in a different landscape.

- We want people who visit to be entertained and energized
- We want potential residents to experience Portmore from the perspective of living here
- We want visitors to tell their friends about their unique and exciting experiences
- We want people to experience our natural landscape and vibrant nightlife



- We want people to associate Portmore with a unique and alluring feeling – something that is accessible to anyone looking for “real Jamaican lifestyle”, but unattainable anywhere else
- We want people to consider relocating here to start a business, raise their families, and work in Portmore
- We want people to become excited at the thought of being able to live and work in a place they consider a vacation mecca
- We want entrepreneurs, businesspersons and developers to recognize the untapped potential of the Municipality and the benefits of investing in this burgeoning destination
- We want local residents to continue to take pride in their community and to embrace the developing tourism industry and growing economy WITHOUT losing their roots.

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