

Nassau City of Crafts & Folk Art a UNESCO Creative City **2014 - 2018 Report**



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2014

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EXECUTIVE SUMMARY



Creative Nassau (CN) was formed in 2008 by a group of passionate Bahamian creatives who were successful in securing membership in the UNESCO Creative Cities Network for the City of Nassau and its designation as a Creative City of Crafts and Folk Arts, one of the first of only three cities designated in the Caribbean region. CN completed the application without the assistance of any governmental agency and continues to manage the UCCN relationship. The organization is financed from public and private charitable donations and in-kind support.

Incorporated as a non-profit, community organization in 2015, CN's mission is to "celebrate and promote Bahamian Art, Culture and Heritage from the Inside Out". The organization's craft and folk art focal points are the Bahamian straw craft and the junkanoo masquerade tradition. Both elements are rooted in The Bahamas' African heritage, but permeate the entire society. For more than two centuries, straw craft and junkanoo have proven to be viable forms of expression and livelihood across a significant section of the population.

CN's platform revolves around Community, Education and Celebration with a thrust toward the adoption of the "creative tourism" and the "Orange Economy" models to encourage the growth of creativity as a sustainable development tool for the benefit of the country. In this regard, CN is dedicated to forming links and partnerships on a regional and international level for mutual benefit through its UCCN membership.



creative nassau
in conjunction with the Central Bank of The Bahamas,
presents
THE ORANGE ECONOMY WEBINAR



Wednesday, August 30, 2017
9am - 1pm
The Central Bank of The Bahamas Conference Room

Limited capacity to 80 persons on site.
Pre-registration is mandatory by email to creativenassau@gmail.com.



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GENERAL INFORMATION

- 2.1 Name of the city: Nassau
 - 2.2 Country: The Bahamas
 - 2.3 Creative field of designation: Crafts and Folk Art
 - 2.4 Date of designation: December 1, 2014
 - 2.5 Date of submission of the current report: November 30, 2018
 - 2.6 Entity responsible for the report: Creative Nassau
 - 2.7 Previous reports submitted and dates: N/A
 - 2.8 Focal points of contact:
 - Mrs Pamela Burnside
 - President
 - Creative Nassau
 - P.O. Box N-1207
 - Nassau, Bahamas
 - T: (242) 394-1886
 - E: creativenassau@gmail.com
- City government liaison:
- The Honourable Dionisio D'Aguilar
 - Minister of Tourism & Aviation
 - Ministry of Tourism & Aviation
 - P.O. Box N-3701
 - Nassau, Bahamas
 - T: (242) 302-2000 / 325-2075
 - E: ddaguilar@bahamas.com

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CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT



- 3.1 Number of UCCN annual meetings attended in the last four years:
Two (2).

KANAZAWA, JAPAN - May 22-28, 2015 attended by CN President, Pamela Burnside and “Designated Mayor” Gevon Moss.

OSTERSUND, SWEDEN - September 11-19, 2016 attended by President, Pamela Burnside, Vice President, Patricia Ginton-Meicholas and “Designated Mayor” Gevon Moss.

- 3.2 Hosting of a UCCN annual meeting and dates:

The City of Nassau has submitted two Hosting Bids: the first in May 2015, which was subsequently withdrawn. The second in May 2018 was unsuccessful.

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

None

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

None

- 3.5 Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN:

Unfortunately, as a non-profit organization with limited financial resources and no governmental funding, we have been unable to contribute financially to the UNESCO Secretariat.



3.6 Membership of the Steering Group and period:

We have been an active member in our Crafts and Folk Art Cluster Steering Group since becoming a UCCN member city.

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

According to the designated assignment requests sent from our Cluster Steering Group, we evaluated Isfahan, Iran in October 2015 and Damascus, Syria in September 2017.

At the email request of San Cristobal de las Casas, Creative Nassau assisted them, via several skype calls in 2015, to answer questions that would aid them in preparing their application for UCCN membership. They were designated in 2015.

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

- (1) Since 2015 Creative Nassau, in collaboration with the Downtown Nassau Partnership (DNP), has held a **Crafts Market** focused on authentically Bahamian products, in Pompey Square on Bay Street, the main thoroughfare of downtown Nassau. The Market has since developed from a once-a-month occurrence to a twice-weekly 9:00am to 5:00pm event. Planned to be as inclusive as possible, and free of biases, the CN market has provided entrepreneurial opportunities for over 80 different artisans. Participants comprise

Welcome
TO THE CITY OF NASSAU

*Come celebrate with us during your visit!
Be amazed by our vibrant
Bahamian Art, Culture & Heritage!*

United Nations Educational, Scientific and Cultural Organization

Designated UNESCO Creative City in 2014

A UNESCO Creative City of Crafts & Folk Arts

Visit our 'True-True'
CREATIVE NASSAU MARKET
in beautiful **POMPEY SQUARE**
Downtown Bay Street, Nassau

Held every
WEDNESDAY & FRIDAY
from 9am - 5pm
(weather permitting)

Meet the talented artisans who produce authentic Bahamian handmade craft products for sale.





males, females and handicapped persons showcasing and selling their handmade Bahamian products to locals and visitors alike. Students have also participated with their teachers during the holiday months.

Creative Nassau is now recognized as the creative umbrella organization which can supply information on, and access to, local artisans when needed.

Since 2016, the works of these artisans have been showcased on a continuous basis at the Lynden Pindling International Airport's U.S. Departure Lounge and along the arrival corridors, where they garner premium exposure to the travelling public, both local and international. These displays are curated by CN President Pam Burnside.

Since 2017, artisans also participate in a twice monthly **Art Walk**, which takes place in Marina Village at the famed Atlantis Resort, a highly trafficked tourist area on Paradise Island in partnership with Creative Nassau. Additionally, CN has formed a partnership with the Bahamas Hotel and Tourism Association, which hosts the annual Tru Tru Bahamian Festival. This heavily patronized event takes place over a weekend in February and showcases the wide variety of creative entrepreneurs and their products. Customers include local residents as well as the wholesale and tourist markets.

- (2) In 2016, as an essential element of its mission to promote the historical, heritage and economic value of straw craft in The Bahamas, CN produced a 15-minute documentary, **Strawcraft of The Bahamas** written and directed by CN Vice President, Patricia Glinton-Meicholas using the studios of TCL Group.

<https://www.youtube.com/watch?v=rMHFPTGtJR4&feature=youtu.be>

Launched on May 5, the film traces the development of the craft, highlighting proponents through the ages, the many unique weave patterns Bahamian

creatives have designed and the indigenous plant and other raw materials used. The work emphasizes straw craft's economic value, sustainability and ability to bind all the islands of The Bahamas archipelago, especially the more rural ones, into a productive, economic network, giving Bahamians a reason to take pride in this great, self-generated tradition. It is planned to expand the film in the future by adding footage chronicling the straw palm research and developments in the industry as indicated in Section (5) below.

creative nassau

STRAWCRAFT
of The Bahamas
:WEAVING ECONOMIC DIVERSITY

Creative Nassau is dedicated to increasing economic diversity in our country, The Bahamas, by promoting sustainable creative industries, a process the Inter-American Development Bank terms "The Orange Economy". As a part of this mission, we are proud to present this short documentary "**Strawcraft of The Bahamas: Weaving Economic Diversity**". It tells the story of the uniqueness and potential of this Bahamian entrepreneurial tradition, a gift from our African ancestors, which has helped Bahamians throughout the islands of our archipelago to rise from poverty. In addition, this documentary is a step towards our ultimate goal of ensuring the survival and enhancement of this valuable heritage. Creative Nassau is most grateful to the following sponsors for making this production possible:

The Counsellors Ltd
The Jackson Burnside Library Fund
Arawak Homes Limited and
Cable Bahamas Cares Foundation

creative nassau
Creative Nassau
c/o Doongalik Art Gallery
Nassau, New Providence, Bahamas
1 (242) 394-1886
www.creativenassau.com

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- (3) In 2016, Creative Nassau developed a **radio show** to promote the general aims of UCCN and Creative Nassau, which features as guests, artisans and artists involved in straw craft and junkanoo, the primary foci of CN. Also given exposure are creatives from other disciplines, such as music and dance. Also constantly in focus is the social and economic value of these pursuits, as well as their role in defining Bahamian identity. Hosted by CN President Pam Burnside and Vice President Patricia Glinton-Meicholas, the show airs on Island Radio, 102.9FM twice



weekly Tuesdays 7:00-7:30pm and Sundays 5:00-5:30pm and can be received by listeners in other countries. It is also available online at

<https://www.liveonlineradio.net/bahamas/island-102-9-fm.htm>

- (4) CN's Partnership with **Transforming Spaces (TS)**, a registered non-profit organization which has held a popular Art Bus Tour annually for the past 14 years, has cross fertilized fine art, craft, and culture in a dynamic way. The collaboration exemplifies a highly beneficial incorporation of folk arts, in the form of Bahamian strawcraft and junkanoo, with fine art for public exposure, as evidenced in several previous TS exhibitions.

Pertinent to the dynamism of the partnership are the themes of the next two Transforming Spaces. TS2019 is focusing on "Sustainability—I Have A Dream—I Am the Dream—We are the Dream", while TS2020 will highlight the mission statement of CN's late founder Jackson Burnside—"by the year 2020, more persons will visit The Bahamas for its art, culture and heritage, than merely for its sun, sand and sea. Master Artist Antonius Roberts and CN President Pam Burnside are spearheading this multi-year project and enhancing its reach and effectiveness through partnership with the Lend a Hand Bahamas (LAHB) community centre in "Over the Hill" Nassau (a lower-income area of the city).

Lend a Hand Bahamas was started in 2014 as a registered non-profit organization to bring local, national, and international opportunities and activities to socio-economically disadvantaged communities in The Bahamas. Recently, the organization opened the Neville and Nora Dorsett Community Center in Grant's Town to better coordinate efforts and build synergistic collaborations in the community, while running a core hands-on curriculum centered on 4H programming.

<https://www.lendahandbahamas.org>

The project is being carried out in collaboration with the Atlantis Resort, the American Embassy, the National Art Gallery of The Bahamas, and private law firm Glinton, Sweeting and O'Brien (GSO). Drawing on the power of art to transform communities in a positive way, the project's goals are to integrate art and culture into the LAHB programme by the creation of murals, which allow the participation of the children of the community who are the main focus of the centre's programmes.



Students from the public high schools in the area, along with University of The Bahamas art students and professional fine artists, are all collaborating on the project. Within just a few weeks, the positive dynamic resulting from this art and creativity combination has generated enormous excitement, community spirit, and hope through the rejuvenation of this depressed area, one street at a time.

CN was also previously involved with another of LABH's programmes which taught single mothers to sew. Graduates became part of the CN Market at its inception. Two of these women are also now a part of the Art Walk programme, and the majority are now making a living using their sewing skills.

Over time, the gradual upgrading of the area will be expanded to transform it into an attractive visitors' hub through walking/bus tours. Importantly, it is envisioned that the improvements will generate income for the community residents, who will be able to conduct the tours, set up stalls to sell food and products, and also provide entertainment.

- (5) In 2017, Creative Nassau submitted an application to UNESCO under the Convention for Intangible Cultural Heritage (ICH) to secure international recognition and protection for the country's straw craft tradition. The subsequent signing of a Memorandum of Understanding with the Department of Forestry in the Ministry of the Environment and Housing has cemented a firm partnership for the protection of the forests where grow the indigenous palm trees, the principal raw material used in the production of strawcraft.

As an extension of this partnership, programmes to conduct research, survey and map protected areas and provide essential information to the citizenry were developed for implementation through a UNEP/GEF grant to the country, scheduled for mobilization in early November 2018. Creative Nassau has recently been informed by government sources that these funds are no longer available for the intended areas of study.

An alternate funding mechanism is being investigated in order to access the monies needed to mobilize the programme.

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MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

- (1) Creative Nassau has had a special relationship with Santa Fe since 2008 when CN Founders, Jackson and Pam Burnside attended the Santa Fe International Conference on Creative Tourism from September 28 – Oct 2, the result of which led to the formation of CN.

On August 30, 2017 CN held a **webinar** at the Central Bank of The Bahamas on the 'Orange Economy' (a creative economy concept that was developed by the Inter-American Development Bank (IDB), encompassing the immense wealth of talent, intellectual property, interconnectedness, and cultural heritage of the Latin American and Caribbean region and, indeed, countries worldwide. Mr Peter Ives was invited to be one of the speakers in Santa Fe to talk about the success of their city's creative economy.



Subsequently, Pam Burnside travelled to Santa Fe in July 2017 to attend and observe their International Folk Art Market (IFAM). The goal was to arrange for Bahamian straw artisans to participate in this Market annually, together with a fine arts exchange component energized by the TS partnership, which is presently being discussed with Santa Fe for implementation in July 2019.

- (2) **CRAFTS & FOLK ARTS CLUSTER EVENTS** - The Crafts and Folk Art Cluster is a vibrant one, having been headed by the cities of Santa Fe, Fabriano, and now Icheon. The cluster has been successful in forming strong bonds within its membership in various ways:

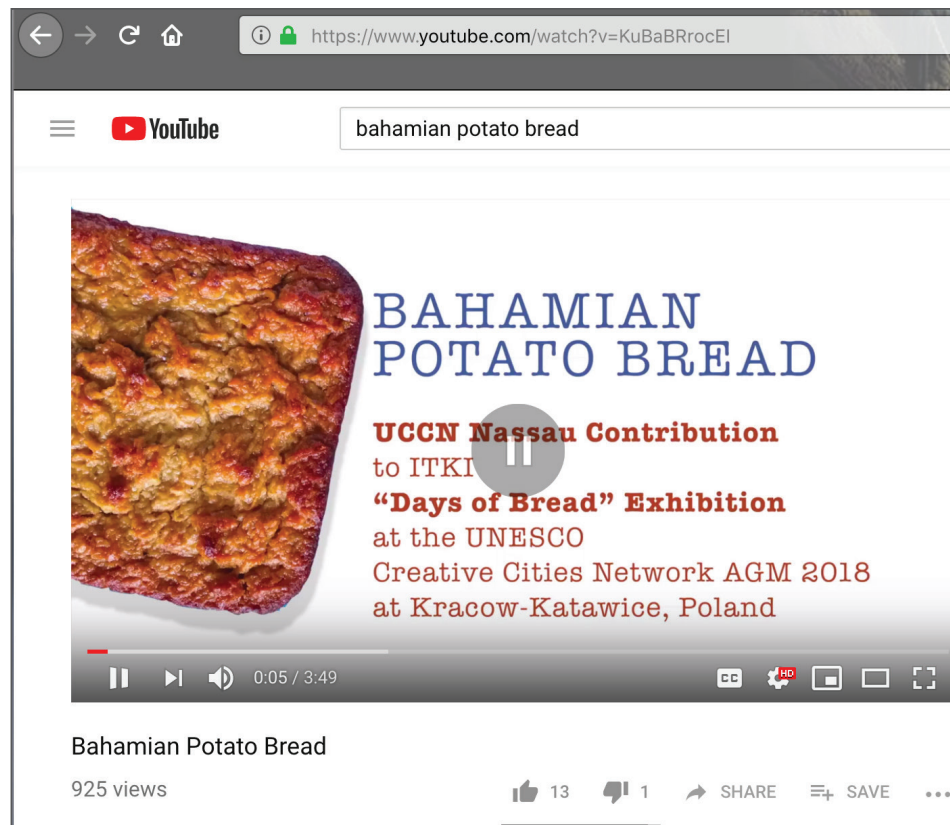
- CN has participated in two cluster skype calls: In 2016 and 2018.
- In September 23-28 2017 two delegates, CN President, Pam Burnside and Bahamian quilter Mary Ann Jones, travelled from Nassau to Paducah, Kentucky to attend the first UNESCO Creative Cities of Crafts & Folk Art Annual Meeting. A significant result of this meeting was the signing of the Paducah Declaration.



This was a highly successful event that brought members of the Cluster in closer contact with each other.

- Nassau was represented by Bahamian ceramicist, Alistair Stevenson at the 12th China Jingdezhen International Ceramic Fair from 18th to 22nd October 2015, and again in 2017 where he designed, curated and manned a Bahamian Ceramic booth for the weekend.
- Nassau contributed to the Cluster's City's Activity plan for 2017 as a part of the COCFA's database.
- In June 2017 the Cluster produced The Crafts and Folk Art book in Fabriano, which featured each of the cities in the Cluster. Nassau submitted print copy





and photographs for inclusion. The book was subsequently distributed to the delegates at the Annual Meeting in Enghein-les-Bain, Paris, France.

- In support of UCCN XII, held in Krakow-Katowice, Poland June 8-10, 2018, the International Traditional Knowledge Institute US (ITKIUS), Tucson City of Gastronomy, and Krakow City of Literature collaborated to mount the exhibition “Days of Bread”.
- An invitation to participate in this joint project was extended to all of the 180 UCCN cities as the first inter-cluster project tied to the UCCN annual conference. This collaborative project was founded on the concept of “bread” defined as the global basic staple food, which is prepared using water and local cereals, in whatever traditional way each community typically prepares it. The project supported the connection between the cities, independently of the Creative sub-network to which they belong. Nassau submitted a video and text entry designed and produced by CN members, Vice-President Patricia Glington-Meicholas and Marketing and Graphics Manager, Neko Meicholas. Since Nassau was unable to attend this meeting, it was heartening to know we still ‘had a presence’.
- Nassau was represented by Bahamian ceramicist, Alistair Stevenson, at the 2nd International Creative Workshop and Subnetwork meeting in the field of Crafts and Folk Art held in Icheon, South Korea from April 26 to May 1, 2018. Alistair was also able to demonstrate his ceramic talents at the workshop.



PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

6.1 **Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally.**

- (1) CN was intimately involved in the development of the Bahamas Government's National Development Plan (NDP) since its inception in 2014, as a part of the Inter-American Development Bank's Emerging and Sustainable City Initiative (ESCI). The resultant Nassau Urban Lab (http://www.vision2040bahamas.org/media/uploads/nassau_urban_lab.pdf) formulated an urban development plan to revitalize the City of Nassau. The final report was submitted in July 2016. As yet, very little of the NDP has been implemented by government.

The Free National Movement took over the reins of government in 2017, and extended the scope of the NDP to include the Over The Hill Community Development Partnership Initiative (<https://www.overthehillbahamas.org>) of which CN was also invited to be a part.

As the wheels of government continue to turn slowly, CN, in furtherance of its mission of focusing “inside out”; that is, putting the people first – initiated its own project in October 2018, along with Transforming Spaces and in partnership with the Lend A Hand Bahamas community centre as outlined in Section 4.(4) above.

- (2) CN has been invited to become a resource partner for the recently launched Small Business Development Center (SBDC). The centre is the product of a tri-partite arrangement between the Government's Ministry of Finance, the University of The Bahamas, and the Bahamas Chamber of Commerce and Employers Confederation (BCCEC). The centre works to guide the development and funding of MSMEs throughout the country, and its Executive Director, Ms Davinia Blair, is interested in developing an economic link for the straw industry between the artisans and local and international markets.

This CN/SBDC partnership is a crucial one which has highlighted the importance of the development of the “Orange Economy” model for the country using the data to integrate and monetize creativity solidly as a third pillar of the country's

economy moving forward. It is hoped that this information will encourage governmental understanding and involvement in the UCCN programme. (Please see information contained in APPENDIX 1.)

With the permission of the Straw Market Authority (SMA), which regulates and operates the Nassau Straw Market, the “Straw Market Creative Collective” (SMCC) was formed with the creative revitalization and upgrade of the Nassau Straw Market premises as its mandate.

The Market is presently inundated with imported mass-produced merchandise rather than locally made products, which, in some measure, arises from pricing issues. A plan and a process have been formulated to source and provide locally produced souvenirs to the Nassau Market on a wholesale basis. To enhance economy development, the CN/SBDC partnership seeks to create synergistic relationships among stakeholders, artisans, entrepreneurs, vendors and visitors to the country, particularly cruise ship passengers who number in the millions annually.

<http://www.tourismtoday.com/services/statisticse/cruise-lines>

As outlined in 4.(5) above, CN is presently pursuing other means of funding (a funding application is presently being drafted for submission to the GEF office in Nassau, and inquiries made to the IDB and SBDC for assistance) for the mobilization component of the MOU signed with the Department of Forestry. As described previously, the multifold goal is to protect sustainable resources for the straw industry throughout the Family Islands of The Bahamas, as well as to collect data on the number of active straw artisans and the nature and extent of their involvement in this area of endeavour. Ultimately, the desire is to update the Orange Economy database accordingly, to educate stakeholders in proper policing, harvesting and protection of the raw materials, and to provide greater economic and entrepreneurial opportunities to get product to market.

In addition, CN has formed a collaboration with the Bahamas Technical and Vocational Institute (BTVI) to develop a straw/fibre-based curriculum, which will be offered in 2019. The curriculum will combine the results of the foregoing surveys into a Certificate course for entrepreneurs. Partnership with the SBDC will also allow for combining the teaching of business skills in conjunction with the manual skills training.

The course will be divided into three levels: Stage 1: Beginners (straw plaiting, weaving, and fibre arts), Stage II: (advanced straw plaiting, bag and basket construction, basic entrepreneurial business skills, including display arts, customer service), Stage III: (advanced bag and basket construction with advanced business skills).

- (3) SeaWords Bahamas was formed in 2017 as the Literary arm of CN, in response to the urgent need for increasing interest and beneficial activity in the important field of Literary Arts, to expose the wealth of local talent in the genre, to provide potential

writers with a forum in which to express their concerns and promote recognition of their needs, and to encourage the development of a greater literary creative industry and the economic opportunities arising therefrom.

<https://www.seawordsbahamas.com/seawords-magazine/>

The inaugural SeaWords Bahamas ALIV Literary Festival was held November 9-11 at Atlantis, Paradise Island and was a resounding success. It was financed solely by public, corporate and charitable donations, and attracted local writers of all genres, together with UK Poet Laureate, Carol Ann Duffy, Dr Adair White-Johnson of Atlanta, Georgia and U.S. based publisher, Diane Gedymin. Unfortunately, although marketed regionally and internationally online amongst the UCCN members and on the Ministry of Tourism's web portal, there were no other international attendees.



The Festival catered to 100 attendees per session and presented a wide range of literary activities for their engagement. Sponsorship was secured to fund the attendance of high school students and their teachers, including students from the School for the Deaf and the Salvation Army School for the Blind. Another important feature of the Festival was the online Haiku Poetry Competition which exposed the public to this form of writing.

SeaWords Bahamas is planned as a biennial event. Public literary activities (i.e. workshops, discussions, readings, competitions and school visits) will be held quarterly in order to retain interest in the event leading up to the next Festival.

CN has been approached by the University of North Carolina, Charlotte (USA) whose International Conference on Urban Education (ICUE) is geared towards "Building and Sustaining Global Partnerships for Learning & Development" to partner with them in a joint event. It is envisioned that they would provide the international component for future Festivals. Their November 2018 Conference, also held at Atlantis, attracted 500 international attendees.

In addition, CN will once again reach out to the UCCN Cities of Literature to encourage an exchange of persons and events for the 2020 Seawords Bahamas Literary Festival. These partnerships will contribute to the objectives on an international level as outlined in Item 6.2 below.

- 6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network.**

Nassau has been in dialogue with Santa Fe since 2016, concerning Nassau's participation in their annual International Folk Art Market (IFAM) as outlined in 5.(1). The delay in implementation is due to the difficulty being experienced by CN to obtain the necessary export approval documentation from The Bahamas Ministry of Agriculture to satisfy the United States Department of Agriculture (USDA) process.

In 2014, owing to the flood of foreign imported souvenir items into the Nassau Straw Market, red palm mite infestation was allegedly discovered and a ban was imposed on Bahamian straw on the cruise ships. The infestation was a misconception, which unfortunately persists even today. This situation has not been properly addressed by the relevant Bahamian authorities and has subsequently led to the USDA's strict export policies.

In an attempt to remedy the situation, CN met with USDA officials in March 2017 to address this issue and was presented with a simple solution to mitigate the challenge by identifying an official Bahamian government agency willing to certify the Bahamian straw as being free of red palm mite. Bahamian officials, however, continue to cite challenges to this solution due to the lack of the required trained personnel and equipment. CN continues to make the necessary inquiries to encourage progress in this regard.

Consequently, the export market for Bahamian straw craft is currently underperforming far below its potential, although Bahamian straw products are unique and well received. The customer base at the IFAM is extremely large and engaging, which will not only allow the products high visibility, but subsequent sales will also provide participating artisans with significant economic benefits.

6.3 **Estimated annual budget for implementing the proposed action.**

As indicated, CN is a non-profit community organization which has not been embraced by government agencies, with the exception of the Department of Forestry in the Ministry of the Environment and Housing. CN is therefore mainly financed by public/corporate and charitable donations, as well as in-kind sponsorship.

The CN Team consists of four (4) active, executive members: President, Pam Burnside; Vice-President, Patricia Ginton-Meicholas; Marketing & Graphics Manager, Neko Meicholas; and Photographer, Rosemary Hanna, who all volunteer their services free of charge to keep the organization functioning.



It is due to the highly respected creative and community stature and respect of the CN Team, that it is able to elicit significant assistance when needed.

ACCOUNTING

	ANNUAL INCOME	EXPENSES
2015	\$15,968.17	\$20,770.46
2016	\$42,753.60	\$38,928.98
2017	\$33,685.70	\$27,826.54
2018 (Jan-June)	\$18,848.39	\$22,210.53

SeaWords Income

Donations	In kind	Sales
\$40,800.00	\$200,000	\$8,041

Expenses \$44,113.51

Estimated IFAM Project: TBD

6.4 Plan for communication and awareness.

CN's activities and presence have always been adequately communicated locally, regionally and internationally, on various marketing platforms:

- Website and facebook pages
<https://www.creativenassau.com>
<https://www.seawordsbahamas.com>
 which also includes twitter and instagram;
- Weekly Creative Nassau Radio Show broadcasts, and other local radio guest appearances;
- Monthly Doongalik Studios Newsletter;
- Local newspaper articles;
- International press releases on UCCN website event listing;
- Direct emailing and facebook messaging to UCCN cities;
- International cluster video conferencing/telephone calls via skype, wechat, zoom etc;
- Participating in international exhibitions as outlined above;
- Speaking engagements at local and international conferences, workshops and events.

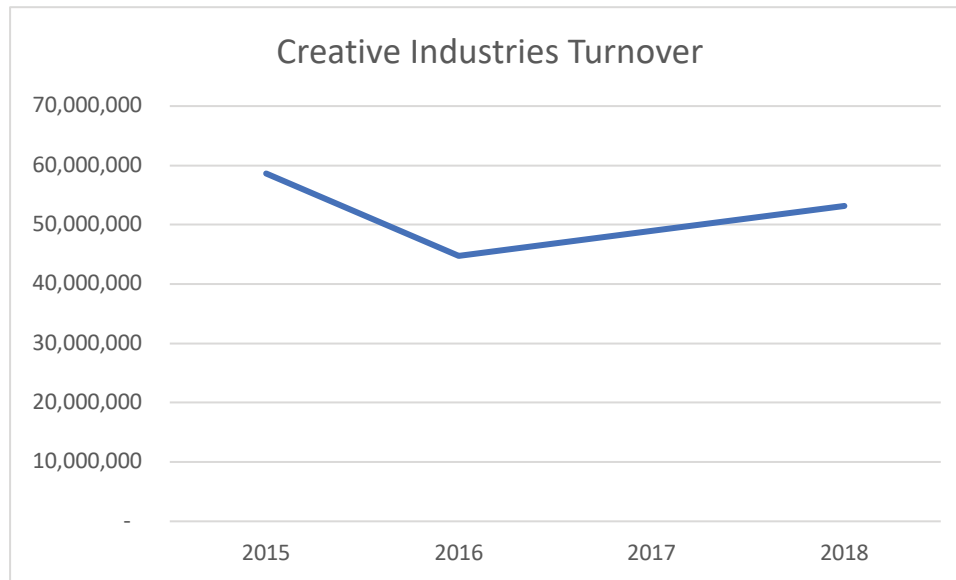
APPENDIX

In June 2014, the Inter-American Development Bank (IDB) launched a free e-book, “The Orange Economy”, outlining the importance of creativity to the economic advancement of cities around the world. The publication was a highlight of the Bank’s “Creatives of the Caribbean Arts Festival” held in Washington, DC, to which the CN President was invited to make a presentation at a seminar entitled “Fostering Economical & Commercial Viability of the Caribbean Creative Economy”.

Realizing the enormous need for creative industry data, which is deficient in The Bahamas (and apparently in most Caribbean region countries), Creative Nassau has spent these several years attempting to remedy this lack with the assistance of the IDB, the Downtown Nassau Partnership (DNP) and the Central Bank of The Bahamas. This led to the 2017 Orange Economy webinar, as outlined in Section 5.(1) and the subsequent work towards eventually developing a local Orange Economy database. A first initiative is a Creative Nassau survey (<https://www.surveymonkey.com/r/KZ3NJFQ>) that was launched in early 2018 with the assistance of Dennis Deveaux, formerly of KPMG. Emerging data and their analysis (received to date) are contained in this Appendix. Much more work needs to be carried out in this regard. The proposed research attached to the GEF straw research project (discussed in Section 4.(5) would contribute greatly to obtaining relevant data from other islands of The Bahamas archipelago.

It is envisioned that the recent collaboration with Davinia Blair of the SBDC (who provided the following Creative Industry Date Summary 2015-2018) will serve as a channel through which the crucial need for such data can be formally communicated to government in the near future. The goal is to garner the administration’s assistance in expanding the research and facilitating the implementation of findings. It is Creative Nassau’s firm belief that the Creative Industries can become the third pillar of The Bahamas economy.

Creative Industry Data Summary 2015-2018



While the Creative Industry experienced an overall Turnover decline of 9% since 2015, it is noteworthy that since the 2016 trough, there has been a steady growth of 19%

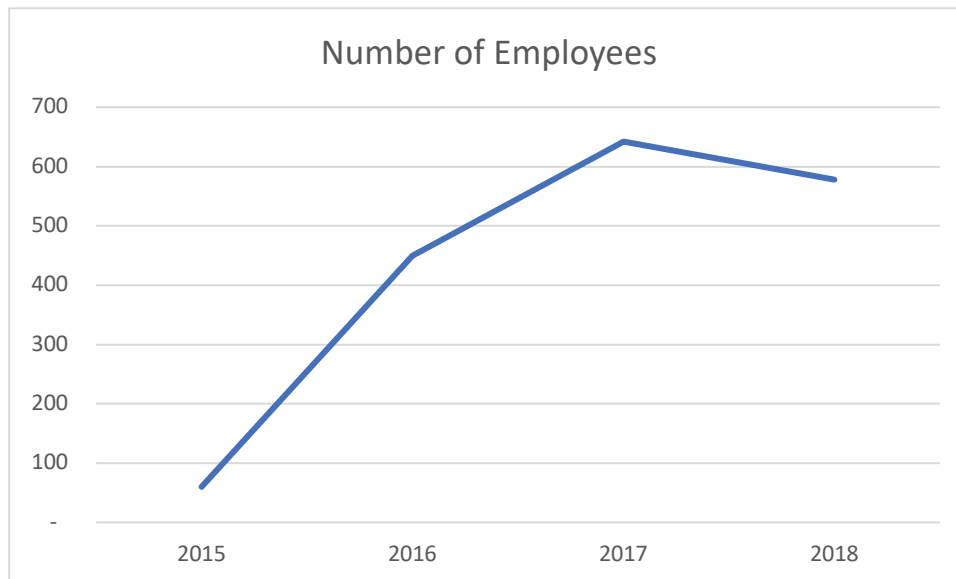
Descriptions	2015	2016	2017	2018
ADVERTISING & PUBLIC RELATIONS	378,510			
ADVERTISING AGENCIES	4,550,570			
ALL OTHER AMUSEMENT/RECREATION INDUSTRY	241,600			
ALL OTHER FOOD MANUFACTURING	44,000			
ALL OTHER TEXTILE PRODUCT(EMBROIDERY/ART	77,549			
APPAREL ACCESSORIES & OTHER APPAREL MANU	104,447			
ARCHITECTURAL WOODWORK MANUFACTURING	-			
ARCHITECTURE SERVICES	4,343,934			
ART DEALERS	646,875			
ARTS & CRAFTS	401,234			
BAKED GOODS STORES	2,085,519			
BAKERIES AND TORTILLA MANUFACTURING	4,702,115			

BEVERAGE MANUFACTURING	1,074,748			
BOAT BUILDING	1,965,674			
BREAD & BAKERY PRODUCT MANUFACTURING	2,629,895			
BREWERIES	-			
BROOM, BRUSH, & MOP MANUFACTURING	8,746			
BURIAL CASKET MANUFACTURING	359,780			
CANVAS AND RELATED PRODUCTS MILLS.	422,733			
CARPET AND RUG MILLS	206,000			
COFFEE AND TEA MANUFACTURING	391,602			
CONFECTIONERY & SUGAR MANUFACTURING	379,496			
CONFECTIONERY AND NUT STORES	1,198,358			
Creative, arts and entertainment activities	872,701	23,777,302	26,053,671	25,685,330
DANCE COMPANIES	123,196			
DRESSMAKING/TAILORING	539,948			
ENTERTAINMENT SERVICES	1,466,098			
FARMERS MARKET	-			
FLORIST	854,990			
FURNITURE MANUFACTURING	543,687			
GLASS & GLASS PRODUCT MANUFACTURING	-			
GLASS PRODUCT MANUFACTURING MADE OF PUR	233,239			
GRAPHIC DESIGN SERVICES	584,241			
HOSIERY AND SOCK MILLS	60,000			
INTERIOR DESIGN SERVICES	3,375,685			
JEWELRY (EXCEPT COSTUME) MANUFACTURING	210,347			
JEWELRY AND SILVERWARE MANUFACTURING	29,875			

Manufacture of furniture	2,148,000	10,336,290	10,946,140	14,088,231
Manufacture of leather and related products	70,000	234,035	570,216	656,609
Manufacture of wearing apparel	45,000	7,389,539	7,056,220	6,551,176
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	132,520	3,011,054	4,380,722	6,153,817
MEN'S,BOYS'CUT & SEW SUIT,COAT MANUFACTU	25,000			
MUSEUMS	1,207,516			
MUSICAL GROUPS AND ARTISTS	-			
OTHER CUT AND SEW APPAREL MANUFACTURING	41,000			
OTHER FURNITURE RELATED PRODUCT MANUFACT	42,000			
OTHER LEATHER & ALLIED PRODUCT MANUFACTU	30,000			
OTHER MISCELLANEOUS MANUFACTURING	1,162,004			
OTHER SPECIALIZED DESIGN SERVICES	48,000			
OTHER WOOD PRODUCT MANUFACTURING	62,198			
PHOTOGRAPHIC SERVICES	1,591,878			
PHOTOGRAPHY STUDIOS, PORTRAIT	552,702			
PRINTING	3,451,995			
PRINTING & RELATED SUPPORT ACTIVITIES	5,391,365			
PUBLIC RELATIONS AGENCIES	592,401			
RETAIL BAKERIES	210,677			
ROASTED NUTS & PEANUT BUTTER MANUFACTURI	-			
SIGN MANUFACTURING	246,989			
SILK SCREENING	92,279			
SOAP & OTHER DETERGENT MANUFACTURING	1,232,300			
SOFT DRINK MANUFACTURING	367,500			
STRAW VENDOR	1,605,843			

TATTOO PARLOURS	167,503			
TEXTILE & FABRIC FINISHING MILLS	2,916,367			
WOOD CARVER	95,250			
Grand Total	58,635,679	44,748,220	49,006,969	53,135,163

Nomenclature of categories changed after 2015 hence a consolidation of categories where Turnover is represented for 2016-2018. "Creative, Arts and Entertainment Activities" represents 45% of all 2018 Creative Industry Turnover and increased by 8% since 2016. However, much of the growth between 2016 and 2018 is seen in Manufacturing of Furniture which grew by 36% for that period.



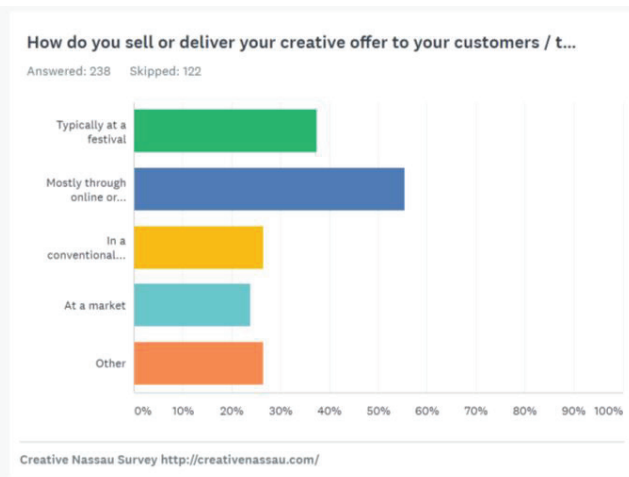
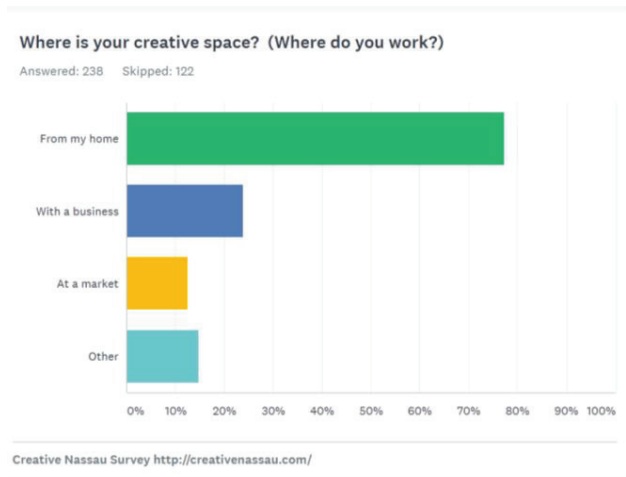
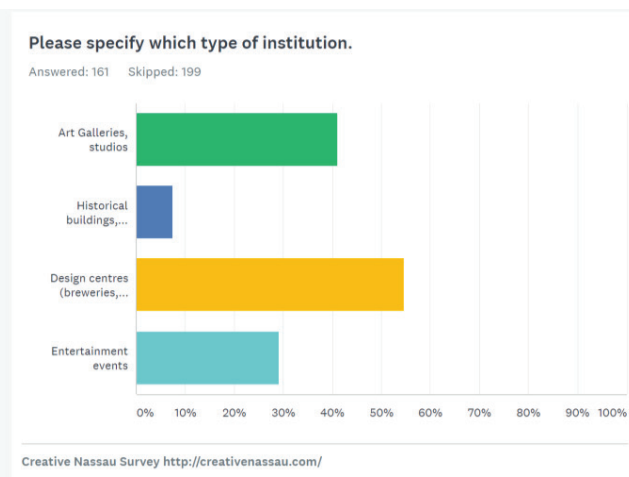
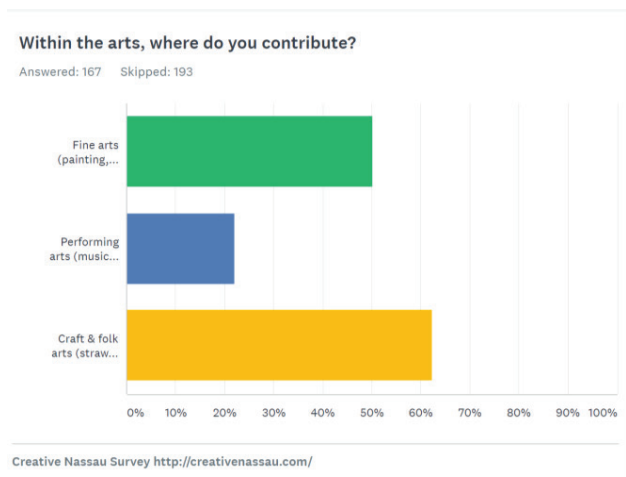
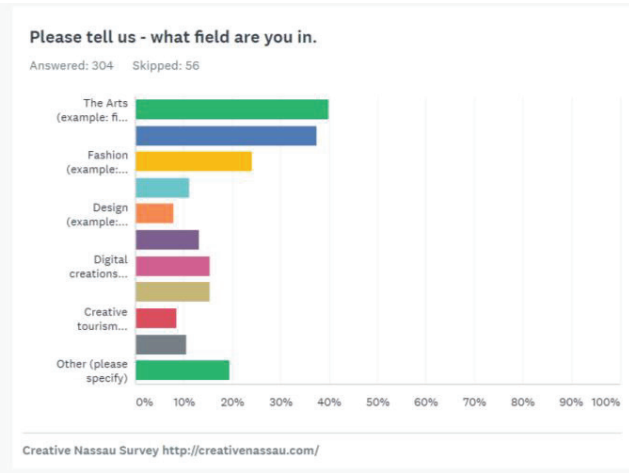
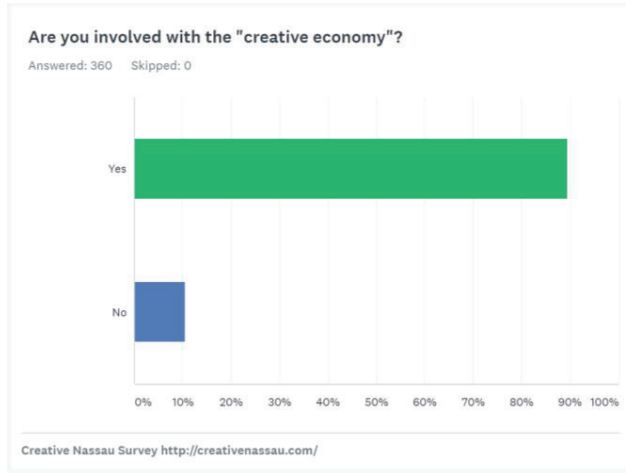
Reporting of the Number of Employees for 2015 was limited. The introduction of tax regime changes in 2016 improved reporting compliance. Since 2016 there has been a 26% increase in the Number of Employees despite a peak in 2017.

Notes to Data - This data was provided by the Department of Inland Revenue. Turnover (Sales) and Number of Employees reported by registered companies within the Creative Industry are used as a representation of the GDP contribution by the Creative Industry. Full GDP contribution by the Creative Industry will be extrapolated once we have data on salaries, investments, net exports and government revenue from the Industry. The sectors selected to comprise the Creative Industry reflect all sectors that include creative/artistic components to the production of goods and services based on Bahamian culture and heritage. Data from companies that had more industrial production or assembly was omitted due to the lack of the creative or cultural elements in production. In many cases the number of employees represented does not reflect the artisan owner of the business. Greater work with the Department of Inland Revenue is required to ensure that companies clearly indicate "number of employees" to include the artisan if that artisan is also the owner.

ORANGE ECONOMY SURVEY

Conducted in Nassau, Bahamas (2018)

Creative Nassau Survey Results





CREATIVE NASSAU

P.O. Box N-1207

Nassau, Bahamas

T: (242) 394-1886

E: creativenassau@gmail.com



United Nations
ational, Scientific and
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Designated
UNESCO Creative City
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