

THE NEW SHOPPES AT ROSE HALL - LINKAGES CENTRE OF EXCELLENCE

THE BEST OF JAMAICA, ALL IN ONE PLACE

October 2020



- Shoppes at Rose Hall (SRH), as it is now known, will be reimagined, re-purposed and rebranded into a “Linkages Centre of Excellence” to provide our visitors with a place along the Elegant Corridor that showcases the “Best of the Best” of Jamaica. It will be the perfect avenue for community tourism and Mobay will come alive!
- Our concept for the new “SRH” is to provide authentic Jamaican experiences with elements like gastronomy, products made in Jamaica (local designers), health and wellness offerings, local entertainment and the use of the latest technology to drive traffic from the high end hotels on the Elegant Corridor and beyond. These will all be underpinned by a “Made in Jamaica” or “Grown in Jamaica” proposition. We are not looking for a canned experience but an authentic one.
- Currently the SMTEs (Small Medium Tourism Enterprises) are not benefitting from hotel. Our main goal is to pull (as opposed to push) the people out of the hotels. To achieve this we must aim to create such a compelling product that every Jamaican who works in the industry, when they are asked what is there to do in Jamaica, must respond “Go to SRH where you can find the very best of Jamaica, all in one place” .
- The New SRH will provide the perfect holding area for guests on cruise ships or on route to Mobay airport. It will offer more retention time for the visitors by being an actual authentic Jamaican “attraction” for everyone and not just a soft adventure experience

Positive key characteristics of the new SRH:

- Authentic Jamaican Experience for both locals and international visitors
- Gated and safe environment
- Clean and sanitized daily venue and outlets
- Clean and sanitized daily air-conditioned bathrooms
- No harassment
- Lots of parking available
- Safe VIP pickup and drop off service available (just purchased 4 BMWs that will be parked out front)



Some of the key elements on which negotiations have already been far advanced are:

1. Scotchies – reputed to be the best jerk pork, chicken, fish, etc on the island
2. Devon House Ice Cream – freshly made ice cream with Jamaican fruit and other ingredients
3. Café Blue – a revitalized café serving Blue Mountain coffee and sandwiches
4. Red Stripe Bar – internationally known and featured in many Hollywood movies
5. Appleton Bar- Jamaica’ s famous premium rum recently rebranded (owned and operated by Campari)
6. Herb dispensary with a small greenhouse where visitors can experience, smell, and even taste our world renown “weed” . CBD and THC products will be for sale when possible.
7. Health & Wellness outlet – Products such as rubs, ointments, vitamins, soaps, extracts made from indigenous plants many of which have legendary healing properties
8. Spice store/kiosk – local seasoning, flavours, essential oils, sweets and other Jamaican made products. May be combined with above
9. An area for “street food” . This may be showcased on an ad hoc basis: peanut man, fresh fruit man with fruit cups in shaved ice, roast corn man, peanut man, sugar cane man, Jelly Man serving grated coconut with ice, etc.
10. Small craft vendor area

Some of the key elements on which negotiations have already been far advanced are:

11. Flora and fauna showing off Jamaica's rich offering of tropical plants
12. Sugar feeders to attract "doctor birds" to populate our facility
13. Town center clock (reminiscent of every town in old time Jamaica. "Half Way Tree" type clock
14. Bob Marley statue or another famous Jamaican icon can be strategically placed
15. "Cut up" Fresh fruit on shaved ice platform
16. Well placed "misters" to cool down on hot days
17. Historical walls that tie Jamaica together with the USA/ Canada and the most popular sources of visitors
18. Hard end" lounge to treat our transportation workers as good as our guests while they wait
19. Several "Instagrammable" areas such as a "ONE LOVE" sign in the Rasta colour (red, green and gold)
20. Popular reggae/ dancehall/ska curated music creating the "vibe"
21. "Old time" Jamaica street signs
22. Vintage VW van which houses our "boom box" recent past, King Tubby, like history
23. White Witch of Rose Hall" flickering night lanterns for night-time activities
24. VIP Concierge pickup and drop off service
25. Event area(s) for M.I.C.E. opportunities

27) Most importantly, a section for Jamaican made products including clothing, footwear, accessories etc. which is not readily available on Amazon or the internet. A Jamaican Designer Pavilion. A good example of this is Been bud.

Some of the designers being considered are:

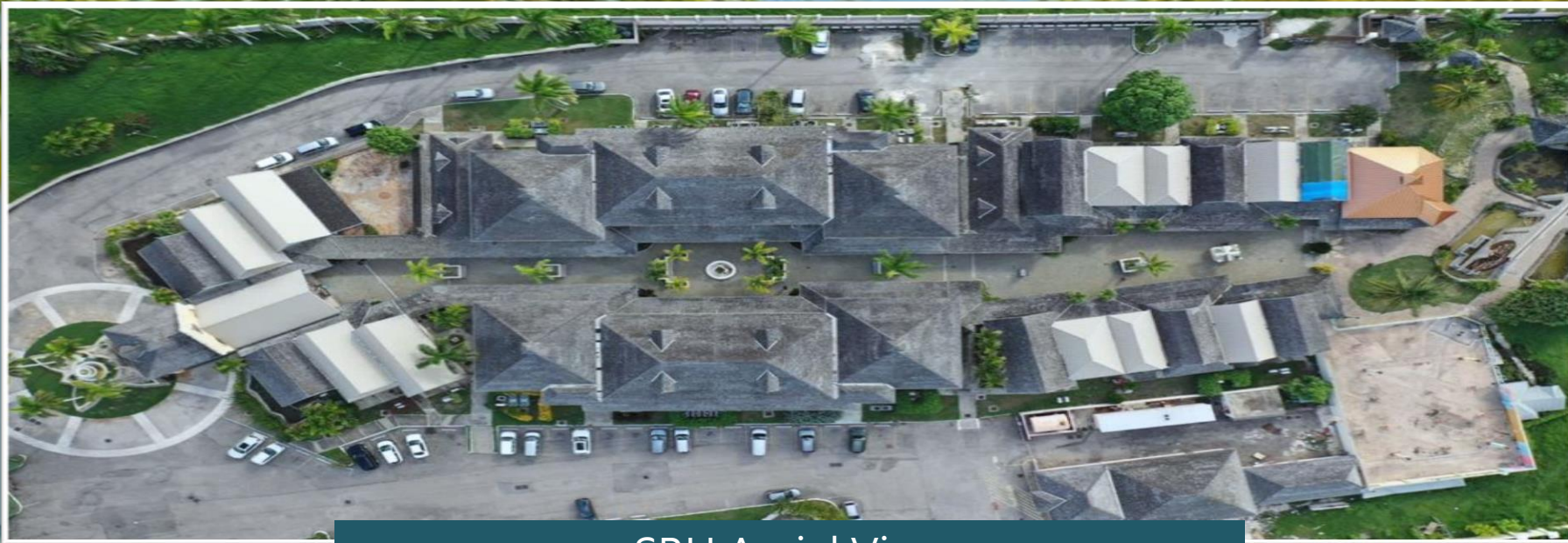
Jae Jolly	DTS designs	Neahlis	Girlie Gurlz
Drennaluna	Marmalade	Koko Beenz	Tashana Hutchinson
Carlton Brown	Vain glory	Bridget sandals	Yard man style
Courtney Washington	Wetswim Denyque	Those creative people	Kris Jackson
	Maramade		Karib Arts Jamaica
Havelli	Cuya	Reve	Kennea Linton
Flower Child	Asdayana Dixon	By Chari	Poshe
Polka dots	Catch a Fire	Peace is of Bianca	Victoria Silvera
Jamaica Nice	Dexter Huxtable	Galavant	Baughaus
Misim beach babe	Jessica Proudlock	Beanie buds	David Pinto
Uzuri	TNT fashions	Koko beans	Lubica
Out of Many	Mark Anthony	Story and Myth	TAJ by Summer

Additionally, the new SRH will be the perfect venue for:

Events of various sizes

Tour operators, travel agents, and MICE events

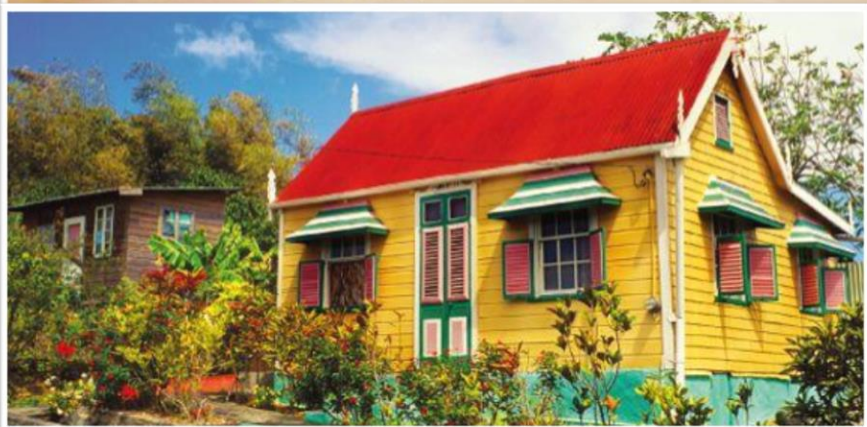
Night-time and weekend events on a regular basis for both locals and visitors



SRH Aerial View



Proposed New Venue Colours – “Jamaican Cottages” :



Current Interior Images

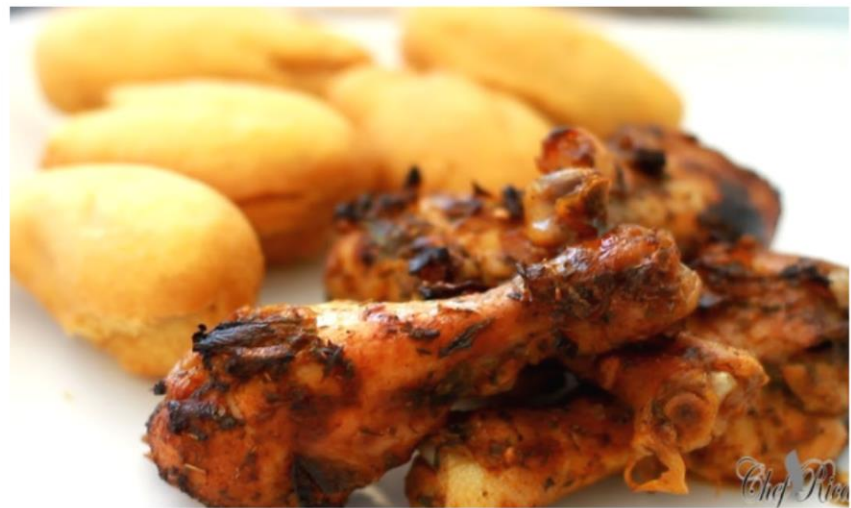
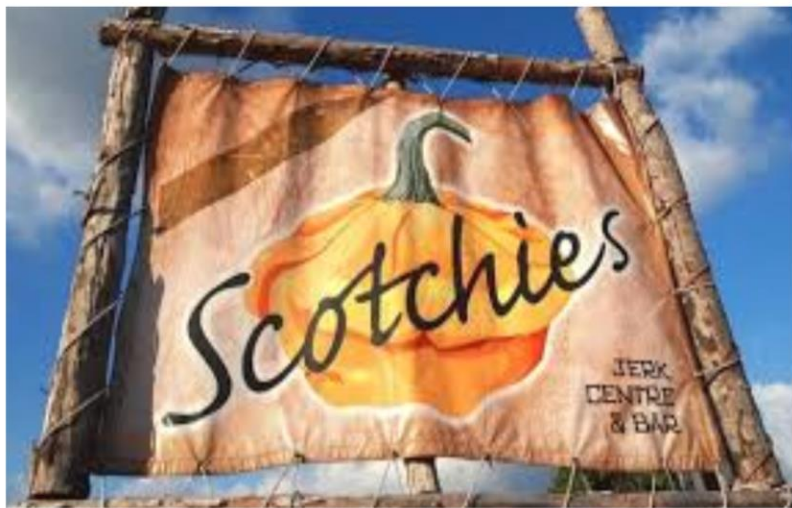
Note: Venue is being renovated and will officially re-open mid-December 2020



Proposed Promenade Look and Feel of Various Public Dwell Areas for All Visitors



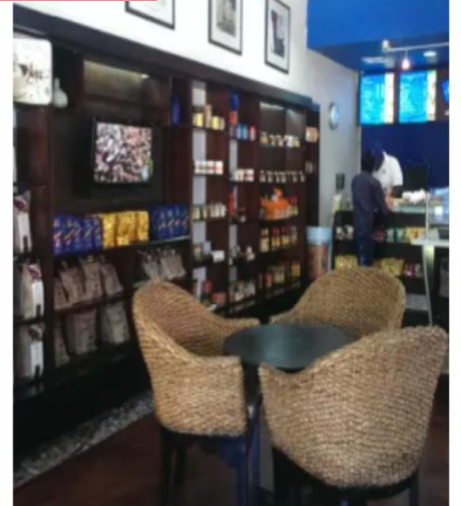
Food & Drink Outlets: Scotchies



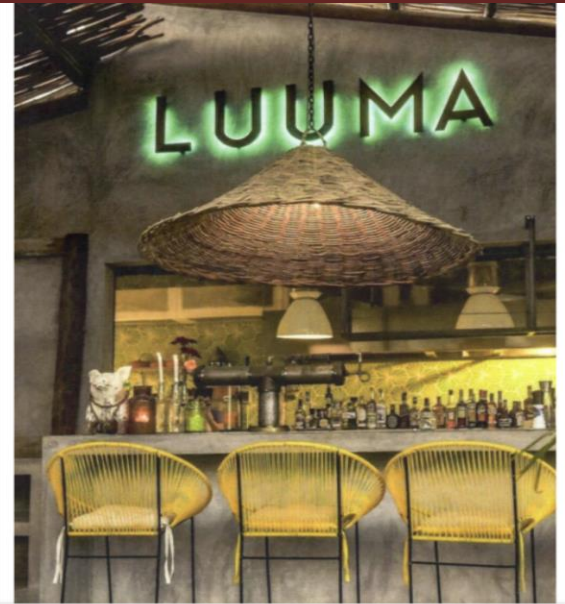
Devon House I-Scream



Café Blue



Appleton Bar

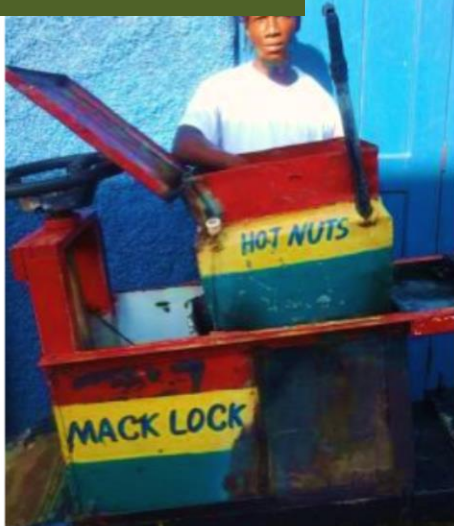


Red Stripe Bar

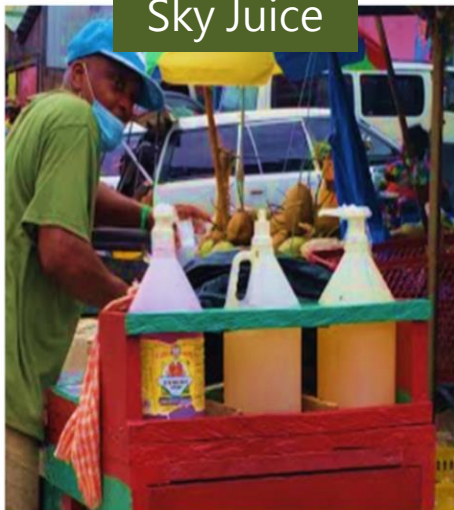


Jamaican Street Food Carts Along the Promenade

Peanut Man



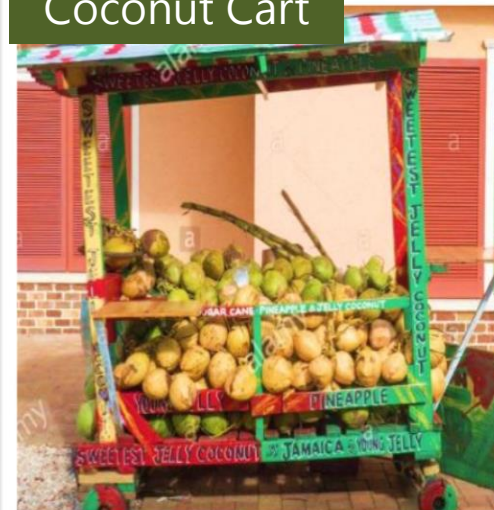
Sky Juice



Roast Corn



Coconut Cart



Jamaican Fruit Stall with Fresh Cut Seasonal Fruits and Juices



Jamaica Designer Showcase Outlet Featuring Top Jamaican Artisans



Jamaican Craft Stall



Kaya Herb House Dispensary



Proposed Jamaican Look and Feel with “Instagrammable” Moments Strategically
Positioned Throughout the Venue
Authentic Jamaica Props



Interactive Art:



Vintage Jamaican Tourist Board Posters



Large Wall Murals Painted by Jamaican Artists

Night Events Showcasing Jamaican Music, Dance and Theatre



Children's Dry Fountain Area In Front of the Water Wheel

