



## **JAMAICA SOCIAL INVESTMENT FUND**

**ISO 14001:2004 CERTIFIED**

**Press Release  
FOR IMMEDIATE RELEASE  
April 13, 2016.**

### **JSIF AND CCAM SIGN FINANCING AGREEMENT**

The Jamaica Social Investment Fund through the Rural Economic Development Initiative (REDI) has provided over Ten Million Dollars to the Caribbean Coastal Area Management Foundation (C-CAM) for infrastructure development of the Wetlands Interpretation Centre in the Portland Bight area in Clarendon.

Funding will also allow C-CAM to equip boats used for tours with environmentally friendly electronic engines and works will include the construction of a parking area, driveways, walkways, gazebo as well as fencing and general landscaping of the property. Coxswain training for fishermen in the area as well as 'Team Jamaica' and tour guide training and certification will allow for the expansion and marketing of the wetland experiences. Funding for this JSIF initiative is provided by the World Bank.

The Financing Agreement of Twelve Million, One Hundred and Sixty Seven Thousand, Seven Hundred Dollars (\$12,167,700) was signed on April 8, with JSIF contributing Ten Million, One

Hundred and Sixty-Seven Thousand, Seven Hundred Dollars and C-CAM making in-kind community contribution of Two Million Dollars. This means that community members will contribute their labour and expertise at no additional cost to the project.

The Rural Economic Development Initiative, REDI of which this agreement forms a part, aims to improve market access for micro and small rural agricultural producers and tourism product and service providers. As a part of the project, C-CAM's Salt River Boat Tours will become part of the new Jamaica Community Experiences brand and participate on the National Community Tourism Portal along with other Community Tourism Enterprises such as the Rastafari Indigenous Village, The Charles Town Maroon Experience and Cockpit Country Adventure Tours.

In affixing his signature to the Agreement, JSIF's Managing Director, Mr. Omar Sweeney expressed pleasure that JSIF is able to facilitate investments such as C-CAM's which will contribute to the diversification of Jamaica's tourism product and generate income and employment in rural communities.

For her part, CCAM's Executive Director Ingrid Parchment thanked JSIF for their investment and highlighted her appreciation for pre-and post-Agreement support including capacity building such as 'Bootcamp' training in specialized tourism business management, and other facilitation to help the embryonic business grow and prosper.

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