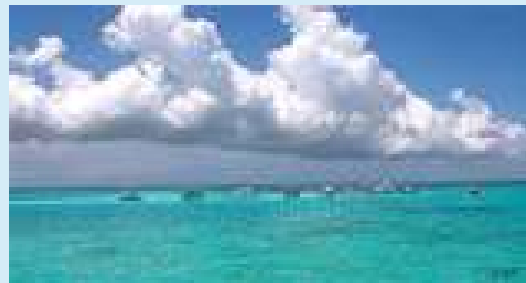
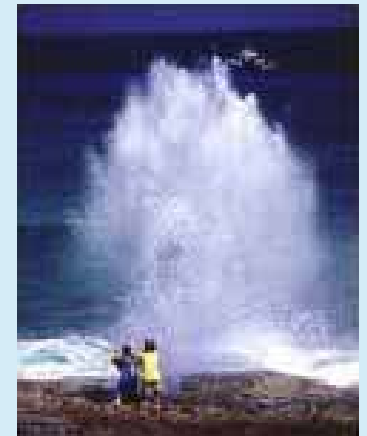




9th Annual Caribbean Conference on Sustainable Tourism Development

Developing Valuable Tourism Resources within Our Communities





9th Annual Caribbean Conference on Sustainable
Tourism Development
Developing Valuable Tourism within Our Communities

East End Go East Committee (EEGEC)





Primary Objectives of the Go East Initiative

- To create more tourism revenue for the eastern districts (Bodden Town, East End, North Side).
- Formulate the frame work for business development in the eastern districts.
- Determine ways in which the Government could support and promote community-based tourism.
- Develop inventory of existing businesses and meet with entrepreneurs to determine what assistance is needed to pursue the opportunities that arise from the Go East Initiative.
- Provide support for local enterprise and enhance the existing tourism product.



Purpose of the EEGEC

The Committee is an independent body unaffiliated to any political body. It serves as a liaison between the community and the Government with regard to potential investments in the district. The Committee is an advocate for residents of East End who may have a business idea which they would like to pursue and for those residents who would like to enhance their existing businesses.

The preservation of East End's culture and heritage is the core aim of the Committee by advising, empowering and facilitating our fellow citizens to contribute and by keeping alive the local traditions, customs and crafts that make the district a unique environment.

The Committee is not an authoritative body granting licenses or planning permission, but provides advice and guidance.



Background

- Population
- Map of the Cayman Islands and the District East End
- Historical and Natural Sites
- Listing of Existing Businesses
- Potential for new Businesses and Services



Population

At the end of 1999, the population of the Cayman Islands was estimated at 40,000. Currently the population is estimated to be 52,000.

George Town is the most heavily populated district in the Cayman Islands with West Bay, Bodden Town, Cayman Brac, East End, North Side and Little Cayman rank in order by population.

Currently the population in East End is estimated to be 2,100.

Occupations: Construction, Fishing, Farming



East Ender in Acronym

Extraordinary citizens having love for God, country and the environment

Acting locally as well as thinking globally

Strengthening and empowering each other

Transforming our people's hearts and minds through proactive involvement

Engaging, motivating our citizen to develop their talents and unleash their gifts

Nurturing all to become effective, responsible citizens in this journey of life

Discovering and creating new possibilities

Elevating all our people

Respecting our values, traditions and way of life



89 miles north east of Grand Cayman



Cayman Islands



Capital	George Town
Size	20 x 8 miles (Grand Cayman)
Population	44,500
Location	North-west of Jamaica



Map of East End



Map Key

	MAIN ROAD		CIVIC CENTRES
	SIDE ROAD		GAS STATION
	PUBLIC BEACH		RESTAURANT
	CHURCH		

Traffic Tips

Please Drive On The Left
The Cayman Islands follow British Traffic Laws.

Driving while intoxicated is illegal and strictly enforced. The legal maximum blood alcohol level is at 100 milligrams per 100 milliliters of blood.

Seat belt laws are strictly enforced and are required for the driver and all passengers.

- | | |
|--|--|
| 1. Royal Reef Resort | 16. Mrs. Carmen Conolly |
| 2. Morritt's | 17. Mrs. Maggie Bodden |
| 3. Cayman Castle.com | 18. East Side Fish Fry |
| 4. Compass Point | 19. Pirates Cove Bar |
| 5. Ivan's Restaurant | 20. Eastern Star Bar |
| 6. Castro's Hideaway Beach Bar & Rest. | 21. Fosters Express |
| 7. Vivine's Kitchen | 22. Vernon & Cora's Convenient Store |
| 8. Arlene's Restaurant | 23. The Thirsty Surfer |
| 9. Portofino's Restaurant | 24. Waves - Red Sail Sports |
| 10. Rowland's Garden | 25. The Beach Locker - Ocean Frontiers |
| 11. Herman's Fishing Charters | 26. Puro Rey Cigars |
| 12. Tortuga Divers | 27. Cayman Golf Centre |
| 13. Ocean Frontiers | 28. EcoVentures Tours |
| 14. East End Texaco | 29. Cayman's Fitness & Yoga Studio |
| 15. Eileen's Native Craft | 30. The Harrow - Spa Tortuga |



Our Vision!

- Shared values and prosperity for the economic development of East End while maintaining social harmony and protecting the environment.
- Preserving the culture, charm, tranquility and uniqueness of East End.





Historical and Natural Sites (19)

- Wreck of Ten Sails
- Old Winter's Land Cistern
- Wreck of Geneva Kathleen on Bluff Bay
- Old Fishing Holes
- Sand Quay
- Caves
- Blow Holes
- Water Springs
- Gun Bay United Church
- East End Lighthouse
- Old Town Hall
- Cemetery
- Blake's Quay Road
- Colliers Public Beach
- Quarry Site
- Underwater Freshwater Lens
- Anchor Showing from the Reef at Lower End of the Bay
- Diving at Half Moon Bay Lagoon
- Driving the back roads of East End to visit the Kirk and Franklin Farms



Listing of Existing Businesses in East End (42)

Accommodations:

Royal Reef Resort
Morritt's
Cayman Castle.com
Compass Point
Hibiscus Bed & Breakfast

Catering Services:

Mrs Janet Connor and Nadine McLean
Ms Marvel McLaughlin

Restaurants:

Ivan's Restaurant – Morritt's
Castro's Hideaway Beach Bar & Restaurant -
Royal Reef
Vivine's Kitchen
Arlain's Kitchen
Portofino's Restaurant
Rowland's Garden
Coney's Place

Fishing Charters:

Herman's Fishing Charters

Diving:

Tortuga Divers
Ocean Frontiers

Gas Station:

East End Texaco

Home Based Native Crafts, Rope Making, Cakes, etc:

Eileen's Native Craft
Mrs Carmen Conolly
Mrs Coriel Bodden
Mrs Grashala Solomon
Mrs Hilda Conolly
Mrs Maggie Bodden
Mrs Marjorie Rankine



Listing of Existing Businesses in East End, cont'd

Fish Fry:

East Side Fish Fry

Local Bars:

Pirates Cove Bar

Eastern Star Bar (reopening soon)

Grocery Stores:

Fosters Express

Vernon & Cora's Convenient Store

The Thirsty Surfer (internet café, liquor store)

Retail Outlets, T-Shirts and Souvenirs:

Waves

The Beach Locker

Puro Rey Cigars

Plant Nursery:

East End Garden and Gifts

N&S Plant Nursey

Sports and Entertainment:

Cayman Golf Centre

Guided Tours:

Eco Ventures Tours

Local Artists

Mr Edney McLean

Ryan Powell

Fitness & Health

Cayman's Fitness & Yoga Studio

The Harrow – Spa Tortuga



Potential for New Businesses and Services

- Daycare facilities and services for children and senior citizens
- Reliable, comfortable transportation
- Entertainment facilities for all ages
- Hardware store
- Farmers' and Craft market
- Beauty salon/Barber shop
- Museum
- Internet café
- Continued learning and educational centre
- Facilities to attract sports tourism
- Small tourist accommodations (B&B)



What Government Can Do To Assist

- Development of tourism Product (community /village tourism concept)
 - Fit with culture, heritage and needs of the community
 - Promotion of nature, heritage, culture and agric tourism
 - Marketing strategies
- Provide easier access to Government departments and services for eastern districts
 - Department of Employment services
 - Planning Department
 - Cayman Islands Investment Bureau
 - Department of Tourism
 - Cayman Islands Development Bank
- Improve support for entrepreneurs:
 - Entrepreneurial loans – small loans for new entrepreneurs
 - Provide duty concessions
 - Update the Planning Regulations to encourage home based businesses
 - Reduction in fees to set up a tourism related business
- Encourage Phased Development
 - Manage growth (where, when and how much)
 - Ensure design and construction is in keeping with Caymanian Heritage
 - No high rise buildings



What Government Can Do To Assist, cont'd

- Provide adequate infrastructure and services:

24/7 Water Rescue and Medical Services

- Provide Training Programmes
- Multipurpose Building: Museum
Conference Centre
Retail Space for Lease/Rent



What Needs to be Done

- Work with NGO's and other committies to encourage pride and support for the district of East End. Develop community tourism
- Work with landowners to protect natural sites and historical landmarks to make sites accessible
- Work with Government to clearly identify and protect public beach accesses in the district
- Request Government to protect Crown property from being sold or leased to private developers



What Needs to be Done, cont'd

- Establish a hotline (1-800-EASTEND)
- Encourage people to pool resources including the establishment of a business co-operative
- Work with Government and other Go East Initiative Committees to encourage upgrading Spotts dock facility.
- Produce a directory of key government agencies, departments and other information to support entrepreneurs
- Conduct a household survey



Proposed Tourist Accommodations for East End

The challenges of keeping the right balance –
Community, Environment and Economics

- One Five star deluxe hotel, 114 bedrooms
- One Five star Resort and Residencies, 120 bedrooms
- One Green Eco dive lodge, 22 bedrooms



Members of the EEGEC

- Mervyn Conolly - Chairman
- Delmira Bodden
- Neil Bodden
- Terrencia Bodden
- Martha Connolly
- Ivan Forbes
- Egbert Jackson
- Alfonso Rankine
- Eric Rankine
- Oswell Rankine
- Carlene Watler-Scott

Membership represents a cross section of the East End community (age, occupation, etc)



Our Vision!

- Shared values and prosperity for the economic development of East End while maintaining social harmony and protecting the environment.
- Preserving the culture, charm, tranquility and uniqueness of East End.





Thank you for your attention.