

Clare Tourism Manager Report – prepared by Larry Peach
Presented to Pam Doucet, Director of Community Development
Updated November 6, 2015 (since October 1, 2015)

New projects and activities will be added when necessary. Support and advisory services are often provided to local organizations and private sector.

1. CLARE TOURISM MARKETING PROJECTS:

A) Nova Scotia Doers & Dreamers Guides / NovaScotia.com:

- Coordinated design + sold advertising for 2016 Clare pages (1 English, 1 French) for Doers & Dreamers
- Banner image is Gran Fondo cyclists at Mavillette Beach and new tagline is: *Experience Acadian joie de vivre. Baie Sainte-Marie: Nova Scotia's French Shore.*
- Submitted Clare content to Tourism Nova Scotia for use in Doers lure section and in YAS regional section of novascotia.com. **Will be providing content for a new 'Communities' webpage on ns.com**

B) Clare/Baie Sainte-Marie Visitors' Guide:

- Coordinating a 64 page digest-sized guide with theme '61 Things to Do' in Clare, with map as centrefold.
- Started selling ads for 2016 guide. Booking deadline = Dec. 18. Materials deadline = January 15.
- As of Nov. 6, ad sales = \$5,000. Start assembling new images and revising content.
- Stephanie LeBlanc of Le Courrier to start design in January.
- Guide will be mailed to Clare households in early June. 2015 online flipbook: <http://baiesaintemarie.ca/flipbook/>
- Will also coordinate a smaller run of tear-off maps for 2016.

C) Baie Sainte-Marie Tourism Website: www.baiesaintemarie.ca and .com

New photos will be added to the website over the fall-winter, taken by Joey Robichaud and Gilles Maillet.

D) Social Media:

1. Facebook: [baiesaintemarietourisme](https://www.facebook.com/baiesaintemarietourisme) 1,179 Facebook Likes (+15 since Oct. 1).

Facebook post ads have resulted in significant 'likes' and visitation to website.

2. Instagram: @baiesaintemarie. 309 Followers (+15 since Oct. 1).

3. Twitter: @BaieSainteMarie. 356 Followers (+16 since Oct. 1).

E) Photography: Larry hired Joey Robichaud Photography and Gilles Maillet to take new images during Summer 2015. CTACA covered 65% of photography costs.

F) Nova Scotia Webcams (Mavillette Beach/Church Point/Belliveau Cove): no update

G) Trade shows

It is expected Saltscapes Expo will return in 2016, despite recent news that Exhibition park may close. Plan to reserve a 10' x 10' space for Clare when registration opens. Festival acadien wants to partner again.

H) Bienvenue en Clare Banners: Starting this season, banner rental fee for all participants is now a flat rate of \$60/year. More new banners will be needed to be made for 2016.

I) Travel Media:

- Submitted application to join TMAC (Travel Media Association of Canada) – see Gran Fondo report for more.
- Sandra Phinney is pitching a Clare article for the 2016 Saltscapes Food & Travel Magazine.

J) Ferries

- Nova Star Cruises will not operate service between Yarmouth & Portland in 2016. The Province is in negotiations with Bay Ferries. Will network with Bay Ferries at TIANS Conference in late November.

K) Festival acadien de Clare - no update

2. CLARE PRODUCT, EXPERIENCE AND EVENT DEVELOPMENT:

A) Beaux Vendredis Lobster, Crab & Clam Suppers

- Coordinates a MOU partnership w/ La Pointe Seafoods (Pierre B), BCDC, Clare Mutual and Municipality.
- Coordinates marketing efforts and schedule for Musique de la Baie musicians.
- 2016 was busiest season ever, all 11 events happened, no rain outs. Attendance regularly drew over 300 with a couple exceeding 400.
- Resolved issues w/ neighbour by installing 'no parking' signage and creating overflow parking lot w/signage.
- Meeting Pierre in mid-November to start planning 2016 season

B) Clam Digging Experience at Belliveau Cove

- Clare Tourism assisted Andrew Weaver in coordinating a clam digging experience in 2015 (\$10 Adult, \$5 Child, materials included, approx. 1 hour).
- 2015 schedule offered 28 dates, from June 10 to Sept. 8, with 64 participants over 10 outings.

C) Cape St. Marys Lighthouse Municipal Park (Larry is project manager):

- Presented Business Plan at regular Clare Council meeting on Feb. 18 where it was approved
- Submitted Business Plan to DFO on Feb. 20, requesting \$90,500, arranged a conference call for April 8
- Larry & Deputy Warden Brian Comeau had conference call on April 8 with Perry Rideout, DFO Real Property.
- DFO has already removed asbestos from interior during Winter 2015 (value= 18K-20K)
- DFO originally offered 50K, negotiation resulted in a formal recommendation of 60K grant to Municipality for divestiture. A 60K grant from DFO will allow us to implement all aspects of Business Plan, with a contingency of approx. \$2,300. A site visit will be coordinated with DFO to inspect the removal of asbestos work.
- Larry waiting to receive the Transfer of Sales Agreement from Public Works before making the recommendation to Council. DFO has to consult with First Nations as part of process.
- DFO currently preparing a Memorandum of Agreement document. Expecting divestiture during Winter 2015.

D) Le Petit Bois Walking Tours & Interpretive Trail: <http://lepetitbois.ca/>

- A \$647,000 Capital project proposal submitted by Université Sainte-Anne was approved by funding partners this winter for capital construction phase e.g. lighthouse/observatory, gates/signage, CJA Yurts & washrooms etc. Project completion date is August 31, 2016. Clare Council approved \$20,000 through the Tourism budget.
- In September, Denise Saulnier and Larry determined locations of entrance gates, and orientation/regulatory/interpretive signage. Spec has pored concrete for gates on Paroisse property.
- There is a delay in with the installations in the southern section of the Bois, the area south of access road, due to a Provincial Heritage designation.

E) Canada 2017 (150th Anniversary). In March 2015, Larry presented a draft proposal on the historic and cultural connections between Clare and Annapolis to Federal Minister of Heritage.

- Brianne LeBlanc/ACOA confirmed Founding Families of Clare Exhibit project is eligible under EDI program.
- Due to time constraints and new priorities, Larry recommends passing the lead of this project to Université Sainte-Anne through Le Centre acadien and its new director Clint Bruce, given that the proposed location for this exhibit is now in the foyer of the Centre acadien floor. Meeting Clint in November to discuss.

F) Belliveau Cove Re-Development Project: Larry has met with BCDC to discuss meeting with the Jean Belliveau family regarding the potential to relocate the galleon replica to the Belliveau Cove site as part of a redevelopment project.

- BCDC provided \$5,606 contribution and Clare Tourism \$2,000 towards the hiring of Francis Doucet for conceptual drawings and budget estimates.
- Attended the Sept. 2 Committee-in-Council meeting where BCDC and Francis Doucet presented the Park Redevelopment concept and cost estimates including Boatshop.
- Council approved a motion to support the project with a contribution of \$150,000 over 5 years, contingent on BCDC receiving balance of funding.
- Will assist BCDC in fundraising, including submitting an application to ACOA under ICF Program.
- Larry submitted a Concept Paper to ACOA (Brianne); awaiting green light to proceed to application.

3) GRAN FONDO BAIE SAINTE-MARIE (Larry is Marketing Coordinator)

Larry is the Marketing Coordinator, and is responsible for the coordination of the logo, website, social media, photography/videography, media and developing a marketing and media plan.

Important Dates:

June 11: Website went live. June 13: Online Registration open via BNS site.

August 22: Closed Registration (353 participants - 3 cancellations + 3 media).

Re-opened registration on Friday, August 28 at approx. 4:30 pm.

Early-bird registration ended on Sept. 8. Participants receive free jersey when register by August 5.

Event Day Results (compared to # last meeting):

Participants = 412 (410). 448 registrations - 24 cancellations - 12 no shows = 412

Atlantic Chip Timing results on website = 254 Gran + 117 Piccolo = 371 total times recorded online.

Facebook likes = 561 (+27 since Oct. 1)

Twitter followers = 102 (+3 since Oct. 1).

Website sessions: 1,553 on Sept. 27 = highest single day

Website stats. Total Sessions: 15,123. Total Users: 8,761. Average time on site: 02:15

- top 10 cities: Halifax, Yarmouth, Dartmouth, Bridgewater, Bedford, Laval, Kentville, Ottawa, Moncton, Toronto

- top 10 source: Facebook, Google, direct, Bicycle NS, NS.com, Vanguard, Twitter, GranFondoGuide, HfxBloggers, Bing

English & French YouTube videos went live. # of views: ENG 859, FRA 410

Activities Oct. 1 to Nov. 6:

- Added several photo albums to Facebook page
- Added several media articles and Facebook albums to a "Results" page on website
- Coordinating production of 4 new videos with The Local Traveler (Gillian & Drew): 2 commercial style videos and 2 longer style documentary videos, to be added on website and shared via social media
- Presented Marketing Summary Powerpoint to Clare Council on Oct. 21
- Booked booth space for Montreal (Feb. 12-14) and Toronto (March 3-6) bicycle trade shows
- Submitted content to Tourism NS for 2016 Doers & Dreamers lure section
- Traced 3 Medio Fondo routes using Ride With GPS program
- Created a new gmail account : granfondobaiesaintemarie@gmail.com for mass direct emails
- Created a YouTube channel for Gran Fondo Baie Sainte-Marie
- Compiled images to add a Photo Gallery on website (for those without Facebook)
- Submitted TMAC Application to get connected with travel media for greater coverage for 2016 event

Upcoming:

- Compile images for trade show portable banners; Liam Hanks to design (Nov)
- Update free online listings e.g. Novascotia.com, GranFondoGuide (Nov-Dec)
- Coordinate website updates e.g. add 2016 routes, pricing, etc. (Nov-Dec)
- Meet Sandra Phinney to discuss TMAC Conference in Cape Breton in June (Nov-Dec)
- Receive STEAM report from Tourism NS from post-event online survey (Nov-Dec)
- Contact CBC cyclist Brett Ruskin and Rick Mercer (Nov-Dec)
- Draft a press release for distribution, to circulate once registration has been activated (January)

4. REGIONAL TOURISM PARTNERSHIPS:

A) Digby Wharf Rat Rally/Clare Poker Run

- Clare Poker Run promoted online at WRR: <http://www.wharfratrally.com/enjoy-the-rally/tours-runs-rides> and
- BSM site: <http://baiesaintemarie.ca/acadian-shore-poker-run/?lang=en> (Prize winners added).
- 2015 Clare Poker Run was less attended than in previous years, with 83 total participants (compared to 171 in 2014 and 129 in 2013). The participants per day: 18 Thurs, 26 Friday and 39 Saturday. 45 fr NS, 24 fr NB, 5 fr Ont. 8 USA 1 NFLD. La Pointe Seafoods donated \$500 worth of lobster as the grand prize.
- Planning to develop a larger web presence for 2016 event

B) Acadian Passport (partnership of 8 SWNS Acadian sites fr. Pubnico to Grand-Pré)

- www.discoveracadie.com, social media, brochure redesign and reprint, ads, and trade shows.
- Larry managing \$200 budget to boost Facebook posts. Larry coordinated the video component.
- A \$10,000 TV campaign on CTV and French CBC was undertaken in 2015 in partnership with the CTACA. \$2000 contribution from Clare tourism budget.
- Group to meet this Fall/Winter to discuss the 2016 marketing plans and budget

C) Acadian Shores Interpretive Tour

- The Municipalities of Clare and Argyle partnered to reprint the map-brochure that promotes 29 Acadian historical and cultural sites. 10,000 copies were printed. The brochure is very popular at VICs.

D) YASTA - no new updates

E) Misc. Digby Area Partnerships

1. Digby County Visitors Guide: Larry coordinated 1 page of ads and updated Clare (free) content

F) Starlight Tourism Destination & Reserve (Bon Temps Tourism Assoc./Mun. of Argyle)

- Clare Tourism budget has \$3,000 approved for Starlight Marketing & Economic Development Plan.
- Larry sits on the Starlight Stewardship Council and has attended several meetings.
- Paul Lalonde offered stargazing night hikes in Le Petit Bois every Tuesday evening, from June 23 to Oct. 13. He has held several tours, including a well-attended Fam tour in late June.
- Paul also offered two night hikes during the Starlight Festival (October 6-11), in Le Petit Bois on Oct. 6 and at Mavillette beach on Oct. 9.
- The free Starlight course was held from October 13-17 in Tusket.

G) NEW: 1-8-3 Loop

- New marketing initiative started by stakeholders in SW NS to market the Loop encompassing Highways 1, 3 and 8 thru Keji, on the two ferries and beyond. No new update.

5. RENDEZ-VOUS DE LA BAIE OPERATIONS

A) Visitor Information Centre

- Denis Comeau managed the VIC from March 31 until October 31.
- There were 4050 VIC visitors in 2015, a 9.2% increase, compared to 3720 visitors in 2014.
- 2 students were hired as VIC/Guided tour coordinators, with funding assistance from prov./federal sources

2015	April	May	June	July	Aug	Sept	Oct	totals
NS	53	124	48	200	562	454	48	1489
Atl Can	9	2	50	65	177	83	11	397
Quebec	0	0	19	95	218	54	11	397
Ontario	1	21	30	72	111	61	4	300
West								
Can	0	17	15	43	76	33	16	200
USA	0	14	75	165	398	294	54	1000
Overseas	5	4	28	47	116	58	9	267
	68	182	265	687	1658	1037	153	4050

B) Acadian Interpretive Centre/Museum

- The Corporate Sponsorship Program has been a success bringing in \$1200 per year (\$100/month). Sponsors featured: <http://rendezvousdelabaie.ca/news-blog/?lang=en> and on RVB social media.
- Donation box revenues are up significantly compared to previous years.
- Group tours at Museum. Denis has provided many tours during the 2016 season.

C) Souvenir Boutique – La Boutique Berlicoco

CORD has taken over management.

D) Lisa T. Internet Café

CORD now operates the Lisa T Café as a Social Enterprise and has secured loans and fund-raising. CORD held a successful Open House event on Sept 12.

E) Meeting Room

The 12 seat RVB meeting room continues to be popular with the general public for smaller gatherings.

F) Website: www.rendezvousdelabaie.com (and .ca). Nyna Cropas is currently working on a new website template that will be more mobile-friendly.

G) Social Media: Larry posts updates regularly on Rendez-vous Facebook page.

833 Likes (+3) (compared to Oct. 1).

Trip Advisor: 19 Reviews, 15 excellent, 4 very good, 5/5 star rating. Rated 55th of 328 Things to Do in SWNS.

H) Community Events Calendar: Larry presented how the online events calendar works at the Community Sports Forum on Nov. 2, provided a handout and encouraged the various sports and community organizations to use and share this useful planning and promotional tool.