

# Heritage Preservation

## When Public Investment Makes Cents



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Financing the Vision: The Economics of Renewal

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# Overview

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- Provincial Government Programs for Regional Economic Development
- 3 success stories in the making
  - Trinity
  - Bonavista
  - Port Union
- Lessons Learned



# Introduction

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- Introduction:
  - The Department of Innovation, Trade and Rural Development
  - My Role
  - Regional Strategic Diversification Fund (RSDF) Program



# The Region

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- Tip of the Bonavista Peninsula
- Geographic Cluster
- Tier I & II destinations
  - Trinity & Bonavista/Port Union
  - “A Special Place; A Special People” 2004







# Background

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- Fishery dependant
- Single industry
- Port Union Plant
- Bonavista Plant
- Largest inshore fishing community in the Province
- Not much need for diversification



# Trinity

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- Not as directly immersed in the fishery
- Visionary town council
- Heritage regulations – early to mid 70s
- Protect old town core
- Provincial Historic Sites
- Trinity Museum





# Trinity

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- Rising Tide Theatre
  - 1992 – first used old Parish Hall
  - Pageant – walking tour of whole community
  - Lester Garland House
  - Green Family Forge
  - New Theatre
  - Cooperage







LESTER-GARLAND  
HOUSE  
TRINITY HISTORICAL SOCIETY

♿  
ACCESSIBLE

PORTAL SERVICES









GREEN  
FAMILY FORGE

West Street



# GREEN FAMILY FORGE



TRINITY HISTORICAL SOCIETY







RISING TIDE  
THEATRE

BOX  
OFFICE

ATTENTION  
USE WHARF  
AT OWN RISK







# 1849

Garland ceases  
trade in Trinity  
Garland cesse les affaires  
à Trinity en 1849

# 1906

L'entreprise Ryan  
fait l'achat de la plantation  
Garland en 1906



ANY  
W

WET AND  
SLACK



ALL THING  
BARRON'S  
BARRON'S  
BARRON'S

LOGGING





# Trinity

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- Publicly funded infrastructure
- Lead to appropriate private sector investments
  - Quality restaurants
  - Superior accommodations
  - High quality service
- Started to spread through the region



# Bonavista

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- Community visionaries
- Townscape
- Garrick – revenue generation
- Harbour Front – ongoing
- Heritage Garden
- Bridge House – yet to do























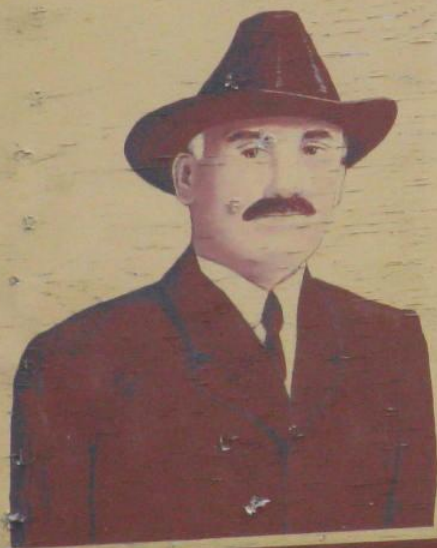


# Port Union

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- Coaker Story
  - Dedicated volunteers
- Factory
  - Gift store
  - Presentation and meeting space
- Salt Fish and Retail Store
  - Iceberg Water bottling factory





The Factory

HOME OF

THE FISHERMEN'S  
Advocate

OPEN DAILY







The Factory  
HOME OF  
THE FISHERMEN'S  
Advocate  
OPEN DAILY

FPU  
FISHermen's UNION  
VISITORS  
WELCOME



















# Other Successes

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- Elliston
  - Root Cellars
  - Ryan Building
    - Private sector rentals
- English Harbour
  - English Harbour Arts Association
    - Former church
    - Variety of quality programming



# Success Factors

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- Other Factors for Success
  - Leveraging partners investment
    - ACOA; Tourism Atlantic; Heritage Canada; Parks Canada; Service Canada
  - Visionary Institutions – College of the North Atlantic
    - Heritage Carpentry
    - Bonavista Institute for Cultural Tourism



# Success Factors

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- Appropriate Private Sector Investments
  - Number of quality restaurants and accommodations
  
- RSDF/Provincial Investment
  - Leveraging other public funds
  - Private sector support through Small & Medium Sized Enterprise (SME) Fund & Business & Market Development (BMD) Fund



# Lessons Learned

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- Community Visionaries
- Dedicated, Knowledgeable Public Employees
- Relevant Public Funding
- Appropriate Private Sector Investment
- Strong Business Case



Thank you

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