

ATLANTIC ÉCONOMUSÉE® NETWORK

ARTISANS AT WORK





Discussion Elements

- Our structure, who we are, where we are, our network and impacts
- Experience in NL and Stages and Stores



Organizational Structure

- Volunteer Board of Directors
- Up to 12 directors/officers
- Traditional roles for President, Vice President, Treasurer but 2 Artisan Reps
- Sets strategic direction, approves policies, new members, etc.
- Staff implements (3-5 staff equivalents including contracted resources)



Atlantic ECONOMUSEUM® Corporation (AEC)

- **Concept created by Mr Cyril Simard in 1992**
- **Atlantic Network incorporated October 2001**
- **Similar organizations exist in Québec, and Northern Europe – 5 countries (Norway, Northern Ireland, the Republic of Ireland, Faroe Islands and Iceland)**
- **All created under licences held by the ÉCONOMUSÉE® Society Network**



MISSION:

- **to showcase traditional trades and know-how by promoting the establishment of ÉCONOMUSÉE® businesses across Atlantic Canada.**
- **increase awareness and knowledge of unique cultural and tourism product that are ÉCONOMUSÉE®**



What is an ÉCONOMUSÉE® ?

It's a business that :

- Uses a ***traditional technique or savoir-faire*** in its production
- ***Opens its doors to the public*** in order to promote its savoir-faire and its craftspeople
- Has a site designated for the ***animation and interpretation*** of its production
- Is completely funded by the ***sale of its products***



ELIGIBILITY

Before evaluation can occur, prospective applicants must demonstrate that they meet the following :

- Be a private business in operation for more than three years
- Use a traditional technique or know-how to craft one's products
- Make products of recognized quality
- Have the ability and the desire to innovate in one's production



ELIGIBILITY (cont'd)

- Operate throughout the entire year and be open to the public for at least four (4) months per year
- Generate annual revenues of more than \$75 000
- Show keen interest in welcoming visitors
- Be located on or near a tourist route or a tourist route under development
- Have the required space and operate on a site and in buildings of high quality.



Process for becoming an ÉCONOMUSÉE®

- Artisans that meet the criteria submit a portfolio for evaluation by staff, then to Admission's committee.
- If approved, expert completes a Feasibility Study to confirm markets, financials, and capacity to incorporate the 6 functions, changes needed, etc
- Results go to the Admissions committee who recommend to Board to go forward or not
- Decision to go forward means signing a formal agreement with the new ÉCONOMUSÉE® A lengthy process ensues to transform the business and incorporate the exacting look and feel (at least 1 year).



THE SIX MAIN FUNCTIONS

- Reception
- Production workshop
- Artifacts from the past
- Contemporary objects
- Documentation centre
- The boutique



NETWORK MEMBERSHIP 2010

17 in Atlantic (NB 6, NS 8, PEI 2, NL1)

3 Work in Progress (1 Agri-food and 2 fine crafts - *métiers d'art*)





Economic Benefit

- In 2008, 14 ÉCONOMUSÉE® reported the following aggregate impacts:
- 215,600 Visitors
- \$6.7 Million in Sales
- 92 full time employees
- 134 seasonal and part time employee



TOURISM SPIN-OFFS

- Adds depth/value to the experiential tourism offering
- Able to satisfy more demanding clientele due to added diversity and product quality
- Adds complementarity to community level offering



CULTURAL HERITAGE SPIN-OFFS

- Conservation of traditional trades
- Passing on the know-how through interactive environment
- Awareness of the community's rich heritage
 - *Heritage earning its keep!*
 - *Le patrimoine qui gagne sa vie!*



MEMBER BENEFITS

Benefits for members of the ÉCONOMUSÉE® Network:

- The image – the brand ÉCONOMUSÉE® gives them credibility and a certain notoriety/awareness
- Promotional & specialized services
- Being part of a large network – group purchasing
- Partnering among artisans – cross promotions
- Financial aid



ÉCONOMUSÉE® Experience in NL

- To date NL 1 - Dark Tickle (jams and preserves) beautiful but “away”
- Communities are very small, very rural, outport often remote, difficult to access
- This make-up of NL makes it difficult to cluster and makes “normal” criteria iffy



Stages & Stores – Pilot Project

What is S&S?

Owners : Herb Bown and Maureen Woodrow

Goal: to continue long standing tradition of Change Islands Knitters – traditional and contemporary NL patterns by creating a “cottage” based craft enterprise

What: profitable arm of two intertwined initiatives S&S Heritage Foundation and S&S ÉCONOMUSÉE. Profits fund restoration of historic fishing stages and stores. Provides artisans with local sales and interaction with tourists.



Stages & Stores – Pilot Project Similarities

5 of 6 MAIN FUNCTIONS clearly upheld

- Reception
- Artifacts from the past
- Contemporary objects
- Documentation centre
- The Boutique



Stages & Stores – Pilot Project Similarities

- Use a ***traditional technique or savoir-faire***
- ***Open to the public***, promotes its savoir-faire and its craftspeople
- Have a site for ***animation and interpretation***
- A private business for more than three years
- Products of recognized quality
- Has the ability to innovate in one's production
- Is funded by the ***sale of its products***



Stages & Stores – Pilot Project Similarities

- Welcomes visitors
- Located on a provincially designated tourist route under development
- Building will have required space for setting up ÉCONOMUSÉE® business
- Operate on a site and in buildings of high quality
- Adds value to the tourism experience
- Complementary to community's tourism offering



Stages & Stores – Pilot Project Differences

Owners not artisans but architects of a cottage enterprise (risk is losing artisan side of discussion)

Includes training to build next generation of Change Island Knitters to ensure the tradition lives on.

Not possible to operate 12mths unless tourist season expands significantly. But is in line with local tradition of knitting to make ends meet. (Risk – profitability, but use of internet and e-Bay as sales points reduces the risk.)



Stages & Stores – Pilot Project Differences

The ***traditional technique or savoir-faire*** is displayed by knitters hired to create products and show their techniques and methods in the confines of their kitchens or living rooms. Thus it is off-site

Revenues are less than 75K per year – Knitters generally make money to round out month ends or to get through winter so unlikely ever can meet but does meet test of profitable Risk!!!!



Our Priorities

- Expanding the Network
- Prospecting for standout additions
- Promoting the Network
- Partnering with Provinces/Others to reach goals.

On behalf of the
Atlantic ÉCONOMUSÉE® Network



THANK YOU!
MERCI !

