



Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique



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2008

17 September 2004

CULTURAL TOURISM PROJECTS ANNOUNCED FOR TRINITY AREA

Trinity, Newfoundland and Labrador

2007

2006

Cultural tourism in the Trinity area received a significant boost with the announcement today that the Atlantic Canada Opportunities Agency (ACOA) is investing in three projects, with Rising Tide Association, Cape Random Trust and the Town of Trinity.

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"There is no doubt that Newfoundland and Labrador has a rich and unique culture and history," said the Honourable Joseph McGuire, Minister of ACOA, in making the announcement at the Rising Tide Theatre in Trinity. "We have recognized and embraced the fact that the story of this province is a story worth telling – and retelling – to an increasingly interested world market."

ACOA is providing \$365,000 for Rising Tide Association under its Business Development Program (BDP) for a three- year plan that includes hiring a marketing coordinator and administrative assistant to explore and develop opportunities to expand the tourism season. Rising Tide is one of the province's most successful theatre companies, and their "Theatre in the Bight" in the historic community of Trinity is a huge draw for the provincial tourism industry.

"Rising Tide Theatre has helped to create and foster a great appreciation for our province's talent, culture, history and the arts community as a whole," said Member of Parliament for Bonavista-Gander-Grand Falls-Windsor, Scott Simms. "I am also delighted that the federal government continues to recognize the tourism potential of the region, due in part to the success of Random Passage, and the beauty of our surrounding landscape, which attracts visitors from all over the world."

Minister McGuire noted that while Trinity is a focal point for tourism on the Bonavista Peninsula, there are many other attractions, and the Agency continues to work with long-time clients to develop and promote the region as a whole.

In this regard, Cape Random Trust is receiving \$203,399 under the Agency's Strategic Community Investment Fund (SCIF). Cape Random Trust, a not-for-profit organization, was established to maintain and develop the Random Passage Film Set at New Bonaventure, where the successful mini- series Random Passage was filmed. In 2001, Passage Films and Cite Amerique Limited donated the set, which had an original cost of \$500,000, to the Cape Random Trust. The set is an intriguing representation of an 18th century Newfoundland fishing settlement. The project includes developing a marketing strategy and building a visitor information and service centre.

The third project announced by the Minister is for the Town of Trinity itself. The town will receive BDP funding of \$138,750 to undertake enhancements to the community and related tourism infrastructure. The project includes expanding available parking, constructing designated walkways, public washroom facilities, and the placement of directional

signage throughout the community.

"Our venture in Trinity Bight is an example of what can be achieved with hard work, dedication and cooperation. These are the qualities that helped build this country and that will keep it strong, economically viable and vibrant in rural as well as urban regions. We are proud of our achievements and our team here in this extraordinary place called Trinity Bight and we look forward to many more years of growth and development. Your support is an investment in people and place," said Donna Butt, artistic director/executive producer and general manager for the Rising Tide Association.

Commenting on the announcement, Barbara Doran, chair of the Cape Random Trust Board of Directors noted: "The funding announced today will allow us to further develop the Random Passage Film Set in a way that will enhance its phenomenal popularity as a tourism attraction in Newfoundland and improve its already positive impact on local employment opportunities through both direct employment and business spin-off. This goal will be achieved through a two-pronged approach - the development a strategy that will focus on long-term self-sustainability and viability; and the development of a visitor information and service centre that will better accommodate current volumes of traffic to the site and encourage the development of the tour group market."

The Town of Trinity has established itself as one of Newfoundland and Labrador's primary tourism destinations. The historic connections to the province's fishery, the significant number of quality museums and interpretation centers in the area, and the construction of the Rising Tide Theatre in the community have resulted in phenomenal growth in the number of visitors to Trinity in the past decade. The Town is trying to balance the tourism growth with residential demands.

"We recognized that we needed to make improvements within the community to address the increasing number of tourists that visit us each year, while also minimizing disruption in the community," said Mayor Wilson Vokey. "Improved infrastructure will facilitate the movement of pedestrian traffic during Rising Tide Theatre performances and will also make it easier to move visitors through the commercial areas of the community, and that will increase business for other services."

ACOA's Business Development Program offers non-commercial investments to support the promotion of entrepreneurship, trade, marketing and education through industry, community, youth and business associations.

The Strategic Community Investment Fund provides \$135 million over five years to help communities in Atlantic Canada create an environment that encourages the development of strategic sectors. This fund, administered by ACOA, is a component of the \$700 million Atlantic Investment Partnership (AIP).

FOR BROADCAST USE ONLY:

Cultural tourism in the Trinity area received a significant boost with the announcement that the Atlantic Canada Opportunities Agency (ACOA) will provide assistance for three tourism-related projects. ACOA Minister Joe McGuire was on hand in Trinity today to make the announcements.

- The Rising Tide Association is receiving \$365,000 to develop a three-year plan that includes hiring a marketing coordinator and administrative assistant, and developing opportunities to expand the tourism season.

- Cape Random Trust is receiving \$203,399 to further develop the Random Passage Film Set, where the successful mini-series Random Passage was filmed. The film set, which was left intact after filming was completed, is an intriguing representation of an 18th century Newfoundland fishing settlement. The project includes developing a marketing strategy and building a visitor information and service centre.

- The Town of Trinity is receiving \$138,750 to make improvements in the community to accommodate the increasing number of tourists who visit Trinity each year. The project includes expanding available parking, constructing designated walkways and public washrooms facilities, and placement of directional signage throughout the town.

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