

PROJECT OUTLINE

PARTNERING WITH THE
COMMUNITY





2022 AREAS OF FOCUS

- Enhancing current events
- Creating new events
- Partnership with stake holders to develop partnership opportunities
- Guiding tourist and locals alike

SHELBURNE AND AREA CHAMBER EVENTS

- We will be hosting ticketed events that will provide funding for the local needs.
- The second in the business of community will be held at the end of September and is based on the sounds and sights of Shelburne
- The third in the business of community will be held in December and will be a Vegas theme “bet on Shelburne”

PROJECT -- STAY OPEN LATE

- Working with local event we will add to ongoing events by working with local businesses to stay open late and enjoy all that our towns have to offer
 - Pub crawl
 - Extension of what is being offered with Canada Day Lockeport, Dock Street Days, Shelburne Exhibition, Whirligig, and the creation of new later experiences in the towns
 - Creation of Night Lights. Participating businesses will be provided a 2ft tall lighthouse as part of this project to showcase their involvement with the chamber.
 - October scarefest! Tied to cruises; wishes hour, ghost tour, cemetery tour etc.

DIRECTIONAL AND OTHER SIGNAGE

- Revamp of signage on the I03
- New sign for the town of Lockport
- Directional signs in town of Shelburne to; walking trails, dock street, islands park
- Plaques for local landmarks

WORKING WITH THE TOWN OF SHELBURNE ADDING TO THE CRUISE GOALS

- Partnered with the cruise readiness committee
- Provide funding, guidance and partnership to create the ultimate lobster experience. This will be held at the sandy point light house community center
- Event will be sold either directly to the cruise lines (Ponant) and to tour operators were appropriate
- The event will allow those participant to hear what it is like to be a lobster fisherman, try their hands at banding, find out about lobster traps, tie some rope, how to cook and crack a lobster and of course enjoying the lobster tasting.

WALK TOUR APP

- We will be working with councils to develop an app that will take locals, and tourists through tours of our towns.
- We have sourced a white label partner that will enable us to develop ongoing unlimited numbers of tours that have the capacity to handle highlights, pop up offers triggered by location and is totally customized to our needs. The tours can also support images, description, voice and video.
- New hire through Roseway River Cottages under the direction of Daniel to support APP, youth programs and others. This will be set up as a contract.

SUMMARY SLIDE AND NEEDS

TOTAL INVESTMENT \$115,000

- Municipality of Shelburne – 103 signage and partnering with the new expansions with the economic development plans.
- Town of Lockeport – July 1 was not possible we did provide some advertising money's, **new sign**, app tour of the Lockeport loop and other
- Town of Shelburne – in town signage, events additions, app tours, cruises