

GMIT PROJECTS AND PROGRAMS



The Grand Manan Experience

Ticket to Fun Program

Historic Buildings

Website Development

Map

Professional Development & Promotion

Meetings

Cruise Ships

Festivals and Events

2022 Island Fest Show and Shine

Building the Shoulder Season

The Grand Manan Experience - Discover Main Street

The Grand Manan Island Experience program will host a wide range of benefits for our community, our visitors and our tourism partners, while promoting the main street businesses of our island. With this program, our visitors will finally, after the pause of the pandemic, be able to reconnect and experience a fully immersive vacation; where they will meaningfully engage with community members and local main street businesses, visiting store fronts and purchasing products made locally.

Ticket to Fun Program

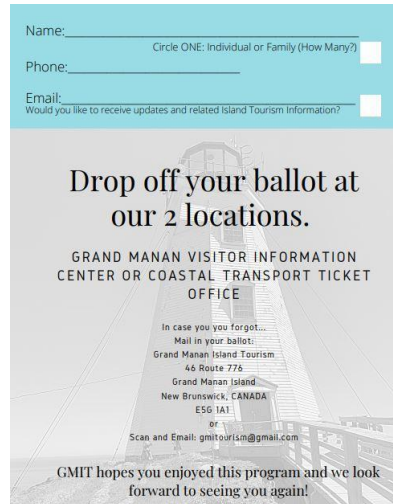
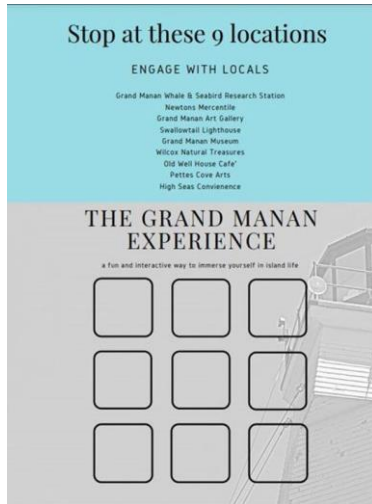
Grand Manan Island Tourism is hosting a program to engage travellers while they are visiting Grand Manan. The aim is to have people visit landmarks, cultural sites and service establishments to initiate a positive and engaging experience between locals and the visitors to our island. Island hospitality has long been one of our best assets; people who travel here have always spoken highly of our unique culture and friendliness.

GMIT looks forward to creating more meaningful connections between islanders and visitors.

Grand Manan Island Tourism has created this program to engage travellers while they are visiting Grand Manan Island. GMIT is exploring the niche of experiential tourism, which brings visitors to a location and engages them with experiences that are memorable and thought-provoking. Beginning this summer season of 2022, GMIT is rolling out a Ticket-to-Fun program called The Grand Manan Island Experience. Guests will arrive at the Visitor Information Centre (VIC) and pick up an adventure pass. The pass has 9 squares, like a BINGO card and is meant to entice travellers to visit various locations throughout the island. These squares will include places such as cultural sites, landmarks, food & beverage and downtown/main street retail locations. Once the card has been completed the guest is encouraged to drop it off in one of the two ballot boxes located at the VIC and at the Coastal Transport ticket office. At the close of the season we will draw a ticket for a prize package, including gifts and donations from various island businesses. The winner will, ultimately, earn a fully inclusive "Grand Manan Island Experience" - accommodation, ferry passes, gas card and gift certificates for participating businesses. The information gathered on the submitted ballot will

assist in tracking purposes to gain an understanding of our visitor demographic, and in turn, aid in our development of target-specific marketing moving forward.

Ticket to Fun continued



Historic Buildings

Many of the island businesses in our shopping area are historic buildings with endless stories to tell. We feel if funding was possible, it would be an important island element to showcase the history of these buildings with either plaques or interpretive displays outside, or on the facade.

Website Development

Grand Manan Island Tourism is in the creation stage of our official Grand Manan tourism website. We have been developing strategies to promote businesses on this platform. Our website will promote on the main page a variety of food and beverage, accommodation and retail locations. These listed “featured businesses” will be rotated on a weekly basis.

We have created a full island directory on our website with very detailed information, that will aid consumers and locals in their search for goods and services.

Grand Manan Island Tourism would like to hire a web designer to aid in the design and functionality of our website¹. We have plans of creating a community calendar with links to open accommodations, as well as events and festivals and markets all happening throughout the year. Having a real-time calendar with updated information would be hugely beneficial.

GMIT has been asked by our charter air service, Atlantic Charters Inc. to add the option of all-inclusive Grand Manan Packages.

Many other tourism and resort areas have this type of section on their web pages and we feel it is an important addition to gain a demographic of traveller we may not necessarily see on the island, as this would tie in with a more expensive chartered air service, from larger metropolitan areas outside of New Brunswick. Essentially bringing them into the province to spend in the local economies.

Map

The Grand Manan Experience will be advertised on a large section of the map we have updated and will publish. The tourism board GMIT, will purchase the rights of the original document from the curator. We will aim to print enough copies to distribute throughout New Brunswick, Coastal Maine and surrounding provinces. This will promote New Brunswick and its “Island Gem”, Grand Manan. We know that publications like this will aid in travel to the downtowns and main street areas of local New Brunswick Towns while on their travel in and throughout the province.

Professional Development & Promotion

As the official tourism board representing Grand Manan Island we will participate in all the tourism conferences and meetings available to us. We are a vibrant professional group who find great value in such events , not only for us to network and gain knowledge, but to also passionately showcase our beautiful island and its many unique qualities. We have such an array of tourism sectors, there is truly something interesting for every traveller to experience. By attending such events we can partner with economic developers and tourism partners to bring more goods and services to the island.

¹ <https://ca.godaddy.com/blog/how-much-does-it-cost-to-build-a-website-in-canada/>

Meetings

GMIT meets every week and offers an open invitation to our meetings on the first Thursday of every month. We are able to do this in person, now that the pandemic has lessened, but some attendees prefer to tune in virtually. We have secured a business ZOOM subscription to be able to offer this opportunity. Our in-person meetings are usually catered with light snacks and beverages. Every September we hold our Annual General Meeting which is more of an elaborate event which requires in-depth planning, full catering and use of a larger public space. At these meetings we provide complimentary publications, and offer assistance to our business partners who seek advice or need help promoting.

During the tourist season of 2022 we plan to capture the essence of The Grand Manan Island Experience by producing video advertising, we have drone footage and vlogging camera equipment, we have actors and a general screenplay to use as a guide for our promotional videos. An example of a scene would be that, we follow a young couple on their vacation and they stop in at the Historic Building, taking time to stop and read the informative plaque on the facade, they open the door to the beautiful and brightly decorated - Newton's Mercantile and Cafe. The camera will scan over the huge variety of locally made products, and then over the display cases of delectable, then on to the couple again enjoying their coffees. The next showcased downtown business may have a similar scene but with a different demographic of person(s) and slightly different content. This way it will encompass the variety of businesses along our main streets and will engage a wider variety of viewers. Coastal Transport has TV's in the locations of their tourism information displays, we feel these need to be used to benefit local businesses by advertising their goods and services. Our promotional videos will directly engage the viewer with relatable images and general tourism information, especially for the showcased main street businesses.

Cruise Ships

We have 4 scheduled cruise ships coming this season. GMIT would like to send a representative to each mooring to welcome them to Grand Manan Island! We would offer our informative brochure and map to be able to guide them to the main street businesses so they may take part in purchasing local items and visiting these businesses while on their bus tour of the island. We can offer pull up displays and interactive guides to assist in their inquiries about our island and its main tourism areas.

FESTIVALS & EVENTS

GMIT would like to partner and work in collaboration with the following festivals and events:

Back Yard Music Festival - For 5 consecutive years before the pandemic, Graydon Brown of Backyard Music has been hosting music events with a free afternoon BBQ all in order to bring the community together. His events have always promoted musical talent from around New Brunswick. During the pandemic, numbers for many events and festivals have decreased or have ceased to exist.

We hope to bring back, Back Yard Music Festival in full force. Graydon has booked two venues, the first on July 2nd in Dark Harbour, Grand Manan which will be an all day family event. Beginning at noon with Free BBQ. Washer tournaments and Horseshoe competitions will be held throughout the afternoon. The Main event will begin at 6pm with a number of bands playing throughout the evening. Isla Cocina will provide food and non-alcoholic beverage services to Graydon's Food Trailer with a staff of 4 people.

The second Festival is taking place during the weekend of July 29th & 30th Both days have family activities lined up and musical acts playing throughout both the days. The evening shows are booked with well known, well promoted bands. Isla Cocina will provide food services for these events as well, staffing 4 people for both days.

Backyard Music will rent additional sound and lights equipment, because the larger more popular bands require larger systems. This year Backyard Music plans to rent a large event tent, because our Island's weather is always unpredictable, this would ensure that people would stay longer and enjoy the event even despite the weather.

2022 Island Fest Show and Shine

New for this year our Island is hosting an exciting festival named Island Fest, this event is directed by our Arts and Culture committee. They are looking for participants and enthusiasts to offer ideas of events to take place during the festival. The idea is to have a show and shine, with a variety of categories, ranging from cars, unique cars and trucks, classic cars and classes of motorcycles. There will be a sufficient gathering prior to the parade to ensure the judges have time to rate the participants' entries. The idea is that the show will commence at the time the parade will start, this way it will engage the community with a longer, more interesting and fun parade. We would like to offer prizes for different classes in each category as well as prizes for most unique parade floats.

Building the Shoulder Season

One of the primary concerns brought to our tourism group has always been how to build our shoulder seasons on the island. In a first effort to bridge the gap between Grand Manan's two primary economies, fisheries, and tourism, we would like to propose the 1st Annual Lobster Fest!

Lobster fishing remains a dangerous occupation and will arguably grow more so in the years to come.² Each year at the beginning of the Lobster season we gather at the wharves to watch our friends and family cast off on Setting Day wishing them all a safe and prosperous season. It is quite the event in itself; full of hopes and fears, love and excitement.

We would like to build upon, and honour, that excitement inviting visitors to enjoy this local tradition and to support our fishing families at the same time.

Lobster Fest will begin on the Sunday before Setting Day (the second Tuesday in November) with the Lobster Fun Run, a 1km walk/run event wearing inflatable lobster costumes. We would request funding for the initial purchase of ten costumes that would be available to participants to rent/borrow that didn't have their own.³

² Reid-Musson, E., Neis, B. & Finnis, J. Fishing safety and timed openings in Atlantic Canada's lobster fisheries: the mediating role of local management systems. *Maritime Studies* (2022). <https://doi.org/10.1007/s40152-021-00256-9>

³ <https://bigamart.com/product/morph-inflatable-giant-lobster-costume-for-adults/>

The Monday evening before Setting Day we would hold the Down Day Dinner, the idea being to send our fishers out with a warm and comforting meal that will help bring people together and set the tone for the big morning. Down Day would also include an after school timed program where visitors, and families can participate in events to help entertain and educate tourists on the many skills needed to fish lobster in the Bay of Fundy!

Tuesday morning will see Banners at each wharf (North Head, Ingalls Head, and Seal Cove) where the boats take off, and coffee, tea, and hot chocolate will be available. After take off, everyone would be invited to a Pancake Breakfast to celebrate a safe and successful launch.

Please see here just a couple of examples of the excitement of Setting Day:

<https://www.facebook.com/anasphotovideo/videos/400641127818554/>

<https://www.youtube.com/watch?v=6gtu0lJyoLQ>