

CEDEC

Community Revitalization Example

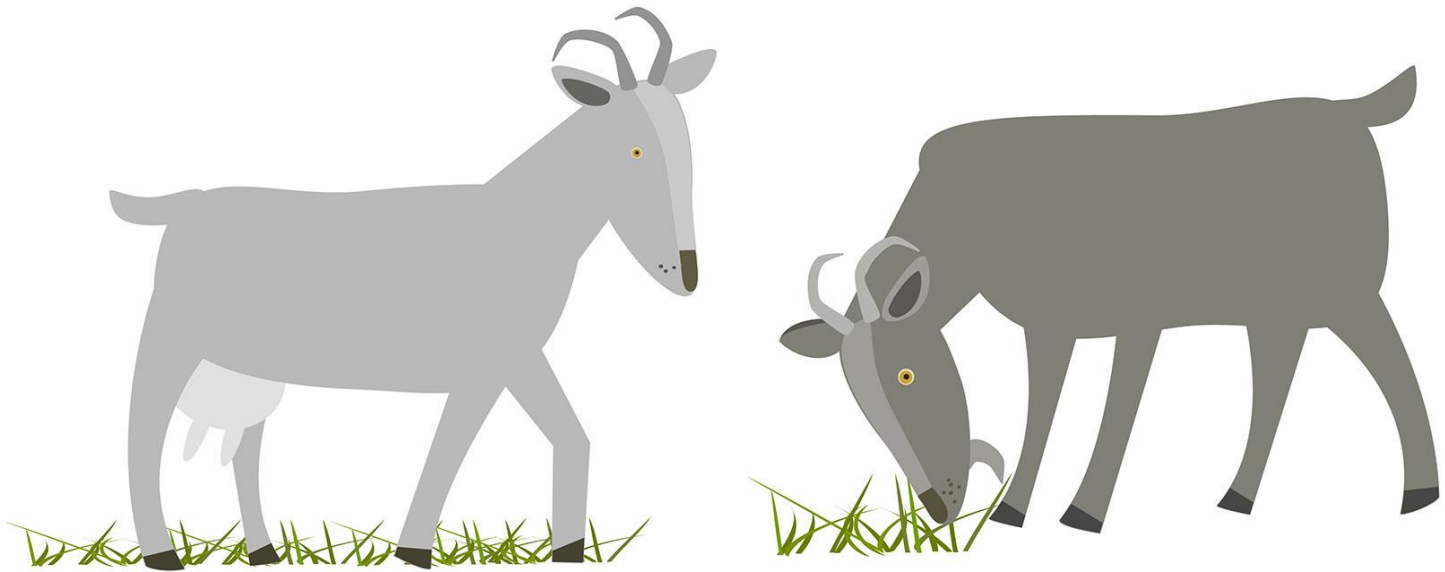
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How can building a **goat shelter** bring revenues of **nearly \$1 million a year** to a community of 338?





Shigawake, Quebec

Population: 338

Industry: Farming and fishing

Fairground opened in 1909

Shigawake Music Festival: held in the 2nd weekend of August since 2009



Shigawake - Community Center
March 24th, 2011, 5pm to 7pm

New Carlisle - Optimist Chalet
April 7th, 2011, 5pm to 7pm

Hopetown - Old School
March 31st, 2011, 5pm to 7pm

Cascapedia/St Jules
Cascapedia River Museum
April 14th, 2011, 5pm to 7pm

WHAT DO YOUTH THINK?

Photo by: Emily Cairney

Anyone 18 and older are invited to come out and share your ideas about DEVELOPMENT in your community, your region, your Baie-des-Chaleurs.

ANY IDEA IS A GOOD IDEA!
Cost = \$0 Snacks and beverages served.
Questions? Tell us you're attending. Email: david@cldbonaventure.com

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What do YOU think?

2011: Revitalization project

- The need to mobilize
- A lack of investment
- Managing what was out-of-the-box consultation

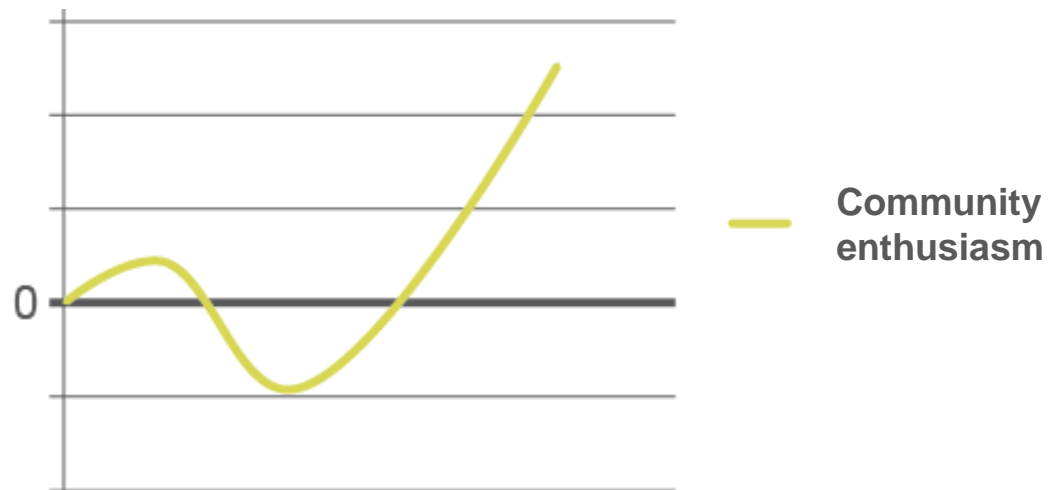


4 community consultations:

- 5 à 7
- Small presentation with lots of networking and socializing
- Meet and greet
- Relaxed formula, with music and food



Community enthusiasm over time



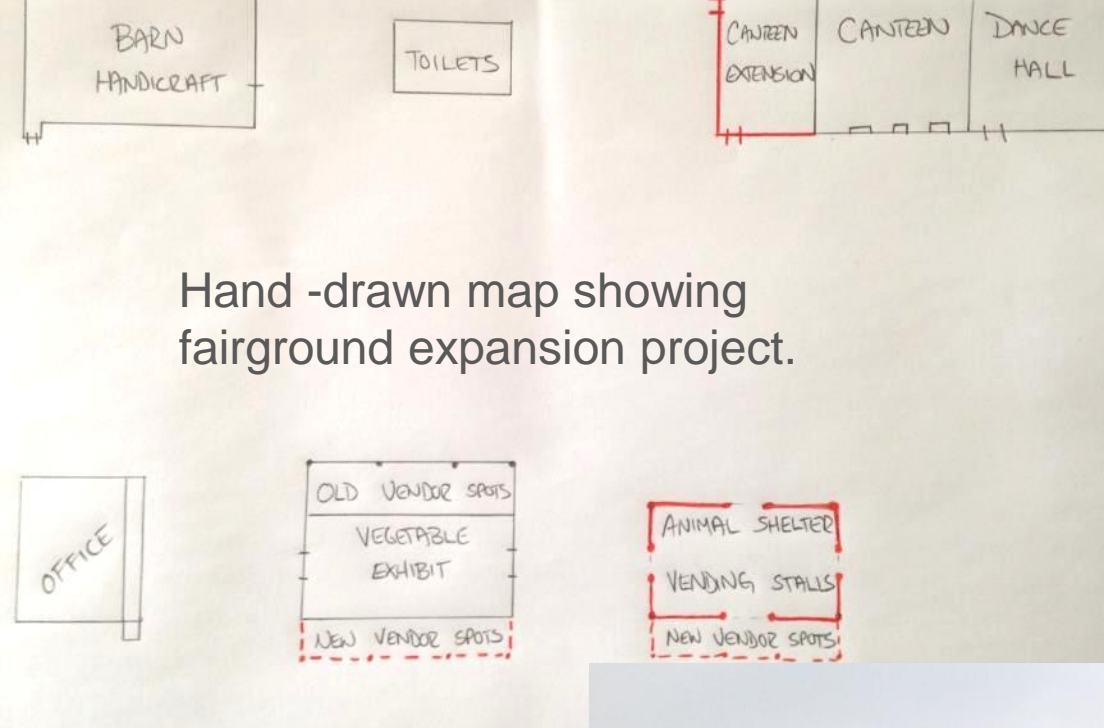
**Gather volunteers
according to their interests**

**Insert ideas into template
for development**



Shigawake:

- Zoning projects
- Municipal infrastructures
- Potential tourism development
- Family projects
- Seniors projects
- Sports and leisure collaboration projects (with neighbouring municipalities)
- Fairground improvements



Hand -drawn map showing fairground expansion project.

Development Committee introduced the Agricultural Society to the MRC.

Plans were made for an animal shelter and an upgrade to a canteen.

Animal shelters aren't very economical.

Are they?





Part of the plan was to introduce agricultural vendors back to the site during the fair.

Agricultural vendors would be using the animal shelter as vending booths during other days of the year.

After the renovation project was completed, the Agricultural Society used the grounds to host the first Local Products Festival. Two parts:

Beer and cheese night

- Art exhibit
- Local microbrew
- 6 local cheeses

Market day

- 36 vendors
- 1000+ visitors
- \$2,000 in revenues to the Agricultural Society



Agricultural Fair and Festival

New dance floor
full!



Line-ups at
the new
canteen!

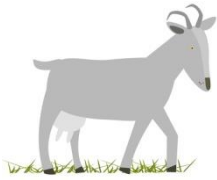


Local products
for sale at the
animal shelter!



... and of course:
happy goats!
(Note: no vendors
on goat day for fear
of goats eating
product through the
fence!)





**Goat
shelter**

**Local
Products
Festival**

Local spinoffs



Finding based on the first Festival: public markets have considerable potential... An event combining testimonials, workshops and discussions is organized, bringing together farmers, people who would like to be, etc. Various subjects are discussed: The shortage of manpower, regulations on selling, how do I become a farmer?, etc.

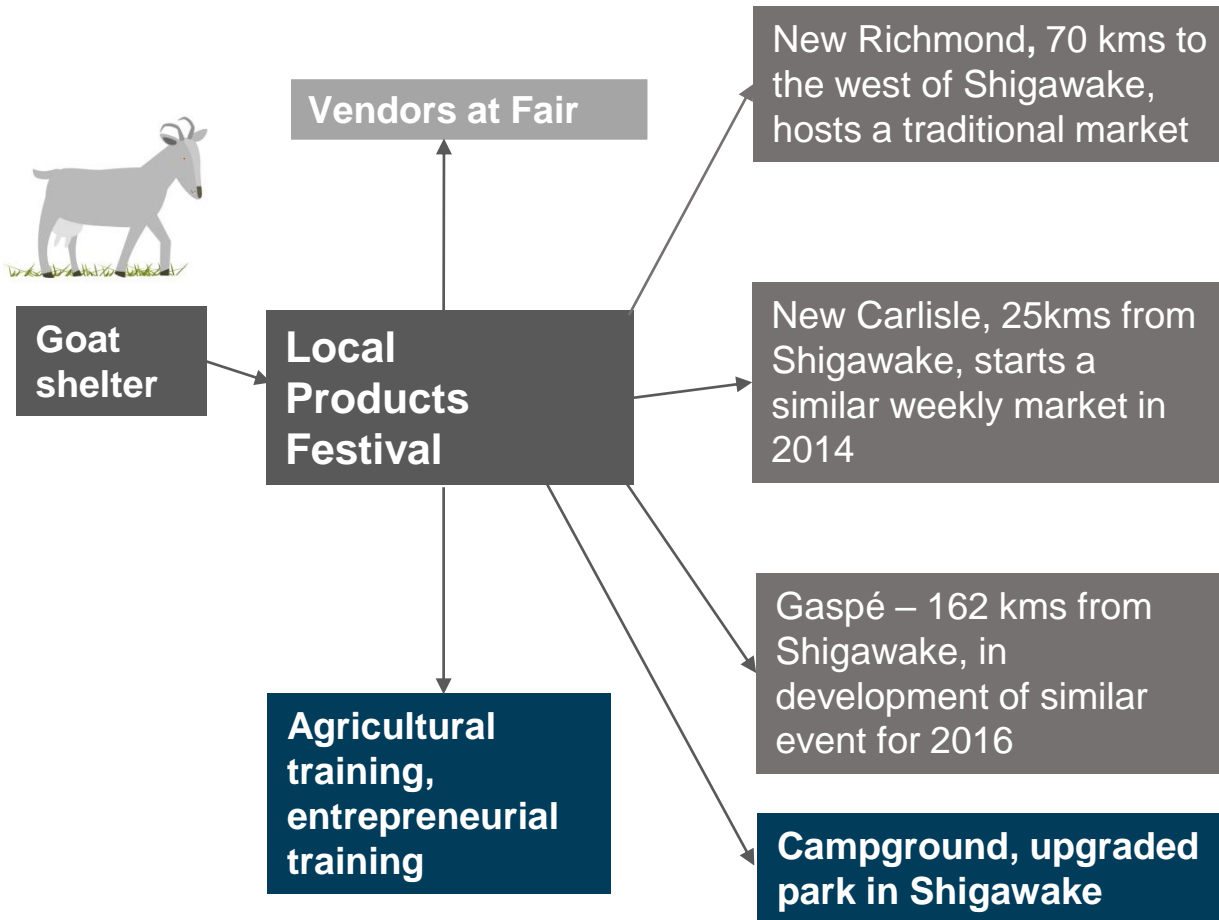


So with the increasing popularity of the Fair, and the events associated with the Fairgrounds, the tourism committee from the Revitalization process picked a central location to develop a campground:

- New restrooms and showers
- New family equipment
- Park walk path
- Cleared away campsites
- Log cabin kitchen upgrade



Regional spinoffs



Shigawake population (don't forget) = 338



Shigawake Fair and Music Festival averages from 2013 to 2015

- 30-40 vendors
- Over 30 musicians (over \$25,000 paid out to musicians)
- Nearly \$7,000 paid out in prize money
- Nearly \$10,000 paid out to local workers
- Over \$10,000 made by the Agricultural Society
- Over \$50,000 spent at local businesses by the Agricultural Society
- More than 6,000 visitors to the site over four days

Total event revenues : \$87,000

An approximate **\$500,000 - \$900,000** spent by spectators within the community over these four days: hotels, offsite sales, restaurants, etc.

In 2014, the Agricultural Society decided on more upgrades to the sites :

- Grandstand
- Information booths and vendor kiosks
- Ticket booths
- New bathrooms
- Upgrade to canteen (to cut down on line-ups)
- Elevator to handicrafts
- New windows upstairs
- New small grandstands at gymkhana ring
- Musicians lounge off dancehall

Without government help, the Agricultural Society used its own profits to build the grandstand.



At the end of 2014, the Agricultural Society hired:

Part time secretary - year

Full time coordinator – 9 weeks

Part time coordinator - year

For 2016, 2 additional student jobs are confirmed.

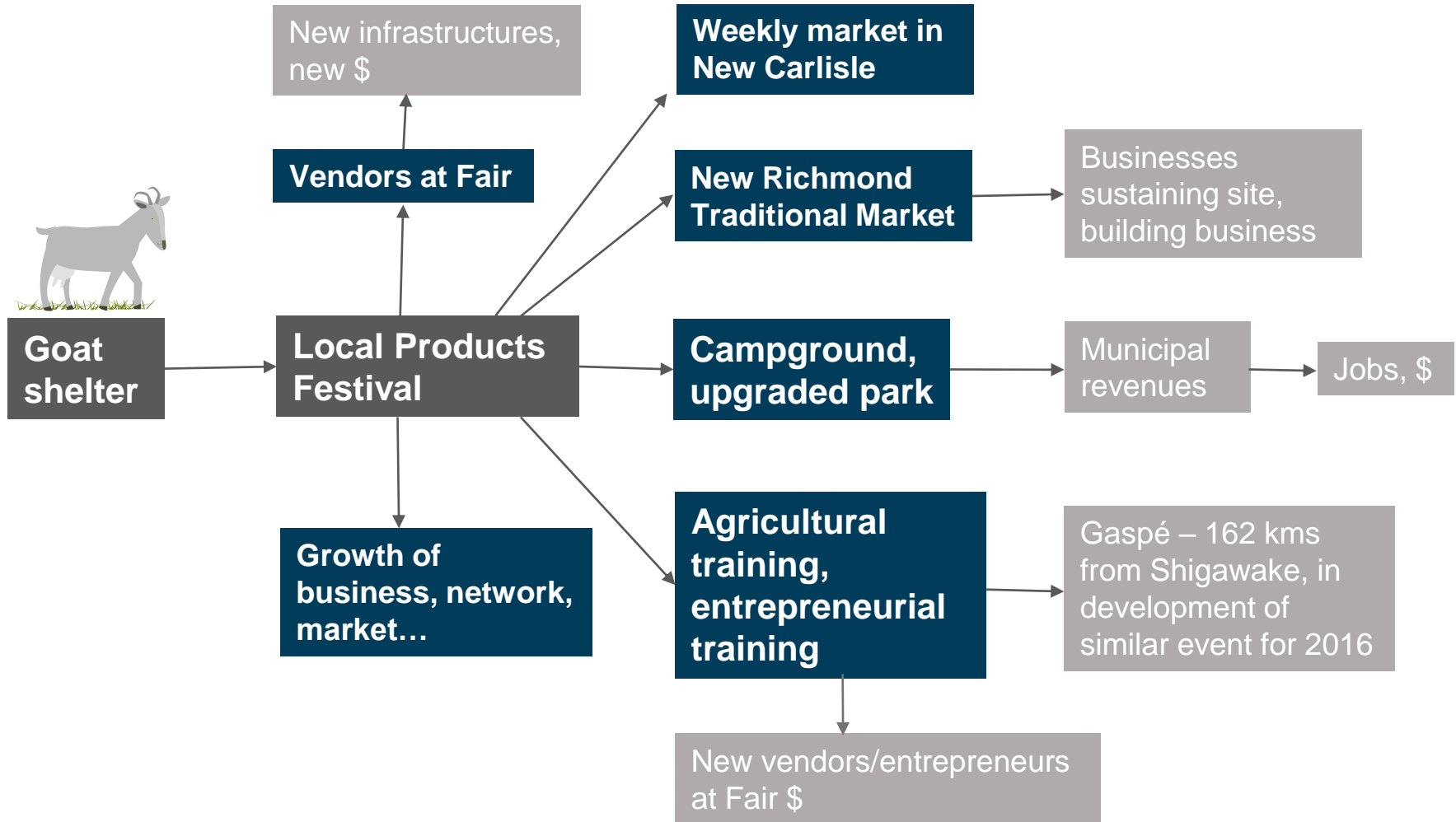


In 2016, the Agricultural Society has been approved for funding from the RCM, the Caisse Desjardins, and the municipality to upgrade the canteen, build a musicians lounge, and build wheelchair-accessible bathrooms.

Project value: \$37,000

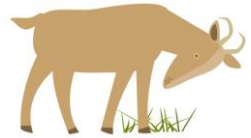



So, what does all this mean?



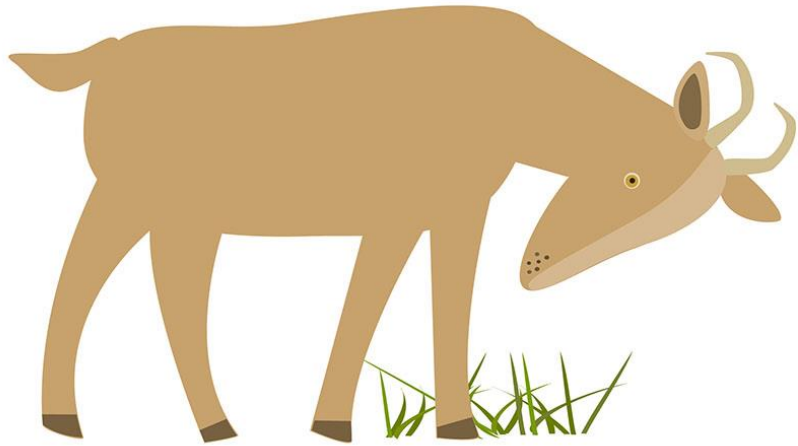


What about the other 5 municipalities of the RCM which also had a revitalization plan?



2010 - present	RCM of Bonaventure
Number of community plans developed	6
Number of projects identified	289 
Required investments outlined in economic plans	Over \$8 million
Investments realized in 2015-2016	\$841,404
Total investments realized	Nearly \$2.8 million





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