

Comprehensive Tourism Plan final report



Town of
Logy Bay
Middle Cove
Outer Cove



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1.0 EXECUTIVE SUMMARY

The Town of Logy Bay-Middle Cove-Outer Cove will expand its economic base through the enhancement of its significant tourism resources and provide opportunities for sustainable new developments.

Over time, the town will develop as a total visitor destination, providing quality experiences while respecting and maintaining the community's natural and cultural values.

The above vision statement, developed as part of the Comprehensive Tourism Plan, encapsulates the goals and underlying conscience of the plan.

The Town of Logy Bay - Middle Cove - Outer Cove is likely one of the region's greatest untapped tourism resources. Its rich cultural, natural and heritage resources coupled with its proximity to the province's capital city place the town in an ideal position to further develop tourism initiatives. The town council has taken an active role in recognizing the town's potential and has taken measures to manage growth, while maintaining the valued rural and scenic quality of the town.



The town has a wide range of natural, cultural and heritage resources.

Project Assignment and Background

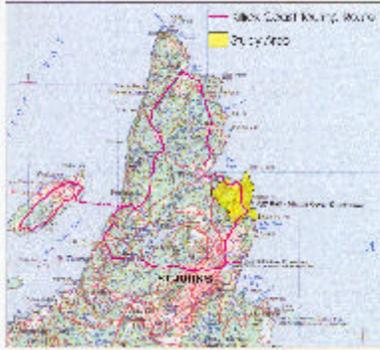
In December 2002, Tract Consulting Inc. was commissioned by the Town of Logy Bay - Middle Cove - Outer Cove and its development committee to devise a comprehensive tourism plan for the community. The assignment included inventory and assessment of tourism assets, identification and feasibility of development opportunities, conceptual infrastructure designs, assessment of economic impacts, and an implementation strategy framework. The aims of the plan are to:

- Meet the demands of current and increasing numbers of visitors
- Support development opportunities
- Protect resources
- Generate discussion

- Establish priorities
- Assist with funding applications

Context and Setting

The Town of Logy Bay - Middle Cove - Outer Cove is uniquely situated along the newly established Killick Coast touring route and within the concentration of tourism resources and services found on the northeast finger of the Avalon Peninsula. While approximately 85% of visitors to the province come to this region, more work needs to be done to promote tourist travel and initiate new quality tourism developments and supporting services.



The town is strategically situated next to the capital city and along the Killick Coast touring route.

Land use within the town is primarily a mix of residential and agricultural. The town's municipal plan places emphasis on maintaining the rural and scenic setting of the community while managing growth in residential development. Several parcels of agricultural land are protected by the province.

Planning Process

An inventory and assessment of tourism resources, together with public consultations and a SWOT analysis provided the basis for the formulation of a concept plan and recommendations for tourism initiatives.

The inventory information was mapped on a Tourism Asset Inventory Plan and included the identification of existing attraction sites and areas, town services, agricultural buildings, viewing areas, walking trails, and vehicle entry points. The inventory plan provided a forum for public consultation and a basis for formulating components of the concept plan.



Middle Cove Beach is one of the town's well known attractions.

The planning process for the Comprehensive Tourism Plan included extensive consultation with the development committee, townspeople, key stakeholders, and government representatives. A central conclusion of this process was the need to find a way to draw together the many recognized tourism related resources of the town including, for example, the "Festival

of Friends”, the Ocean Sciences Centre, and agricultural theme activities. Also identified was the requirement for new tourism services such as parking, washrooms and shopping opportunities.

Key Initiatives

The concept plan developed for the town is composed of a series of key initiatives that are intended to support increased tourism activities and development and encourage private sector investment over the long term. The key initiatives described in the plan consist of recommendations and conceptual designs categorized as follows:

Initiative 1: Site Enhancements- Upgrading and provision of new visitor amenities at Middle Cove Beach and two nearby roadside rest areas.

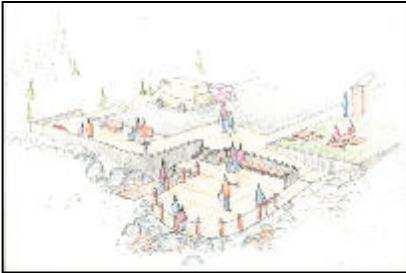
Initiative 2: Proposed Attraction Areas- the construction of an events/interpretation area at Outer Cove; the possible installation of a small marina development at Outer Cove; trail development, rest areas and interpretation at Red Cliff; tourism services at Ship Cove Point; and town support for the construction of the proposed Cold Ocean Aquarium.

Initiative 3: Wayfinding System- a system of four wayfinding elements to improve entry and directional signage within the town to consist of: gateway signs, information kiosks, directional attraction signs, and interpretation signs.

Initiative 4: Greenway System- a comprehensive trail system consisting of the East Coast Trail, equestrian trails, and community trails will provide access to spectacular scenery and links with tourism attractions throughout the town.

Initiative 5: Town Centre- landscape enhancements around the town hall and the Justina Centre will provide a sense of “place” and identity for Logy Bay - Middle Cove - Outer Cove.

Initiative 6: Agricultural Initiative- agri-tourism development could include agricultural fairs and festivals, Newfoundland Pony/heritage animal exhibits, petting farm, and farm markets and tours.



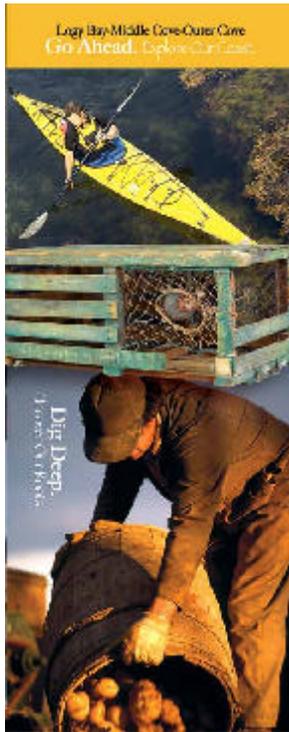
Middle Cove Beach enhancement



Outer Cove Beach events/interpretation area



Information signage



Brochure expresses the diversity of the town's resources.

Media and Marketing

The varied tourism resources of the town should be enhanced and linked through a promotional campaign to build awareness of Logy Bay - Middle Cove - Outer Cove as a tourist destination. A proposed conceptual framework packages these resources around inter-related themes. A proposed media strategy includes upgrading/reprofile of the community museum, interpretive signage, public programming, and special events. Recommendations for promotion include poster production, development of a web site, and print advertising. Included in the plan was the development of a full colour promotional brochure highlighting key town attractions.

Implementation

It is estimated that approximately \$3.2 million will be needed to implement the Comprehensive Tourism Plan over the next 5 to 10 years. The project has been divided into four phases and order-of-magnitude cost estimates for each component have been laid out. Detailed design of components, program development, and in some cases, additional feasibility study will be required prior to implementation. This work should be carried out by qualified professionals.

While it is anticipated that the majority of the funding required to implement this plan will be sought from Human Resources Development Canada (HRDC) and the Atlantic Canada Opportunities Agency (ACOA), every effort must be made to look at funding opportunities beyond these traditional sources. Opportunities to partner with various levels of government, non-profit groups and the business community should be explored.

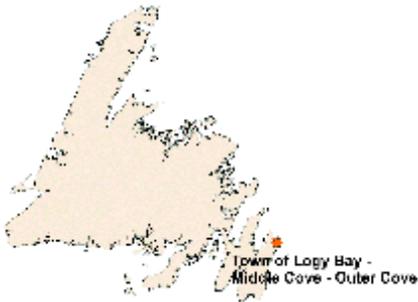
A management structure for the implementation of the plan recommends that the development committee become an incorporated body answerable to the town council and made up of representatives from various town organizations. A projects coordinator, hired by the development committee

on a full-time basis, would oversee funding applications, construction management, and events programming, promotion and coordination.

Conclusion

This Comprehensive Tourism Plan provides a solid foundation for the development of tourism initiatives for the Town of Logy Bay - Middle Cove - Outer Cove. It offers a sensitive, balanced approach to growth, and presents a method of enhancing, building upon, and linking the town's many resources to achieve lasting economic and community benefits.

2.0 INTRODUCTION



The Town of Logy Bay - Middle Cove - Outer Cove is likely one of the region's greatest untapped tourism resources. It is a community endowed with rich cultural and natural resources. Chief among these are its breathtaking scenic coastlines and beaches, and unique agricultural land reserves. In addition to its cultural and natural resources, the town shares a border with the province's capital city -- a definite tourism advantage considering the important role this available market can play in a successful tourism initiative.

Originally three separate communities, the towns of Logy Bay, Middle Cove and Outer Cove were amalgamated in 1985. With a population of approximately 1900 citizens, the town council has taken an active role in managing the growth of the community. While managing growth, particularly in the form of new residential development, the council has been able to maintain the valued rural and scenic quality of the town.

Despite these resources and apparent advantages, the town is presented with the same challenge that many Newfoundland communities face when it comes to tourism development: although thousands of tourists visit the community each year, few are spending any money in the town. This is primarily due to the fact that there is little for visitors to spend their money on.



It is possible that the area was used by seasonal fishermen as early as the seventeenth and eighteenth centuries. Permanent settlement did not occur until the early 1800s. Original settlers were attracted to Logy Bay, Middle Cove, and Outer Cove because of the good farm land and easy access to the fishing grounds.

In 2000, the town council established an *ad hoc* development committee to spearhead tourism efforts within the community and coordinate with other initiatives in the region. The committee represents the town on regional tourism initiatives undertaken by the Capital Coast Development Alliance, the economic development board for the region. However, the committee recognised that the town's resources were numerous and significant enough to create its own tourism product and launched the development of this plan. Currently their primary mission is to:

- develop and enhance the town's economic and social well being;
- pursue tourism opportunities; and,
- develop promotional initiatives for the town.

3.0 PROJECT ASSIGNMENT AND BACKGROUND

In December 2002, Tract Consulting Inc. was commissioned by the Town of Logy Bay - Middle Cove - Outer Cove and the development committee to develop a comprehensive tourism plan for the community. The assignment included inventory and assessment of tourism assets, identification and feasibility of development opportunities, conceptual infrastructure designs, assessment of economic impacts, and an implementation strategy framework.

Consultation with the public and the development committee played a prominent role throughout the development of this plan. Public workshops, meetings with key stakeholders and individual community members were held in February through April, providing guidance and ensuring community support for the initiatives. The Comprehensive Tourism Plan was completed in May of 2003, concluding the scope of work as outlined in the terms of reference and Tract Consulting's proposal to undertake the work.

This Comprehensive Tourism Plan establishes a framework for the future enhancement and development of Logy Bay - Middle Cove - Outer Cove's resources. Specifically, the aims of the plan are to:

Meet the demands of current and increasing numbers of visitors.

Many travellers now visit the community, but the existing tourism infrastructure is limited. With the increasing interest in tourism development in the province, implementation of new facilities will be necessary to meet the demands of current and increasing numbers of visitors.

Support development opportunities. The installation of plan components are intended to increase the momentum of tourism activity in the Town. It is intended that this increased activity will encourage and support entrepreneurial interest and investment in the community.

Protect resources. The natural and cultural resources within Logy Bay - Middle Cove - Outer Cove are its prime assets and must be protected in the course of development.

Generate discussion. The plan should be used as a tool to generate ongoing discussion in regard to tourism and economic development in the town.

Establish priorities. The numerous initiatives described in the plan will attain varying degrees of community support and require different degrees of effort. Through consultation, the plan establishes a phased implementation schedule.

Assist with funding applications. Generally, funding agencies wish to see the construction of high quality attractions that follow from a well considered plan. This plan should accompany any funding applications.

This Comprehensive Tourism Plan should not be viewed as a static document; as components of the plan are implemented and funding opportunities or entrepreneurial interests arise, priorities may change. Therefore, the committee must be prepared to continually revise their development and management goals to seize opportunities and address new issues as they arise.

4.0 CONTEXT AND SETTING

Planning for successful tourism development projects demands that any initiatives reflect the unique qualities of the local setting: this may be in terms of topography, land use, cultural influences, architecture or a mixture of these and other factors. An understanding and appreciation of existing conditions is necessary prior to moving forward.

4.1 Study Area

The northeast finger of the Avalon Peninsula likely has the greatest concentration of tourism resources and services to be found anywhere in the province. This concentration of services is justified considering that a vast portion of the province's population resides here and upwards of 85% of visitors to the province come to this region. St. John's should be viewed as a hub to disperse resident and non-resident visitors – a key opportunity for Logy Bay - Middle Cove - Outer Cove. Although the tourism trade is well established, more needs to be done to promote tourist travel and prepare for their arrival.



Logy Bay - Middle Cove - Outer Cove is part of the Killick Coast touring route.

In 2002, the report “*Community Tourism Product Development Initiatives and Wayfinding System*” established the Killick Coast touring route within the Capital Coast region. This 104 kilometre route includes the communities of Logy Bay - Middle Cove - Outer Cove, Torbay, Pouch Cove, Bauline, Portugal Cove - St. Philips and Bell Island. The recognition of the Killick Coast in the 2003 Provincial Travel Guide will attract more attention to the region. Figure 1 illustrates the study area's location in context of the Capital Coast region.

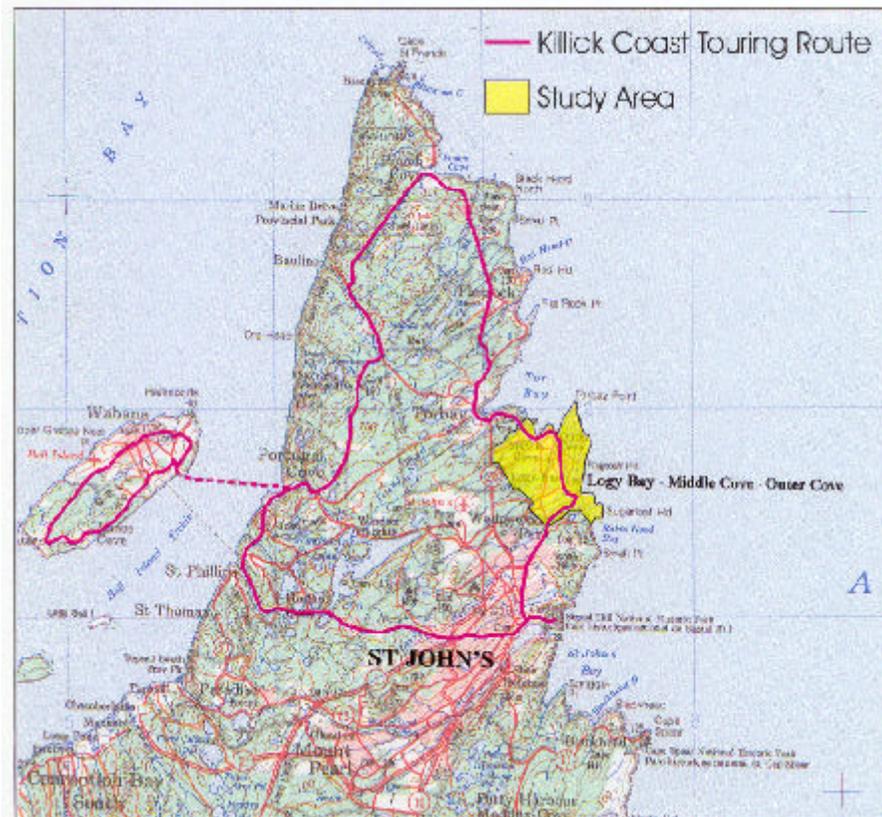


Figure 1: *The community is advantageously located next to the Capital City and along the Killick Coast touring route.*

With the amalgamation of three communities, Logy Bay - Middle Cove - Outer Cove became the newest incorporated community on the peninsula and encompasses a landmass of approximately 17,000 hectares. The community is bound by the City of St. John's to the south, Torbay to the north and the Atlantic Ocean to the east.

4.2 Land Use

The town's municipal plan places considerable emphasis on maintaining the rural and scenic quality within the community while at the same time managing residential development. Several significant parcels of agricultural land within the community are identified and protected by the Department of Rural, Agricultural and Northern Development. Generally, the council has been able to allow development to take place through strict adherence to its policies and development regulations.

The development committee or the town council has no legal obligation to implement any of the initiatives outlined in this plan. In many instances, components of the plan will require the cooperation of private landowners (trail development may involve a variety of landowners), and other government agencies. The initiatives identified within this plan are compatible with the municipal plan's goals.

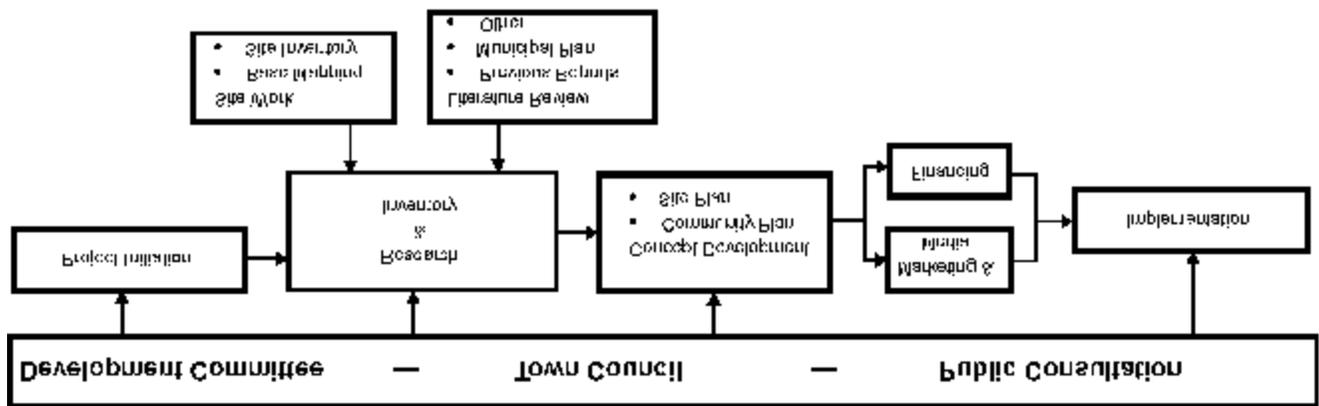
The Town Council has been successful in managing growth and maintaining the community's rural character.



5.0 PLANNING PROCESS

The planning process for the development of the Comprehensive Tourism Plan placed significant emphasis on consultation with the development committee and the public to determine appropriate initiatives to enhance tourism opportunities in the town. Discussions with numerous stakeholders (business owners, development agencies, town representatives, etc.) and comments from a public workshop were incorporated into the plan.

Figure 2, Study Diagram



The consultants followed a series of steps in the development of this plan:

1. **Project Initiation Meeting** between the development committee and the consultants to commence the work.
2. **Research and Inventory.** This phase included two key components. A literature review included an assessment of the 1996 municipal plan, community oriented tourism development literature, reports prepared for the region and a variety of marketing data to define a profile for the community. An **Inventory of the town's tourism assets** identified the quality of existing infrastructure and determined the capability and suitability of future developments based on consultation and perceived need from a market perspective. A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis was conducted for the town's resources.

3. **Concept Development** of facilities, activities and a management structure, based on the inventory and consultation, were presented to the committee for consideration and feedback. An overarching concept plan was developed to geographically define locations and establish linkages between development areas.
4. **Market Profile and Financial Assessment:** Establishing a market profile for the community was done through the assessment of existing market information (regional and provincial sources). The financial assessment focusses on those benefits most directly attributable to this particular development - employment impacts of construction and financial impact from visitors.
5. **Comprehensive Tourism Plan:** Upon a review and consideration of feedback from the public and the development committee, the final plan was prepared.
6. **Consultation.** Consultation was conducted throughout the development of this plan. Stakeholders, the development committee, town representatives and government agencies identified concerns and interests which are reflected in the plan.

5.1 Inventory of Tourism Assets

The objectives of a physical inventory are to identify and compile the available resources and assess development opportunities and challenges. The inventory and assessment, together with public consultations, provide the basis for goal setting and future planning initiatives.

The physical inventory for the creation of the Comprehensive Tourism Plan was based on field reconnaissance by Tract Consulting during the winter and spring of 2003. Considerable information was garnered from consultations and previous studies. Although heavy snow conditions during the winter placed limitations on the quantity and quality of information that could be collected, it is felt that all key opportunities have been identified. In any case, additional detailed surveys and site assessments will be required for the detailed design and construction phase.

This stage of the planning process involved the completion of a tourism asset inventory. During this step, resources in the study area were identified and mapped. The process provided a geographical framework for planning and facilitated an assessment of the resources based on accessibility and development potential. The cultural, natural and heritage significance of each resource and its interpretive potential were also considered. Results of the physical inventory are illustrated on the Tourism Asset Inventory Plan, page 5.4.

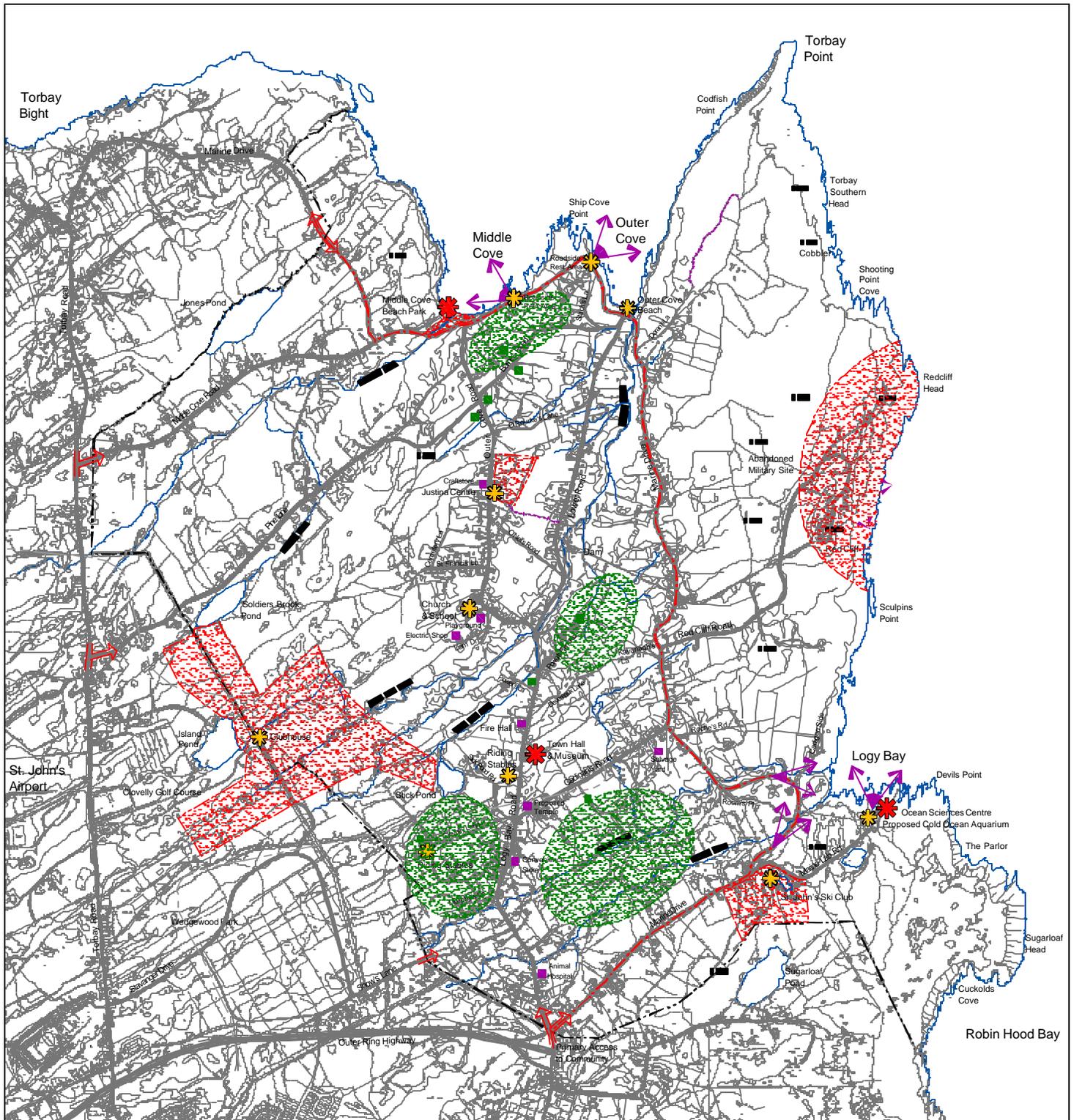
5.2 Public Consultation



Public Consultation played an important role in the planning process.

Public input was encouraged throughout this process. Public consultation was directed through the development committee and included a public workshop and presentation. As well, the consultants sought out key stakeholders for one-on-one discussions. The following conclusions can be drawn from the consultation process:

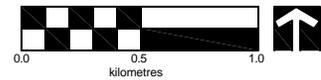
- Logy Bay - Middle Cove - Outer Cove encompasses a diverse and complex mix of cultural, natural, and heritage sources. Many people expressed a “we’ve got it all” sentiment about the community. While these resources provide a strong basis from which to build a viable tourism product, their seemingly divergent nature (agriculture and coastlines) necessitates an approach to draw the elements together.
- Agricultural activity has been an essential thread in the fabric of the community. And even though the many traditional farming areas are declining, new related uses have emerged. For example, the community plays host to at least three riding stables, and more are planned. The notion of tourism development with an agricultural theme was suggested and supported by many of those participating in the consultations.



Legend

-  Municipal Boundary (approx.)
-  Existing Attraction (Primary) - established attractions that are drawing a significant number of visitors.
-  Existing Attraction (Secondary) - established attractions used occasionally or seasonally.
-  Attraction Area - large land base associated with a community attraction.
-  Agricultural Area - general locations of predominantly agricultural land use.
-  Services - existing stores and businesses which might support tourism development.
-  Agricultural Buildings - traditional agricultural architecture that might support tourism development.
-  Viewing Area - existing roadside viewing areas.
-  Vehicle Entry Points
-  Killick Coast Scenic Route - as defined by the 2003 Travel Guide.
-  Existing Walking Trails - those recognized as public routes.

Town of
Logy Bay-Middle Cove-Outer Cove
Comprehensive Tourism Plan
Tourism Asset Inventory



TRACT CONSULTING INC.



April, 2003



Maintaining the scenic quality of the community is a priority.



The Ocean Sciences Centre and the development of the Cold Ocean Aquarium can become an anchor attraction for the Province.

- Although the reputation of the community’s scenic coastline is well established and well visited, there are few opportunities for visitors to explore beyond the Killick Coast. There is minimal tourism infrastructure anywhere in the town. And even though Logy Bay - Middle Cove - Outer Cove is a community that presently is on a sound economic footing, many felt that investment in tourism infrastructure should be of a manageable scale. The town must have the resources to commit to long term maintenance of any initiative it takes on.
- Market and audience research indicates that future development will be subject to the demands of an increasingly sophisticated audience motivated by a range of interests and prior experiences. These visitors will be seeking unique, site specific experiences combined with opportunities to view “the real thing”. This audience travels as a family and are looking for value. A more detailed discussion of market research is provided in Section 8.0 *Media & Marketing*.
- Visitors will require and expect basic on-site services, such as parking and washrooms. In addition, an increasing number of visitors view shopping as an important part of their tourism experience. The lack of washrooms, restaurants and shops was identified as a reoccurring need during the consultations.
- Logy Bay -Middle Cove - Outer Cove currently hosts a very successful “Festival of Friends”. The public was generally supportive of increasing the scheduled events and activities within the town. Working with existing resources, such as the Ocean Sciences Centre and the artists’ community, were suggested.

5.3 SWOT Analysis

A Strengths, Weaknesses, Opportunities and Threats analysis (Figure 3) provides insight at a point in time - like a snapshot. Also like a snapshot, it can provide a different picture depending upon what is the focus of the analysis. For the Comprehensive Tourism Plan, the analysis broadly considered the town's tourism resources and points raised through consultation.

The analysis considers the town's strengths which can be built upon; weaknesses which should be overcome or avoided; opportunities which are essentially potential developments that are promising; and threats that show what needs to be monitored or controlled. The SWOT analysis shows that the strengths and opportunities outweigh the weakness and threats. The initiatives described in the following sections attempt to build upon the area's strengths and opportunities and suggest a means to mitigate against its weaknesses and threats.

Figure 3, SWOT Analysis

Strengths

- . Scenic landscape/coastline
- . Unique natural and agricultural resources
- . History / Museum / Rowing
- . Proximity to City / Audience
- . Transportation routes
- . Town is financially stable
- . Successful Festival

Weakness

- . No strong identity of place
- . Lack of tourism-based businesses / services
- . Limited awareness of Town's current attractions
- . Lack of proponents / youth
- . Lack of signage

Opportunities

- . Potential growth
- . Large audience
- . Entrepreneurial interest in area
- . Cold Ocean Aquarium
- . Killick Coast
- . City / Province marketing
- . Variety of experiences

Threat

- . Urbanization / development patterns
- . Overuse of resources
- . Threatened visual resources

6.0 VISION AND PLANNING PRINCIPLES

Over the next decade, the St. John's urban region will experience unprecedented growth fuelled largely by new petroleum industries, mineral extractions and tourism within the province. In pace with these industries will be a continuing expansion of residential areas. Undoubtedly, many of these same pressures will be felt within the Town of Logy Bay- Middle Cove-Outer Cove -- be it in the form of applications for residential development, commercial ventures, or new tourism initiatives. Planning for tourism development must accommodate growth while protecting the town's valuable resources.

6.1 A Vision for Logy Bay-Middle Cove-Outer Cove

The vision statement is meant to serve as a conscience to the design, development and management of tourism resources in Logy Bay-Middle Cove-Outer Cove. Its evolution resulted from the SWOT, site inventory, and consultation with the development committee, stakeholders and the public.

The Town of Logy Bay-Middle Cove-Outer Cove will expand its economic base through the enhancement of its significant tourism resources and provide opportunities for sustainable new developments.

Over time, the town will develop as a total visitor destination, providing quality experiences while respecting and maintaining the community's natural and cultural values.

6.2 Planning Principles

Planning principles are formulated to express key considerations as the community implements components of the Comprehensive Tourism Plan. It is important to note that many of these principles can not be directly imposed by the committee. The principles are, however, consistent with the goals and development policies of the municipal plan. Of the many planning principles which guide the tourism development, the following have particular significance to Logy Bay-Middle Cove - Outer Cove.

<i>Principle</i>	<i>Applying the Principle to Logy Bay-Middle Cove-Outer Cove</i>
<i>Quality Visitor Experiences</i>	Visitors will be aware that they are entering a unique community and will be expecting high quality visitor experiences. Visitors will have access to appropriate visitor facilities, interpretation and information services, and other support services to enhance their stay, experience and activities.
<i>Well-Designed and Built Environments</i>	The built environments will be sensitive to and reflect the natural and cultural values of the community. Infrastructure will be durable, well-designed, universally accessible (where practical) and use materials that are sympathetic to the town's character.
<i>Protection of Resources</i>	Visitors will have access to the community's tourism assets without adversely affecting the natural and cultural resources of the region. Potential environmental impacts will be mitigated by appropriate management practices.
<i>Integration with Municipal Plan</i>	In many instances the initiatives of the tourism plan can only be implemented with the approval of the town council. Therefore, the goals and object of the plan must be compatible with and integrated into the municipal plan.
<i>Engaging Interpretation</i>	Interpretation will be one of the main means of adding value to the visitor's experience. It will inform visitors of the area's natural and cultural attractions and inspire them to further discover and enjoy these resources. Interpretation and information will use a range of mediums to reach the differing interests of visitors.

<i>Principle</i>	<i>Applying the Principle to Logy Bay-Middle Cove-Outer Cove</i>
<i>Encourage new Visitor Activities, Products and Services</i>	A range of both existing and new activities, products and services, consistent with the values expressed in the municipal plan, will be required to attract visitors and provide quality experiences. There is a need to improve existing facilities and activities and encourage investment in the development of new services.

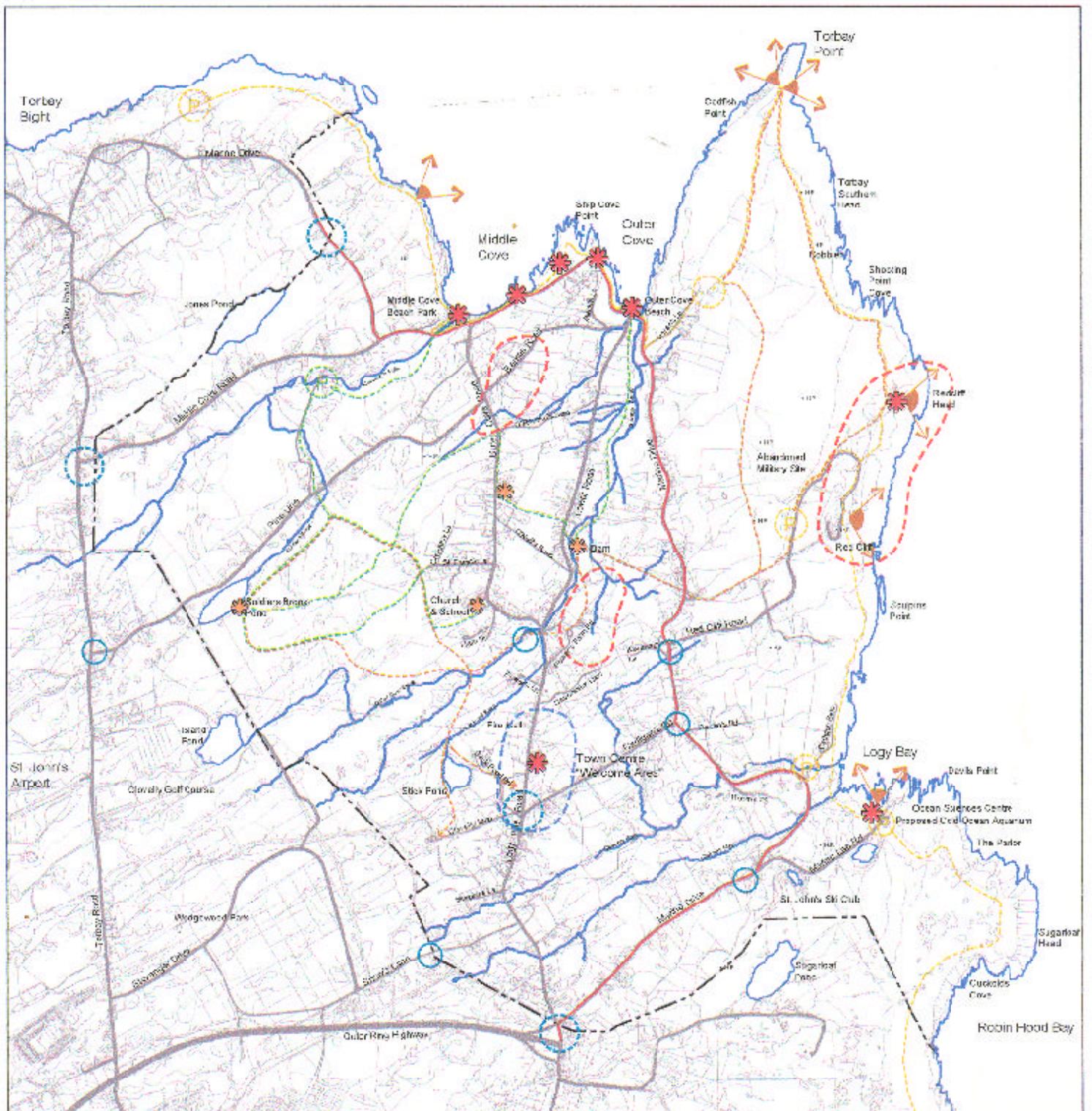
7.0 KEY INITIATIVES

The concept for tourism infrastructure development in Logy Bay - Middle Cove - Outer Cove focuses primarily on public lands which are now, or have been in the past, used by the people of the region to varying degrees. It is felt that through significant upgrading of existing facilities, and the creation of new, high quality infrastructure, these sites will support increased activities and general tourism development, as well as the ongoing needs of the residents and visitors from outside the area.

The suggested infrastructure developments presented are conceptual and are intended to illustrate the scale and functional intent of the sites. It is important to emphasize that, in each case, additional viability assessment, programming and detailed design will be required prior to implementation. In some cases, determining land ownership and establishing right-of-ways or easements will be essential. This is particularly true of suggested trail systems, waterfront structures and commercial developments.

It is hoped that the development of these tourism infrastructure components will encourage private investment over the long term. Indeed, considerable interest by potential entrepreneurs was shown during the development of the this plan. Without the publically supported infrastructure, the significant private investment opportunities that exist may not be realized.

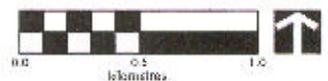
The overall concept is composed of a series of *Key Initiatives* varying in scale and function, and dispersed throughout the community. The Concept Plan on page 7.2 illustrates the location of these initiatives and should be read in conjunction with the following sections. Although they are presented as distinct components, they need not be implemented in any particular order. Section 10 presents an implementation schedule based on immediate, interim and long term developments. It is suggested that some of the initiatives will be ongoing through all phases. The following section provides a discussion of each initiative.



Legend

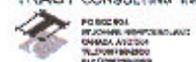
- Municipal Boundary (approx.)
- Primary Development Opportunity
- Secondary Development Opportunity
- Gateway Sign
- Directional sign
- Proposed Viewing/Rest Area
- Killik Coast Scenic Route
- East Coast Trail
- Equestrian Trail
- Peds/Bike/Multi-use trail
- Trail Head
- Trail Head with Parking

Town of
Logy Bay-Middle Cove-Outer Cove
Comprehensive Tourism Plan
Concept Plan



TRACT CONSULTING INC.

Concept



April, 2003

Initiative 1: Site Enhancements

The Town of Logy Bay - Middle Cove - Outer Cove has a number of well established and significant attractions which already draw visitors to the community. However, these attractions provide few amenities beyond parking and waste containers. Existing attraction sites would benefit from upgrading and the provision of additional tourism amenities.

Middle Cove Beach. This site was designated a Provincial Park in 1979.

The Beach has long been one of the more popular sites for the annual caplin scull, attracting thousands of tourists each year. However, over the past several years the province has been decommissioning many of its parks and scenic attraction areas and turning them over to municipalities or private interests. The town is currently working with the province to take over management of the park as a municipal facility.

Pedestrian access to the beach is made difficult by steep slopes and boulders.



Despite the popularity of the park, few amenities are available beyond parking for approximately 40 vehicles. As the best-visited facility in the community, Middle Cove Beach will play an essential role in welcoming tourists and letting them know about other attractions in the town. Its redevelopment will make an asset out of an over-used and under-appreciated site.

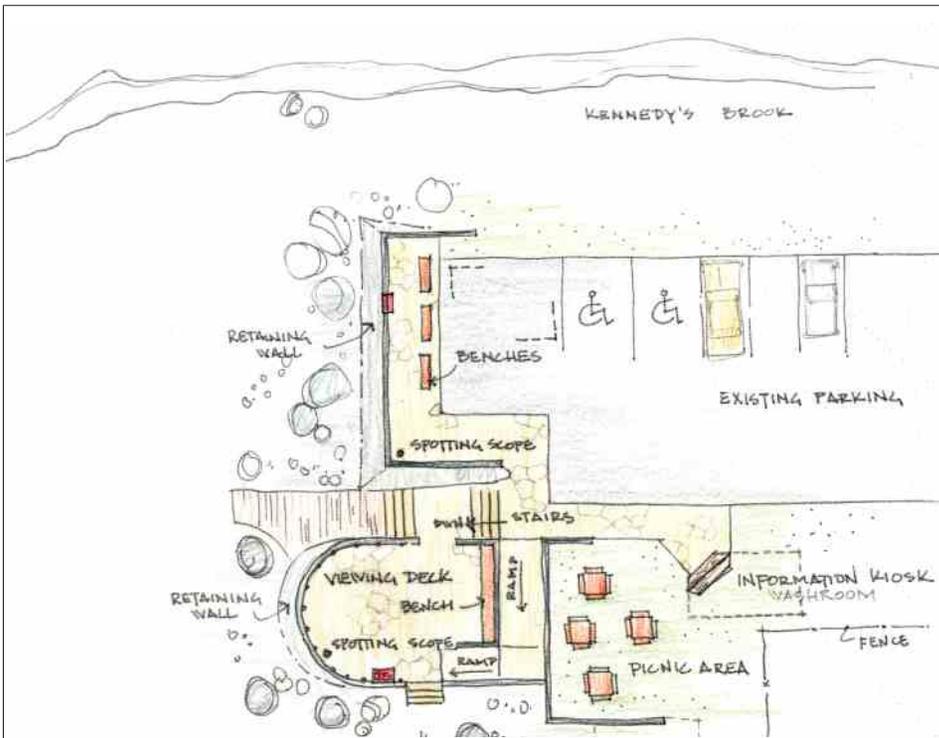
Developments will include:

- Elimination of eroded banks at edge of parking lot. Boulder retaining walls and native plant material should be used.
- Improved access to the beach over steep slopes.
- Viewing and rest areas furnished with spotting scopes and interpretation panels. Effort should be made to make at least a portion of the viewing decks accessible to those who would find stairs and steep slopes a challenge. (See pages 7.5 Concept Plan and 7.6 Concept Sketch)
- Site furniture, including benches and picnic tables.
- Information kiosk. (see page 7.7).
- Consideration should also be given to providing washroom facilities at this location. A self-contained, prefabricated structure would be appropriate.

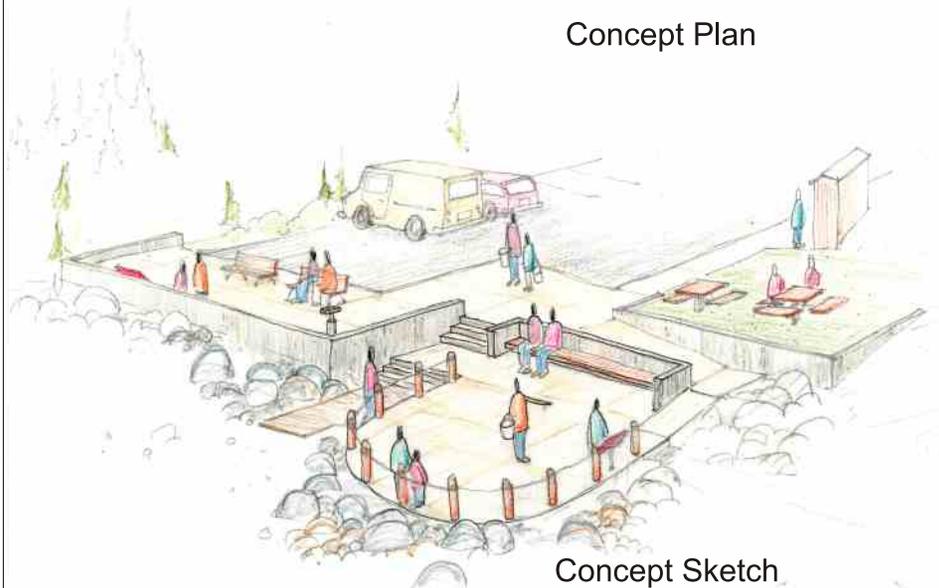
Roadside Rest Areas. Marine Drive through Logy Bay - Middle Cove - Outer Cove has been established as part of the Killick Coast - a provincially designated touring route. The spectacular coastal views along the drive are likely unmatched along the route. Within the community there are two areas along the drive providing visitors an opportunity to stop their vehicles and enjoy the views: one overlooking Outer Cove and the second overlooking Middle Cove.

Roadside rest areas are popular stops along Marine Drive.





Concept Plan



Concept Sketch

Middle Cove Beach.

This site was designated a Provincial Park in 1979. The Beach has long been one of the more popular sites for the annual caplin scull, attracting thousands of tourists each year. However, over the past several years the province has been decommissioning many of its parks. The town is currently working with the province to take over management of the park as a municipal facility.

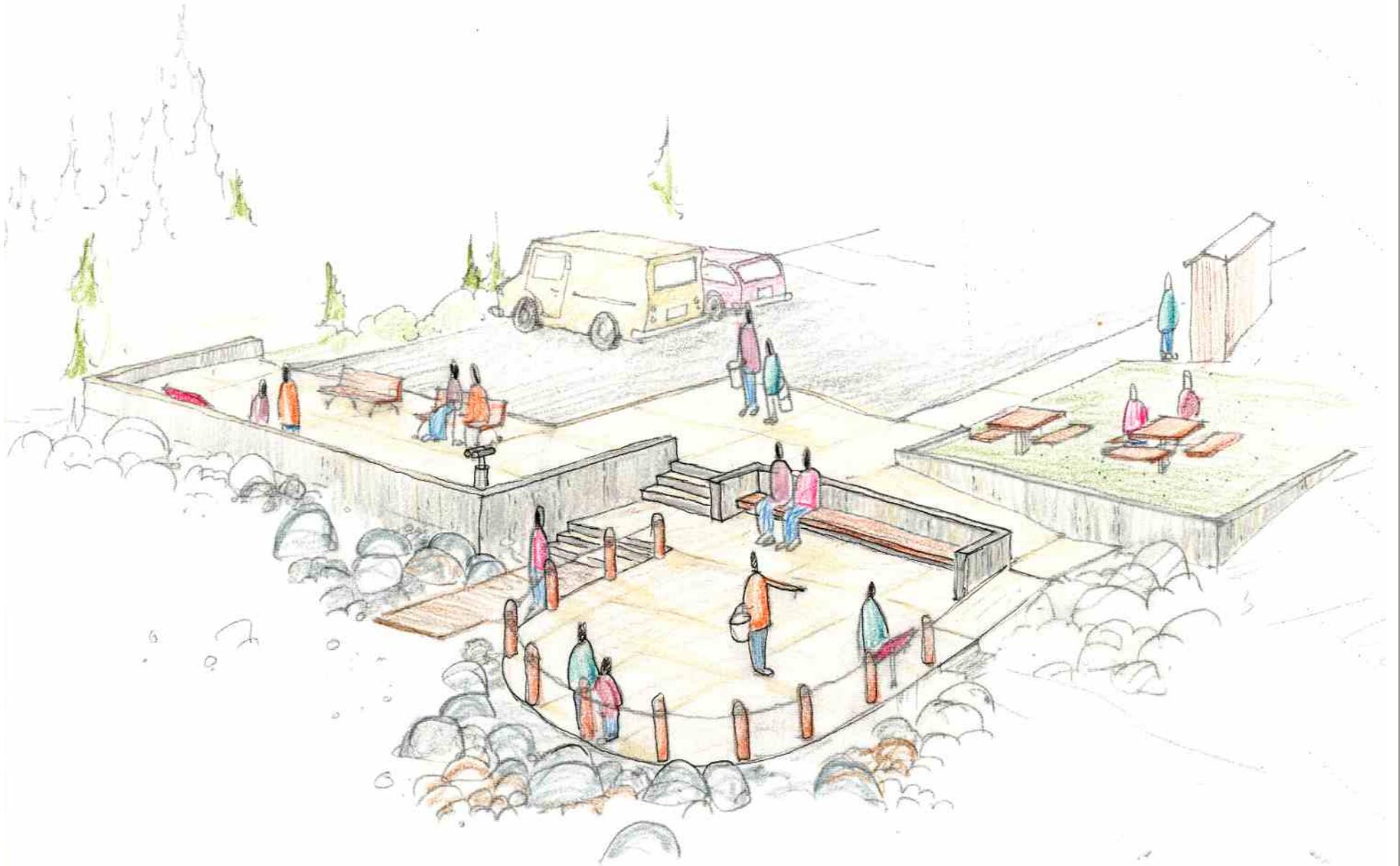
Despite the popularity of the park, few amenities are available beyond parking for approximately 40 vehicles. As the best-visited facility in the community, Middle Cove Beach will play an essential role in welcoming tourists and letting them know about other attractions in the town. Its redevelopment will make an asset out of an over-used and under-appreciated site.

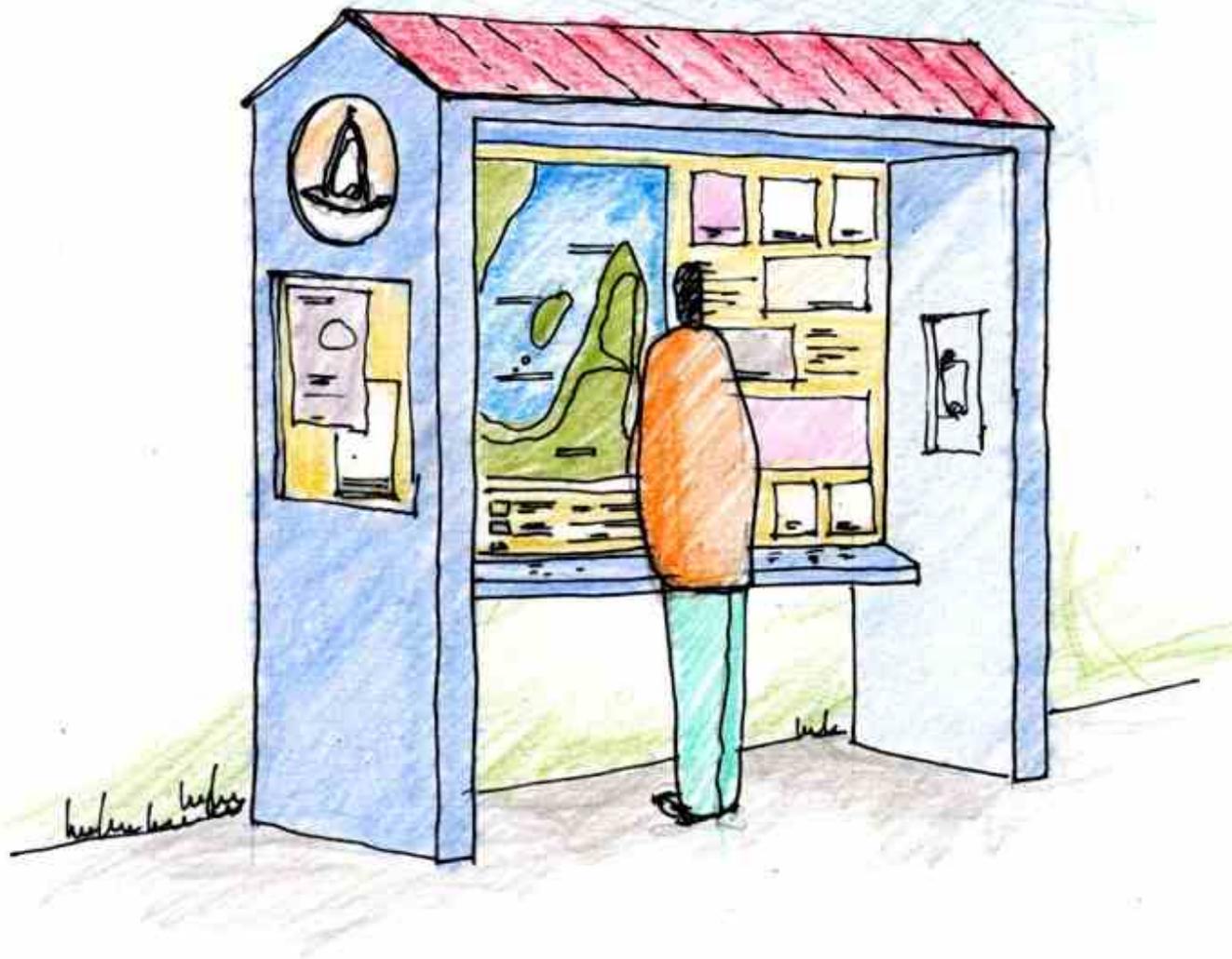
Developments will include:

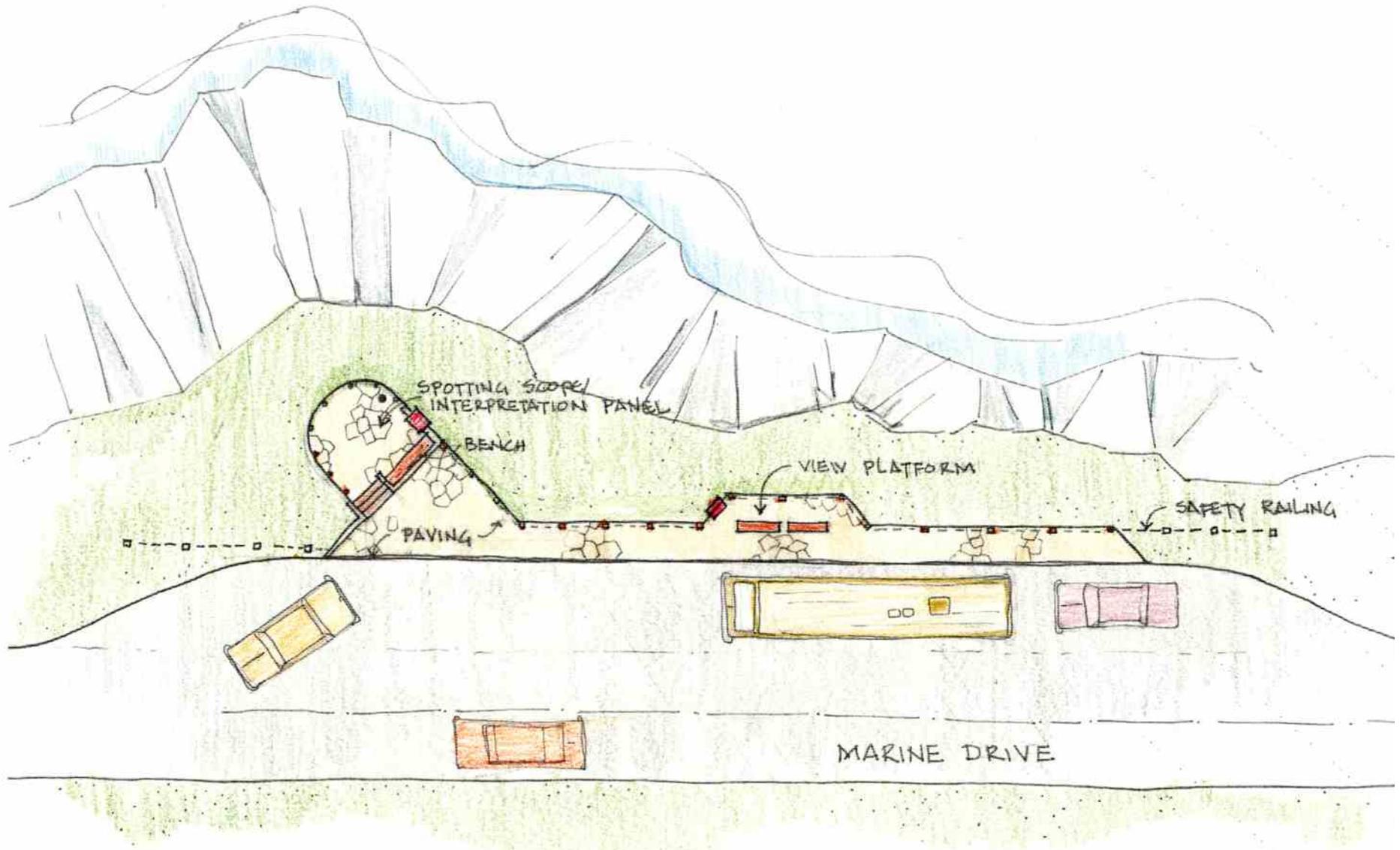
- Elimination of eroded banks at edge of parking lot.
- Boulder retaining walls and native plant material should be used.
- Improved access to the beach over steep slopes.
- Viewing and rest areas.
- Site furniture, including benches and picnic tables.

Cost Estimate.

\$ 165,000.00	Construction
24,750.00	Engineering, Design and Management
<u>24,750.00</u>	HST
\$ 214,500.00	TOTAL







Presently these roadside rest areas consist simply of a widened road shoulder and guardrail. To create a more functional and attractive rest area, several enhancements should be undertaken at both sites:

- Enhanced parking area to accommodate large tour buses or recreational vehicles and several cars at the same time. If additional space for more parking is required, the development committee should consider using land on the south side of the road (see page 7.8).
- Attractive and functional safety railings.
- Defined walks and rest areas separate from vehicle traffic.
- Benches and interpretation panels.

Initiative 2. Proposed Attraction Areas

Several areas in the community have good potential to become significant new attractions and add to the visitor's experience. Developing new attractions adds to the "critical mass" of things to see and do, encouraging visitors to stay longer and/or repeat their visit.

Outer Cove. It is suggested that with appropriate high quality development, Outer Cove might become an attraction to rival Middle Cove's popularity. By creating more comprehensive tourism infrastructure at Outer Cove it is also hoped that some of the high visitation at Middle Cove might be dispersed. Improvements should include:

- Clean-up of beach and area under the bridge -- remove the concrete remnants of slipway and storage building.
- Re-grade and stabilise river banks with boulders and landscaping.
- Provide parking along Lower Road (10 spaces).
- Create a prominent entry feature and pedestrian access to the beach. The access should be restricted to service and maintenance vehicles.
- Develop an events/gathering area which might include small concession buildings (approximately 4.0 x 4.0m.). These could provide the setting for kayak rentals, snack shops etc...(see page 7.11 and 7.12)
- Outer Cove also provides an opportunity to interpret the community's fishing heritage. Re-constructed fishing stages and stores could take place here.

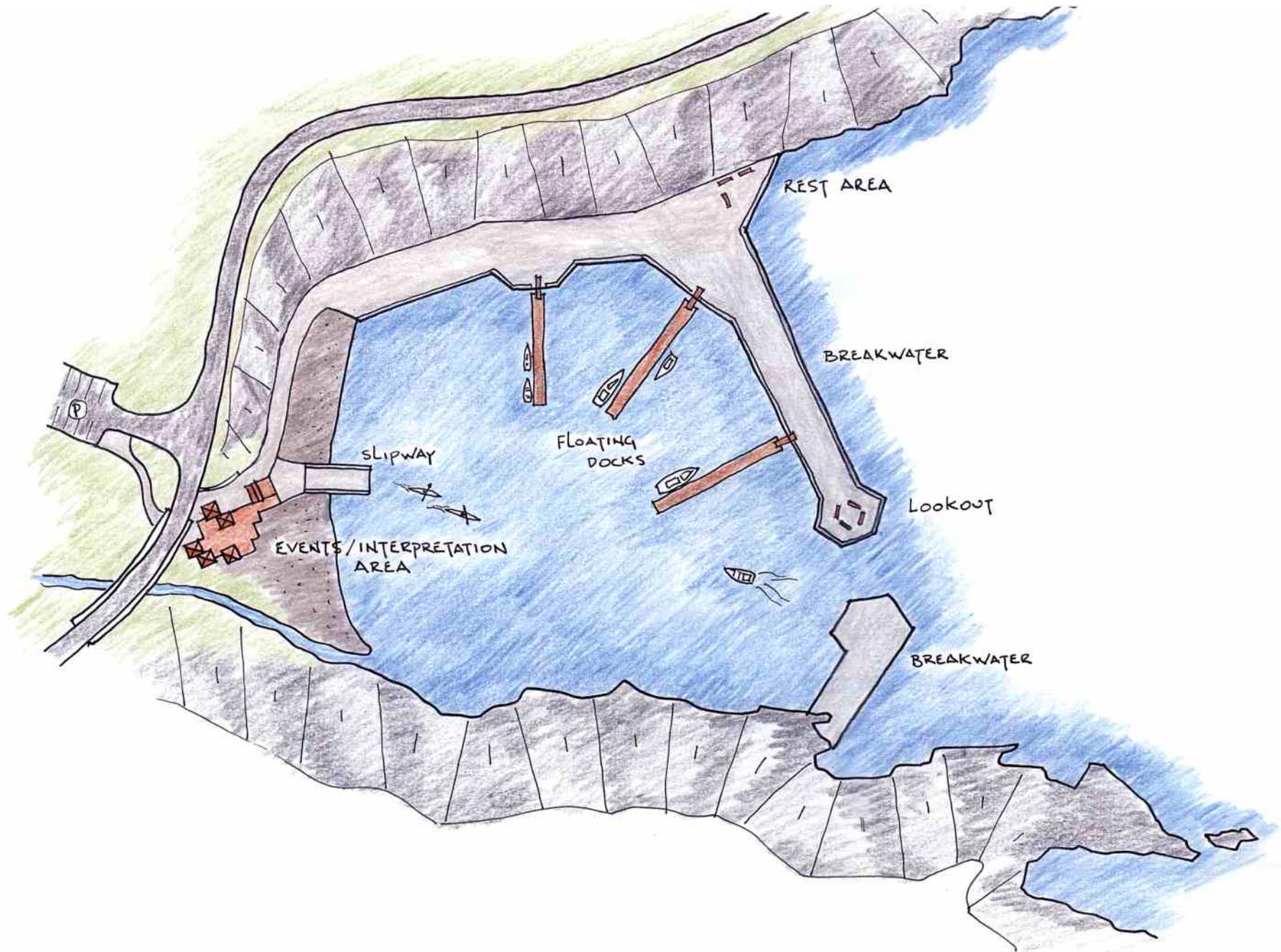


Outer Cove has an interesting fishing history





TRACT CONSULTING INC. BOX 504 ST. JOHN'S, NEWFOUNDLAND CANADA A1C 5K4 TEL (709)738-2500, FAX (709)738-2499	project	key initiative	title	designed	date	Page 7.12
	Town of Logy Bay-Middle Cove-Outer Cove Comprehensive Tourism Plan	Outer Cove Proposed Attraction Area	Concept Sketch	TRACT	MAY '03	
				approved	scale	
				TRACT	N.T.S	
				TRACT	revision	



TRACT CONSULTING INC.

BOX 504
ST. JOHN'S, NEWFOUNDLAND
CANADA A1C 5K4
TEL (709)738-2500, FAX (709)738-2499

project

Town of
Logy Bay-Middle Cove-Outer Cove
Comprehensive Tourism Plan

key initiative

Outer Cove
Marina Development

title

Concept Plan

designed

TRACT

date

MAY '03

approved

TRACT

scale

N.T.S

drawn

TRACT

revision

Page

7.13

Outer Cove Marina. In earlier work the development committee proposed the creation of a small marina at Outer Cove to serve pleasure craft and fishing boats. Due to the exposure of the cove to the open ocean, a significant breakwater structure would be a critical component of the development. Floating docks could provide tie-up space for vessels within the created enclosure. Lookout and rest areas could be integrated into the plan and a connection made to the proposed events/interpretation area.

Considerable additional study will be required to determine the feasibility of such a development. This would include a detailed sounding survey, computer modeling, engineering analysis, environmental assessment, and marketing analysis. The cost associated with this project would be considerable in relation to other components of the tourism plan. A concept plan illustrating the scale of the development can be found on page 7.13.

Red Cliff. The cultural history of Flagstaff Hill, or Red Cliff, is an untapped resource in the community. Flagstaff Hill was the site of a civilian signalling station constructed in the 1770s. The station was used to communicate the approach of ships to other locations along the coast and to identify them as either friend or foe. Colonial records show that by 1812, the site had fallen into disrepair. Later, the site was re-occupied by the US Military during WWII and the Korean War.

Remnants of military occupation are evident throughout Red Cliff.

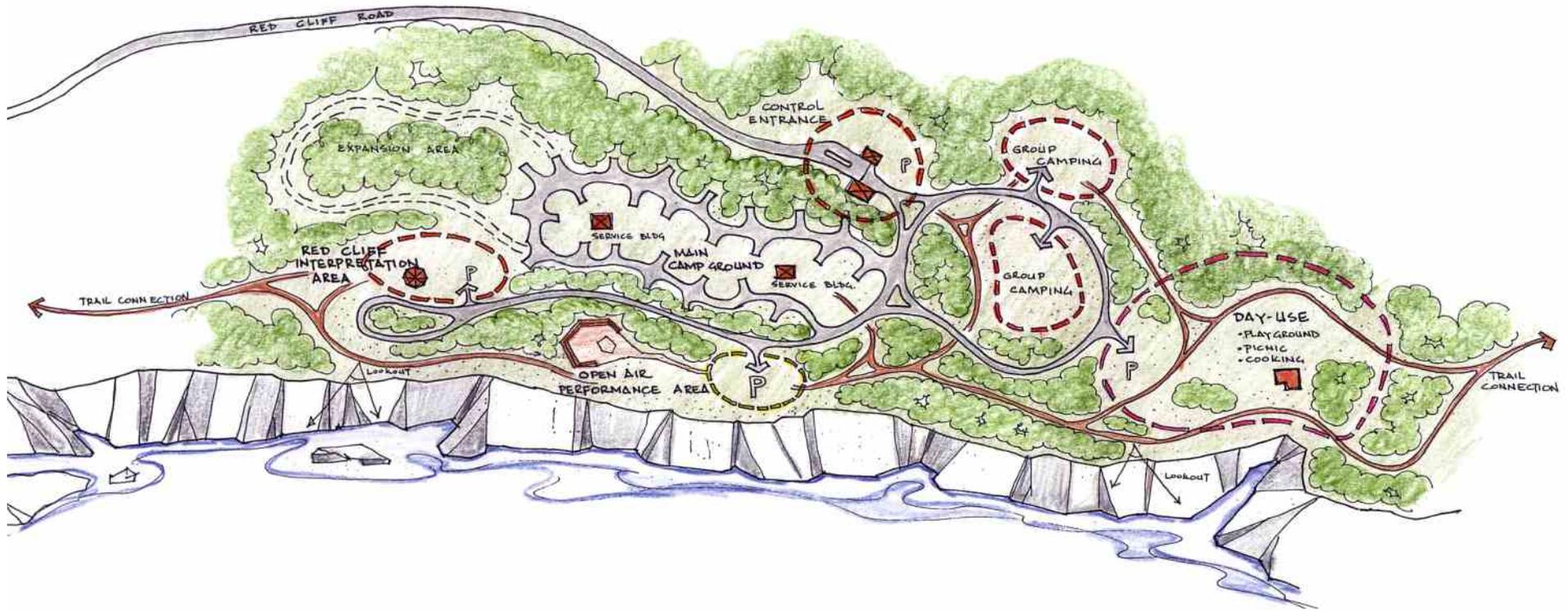


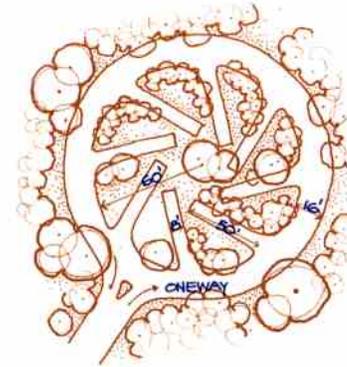
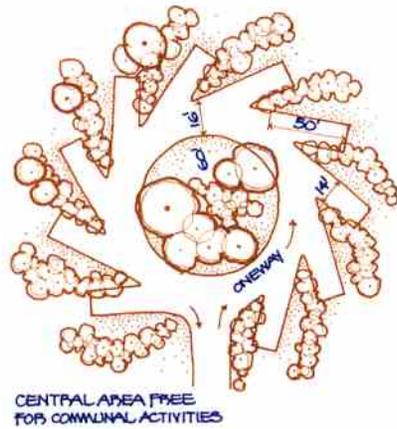
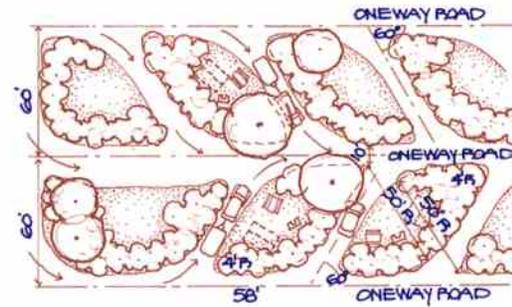
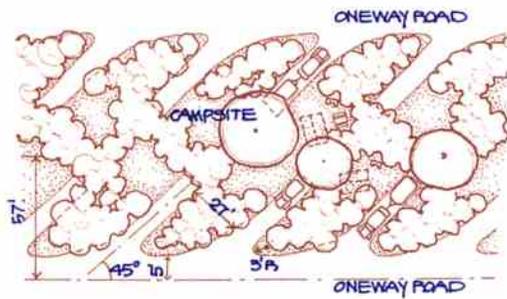
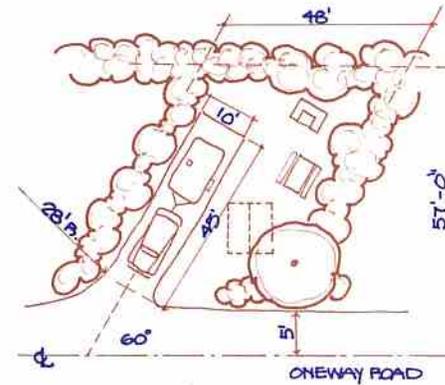
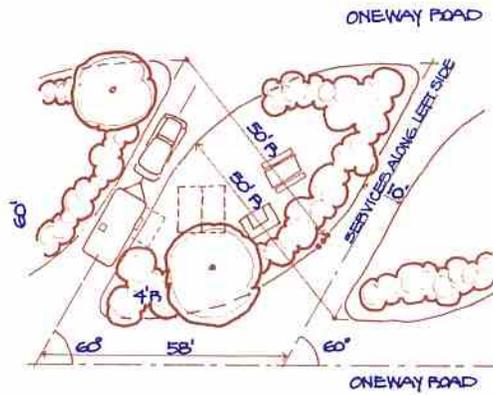
Today there are a variety trails through the area which lead to spectacular coastal views. There are multiple land ownership issues at the promontory and possible environmental concerns with any development on the former military site. Nonetheless, over the medium to long term, the site's natural and cultural resources, as well as the land base, offer excellent development potential.

In the short term, infrastructure should include low impact multi-use trail development, rest areas and interpretation. Currently, the town is negotiating land transfers. Looking to the future, the town has expressed a willingness to develop Red Cliff as a significant recreational facility for the region. Due to its proximity to St. John's, the development could serve a similar function as Pippy Park. Suggested uses include:

- Open-air performance space that can accommodate festivals such as Shakespeare by the Sea, Sound Symposium events, and live concerts.
- A range of camping facilities including full service, semi-service, primitive and group sites. Associated park amenities such as washrooms, laundry and cooking facilities would be included.
- Day use areas with picnic and playground facilities linked with a trail system would offer a range of activities suited to many user groups.

Although a detailed assessment and concept development of such a significant facility is beyond the scope of this plan, pages 7.16 and 7.17 illustrate some of the opportunities associated with this site.



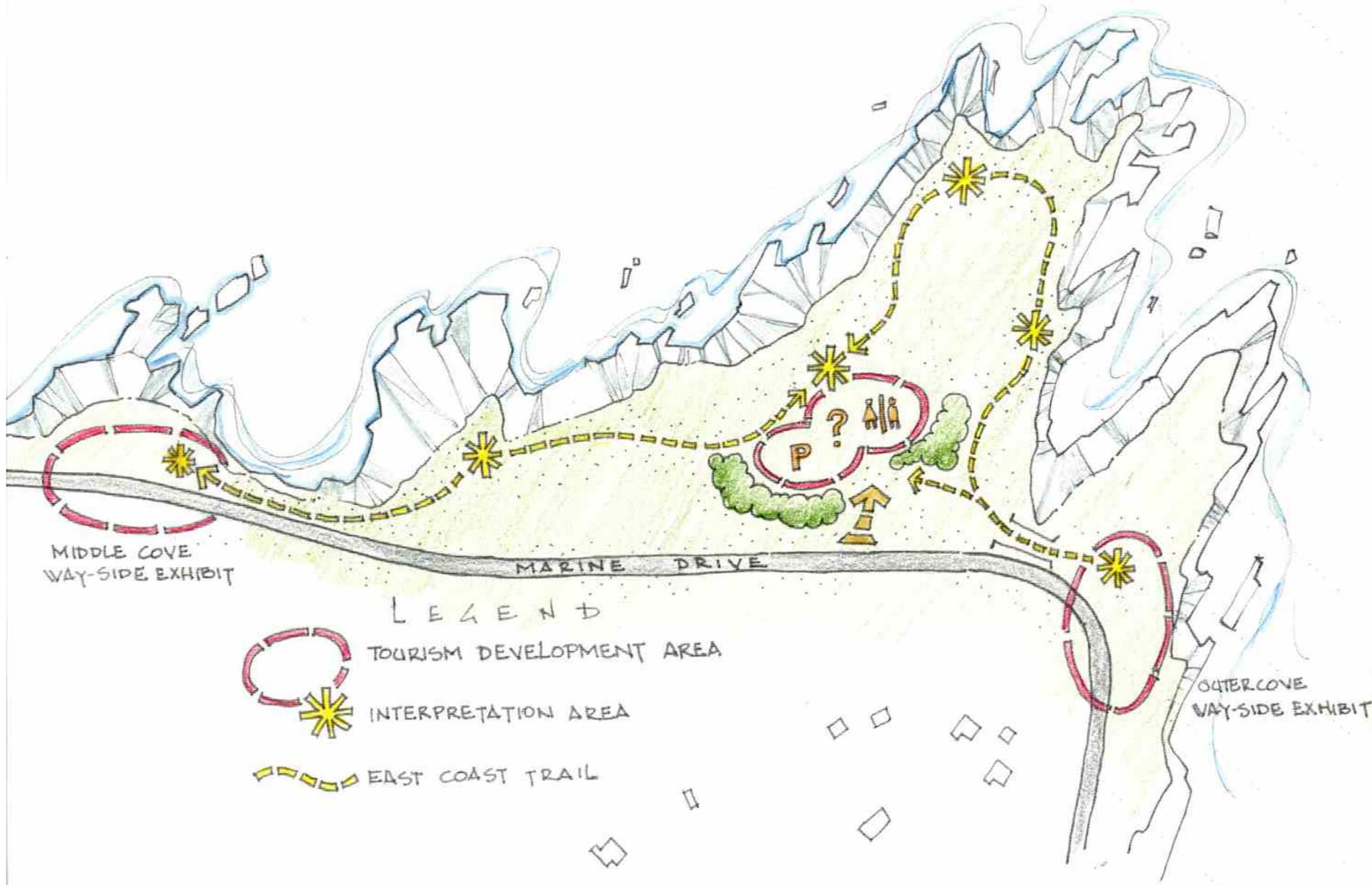


Ship Cove Point. Between the two roadside rest areas along Marine Drive is a peninsula of land approximately 2.7 ha. in size. The rolling pasture, deep ravines and scenic vistas of this land make it an excellent tourism development property. Currently the area is zoned open space/conservation. The intent of this zone is to preserve, protect and develop the area for public enjoyment.

During the development of this plan, private interest was expressed in developing a tourism-oriented commercial venture on the property. Notional schemes to construct a restaurant, visitor centre or conference space were suggested. The development of this property to support tourism initiatives is felt to be an appropriate use. However, any development must be professionally planned and designed to ensure it does not negatively affect the views or sensitive environment of the coastal landscape. The municipal plan demands that any developments along the coast provide sufficient lands, accessible to the public, for open space to allow for trail development.

Should commercial development prove impractical for the site, the Town should consider reserving this land for conservation/public use. Development of the land would allow for a more comprehensive tourism-oriented roadside exhibit area (see page 7.19). Such a development might include:

- Small tourism service building to accommodate a small gift/craft shop, tea room, washrooms, interpretation and information area.
- Interpreted coastal walks and rest areas.
- Parking for several cars (10-12) and tour buses.



Initiative 3. Wayfinding System

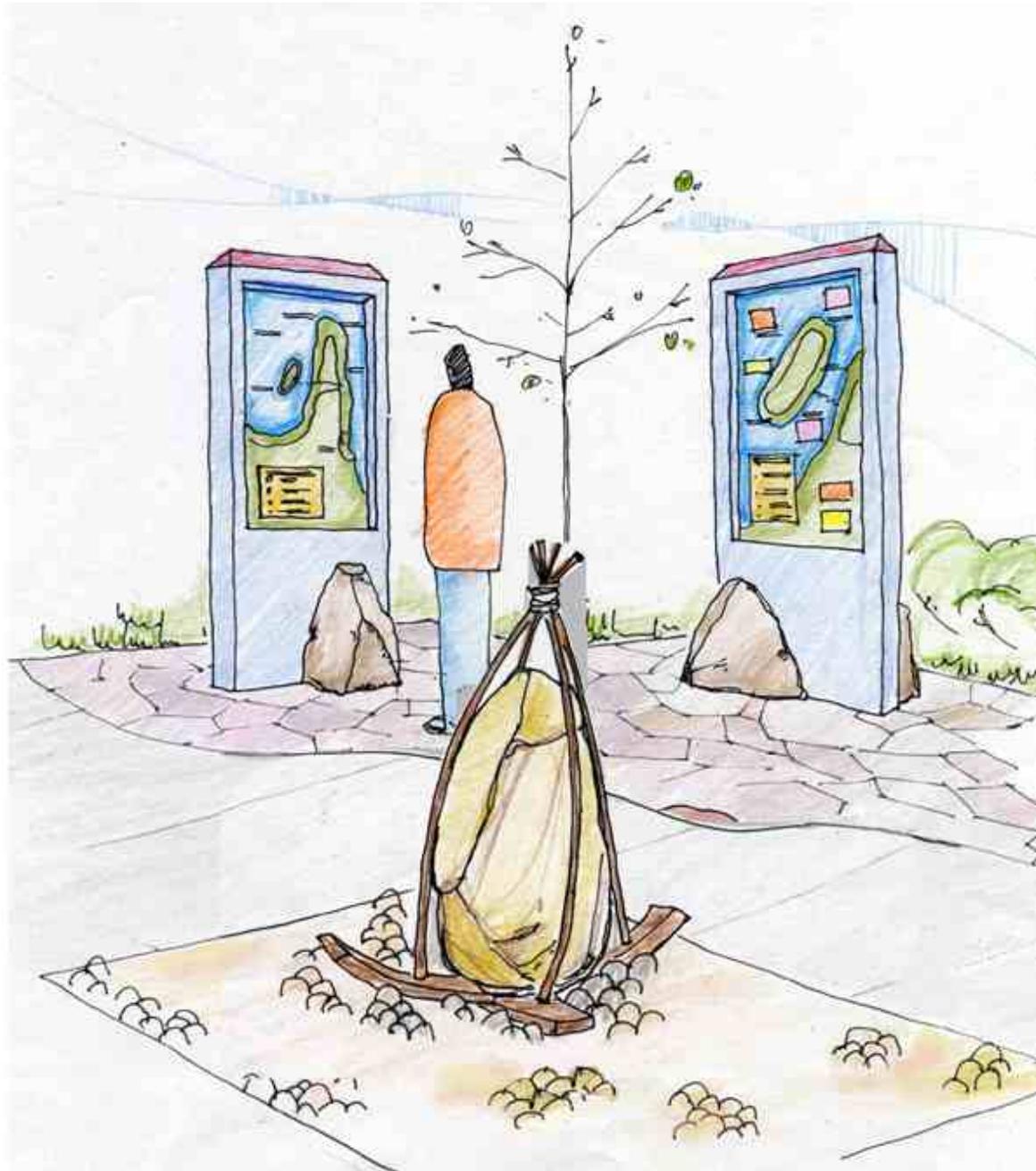
The wayfinding system used on the approach to and through Logy Bay- Middle Cove- Outer Cove, is critical to improving the entry and directional information. Establishing consistency in the signage that directs visitors to services and attractions within the community is a must. We have identified four wayfinding elements:

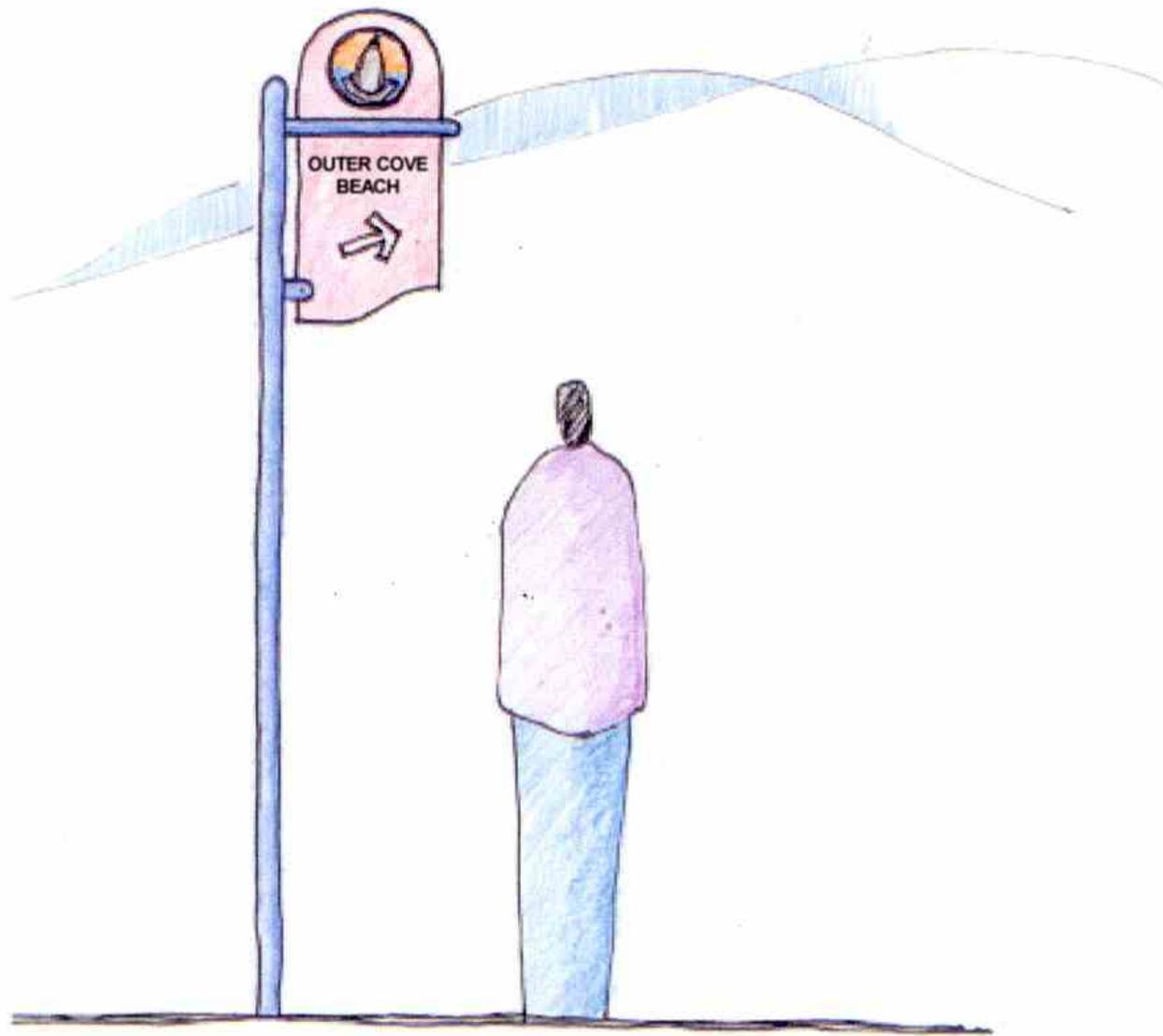
Gateway Signs. The main access point to the community should be enhanced to make visitors aware that they are entering a unique community with special things to see and do. Welcoming gateway signage will be distinct and thematically connect with the community's resources. Three locations have been identified for gateway signage. The Concept Plan (page 7.2) illustrates the suggested location of gateway signs.

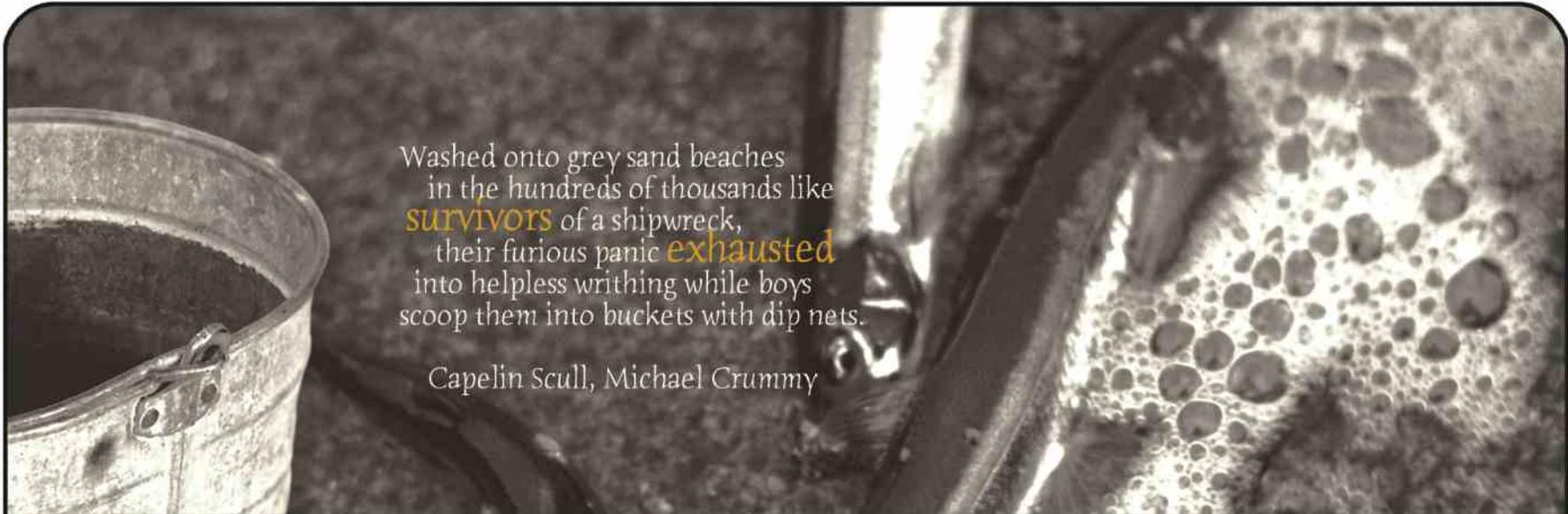
Information Kiosks. Visitor information kiosks will provide community information and direction to travellers and should make links to the attractions along the entire Killick Coast touring route (See page 7.7). Smaller kiosks illustrating local attractions and information are illustrated on page 7.21.

Directional Attraction Signs. Access to existing and proposed attractions will be improved by the introduction of directional attraction signs. These will greatly assist visitors in finding the resources they are looking for in an unfamiliar environment. These signs would be located primarily along the Killick Coast and direct motorists off the main route (e.g., alerting people to Outer Cove, see page 7.22).

Interpretation Signs. Throughout the community, interpretive signs will describe events and places, special features and things to do. Unique graphics will provide luring images and link with other promotional material such as the brochure. A sample graphic of an interpretation panel is illustrated on page 7.23.







Washed onto grey sand beaches
 in the hundreds of thousands like
SURVIVORS of a shipwreck,
 their furious panic **exhausted**
 into helpless writhing while boys
 scoop them into buckets with dip nets.

Capelin Scull, Michael Crummy

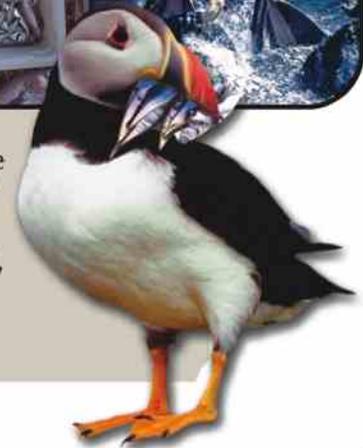
The Town of Logy Bay-Middle Cove-Outer Cove



Capelin Scull



The Stage Is Set. Late June or July. The moon and tide are full. The males gather near the beach. The females school in deeper waters... waiting. The Time Is Right. The females join the males. Together, they move onto the beach and mate. The next wave washes them back to sea. Their Task Is Done. Exhausted and battered by the waves, most will not survive the night. They Are Coming. A strange mix of predators. Whales and Cod, seabirds and humans. All in search of an easy meal. They Will Feast. 12,000 tons for Newfoundland's puffins. 5,000 pounds a day for an adult humpback



Initiative 4. Greenway System

The creation of a comprehensive trail system throughout the community was well received and endorsed at public meetings and workshops as a sustainable means of developing tourism resources. It was felt that the trail system would be a significant community recreational opportunity as well as a vital element of tourism infrastructure.

To date, very little effort has been placed on the development of community trails – Peter’s Path at Kelly Park and a small section of the East Cost Trail are exceptions. Aerial photography and mapping, however, illustrate a variety of traditional trails that were likely used to access wood harvesting areas or are little-used public right-of-ways. The Concept Plan on page 7.2 illustrates some potential trail routing and links.

The objectives of the design and implementation of a greenway system are much broader than simply developing trails. Greenways are planned and designed to protect water and soil resources, preserve heritage resources, enhance community cohesion and support recreational opportunities. Creating links between significant areas (e.g., the Town Hall, Justina Centre and Outer Cove Beach) should be the beginning of a greenway system in Logy Bay - Middle Cove - Outer Cove.

Additional land ownership investigations and feasibility study will be necessary prior to implementing the community-wide greenway system. In many cases it may be necessary to gain access to private lands to ensure continuity. There are a variety of potential approaches, including easements, negotiated right-of-ways, and tax concessions to establish the trail. Negotiations can be time consuming, and it is advised that planning start early.

Trail Quality

The quality of trail developments is paramount in gaining public support of a greenway system. While trails are usually planned at a regional level, they should be implemented and detailed routing done on-site. This approach to trail layout can accommodate retaining maximum amounts of vegetation, and take best advantage of site features and opportunities.

As existing attractions are upgraded and new attractions and services developed, opportunities should be continually sought to establish links. Appendix A provides several working drawings for the future implementation of greenway system components. Several greenway opportunities currently exist:

East Coast Trail. Since 1994, the East Coast Trail Association has been successful in establishing 220 kilometres of hiking trails from St. John's to Cappahayden. This system has provided considerable economic benefit to the province and communities it passes thorough. The ECTA has already begun some rudimentary trail planning and grooming work north of St. John's and within the study area. The East Coast Trail (approximately 12.5 kilometres) through Logy Bay - Middle Cove - Outer Cove, will provide an essential link between resources along the coast and the surrounding communities. Wherever possible, the town council should support the ECTA efforts and assist in trail development.

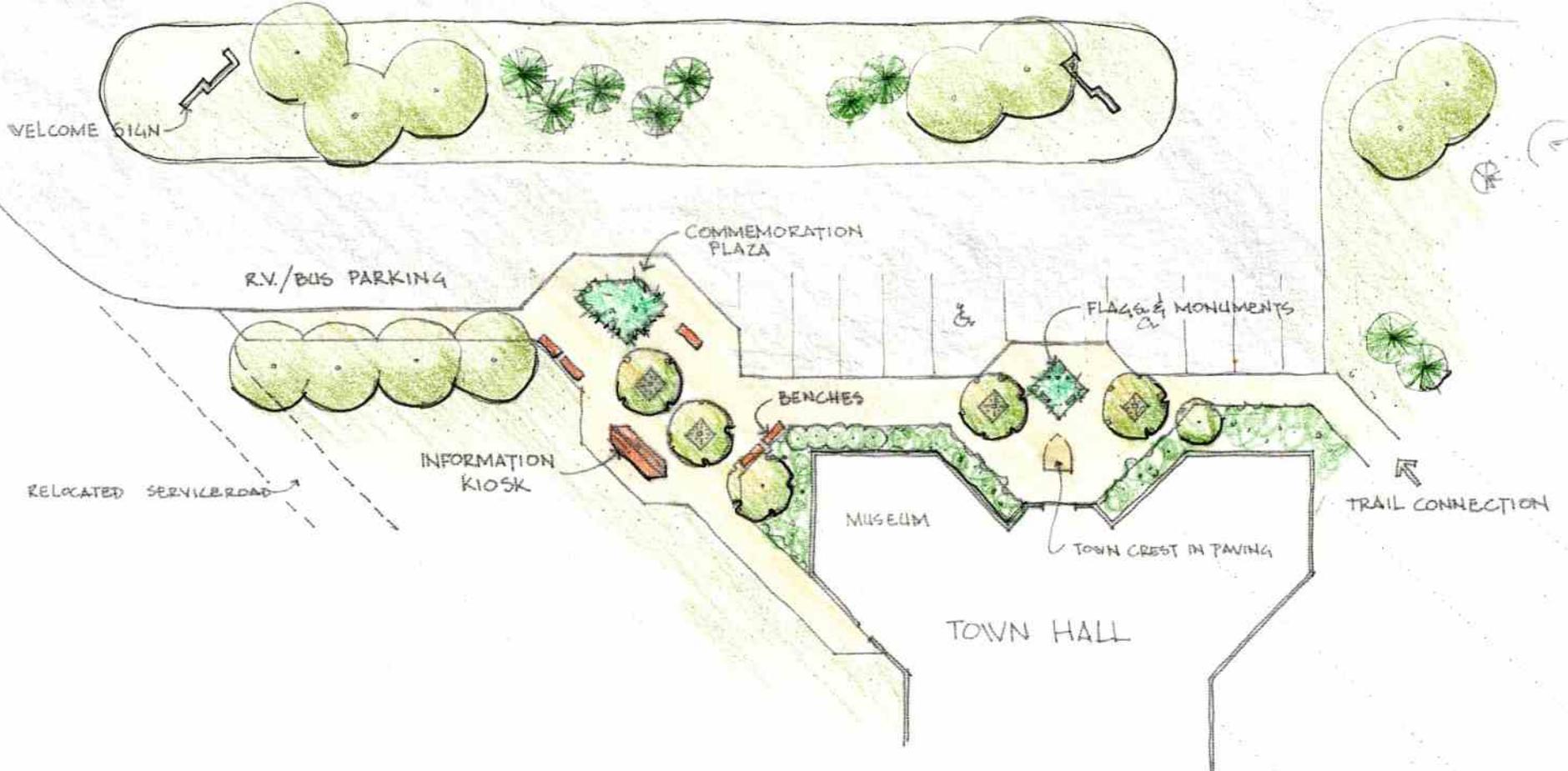
Equestrian Trails. There is an active community of equestrian enthusiasts in Logy Bay- Middle Cove - Outer Cove. The concept plan illustrates two looping equestrian trails. These provide a total of approximately 14 kilometres of trails linking with the existing stables and provide an "outback/coastal" experience.

Community Trails. Community trails provide links between attractions and services within the town. Although the illustrated 9.5 kilometres of trails would be primarily used by residents of Logy Bay - Middle Cove - Outer Cove, they would also be attractive for visitors. It is felt that the community trails would provide alternative access points to key resources and attraction areas such as a trail along Kennedy's Brook to Middle Cove Beach.

Rest/Viewing Areas and Trail Heads. The greenway system should be designed to include a variety of rest or viewing areas and trail heads to enhance the trails. The rest or viewing areas should be located in areas of natural significance, unique views, and areas of cultural significance. The Concept Plan suggests rest / viewing areas which might include basic amenities such as seating and interpretation. In some cases it may be appropriate to provide a shelter with picnic tables and trash receptacle, making them "destinations".

Trail heads provide convenient access to the greenway system and, where appropriate, include parking for 3-5 cars. Signs at the trail heads describe the trail's length, condition (degree of difficulty), appropriate use, attractions and rest areas along the way. Notice should also be given describing any warnings or safety conditions along the trail.

LOGY BAY ROAD



Initiative 5. Town Centre

Town Hall. Currently the Town has no identifiable “place” or indication that “you have arrived”, apart from the town hall. To respond to this, the Comprehensive Tourism Plan proposes the development of a Town Centre. A logical location for this centre would be located along Logy Bay Road in the vicinity of the town hall and community museum. Additional commercial and small scale industrial developments, compatible with the town centre, would take place in the same district. Siting the centre here takes advantage of the public land at the town hall and increases exposure to the museum.

A need to identify the potential for commercial land in the community was identified during the consultation process. Re-zoning and development of this type is best left to the municipal plan process, however, it is important to identify the opportunity so that it might be incorporated in the future.

At the Town Hall (see page 7.28), several landscape improvements are suggested:

- Enlarged parking to accommodate buses and RV’s.
- Information kiosk providing attraction and directional information.
- Memorial space to commemorate the town’s milestones and events.
- Improved connection to lower levels of the building.
- Site furnishings - benches, lighting, trash receptacles.

In consultation with the Development Committee it was noted that additional office space in the town hall was needed and the museum located in the entrance could use more exhibit space. Relocating the museum to the Justina Centre was suggested as a solution to meeting these expansion requirements.



Justina Centre. The Justina Centre, located in Kelly Park along Outer Cove Road, is Logy Bay - Middle Cove - Outer Cove's community centre. The facility and grounds are well used for sporting events and hosting the "Festival of Friends", an annual folk music festival. The Justina Centre building is an excellent facility with a commercial kitchen and washrooms.

It is felt that the Justina Centre and park could serve well in hosting more formal events (see section 8.0 *Media and Marketing*) and act as a staging ground for larger tourism efforts such as organized bus tours. Some space within the building is underutilized and may provide an excellent area to relocate and expand the community museum. The building may also serve well as a work space for the Project Coordinator (see section 10.5). Its location, community function and potential for expanded uses means this site will play an important role in creating a sense of "place" and identity for the town. Several site improvements should be considered.

- Welcome and directional information to lead visitors through the community (see page 7.21)
- Landscape enhancements, particularly along Logy Bay Road, which might include removal of chain-link fencing and planting of native species to screen the parking lot.
- Provide outdoor gathering opportunities.
- Parking lot enhancements to accommodate large vehicles.

Initiative 6. Agricultural Initiative

Perhaps as important as fishing was to the local economy, agriculture played a critical role in the development of the community. The agricultural land base and buildings provide a unique new opportunity for tourism development. Several parcels of land in Logy Bay - Middle Cove - Outer Cove have been identified by the Department of Rural, Agricultural and Northern Development for protection where only agricultural related uses would be allowed.

Within the community there has been a great interest in the development of equine activity. Several stables provide horse boarding services. Interest has been expressed in expanding horse related developments in the town.

In 1999, the province commissioned “*A Study of Agri-tourism in Newfoundland and Labrador*” which among other conclusions noted significant benefits with agri-tourism, both to the operator and the industry as a whole. “Agri-tourism is the economic activity that occurs when agricultural products, services and heritage are linked with travel markets. At its core are tourist product offerings and services that either take place on working farms or directly involve and benefit working farm families in venues such as agricultural fairs and festivals. Facilities which directly promote and interpret the agricultural industry to tourists such as heritage gardens, dedicated agricultural museums and food processing operations may also be considered part of the agri-tourism sector.” Some possibilities for Logy Bay - Middle Cove - Outer Cove would include:

- Agricultural fairs and festivals,
- Newfoundland Pony/heritage animal exhibits,
- Petting farm
- Farm markets, vacations and tours.

It is suggested that the Development Committee initiate and support the development of an agri-tourism initiative in the community. Beginning steps would include a public meeting or workshop with those involved in agriculture and other interested citizens to discuss the opportunities and challenges. Within the next few months, the provincial/federal “Agriculture Policy Framework Agreement” will be released. Through this agreement, funding and assistance could be provided to support this initiative.

8.0 MEDIA AND MARKETING

Media and marketing go hand in hand. The selection and development of interpretive media determines what experiences will be available to visitors. Marketing describes how these experiences will be promoted to potential users. The following media and marketing plan is intended to provide the Town of Logy Bay - Middle Cove - Outer Cove with the tools, ideas and resources required to successfully present and promote the town and its tourism resources. Specifically it:

- Identifies and describes the town's target user groups.
- Identifies and describes the product to be marketed.
- Identifies the product's unique selling points and challenges.
- Proposes an overall vision and key themes.
- Proposes a marketing strategy.
- Identifies channels for the distribution of marketing materials and potential partners.

The underlying goal of both interpretive media and marketing is to attract visitors and motivate them to come back for return visits. Achieving this goal depends on successful communication. As a result, interpretation and marketing both begin with a thorough understanding of the intended audience, including:

- Who are your current visitors?
- Who do you want your visitors to be?
- What are their motivations for visiting?
- What kinds of knowledge and expectations will they bring with them?
- What are their age groups and socio-economic backgrounds?
- What do they spend money on and how much?
- What elements of a visit (learning experiences, social interaction, recreational opportunities, shopping, etc.) are most important to them?

- How much time do they have?

To ensure success, the answers to these questions must influence every aspect of the final visitor experience - from the development of interpretive programming, to the design and structure of promotional materials, to the planning of special events, to the choice of souvenirs available for purchase. Visitors are the consumers of tourism products and experiences. Understanding them is, therefore, a critical first step in the marketing process.

8.1 The Visitor: An Overview

Non-resident visitation to the province has steadily increased in the last six years. During the period of 1996 - 2000, the province saw a 37% increase in non-resident visitation. This increase has been at least partially attributed to the Special Celebrations held in Newfoundland and Labrador beginning in 1997 with the Cabot celebrations and continuing into 2002 with Access Labrador. These year long events have resulted in significant exposure for the province in Canadian, American and European tourism markets.

The resulting increase in non-resident visitation to the province has been reflected in both the level of ferry traffic and the number of direct international flights to the province. St. John's Airport experienced a 15% increase in direct international arrivals during the year 2000. In 2002, ferry traffic at both the Argentia and Port aux Basques terminals reached record highs.

Although non-resident visitors currently account for just 16% of the province's total visitation, their spending accounts for 44% of Newfoundland and Labrador's total tourism revenues. As a result, much of the province's marketing efforts have been directed towards this segment of the tourism market.

In general, visitors to this province are well-travelled, well-educated and have high expectations of the experiences they will find here. They are looking for the new, the exotic and the different. Quality service and hospitality is also critical. While many of today's travellers are prepared to spend, they also expect value for the money.

Baby boomers (those aged 45+) continue to comprise the largest segment of the province's non-resident market. Travel has always been important to this group, and many of them will have significant financial resources in retirement thanks to pension plans and strong real estate and stock markets. The expected result is larger travel markets over the next 10 - 20

years composed of older travellers with time and money, looking for new places to go and new things to do.

The Internet is becoming more and more important to travellers in seeking out destinations of interest, in research and planning their trips, and in making bookings and trip purchases. Research indicates that the Internet is now the second most popular source of information for planning trips, ahead of advice from friends and relatives.

Increasingly, travellers of all ages are looking for experiences in outdoor activities and adventure, learning and personal enrichment, cultural events and entertainment, interpretive programs at parks and historic sites in not just great scenery and friendly people. An increasing number of visitors to this province describe the nature of their trip as 'multi-purpose'. They fall somewhere between the general sight seeing/touring market and the special interest, or niche markets. These travellers are motivated by a combination of general and special interests, or by a number of special interests combined. For example, a general sight seeing tour combined with one or more outdoor adventure activities. Research indicates that this is an eclectic, well-travelled, well-educated group who possess a broad range of special interests, including the outdoors, culture and heritage, unique getaways, and learning experiences.

In summary, the primary demographic of this province's non-resident visitor can be described as:

- Adults, 45-64 years of age
- Highly disposable income
- University educated
- White collar urban residents
- Empty nesters
- Adventurous, nature oriented
- Seeking nature, culture and enrichment experiences

8.2 Resident Visitors

Despite the recent growth in non-resident visitation to the province, residents of Newfoundland and Labrador continue to represent the largest and most important market segment for tourism in the province, accounting for 84% of the visitors and contributing 56% of the province's total tourism revenues. The provincial Department of Tourism describes the primary demographic of resident visitors as:

- 25-45 years of age
- With and without children
- Average income and education
- Looking for flexibility and choice

The Town of Logy Bay-Middle Cove-Outer Cove is not a major tourist destination. However, the neighbouring municipality of St. John's is. 17 in 20 non-resident tourists to this province visit the capital city. In addition, St. John's is home to approximately one third of Newfoundland's total resident population, many of whom live within 5 to 10 km of Logy Bay-Middle Cove-Outer Cove. Consequently, two primary visitor groups to Logy Bay-Middle Cove-Outer Cove can be identified. They are:

- Nonresident 'multi-purpose' visitors
- Visiting St. John's
- Have a broad range of interests
- Looking for things to do
- Have disposable income to spend
- Residents of St. John's and the surrounding area
- Have some awareness of Logy Bay - Middle Cove -Outer Cove
- Looking for short, interesting excursions
- Strong potential for repeat visitation

8.3 Potential Products

Logy Bay - Middle Cove - Outer Cove possesses a range of cultural, natural and heritage resources. These range from spectacular coastal scenery and beaches, to a rich agricultural heritage and a collection of contemporary, working farms. An assessment of these resources completed as part of the *Capital Coast's Tourism Product Development Initiatives and Wayfinding System*, suggests that only a handful of these resources are market ready. Specifically, these are:

- Ocean Sciences Centre (Logy Bay)
- Middle Cove Beach
- Clovelly Golf Course
- Clovelly Riding stables
- Museum of Logy Bay - Middle Cove - Outer Cove

Logy Bay - Middle Cove - Outer Cove also possesses a number of additional resources which, while not currently market ready, can potentially contribute to the Town's mix of tourism resources. These include:

- Red Cliff (former American radar site)
- East Coast Trail
- Outer Cove Beach
- Trail from Marine Drive to Motion Head

Visitors currently experience these nine resources as independent attractions. To date, no attempt has been made to link them into a larger, more complete visitor experience. Consequently, while individual attractions like the Ocean Sciences Centre in Logy Bay, or Middle Cove Beach may be quite well known, awareness of the town itself as a tourist destination is not.

To increase awareness, visitor experiences at attractions and points of interest in the town need to be placed within a single conceptual framework. Visitors need to know that each independent location is one part of a larger whole, and that the more locations they visit, the more complete an experience they will have. In essence, the concept developed for the town should encourage visitors to ‘come in and go forth’. At the same time, it must be acknowledged that a majority of visitors to the town will be day trippers based in St. John’s. Efficiently directing these visitors to the attraction(s) that best match their needs and interests will help ensure visitor satisfaction. A final key requirement for the development of a conceptual framework for the town’s tourism resources is flexibility. It must present the town’s five market ready attractions as an existing package, while at the same time, easily accommodate new developments as they come on stream.

8.4 A Proposed Framework

It is recommended that the presentation and promotion of the town's tourism resources be packaged around four inter-related themes. Together, these themes encompass the full range of visitor experiences that are available in Logy Bay - Middle Cove - Outer Cove. They are:

1. Come In - Feel Our Warmth

Local hospitality, food, accommodations

2. Come On - Explore Our Coasts

Coastal scenery, beaches and the cold ocean ecosystem

3. Dig Deep - Discover Our Roots

Local history with a particular emphasis on agricultural heritage

4. Let Go - Celebrate Our Culture

Traditional and contemporary arts and culture including, music, drama, craft, and visual arts

These themes can be used both individually and together as a package. For example, as illustrated on the cover of the map / brochure, the four themes used together communicates the diversity of experiences available in the town. Used separately, for example, as a tag line on a promotional poster or interpretive sign, they establish a connection between the town's diverse tourism offerings.



Brochure expresses the diversity of the community's resources.

8.5 Proposed Media

I. Town Welcome and Orientation

Located in the Town Hall, the Logy Bay-Middle Cove-Outer Cove Museum celebrates the history and culture of the town's three core communities. Exhibits present the town's military, domestic, agricultural, and religious history. This is also the site of the community archive.

Recommended actions:

- Upgrade & reprofile existing exhibit at town museum
- Reinforce the four interpretive themes
- Provide an overview of the town's history
- Identify key attractions & points of interest

II. Interpretive Signage

Professionally designed interpretive signs are an effective and relatively cost effective way of providing visitors with information. Interpretive signs are available for visitor use 24 hours a day, seven days a week and can help establish/reinforce the town's identity at more remote, unstaffed locations. Five potential locations for interpretive signage are identified below. These are:

1. Torbay Point

- associated resource: coastal views
- theme: Come on, explore our coasts
- interpretive message: fisheries heritage

2. Red Cliff

- associated resources: abandoned WWII military site, Flag Staff Hill is the site of an 18th century civilian signalling station
- theme: Dig Deep, discover our roots
- interpretive message: military heritage

3. Middle Cove

- associated resource: Middle Cove Beach
- theme: Come on, Explore our coasts
- interpretive message: capelin spawn / settlement history

4. Outer Cove

- associated resource: Outer Cove Beach
- theme: Dig Deep, Discover our roots
- interpretive message: Settlement history, Regatta crews

5. Logy Bay

- associated resource: Ocean Sciences Centre
- theme; Dive in, Explore our coasts
- interpretive message: Cold ocean environment

Interpretive signage at these proposed locations will:

- Identify and interpret site specific themes & messages.
- Identify link between site message and town themes.
- Establish a consistent look for all sites.

III. Public Programming

Current research indicates that an increasing number of travellers are looking for experiences in outdoor activities and adventure, learning and personal enrichment, cultural events and entertainment, interpretive programs at parks and historic sites in not just great scenery and friendly people. Developing and offering public programming (regularly scheduled activities and events led by a resource person) at key locations in the town is one way of filling that need. During the planning process, public consultations drew strong support and entrepreneurial interest for public programming. Several excellent opportunities for new events were discussed and ranged from guided beach walks or trail rides, to demonstrations of / instruction in traditional skills.

Additional advantages of public programming include:

- Direct human contact is often more enjoyable to visitors than communication by impersonal media such as interpretive panels or printed materials. Many people travel for social reasons and want to meet local residents.
- It can easily be customized to meet changing visitor needs or conditions.
- Easy to monitor and can be changed according to visitor reaction.
- Versatile, effective and relatively easy to implement.
- Cost effective, particularly in the short term.
- Best way to present detailed or complex information.

Public programming in general has significant appeal for family groups as it allows children and parents to participate in an activity together, as well as providing someone to answer children's questions. Skilled, knowledgeable resource people are the key to successful public programming. To meet this requirement, it is recommended that the Town of Logy Bay - Middle Cove - Outer Cove partner with existing groups to deliver high quality public programming to visitors. Potential partners include: Memorial University of Newfoundland (at the Ocean Science Centre), Newfoundland Pony Society and trail riding groups like the Rainbow Riders, Federal Department of Fisheries and Oceans (who have a community outreach/education program that provides resource people to schools and community groups), the Logy Bay-Middle Cove-Outer Cove Heritage Committee, and the Concert Crowd.

IV. Special Events

Throughout the community consultation process, special events were identified as an important and potentially cost-effective means of enlivening the community. Special events can play a crucial role in increasing general awareness of the town and its attractions, and encourage repeat visitation particularly among residents of St. John's. With these benefits in mind, it is recommended that the town develop a calendar of special events. This calendar should include the existing 'Festival of Friends' as well as new, day long events associated with specific attractions and locations.

Examples include:

Annual Capelin Festival

A family oriented event held at Middle Cove Beach and scheduled to coincide with the annual capelin spawn. This event would formalize some of the activities that local residents traditionally associate with this time of year including a family bonfire.

Young Explorers Day

A day of family oriented programming held at Logy Bay and developed in conjunction with Memorial University's Ocean Sciences Centre.

Programming should focus on an exploration of the beach and cold water ecosystems and include activities like guided beach walks, hands-on mini experiments, and a chance to 'meet the scientists'.

Family Farm Day and/or Harvest Festival

Scheduled to coincide with the annual provincial agricultural fair and / or the fall harvest, this day long event should emphasize the town's agricultural heritage as well as highlight contemporary agricultural activities and businesses in the area. Potential partners include provincial Department of Agriculture, local farmers, riding stables and 4H groups.

Winter Carnival

A day of family oriented winter activities held at the Logy Bay Ski Club.

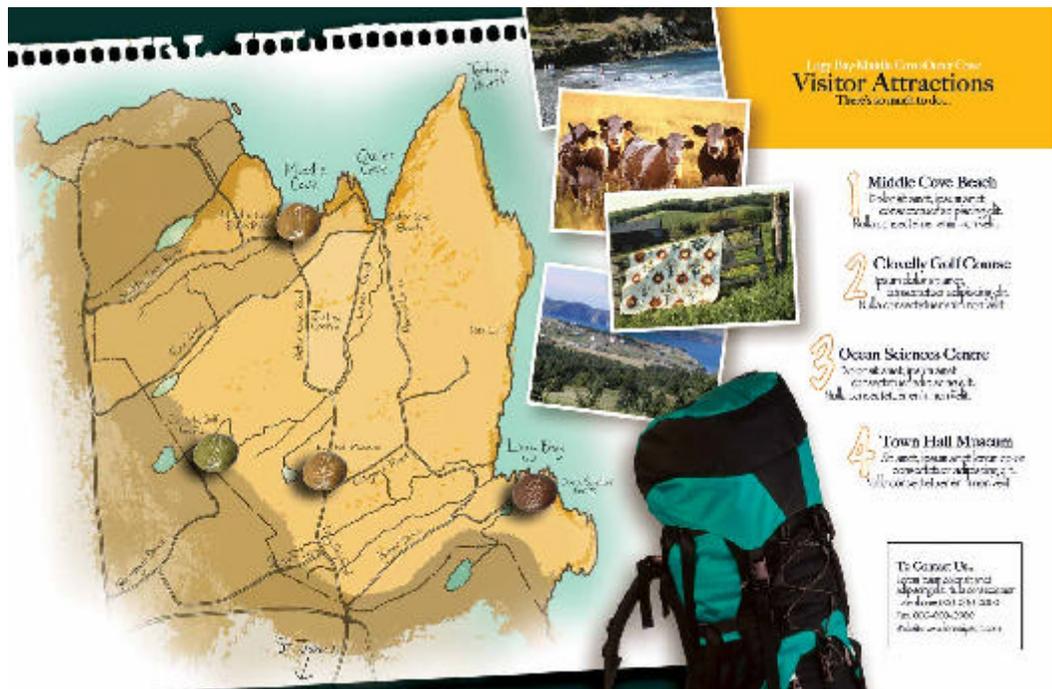
8.6 Promotional Tools

Map/Brochure

The development of a printed brochure can be a cost effective way of promoting the town and its attractions. This special promotional piece should be made available at all provincial tourist information centres. However, distribution should be concentrated within St. John's and the surrounding area. St. John's Airport, the City of St. John's tourist information centre, and the city's major hotels and restaurants are all key points of display. In addition to being attractive and eye-catching the new brochure should:

- Clearly identify driving route to the town, where to begin, approximate distances between major points.
- Identify local attractions, trails and points of interest.
- Identify season/hours of operation for attractions.
- Introduce the town's four key interpretive themes .
- Identify contact numbers/addresses for additional information.
- Incorporate a look that is consistent with town interpretive and directional signage.

Wayfinding, location of attractions, and contact information are all incorporated in the new brochure.



Posters

Posters are a relatively inexpensive and effective way of increasing public awareness of the town and its resources. They can be used alone, or in conjunction with other promotional materials like the map / brochure, and have several potential applications including trade shows and at visitor information centres in the region. Posters should also be distributed to industry organizations (Hospitality Newfoundland and Labrador, the Avalon Convention and Visitors' Bureau), and the regional development association. Poster design should mirror the look and feel of the town map / brochure.

Web Site

It is recommended that the Town develop a simple, one page website. This page should capture viewers attention and clearly identify contact information for the town and its partners. It is recommended that this page be linked to existing tourism websites, including the Provincial Department of Tourism, Culture and Recreation, the Avalon Convention and Visitors' Bureau, and the Capital Coast Development Alliance.

Print Advertising

Newfoundland and Labrador Travel Guide

This is the province's most popular and widely distributed source of tourist information. It is recommended that the town develop a half-page ad for future issues of this publication. Ad design should mirror the look and feel of the town map / brochure.

St. John's and Canada's Far East Visitor Guide

This is a publication of the Avalon Convention and Visitor Bureau (ACVB) - an industry driven destination marketing organization whose primary role is to represent the City of St. John's and the Avalon region to key travel and trade representatives. It is recommended that the town update and expand the profile currently included in the guide's Marine Drive section, and insert a one page ad highlighting the towns key attractions. Ad design

should mirror the look and feel of the town map / brochure.

The Evening Telegram

This is the highest circulation newspaper in Newfoundland, and is particularly efficient in reaching residents of St. John's and the surrounding areas. It is recommended that the town utilize newspaper advertising as a means of promoting day long special events.

Each of these materials needs to illustrate the kinds and range of experiences the town offers: dramatic coastal scenery, heritage with a particular emphasis on agricultural heritage, arts and culture, and local hospitality. To ensure consistency, it is important that these features be highlighted, either individually or as a package, in all promotional materials. Additional points to consider include:

- Where will the best and most powerful memories of a visit come from (or need to be created?) Where will visitors want to have their pictures taken?
- What will they take photos of?
- What will you want them talking about in their car on the way home?

9.0 ECONOMIC IMPACT

Introduction

The question to be answered in the consideration of economic impact of tourism development in Logy Bay - Middle Cove - Outer Cove is:

What is (or can be) the town's Unique Selling Position within the St. John's urban region, for inbound and resident travel markets?

9.1 Current and Proposed Products

The town currently has:

- the Ocean Sciences Centre,
- it is part of the Killick Coast Scenic Drive,
- Middle Cove Beach,
- Clovelly Golf Course and Clovelly Riding Stables,
- the annual community Festival of Friends event, and
- a Community Museum.

This tourism plan proposes enhancements to:

- Middle Cove Beach,
- the Justina Centre, including re-location of the Museum, and
- the Town Centre.

. . . and development of:

- Road side rest/interpretation sites, wayfinding and signage,
- Red Cliff (camping park and outdoor performance venue),
- a community hiking trail system, which would link into the East Coast Trail when it is extended to Logy Bay - Middle Cove - Outer Cove,
- Outer Cove (fishing culture interpretation, an outlet for kayak rentals and gift sales and a marina), and
- equestrian trails - two loops, 14 km.

The potential to create agricultural experiences is outlined in the plan, including equestrian outings, events focussed on the farming sector (eg, Harvest Festival, Family Farm Day) and farm stays.

The Newfoundland and Labrador Cold Ocean Aquarium Association is pursuing development of a world class cold ocean public aquarium next to the Ocean Sciences Centre in Logy Bay. It would be a focal point for education (school groups), life long learning (cold ocean ecosystem, marine history and heritage) and marine science culture. The facility would be a major addition to the product offerings of the Northeast Avalon and the province.

9.2 The Regional Travel Market

The St. John's Urban Region receives the province's highest annual visitation of both resident and non-resident tourists. The city has averaged approximately 317,000 non-resident visitors since the year 2000, and they are spending between \$115 and \$120 million each year. There is no reliable estimate of the number of resident tourists who travel to the region each year for various business and personal reasons, but they are significant. Logy Bay - Middle Cove - Outer Cove, therefore, is in the fortunate position of having a large prospective market either passing by or at least in the "extended neighbourhood".

Culture and natural heritage is generally accepted as the greatest travel motivator in the world and it is playing an increasing role in the marketing of Canada¹ and Newfoundland and Labrador as a destination. The sector is expected to continue to grow to meet the needs of the aging boomer generation. Our typical non-resident tourist is looking for opportunities to

¹One third of all travellers to Canada include culture and heritage-related activities as part of their trip and 40% of all foreign travellers experience Canada through cultural activities. The number of cultural tourism products is increasing annually and culture was featured prominently at the 2001 staging of Rendez-vous Canada, the country's major international tourism trade show.

learn about local cultures and have direct contact with local residents. He/she places high value on authenticity and enriching, educational experiences. High quality interpretation and people contact are important at all times. It is also common to have a keen interest in more than one activity, eg, birdwatchers and hikers commonly have an interest in history/archaeology.

While resident travellers exhibit lower average per capita spending than non-residents, significant numbers of them are year round consumers who are always looking for new family or weekend activities. Traditional activity orientations focus on outdoor recreation, general sightseeing/touring and visiting friends and relatives (VFR). However, there is growing interest by residents in historic sites and cultural attractions, such as the Boyd's Cove Beothuk Interpretation Centre and the Trinity Pageant².

As noted above, the heritage resources of Logy Bay - Middle Cove - Outer Cove and area can play a definite role in responding to the needs of the marketplace and building the attractions base of the region.

9.3 Product Development and Economic Impact Potential

High Potential Products

Of the products outlined in Section 9.1, those with the greatest potential to set the town apart from others in the region and contribute to Logy Bay - Middle Cove - Outer Cove's development as a destination are:

1. *Agricultural Experiences*, including:
 - pony treks on the Newfoundland Pony (as per native pony treks in places like Iceland, Norway and Scotland),

²In-Province Travel Survey and Implications for Product Development and Marketing, EPG Canada and Omnifacts Research, March, 1996.

- events around the harvest, sale and preparation of locally grown products, and
 - farm stays.
2. *Interpretation of the Cold Ocean Ecosystem and Marine Heritage* via the Ocean Sciences Centre, add-on products and, if built, the proposed Newfoundland and Labrador Cold Ocean Aquarium.
 3. There is potential to develop the *Festival of Friends* and position it as a defined tourism product in the region (it will not create any economic impact as just "another community festival").

These three, along with an enhanced Middle Cove Beach as a family attraction, could bring lasting economic benefit to the town and region, if they are developed as high-end products, packaged and marketed well. They bring the opportunity for interactive learning, people contact, community celebration and performance. Packaging would likely need to involve products and partners from across the region. The Clovelly Golf Course is a high-end product and some local add-ons may be possible, but it would most likely stand on its own, or be linked as one of several quality golfing opportunities in the extended urban region. The potential for golfing tours in the region may be on the upswing following recent high-profile publicity on one of the major golfing web sites.

The other products noted above, both those existing and proposed, will round out the offerings in the town, but are not seen as having unique appeal within the region, with the potential for generating trips to the town or, for passers by, causing people to stop and stay for a while. This is not saying of course that there is not potential in Logy Bay - Middle Cove - Outer Cove to develop other products that would raise the town's profile and add to the regional attractions base.

Economic Impact

Following is an attempt at drawing conclusions on the potential of the Logy Bay - Middle Cove - Outer Cove Comprehensive Tourism Plan to bring incremental benefits to the regional and provincial economy. Implementing the operation will result in a range of both economic and non-economic impacts. Expected non-economic impacts will include community capacity-building, the growth of community pride and profile.

Assumptions

For the purpose of this exercise, the following assumptions are made:

a) Non-Resident Visitors

The average expenditure per day for non-resident travellers to the province is assumed to be \$58.95³.

Secondly, it is assumed that implementing the tourism plan, and particularly products and packages centred around:

- agricultural experiences,
- Interpretation of the Cold Ocean Ecosystem and Marine Heritage, and
- an enhanced Festival of Friends

would extend non-resident visitation in the region on average one-half day per person for 2,000 visitors.

b) Resident Visitors

Provincially, around 85% of person trips come from resident markets. The

³ACOA Newfoundland, Determining Event Scale and Impact from an Economic Development Perspective. It encompasses auto travel, including VFR, air travel and overnight accommodation. Business travellers are not included.

average expenditure per day by resident travellers in the province is considered to be around 50% of that spent by non-residents - assume \$30.00/day.

For the purpose of this exercise, it is assumed that implementing the Tourism Plan would attract new visits or extend stays by one-half day for 1,200 resident travellers (ie, outside the region).

c) Provincial Content

It is assumed that provincial content⁴ of expenditures by both resident and non-resident visitors to the region averages 50%.

d) Indirect GDP Impacts

A multiplier of 1.3 is proposed to estimate indirect GDP impacts. This reflects \$0.30 in indirect benefit for each \$1.00 in direct benefit from tourism visitation expenditure.

Conclusion

The above assumptions would result in the following:

Non-Resident expenditure: (2,000 visitors) x (0.5 day extra stay)
x (\$58.95 per day)
= \$58,950.00

Resident expenditure: (1,200 visitors) x (0.5 day extra stay)
x \$30.00 per day)
= \$18,000.00

Total Expenditure: = \$76,950.00

⁴Provincial content refers to the portion of expenditures benefiting provincial labour and capital and excludes returns to imported goods or intermediates.

Annual GDP Impact

Using the multiplier of 1.3 results in the following annual impact
on GDP: (\$76,950 in expenditure) x (0.50 provincial content) x 1.3

$$= \$50,017.50$$

The above represents a preliminary look at the potential for the tourism plan to generate incremental revenue (construction not included). With prudent management and attention to product quality and partnering by local entrepreneurs, additional products could be developed and the town could attract larger numbers and increased economic impact.

10.0 IMPLEMENTATION

10.1 Cost Estimates and Phasing

It is estimated that the Comprehensive Tourism Plan can be implemented over four phases, subject to limiting factors such as priorities of the development committee and the town, and availability of funding. It is unlikely, and perhaps undesirable, that implementation of all actions will take place continuously over the next few years. What is more likely, given available resources, is that implementation will take place as a series of specific projects for relatively short periods of time. The cost estimate table (page 10.2) suggests a schedule and cost estimates for each component.

The estimates in Table1 (page 10.2) should be considered as ‘order-of-magnitude’ and are based on the anticipated scope of work, scale of projects and the conceptual drawings prepared as part of this project.

Table 1

Recommended Actions		Phase				
		1	2	3	4	Component Totals
Site Enhancements	Middle Cove Beach	\$135,000				\$135,000
	Justina Centre		\$22,000	\$30,000		\$52,000
	Middle Cove Roadside Rest Area		\$37,500			\$37,500
	Outer Cove Roadside Rest Area		\$37,500			\$37,500
Proposed Attraction	Outer Cove Beach*			\$140,000	\$140,000	\$280,000
	Outer Cove Marina			\$650,000	\$750,000	\$1,400,000
	Red Cliff (2 sites)	\$50,000	\$180,000	\$200,000	\$100,000	\$530,000
	Ship Cove Point			\$50,000	\$50,000	\$100,000
Wayfinding System	Gateway Signs (3)	\$12,000	\$24,000			\$36,000
	Directional/Attraction Signs (4)		\$6,000			\$6,000
	Interpretation Signs (7 sites)		\$35,000			\$35,000
Greenway System	Equestrian Trails	\$38,000	\$38,000	\$38,000	\$38,000	\$152,000
	Community Trails	\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
	Rest/Viewing Areas (3)		\$20,000	\$10,000		\$30,000
	Trail Head Developments (6)		\$72,000	\$72,000		\$144,000
	Town Centre Site Enhancement**	\$70,000	\$35,000	\$22,000	\$22,000	\$149,000
	Agricultural Area Enhancement***	\$5,000	\$5,000			
	Community Events***	\$5,000	\$5,000			
Construction Total for each Phase		\$350,000	\$552,000	\$1,247,000	\$1,135,000	
Professional Fees (15%)		\$52,500	\$82,800	\$187,050	\$170,250	
Project Total		\$3,776,600				

* Does not include marina development.

** Area at Town Hall only.

*** Seed money for planning.

10.2 Endorsement

The completed plan should be presented to the town's planning department and council for their consideration. Upon favourable review of the plan, the council should be asked to pass a resolution of endorsement. Ongoing dialogue and additional approvals will be necessary as the recommended actions are carried out, particularly when funding and coordination for rights-of-way are needed.

As there is no obligation by the town council to implement any parts of this plan, the key initiatives should be accommodated, or at least considered, when a new municipal plan is developed over the next few years. The municipal plan will be the most effective tool in implementing tourism plan components.

10.3 Professional Design Services

Given the degree of commitment the town and the development committee has shown in the preparation of this Comprehensive Tourism Plan, the subsequent implementation of various components should be executed to the highest design standard. Design of specific facilities, trails, activity areas and landscape elements should be professionally developed to a consistent standard of excellence. The ultimate success of the tourism infrastructure will rest to a large extent on the attention paid to consistent design style and detail. Specialized skills and knowledge from firms or persons will, from time to time, be needed to resolve issues and problems or to tackle tasks which are beyond the abilities of the development committee to undertake. Objective views of persons not intimately tied to the project will be helpful to plan implementation. For the various actions, professional advice should be sought from:

- Environmental Planners and Landscape Architects
- Civil and Structural Engineers
- Interpretative Specialists and Graphic Designers

10.4 Funding Sources

Ideally, funding for implementation of plan components should come from both public and private sources. To be successful, the plan cannot simply centre around the town's efforts to secure the financial resources needed for the proposed actions.

The development committee must seek opportunities to partner with various levels of government (particularly the town council), non-profit organizations, and the business community to develop various components. Various groups within the town seem to provide good opportunities to partner, particularly in establishing new events. For example, the town could work with the ski club to host a Winter Carnival.

We estimate that approximately \$3.3 million will be needed over the next 5 to 10 years to implement the Plan, excluding funds that will be required to hire a Project Coordinator, and to access consultant services where necessary.

The development committee should seek sustainable funding (with support from the Town of Logy Bay - Middle Cove - Outer Cove), to support staffing, provide technical assistance, and undertake detailed planning and design for various actions.

It is suggested that day to day maintenance and management would become the responsibility of the Town of Logy Bay - Middle Cove - Outer Cove.

Opportunities to embrace other developments in the region that support the plan must also be examined. For example, the Capital Coast Development Alliance is currently engaged in the implementation of the signage strategy components which may include some of the signage kiosks for the community.

While it is anticipated that the majority of the funding required to develop the plan will be sought from Human Resources Development Canada (HRDC) and the Atlantic Canada Opportunities Agency (ACOA), every effort must be made to look at funding opportunities beyond these traditional sources.

10.5 Management Structure

The development committee is an *ad-hoc* organization of citizens interested in enhancing the tourism potential of the town. The committee is supported by the town council which has mandated them to coordinate the development of this plan. With the adoption of the Comprehensive Tourism Plan, the development committee's work will be complete. However, the committee can continue to play an important and ongoing role in the implementation of the plan's components.

To begin, we suggest that the committee adopt a suitable name and become incorporated. The name should make it very clear that the committee's purpose is to facilitate and support the implementation of tourism initiatives in the town. Having an incorporated body deflects potential liability for any of the newly-developed projects from the individuals involved in organizing them to the corporation. It also means that the incorporated body keeps records of its activities, and provides an accounting of costs and expenses. As well, many of the funding agencies and supporting organizations will not support groups that are not incorporated.

The organization of the committee would necessarily need to work closely with the town council. Ultimately, a majority of the infrastructure developed will become the town's responsibility, and it is the town who has the authority to approve any developments. The make-up of the committee should also be representative of the greater community.

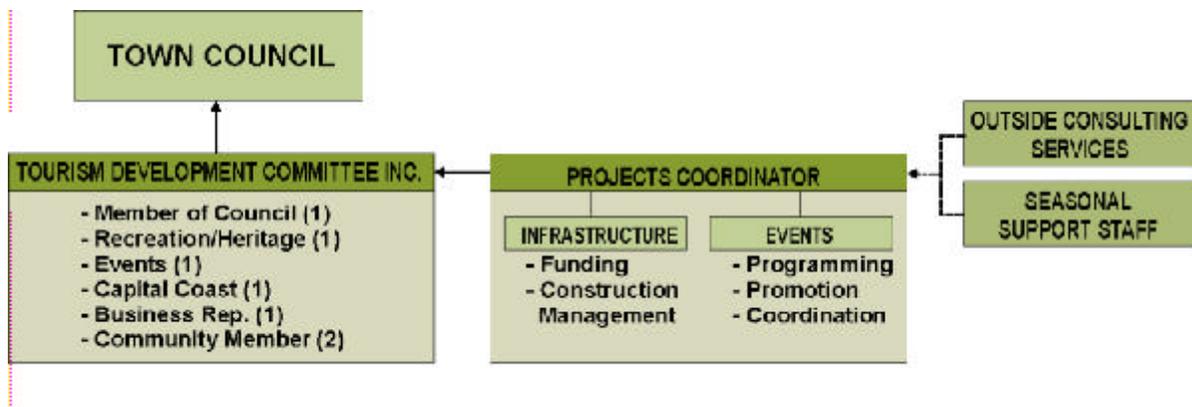
It is unrealistic to expect that this committee and its volunteers will have the combined skills, resources and energy to implement all the suggested

initiatives. Therefore, at the early stages of implementation, a **Projects Coordinator** is recommended. The coordinator will facilitate the implementation process on a full-time basis, including the legwork required for funding applications. Financing of the position should be a responsibility of the town with possible financial support coming from HRDC programs.

Currently the town has several *ad-hoc* committees which will be affected by this plan: Justina Committee, Heritage Committee, and Festival of Friends Committee. All these groups receive some funding from the town to support their activities. It is likely that they would also benefit from having their volunteer efforts coordinated by a projects coordinator. The project coordinator would be the “go to” person for all tourism infrastructure and events planning initiatives. This person would be responsible for funding applications and coordinating with consultants and the town’s various committees.

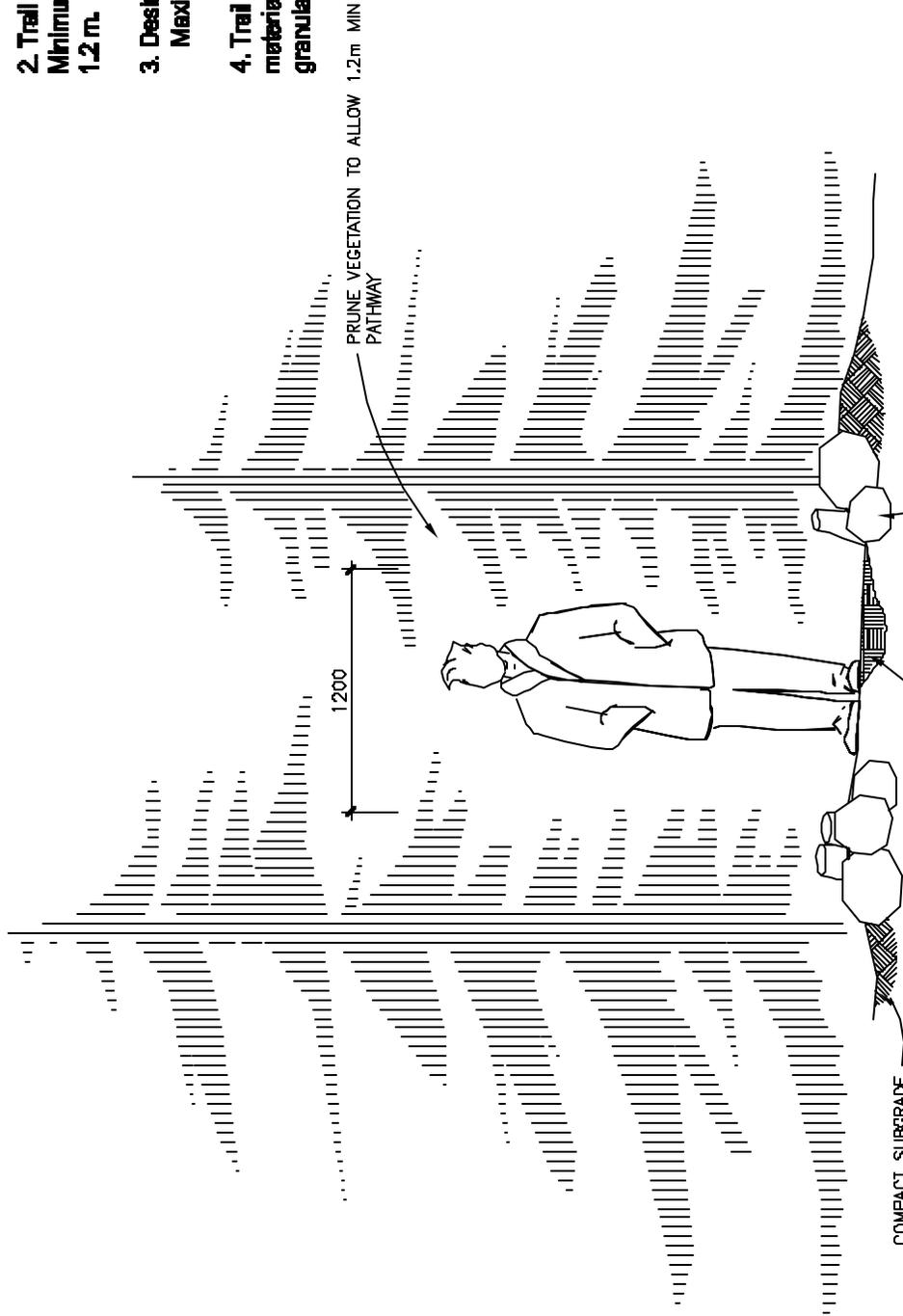
As implementation of the plan gains momentum, it is suggested that the projects coordinator would be supported in their work by a seasonally employed assistant. The assistant’s primary role would be to help manage events and the community museum during the tourist season.

Figure 4, Management Structure



NOTE:

REMOVE TREES WITHIN 3000mm OF TRAIL AND PRUNE BRANCHES TO ALLOW 1200mm PATHWAY. OVERHEAD BRANCHES TO REMAIN.



COMPACT SUBGRADE

FILL ANY HOLES THAT MAY BE HAZARDOUS

REMOVE STONES AND STUMPS THAT ARE HAZARDOUS TO HIKERS. WHERE POSSIBLE, MOVE TRAIL TO PROVIDE SAFE AND OBSTACLE FREE SURFACES.

Notes:

1. This typical detail is provided as an example of trail construction. New trail development should be designed to suit specific site conditions.
2. Trail tread width may vary with terrain conditions. Minimum width to be 0.5 m. Clear vegetation to width of 1.2 m.
3. Desirable slope of trail: 1 to 10 percent
Maximum trail slope: 20 percent over short distances.
4. Trail surface should be fairly even. Additional surface material may be required, to consist of compacted granular 'A', wood shreds, or crushed stone.

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 CANADA A1C 5K4
 TEL: (709) 736-2500 FAX: (709) 736-2499



project
**Town of
 Logy Bay-Middle Cove-Outer Cove
 Comprehensive Tourism Plan**

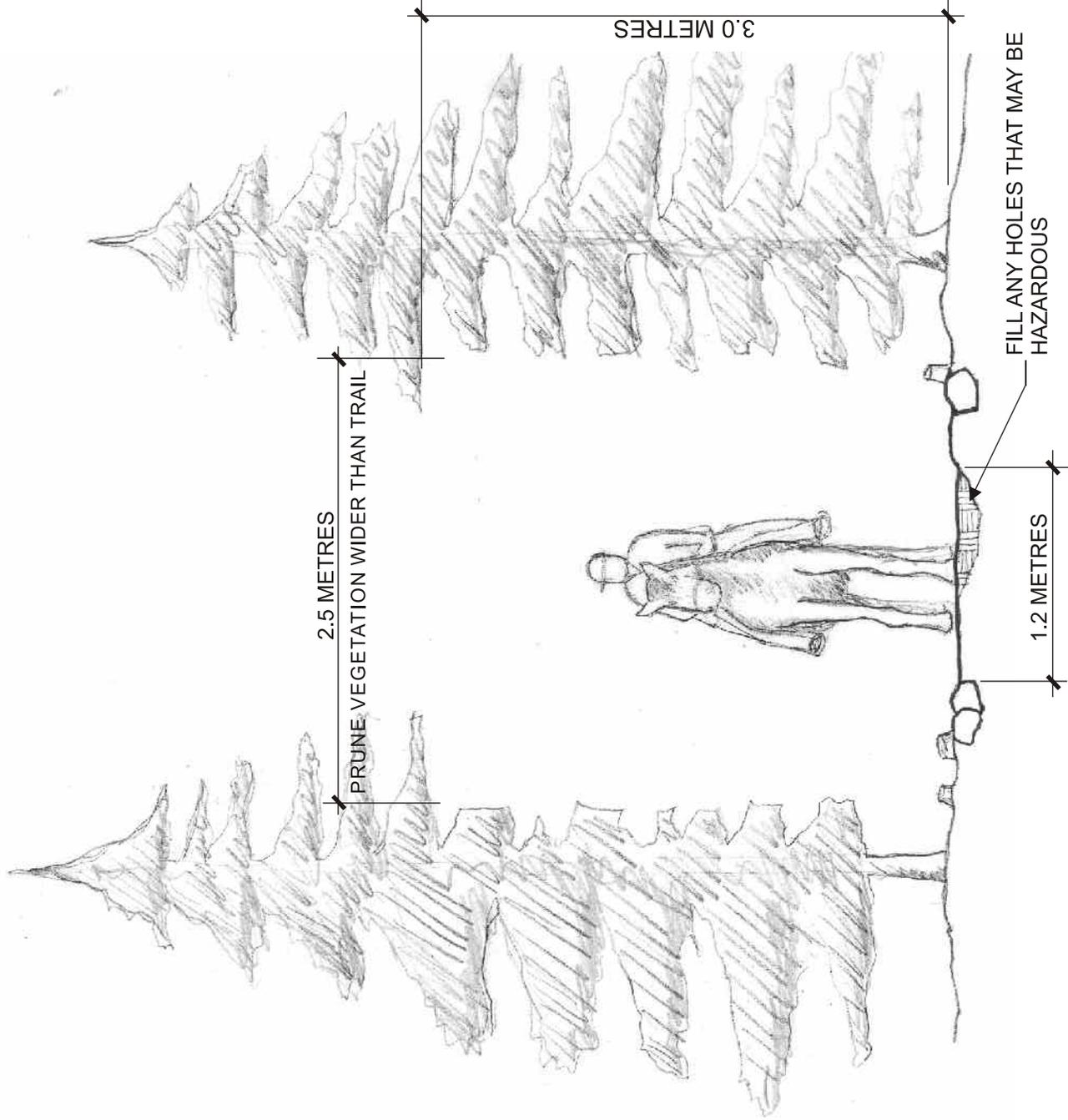
key initiative
Trailway System

title
**Hiking Trail Clearing
 Requirements**

designed Tract	date APRIL '03	sheet
approved	scale N.T.S.	
drawn Tract	revision	

Notes:

1. This typical detail is provided as an example of trail construction. New trail development should be designed to suit specific site conditions and user requirements.
2. Trail width should vary with terrain conditions. In rough terrain width can be as narrow as 0.5 m. In open areas trail width can be increased to 1.5 to 2.0 m. Greater widths should be provided occasionally to allow for passing, or for riders to travel in double file.
3. Desirable range of trail slope: 0 to 10 percent. Maximum sustained slope: 15 percent. Maximum slope for short pitches: 20 percent up to a max. of 30 m.
4. Remove stones and stumps that are hazardous to riders. Where possible, locate trail to provide safe and obstacle free surfaces.
5. Trail surface should be fairly even. Where possible, locate trail in areas of erosion-resistant soils. In areas of unsuitable soil, or where heavy use will cause erosion, additional surface material will be required. Acceptable materials are wood shreds, or gravel mixed with soil and compacted. Compacted crushed stone may be the most suitable.



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project

Town of
Logy Bay-Middle Cove-Outer Cove
Comprehensive Tourism Plan

key initiative

Trailway System

title

Equestrian Trail
Clearing Requirements

designed
TRACT

approved
TRACT

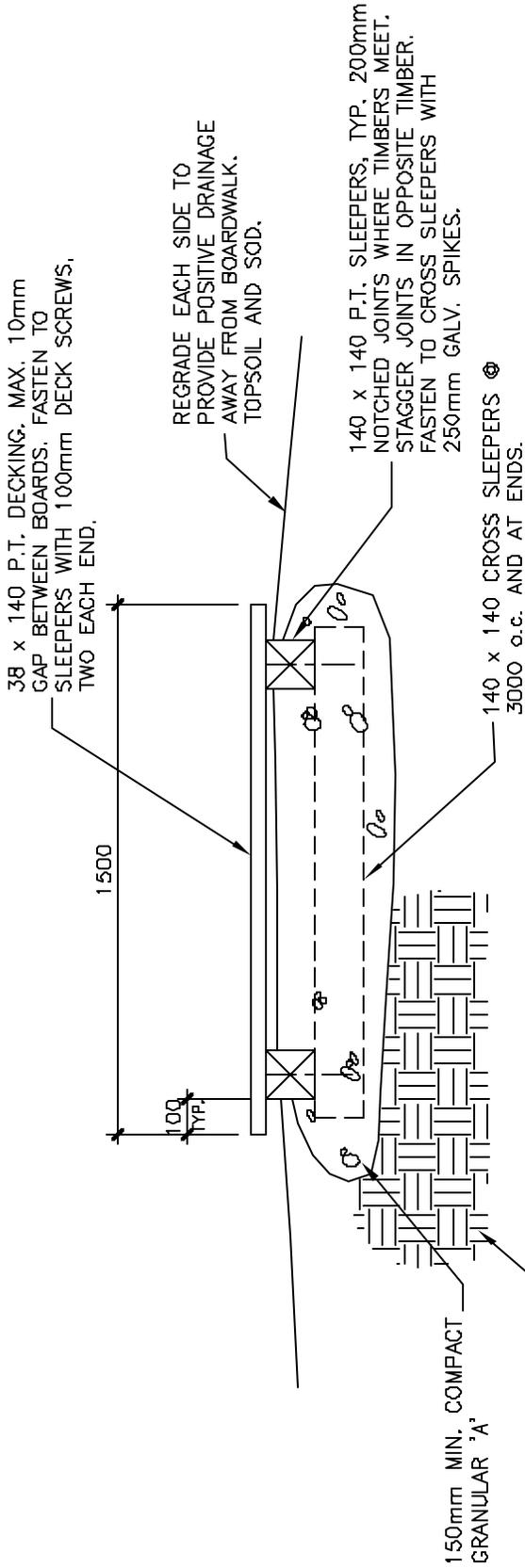
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date
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scale
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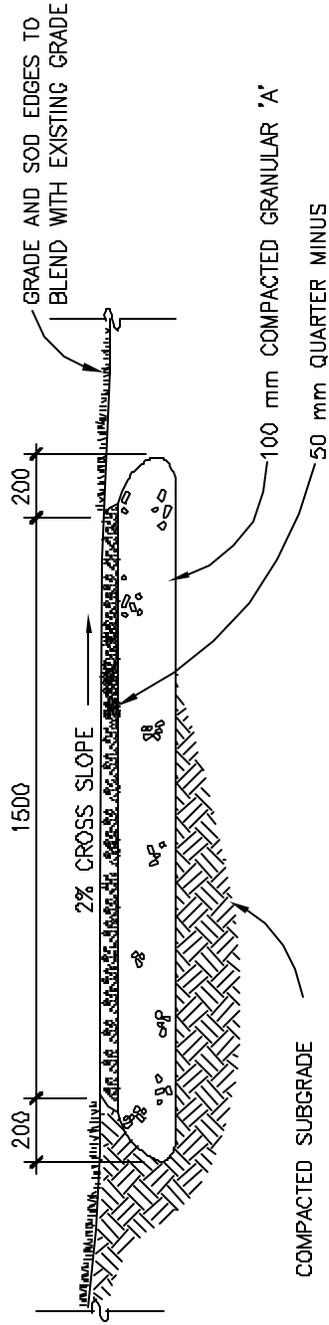
revision

sheet



NOTE:
 WHERE BOARDWALK SPANS STANDING WATER OR GULLY,
 ENSURE MINIMUM 1500mm LANDING EACH SIDE.

Note:
 This typical detail is provided as an example of trail construction.
 New trail development should be designed to suit specific site conditions.



NOTE:

REMOVE EXISTING ORGANIC MATERIAL (SOD, SOIL, ROOTS) AND LARGE STONES TO A DEPTH OF 150mm BELOW EXISTING GRADE

Note:

This typical detail is provided as an example of trail construction. New trail development should be designed to suit specific site conditions.

TRACT CONSULTING INC.
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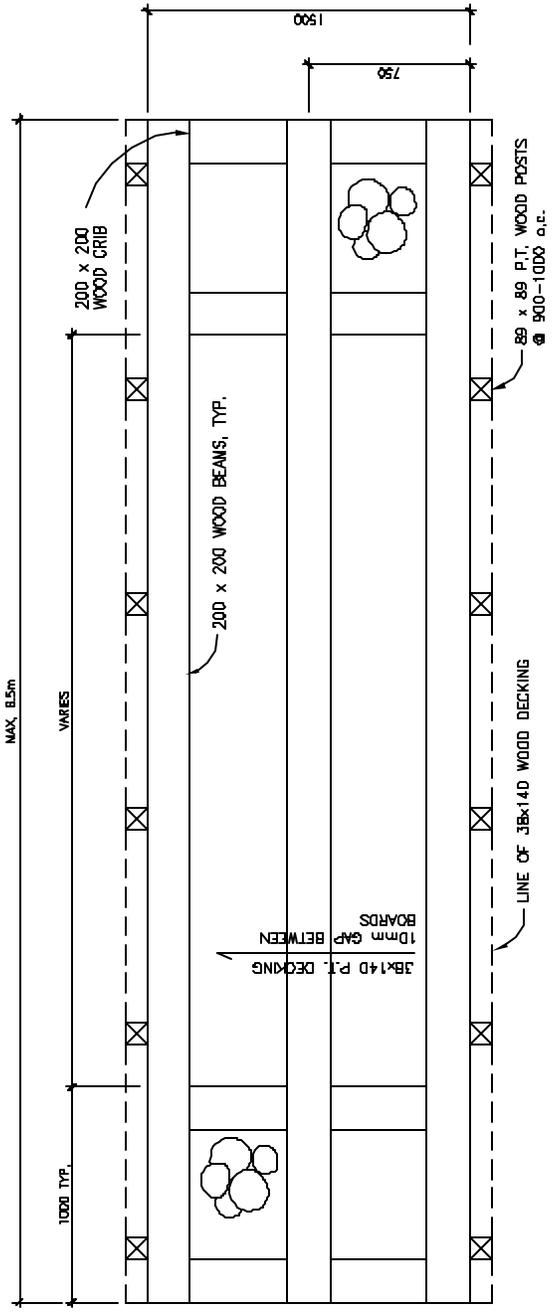


project
**Town of
 Logy Bay-Middle Cove-Outer Cove
 Comprehensive Tourism Plan**

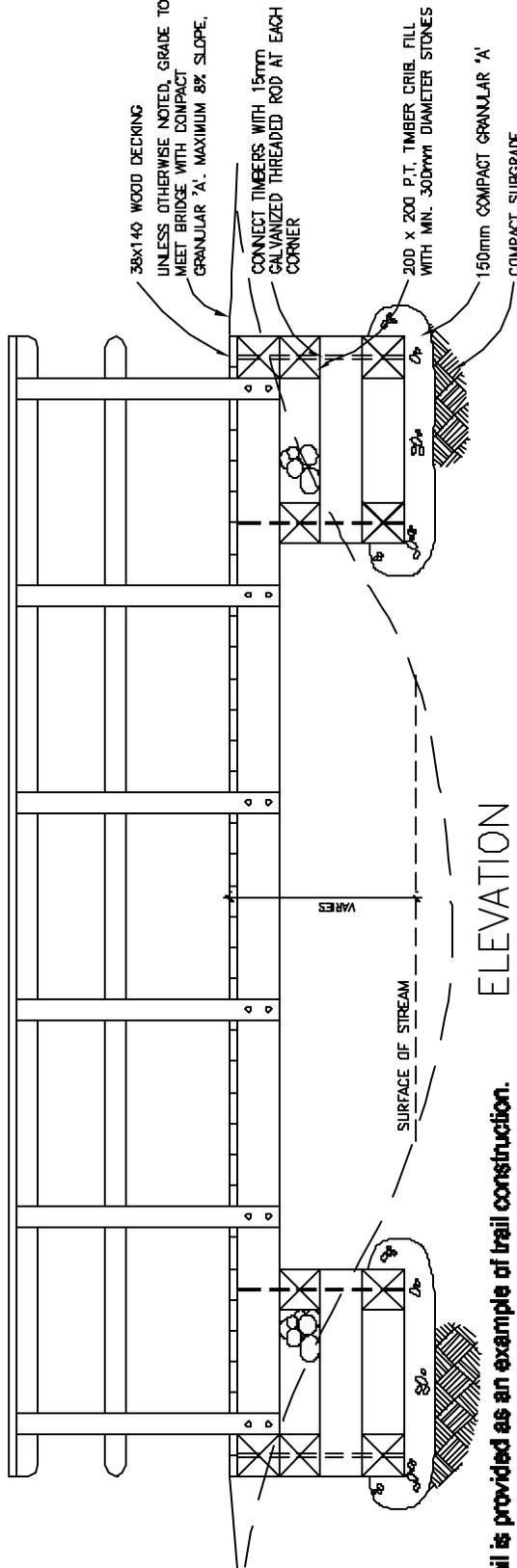
key initiative
Trailway System

title
Typical Granular Walk

designed	Tract	date	APRIL '03	sheet
approved		scale	1:20	
drawn	Tract	revision		



PLAN



ELEVATION

Note:
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project
Town of Logy Bay-Middle Cove-Outer Cove Comprehensive Tourism Plan

key initiative
Trailway System

title
Typical Footbridge

designed	TRACT
approved	
drawn	TRACT

date	APRIL '03
scale	N.T.S.
revision	

sheet