

The Shorefast Foundation was a \$16M Project announced on January 23, 2009

Three funders:
Government of Canada (\$5M)
Government of NL (\$5M)
Shorefast Foundation (\$6M....plus...)

A project led by the arts; bringing together the unique characteristics of Fogo Island and Change Islands to appeal to geotourists from around the world

Finding new ways with old things....

Background

Cultural & economic resilience for Fogo Island and Change Islands

• Lead with the arts to create a future built on our past

• Become a destination for meaningful experiences with the arts, culture, food and nature

Shorefast Vision

As philanthropists / social entrepreneurs, we want to partner, invest & be catalysts
 Our projects are a point of departure, not a point of arrival

Shorefast Goals

Entrepreneurial drive combined with strong social purpose
 Shorefast is a registered charity that functions as a social entrepreneurship:

 Using business minded ways of achieving social ends

 100% of surpluses are re-invested in the community

Social Entrepreneurship

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- "We are all inventors, each sailing out on a voyage of discovery, guided each by a private chart, of which there is no duplicate. The world is all gates, all opportunities."

  Ralph Waldo Emerson
- Now who we are
  Innovate but be true to who we are
  Know what's going on in the world
  Know our markets; find our niche

  Shorefast Approach
- Culture has to be lived; we must be careful not to trivialize it
  There are no better guardians than the ghosts of the people who came before us
  Must build on what was and what is

  Shorefast Beliefs

Focused on Geotourism & the Arts:

• The Arts Corporation

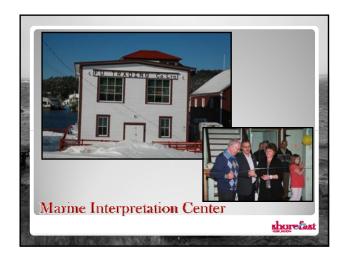
• The Inn

• The Business Fund

Primary Shorefast Projects

Marine Interpretation Center
 Site for the first annual World Oceans Day Event on Fogo Island
 Site for the New Ocean Literacy Programming

Community Initiatives









Partridgeberry Festival

A fall festival celebrating the partridgeberry ......

Alongside local agricultural products and local art and craft

Community Initiatives



Build on the tangible & intangible assets of Fogo Island to create a world-renowned, high-end "Geotourism Destination"

The Tourism Goal

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"Tourism that sustains or enhances the geographical character of a place – the environment, heritage, aesthetics, food, culture & well-being of local people".

Jonathan Tourtellot,
National Geographic Traveler

Geotourism

- Projects must be transformative to local economy
- Recognize that doing something bold makes other things seem possible
- Want to find ways of collaborating with other NL sites to offer a comprehensive experience to guests
- · Must continue to benchmark ourselves internationally
- Our projects fit with the vision articulated by the Government of NL

**Guiding Principles and Observations** 

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<u>Strategy #1</u>: Utilize the natural resources of Fogo Island to generate sustainable economic activity

 Hiking, kayaking, boating, fishing, berry-picking, caribou, icebergs, whales, squid jigging, bird watching, the Funks and the learnings of the Great Auk, Tilting heritage designation, nature studies & lectures

What Needs to be Done: A Six Part Strategy

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 Strategy #2: Utilize the cultural/heritage assets of Fogo Island to save a traditional way of life and attract international visitors e.g.

 traditional crafts; music; storytelling; mummers; traditional houses and buildings; wooden boats and boatbuilding skills; performance and exhibition spaces; festivals and regattas; build on the mystique of the cod (art, history, cuisine)

What Needs to be Done: A Six Part Strategy

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<u>Strategy #3</u>: Invest in the visual & performing arts to create an international center of excellence as well as showcase a <u>rich local cultural heritage</u>, e.g.

- An arts residency & production program
- Artists studios
- Artists reside in traditional houses
- Art exhibit and performance spaces
- · Art becomes an integral part of community life

What Needs to be Done: A Six Part Strategy

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<u>Strategy #4</u>: Create assets that will be demand generating:

- · A world class inn
- heritage library, art gallery, conference facility & e-cinema
- Internationally recognized regional cuisine
- Progressive use of architecture & design that is leading-edge, locale appropriate

What Needs to be Done: A Six Part Strategy

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Strategy #5: Stimulate and support local small business growth and employee skill development to levels demanded by a world class travel destination:

- · Shorefast Business Fund
- Training Programs

What Needs to be Done: A Six Part Strategy

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Strategy #6: Strategic Use of Media to communicate with key audiences

- Target market is international
- · Wealthy individuals with niche interests
- Small groups, especially in the arts
- Capitalize on the growing demand for travel destinations
   that offer unique, authentic experiences, exquisite comfort and distinctive cuisine

What Needs to be Done: A Six Part Strategy

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- Program in two interactive parts
  - Residency program
  - Production program
- International selection panel
  - Open call for artists of various disciplines
  - Invitations
- · Contemporary art gallery at the new Inn

The Fogo Island Arts Corporation

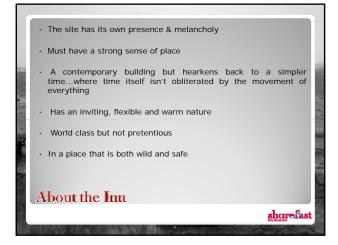
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- This million dollar fund is focused specifically on Fogo Island & Change Islands
- We offer micro-finance funds to individuals starting or expanding businesses that fit the master plan
- · We offer business coaching
- The fund sends a clear message about priorities, direction, intent & commitment

The Business Assistance Fund

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Most will be have "been everywhere" and "seen it all"; looking for a deepening of experience; want to learn
 Many want to escape the modern disease of boredom caused by "too much"; looking to quiet their souls & rediscover the subtlety of life
 Want to slow down....give feelings an opportunity to lead; to connect with the earth again
 Want to balance living well with living responsibly

Profile of the Guests

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None of us is as smart as all of us
 Goal is to help give life and personality to the Fogo Island Inn...so that the inn tells our story
 To create a successful emotional asset and a successful community asset....that will become a successful commercial asset

Design Philosophy





- Goal is to hire and train local people
  Bring the training to Fogo Island
  Use existing programs (eg. HNL ); partner with local institutions
  Work with partners to develop programmes to fill the many gaps
  These programmes can be made available to others in the Province

  Training Approach
- Hospitality: "the friendly & generous reception of guests & strangers"
   Tourist: "Someone who is travelling usually for sightseeing"
   Guest: "someone who is invited to the home of another"
   The people who come here are guests, we have invited them

  Important Words



" A place that both exists and is still being formed"
This is an ambitious & challenging plan...it is a journey
...We are all part of the ongoing creation of this place
Fogo Island

