

UNDERTAKING HERITAGE INITIATIVES AS PART OF A COMMUNITY POST-COVID-19 REVIVAL STRATEGY



Heritage NL



Heritage NL

- Raise awareness about tangible and Intangible Cultural Heritage resources
 - Support the conservation of historic places through: designation of Registered Heritage Structures and Registered Heritage Districts; conservation grants; technical expertise; cultural resource mapping; planning support
 - Support ICH projects through project planning, training, and technical support
- To learn more see: www.heritagenl.ca

IMPACTS OF COVID-19 ON COMMUNITIES

- Loss of income and employment for many
- Business closures and questions about how to get local businesses/business districts back on their feet
- Uncertainty about the future
- Long-term impacts of disruption in the way we do business (e.g., how people: buy; spend; travel)
- Social isolation (particularly for seniors)
- Reliance on traditional knowledge and skills to get through this (bread-baking; gardening; craft)

THREE-FOLD MESSAGE

1. We need to plan our future rather than letting events carry us along – now is the time!
2. Heritage resources are some of a community's most important assets in terms of planning for economic renewal and community resilience
3. How Heritage NL can assist communities in planning for heritage initiatives as part of a Post-COVID

WHY HERITAGE PROJECTS?

- Each community's heritage is unique & provides a distinctive identity/ competitive edge



Elliston – root cellars



Tilting – traditional stages, stores, houses



Port Union – Coaker's town

WHY HERITAGE PROJECTS?

- Creates good local jobs and skills



WHY HERITAGE PROJECTS?

- Rally a community and demonstrate positive change & pride
- Be a catalyst for community development & vitality

Garrick Theatre
Bonavista



WHY HERITAGE PROJECTS?

- Support a green agenda



Former Grace Hospital

WHAT FUNDERS LOOK FOR IN COMMUNITY PROJECTS

- “Shovel Ready” – planning/feasibility done
- Job creation/economic impact
- Fit with local, regional, and provincial development plans/strategies & partnerships *The Way Forward: 2017-20 Provincial Tourism Product Development Plan*
https://www.gov.nl.ca/tcii/files/17-20_prov_prod_dev_plan.pdf
- Focus on experiential tourism “*Creating Experiences Toolkit*”
https://www.gov.nl.ca/tcii/files/creat_exp_toolkit.pdf
- Financial viability/business case

EXAMPLES OF HERITAGE INITIATIVES

I. Heritage Structure Adaptive Reuse Projects



Port Union Saltfish Plant Adaptive Reuse

I. Heritage Structure Adaptive Reuse Projects



Heart's Content Regional Arts Centre

I. Heritage Structure Adaptive Reuse Projects



Gander Airport International Lounge

2. Public Improvements/Community Beautification



Bonavista

2. Public Improvements/Community Beautification

DESIGN RORKE MUSEUM PLAZA PERSPECTIVE



Carbonear Downtown Revitalization Design Concepts Final Report
Town of Carbonear

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DESIGN 6.7 FUTURE WATERFRONT DEVELOPMENT



Carbonear Downtown Revitalization Design Concepts Final Report
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Excerpts from Carbonear Downtown Revitalization Concepts (Tract Consulting)

3. Upgrade/Maintain Heritage & Tourism Infrastructure

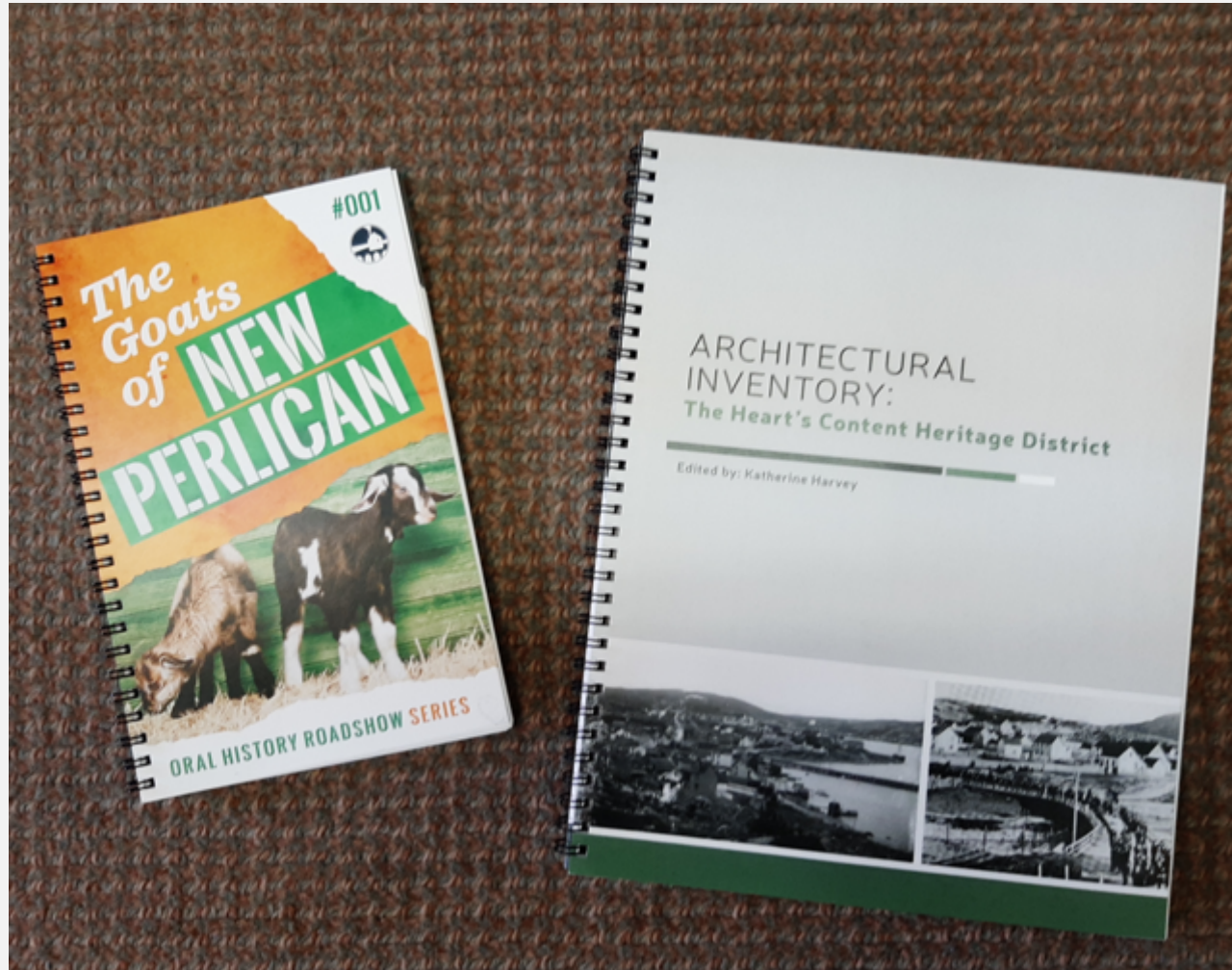


Battle Harbour



Barbour Premises

4. Community Heritage Inventories & Oral History Projects



HOW HERITAGE NL CAN HELP

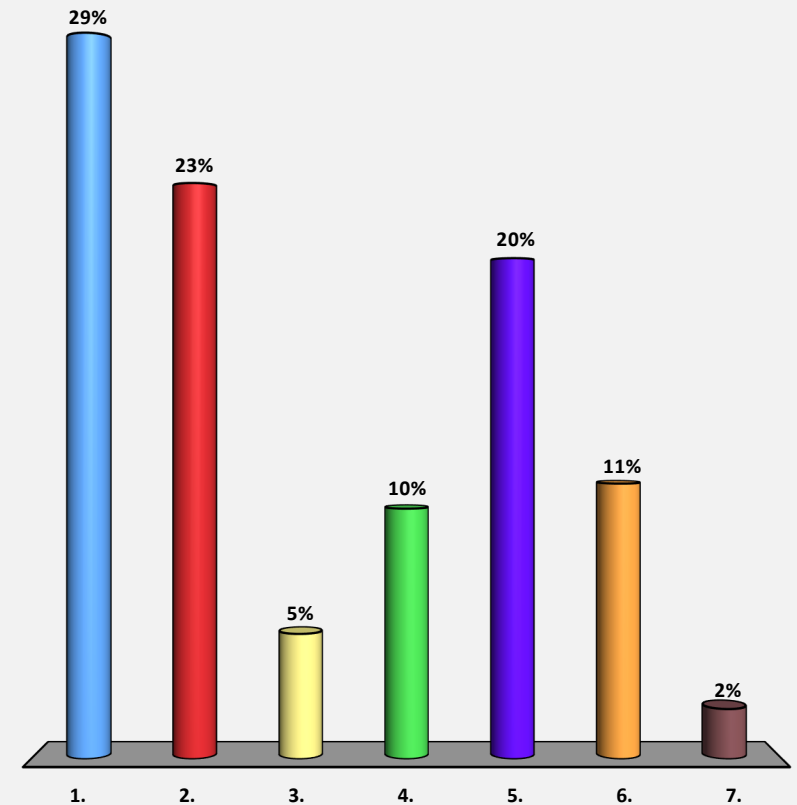
I. Identifying Adaptive Reuse options for heritage structures using tools like:

- Community surveys
- Focus group sessions
- Case studies

Results of Online Survey for Potential New Uses for former Immaculate Conception Church, Harbour Grace



1. For arts and cultural uses
2. To meet community, social and community wellness needs
3. Educational uses
4. Tourism uses
5. To support business and community enterprise (*business development support/incubation*)
6. For private business or social enterprise
7. For rentals (*weddings, conferences, meetings*)



HOW HERITAGE NL CAN HELP

2. Assessing Financial Feasibility for Adaptive Reuse



FINANCIAL ANALYSIS

VACATION RENTAL

SEASONAL RENTAL

REVENUES

ESTIMATED SALES	\$9,600.00
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TOTAL	\$9,600.00
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EXPENSES

ELECTRIC UTILITIES	\$700.00
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MUNICIPAL TAXES	\$560.00
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MAINTENANCE BUDGET	\$1,000.00
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SUPPLIES	\$600.00
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CLEANING FEE	\$2,000.00
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TOTAL	\$4,860.00
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NET INCOME	\$4,740.00
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POTENTIAL REVENUE (MAY - OCTOBER)

MONTH	OCCUPANCY RATE	AVERAGE DAILY RATE	ESTIMATED BOOKINGS	REVENUE AT \$120 / NIGHT
MAY	25%	\$109.80	8	\$960.00
JUNE	35%	\$129.22	11	\$1,320.00
JULY	60%	\$137.72	19	\$2,280.00
AUGUST	60%	\$141.21	19	\$2,280.00
SEPTEMBER	50%	\$136.77	15	\$1,800.00
OCTOBER	25%	\$129.43	8	\$960.00
TOTAL	42.50%	\$130.69	80	\$9,600.00

EXPENSE ASSUMPTIONS

- The cleaning fee is for one cleaning at \$50 for every two-night stay
- The price point is the average daily rate on the Northwest Avalon from January to December
- Cleaning supplies and hospitality needs are estimated at \$100 per month
- Utilities calculated at \$100 during the summer months and \$150 for May and October
- Taxes based on municipal business tax (\$200) and water and sewer tax (\$360)

HOW HERITAGE NL CAN HELP

3. Technical Support and Training
4. Identifying funding sources & innovative models for managing heritage initiatives

For more information:

www.heritagenl.ca

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Heritage NL