

Red Bay Town Council
Completed Infrastructure Improvement Project
Final Report



Red Bay Town Council

P. O. Box 108

Red Bay, NL

A0K 4K0

Tel: 709-920-2197

Email: redbaytowncouncil@nf.aibn.com

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1.0 INTRODUCTION

The Atlantic Canada Opportunity Agency and the Department of Innovation, Trade and Rural Development supported this project financially in the amount of \$266,221. This particular project combined initiatives and ideas that's been discussed by the Town of Red Bay, Parks Canada, Labrador Straits Historical Development Corporation, Destination Labrador, and the Labrador Straits Development Corporation during the past 3 years. Originally, the project focused on the adaptive re-use of the fish plant facility at Red Bay in order to generate new infrastructure and program activities related to Red Bay National Historic Site and the cruise ship industry.

The development of the cruise ship industry was broken down into short and long term initiatives. The short term initiatives alleviated concerns that focused on getting passengers from the ship to the docking and onshore facilities. These included:

- Access to wharf
- Repaint Small Crafts and Harbours Wharf
- Repaint Old Fish Plant
- Marketing and Promotion
- Floating Dock
- Dredging
- Gabion Baskets or Concrete Wall
- Freight Shed Removal and Parking Lot Extension
- Bait Shed Removal
- Removal of Underground Storage Tank.



The long term initiatives deal with infrastructure needs which include a new docking facility and were not part of this proposed initiative. A final report was completed and attached to this report as Appendix 1 on the Maasdam visit to Red Bay on July 29, 2009.

This document will review all aspect of this initiative and will give our funding partners a better understanding of the quality of work completed and how it positively affected the cruise ship industry in our region. Also, Phase 2 of this multi year project will be unveiled to our funding partners to give you a better understanding of what we want to achieve.

2.0 SHORT TERM INITIATIVES

The scope of work for the adaptive re-use of the Old Fish Plant in Red Bay changed to focus on the immediate short term initiatives that would prepare Red Bay's port facilities for the cruise ship industry. The *Masdam*, a Holland American Cruise Liner visited Red Bay on July 2009 and the goal of the Town of Red Bay was to ensure that the passengers on this vessel had an enjoyable experience in Red Bay and the region ensuring that the owners and operators would want to return on an annual basis.

The following short term initiatives developed infrastructure that was required to attract additional cruise ships to the community of Red Bay and the Labrador Straits in general. These initiatives are the starting point for a more vibrant cruise ship industry enhancing the economy of the region. The project commenced June 08, 2009 and finish September 12, 2009.

2.1 Access to Wharf



The access point leading to and from the Small Craft Harbours wharf required minor repairs. This provided easier access for the cruise ship passengers to get to waiting buses.

An excavator was used to lesson the slope and crushed stone was spread ensuring easy access to the loading and off loading areas. However, this posed a problem for wheel chair accessibility and to fish harvesters for off loading product to waiting transport trucks.

On the day of the Maasdam visit a wooden ramp had to be installed and was later replaced with a concrete ramp that meets the required guidelines for wheel chair accessibility and alleviated the concern of the fish harvesters using the facility.

2.2 Repaint Small Craft and Harbours Wharf

Small Crafts Harbours are the owners of the wharf at the southern end of the current docking facility in Red Bay. Over the past several years very little monies were invested into this facility and the ending result being a wharf and canopy that was dilapidated and in need of a coat of paint. This issue was discussed with Don Samson from Small Crafts Harbours and a local contractor from L'Anse au Loup was hired to complete this work. He in turn hired two individuals from the community of Red Bay for a week to complete the necessary work.

2.3 Repaint the Old Fish Plant

This building was constructed in 1975 but has not been used as a processing facilities for a number of years, consequently fallen into a state of disrepair. The building required several coats of paint and 4 new doors needed to be installed. This area was transformed from an eyesore to an area that was aesthetically pleasing to off-loading and loading tenders, tourist, and the general public promoting a sense of pride in our community. The below before and after pictures will give you a greater appreciation of what I'm talking about.

Before



After



2.4 Marketing and Promotion

The Steering Committee felt that it was necessary to develop a map that promoted the community and enhanced the visitor experience in Red Bay. Not all passengers were interested in taking part in regional excursion tours; they just wanted to wander throughout the community. The map highlights the different sites and buildings that showcase the culture and heritage of the community and how they would get there. This map was developed in conjunction with Parks Canada staff, the Labrador Straits Historical Development Corporation, Destination Labrador and the Labrador Straits Development Corporation. 10,000 copies of the map were printed for present and future use. Refer to appendix 2 for a copy of the map.

2 promotional banners were required welcoming cruise ship passengers to Red Bay and the Labrador Straits in general. These are generic banners that can be used year after year and will be put in place prior to the first cruise ship visit and removed and stored after the season ends. Also, when passengers reach the offloading area signs were required to direct tourist to areas that are important to them, these include: water fountains, concession stands, loading area for buses, bathrooms, etc. Again, all these signs are generic and can be used year after year. This minimized confusion and permitted the passengers to wander about freely.

The Red Bay Town Council has a Right Whale Exhibit located at the community centre and to date there is no promotional material available promoting the exhibit within and outside the region. A brochure has been designed by Quigley Design Associates and 5,000 copies have been purchased. This will further

accentuate the tourist understanding of the Red Bay National Historic Site and its importance to the region, refer to appendix 3 for brochure design.

Vests were purchased for volunteers to wear when welcoming cruise ships passengers to the Labrador Straits area. These individuals would have first contact with passengers when the tendering crafts off-load. They were responsible for greeting travelers, answering questions, and pointing out places of interest for the individuals to go.

Flags and flag poles were purchased and mounted on the eave of the old fish plant displaying our culture and heritage. The flags represented include; Canadian, Newfoundland and Labrador and the Labrador flags. These flags will but in place in early spring and removed in late fall.

2.5 Floating Dock



A new floating dock was constructed and placed inside the Small Crafts and Harbours wharf adjacent to the shore to serve tenders that operated on the waters in and around Red Bay harbour. The floating dock was accessed using a ramp from the Small Crafts and Harbours wharf.

The floating dock is 15 meters in length and easily accommodated the number of vessels requiring its use. The floating docks were constructed on site and the grade from the floating dock to the wharf reflected industrial standards and the needs of the

individual travelers. Newfoundland Aqua constructed and installed the floating dock system.

However, some growing pains were experienced with the actual positioning and mooring of the floating dock. The moorings were replaced with arms connected to the armour wall and the concerns identified were alleviated. The actual ramp that connected the floating docks to the wharf was too wide and the width had to be decreased to meet current standards and regulations.

2.6 Dredging

The area adjacent to the shore and inside the Small Crafts and Harbours wharf was dredged to ensure the water depth was conducive to the installation of floating dock and acceptable for tender use. Small Crafts and Harbours were responsible for removing sand and debris from this area. The identified work was completed in a timely and efficient manner. Taking into consideration the scope of work and location; the Provincial Archaeology Office requested that Parks Canada have a representative on site to monitor the excavation process.

2.7 Gabion Baskets



After consultation with Small Craft Harbours personal the proposed installation of gabion baskets was scrapped altogether. The rationale for this was based on ice damage to the baskets during freeze up and thawing causing considerable damage to the proposed structure.

They recommended that we use armor stone instead. After the dredging was completed armor stone was installed to prevent stone and gravel from falling into the dredged location and it would also be used to moor the floating dock

into position. This worked out quiet well.

2.8 Freight Shed Removal



The Town of Red Bay was given authorization to dispose of the old freight shed by Transportation and Works.

The building was completely dismantled and the materials used to construct a storage shed for the Town Council of Red Bay.

The space occupied by the freight shed building was utilized as an expanded parking area for vehicles and buses.

2.9 Bait Shed

The Town Council of Red Bay could not determine who actually owned this building. The building was painted, 1 new door and 1 new window was installed and will be used as a storage facility for the Inshore Commercial Fishermen.

2.10 Removal of the Underground Storage Tank

The fuel tank was drained and removed in accordance with the Department of Environment and conservation guidelines and taken to a secure location and deposited off. The concrete storage container was filled with gravel and reburied. This area has become part of the expanded parking lot.

3.0 BUDGET REPORT

Budget

Land Improvements	\$115,636.86
Major Renovations	11,556.18
Buildings/Structures	48,956.11
Salaries/Wages	35,195.00
Payroll Benefits	4,912.61
Professional Fees	32,959.23
Marketing Activities	7,027.73
Administration Fee	9,720.00
Total Expenditures	\$265,963.72

4.0 EMPLOYMENT CREATED



This project created 5 labourer positions for 14 weeks at \$40,000 contribution to the local economy. In conjunction to this several contracts were established with contractors from within and outside the region, totaling \$150,000. Small Craft Harbours work was completed by contractors from with in and outside the area. As a result 3 labourers were hired for 5 weeks generating additional employment for local residents. In addition to this all contractors purchased materials from local suppliers where ever possible and the Town of Red Bay purchased all material

from a local business within the community.

5.0 PHASE 2

With the development of the cruise ship industry in Red Bay, the initiatives completed above had a positive affect transforming economic benefits into opportunities for employment and business growth. The short term initiatives highlighted above prepared Red Bay for the Maasdam visit on July 29, 2009 and the Fram on October 2, 2009. For an update on the cruise ship activity in Red Bay for 2009 refer to appendix 4.

In order to achieve our goal there are additional short term initiatives that need to be completed to enhance the Port of Red Bay as a cruise ship destination. The items listed below attempts to address the short term needs as identified by the Red Bay Town Council, Red Bay Advisory Committee, Cruise Ship Committee and industry that will enhance and promote the cruise ship industry.

Phase 2 initiatives are as follows:

- Stabilize old fish plant
- Install Bio Green Sewer System
- Installation of new shingles
- Business setup area
- Waiting Area

A proposal will be developed and submitted to ACOA and INTRD before January 2, 2010. The concepts identified are issues that need to be resolved and a more formal explanation of their importance will be forthcoming.

6.0 CONCLUSION

First of all we would like to thank our funding partners, Atlantic Canada Opportunity Agency and the Department of Innovation, Trade and Rural Development for their financial commitment to this very important project. The cruise ship industry is very important to the development of the tourism industry in Economic Zone 5. It's vital that we provide experiences that are relevant to our cultural and heritage displaying how are role truly affected the history provincially, nationally and internationally. That's why it is very important to continue to develop infrastructure that promotes and enhances economic opportunities in the Labrador Straits Region within the cruise ship industry.

APPENDIX 1

Maasdam Report

APPENDIX 2

Town Map

APPENDIX 3

Right Whale Brochure

APPENDIX 4

2009 Cruise Season