

Upper Bay of Fundy Project Charting a Sustainable Path for Rural Communities

January 27, 2022 – A first-ever community-led regional development process for the Rural Upper Bay of Fundy region is bringing people together to develop a plan that reflects the area's unique community assets and opportunities.

The initiative covers an area that stretches from Hillsborough, Riverside-Albert, Alma through Sussex, St. Martins, and the adjacent rural areas and brings together residents, business owners, non-profit managers, and local municipal officials.

The two-year project is funded by the Atlantic Canada Opportunities Agency (ACOA) and the Province of New Brunswick. It is administered by the non-profit [Friends of Fundy](#). The first phase, which includes extensive community engagement, data collection and initial recommendations, will be completed by May 2022.

“The communities in our rural region host three provincial parks, one national park, two UNESCO designated sites and an incredible variety of trails and breathtaking vistas enveloped in rich cultural and built heritage.”, explains Micha Fardy, Executive Director of Friends of Fundy. “The residents and businesses are at the heart of these amazing experiences that visitors from near and far come to explore. This community-led process lays the foundation for the long-term health and resiliency of all the different elements that comprise our rural region as a whole - and enables us to be stronger partners with our urban counterparts.”

To achieve its priorities, the Rural Upper Bay of Fundy Destination Project will employ a four-pronged strategy to create and build industry, community, and government support for a sustainable change agenda that is both long-lasting and rooted in regenerative tourism practices, using the United Nations Sustainable Development Goals (UN SDGs) as a guide. The UN SDGs are a collection of 17 interlinked global goals designed to be a blueprint to achieve a better and more sustainable future for all. The SDGs were set up in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.

“What I'm most excited for when it comes to this project is the high level of communication and collaboration that's already been established between leaders in the communities,” said Jordan Jamison of the St. Martins & District Chamber of Commerce. “It's a strong testament to the commitment of the individuals who have come together around the same goals for the region.”

The initiative has four components.

1. **Community Engagement and Information Sharing**

This will include:

- in-person community conversations;
- presentations to specific groups and organizations;
- engagement via community-based communications channels and media; and,
- subject-specific community workshops.

2. **Knowledge Review and Assessment**

This will include:

- inventory and assessment of existing built heritage and cultural assets; and,
- inventory and assessment of relevant development plans, research and reports from 1996 to the present day.

3. Data Collection and Assessment

This will include:

- inventory and assessment of regional tourism assets;
- a digital map of regional tourism assets; and,
- a digital footprint assessment to track how local tourism operators and visitors discover and engage with each other

4. Development of Community Indicators

This will include:

- the development of a data collection plan to inform future decision-making.

The project is co-managed by a Working Group, which includes people from around the region, and the Friends of Fundy.

The members of the Working Group are:

- Micha Fardy, Friends of Fundy, Alma (co-lead)
- Mike Carpenter, Red Rock Adventure, St. Martins (co-lead)
- Kevin Berry, Village of Hillsborough
- Lisa Brown, Farmer Brown's Greenhouse/Foods of the Fundy Valley
- Jim Campbell, Mayor, Village of Riverside-Albert
- Janet Clouston, Albert County Historical Society & Museum, Hopewell Cape
- Jennifer Dingman, UNESCO-designated Fundy Biosphere Region
- Jamie Hare, Poley Mountain Resorts, Waterford
- Michelle Harvey-Larsen, Albert County Tourism Association/Studio on the Marsh, Mary's Point
- Jordan Jamison, St. Martins & District Chamber of Commerce, St. Martins
- Bob Rochon, Mayor, Village of Hillsborough
- Jason Thorne, Town of Sussex
- Paul Winkle, Beach Street Inn, St. Martins

Rural Upper Bay of Fundy Regional Destination Development Project website:

www.ruralfundyregiondevelopment.com

Rural Upper Bay of Fundy Regional Destination Development Project Facebook page:

www.facebook.com/RuralFundyRegionDevelopment/

For more information

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