

Trails, Tales & Tunes

A Community's Festival

A GMIST CASE STUDY AND SUCCESS STORY

<https://www.youtube.com/watch?v=bwl-TiWYAIA>

The Trails, Tales and Tunes Festival is hosted annually, during the month of May, in the picturesque community of Norris Point which overlooks Bonne Bay and the famed Tablelands of Gros Morne National Park and UNESCO world heritage site.

"Fabulous festival! Audiences were a dream and organization highly professional. The town of Norris Point has great potential as a festival host. I hope to be at the festival again."

*Lloyd Bartlett,
guitarist.*

Over the years, the audience and scope of the festival have grown significantly and support from the local businesses and community remains high. As the 'kick-off' event to launch the summer high-season for the entire region, businesses report an increase in revenue and visitation during the festival.

"The festival is a fabulous celebration of community and culture. The personality of the festival is one of inclusion" says founder Shirley Montague. Now in the planning stages for its 9th year this festival has secured its position as a premier event in the Province of Newfoundland and Labrador.

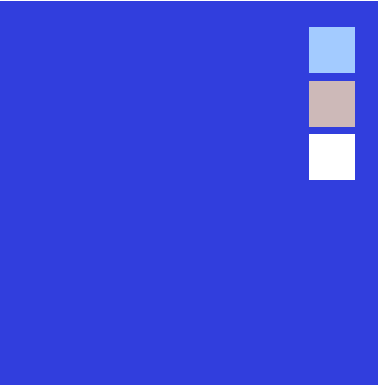
Cornerstones of the festival's success includes a highly professional approach and amazing talent within the arts community, support from the citizens, businesses and the host community, and the credibility of all key players. The combination of music, entertainment, culinary adventure, outdoor activity, and learning experiences has been the key to the success of this engaging ten-day event. As with any event, the nine-year evolution has required strategic changes to ensure its sustainability for years to come.

May is an appealing time to visit Gros Morne; a time when the snow still caps the mountains, new greenery appears, and the vistas are unlike any other time of year. The Trails, Tales and Tunes Festival was first conceived to kick start the tourism season for the community of Norris Point and the surrounding towns in Gros Morne National Park. Designed to showcase the beauty of spring and what the region has to offer with its vibrant arts community, the festival's reputation is reaching beyond Western NL and welcoming visitors and performers alike from across the province and Canada.

All photos:

Trails, Tales and Tunes
website
www.trailstalestunes.ca





Mandate

To build a celebration and showcase of arts, culture & heritage with a focus on community profiling and engagement.

Focusing on the nature, music and storytelling capacity within the region, the festival also purposefully wanted to extend the tourism season into May by increasing the appeal of the region in spring.

The theme consists of nurturing a sense of place through craftsmanship, storytelling, song and

dance, civic pride, community spirit, walking, and promoting healthy living. A shared appreciation for the culture and history, tied to the geographical setting and changing seasons, from long cold winter days to the welcome promise of spring, are part of the festival's magic. By marrying these concepts the festival came to life.

The unique blend of walks, workshops, and entertainment represents the manifestation of a visionary group of community-minded leaders in the area. Not resting on their accomplishments to date, the festival committee continues to set long-term growth plans, developing additional community and business partnerships, maintaining the volunteer base, exploring staff options, developing and implementing committee succession plans, and ensuring the overall sustainability of the festival.

"This festival has been on our bucket list for years. We are planning to come in 2017 and spend 3 weeks in Newfoundland."

*Paul & Nancy
Arsenault
British Columbia*

"TTT is our biggest fund-raiser of the year and gives us a real boost! All funds raised go directly into community development".

Vera Connors, secretary, Norris Point Lion's Club, Norris Point, NL



Festival Appeal

The appeal of the festival has been attributed to the genuine community pride, spirit and engagement, the broad range of activities and venues, and the variety of new entertainment each year. Though the festival makes a point of including local entertainers, of which there are many, the committee recognizes the need to engage new entertainers to keep the anticipation and excitement. Gros Morne is another draw for the festival, as is the picturesque community of Norris Point.

Festival Performance Venues Include:

- The Cat Stop Pub - sessions and late night entertainment
- Bonne Bay Marine Station's - theatre, lobby, and lab
- Anglican Church – choirs and large groups
- Town Hall - main stage
- Senior's Building - various
- Lion's Club – late night entertainment and market day
- Western Petroleum Gas Bar – Informal entertainment and refreshment
- Julia Anne Walsh Heritage Centre - the studio, kitchen, library and lobby and VOB (Voice of Bonne Bay) Community Radio Station

New in-house programming for 2015!

- Justin Thyme Bean and Bistro - culinary offerings
- Sugar Hill Inn – art displays and culinary adventures
- Neddies Harbour Inn – yoga, exercise, dinner music, art displays and culinary adventures
- BonTours EmmCat Catamaran - cruises and tours

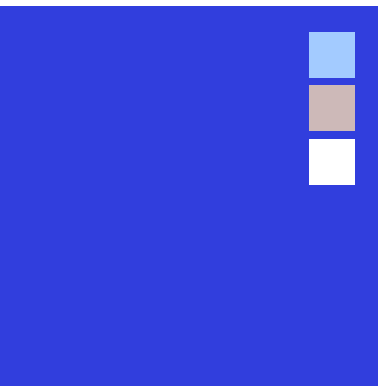


"Having heard about Trails, Tales and Tunes from friends it became a "must attend" for us. We planned a business trip around the dates and we were thrilled to be in Norris Point for the kick-off concert and 4 days of the festival. We attended performances each evening, went on two hikes, took in the art show, enjoyed shows at the Cat Stop and had great food at several restaurants. A high point was the Bonne Bay cruise where Wayne told some great stories! The bonus: the Sultans of String were on board and performed for a good hour. Attending the festival immersed us in the Newfoundland culture, its people, music and the wonders of Gros Morne National Park.

Richard and Sandy Innes, Ontario



Guiding Principles



"The Festival is our reason for opening early - without the festival, it would be difficult to justify being open for business at that time of year."

*Vince McCarthy,
Sugar Hill Inn, Norris
Point, NL*

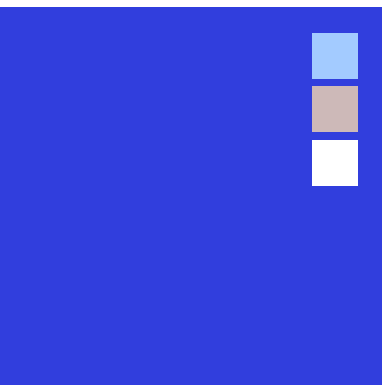


- Trails, Tales and Tunes is foremost a Norris Point and Gros Morne Festival aimed at engaging people of all ages and showcasing facilities within the Town of Norris Point.
- It is committed to showcasing the culture and talent of the region through a celebration of tradition and creative arts.
- The majority of entertainers and presenters come from the West Coast of Newfoundland and Labrador. With increased awareness and notoriety of the event; a minority are included from other areas of the province and beyond.
- The Artistic Director strives to present new performers every year and every effort is made to include anyone who happens upon the festival and requests to perform.
- The festival is committed to maintaining a strong local audience and ensuring that events have reasonable admission fees.
- All performers and presenters are paid for their efforts and allowable expenses incurred which contributes to the sustainability and quality.
- The festival encompasses all aspects of entertainment.
- Walking is encouraged throughout the festival. Daily walks are included in programming that showcases the town and park.
- Admission to events offered by local businesses and community organizations will be determined by the owners/operators.
- The Trails, Tales and Tunes Festival Committee believes in partnering and works with musicians, entertainers, residents, business owners, community organizations, the Town of Norris Point, and government departments and agencies to advance and strengthen the Festival.

"My child has been transformed by TTT, as it was at the festival he developed a keen interest in music. He is now enrolled in Gary Bennett Music School."

Parent, Corner Brook, NL





The Trails, Tales and Tunes Team for 2015

The festival relies heavily on volunteers who assist with planning, operations, marketing, and fundraising. Though momentum has been maintained since 2007, largely by volunteers, much needed administrative support was made possible through Job Creation and Targeted Wage programs and currently through Creative Gros Morne to accommodate growth. In 2015, a key structural change involved dividing Artistic Director and Executive Director responsibilities into two positions. The Artistic Director is responsible for recruiting entertainers and planning programming with direction from the programming committee. The Executive Director handles all office and managerial components - grant applications/reports etc.

Artistic Director - Daniel Payne

Executive Director - Shirley Montague

Executive:

Patricia Dawe, Chairperson

Bettina Lori, Vice-Chairperson

Ian Stone, Treasurer

Pat Delaney, Secretary

Voting Members:

Reg Mudge, Town Council Representative

Sue Rendell

Andy Nichols

Stephanie Pittman

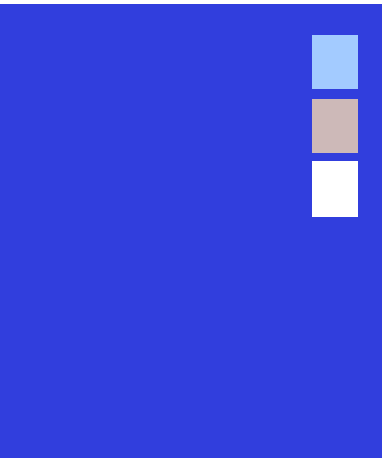
Non-voting members:

Parks Canada Representative - member at large

Anita Best, VOBB Radio Representative

*"The amazing Trails, Tales and Tunes Festival in Norris Point/Gros Morne is 10 days of magic."
- Sherry Ryan, Musician, St. John's, NL*





Key changes in structure and management 2015 include:

- New Artistic Director at the helm
- Option to reserve a seat at the Town Hall (limited number) or admission by donation
- Numerous free events
- Increase in admission fees to late night events
- Increase in ticket price to Bonne Bay Marine Station
- Restaurants and Inns developing their own programs
- Bontours managing their own cruises and tours
- Some administrative assistance from Creative Gros Morne

As in past years, there are six sub-committees (comprised of at least one person from the festival committee plus other community volunteers):

1. Youth

- Plans *Celebrate the Sea Day* – various activities for youth
- Assists with youth concert and sports day
- Coordinates after school events and explores ways to expand youth programming.

2. Programming and Scheduling

- Assists with building a master file of potential performers and ideas for the festival
- Keeps an open concept and balances a mixture of program offerings
- Works with establishments and venues on determining the best programming fit
- Makes a point of including aboriginal and French cultures from Newfoundland and Labrador.



3. Marketing and Communications

- Seeks in-kind opportunities from media by creating media bait
- Takes advantages of any freebees such as community announcements, columns, etc.
- Buys advertising from various media
- Has engaged CBC through interesting programming which has resulted in many shows for broadcast
- Keeps the website current with continual improvements
- Partners with the Western Destination Marketing Organization and Springfest for advertising through the website, media, trade shows, etc.
- VOBB (Voice of Bonne Bay) community radio helps message the event and also features many festival artists.





4. Sponsorship and Funding

- Develops sponsorship advertising for businesses by offering profile on printed program, e-program and website
- Accepts cash and in-kind support from sponsors
- Recruits benefactors/donors who believe in the festival
- May assist with the following funding applications:
 - Building Communities through Arts and Heritage (A Canadian Heritage Program). Fund can only be applied to local expenditures that adhere to a list of eligible expenses as defined by the department. This continues to be a challenge for the festival.
 - Newfoundland and Labrador Arts Council to use for any festival expenses.
 - Provincial Department of Tourism, Culture & Recreation for advertising, administration and programming
 - SOCAN festivals grant.

5. Volunteers (in excess of 100 volunteers in total)

- Keeps a current list of volunteers of all ages, from youth to seniors
- Appoints venue designates who manage volunteers for a particular venue
- Conducts volunteer orientation
- Coordinates the volunteer social appreciation event

6. Outdoor Planning

- Includes community walks and park trails
- Coordinates bird walks, garden walks and other themed walks
- Engages interpreters and local guides on walks to add interest
- Honours early aboriginal settler, Mattie Mitchell, by naming one walk in his honour
- Continues to adapt the walking component to incorporate visitor feedback, such as shortening the walks to 1 to 2 hours, leaving time for other activities.

"I am booked for the Festival a year in advance as my regular Festival customers are booking cottages for next year before they depart".

Genevieve Kennedy, Burnt Hill Cottages, Norris Point, NL



Festival Facts

Typical visitation: 8000 - 9000

Number of performing venues: 5

Number of artists in the program: 150 - 200

Number of community activities: 70 - 80

Number of businesses benefitting from the festival: 50

Revenue Sources:

- Canadian Heritage (40%)
- Provincial Department of Tourism (10%)
- NL Arts Council (8%)
- Parks Canada (3%)
- Local Businesses (15%) – 35 each contributing cash
- Town of Norris Point (2%)
- Audience donations at the door & ticket sales (21%)
- SOCAN (1%)
- Numerous in-kind rooms, venues, etc.

Festival Expenses Include:

- Artistic Director
- Management and administration
- Administration
- Performer fees, per diems, travel & accommodations
- Advertising
- Production/technical
- Misc. – refreshments, SOCAN fees
- Office – rental & materials

For the Town of Norris Point, Trails Tales and Tunes is a vital part of our identity as a tourist town with a local feel. With the raising of the TTT flags, flying throughout the town on businesses and homes, the many volunteers and residents welcome the world into our community. The ten day festival offers a glimpse of what its like to be a "local" and enjoy traditional music, food, and experiences all embracing people and culture . The festival impacts the bottom lines of everyone in the town and we are very lucky to have a world renowned festival "Made Right Here".

*Ian Stone
Deputy Mayor, Norris Point
2015*

