

The Canal Landing



Table of Contents

- *Our Journey*
- *Staff*
- *Artisans*
- *Media Coverage*
- *Financials*
- *Future*



Our Staff



- We had 12 staff join the Tourism Crew effective May 27th
- They underwent the following training and certification:
 - Food Handlers Course (Offered FREE by RECA Teacher)
 - First Aid (Offered FREE by Richmond Literacy Network)
 - WHMIS (Offered FREE through Health)
 - Marine Safety (Offered FREE through Sailboat Tour Company)
 - Kayak Training (Offered FREE through Kayak Cape Breton)
 - Customer Service Training (Offered FREE from an employee)
 - Tourism Overview from Destination Cape Breton (DCBA)

Artisans



- We realized that we did not have any product to sell in our first year of business; so we cast a call for local products!
- We had 37 Artisans express their interest in selling their product from our location.
- We issued approximately \$2000 back to these artisans during our two months of operation

Media Coverage



- CTV news on Grand opening (with video):

<https://atlantic.ctvnews.ca/new-visitor-experience-canal-landing-opens-at-st-peter-s-canal-national-historic-site-on-saturday-1.4488325>

101.5 The hawk Time lapse:

<https://www.latest.facebook.com/1015TheHawk/videos/333095290917634/>

The Reporter news article (with pictures):

<https://porthawkesburyreporter.com/partnerships-drive-canal-landing-project/>

Financials



- In our two months of operation we generated approx. \$6,000 of revenue based on rental equipment, canteen services, Lobster Dinner Sales, and consignment percentages

We have acquired the following assets from this project:

- 2 buildings (12' x 16'), Tepee, 2 Canoes, 2 Peddle Boats, 8 Kayaks, 20 Life Jackets, 6 Bicycles, 6 helmets, 2 Stand up Eclipse Pedal Boards

Our Partnerships



- A **HUGE** partner in this project was with Parks Canada.
- A **HUGE** partnership was formed between Potlotek and SPEDC ᑭᓂᑦ ᑭᓂᑦ ᑭᓂᑦ project.
- We continue to maintain a positive working relationship with Battery Park (Provincial) and hope to extend our License to Operate with them. They have been very resourceful and knowledgeable partners.
- Smaller partners are equally important. By partnership with local businesses, you help to spread the word around about what services you offer, but also what services they offer. This is organic and needs to be utilized more often as we go forward. (Louie's Cozy Corner, Seaside Communications, Foodland, Destination CB, Tourism NS, to name a few)

Our Future



- We have developed a planning strategy over the next 180 days, broken down in 6 weeks, 60 days, 90 days and 180 days increments
- It includes development in the following:
 - Customer/sales Goals
 - Product/Service Goals
 - Team/Partnership Goals
 - Marketing Goals
 - Funding/Financial Goals

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Thank you for Listening!

Questions?
Suggestions?