



NEWS RELEASE

10 Barter's Hill, P.O. Box 1060 Station C, St. John's, NL A1C 5M5

Supporting Economic Development in the Placentia Bay Region

Signage initiatives create economic opportunities for the Town of Placentia and Port of Argentia

November 16, 2018 – Placentia, NL – Atlantic Canada Opportunities Agency

Encouraging smart initiatives that promote economic growth in rural areas creates new opportunities for local businesses, good paying jobs for the middle-class and strong, vibrant communities. With support from the governments of Canada and Newfoundland and Labrador, the [Town of Placentia](#) and [Port of Argentia](#) are undertaking new signage strategies that will help grow the area's tourism, heavy industrial and marine services sectors.

Ken McDonald, Member of Parliament for Avalon, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the [Atlantic Canada Opportunities Agency \(ACOA\)](#), and the Honourable Sherry Gambin-Walsh, Newfoundland and Labrador Minister of Service NL and MHA for Placentia-St. Mary's, on behalf of the Honourable Christopher Mitchelmore, Newfoundland and Labrador Minister of Tourism, Culture, Industry and Innovation (TCII), made the announcement today.

The Town of Placentia is implementing Phase I of its Wayfinding Signage Strategy to increase the number of visitors to Placentia and encourage them to stay longer. The project includes the development and installation of several signs around the community to help promote the area's tourism assets and enhance the tourist experience. The Government of Canada, through ACOA's [Innovative Communities Fund](#), is providing a non-repayable contribution of \$122,385 towards the project, while TCII is contributing \$41,203 from the Regional Development Program.

The Port of Argentia is developing a new signage program that will include a variety of directional and information signs installed in high-visibility areas around the port's industrial sites. This initiative will enhance productivity, make the facilities more user friendly and support the port's ongoing marketing activities and business development efforts. The port is receiving \$98,000 from ACOA's [Business Development Program](#) for the project. TCII previously announced a contribution of \$49,000 towards this initiative.

These investments build on commitments made by the Government of Canada and the four Atlantic provinces to drive economic growth in the region through the [Atlantic Growth Strategy](#), which involves targeted actions to create opportunities for all Atlantic Canadians. This includes supporting economic development in rural communities through investments in growth, expansion and diversification.

Quotes

"The Government of Canada believes that public investment is an important catalyst that spurs economic growth, job creation and broad-based prosperity. By supporting these initiatives, we are helping to develop a stronger and diversified economy in the Placentia Bay region."

- *The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for ACOA*

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“I am delighted that our government is supporting these important initiatives and I commend the Town of Placentia and the Port of Argentia for their commitment to growing the region’s economy. These investments will enable the Town to build upon the great work being done to boost its tourism sector and support the port’s activities to generate new business and growth opportunities.”

- *Ken McDonald, Member of Parliament for Avalon*

“Our government aims to increase the number of high quality, Newfoundland and Labrador tourism experiences. We want to attract more visitors and to encourage them to stay longer and experience more. Improving the visitor journey is a key initiative of The Way Forward’s Provincial Tourism Product Development Plan, and this wayfinding signage strategy will promote tourism assets in Placentia Bay, enhance the tourist experience, and increase the number of visitors to region.”

- *The Honourable Christopher Mitchelmore, Newfoundland and Labrador Minister of Tourism, Culture, Industry and Innovation*

“This initiative highlights the incredible tourism and business opportunities in our province. Particularly, I look forward to welcoming visitors to the Town of Placentia and Port of Argentia, sharing our unique history, and enhancing our economic development.”

- *The Honourable Sherry Gambin-Walsh, Minister of Service NL and MHA for Placentia – St. Mary’s*

“The Town of Placentia is looking forward to implementing this new strategy and seeing the bilingual signage that is necessary to promote Placentia as a cultural destination on the Avalon and enhance visitors’ experience in the ancient French capital.”

- *His Worship Bernard Power, Mayor, Town of Placentia*

“The Port of Argentia is delighted with ACOA’s support and participation in this valuable initiative as the port continues to grow its presence as an economic driver for the western Avalon region and all of Newfoundland and Labrador.”

- *Harvey Brenton, Chief Executive Officer, Port of Argentia*

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