

# MEDIA RELEASE

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## **BACKGROUNDER: TOURISM AWARD WINNERS**

### **Legend Award – Dale Gilbert Jarvis**

The Legend Award is the most prestigious event to be presented today. This award is presented annually to individual or organization that has made a significant contribution to the enhancement of tourism in St. John's.

Dale Jarvis has played an integral role in the development of authentic tourism offerings in St. John's. Perhaps best known for the St. John's Haunted Hike, a mainstay in the city since 1997, it is this popular walk, plus Dale's many other accomplishments that deserve recognition through the Legend Award.

Dale is first and foremost a folklorist, but wears many other hats, namely author, lecturer and one of the foremost authorities on this province's intangible cultural history, or oral history and traditions. In the Intangible Cultural Heritage (ICH) Blog, which Dale began in 2010, he tells the stories of our traditions from rug hooking to mummering to stories of communities and their people.

His work with the Heritage Foundation was recognized internationally in 2012 with an accreditation through UNESCO. The then tourism minister credited Dale in becoming a global leader in the field of intangible cultural heritage. With that status, the Heritage Foundation is able to evaluate nominations to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, a list similar to World Heritage Sites, but intended for cultural treasures.

Over the past three years he has worked with Parks Canada to develop and offer a new tourism product - The Ghosts of Signal Hill at the Queen's Battery.

It was Dale who invited the City of St. John's to become involved in the Quidi Vidi Village Folklore Field School project where 10 graduate students in Folklore spent three weeks in the fall of 2013 recording the built heritage and family stories of Village residents. A booklet was developed as is available at the Quidi Vidi Village Plantation.

He recently partnered with Chris Brooks, working on the 'Heresay Project' which is a compilation of stories of the City of St. John's around downtown.

Dale was involved from the beginning in the development of the Mummings Festival and continues to play a role.

Most recently, Dale was featured in the new provincial 'Creating Experiences: A Toolkit for the Tourism Industry'. Dale was listed as success story #1, and speaks to the fact that the St. John's Haunted Hike allows participants to feel part of the action. He feels people are looking for things that allow them to participate in some way and the hike enables them to be part of the story.

# ST. JOHN'S

### **Event of the Year – Mummers Festival**

The Mummers Festival began in 2009 and has grown to include 16 free community events. In 2010 the Festival was organized by a group of enthusiastic volunteers and supporters and in 2011 the Mummers Festival incorporated as a non-profit entity. In 2014 the festival saw more mummers than ever take to the streets, with all events at full or near full capacity, with new programs added.

The Mummers Festival is open to everyone. Participants can build a hobby horse at one of their workshops and get dressed for the Parade at their Rig-Up. The Mummers Festival breathes new life into a tradition that many have said is ‘dying out’. The Mummers Festival has something for everyone with participants ranging from eight weeks of age, to well into their 80s. The Festival rallies mummers from other parts of the province, the country, and beyond.

The Mummers Festival has successfully created a popular cultural event outside of the tourist-season as leaders in the cultural tourism industry. At age two, the Mummers Festival received the provincial Cultural Tourism Award—the youngest group amongst all past winners. In 2012, they received a Manning Award in the Community Involvement category.

### **Signal Award – Bob McCarthy**

Bob McCarthy joined the St. John’s Port Authority (SJPA) in 1999 and now occupies the position of Vice President, Development. In this capacity one of his core functions, is charged with the development and expansion of the cruise market as it relates to the Province of Newfoundland and Labrador in general and the City of St. John’s in particular.

In the foregoing capacity, Bob serves on the St. John’s Cruise Committee and on the Board of Directors of Cruise Newfoundland and Labrador, the provincial cruise organization. As a member of this latter group, Bob chaired the original ‘Trans-Atlantic’ sub-committee, the task being to determine whether the North Atlantic cruise market was underexploited, as well as, develop tangible and realistic cruise ship itineraries for the entire North Atlantic region, i.e., North American and European destinations. Bob liaised with his provincial counterparts as well as colleagues in Greenland, Iceland, the Faroe Islands, and the Orkney Islands and together they established a vision: To enhance awareness and understanding of the benefits of cruising the North Atlantic to ultimately increase cruise ship and passenger visitation; hence additional economic benefits.

This initiative culminated in March 2007, at the Seatrade Cruise Convention in Miami, Florida where, at a reception attended by over 100 special guests, including many cruise line executives, international media, and industry partners. A Memorandum of Understanding, entitled, “Working Together to Promote Cruising the North Atlantic: An Action Plan for International Cooperation”, was signed by representatives of all five jurisdictions. This historic document now formalizes the relationship between the parties in which all partners of Cruise Islands of the North Atlantic (CINA) initiative expressed a common desire.

This initiative clearly demonstrates that by working together ports, destinations, industry associations, cruise lines, and indeed its customers will ultimately benefit as new cruise itineraries are developed to offer passengers the opportunity to explore new exciting, yet somewhat undiscovered and majestic regions of the world.

Bob is a graduate of Memorial University of Newfoundland and Labrador's Bachelor of Commerce program, has a Masters Certificate in Project Management, is a Certified Project Management Professional (PMP), and remains an active member of the port community.

Bob also continues to participate with the City and other partners in cruise line sales calls, familiarization tours, conference planning, product development and special projects.

### **Victoria Wagon Award – St. John's Taxi Industry**

Recently the St. John's Taxi Industry has expanded their fleet by incorporating two wheelchair accessible taxis. The addition of these vehicles will assist tourists and local citizens alike, by reducing the potential wait for accessible transportation. Tourists arriving via cruise ships or the airport will be able to utilize these vehicles, to tour our beautiful City.

In recognition of the contribution to the Tourism Industry in the City of St. John's it gives me great pleasure to announce the Victoria Wagon Award will now be presented to the St. John's Taxi Industry. Accepting on behalf of the Industry is Albert Newell.

Albert started his career in the taxi industry at the young age of 10. He has seen many changes since that time, from better cars and drivers, to a more professional industry. Albert's commitment and passion has led him to contribute to many aspects of taxi service in St. John's over the years, and most recently he was a leading player in adding the first accessible taxis to the St. John's fleet.

### **Discovery Award – The Overcast**

Every province in Canada has an alternative paper that covers the culture of its capital city, but few cities have the thriving arts, culture, and entrepreneurial spirit of Newfoundland and Labrador, nor its vibrant people and paper-worthy stories. The island of Newfoundland needs a voice, and The Overcast aims to be this voice, from coverage on local artists and entrepreneurs, to our growing food, retail, and academic culture, to regular discussions on local issues and their potential solutions. Unlike standard media who report on news in a 'this just happened' fashion, The Overcast aims to celebrate and discuss the cultural phenomenon we are.

The Overcast is a family of media offerings, including print magazine, website, podcasts, web videos, and a radio station broadcasting 40 per cent local music to the world, 24-7. Altogether it has filled a number of gaps that dearly needed filling in this City, and has opened up many avenues through which the whole world can see and hear and read about everything St. John's has to offer.

The Discovery Award is intended to go to "an individual, business, attraction, event, or community organization that offers new or innovative tourism-related products, services, or activities which enhance the St. John's tourism industry." By any measure, it's clear that The Overcast does this and more. It is a multimedia showcase for everything a tourist wants to do and know about when they visit St. John's, all the while promoting, supporting, and employing the very same people who create and maintain the incredible cultural offerings our City is increasingly known for.

Founder and Editor of The Overcast is Chad Pelley, an author whose fiction has been recognized by a dozen literary awards. His debut novel, *Away from Everywhere*, was a Coles bestseller, and a film adaptation — starring Jason Priestley & Shawn Doyle — is being filmed here in Newfoundland in May.

Chad has facilitated a creative writing course at Memorial University, founded [Salty Ink.com](http://SaltyInk.com) to celebrate Atlantic Canadian writers, writes for advertising companies, and has written for a variety of publications, such as *Globe and Mail*, *The Telegram*, *The National Post*, and *the Telegraph-Journal*.

### **Sport Tourism Award – St. John’s IceCaps Hockey Club**

The 2014 AHL All-Star Classic, hosted by the St. John’s Ice Caps was comprised of multiple elements which showcased the city of St. John’s and its rich history.

For the first time in the history of the AHL All-Star Game, the event was not limited to players within the American Hockey League. Instead, players within the league faced one of the professional teams within the Swedish Hockey League. It marked the first time that a Swedish Hockey League team ever competed in North America. Both the skills competition and game were broadcast across Canada and in Sweden, thereby increasing the profile of the city, provincially, nationally and internationally.

The Taste of Newfoundland reception treated players from both hockey clubs, VIPs within the AHL and Swedish Hockey League, as well as City and Provincial officials, and fans alike to a wonderful evening of Newfoundland music and hospitality. It featured culinary delights from many local restaurateurs, entertainment by Sheila Williams of Spirit of Newfoundland Productions, and a performance by Shanneyganock. Events held at both Mile One Centre and the St. John’s Convention Centre showcased the City of St. John’s and demonstrated that St. John’s is truly capable of hosting world class sport tourism events.

Revenue was generated via ticket sales to the all-star match up and skills competition, the Taste of Newfoundland Reception, the Hall of Fame Induction and Awards Ceremony, as well as hotel room bookings, meals, shopping and other entertainment – all of which visitors took advantage of during their three day stay in the City.

### **DSJ Award of Distinction - OCEANS’14 - Convention of the Year**

The OCEANS convention is a major international forum for scientists, engineers and business leaders to exchange their knowledge and ideas regarding technology and the future of the world’s oceans.

OCEANS’14 took place in St. John's from September 14-19, 2014 at the Delta Hotel, the St. John's Convention Centre, and Mile One Centre. The conference was jointly sponsored by the Oceanic Engineering Society (OES) of the Institute of Electrical and Electronics Engineers (IEEE) and the Marine Technology Society (MTS).

The four day conference was hosted by local organizations including the City of St. John's, Provincial Government of Newfoundland & Labrador, Government of Canada, Oceans Advance Inc., Memorial University (Marine Institute), National Research Council of Canada, Research and Development Corporation of Newfoundland and Labrador.

With over 1,800 participants and 150 exhibitors, OCEANS’14 was one of the largest industry conferences ever held in St. John’s.

OCEANS ’14 provided an unprecedented opportunity to showcase the incredible ocean technology resources in St. John’s and Newfoundland & Labrador to an international audience. The business and professional connections made during the conference will bring residual impacts to local industry.