

Economy of Place:
Growing our Community

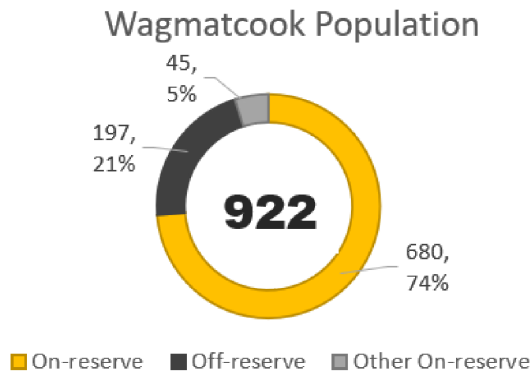
Wagmatcook First Nation

Donald Hanson
April 27, 2023

**Wagmatcook
First Nation**



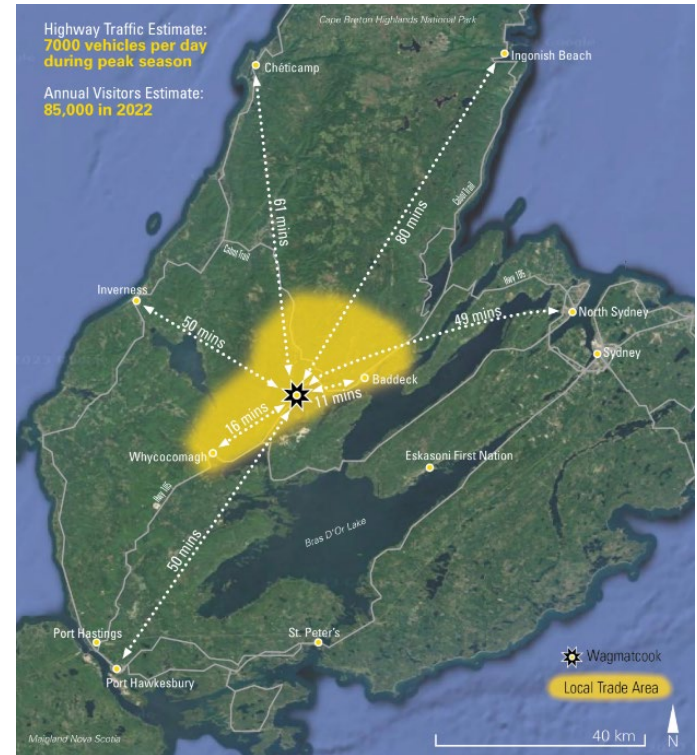
About Wagmatcook



- Nestled between the beautiful Cape Breton Highlands and the Bras d'Or Lakes
- Located 15kms West of Baddeck and 92 kms West of Sydney
- Land mass of Approximately 960 acres
- Population 922 (74 % On-reserve, 21% Off-reserve)
- 691 in-community, increase of 28.7%

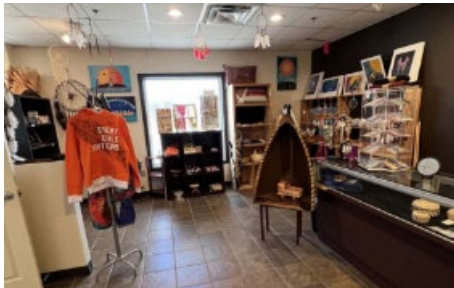
Location. Location. Location.

- Situated between village of Baddeck and Whycomomagh
- Directly on the Trans Canada Highway
 - 7000 cars daily during peak season
 - Approximately 85,000 visitors
- Proximity to attractions
 - Cabot Trail entrance/exit – 5km
 - Alexander Graham Bell Museum
- Accessible to other rural communities



Commercial Spaces

- Gas Bar (undergoing 1,200 sf. Ft expansion)
- Culture and Heritage Centre
 - Cleanwave Restaurant
 - Smoke Shop
 - Canada Post
 - Gift Shop



Opportunities

- Visitors are already passing through our community
 - Cabot Trail
 - Museums
 - North Sydney Ferry
- Never had a “Main street” before
- Blank slate for development
- Opportunity for story telling
- Better connection withn our community services
- Create Employment and Innovation



Challenges



- Never had a “Main street” before
- We are throughfare to another destination
- Traffic speed of the TCH
- Presence of community signage
- Lack of community attractions
- Confusion between neighboring communities
- Community Change Management

“If you build it... They will Come.”



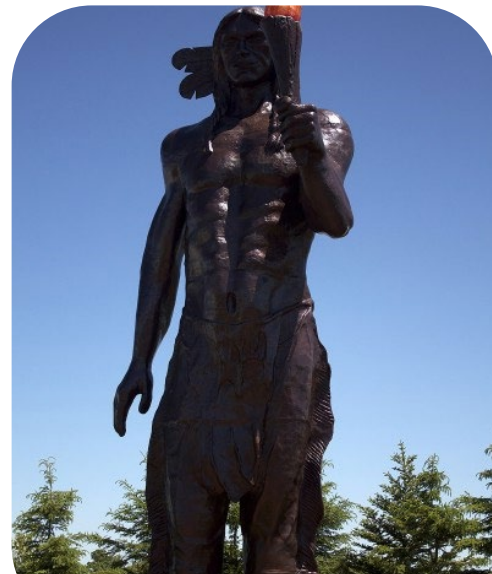
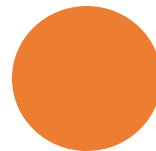
Planning

- Importance of Community Planning
- Consultation and engagement with community stakeholders
- Establishment of committees and project teams



Placemaking

- Create a community centre or gathering place for community members and visitors to gather and learn
- Distinguish Wagmatcook from other communities (Regional centres / exits)
- Incorporate Wagmatcook culture and history
- Serve as an attraction to invite individuals to visit
- *'It's all for the gram'* (the Instagram)



Re-Branding a community

- Develop a new community brand with logos and signage
- What is 'Unique' about Wagmatcook?
 - History
 - Location
 - Other?
- Community Signage
 - Main Gateway (Welcome signage)
 - Landmark





Wagmatcook as a Destination

Tourism: Our Path Forward

Waterfront Development

Enhance the wharf for a marina and a new seafood waterfront restaurant.

Accommodations

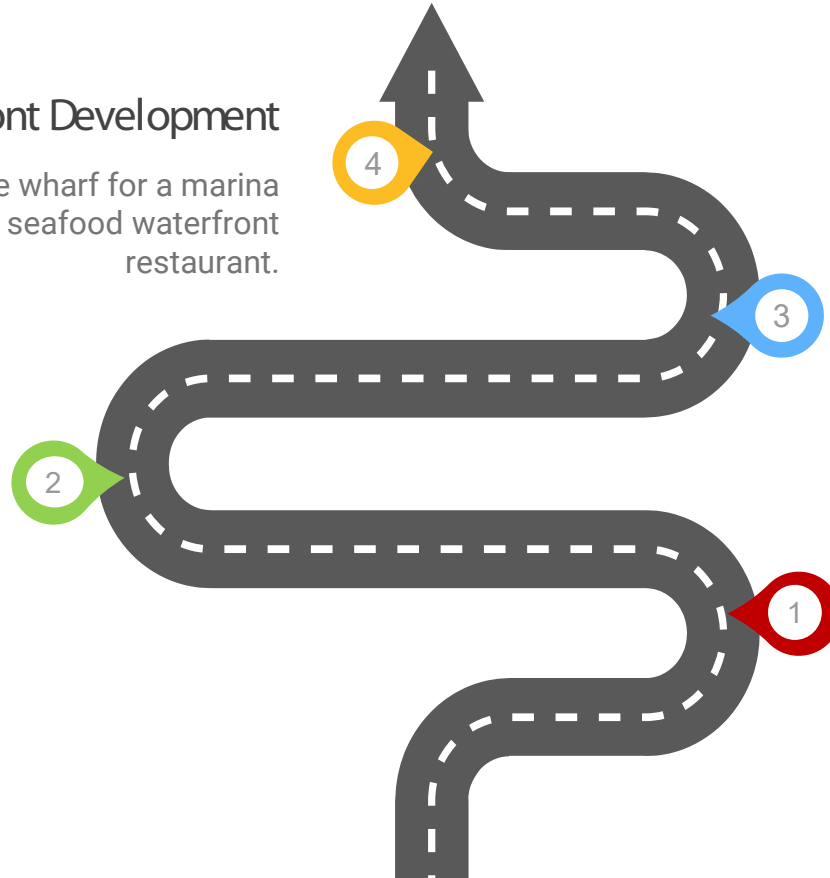
Offer a variety of accommodation options to suit their expectations. Potential to construct high end / indigenous themed accommodations.

Experiential Tourism

Provide authentic Indigenous experiences visitors are seeking

Wagmatcook as a Destination

Construct a community attraction to pull visitors to the community





1. Destination Tourism

- Create attraction-based opportunities to encourage visitors to our community.
- Develop multi-season tourism opportunities
- Hiking and Community trails (Humes River and Trans-Canada Trail system)
- Construct a quality attraction (Treetop Adventure Park or like experience)
- Partner with other community to create synergies
 - CB Highlands Snowmobile Trail system (fuel, food, accommodations, service, etc.)

2 - Accommodations

- Construct indigenous themed accommodations
- High-end lodge (longhouse or cabins)
- Authentic themed glamping experiences



3 - Experiential Tourism

“Research shows Authentic Experiencers, Cultural Explorers and Free Spirits are most likely to be interested in Nova Scotia”

<https://tourismns.ca/traveller-segmentation>





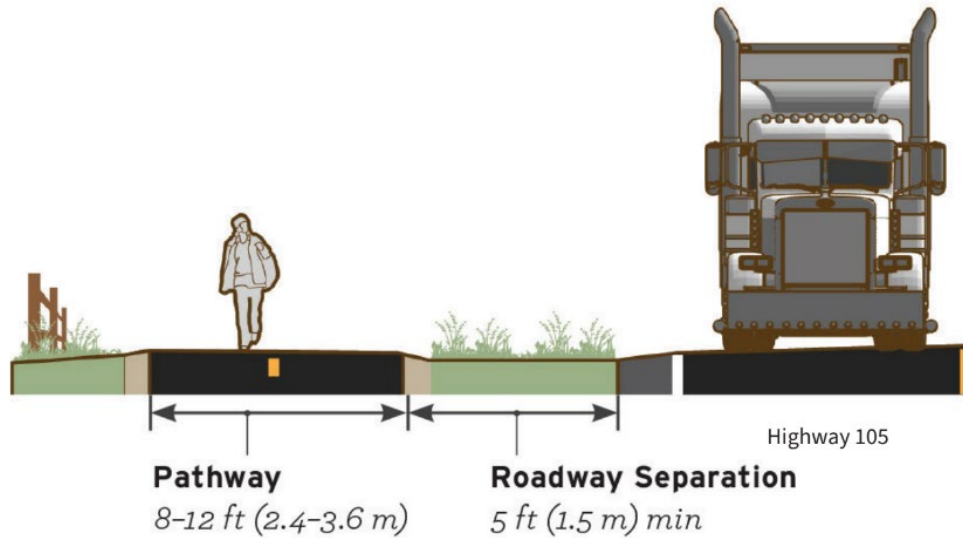
4 - Re-invigorate our Waterfront

- Develop a Pub-style Restaurant to waterfront location
- Insert marina style finger wharfs to attract boating visitors
- Additional Services
 - Marine service
 - Gaming center
 - Indigenous crafts

A photograph of a dirt trail winding through a dense forest of tall, thin trees. The trail is the central focus, leading the eye into the woods. The trees are mostly deciduous with green foliage, though some show hints of yellowing. The ground is covered in fallen leaves and low-lying vegetation. The lighting is soft, suggesting a slightly overcast day or a shaded forest interior.

Trails

Trail Planning and Design

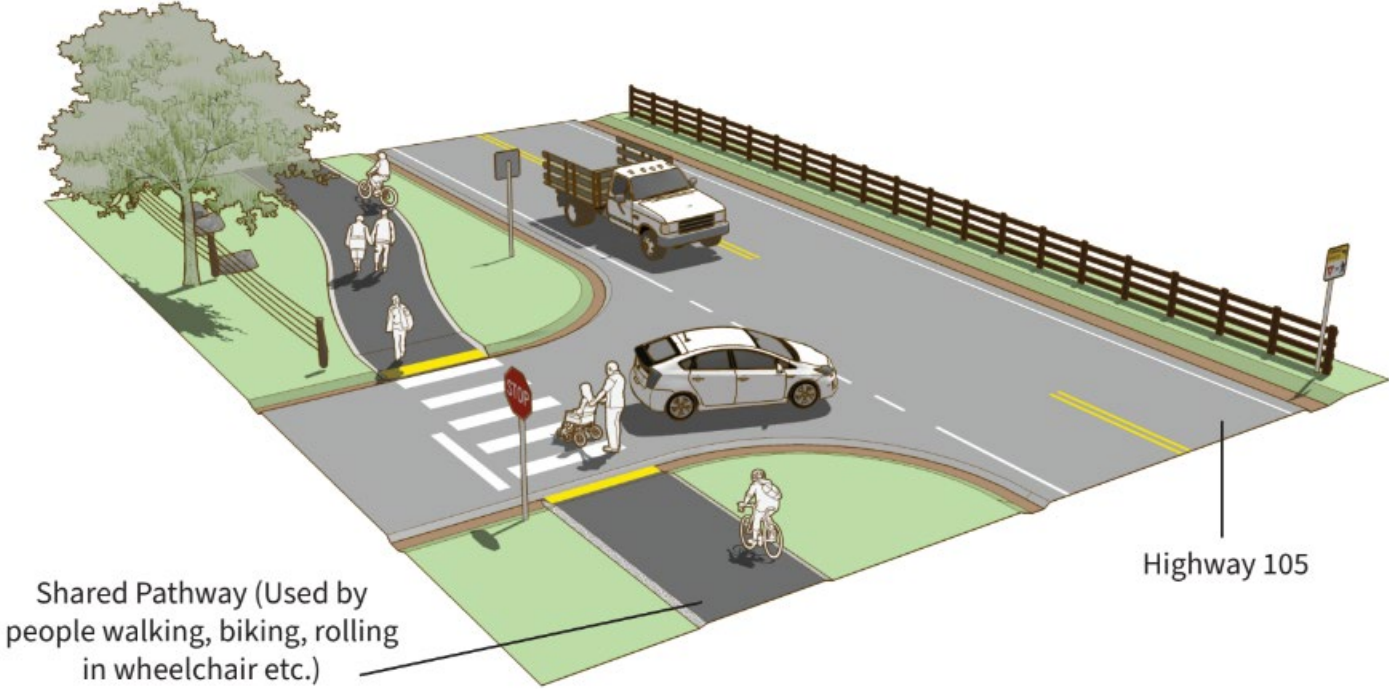


- Community Engagement
- Trail committee
 - Chief
 - Councillor
 - Elders
 - Youth
- Youth Mobility Audit

Linking our Community

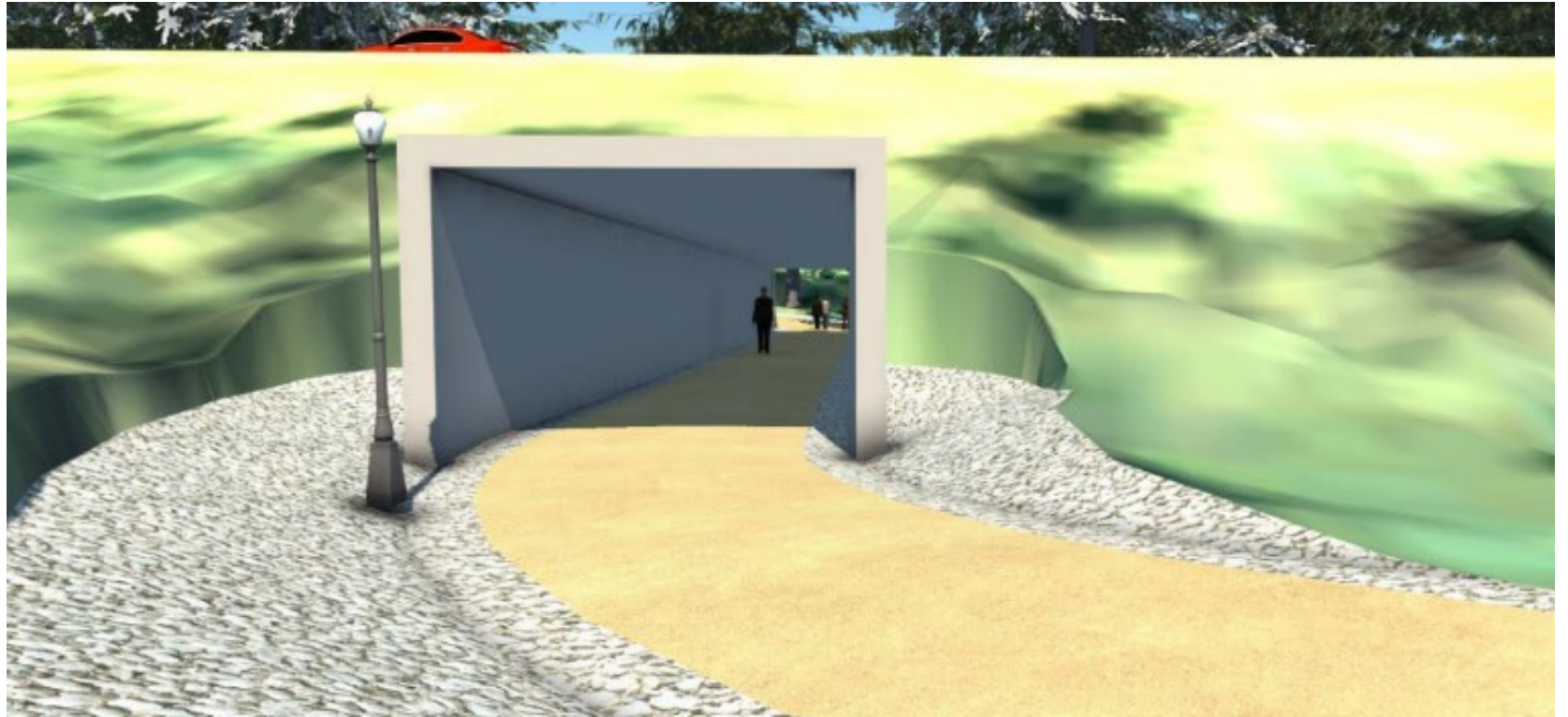


Proposed Changes (different perspective)



Shared Pathway (Used by people walking, biking, rolling in wheelchair etc.)

Highway 105



Commercial Development

- Located across from Gas Bar
- Development of a Roadside commercial and retail space
 - 1 Anchor tenant
 - 1 Quick-service Food and Beverage
 - 1 Community arts and culture



Next Steps

- Continue to plan and identify ways to build our community
- Seek stakeholders and partners who are interested in collaborating with Wagmatcook to build a welcoming and inviting space
- Seek funding to support these initiatives.

**WATCH
THIS
SPACE [].**

Thank you



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