

Twillingate Heritage Assets Study



1.0 Background

Twillingate, like many communities in Newfoundland and Labrador, has a remarkable and distinctive "built heritage" While much of it has been lost or is currently at risk, a rich resource of fishing premises, residences, institutional and community buildings remain in place.

the Twillingate Heritage Inventory was designed to identify potential heritage structure on the Twillingate Islands. The inventory will enable the Heritage Foundation of Newfoundland and Labrador to determine what are the most significant surviving examples of Newfoundland's architecture on the islands. The Heritage Foundation has long recognized and advocated using our architectural heritage as an important factor in the development of our tourism industry. To preserve individual structures and groups of these structures is to create a tourism generator of major value. The unique and striking architecture of Newfoundland has served to draw many tourists to the province. It is crucial that we know what is worthy of preservation and act to ensure its preservation, if we are to sustain that aspect of our economy.

Twillingate has a significant number of buildings that needed to be considered through this inventory. All buildings constructed before 1920 were inventoried and surveyed. This amounted to approximately 120 structures worthy of a further look. The inventory presents an impressive list of heritage buildings, with representative structures from a wide range of building types and styles. While the majority of the buildings in the inventory are private homes, there are impressive commercial and public buildings, including three exceptional meeting halls, several merchant premises, and church buildings.

The process of adaptation is already well established, as witnessed by the conversion of the Anglican Church Rectory into a museum and craft store and St. Peter's Church Hall into a venue for dinner theatre. In addition, several homes have been restored for use as Bed and Breakfasts. Sadly, many of the historic buildings in Twillingate are under-utilized. Many of the more impressive buildings, such as the Hodge and Ashbourne premises, sit vacant, their potential as tourism attractions and financially productive sites untapped. The process of abandonment, perhaps one of the most dangerous threats to the preservation of a historic building, is already well underway. The longer buildings like these are left empty and unused, the quicker they will deteriorate, to the point where they will ultimately be unusable. In addition, the longer they remain unused, the chances that these buildings will become a target for vandalism also increases. At the present point, both premises could be restored and revitalized, bringing back much of the historical character of the community in the process.

While the inventory was being conducted in Twillingate, many people in the area expressed their sorrow at the passing of the larger Ashbourne premises, including the old seal processing plant. At the time it was torn down, little value was placed on its historical and social importance to the community. Now that years have passed, people are beginning to realize what they lost in its destruction. It is not too late to save Twillingate's current heritage buildings from the same fate.

Twillingate has a superabundance of built heritage that other older, more historic towns can only envy. It also has a fairly, well established tourism industry that has been experiencing a relatively constant number of tourists in the range of 13,000 over the past five or six years. Twillingate is blessed with a rich cultural history that encompasses all aspects of the fishery industry, including the seal fishery.

Older towns, such as Ferryland, lost most of their built heritage in the 1950s and 1960s with the move to modern forms of architecture. With the exception of the lighthouse and stone church, you feel as if you are in a new village rather than one 400 years old. Cupids, as well, looks like a modern town. Digging into the past will be the important aspect of tourism for these areas.

Built heritage is always a major defining feature in determining the appeal of a cultural and heritage tourism destination. Heritage buildings and landscapes give a place history, substance and depth, can work consciously and unconsciously to make the visitor feel at home, engaged, enlightened and offer a host of other psychological and spiritual rewards. A noteworthy requirement, particularly for high-end, niche markets, is for high quality, authentic (as opposed to reconstructed or manufactured) cultural landscapes (including buildings, heritage trails and street scapes).

A Harris poll¹ of 1800 randomly sampled travelers provided insight on why people travel. It determined that the face of tourism had changed drastically in the 1990s compared to the 1980s. In the 1980s, Harris found that people traveled to be entertained. In the 1990s, the reasons are as follows:

| Why people travel | Percentage of respondents |
|-----------------------|---------------------------|
| Different culture | 38% |
| Off the beaten track | 42% |
| Cultural/historic | 50% |
| Place I've never seen | 58% |
| Natural beauty | 78% |

Twillingate has all of the above mentioned ingredients and more besides.

¹ Harris Poll conducted for Travel and Leisure magazine, 1992.

Cultural and heritage tourism is currently a global phenomenon and one of the fastest growing and most lucrative segments of the international travel industry. The World Tourism Organization has recently estimated that 37% of all international trips include a cultural component and that these types of trips are expected to increase by 15% annually to the turn of the century. This trend also coincides with a general shift towards more educational and life enriching travel experiences. Among the many interesting prospects of cultural and heritage tourism is its potential to generate travel during the shoulder or off-seasons as well as during peak vacation periods (the Cabot 500 Celebrations being a current example).

All communities have a responsibility to preserve their built heritage so as to prevent it from being lost for all time. In Twillingate, history is part of everyday life, and is continuously visible in the existing architecture of the community. With proper attention this cultural inheritance, passed down from previous generations, can be preserved for generations yet to come, and in the process help instill a sense of pride and permanence in this historic town.

2.0 Challenges Faced by Twillingate and Area

Twillingate and the surrounding area faces a number of challenges that have been more evident over the past few years.

2.1 *Population Decline*

The town manager of Twillingate reported that the population in the area has seen a 20 percent reduction with the cod moratorium, out-migration, and a general trend toward smaller families. One respondent indicated that, "Without a major turnaround in the fishery or a new anchor industry for the area, there would be nothing but white heads around within a few years." He mourned the loss of not just an industry, but a generation of young people who will be raising their families in some other part of Canada.

2.2 *Shrinking Tax Base*

A shrinking tax base leaves the municipal government in a very poor position vis a vis restoration projects. It is hard to expect councillors to spend much time debating the niceties of heritage zones and heritage regulations for parts of the village when more immediate needs, such as street lights and potholes, must be addressed.

2.3 *Lack of Sustainable Jobs/Community Friction*

A lack of sustainable jobs also creates other sources of friction within small towns and competition for scarce government grants exacerbates this. A number of government employees stressed the difficulty of dealing with any form of assistance in this area given the divisions that are evident. This is not unique to Twillingate, New World Island area, but it has the potential to stymie future growth. There have been a number of complaints about government grants going to groups or individuals within Twillingate that are in direct competition with other businesses.

2.4 *Infrastructure Needs*

Some respondents spoke of the problem with building a profitable tourism industry within Twillingate without extra infrastructure. The lack of an adequate number of hotel rooms has meant that bus tours have been just drive-through visits, which leave very few dollars within the local area.

Others spoke of the lack of restaurant facilities, live entertainment in a pub environment and adequate signage. If people cannot find their way to Twillingate on the first attempt, they may not come back to try again.

2.5 *Lack of tourism strategy*

Respondents also noted the lack of a coherent tourism strategy with a common destination-marketing concept.

3.0 The Potential for the Twillingate Area

3.1 *A Major Tourist Destination*

Twillingate has an opportunity to grow into a major tourist destination with all it has to offer in terms of natural beauty, icebergs within season, a number of lovely 19th century buildings, and a rich cultural heritage that has sustained itself for several hundred years and has continued to evolve.

3.2 *A Working Fish Village*

With the re-opening of the fishplant to handle multi-species this year, Twillingate appears to have turned the corner and is on its way to rebuild a smaller, but viable, industry. If the northern cod recover enough to allow a limited fishery, Twillingate has an opportunity to be a working fishing village where tourists can watch real people doing real work, rather than a representation of what life used to be like in previous times.

4.0 Lessons Learned

4.1 *The Maritime Experience --A Simulation of Life in Times Past*

Other areas within the Maritimes offer tourists a look at life in time past. Some of these have been reconstructed at enormous expense, such as Fortress Louisbourg in Cape Breton and Port Royal in the Digby area. Tourists who visit these sites are shown a fairly sanitized version of life in early Canadian history. Iona Highland Village and the Glace Bay Miners Museum attempt to recreate a portion of Nova Scotia history by offering a glimpse into life in a typical highland village and in a coal mine. In Newfoundland and Labrador, the closest parallel would be the recreated Viking village at L'anse aux Meadows.

There are other areas in the Maritimes and in Newfoundland and Labrador that attract tourists based on their historic architecture and their culture and those are the areas that Twillingate has to look to for examples of how to build a sustainable tourism industry.

Lunenburg, Nova Scotia has a very similar history to Twillingate and has managed to retain enough of its historic architecture to have been designated a UNESCO World Heritage site.

The people of Lunenburg have built a small, but constant, tourist trade that has enabled the town to find alternative uses for many of its older buildings. They have built their industry around a museum and a fishing schooner and the cultural history of the days of sailing ships, such as the Bluenose. Tourists can walk the steep streets of Lunenburg and walk back into history. They can also enjoy a meal and a drink in some of the older buildings in town.

The Town of Chester in Mahone Bay, Nova Scotia, also offers the tourist an experience from a different century. Old houses built by fishing captains and New England visitors now offer fine meals and accommodations. The Chamber of Commerce in this area offers a unique service that Twillingate and other Newfoundland and Labrador towns could emulate. The Chamber of Commerce operates an information bureau that can tell you where to go in the area. Based on your price range, they also recommend and will book a bed and breakfast facility or hotel for visitors. They also keep daily records of which accommodations are booked and where openings are available.

4.2 *The Newfoundland Experience: Management Lessons Learned in Historic Villages*

In Newfoundland and Labrador, two towns (Trinity and Brigus) have managed to maintain much of their built heritage and have used this as their main tourist attraction.

If it is to rebuild its unique character, Twillingate could follow the example of these two towns and learn from their successes and their experience. Respondents in both Trinity and Brigus pointed out that the process of rebuilding and maintaining historical properties is long-term and very frustrating. The key element highlighted by respondents in both towns is having the community on side and in full agreement with a master plan before any regulations are enacted.

Trinity:

The process of rebuilding and maintaining older properties in Trinity has been ongoing for 34 years. Local people with an interest in the architecture and history of Trinity started to gather written material and maps of the area in 1964. This collection was housed in a new museum by 1967 and attempts were made to have some of the sites designated as national historic sites. Consultants were hired, plans drawn up and ACOA's predecessor, DRIE, contributed approximately \$1.5 million toward restoring a historic Newfoundland village. The provincial government was also involved in this proposal and contributed 10 percent of the funds. They also acted to expropriate property of historic significance when negotiations for sale or lease failed.

The people of Trinity were not consulted during the initial stages of this development and expressed their outrage and anger when the master plan for Trinity was presented at a public meeting. Consultation with the local people continued after the fact and fence mending took some amount of time. Funds were allocated for a group of residents to travel to Sherbrooke Historic Village in Nova Scotia to see how the concept of a living history village actually functioned. The groups returned to Trinity with major reservations about having their town turned into a fish bowl where they would be "gawked at" by visitors.

Trinity forged ahead with the restoration of some of the more significant building and they continued to engage local people in the decision making process. Instead of enacting regulations about maintaining heritage character of buildings, they opted to offer incentives to people to replace inappropriate exterior finishes with more historically accurate materials, e.g., wooden shingles. Over time, they found that the carrot approach worked better than the stick.

Once people in Trinity saw the potential for tourism in retaining their history and culture, they quickly came on side. Local people donated most items in the museum and the collection grew to overflowing. Due to the size of the permanent collection, exhibits have to be rotated in and out for maximum exposure.

As the rebuilding and restoration of Trinity was ongoing, some people in nearby towns saw potential for tourism and started to offer accommodations and boat tours. Rising Tide Theatre saw an opportunity to present Newfoundland history and culture in a unique setting and started the Trinity Pageant. Subsequent to this, they presented Summer in the Bight Festival. The combination of the pageant, festival, and historic restoration has led to a rebirth for a once struggling town. Local people have seized the opportunity to open new businesses, catering to the increased tourist trade and many local people are now employed in tourism related industries.

While not everyone in the formerly quiet town of Trinity is totally happy with the influx of tourists, the majority seem to enjoy their new found resource and are generally too busy to worry about being stared at by tourists.

Trinity began keeping visitor statistics in 1967 and recorded 967 visitors. Thirty years later, in 1997, a total of 12,136 people toured the Lester Garland facility. Smaller numbers of guests visited the forge and museum.

Brigus:

The Town of Brigus in Conception Bay has gone through similar growing pains as Trinity and spent many years debating their master plan for historical development. The respondents from this town emphasized repeatedly that getting the residents on side was the hardest, but also the most necessary, part of the whole process.

When the town of Brigus first proposed adopting a plan for historical preservation, local resident thought they would lose control of their land or their property. Local residents saw only additional costs of renovations or increased regulations. The town decided to enact a grandfather clause with regard to buildings within the heritage zone. This meant that people within Brigus proper would not be forced to renovate their houses to meet the new codes. For example, if one slider window were damaged, owners would not be forced to replace all windows with more traditional architecturally correct windows, but rather could replace with a new slider window. Through a series of town meetings and information sessions, residents were encouraged to use the more traditional materials such as wide corner board and double hung windows. Over time, the town has noted that people are returning to the older style of building materials. Once again, getting the residents on side using a soft-sell approach was more successful than mandating change.

Brigus was fortunate in acquiring national historic site designation for Hawthorne Cottage, the home of Captain Bob Bartlett. This beautiful cottage, along with other unique features, enables Brigus to attract tourists from all over the world. Their annual blueberry festival has grown in size and attendance yearly. The Brigus walking tour has attracted many people from the metropolitan area of St. John's and other areas.

Tourist facilities such as bed and breakfast accommodations, cafes, and ice cream parlors are reporting an increase in business yearly. Statistics are kept on the number of visitors to the Hawthorne Cottage and the stone barn. In its opening year, 1995, Hawthorne Cottage reported approximately 10,000 visitors. At that time, admission was free. Admission fees were introduced the following year. The number of visitors for 1996 and 1997 respectively were 6,300 and 6,800.

5.0 The Foundation for a Tourism Industry in Twillingate

Twillingate has laid the foundation for a dynamic tourist trade. The Twillingate Museum, the Prime Berth museum, the Long Point lighthouse, and other natural attractions continue to draw people. Twillingate is one of the more spectacular sites in the world where one can observe massive icebergs from a land-based and safe distance. Local tourism operations reported a greater than usual interest in icebergs this summer because of the "Titanic effect"

Various other communities in Canada have used their natural attractions and the availability of inexpensive housing to market themselves as a "retirement village" Twillingate has a lifestyle that would be attractive to urban dwellers who wish to retire in a small, friendly, low-crime area. Other people may wish to take advantage of some of the inexpensive housing in Twillingate as summer homes to escape the heat and humidity of central Canada.

In recent years, the Fisher Players dinner theatre has performed songs in skits relative to the Twillingate area for an increasing number of people. Productions began in 1996 with three performances weekly. The first year saw 600 paying customers. In 1997, demand saw the number of performances increase to five weekly and the number of paying customers rise to 1,600. This year, demand warrants six performances weekly and statistics up to mid-July were at 1,048. Performances will run until the end of September.

The Fisher Players dinner theatre is enticing people to stay longer in the area and this increases the revenues for local hotels, bed and breakfasts, and restaurants. The Fisher Player group reported that 88 percent of their customers are from out of province. The potential for growth is enormous with marketing to local areas and with next year's 50th anniversary celebration of confederation with Canada.

While the numbers of tourists visiting the area has remained fairly constant at approximately 12,000 to 13,000 per year, the challenge for Twillingate is to keep the tourists in the area for a greater period of time so they spend more money in the local area.

Lack of motel rooms makes booking bus tours difficult for Twillingate. However, further study on the economic feasibility would be needed before expanding the number of hotel rooms available for the purpose of attracting more bus tours. A respondent in Brigus indicated that they have found little economic benefit in having bus tours visit their community. From their experience, they find tourists will do a walkabout, look at the historic sites and leave.

The town of Trinity has found that marketing of the theatre, pageant, and the town itself has led to the opening of new businesses by both local people and people from the surrounding area. The success of some of these smaller enterprises has led to greater awareness and interest in opening even more small businesses that cater to the tourist trade. The resulting greater number of services has attracted even more tourists to the area.

6.0 Community Perspective and Community Recommendations

6.1 *Building consensus*

Twillingate and area has a great deal of work to do in the near future to building consensus around development of a viable, long-term, sustainable tourism industry. There is clear division within Twillingate over whether to go with a reconstructed historic fishing village in Davis Cove or whether to renovate and find alternative uses for a number of historic heritage buildings in the area.

Government funding agencies and people involved in regional development are fearful of getting caught in the crossfire between these two opposing views of tourism development. Funding agencies have also borne the brunt of complaints for every dollar they have invested in Twillingate. It has been difficult for funding agencies to show any form of innovation when they come under constant attack for any new funding within the area. For instance, HRDC received a number of complaints about the funding of the dinner theatre from existing restaurant owners in the area who were not "subsidized". The expectation of the communities seems to be "fund one – fund all"

6.1 *Strategic Planning*

If Twillingate can develop a master plan for tourism development, residents will be able to identify each funded project as a small part of a larger puzzle that they are building. If sufficient funding can be found to build the historic fishing village and renovate existing heritage structures, both of these ventures can serve to complement each other. For example, the town of Louisbourg, Nova Scotia survives quite well on tourism and benefits from the reconstructed Fortress of Louisbourg next door.

While other historic towns have offered cash incentives for restoration work, this money may no longer be available. In the absence of such incentives, another option might be a reduction or complete forgiveness of municipal taxes for a period of time to those owners who renovate or restore to historic character some of the heritage buildings within Twillingate. Taxation policy has a profound effect on the economics of preservation and it can be used to stimulate the restoration of heritage buildings. A comparatively favourable tax regime in the United States, for example, has produced a flurry of preservation of heritage houses.

Another option would be for local businesses involved in renovation, electrical, plumbing, painting, etc. to offer discounts to persons renovating their properties in the historic zone back to architecturally-correct detail. As well, local businesses such as the office administration part of the fishplant, financial institutions, cable companies, Newtel Enterprise, Newfoundland Hydro, etc. could be encouraged to renovate and set up their operations in some of the more historical structures within the town. This has happened in parts of New England where banks, utility companies, etc. operate in historic buildings with appropriate period furniture.

Human Resources Development Canada (HRDC) has a support measure called Local Labour Market Partnerships (see funding sources section) which allows areas to develop approaches and strategies to improve the functioning of the labour market and addresses local labour force priorities. Funding may be considered appropriate for elements of the overall planning for tourism for the area. Examples of such activities include town hall meetings to build community buy in to developing a tourism strategy, to complete a community profile, to assess community training needs, and to assess the opportunities for developing the local labour market.

Should Twillingate decide to design a tourism strategy, the LLMP funding could be requested to engage assistance of staff or contracted consultants to assist. The tourism strategy staff could also be tasked with the responsibility of assessing the local awareness of tourism attractions and potential and sensitizing residents to the needs of tourists.

6.2 *Signage Improvement*

Almost every respondent in Twillingate and the surrounding areas spoke of the need for better highway signs. People are still getting lost at the junction or carrying on to Lewisporte or Gander. It appears that after four years of discussion, the provincial Department of Tourism has not yet reached consensus on provincial policy for highway signs and is asking for an extension for a decision. The province will bear the costs of highway directional signs only. The tourism industry in Twillingate needs to find some method of providing tastefully designed and placed informational signs specific to their area. The Twillingate area could include this cost in a broader future tourism marketing proposal.

When turning off the highway, there are insufficient mileage indicators along highway routes relative to Twillingate as a destination point. This makes it extremely difficult to judge travel times and determine whether or not travellers are on the right route. There is no clear indication at the major turn off as to which is the correct route into the main part of the community. While local residents may know their way around, visitors typically have no idea and must engage in trial and error to find the main business area of the community, as well as any key tourist facilities, services and attractions. Twillingate needs to provide consistent directional signage throughout the community to direct visitors.

There is also a need for a minimum amount of signage to clearly identify major attractions and facilities. Many of the accommodation facilities, restaurants, retail services, and craft shops have inadequate identification signs on their own properties. Signage used should be in keeping with the design of the particular commercial establishment and be of adequate size that it can be easily read by passers-by. Many establishments, for example, do not have a sign that can be easily seen by passing motorists. Some of those that do have signs by the road have inadequate designs that are not appealing to travellers.

Government needs to initiate basic highway signage upgrading, which would include more mileage markers and include improved highway directional signage. Upgrade commercial services signage to make use of more visible and strategically placed signage, allowing for some individuality, but within strict guidelines.

The Town should enhance the directional signage within the community and provide adequate street signing for non-residents to find their way around. The Town of Twillingate should adopt local signage by-laws which would encourage more appropriate and higher quality signage on commercial establishments catering to the tourist trade. On heritages structures, for example, neon signs or other forms of back-lit signs should be prohibited, in favor of more traditional flood-lit signs.

6.3 *Marketing Methodologies*

Respondents in the Twillingate area spoke of the need for greater co-operation in designing and distributing brochures. As well, they thought that one well designed and laid out brochure would be better than 10 or 20 amateur productions. There are a number of companies that produce high-quality brochures. As well as a number of post-secondary institutions include these design elements in various courses and this may be a cost-efficient method for producing such a marketing tool.

The theme of co-operation could extend to cross marketing of various events or facilities as well. Bus tours could be linked with whale watching, iceberg viewing, and dinner theatre, with a tie in with local hotel or bed and breakfasts.

Twillingate participates in Industry Canada's Community Access Program (CAP). This program allows rural communities to take advantage of new communication technologies. Through this technology, information on Twillingate is as close as the nearest Internet access. Users will find information on the various museums, accommodations, and other attractions. New businesses need to ensure that they are listed and the community needs to ensure that the information provided is current.

7.0 Development Tourism Options:

7.1 *Tourist information/guided tours:*

A number of people spoke of the need for tourist information centre and guided tours. One of the smaller older buildings in a prominent locale could serve this purpose. In other areas, they have developed horse and buggy tours which operate from the tourist centre to give people the feel of life in turn of the century village. The Ashbourne Property (possibly the office) could incorporate this element, or the Women's Institute Building. Twillingate could use a one hour film processing store. This store could also sell old photographs and posters of icebergs. Possible locations for these businesses could be either the Ashburne property or the Hodges Premises.

7.2 *Real estate development and Business Marketing*

Trinity took off after Rising Tide and other facilities developed. A lot of people from St. John's with access to money moved in and opened seasonal businesses. A marketing meeting with the top real estate people in St. John's could expose the secrets of the beauty of twillingate to people with money and people looking for an investment opportunity in rural area. Some other areas have managed to attract non-historic or tourism related industries to older towns. Lunenburg, Nova Scotia, has attracted offices that use fax and the internet to function. It does not matter that they are a few hours from Halifax. Twillingate could market themselves as being close to International Airport and having available space for development in a nice locale.

7.3 *Craft industry development:*

The first thing that could be studied for Twillingate would be a craft training program in one of the older buildings. The Womens Institute Building, the Ashbourne offices or SUF Hall could be used for this purpose. Craft training in pottery, weaving, quilting, stained glass etc could be carried out over the next couple of years. Once people have their products developed, they could either set up a craft producers co-op in some of the older buildings or they set up businesses on their own, each with their unique character. Sid Butt has had some success with this concept in Carbonear. He has developed some top quality potters. Twillingate could have a distinctive sweater, tartan, quilt, woven goods or pots. This idea has the advantage of creating new, sustainable jobs which would encourage younger people to stay in the area. One can see any of the older buildings being used for these manufacturing enterprises.

7.4 *Food and yacht services:*

The Hodge's Premises by the water's edge could be converted to a top quality seafood restaurant with a service centre for yachts such as re-fueling, hot water showers and the sale of bottled iceberg water. A small floating dock would alleviate the need for a multi million dollar marina.

7.5 *Coffee shop/bakery:*

While there are a couple of commercial bakeries in town, they produce mostly "baker's bread" A bakery offering local delicacies such as fresh buns with bakeapple jam and partridgeberry jam could do quite well. A coffee shop could operate in tandem with the bakery. There was one started a few years back but it served only pre-packaged goods (Vachon cakes?) and it failed. Tourists and local people are looking for a more personal touch. This business could operate year-round in one of the older stores. Perhaps it could be incorporated into the old Ashbourne general store. As well Little Harbour would be a good location for such an operation, either in the old Church or the old school house, depending on the size of operation.

7.6 *Preserves processing:*

One of the older homes could be converted to a small manufacturing plant for local jams and jellies and pickles for which Twillingate is well known all along the coast (similar to the Kit 'n Kaboodle concept). Tourists could sample and buy direct from the producer. Another possibility is the combination with a bakery in Little Harbour?

7.7 *Woodworking and upholstery:*

Once people in Twillingate area start to renovate and renew these older homes, there will be a need for a top quality woodworking shop and a need for a furniture upholstery shop. The woodworking shop could be visually interesting and could have large windows in front so people could watch artisans at work. Possible location – Little Harbour Church.

7.8 *Antique shop:*

With the amount of old buildings in the area, Twillingate would be an antique dealers delight. A seasonal shop selling top quality products could fit in any of the older buildings. This operation could tie in to the woodworking/upholstery business (restoration of antiques).

7.9 *Artists colony*

The community called Little Harbour has potential for development into a mini-artist colony. When St. Michael's Printshop relocated to the Southern Shore back in the 1970's, it attracted dozens of artists to the area - many of whom have remained. Offering special rental deals to well-known artists to come here and work could have many spin-offs such as increased tourism, greater awareness of the area and better market value for the beautiful old homes.

7.10 Art gallery/bookshop

Twillingate could have a small seasonal art gallery and bookstore which would sell local Newfoundland books and pieces of art. Visiting artists would be encouraged to come and work from the gallery during the off-season. This is a possible use for S.U.F. in summer months. Look at the success of Trinity Folk Art - local artist Ted Stuckless has a studio in a historic building in Twillingate and the success of the local museum craft shop, which is a popular stop on bus tours.

7.11 Theatre

The local Fisher Players could benefit from a larger venue with additional space to run a pub with local entertainment. The lack of washroom facilities in their current "borrowed" location restricts them to a maximum of 50 patrons per performance. The Fisher Players, in consultation with the local heritage committee, could identify a large, more appropriate venue that would generate additional work for local residents and keep more money within the area.

The local Fisher Players also require some additional funding and time to enable them to create more local content for their productions. They have been using the same skits for the past three summers and, as a result, are losing some of the local audience.

The Fisher Players need some seed money to develop other scripts and other products. A number of older buildings such as the Masonic Hall, Loyal Orange Lodge and the Southside United Church could be used to stage a number of new events and plays during the season. The dinner theatre could be expanded with the acquisition of a more suitable larger building. Having a variety of events and venues would give Twillingate more of a festival feeling and encourage people to stay longer. At a smaller level than in Trinity, this has been done at the Barbour Living Heritage Village in Newtown, with First Light Productions in the old iron ore mines on Bell Island, and the Princess Sheila festival in Carbonear. Historical tours could also be part of the theatrical development, again, drawing on examples like the Trinity Pageant and the First Light Productions tours of Bell Island. This expansion could be tied in with the existing fish fun and folk festival.

7.12 Sealing

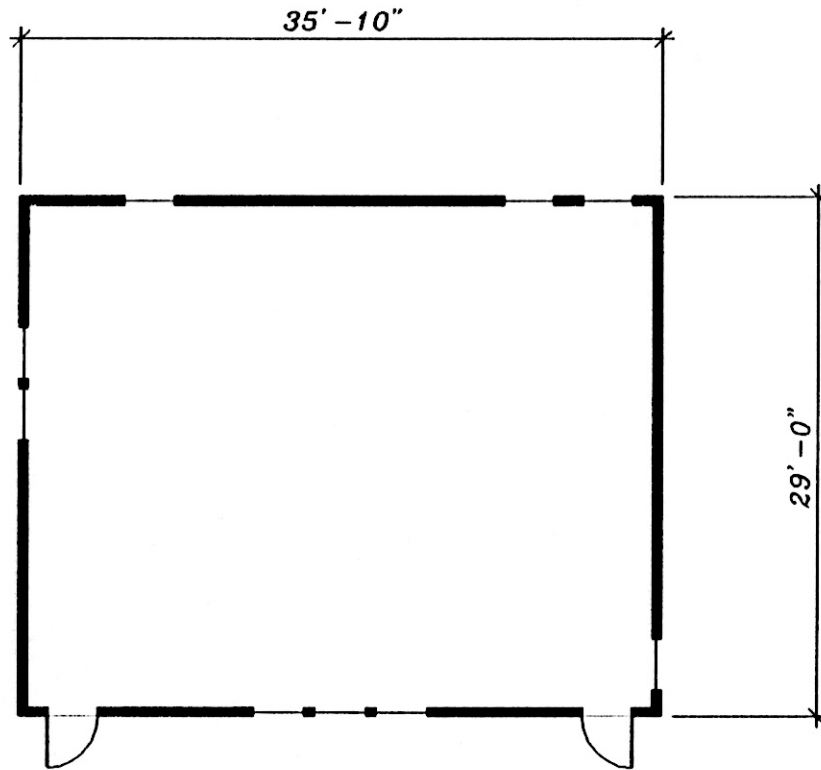
Sealing has played a large part in the culture and history of Twillingate and this is reflected in the Twillingate Museum and in St. Peter's Church Hall. While the present day sealing industry has come under severe media attention and adverse propaganda from animal rights groups, the old time sealing industry need to be acknowledged and celebrated. The whaling industry came under the same kind of media scrutiny in the 1980s. In the 1960s, everyone wanted to save the whales. The town of New Bedford, Massachusetts has a year-round whaling museum that celebrates the old whaling history and has exhibits and artwork reflecting this history. They have a natural tie in with Moby Dick and market this connection with past history and culture very actively. The Great Seal Harvest of 1862 might be a good tie-in for Twillingate.

Twillingate, with its natural beauty and rich history, should be able to build a tourist site around the old sealing fishery, often referred to as the time of wooden ships and iron men. Exhibits based on the old time sealing fishery with particular attention to the dangers and the numerous disasters might help to change some minds about the political correctness of a present day sealing fishery. This would have to be done in a very delicate fashion. You could celebrate the past without apologizing for or glorifying the present. Sealing has played too great a role in the history of Twillingate and Newfoundland and Labrador to be simply ignored.

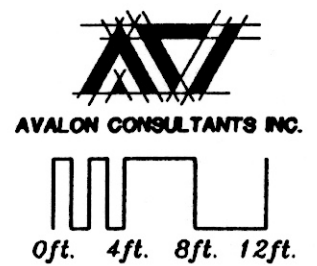
The concept of a sealing history interpretation building would probably be supported by John Efford and his department. People could be exposed to the historical seal fishery and listen to men such as Cecil Mouland (Death on the Ice) on audio visual cubes talking about the hazards and dangers in the past. Perhaps a good location for this would be the Loyal Orange Lodge. It's main floor is vacant and it overlooks the sea.

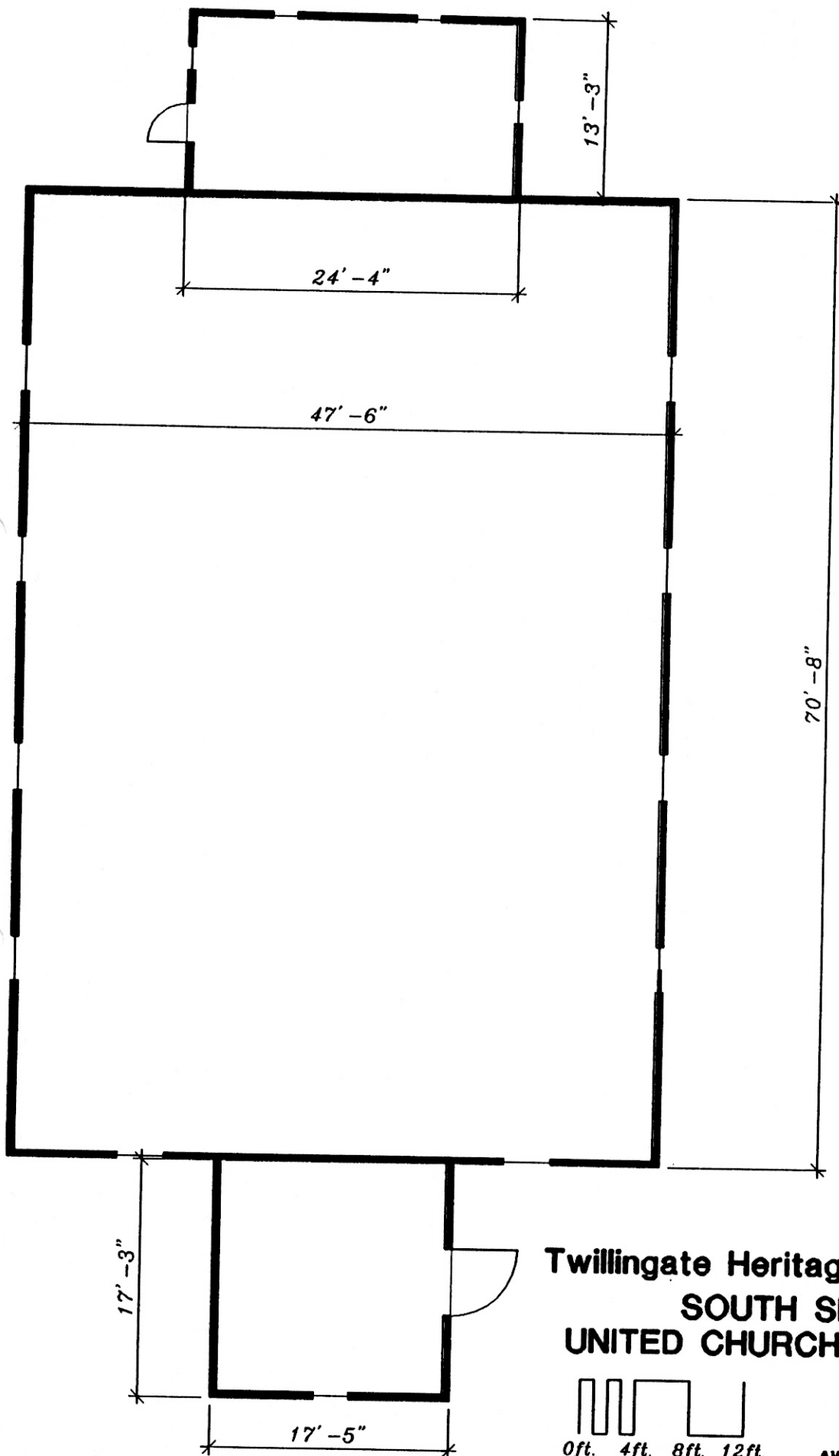
Just recently, a gentleman from the Northern Peninsula began teaching a course on tanning seal skins using the historical Birch Bark technique. This process of tanning is almost extinct today. Utilizing this idea would move the interpretation beyond a static museum display to something that would be more captivating to an audience.

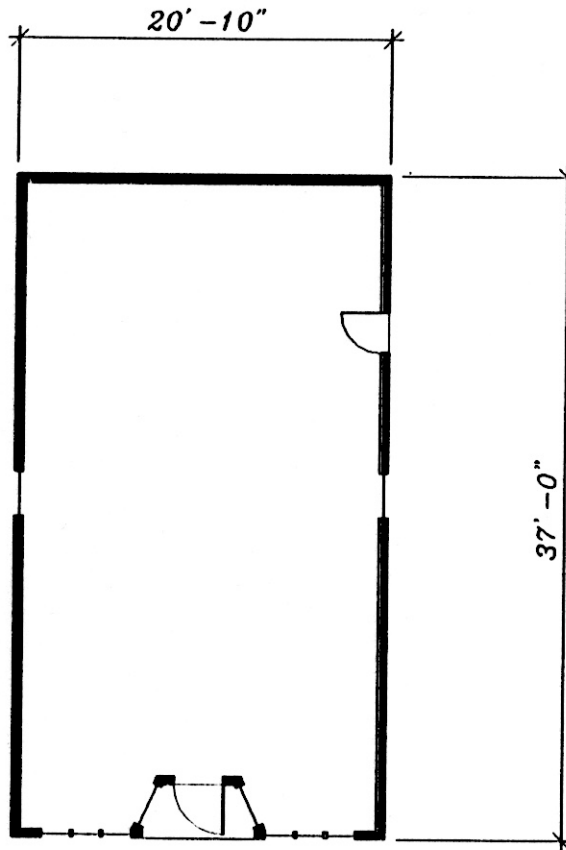
APPENDIX 1.0 Building Plans



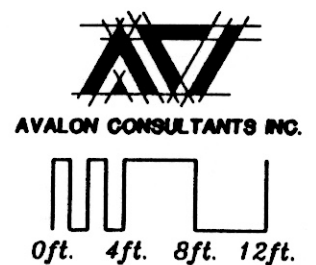
**Twillingate Heritage Inventory
WOMEN'S INSTITUTE**

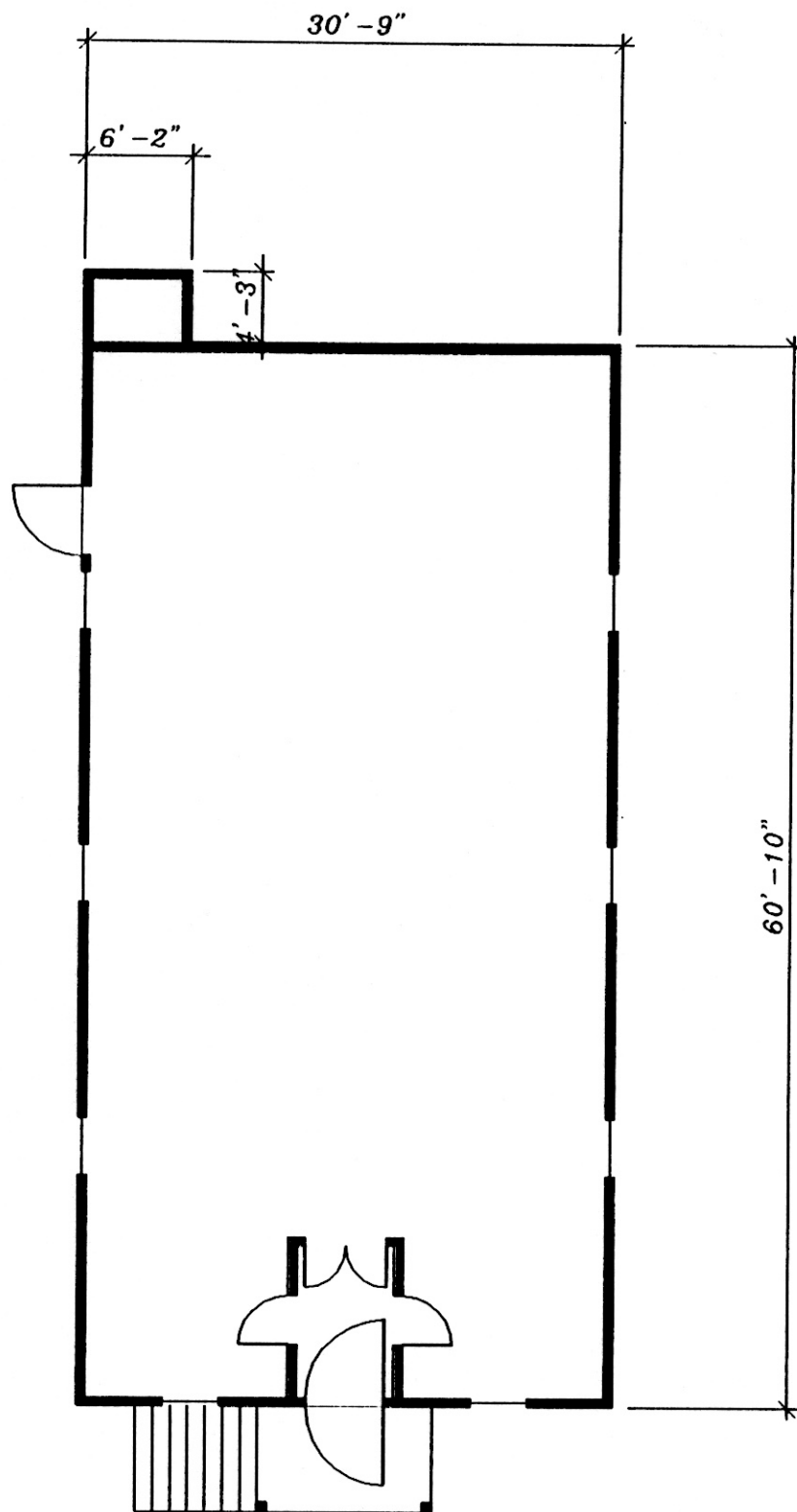




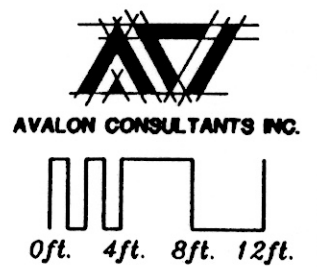


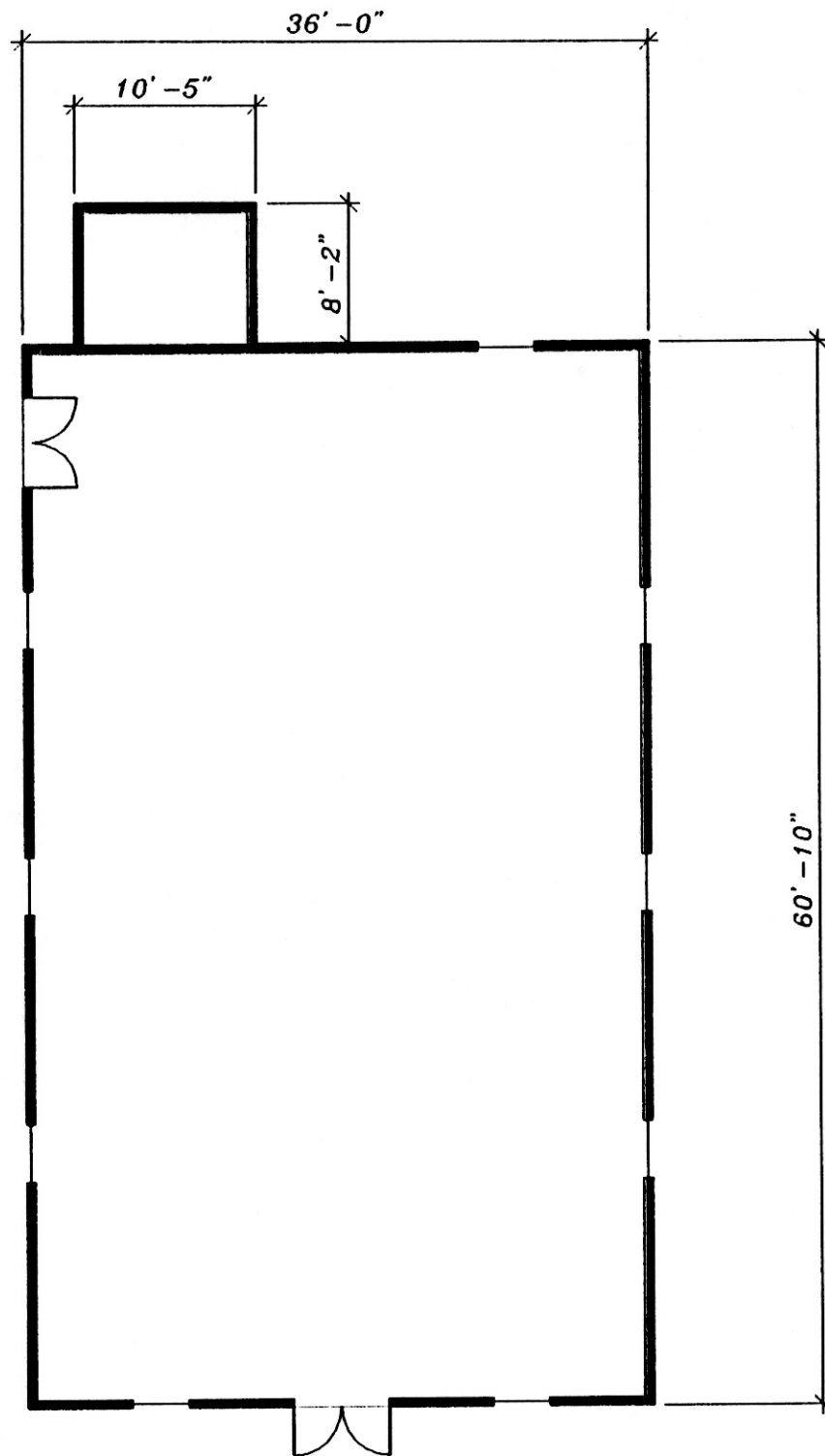
Twillingate Heritage Inventory
FRANK STUCKLESS SHOP



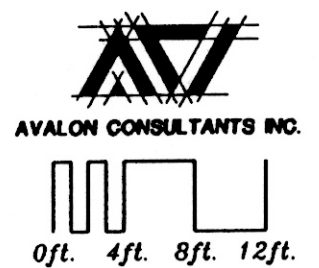


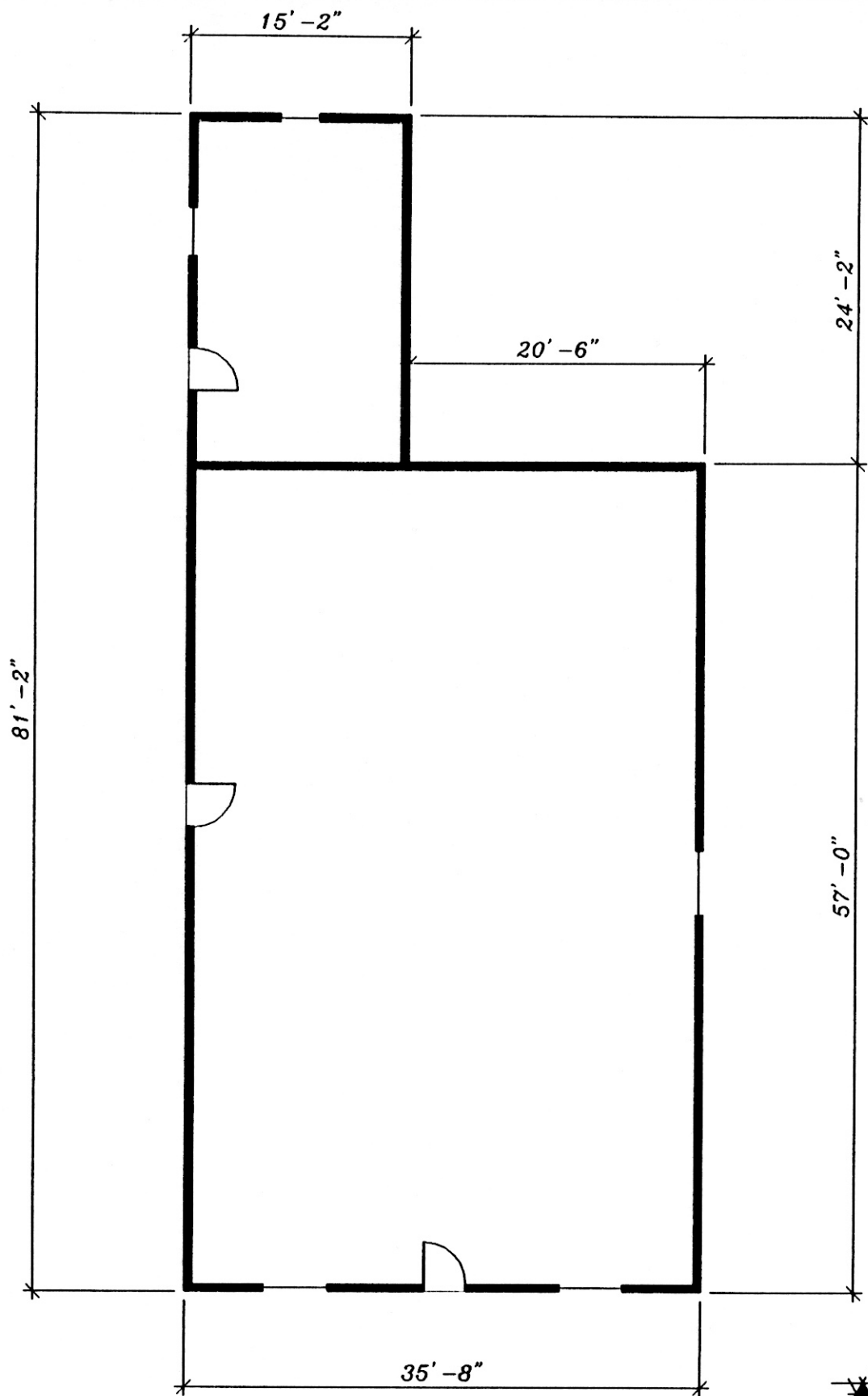
**Twillingate Heritage Inventory
ST. PETER'S LODGE S.U.F.**



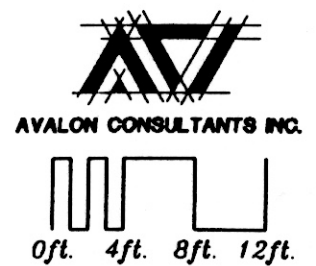


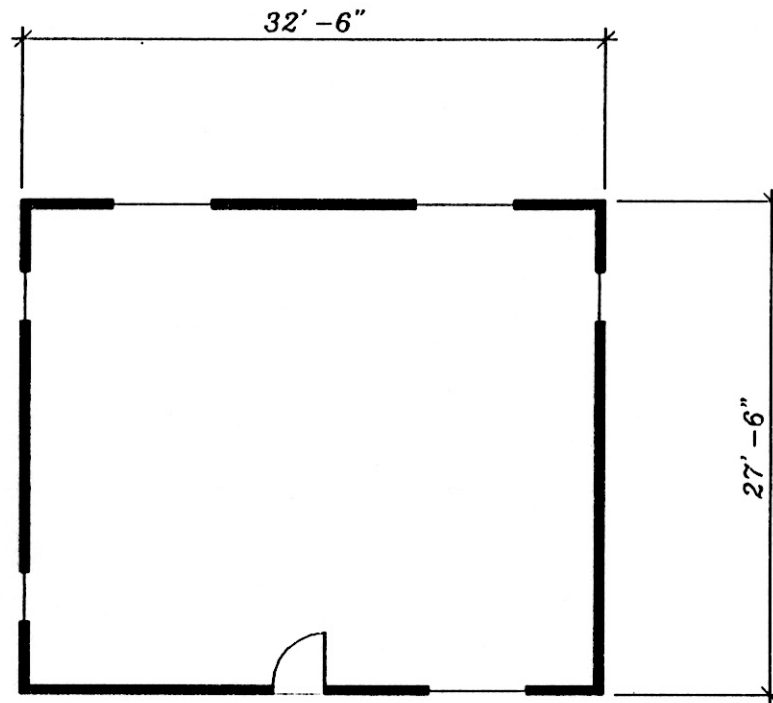
**Twillingate Heritage Inventory
MASONIC LODGE**





**Twillingate Heritage Inventory
ASHBOURNE SHOP**

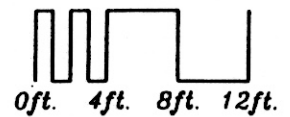


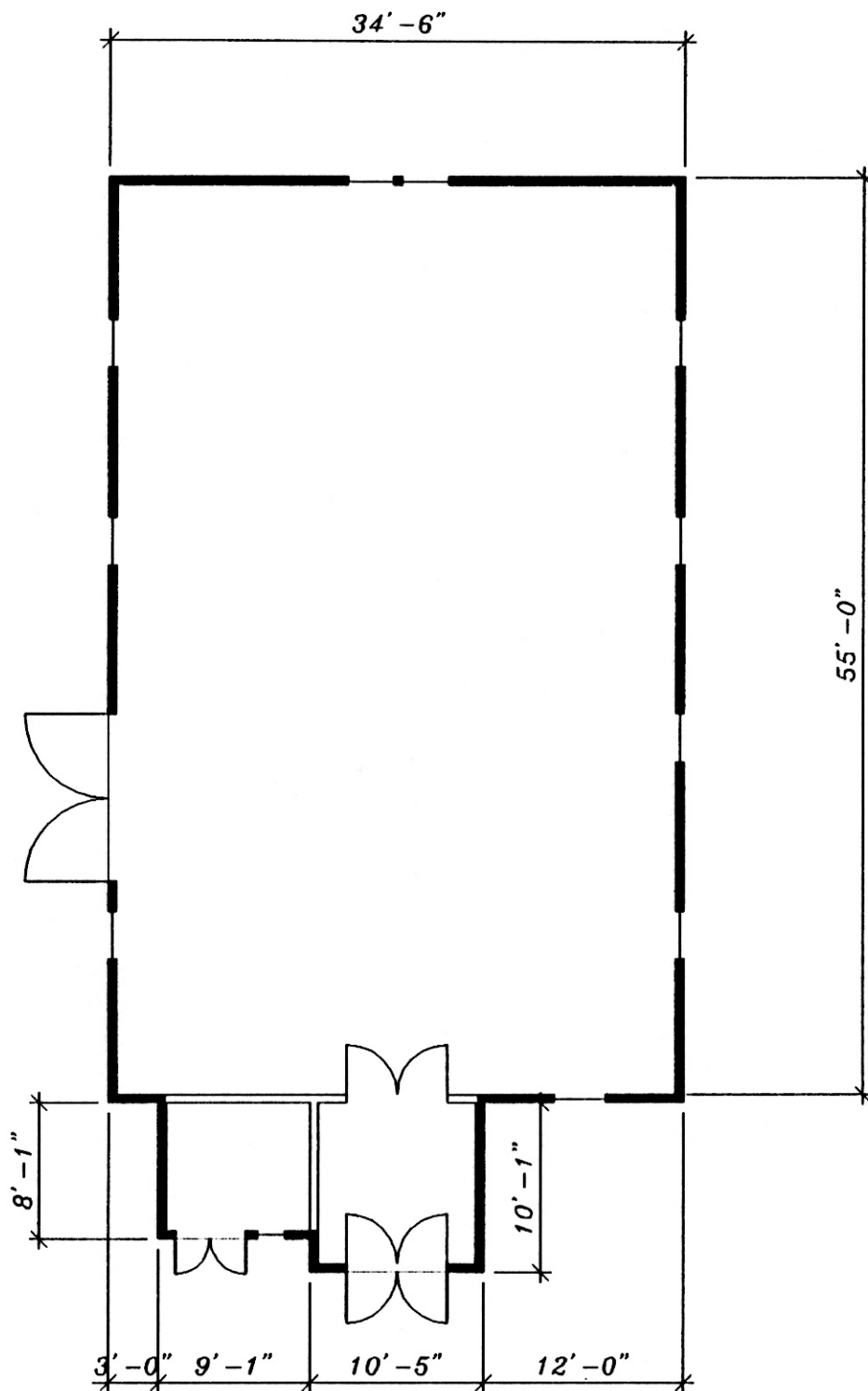


**Twillingate Heritage Inventory
ASHBOURNE OFFICES**



AVALON CONSULTANTS INC.





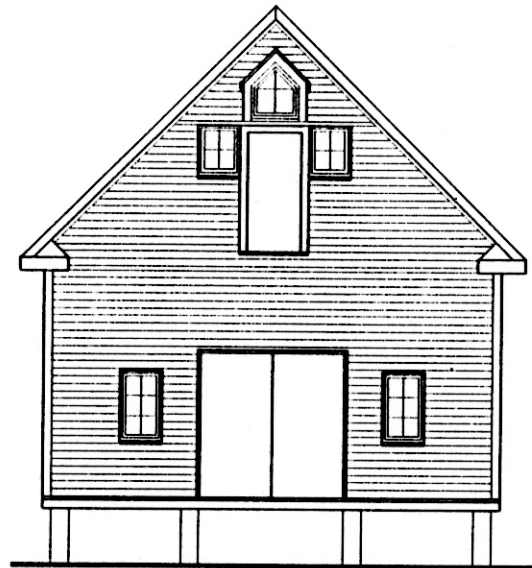
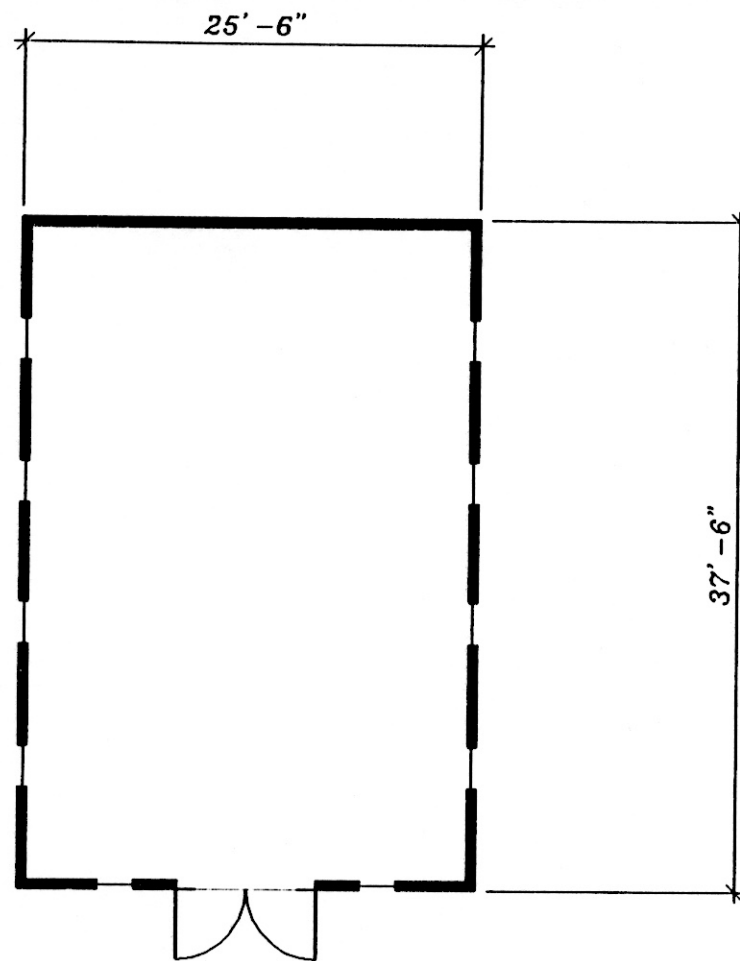
Twillingate Heritage Inventory
LITTLE HARBOUR
METHODIST CHURCH



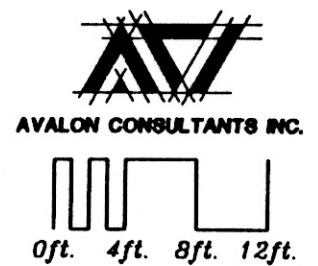
AVALON CONSULTANTS INC.



0ft. 4ft. 8ft. 12ft.



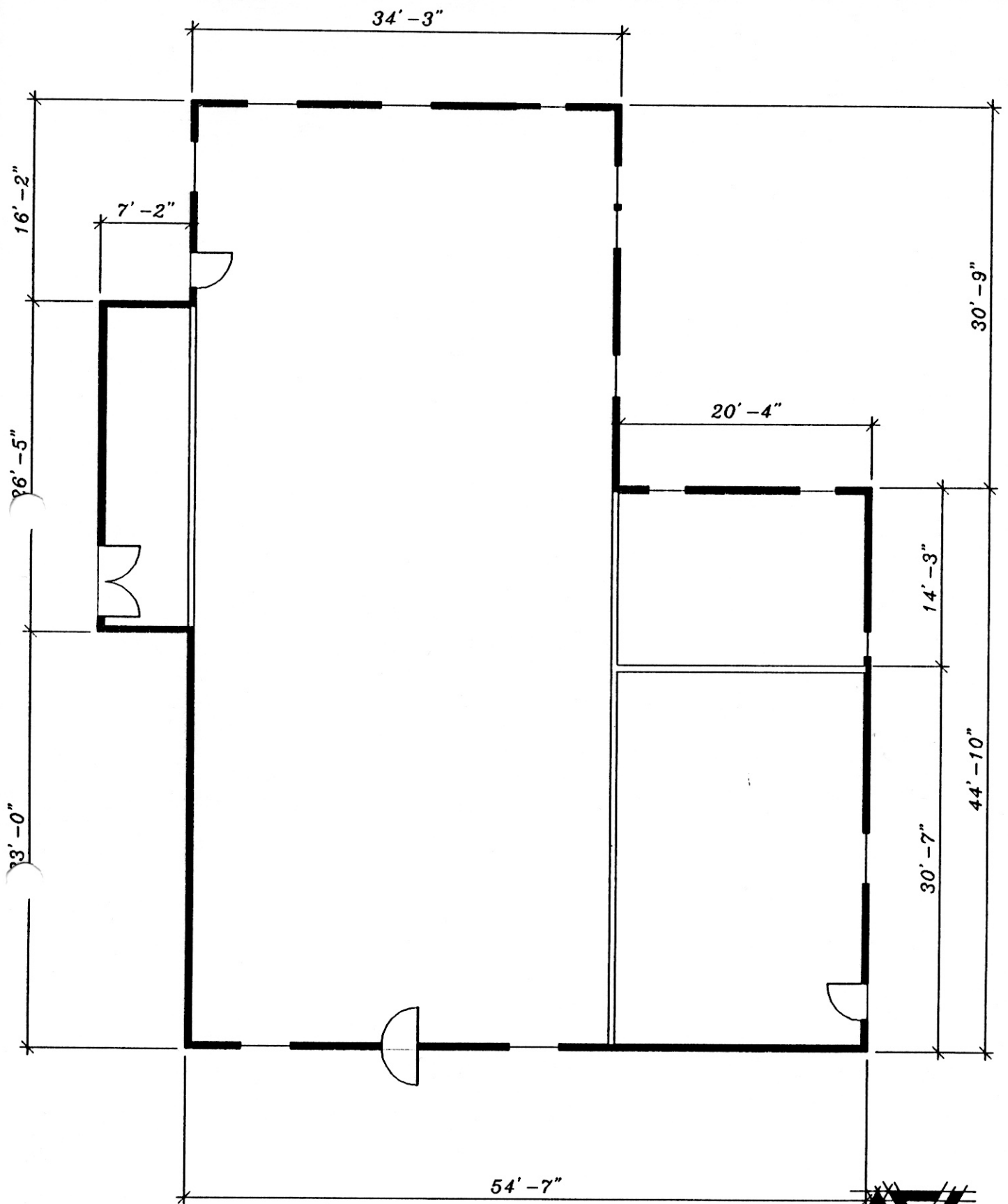
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LITTLE HARBOUR
TEA ROOM



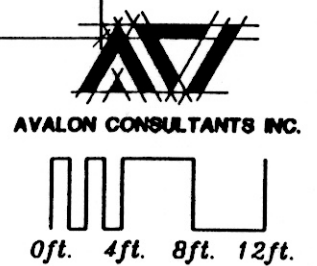


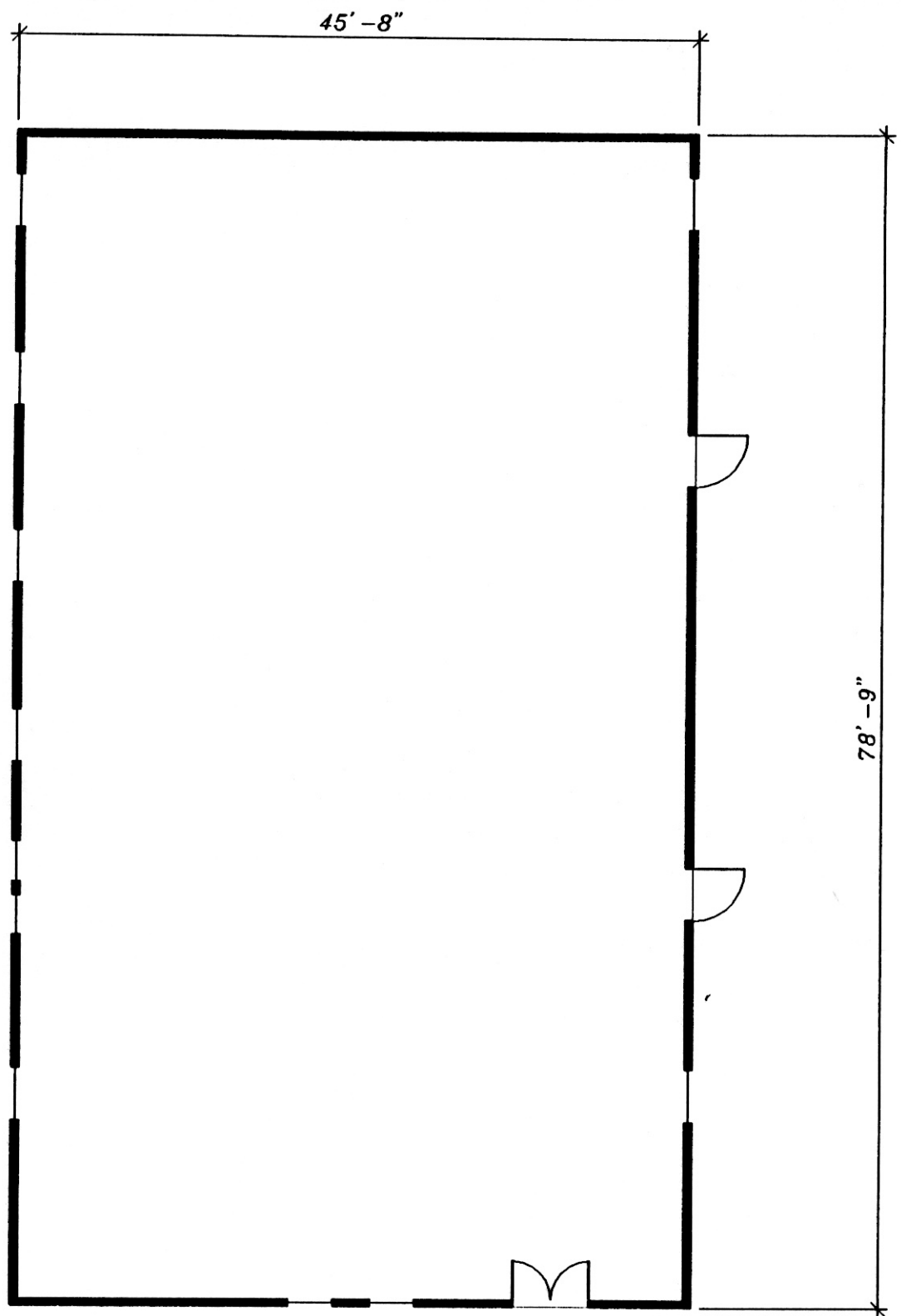
**Twillingate Heritage Inventory
HODGE PREMISES**





**Twillingate Heritage Inventory
HODGE PREMISES**





Twillingate Heritage Inventory
LOYAL ORANGE LODGE



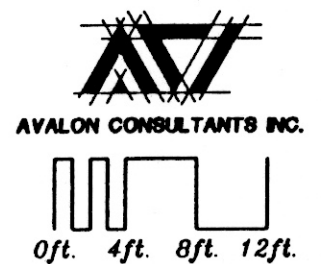
AVALON CONSULTANTS INC.

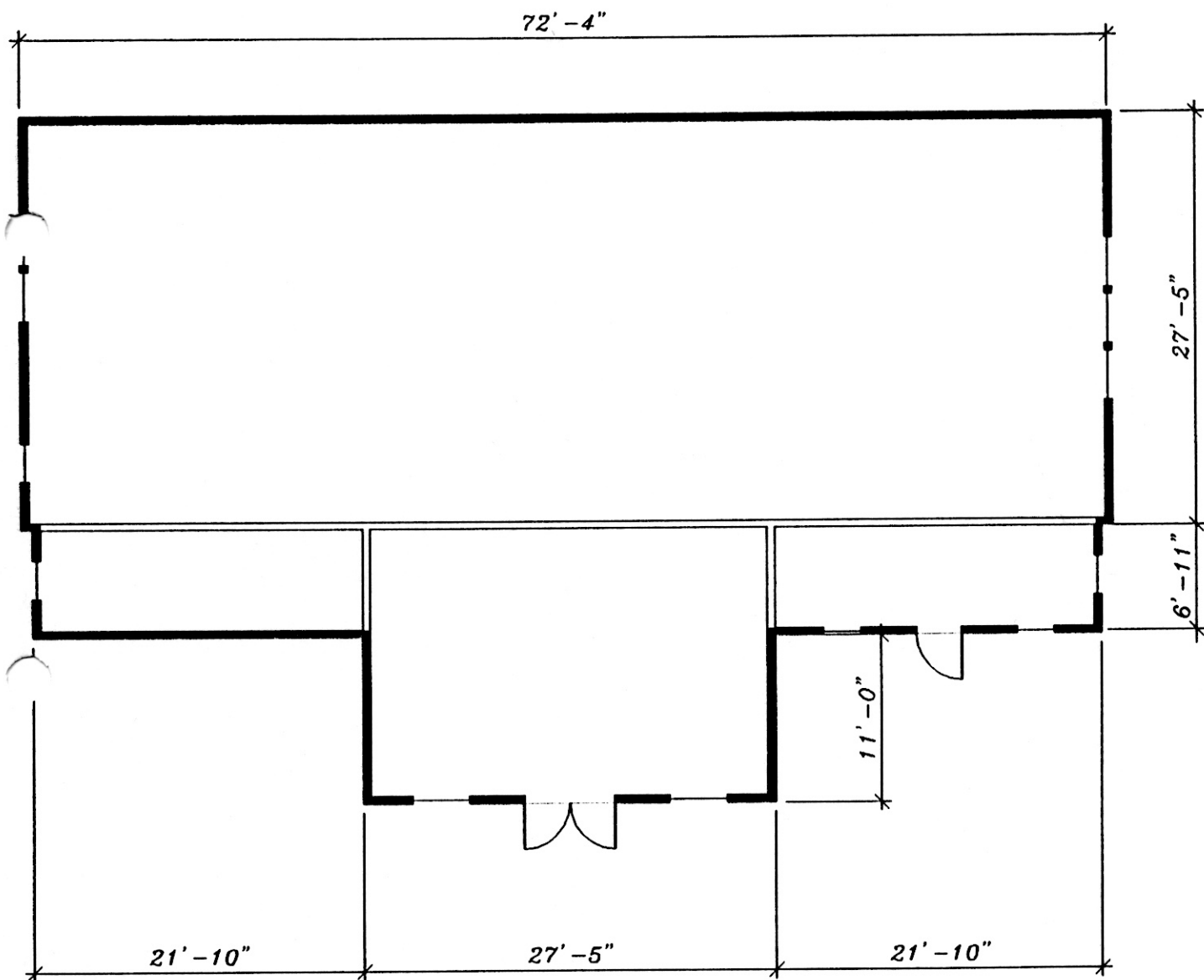


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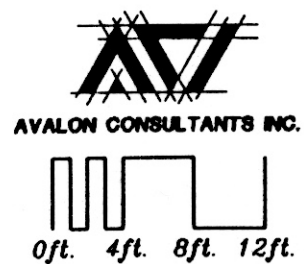


**Twillingate Heritage Inventory
LOYAL ORANGE LODGE**





Twillingate Heritage Inventory
ST. PETER'S CHURCH HALL





Twillingate Heritage Inventory
ST. PETER'S CHURCH HALL





P.O. Box 5171
St. John's
Newfoundland
A1C 5V5



AVALON CONSULTANTS INC.

7 Plank Road
St. John's, Newfoundland
Canada A1e 1H3
Tel (709) 754-5855