



Small Doesn't Mean Not At All

2021 Event Atlantic Summit
Halifax, Nova Scotia





Who we are?

Denis LeBlanc
**Director of
Community Living
and Tourism (2017-
2021)**

**Community Officer
Responsible for
special events
City of Dieppe
2009-2017**

Julie Arsenault
**Executive Director
Shediac Lobster
Festival
2020-2021**

**Assistant Director of
Marketing
Congrès Mondial
Acadien
2017-2019**

Shediac...Lobster Capital of the World....

- Population – 7184 permanent residents
- 15-65 yrs old - 4240
- 65 + - 2125
- Catchement of 80 000 people (without Dieppe and Moncton)
- 15 minutes drive from Moncton
- Rooftop accommodations - 350
- Camping – 1600 sites



Our primary markets



ATLANTIC
PROVINCE

QUÉBEC

FRANCO ONTARIO

NEW-ENGLAND

FRANCE

EUROPE



MOST OF OUR
TOURISM COME IN
A VEHICLE



CENTRAL FOR
TOURISM
ATTRACTION



Significant changes to how we do things....

- 2017 – My current position opens up and a new vision is born for events even before my arrival
- 2018 – Event Policy
- 2018 – Event strategy
- 2019 – Tourism Strategy and Experience Shediac
- 2019 – Building a team
- 2019 -2020 – 2021 – Current events and new events



Mentality...new vision...

- Town 's vision
 - Ian Fowler Legacy
 - We want 12 new events (one for every month) of at least 1000 people in attendance
- My mentality
 - Get out of your comfort zone. If its to easy, where's the fun.
 - Don't be afraid to make mistakes. Most times people won't notice
 - At least you tried!
 - How can we make this bigger and better

Event Policy

- No clear policy on how to structure and manage request for events
- Challenges that needed to be adressed:
 - Have a structure in place so we can support the growth;
 - Funding model for events (how do we give more funds);
 - The event vision was not shared by all members of council and felt a collective mandate was required;
 - Lots of questions around private events and non-for-profit;
 - It was felt that the vision was there but maybe not the funding;



Event Policy...What came out.

The Town of Shediac will strategically focus on the following:

- *Develop* a strong four-season event portfolio
- Build Shediac's hosting *capacity* internally and with event organizers and partners
- *Align* the Shediac event brand with the Town of Shediac brand and tourism, recreation, culture and culinary
- Ensure an *accountable* approach to event classification, funding, hosting and evaluation
- Create and grow strategic *partnerships* for the development and hosting of events



Event Strategy

- 40 strategic objectives were presented;
- Focus should be on creating events as we currently do not have the infrastructure to host and bid for major events;
- Build or train champions thru education
- Build an event task-force
- Develop support tools
- Great tool for council;

experience Shediac





Improve awareness of Shediac being the "lobster capital of the world";

Extension of the tourist season;

Extension of the length of stays;

Improving the quality of the offer;

Improved brand awareness;

Better knowledge of trends and customer needs;

Better knowledge of our visitors;

Increase in the number of visitors per year.

experience Shediac

Cyrtine rectangulaire

Le plaisir en famille commence ici!



Restaurants et bars

Fruits de mer frais, cafés et plus encore



Soyez-y et participez

Toutes sortes d'événements, à longueur d'année



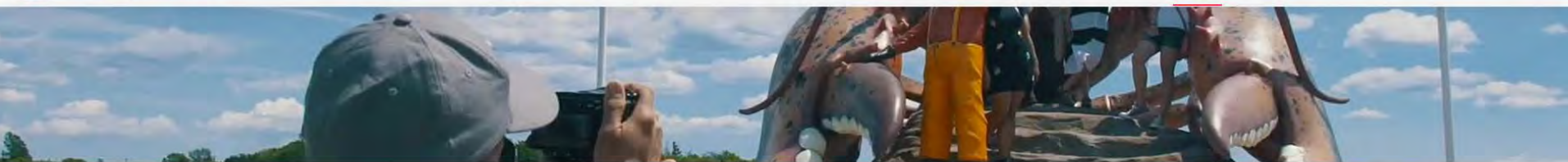
À voir et à découvrir

Attractions naturelles et attrait culturels



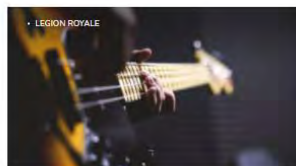
Choisissez votre séjour

Hôtels, motels, auberges, gîtes ou camping



Prochains Événements

DATE RECHERCHE OPTIONS D'AFFICHAGE



Nelson Jessome à la Légion de Shediac



Ciné Shediac



Alley Katz Karaoke



Experience Shediac

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Manquez-vous les belles soirées d'été au quai de la Pointe-du-Chêne? 📍

Are you missing those beautiful summer nights at the Pointe-du-Chêne wharf? 📍

📷: @kat.harder.photo ... See More



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Shediac

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 - Use #ExperienceShediac to share your beautiful moments in Shediac!
- www.experienceshediac.ca

POSTS IGTV SAVED TAGGED



Le temps du
LOBSTER ROLL
Time

Venez goûter à
notre spécialité culinaire!
Come taste
our culinary specialty!

August 9 - 22 Août

Partenaires de l'événement / Event Partners:

Plus plus d'informations / For more information:

Shediac
RibFest

SERVICE AU VOLANT
DRIVE-THRU

Shediac

LOBSTER FESTIVAL DU HOMARD

DEPUIS - SINCE
1949

DRAG SHOW
Queens & Claws
UN SHOW DE DRAG

OUTDOORS
4 BIG DAYS

Shediac
INTERNATIONAL
FLEA MARKET

4 JOURS
à l'EXTÉRIEUR

AUGUST 19th - 22th AOÛT 2021
FESTIVAL ARENA - ARÉNA FESTIVAL

MARCHÉ DE
SHEDIAC
MARKET

INSPIRE
SHEDIAC

26 - 31
Juillet • July

Hom Art

HUBCAP
COMEDY FESTIVAL DE L'HUMOUR



Tournoi • Tournament

PÊCHE À L'ÉPERLAN SMELT ICE FISHING

SAMEDI 1 FÉVRIER, 10 H À 14 H
SATURDAY 1 FEBRUARY, 10 AM TO 2 PM

VOLET RÉCRÉATIF
RECREATIONAL
CATEGORY **10\$**

VOLET COMPÉTITIF
COMPETITIVE
CATEGORY **15\$**

L'information sur
l'INSCRIPTION et tous
autres détails seront
affichés sur:

Information on
REGISTRATION
and all other details
will be posted on:

experienceshediac.ca



LA FOLIE DE LA CHAUDRÉE CHOWDER MADNESS

29 JANVIER & 2 FÉVRIER
JANUARY & FEBRUARY



*Vous êtes invités à venir savourer
des chaudrées aux fruits de mer
préparées dans de nombreux
restaurants de la ville
de Shediac et courez
la chance de GAGNER
des certificats-cadeaux
d'une valeur de 400\$.*

*You are invited to enjoy
seafood chowder
prepared by the many
Shediac restaurants
and get a chance to
WIN gift certificates
valued at \$400.*

PARTICIPATING RESTAURANTS PARTICIPANTS



*Stronger
together!*

July 9 - 11, 2021

DIRECT TO CONSUMER PRODUCT PLACEMENT OPPORTUNITY

EN VENTE
MAINTENANT

ON SALE
NOW







*Stronger
together!*



July 9 - 11, 2021

CHILDREN'S SURPRISE ACTIVITY BAG

Réservez le
sac surprise
sur notre
site web dès
aujourd'hui !

Reserve your
children's
surprise
bag on our
website as
of today!



July 10 juillet

www.shediaclobsterfestival.ca



Un homard
et sa
couronne



A Lobster & His Crown





Merci à nos partenaires! Thank you to our partners!



Gouvernement • Government



Platines • Platinum



Médias • Media



Argent • Silver



Or • Gold



Bronze



Bénévoles Volunteers



JUILLET 9-11 JULY















SPECTACLE PRÉSENTÉ PAR
CONCERT PRESENTED BY





HOTEL DE VILLE

TOWN HALL

How Art

2020







HS

FORSE



HS
HÖTELSHEDVAG















Questions ?