

**FOR IMMEDIATE RELEASE – AUGUST 13, 2021**

The Town of Florenceville-Bristol has created and launched a new initiative aimed at identifying and attracting entrepreneurs who are interested in establishing tourism businesses within Town limits or the immediate surrounding areas.

The Class-of-One Tourism Entrepreneurship Mentoring Program also targets existing tourism business owners who want to advance the quality and appeal of their products, services and experiences.

“The goal of Class-of-One is to pair existing and emerging tourism entrepreneurs with contracted ‘best-in-class’ mentors from relevant fields of expertise,” said Bobbie O’Donnell, Tourism and Business Development Manager. “Those emerging entrepreneurs can be from the Florenceville-Bristol area, from elsewhere in New Brunswick, or from any other locale, as can be the chosen mentors.

“For instance, a candidate who is looking to open a new ‘farm-to-table’ restaurant would be paired with a recognized expert from that sector who will provide ongoing coaching and mentoring as one stage in the establishment of their business. The mentoring process can take place in-person or online.

Mentors will also guide and offer advice on a full spectrum of discussions such as lessons learned and the examination of best practices.

“Our focus with Class-of-One,” said O’Donnell, “is on the development and marketing of in-demand tourism products, services and experiences in support of the French Fry Capital of the World® brand. Examples include, themed quality culinary experiences, craft brew and/or distillery products, agricultural heritage, outdoor adventure, artist/artisan retail and themed accommodations.”

The program seeks to engage 10 Class-of-One applicants through a process that is subsidized and requires a nominal refundable contribution from the Class-of-One candidate. Graduation from Class-of-One opens the door to potential additional assistance from the Town of Florenceville-Bristol.

For more information or to submit an application for consideration, please visit: <https://classofone.ca>

---

Media inquiries:  
Bobbie O’Donnell  
Tourism & Business Development Manager  
E: [tourism@florencevillebristol.ca](mailto:tourism@florencevillebristol.ca)