

# Town of Florenceville-Bristol

## Expression of Interest (EOI)

For

## The Bristol-Shiktehawk Site (CcDv-3)

2018- 2022



**Expression of Interest for:  
The Bristol-Shiktehawk Site (CcDv-3)**

**Section A: Recipient Identification**

**A1: Lead Applicant Organization**

Town of Florenceville-Bristol

**A2: Applicants Primary Contact Information**

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| <ul style="list-style-type: none"> <li>• <b>Primary:</b></li> <li>• Sarah Pacey, Chief Administrative Officer, Town of Florenceville-Bristol</li> <li>• Tel: (506) 392-6763 (ext. 208)</li> <li>• Email: cao@florenceville-bristol.ca</li> </ul> |
| <ul style="list-style-type: none"> <li>• <b>Mailing Address:</b></li> <li>• Florenceville-Bristol Town Office<br/>19 Station Road, Florenceville-Bristol, New Brunswick E7L 3J8</li> </ul>   |



Located in the northwest part of New Brunswick along the banks of the scenic St. John River sits the Town of Florenceville-Bristol. Florenceville-Bristol is a vibrant community that offers its 1, 604 citizens a wonderful quality of life. Known as the French Fry Capital of the World, the success and growth of McCain Foods has made the Town an economic pillar in the region.

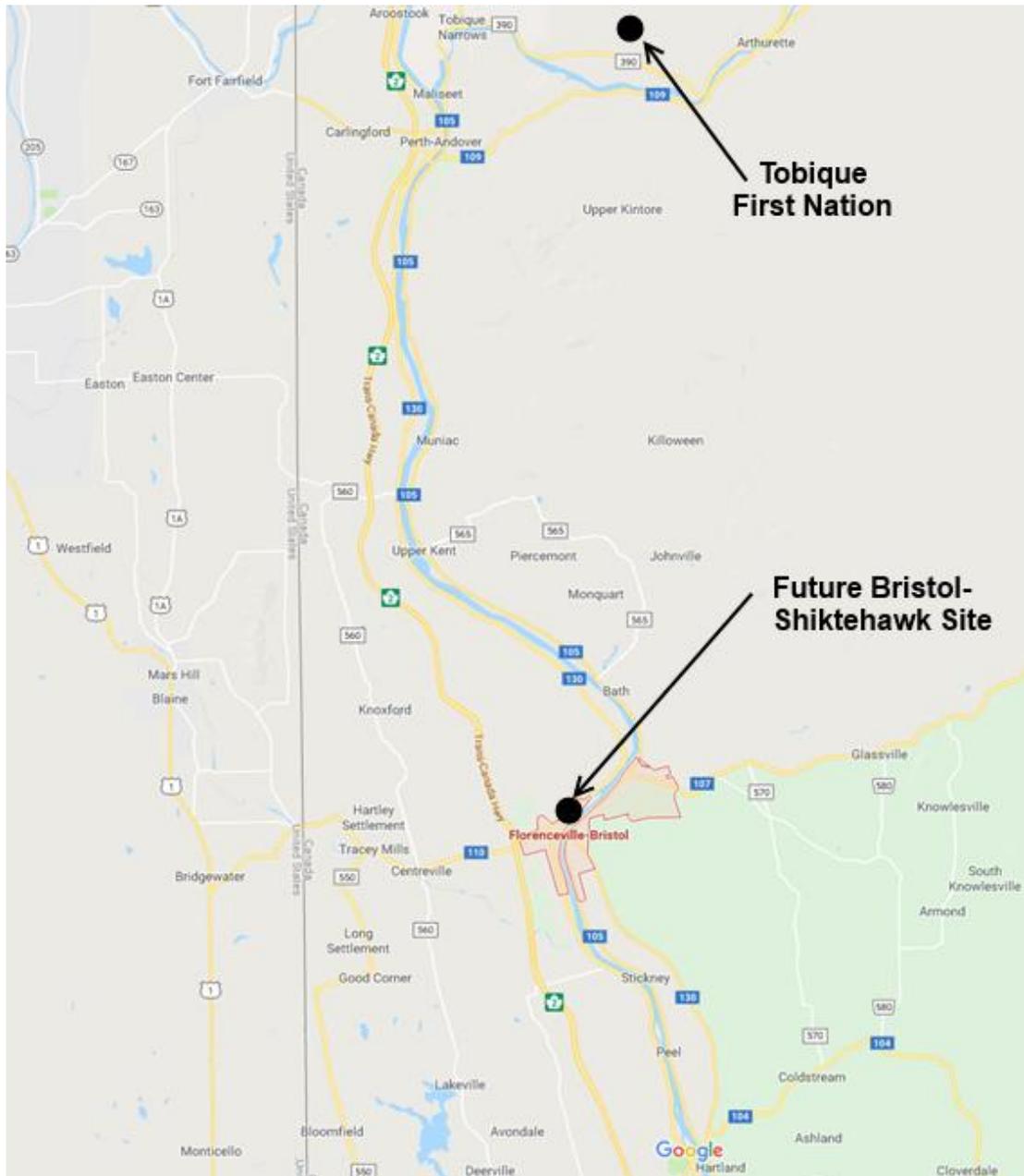
Geographically, the Town is the centre of the region, which includes the Villages of Bath, Centreville, and Perth-Andover, the Town of Hartland, Tobique First Nation, as well as many Local Service Districts in between (see Appendix A- Map of the Region).

The region is home to approximately 15,000 residents, 2500 of whom populate Tobique First Nation. Tobique First Nation is one of six Wolastoqiyik or Maliseet Nation reserves in New Brunswick, and is located only 44km from the Town of Florenceville-Bristol and the Shiktehawk site.

The Bristol-Shiktehawk site is a First Nations heritage site located adjacent to the existing Shogomoc Railway site in Florenceville-Bristol. The proximity of the Shiktehawk site to the Tobique First Nation reserve presents an excellent opportunity for the Town to collaborate with First Nations to develop a site that preserves and celebrates their culture and history in an authentic and meaningful way.



**Figure 1: Map of the Region**



**Total Regional Population: 15,000**  
 < 15 years of age: 16%  
 15-64 years of age: 64%  
 > 64 years of age: 19%

## Section B: Project Overview

### **B1: Project Background**

In 2010, the Shiktehawk First Nation heritage site was subject to archaeological testing and excavation by the New Brunswick Archaeological Services Unit, led by Brent D. Suttie. Suttie undertook this project as part of his PhD research at the University of New Brunswick at this time. Through this research and testing, definitive evidence was found that revealed the site is one of the oldest settlements in New Brunswick, with occupation layers spanning at least 8, 000 years.

In 2018, a team was assembled and led by the Town of Florenceville-Bristol to become involved with New Brunswick Archaeological Services, including representatives from Tobique First Nations, WSP, and Glenn Group. The team reviewed the site for opportunities for future use and generated a conceptual plan for the site which included landscaping features, trail routing, building and site locations, event opportunities and locations, and preliminary costing estimates of the associated work.



Development of the Bristol-Shiktehawk site is intended to create a unique, interactive space for visitors to experience the history and culture that existed at this location for over 80 centuries. The overall purpose of the project is to preserve and protect the heritage of the site, and to educate and inform visitors about the history and culture of New Brunswick's Indigenous people and the railroad that passed through the area.



The Bristol-Shiktehawk site would become a cultural centre for the community and would grow the Town's already thriving arts and culture scene. Current attractions in the area include the Shogomoc Railway, the Andrew and Laura McCain Library, the Andrew and Laura McCain Art Gallery, the River Arts Centre & Studios, Second Wind Music Centre, the Carelton Victoria Arts Council and the New Brunswick Potato World Museum.



The Bristol-Shiktehawk site is located next to the Shogomoc Railway Site at 9189 Main Street, Florenceville-Bristol, NB, E7L 2Y3 (see Appendix B- Bristol-Shiktehawk Site Location). At the Shogomoc Railway site, visitors can enjoy a guided tour of a restored 1914 CPR train station, a train car renovated into a fine dining restaurant, along with two other cars that have been renovated into an inn. Next-door is the Welcome Centre, which offers a gift shop filled with local products, souvenirs, artisan crafts and artwork throughout the summer months. Development of the Bristol-Shiktehawk site will attract even more visitors.

Figure 2: Bristol-Shiktehawk Site Location



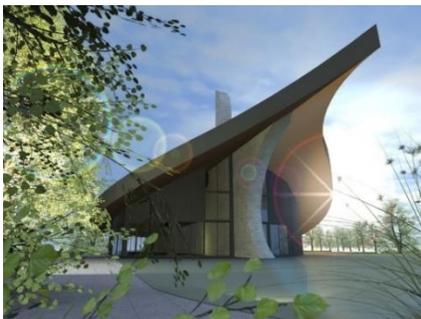
## B2: Project Objectives

The site is intended to provide four seasons of activities for visitors such as walking, running, skiing, snowshoeing, bird watching, a boat launch and interactive interpretive programs. Public art will be incorporated throughout the site based on themes derived from the site and cultural history. Furthermore, all facilities will include green initiatives for efficient operation and reduced costs (see Appendix C- Bristol-Shiktehawk Site Concept Design).

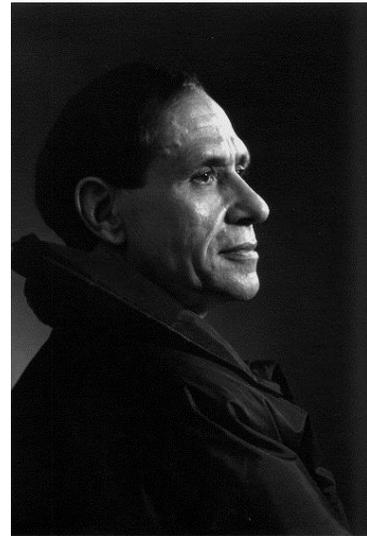
The Shiktehawk First Nations heritage attraction will be a place of celebration and education with interior and exterior spaces devoted to sharing the history of the landscape and the people who have moved through it. A museum and common space will be the central features of the site. The goal is to make the site accessible, so *all* individuals can take advantage of what the site will have to offer.

This multipurpose site will serve as a social and cultural attraction in the region, thereby enriching the community and encouraging newcomers to the area of all ages to learn about First Nation history and facilitate public discussion.

In accordance with the primary objectives of the project to preserve the heritage of the site, educate visitors and cultivate the site as a cultural centre, the Town intends to solicit the help of an expert, such as architect, Douglas Cardinal. Cardinal is of Indigenous descent and his



architecture derives from “his observation of nature and its understanding that everything works seamlessly together.” Cardinal has received many national and international awards, including: 20 Honorary Doctorates, Gold Medals of Architecture in Canada and Russia, and an award from United Nations Educational Scientific and Cultural Organization (UNESCO) for best sustainable village. He was also titled an Officer of the Order of Canada- one of the most prestigious awards given to a Canadian.



**Section C: Project Details**

**C1: Site Amenities**

We are proposing the following list of site amenities:

|  |   |
|--|---|
| • Museum/ Visitor Centre                                       | • Lookout towers  |
| • Interior Celebratory Space                                   | • Wigwams and Longhouse   |
| • Gift Shop and Café   | • Wood boardwalks, bridges and docks                                |
| • Outdoor pavilion with Amphitheatre and Pow Wow Circle        | • Public art  |
| • Trails that meander the site and overlook the St. John River | • Picnic shelters, tables and benches                               |
| • Native Tools and equipment                                   | • Boat launch   |
| • Aboriginal gardens   | • Train trolley (to link site to the current Shogomoc Railway site) |
| • Nature playground  | • Workshops and events that offer authentic learning opportunities  |
| • Meadow   | • Nature-based adventures   |
| • Special event site   | • Food, arts and culture events                                     |
| • Interpretive nodes (20 sites)                                | • Site road and parking area  |



## **C2: Costs of the Project**

The cost of the project is anticipated to be \$8,075,000.00 at a class D level of estimates. The tender process will be used to select the parties to complete the project. See Appendix D for the detailed cost estimate.

Florenceville-Bristol has a strong tax base, which will assist in the long-term financial viability of this development. A park entrance fee, user fees for the variety of programs offered, partnerships and sponsorships with local businesses will be utilized to offset a portion of the operating costs, ensuring sustainability. The use of green technologies will be implemented to minimize operation costs as well.

## **C3: Project Schedule**

Once funding has been confirmed, the appropriate environmental, archaeological and public consultation processes will commence. The project will be tendered as early as the spring of 2021, once all approvals have been received. Site completion will be targeted for the 2022 season.

Key milestones of the development of the Bristol-Shiktehawk site include:

- Funding secured, design started, and public consultation in 2019;
- Archaeological assessment, clearing, environmental review and design in 2020;
- Construction Phase 1 in 2021;
- Construction Phase 2 in 2022.

## **C4: Benefits**

### Historical and Educational

The history of Indigenous peoples in Canada is rich and diverse. The First Nations heritage and the ongoing cultural enrichment provided by Wolastoqiyik or Maliseet Nation in New Brunswick gives an authentic Aboriginal heritage experience of First Nations culture. The extensive history provided by such an archaeological site would provide ample educational experiences for visitors of all ages.

## Tourism

According to the Indigenous Tourism Association of Canada (ITAC), the tourism marketplace has a significant demand for authentic, meaningful experiences. ITC completed extensive research measuring the economic impact of Indigenous tourism in Canada. This 2015 research shows that the Indigenous tourism industry in Canada employs more than 33, 000 people and produces \$1.4 billion of Canada's annual GDP. This study also identified that there is consumer demand for Indigenous tourism experiences that are authentic, unique and engaging, such as providing learning opportunities. These can be paired with wilderness, nature-based adventures, food, arts and culture.

## Wellness

The site will be age-friendly and inclusive for all. There will be opportunities for employment, personal development, education and community engagement. It will create a strong connection with the past, as well as with other groups and individuals where natural, cultural and heritage assets are preserved, developed, supported and shared. It will be a natural and built environment that supports physical activity, social connectedness and active transportation for all.

## Economic

The potential economic benefits of an archaeological site of this nature are substantial and include enhanced property tax values, attraction of additional business investment, attraction of new residents, employment opportunities, enhanced tourist potential, improved business partnerships, as well as a venue to attract additional events to the region. Partnerships with local businesses would be sought to purchase and support specific types of features and activities at the site. This new site would help to attract investment and keep Florenceville-Bristol competitive when compared with other municipalities in Western New Brunswick.

## **C5: Project National Significance**

The influence and significance of Indigenous culture in Canada is made evident by the growing number of historical sites that exist across the country. The preservation of these sites shed light on First Nation traditions, landscape, and daily life.

In an era of reconciliation with Indigenous peoples in Canada and growing interest in the examination of public memory and commemoration in a historical context by scholars, the preservation and celebration of Indigenous culture is incredibly relevant. Canada prides itself on its cultural diversity, and the nation's multiethnic composition underscores the importance of embracing the variety of narratives that are part of our history- those that have been uncovered, and those that are yet to be discovered. The establishment of the Bristol-Shiktehawk site will support national reconciliation efforts by demonstrating Canada's value of relationships with First Nations people and respect for the influence and longevity of their history in this country. We will work alongside First Nations people to develop a positive, exciting and interactive space that provides an authentic representation of their culture, and contributions to the broader history of Canadian culture.

The Bristol-Shiktehawk project will bring national attention to the region and encourage individuals from all backgrounds (Indigenous and non-Indigenous alike) to visit the site. The attraction of citizens across Canada to the site will not only promote the history of Shiktehawk culture, but serve as a positive space for the gathering and interaction between locals and visitors who come from different cultural backgrounds.

In an interview with Olivia Fung titled "Designing Through a Cultural Discourse: in Conversation with Douglas Cardinal", the previously mentioned Canadian architect of Indigenous descent characterized Canadian culture as follows:

"I believe First Nations culture has a huge contribution to the rest of society and I've always been interested in believing that all people should have an opportunity to express themselves, which is the foundation of this country. That is why when you have people of all different cultures or different ways of thinking coming together to share their realities, and you embrace them, it makes you twice as big and broadens your view of your human family. So for me, this is the basic philosophy and foundation of Canadian culture."

With an aging population, it is important to research, discover, and share an accurate picture of our history with future generations. In order to understand our history as a nation, we must integrate case studies like the Shiktehawk site into the larger narrative. This will help illustrate the uniqueness and diversity of Canadian culture- a pillar of our identity.

## **C6: Public Engagement/Support**

The Town of Florenceville-Bristol acknowledges the importance of this archaeological site to Indigenous peoples, and would like to work with the First Nations to preserve the thousands of years of history it represents. The Town has informed all First Nations in New Brunswick of the intention to develop the site and has been working collaboratively with the Tobique First Nations to develop a preliminary site plan.

Florenceville-Bristol will have a formal consultation process which includes engagement of the public through print and social media and the holding of open house forums. A critical component of the engagement process is a formal consultation of Indigenous communities and groups. This process will be conducted prior to the commencement of the project.

### **Section D: Conclusions**

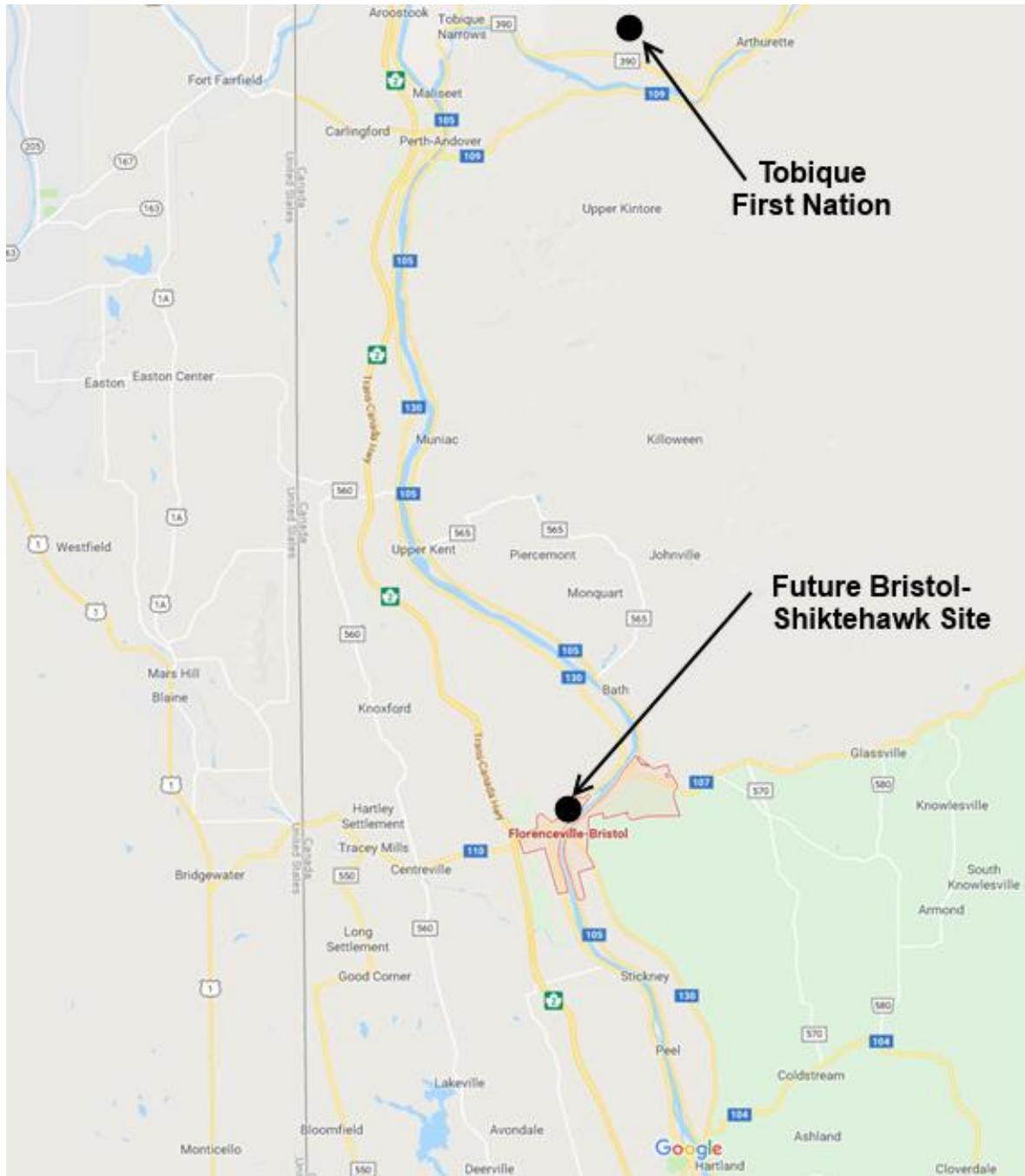
In conclusion, we are proposing that a First Nations heritage attraction be constructed in the town of Florenceville-Bristol to preserve and celebrate Shiktehawk culture. The site, recently uncovered by a team of New Brunswick archaeologists, represents a significant part of First Nations history in Canada.

The town of Florenceville-Bristol understands the importance and desire for authentic representations of First Nation culture. The site will celebrate Shiktehawk culture and history in a way that promotes inclusion, and highlights Canada's value of its relationship with First Nations people. By collaborating with First Nations people in the development process, the site will encompass strong First Nation traditions, display local artifacts and provide a history of the site for local residents, as well as visitors from near or far.

The project will offer a multitude of historical, educational, tourism, wellness and economic benefits to the citizens living in Florenceville-Bristol, surrounding communities, and on a national scale. It will create greater potential for tourism to the region and Maritimes. Economic risk will be offset by fees, new program development, advertising revenue, event hosting and local business partnerships.

The experience of First Nations people in Canada, and the relationships between Indigenous and non-Indigenous peoples has been tumultuous. The addition of the Bristol-Shiktehawk site to the widespread number of First Nations heritage attractions in Canada will reflect Canada's cultural diversity and respect for Indigenous culture.

## Appendix A Map of the Region



## Appendix B Bristol-Shiktehawk Site Location



## **Appendix C Bristol-Shiktehawk Site Concept Design**

Attached as a sperate file - Bristol-Shiktehawk Site Concept Design.

**Appendix D**  
**Bristol-Shiktehawk Site Preliminary Cost Estimate**

Attached as a sperate file - Bristol-Shiktehawk Site Preliminary Cost Estimate.