

**Underground Salmon Pool
&
Route 432 Rest & Information Area Proposal**

White Bay Central Development Association

PO Box 165
Main Brook, NF
AOK 3NO

In Partnership with

Nordic Economic Development Corporation

PO Box 160
Flower's Cove, NL
AOK 2NO

July 2007

Executive Summary

The White Bay Central area is one of the best areas in the zone to view such natural phenomena and these attributes need to be developed further. For some time now the local tourism industry in the Roddickton area have express an interest in seeing developments that would serve to attract more tourism traffic to the region. Stemming from that interest, a site has been identified close to the Town of Roddickton where Atlantic Salmon congregate in a pool before they go further up stream to spawn.

The Salmon Pool runs underground through a tunnel formed by erosion through the rock. Fish disappear into the opening and reappear about 800 metres away where they rest before continuing upstream. This unusual site offers visitors an opportunity to view salmon in their natural environment. Site development includes an access road, some interpretative signage, walking trail and viewing area near the pool itself.

In addition there is a great need for the establishment of a rest and information area on Route 432. The development will give the traveling tourist information on the Heritage Corridor on the eastern side of the Peninsula. A map which will include all seven communities and pictures of the attractions located within each will be included.

Further development is needed to bring the site to its full potential and it is to this end that the White Bay Central Development Association is requesting funding from the Department of Innovation, Trade and Rural Development in the amount of \$88,000 Atlantic Canada Opportunities Agency the amount of \$129,148 and Service Canada the amount of \$114,296.

1.0 Introduction

There are many parts of Newfoundland that have become quite well known in the past few years due mainly to the expanded efforts and promotion of the Department of Tourism, the Viking Trail Tourism Association and other local tourism organizations. Many tourism related sites built in Northern Newfoundland and in particular along the Viking Trail have been as a result of our natural phenomena, such as our mountains, rivers, the rugged coastline, rare and abundant plants and animals. Because we have so many beautiful naturally occurring attractions our tourism industry has grown quite dramatically.

The White Bay Central area is one of the best areas in the zone to view such natural phenomenas and these attributes need to be developed further. For some time now the local tourism industry in the Roddickton area have express an interest in seeing developments that would serve to attract more tourism traffic to the region. Stemming from that interest, a site has been identified close to the Town of Roddickton where Atlantic Salmon congregate in a pool before they go further up stream to spawn.

The proposed site location is on Beaver Brook. This Brook is a scheduled salmon river that is located 14 kms outside the limits of the Town of Roddickton and 5 kms from the intersection of routes 432 & 433. The access road to the site is on the right hand side of route 433 when approaching the Town of Roddickton. The salmon congregate because at the site location, the river disappears underground, as a result of the limestone terrain being eaten away by years of water flow. When the salmon are traveling up stream they encounter this underground hole and recognize the difference between daylight and dark, turn around, and lay in the pool until nightfall, when they are unable to distinguish any light difference. This is an incredible site where literally thousands of Salmon return yearly to spawn. This area is locally known as the *Underground Salmon Pool*.

The White Bay Central Development Association, in partnership with Nordic Economic Development Corporation has taken the lead to acquire funds to see this site completely developed into a tourist attraction. Phase 1 has already been completed that included upgrading the access road and a walking trail to the pool where the salmon congregate before go upstream to spawn. Interest has been expressed to further the trail to include the site where the river first disappears underground and where the salmon reappear. Also, an opening that allows for further viewing of the river is located between where the river disappears and reappears. This site will also be identified along the proposed trail route. The proposed trail will be looped making it more appealing to visitor. This proposal entails the further construction of viewing areas around the proposed sites (the opening between the sites and where the river disappears) and upgrading of the walking trail in necessary places, on-site interpretation. Given a successful

3.0 Opportunity and Need

The tourism industry in the White Bay Central Region as a whole has a great deal of potential for development. With the completion of the Hare Bay Road from St. Anthony Airport to Main Brook and the paving of the complete Grenfell Drive, the opportunities to market the loop concept provides tremendous prospects. The loop road provides the tourist with a chance to take another route south on the Viking Trail, rather than traveling back the same direction on Route 430. The White Bay Central Region is considered by many to be the best kept eco-tourism secret in Newfoundland.

With the increased marketing efforts concentrated on the Viking Trail over the past number of years to promote the Viking! 1000 Years Celebrations, and the success of these Celebrations, it is important to increase the number of things and places for tourist to visit. The completion of the extension to the Underground Salmon Pool will aid the White Bay Central region to capitalize on increasing tourist numbers to the region.

According to the Viking Trail Tourism Association the numbers of visitors to this province and in particular to the Northern Peninsula have been increasing steadily for the last number of years. The Viking! 1000 Years Celebrations saw a record number of tourists traveling to the UNESCO World Heritage site at L'anse aux Meadows. In 2002, approximately 33,000 tourists visited the site, and there is an expected increase in visitors again next year, which amplifies the urgency to have this project ready for the upcoming tourism season.

The chart below shows the numbers of tourists that can potentially be attracted to take the looped road to the White Bay Central Region and visit the attractions that are currently being developed in the region.

Facility	2001	2002	2003	2004	2005
Grenfell Historic Properties	10,000	12,997	12,207	13,343	11,977
L'Anse aux Meadows National Historic Site	27,047	32,805	33,854	32,927	28,827
Norstead Village	12,800	11,900	14,500	14,170	12,425

With the data gathered by the Viking Trail Tourism Association showing that approximately 10.84% of tourist to the Viking Trail comes to enjoy outdoor/recreation, sightseeing/touring, and cultural/historical experiences, the natural attraction of the Underground Salmon Pool will greatly add to the charm of the complete Viking Trail package. This is an extraordinary site that can only be appreciated by a visit.

The lack of tourist sub-attractions in the White Bay Central region clearly defines the need for such development. Given that the tourism industry continues to grow on the Northern Peninsula and the down turn in the local economy since the crisis in the fishery there is a very real need for opportunities such as this one to be developed. With approximately \$100+ dollars being spent on each extra night stay in the region, the economic benefits to the local businesses would be evident.

4.0 Program Activity

The walking trail to the site will be upgraded and trail constructed to complete the loop. Currently the existing trail is covered with debris from fallen or rotting trees and requires clean up. The existing trail consists of mainly boardwalk that has deteriorated and would need to be removed and restored in a form that is both suitable and naturally attractive. Also, the construction of a much needed bridge where access can be gained to the other side of the river when conditions are such that visitors cannot cross the riverbed.

The construction of a view platform will be completed around both the proposed sites as to provide the best viewing opportunities, while being cognizant of the habitat of the salmon. Railing around the viewing area will ensure safety of the tourist, while benches and garbage cans at the site will ensure that the natural area is disturbed as little as possible by visitors. The boardwalk and viewing area will be constructed to Parks Canada standards and maintained by the White Bay Central Development Association.

A very important part of the entire project is the interpretation display explaining the geological structure that would result in the formation of this underground pool and information on the Salmon and its habitat. Also, interpretation of other unique features of the site will be highlighted on the panels if the interest is sufficient.

In addition, the development of a rest and information area at Route 432 will ensure that tourists will have the opportunity to have access to information on attractions located within the heritage corridor. The directional signage will contain maps of the seven communities and pictures of the attractions located within each. The erection of the site will give the tourists their first insight into what is being offered on the Eastern side of the Peninsula. This area will be equipped with directional signage, picnic tables, garbage cans, benches, a bus pull off and a parking area.

5.0 Background Organizational Structure

The Nordic Economic Development Corporation is the Regional Economic Development Board for the catchment area of Anchor Point to St. Anthony and including the communities in the White Bay Central region, Englee to Main Brook. The Board is the lead agency to help facilitate and coordinate economic development in the zone. The Strategic Economic Plan (SEP) outlines development priorities; this initiative is compatible with the tourism strategy of the Plan. The specific reference for this project is as follows:

Target

D.1.3 To promote eco-tourism in the zone through an appreciation of the abundant wildlife and rare and unusual plants throughout the region.

Actions

D.1.3.1 Identify a variety of sites throughout the region.

D.1.3.4. Implement site development initiatives

The White Bay Central Development Association (WBCDA) has been involved in community economic development for many years. It is an incorporated non-profit group whose primary objective is to implement development projects of this nature.

The WBCDA will administer the program and take ownership upon completion. This organization will also be responsible for the upkeep and maintenance of property after the initial work has been done.

Partnerships between the Nordic Economic Development Corporation, Department of Industry Trade & Rural Renewal, White Bay Central Development Association, Atlantic Canada Opportunities Agency and Service Canada will bring the further development of this project to fruition.

6.0 Timetable

Funding for the project will need to be secured as soon as possible, as the proponent would like to start construction at the sites in preparation for the 2008 tourist season and to have the least impact on the salmon who habitat the waters during the spawning season. The latest date for construction would have to be in the fall of 2007 after the fish have shed their eggs and have moved back into the ocean.

Proposed Start Date: August 20, 2007

Proposed End Date: January 4, 2007

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Issue Call For Applications																				
Selection of Employees																				
Upgrade & Maintenance of trails, viewing areas, etc																				
Commissioning of Interpretation & Signage																				
Construction of Bridge																				
Administration: Reports, Payroll, etc.																				

7.0 Budget/Financial

Budget Item	Details	Total
Foreman Salary	1 x 16 wks x 40hrs x \$12.50 hr	8,000.00
12 labourers salary	12 x 16 wks x 413	\$79,296.00
Merc	Calculated @ 11%	\$880.00
Labour Totals		\$88,176.00
Looped walking trail and upgrade of road leading to the site	Crushed stone, & gravel	40,000.00
Recycled Lumber	Boardwalk lumber to be removed and reused in the viewing platforms and in construction at rest stop	18,000.00
Construction of Bridge	As per quote	110,000.00
Route 432 Rest & Information Area	Requires excavator & bulldozer to form layout of parking area; Signage for Heritage Corridor; picnic tables, garbage cans, chain/post delineation, landscaping	45,000.00
Interpretative Signage for USP	2 Signs @ \$5 000.00	\$10 000.00
Entrance & Highway Signage for USP	2 Signs @ \$2 500.00	\$5 000.00
Marketing	WDMO advertisement; maintenance of website	\$1,500.00
Total of Materials & Supplies		\$317,676.00
Administration Costs	Calculated @ 10% of Total Project	\$31,768.00
Project Totals		\$349,444.00

Amounts requested:

Department of Innovation, Trade & Rural Development @ 25% = \$88,000.00

Atlantic Canada Opportunities Agency @ 37% = \$129,148.00

Service Canada @ 33% = \$114,296.00

WBCDA In-Kind @ 5% = \$18,000.00

8.0 Conclusion

The Underground Salmon Pool is an attraction on the Viking Trail which will provide both long-term and short-term economic benefits to the White Bay Central region. It builds upon the natural beauty of the area and incorporates the quest for knowledge that so many of today's well-educated tourist expect, with the scenic and pristine beauty of Newfoundland's outdoors. The attraction has also been selected as one of the Seven Wonders of Newfoundland and Labrador.

The added economic benefit to the area by way of the extra nights spent in the region by tourist, and the possibility of packages including the Underground Salmon Pool as an attraction, which may be developed by private entrepreneurs, is great in comparison to the investment required for development.

The information area will play a vital role in ensuring that tourists are informed of what the White Bay Central Region has to offer, which will increase spending ensuring economic growth in each community the tourist visits.



Salmon Pool - Beaver Brook

Image © 2008 TerraMetrics

Pointer 50°53'13.94"N 56°14'03.63"W elev 323 ft Streaming 100%

Eye alt 22732 ft

MATCH PAGE 5



MATCH PAGE 8

Scale 1:250,000

Projection: Universal Transverse Mercator
Datum: Mean Sea Level
UTM Zone: 21



Contour Interval: 50 Metres
© Government of Newfoundland and Labrador