

**FOR IMMEDIATE RELEASE: MONDAY, AUGUST 8, 2022:**

**Atlantic Canada Opportunities Agency (ACOA) Awards Funds to Town of Florenceville-Bristol**

In April, the Town of Florenceville-Bristol applied for funding from the Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA), Rediscover Main Streets initiative. In July, the Town was advised the application was approved. The project total is \$57,663.00 and sees a \$30,000.00 contribution from the federal government, with the balance from the Town.

Funding will offer support to the Town's "Tuesday in the Park". An outside summer concert series that will occur each Tuesday from July 19<sup>th</sup> until September 6<sup>th</sup>. These family friendly, accessible to all events are free to attend each Tuesday from 6-8pm at the Gazebo in Riverside Park and feature high-calibre, New Brunswick talent. Concerts grow weekly from solo to duo and trio configurations. The series finale will feature a full band with an opening act. In the event of rain, the events move inside to the Second Wind Music Centre at 16 Curtis Road with doors opening at 5:30pm.

Also approved, are custom designed Explore Florenceville-Bristol themed street banners that will offer residents and guests a more impactful sense of arrival along our Main Street. The branded banners will feature artistic images of key icons and landmarks that will remind residents and guests of the Town's attractions, encouraging them to support and visit each offering. The banners will also showcase the Town's tourism destination website [www.exploreflorencevillebristol.ca](http://www.exploreflorencevillebristol.ca) along with their signature hashtag **#FrenchFryCapitalOfTheWorld**.

To display the new banners, lamp posts along middle and upper Main Street (Ward 1) will be retrofitted to fit banners of the same (larger) sized banners that display along the boardwalk downtown.

The final element of the project will focus the Town's financial contribution on holiday decorations. Embracing Florenceville-Bristol's agricultural heritage, their signature exhibit is the "Potato Barrel Christmas Tree" located at historical Riverside Park. On display from mid-November until mid-January, residents and tourists flock to the park to see the festive tree. Planning is underway to replace barrels that are no longer sturdy, add lighting features and a tree topper!

Another (year-round) popular attraction during the holiday's is the boardwalk, located in the downtown core near the Old Florenceville Bridge. Plans will see a more impactful light display in this area. Finally, plans are in place to add two or three new, smaller scaled Potato Barrel Trees in key areas around Town such as along the Boardwalk or on the Andrew and Laura McCain Library lawn.

Town of Florenceville-Bristol's Mayor, Karl Curtis said in a statement: "The funding opportunity comes at a perfect time. As soon as COVID restrictions eased and warmer weather arrived, we could see residents become more confident and comfortable in moving around the community. While many may still have reservations about travelling, we were confident this funding opportunity would safely encourage residents to become tourists in their hometown! The proposed projects involve multiple key elements that will awaken our Main Street throughout the year, resulting in economic growth for our neighbourhood businesses and operators."

The emerging strategy may also drive employment opportunities and commercial benefits for existing and perhaps even new enterprises, such as food and beverage providers, themed accommodations or even equipment rentals for cyclists, paddlers.

“Our main streets, downtowns and neighborhoods are at the heart of our vibrant rural and urban communities here in Atlantic Canada,” said the Honourable Ginette Petitpas Taylor, Minister of Official Languages and Minister responsible for ACOA. “Investments like this one for the Town of Florenceville-Bristol will help breathe new life into this community and encourage residents and visitors to come out and enjoy everything Florenceville-Bristol has to offer.”

### Quick facts

- Located along the banks of the Saint John River, the Town of Florenceville-Bristol is home to the corporate headquarters for McCain Foods. Also known as the French Fry Capital of the World®, the Town has some of the most fertile soil in North America, making it an agricultural hotbed.
- Support from the Atlantic Canada Opportunities Agency is provided through [Rediscover Main Streets](#), a \$10 million initiative to support locally-driven measures aimed at encouraging Atlantic Canadians and visitors to rediscover main streets and neighbourhoods across the region.
- The Rediscover Main Streets initiative complements other federal, provincial and municipal measures to help businesses and communities build back better.
- Since the beginning of the pandemic, ACOA has invested just under half a billion dollars to help businesses and organizations through the COVID-19 pandemic, protecting more than 20,000 jobs in communities across the region.

### Associated links

Rediscover Main Streets  
[Rediscover Main Streets - Canada.ca](#)

Town of Florenceville-Bristol  
[Explore Florenceville-Bristol](#)

### Contacts

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Photos: (Remaining Upcoming Tuesday Event Poster):

Atlantic Canada Opportunities Agency | Agence de promotion économique du Canada atlantique

Canada

FLORENCEVILLE-BRISTOL PRESENTS

# TUNESDAY

**FREE MUSIC @ RIVERSIDE PARK 6-8 PM**

DATE	BAND	GENRE
8/09/2022	John & Jean Maunder	Classic Rock
8/16/2022	Ray Legere & Alan Jeffries	Bluegrass
8/23/2022	Cathy Hutch & Colton Craft	Folk, Blues, Rock
8/30/2022	Tristan Horncastle (Trio)	Country
09/06/2022	Cunningham Haines Band and Zach Peters	Country/Rock

All Ages / Free Event / Bring your own chair

[exploreflorencevillebristol.ca](http://exploreflorencevillebristol.ca)

Christmas Decorations (Downtown & Riverside Park)



Explore Florenceville-Bristol Tourism Banners

