

FOR RELEASE: TUESDAY, SEPTEMBER 20, 2022

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

The Town of Florenceville-Bristol has received \$30,000 toward a \$60,000 project from the Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA). The balance of project cost will come directly from the Town.

“As we recover from the pandemic, we are focused on being there for the tourism sector,” said the Honourable Ginette Petitpas Taylor, Minister of Official Languages and Minister responsible for ACOA. “With the support announced today, Florenceville-Bristol is moving forward with a project that will improve the current tourism infrastructure and increase economic opportunities in the region. This is an important step in the recovery effort as visitors rediscover the world-class tourism experiences Atlantic Canada has to offer.”

Mayor Karl Curtis said “Riverside Park and Shogomoc Railway sites are premier attractions within Florenceville-Bristol. Our focus for this funding opportunity will allow the Town to develop and manage an inventory of active transportation equipment such as bikes and paddle gear to encourage a variety of interactive trail and river adventures.” Mayor Curtis goes on to say, “Innovation is essential to restoring this site as a tourism destination. As such, it is imperative we ensure high quality offerings for a range of products, services and experiences which will attract residents and visitors spring, summer and fall.”

Both sites are focal points within the Town’s Multi-Use Pathway, a proposed 9 km active transportation trail system that will bring both residents and visitors into a rewarding linear, riverside experience from one end of the town to the other. The adjacent properties also celebrate Florenceville-Bristol’s relationship to the St. John River, including such key features as the adjacent Bristol Shiktehawk Indigenous site. Former mill owner Michael Welch (whose estate was built here), the lumber trade, river transportation and commerce.

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 the [Tourism Relief Fund](#), a \$500 million national initiative created to help organizations and businesses in the tourism sector adapt their operations to meet public health requirements, offer innovative products and services to visitors and prepare to welcome back travellers.

Associated links:

Tourism Relief Fund: [Tourism Relief Fund](#) | Town of Florenceville-Bristol: [Explore Florenceville-Bristol](#)

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