

## News Release

### *Town Awarded Funding for Phase 1B of the Exploits River Tourism Product Development Project*

October 30, 2020  
For immediate release

Bryan King, Mayor of the Town of Bishop's Falls, today announced that the Town will receive funding from the Atlantic Canada Opportunities Agency (ACOA) and the provincial Department of Industry, Energy, and Technology for phase 1B of the Exploits River tourism product development project.

Mayor King stated, "We are very excited to receive additional funding to continue our efforts to enhance access to the Exploits River for recreational angling and other tourism initiatives. Our next project will focus on constructing a final access point located on Riverside Drive. The budget is \$567,212, after HST rebate, and the Town will receive an investment of \$258,025 from ACOA and \$120,136 from the province. Council is covering the balance - \$189,052 - from its gas tax funding. Without support from ACOA and the province, this project would not be possible, and for that, we are very appreciative."

In 2015, the Bishop's Falls Town Council adopted the *Exploits River Development Strategy* that set forth a path to address gaps and hurdles prohibiting the Exploits from meeting its potential as a premier fishing destination. The *Strategy* defines three phases, with the first focusing on enhancing tourism infrastructure (access points) above and below the hydro facility in Bishop's Falls.

"Over the past five years, Council has focused on developing the four access points along the Exploits River that were identified in the *Exploits River Development Strategy*. To date, with funding and support from ACOA and the provincial government, we have constructed the Fallsview Lookout and the Station Road slipway. Work will be underway soon for the Fallsview Park boat launch and our gateway/directional signage. The combined budgets for these projects totalled \$1,748,492, with ACOA and the province contributing \$1,213,673. The last site, located on Riverside Drive, will see phase 1 fully completed", stated Mayor King.

"The tourism sector is a crucial part of Atlantic Canada's economy, supporting thousands of good jobs and creating unique experiential opportunities across the region," said Scott Simms, Member of Parliament for Coast of Bays-Central-Notre Dame, on behalf of the Honourable Mélanie Joly, Minister of Economic Development and Official Languages. "This investment will help the Town of Bishop's Falls advance its tourism strategy by realizing the full potential of this unique tourism asset, the world-class Exploits River."

The Honourable Andrew Parsons, Minister of Industry, Energy, and Technology, stated, "We are pleased to support this regional initiative that will enhance access to the Exploits River, ultimately helping to increase tourism and other economic development opportunities in the area."

The Riverside Drive access point, along with the Fallsview Lookout, Station Road slipway, and the Fallsview Park boat launch, aims to strategically enhance tourism infrastructure along the Exploits River to better position the Town, and the region, to attract non-resident salmon anglers. Riverside Drive is essential because it will offer anglers, and adventurous tourists, an opportunity to launch kayaks and canoes into the river to explore the upper section and the various salmon pools.

For more information, contact:

Bryan King  
Mayor  
Town of Bishop's Falls  
709-258-6581  
[bryanking@bishopsfalls.ca](mailto:bryanking@bishopsfalls.ca)

Lisa Lawlor  
Industry, Energy and Technology  
709-729-5777, 631-8155  
[Lisalawlor@gov.nl.ca](mailto:Lisalawlor@gov.nl.ca)

Paul McGrath  
Director of Communications  
ACOA NL  
709-689-5731  
[paul.mcgrath@canada.ca](mailto:paul.mcgrath@canada.ca)