

## **Message from the Chair**

This newsletter marks an exciting new chapter for Explore St Andrews and the development of the tourism sector for our beautiful Town. The organization has been established as an independent not-for-profit corporation specifically designed to serve as a destination marketing organization. The organization will be guided by a new targeted Strategic Plan, and a Board of Directors comprised of dedicated seasoned professionals. And our new Executive Director, Sally Leggett, will bring her passion, enthusiasm, and experience to the job on a daily basis. The ESA team is ready to help take St Andrews forward, and we look forward to working with all of you in this process.



## **Message from the Executive Director**

As the Executive Director of Explore St Andrews, my intention is to implement the approved work plan for this year and upcoming years. The mission statement of Explore St Andrews is to make our town the top destination in Eastern Canada, with a goal to sustainably grow the guest economy all year. In the upcoming months we are focusing on marketing and compiling data to help identify target markets. We'll be improving our website with stronger messaging. Our social platforms will be populated with more dynamic photos and storytelling to gain greater visibility. We will also consider affordable and effective media buys while maintaining the tourism budget. Your input and support are invaluable as we strive to achieve these objectives. We encourage you to stay engaged with our initiatives and provide feedback to help us continuously improve.

## Our Ongoing Initiatives

### Data Collection:

Identify who's visiting, where they are coming from and why they are coming via:

- License plate survey
- Feet on Street to survey visitors on Water Street, Hop on Hop off, at the 3 main attractions, at the excursions and the Welcome Centre

### Branding/Marketing:

- Produce messaging that sets us apart from destinations competing for our tourism dollars
- Create something compelling, authentic and unique by sharing our passion for the town, it's rich history, beautiful landscapes, outdoor/indoor year round activities, attractions, wild/sea life, fine dining & festivals/events
- Raise awareness that visitors can fill 3+days in St Andrews

### Website/Photography Audit:

- To determine what needs to be changed and what assets we need to properly showcase St Andrews

### Seasonality:

- In an effort to extend the tourism season, Explore St Andrews is creating Fall Campaigns via airport ads, ESA website, published stories and social media
- The campaign will highlight activities up to the Christmas season

### Product/Experience Development:

- Encourage the creation of new events for demand and shoulder season
- The Fall Campaign will highlight Indulge, Oktoberfest, Dragon Boat Festival and Christmas by the Sea

### Collaboration with SNBSC and TNB

- The goal is to work with RSC and TNB to piggyback on their campaigns

## How we support local festivals and events

Explore St Andrews has provided grants to the following festivals and events for the 2024 season:

Winter Warmer  
2024 Business Summit  
Charlotte County Pumpkin Festival  
Wharf to Wharf  
St Andrews Comedy Festival  
Sistema Youth Orchestra NB  
Sean McCann at Kira  
NB Talent Competition  
Canucks on Broadway  
Kira Open Studios  
Elton Songs  
3rd Annual Broadway by the Sea

Ministers Island Concert and Comedy Series  
Paddlefest Music and Nature Festival  
Rhythms by the Sea Workshops  
1st Annual SJDA Live Band Event  
2024 Fundy Discovery Aquarium Special Events & Activities  
SABC Oktoberfest 2024  
Race by the Sea Dragon Boat Festival  
Indulge Wine Festival  
Christmas by the Sea  
The Archie  
Veterans Cup (Ice Dog Hockey Organization)

**Total: \$73,250**



## Helping keep Katy's Cove beautiful

The Community Fund grant that Explore St Andrews provided to Katy's Cove has enabled them to hire a beachkeeper, Chris Kohler, for the summer. Chris will keep the beach and cove in tiptop shape by raking, cleaning and attending to any and all events held at the beach. He's dedicated to ensuring Katy's Cove is always in impeccable and pristine condition.

## Meet our Board of Directors

### Chris Aerni

After a traditional chef's training in Switzerland and extended education in business studies 40 years ago, Chris Aerni travelled and worked in various restaurants and hotels gaining experience in the different kitchen ranks and corporate managerial positions from Australia to Toronto. In 2001 he and his wife purchased the Rossmount Inn in New Brunswick, an 87 acre estate, set between the forest and the sea including an 18-room country Inn with a fully licensed bar and restaurant. The restaurant at the Rossmount Inn has gained a wonderful reputation throughout the Maritimes for its creative, market-fresh cuisine honouring local ingredients and the people who produce them. Aside from running the day-to-day operation of the Inn, Chris has been and continues to be actively involved in various aspects of the tourism industry in and outside of New Brunswick.

### Crosbie Cotton

Crosbie is a former Editor-in-Chief of the Calgary Herald and former director of the National Parks Ski Areas Association, where he led the joint efforts of three renowned resorts including Lake Louise and Banff Sunshine. For eight years he was appointed to the Strategic Tourism Market Council, which directed Travel Alberta. He also served several years on the Alberta Minister's Advisory Tourism Board, focused in new product development. He now lives in Saint Andrews.

### Stephen Dodwell

Stephen is the General Manager of the Algonquin Hotel and Resort St Andrews, NB. He holds a degree in Hotel & Catering Management Studies from the University of Kirklees, Huddersfield, UK. Stephen started his career at The Savoy Hotel in London, England. He progressed through progressive management positions with Holiday Inn and Marriott Hotels then became the proprietor of a number of hotels in the UK. He has always been community minded serving on Municipal Councils, District Chambers of Commerce, Municipal Tourism Teams, Hotelier Associations, Quality Steering groups and Theatre groups.

### Scott Hanson

With 40 years of business experience, Scott brings a wealth of operational, product development, distribution, marketing and sales knowledge, assisting companies with operational, strategic, and financial needs at both the corporate and product levels. Understanding how to overcome the hurdles that occur when growing and building international businesses, his experience-based insights help navigate pathways to growth, minimizing roadblocks and downstream delays, and maximizing profits. For over a decade Scott was also responsible for translating leading-edge image, branding and accountability/ROI research into marketing insight for clients throughout North America, including numerous states and federal tourism organizations and cultural attractions.

## Board of Directors (cont'd)

### **Christy Kennedy**

Christy is the past Chair of Explore St Andrews and past board member of the Chamber and of the BIA. She has a marketing degree and past history of marketing and managing both large and small, boutique hotels. Christy is the owner of Treadwell/Chandler Room and the St. Croix Olive Shop. While originally from Calgary, Christy and her family fell in love with St Andrews-by-the Sea the moment they arrived in 2017.

### **Ken Knight**

A super-fan of St. Andrews since 1991 and permanent resident since 2022. Ken owns and operates The New Brunswick B&B with his husband Les. Ken spent most of his life out west promoting and selling The City of Calgary and then the Calgary Stampede for over 30 years. Ken was also the Marketing & Communications Manager for Explore St Andrews.

### **Nancy Lockerbie**

Nancy is the Executive Director of Ministers Island. With over 35 years of tourism experience, her past roles include leading both Fundy Trail Parkway and the City of Fredericton in their management, marketing and tourism product development. Nancy holds a Commerce degree in Marketing/Management from Mount Allison University as well as certificates in Cultural Heritage Tourism from George Washington University, Not-for Profit Leadership from the University of Toronto and Digital Marketing from the University of New Brunswick.

### **Ryan O'Connell**

Ryan, his wife Crystal, and two boys returned to St. Andrews in 2023 after working across Canada in various roles within the Golf Industry. First moving to St. Andrews in 2013 to work at the Algonquin Golf Course, Ryan gained a love for the area and an understanding of the importance of tourism to the town. Ryan and his family are enjoying being settled and look forward to being involved in the community for years to come.

### **Jamey Smith, Chair**

Jamey has been around St Andrews all his life, first spending summers visiting family, then as a visiting marine biology student and researcher, and for the last 11 years settling on a permanent basis. He worked as the Executive Director of the Huntsman Marine Science Centre, including the operations of the Fundy Discovery Aquarium. Jamey served on the New Brunswick provincial tourism COVID task force to put in place programs to guide the sector through that difficult period. Jamey is a past Chair and current board member of the St Andrews Chamber of Commerce and has worked with the ESA group for the past 3 years.

### **Sally Leggett, Executive Director**

Sally's background is in film production - from Production Assistant to Assistant Producer to Producer to Executive Producer. Throughout her career, she has managed projects of every shape and scale from nimble run-and-gun shoots to big-budget productions and managing anywhere from 25 people to 100+ people on a daily basis. Sally has been visiting St Andrews since her teens and has loved living here for the past 6 years.

The Explore St Andrews website is getting more and more traffic every day.  
Please check your listing and click below if you require any edits:

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