

Who am I?

Using your story to create competitive advantage

Once upon a
time...

Once upon a

time...

➤ Triggered a memory

➤ Created an image

➤ Evoked an emotion

The Power of the Story!

What is your story?



Your story is unique...

You are the one most suited to telling it...

Your community can benefit from its uniqueness

Every story is an experience...
and
every experience is a story!



We are all storytellers...

Your story can be...

our history...
our culture...
our economy...
our people...

other words...



who you are and what it means to live, work and grow
community.

Your story can...

...build your
community and
enhance the
quality of life of
our residents...

...creates a sense of place.



...remember this...



*...if your residents don't enjoy your community...
...why would you expect outsiders to enjoy it?*

Why is this important?



ourism is a driver of economic development

Time for an example...



The Miramichi Striper Cup



PRESENTED BY JEFF WILSON AND THE CITY OF MIRAMICHI

...some tournament data...

	2015	2016
Youth:	108	252 (increase of 133%)
Individuals:	839	938 (increase of 15.38%)
Teams:	101	181 (increase of 79.2%)

Of note is that of the increase in teams for 2016, there was a corresponding increase in overnight stays of 26%.

...some economic data...

ECONOMIC SPIN-OFF OVER 3 DAYS

2015: \$385,000 (+\ -)

2016: \$795,000.100 (+\ -)



THE MIRAMICHI.



Striper Cup

PRESENTED BY JEFF WILSON AND THE CITY OF MIRAMICHI

...in summary...

- Define your story
- Be true to your values
- Use your story to build your community...
 - ...from within...
 - ...to present to the outside world...



...use your story to drive
economic development...



...we are all storytellers...

...because....

Every story is an experience...
and
every experience is a story!



Thank You!

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