Who am I?

sing your story to create competitive advantage

Once upon a time...

Triggered a memory

- Created an image
- Evoked an emotion

The Power of the Story!

What is your story?

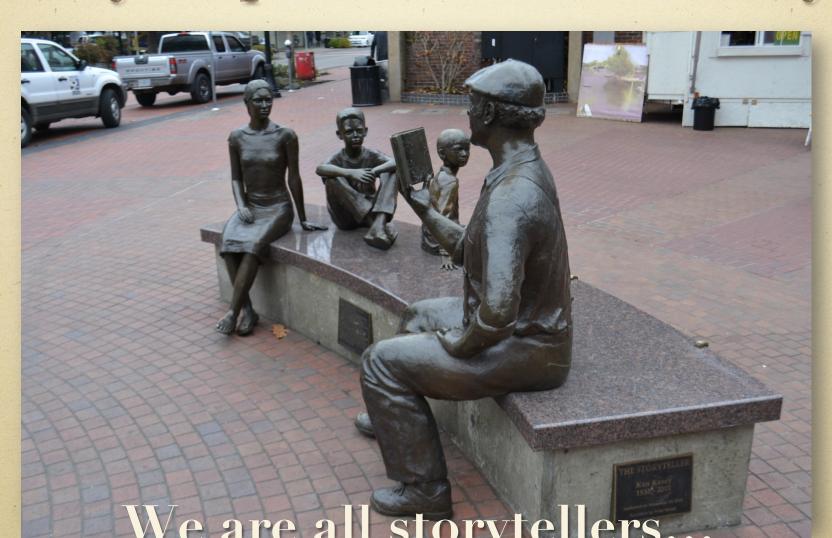


Your story is unique...

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!



Your story can be...

r history...
r culture...
r economy...
r people...

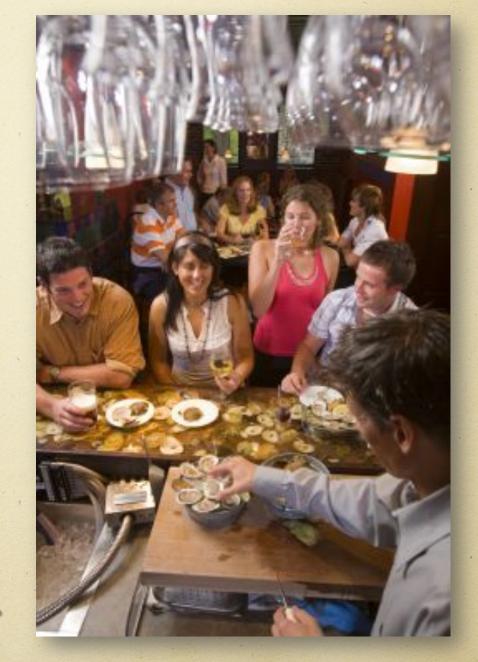
ther words...



o you are and what is means to live, work and grocommunity.

Your story can...

...build your ommunity and nhance the uality of life of our residents...



eates a sense of place.

...remember this...



Why is this important?



ourism is a driver of economic development

Time for an example...



The Miramichi Striper Cup



.. 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 (+\-)





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...



economic development...



...because....

Every story is an experience..

and

every experience is a story!



Thank You!

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