

COMMUNITY NEWSLETTER SUMMER ROUND-UP 2017



DID YOU KNOW?

- Fogo Island Inn was recently named the #1 resort hotel in Canada, and the 12th best hotel in the world by Travel + Leisure, a highly-respected travel publication.
- The Inn continues to expand its “busy season” and now enjoys nearly full occupancy from May through until mid-October. Most people believe they can only visit Newfoundland in the summer, and they miss out on the rest of our wonderful seasons. By staying open for the majority of the year, the Inn not only provides more stable employment for our people, but also helps to expand tourists’ ideas about Newfoundland travel. We are continuing to work at expanding our winter business, and are encouraged by the momentum of guest responses to winter stays.
- Fogo Island’s Geology at the Edge geologist-in-residence program is the only program of its kind in the world. The Fogo Island Geology Centre in Shoal Bay is open to the public; follow “Geology at the Edge” on Facebook to stay up to date on events and opening times.
- Fogo Island Arts opened their first off-Island exhibition this year. “Belonging to a Place” was exhibited at the Scrap Metal Gallery in Toronto from June to September, and it will soon move to Washington, D.C.
- Fogo Island Shop was named one of 30 of Canada’s most important design leaders by the prestigious Azure Magazine. In September, some of our furniture will be exhibited at London Design Festival in the UK, one of the most prestigious design festivals in the world.

We have enjoyed a productive and exciting summer working towards strengthening the future of Fogo Island. We hosted a record number of overnight guests at the Fogo Island Inn, as well as three daily tours of the Inn for visitors and tourists. The Fogo Island Shop has been enjoying its newly restored home in the SUF Hall (Barr’d Islands), and has also been welcoming visitors and customers for tours. Fogo Island Shop furniture pieces are popping up in Canadian embassies around the globe thanks to our partnership with Global Affairs Canada.

As part of our Fogo Island Arts programming, the talented Mike Penton travelled to Europe this summer to complete a music residency and learn valuable performance, recording, and music industry skills. We are so proud of Mike’s accomplishments so far, and wish him the greatest ongoing success with his music. FIA has also hosted a number of public artist talks, screenings, and various other events throughout the summer season, which will continue into the fall.

In July, we opened the Fogo Island Geology Centre in the former St. Simon’s Church in Shoal Bay. After a fantastic community turnout at the opening, Geology at the Edge has built on the excitement by hosting public geology hikes, talks, and youth workshops throughout the summer. Gordon Slade, who leads our Ocean Ethic efforts, continues to work with government, university, and community partners to establish Fogo Island as a leading voice on the health of our oceans.

We currently have two large restoration projects on the go. We are restoring a heritage house and its accompanying fishing stages in Joe Batt’s Arm, which will become the Fogo Island Punt Centre. Among other uses, the Centre will house Shorefast’s punt collection and will give visitors and community members the opportunity to interact with these small but mighty boats that are so important to our Island’s culture and history. We will soon begin tackling the roof restoration on the St. John the Evangelist Church (affectionately known as the “Big Church”) in Barr’d Islands, with the intent that this building will be able to serve as a community gathering and performance space.

We have just launched a new Shorefast Foundation website. One of the new features of this website, besides its updated design and more comprehensive information about our projects, will be a “Frequently Asked Questions” (FAQ) page. The remainder of this newsletter answers some of the questions we’ve been frequently asked by you, our neighbours and community members, and gives you a sneak peek into what you will see on the new website.

Please do reach out to us if you have any questions, concerns, or comments. Whether it’s tomorrow or two years from now, we want to hear from you. You can reach any member of our team by sending a note to hello@shorefast.org

We wish to extend a heartfelt “thank you” to every single one of our fellow community members on Fogo Island. We all have a key role to play in making Fogo Island such an extraordinary place: a place that folks from all over the world want to visit, a place that people fall in love with, a place that inspires other places, and a place with immense potential that everyone can believe in. We are honoured to be your neighbours and partners as we continue to work for Fogo Island’s future.

Sincerely and warmly,
The Shorefast Team

FREQUENTLY ASKED QUESTIONS

Zita always says the Inn belongs to the community. What does that mean? Doesn't Zita own the Inn?

Zita does not own the Inn. No one person owns the Fogo Island Inn: it is a community-owned economic asset. The legal owner is Shorefast Foundation, which acts as the custodian of the Inn on behalf of the community of Fogo Island. Because Shorefast's mandate is to help secure a resilient economic and cultural future for Fogo Island, the Inn is effectively owned by the community of Fogo Island as a whole. Therefore, the beneficial owners of the Inn are the people of Fogo Island.

How do I make a reservation to dine at the Inn? How can visitors to Fogo Island see the Inn?

As a business, we need to achieve a balance between serving our overnight guests and our daytime visitors. During our busy months, this gets tricky, but we take great care to host as many people as we can. Those wishing to make a reservation to dine at the Inn may do so by phoning the Front Desk at 709-658-3444. We will do everything reasonable to accommodate your request, and special preference is given to Fogo Islanders.

In 2016, we offered 2 daily tours of the Inn throughout the summer. In 2017, demand was even higher, so we staffed the Inn in such a way that we were able to offer 3 daily tours. While we don't charge for tours, we do require reservations which, again, can be made by phoning the Front Desk.



How many jobs has Shorefast created on Fogo Island?

In 2016, Shorefast directly employed 193 people on Fogo Island.

Fogo Island Inn jobs: 74 year-round, 79 seasonal, 153 total
Other Shorefast jobs on Fogo Island (incl. Fogo Island Arts and Fogo Island Shop): 20 year-round, 20 seasonal, 40 total
Combined total across all Shorefast projects:

193 jobs... and growing!

***Note:** In addition to these 193 jobs, several dozen community members were engaged by the Inn as Community Hosts to provide a range of guest services, such as in-depth orientations to Fogo Island.

What qualifications do you need to have to be hired by Shorefast or the Inn? How does the Inn decide when to bring in people from away?

When hiring, we first look for motivated people who possess positive attitudes and good hearts. Of course, we also look for various skill sets depending on the nature of the position. In all cases, we first seek to hire a Fogo Islander or a Newfoundlander to fill the role. However, there are some cases where we don't have the local knowledge required to properly service our guests or train our staff. In these cases, we open up our job searches to people from away who wish to make a meaningful, lasting, and committed contribution to the community of Fogo Island.

Why does Shorefast need to own so much real estate, such as houses and churches?

When we began our projects over ten years ago, we noticed that a number of beautiful old houses and churches were at risk of falling down and being lost. We care deeply about preserving Fogo Island's history and heritage, and this includes its buildings. Therefore, we decided to purchase a number of these buildings and we invested significant money to restore them. These days, the houses owned by Shorefast are used by visiting artists, staff, and visitors who are working with us on the Island. During the busy summer months, we can have dozens of staff, artists, academics, and service providers needing housing, which is why we own so many houses, and also rent from others.

We are currently in the process of selling a few properties which we bought in the early days and have since realized do not fit our current needs. If you are interested in learning more about what properties we have for sale, please contact Susan Cull at susancull@shorefast.org

Does Shorefast pay taxes to the governments?

Yes. We pay all applicable property and business taxes, as well as employer payroll taxes to the provincial and federal governments. In addition, we pay property, business, water, and sewer taxes to the Town of Fogo Island for the Inn and all of the other properties we own on Fogo Island.

Do any of the members of Shorefast's senior management team actually live on Fogo Island?

We understand that it sometimes seems that many of our staff live away. Out of our 200+ staff, we do indeed employ 8 people in places like Ottawa, Toronto, and St. John's whose jobs make more sense deployed in bigger cities due to the global reach of our work. For example, our four-member Sales and Marketing team for the Inn works out of Toronto, our biggest market for Inn guests. The fact is that most of our staff and leadership team is based on Fogo Island! Of the top 25 earners across all Shorefast projects, 84% live on Fogo Island, and if you include Zita, Alan, and Tony Cobb (who volunteer their time and are not paid), that number is even higher.

What's next for Shorefast?

Our energies are still keenly focused on ensuring the continued success of our social businesses: The Inn, the Shop, and Fogo Island Fish. In addition to creating jobs, these businesses make money that is returned directly to Shorefast to reinvest in more community development projects on Fogo Island. As previously mentioned, we are also working on restorations of the Punt Centre in Joe Batt's Arm and the Big Church in Barr'd Islands, and we are actively fundraising for these projects. The Orange Lodge in Barr'd Islands, which currently houses the Winds and Waves Artisan Guild, will also be in need of restoration in the coming year.

**PARTRIDGEBERRY HARVEST FESTIVAL 10th ANNIVERSARY
ICEBERG AREA – OCTOBER 7 & 8, 2017**