2014

- The most important socio-economic, cultural, and touristic event in the history of northern Maine and northwestern New Brunswick
- An event bringing together over 30 municipalities and over 200 associations and committees
2014

- An event that would become a common project for a whole region – a truly big get-together.
- More than 300 activities, conferences and other cultural, economic and sporting events
2014

- 300,000 entrants in these activities
- 50,000 visitors from the four corners of the globe
A mega-event creating jobs: 30 jobs directly and 168 jobs indirectly for five years
- Investments of nearly $8,000,000 from state/provincial and federal governments
- $3,000,000 in private sponsorships
- Economic windfall of $33.6 million dollars for the region in 2014
- Worldwide exposure for the region
- 44 countries from the Francophone world and more
- What are we talking about?

- About the 2014 World Acadian Congress (WAC)
Where will it be held?

Louisiana? Quebec City?
Chaleur Region and Gaspesie?
Poitiers, France?
Îles de la Madeleine?
Mystery Region?

WAC 2014
WAC 2014

- Acadia of the Lands and Forests… Why?
- Because it is more important that the WAC be held in our region than anywhere else!

(strategy to be used)
WAC 2014

- Strategy: international dimensions:

A. Aroostook county: Van Buren, Madawaska, Fort Kent, Eagle Lake, Frenchville, Caswell, St. Francis, Cyr Plantation, Grand Isle, Allagash, St. Agatha, Hamlin, New Canada, St. John, Winterville, Wallagrass, County of Aroostook unorganized territory.

B. New Brunswick: 14 towns and cities from three counties (Madawaska, Victoria, Restigouche)
- Strategy: Acadia of the Lands and Forests (includes three counties in N.B. and one in Maine)
VS the Republic of Madawaska (Greater Edmundston area)
1. The only International Acadian region in the world
2. Great capacity for housing (welcome)
3. Institutions: two universities (University of Moncton at Edmundston and University of Maine at Fort Kent)
4. Acadian Pride in Maine
5. Cultural celebrities: Voisine, St. Pier, Savoie, Thibodeau, King (Stephen), Cathy Pelletier
Advantages:

7. Homogeneous region
8. Existing organizational structures
9. Proximity and dynamism of municipalities
10. Recreational and cultural facilities (bicycle trails, fields, halls for events)
11. Important cultural and economic associations
12. Enviable geographical location
13. Safe region
WAC 2014

Disadvantages:

1. New Brunswick hosted the last congress (2009)
2. Lack of Acadian pride in certain areas
3. Political opposition
4. Previous organizations of grand events
5. French language in Maine’s youth
What do we do now?

1. Forward request on November 30, 2008 to SNA.

2. Submit final proposal (Official Nominative Brief) on March 30, 2009 to SNA.

3. Operation “Charm” from March 30, 2009 to August 15, 2009
WAC 2014

- Suggested structure for the organizing committee
WAC 2014

- Suggested structure.
  1. Promotional Committee of Acadia of the Lands & Forests
  2. All municipalities (mayors and town managers)
  3. Ad hoc committee (8 people) to manage the budget
  4. Coordination
1.1 Promotional Committee of Acadia of the Lands & Forests
Role: to develop vision, winning strategies and the calendar of events
- 2.1 All municipalities (Forum for mayors and town managers)
Role: in charge of the event
(porteur du dossier)
- 3.1 **Ad Hoc Subcommittee**
Role: to put the vision in motion, to manage the budget, and to be a liaison to the coordinator. Also responsible for delivering the Official nominative brief.
WAC 2014

Members of Ad Hoc Subcommittee
* Hugues Chiasson, spokesperson
* Louise Martin, Maine Acadian Heritage Council
* Lise Pelletier, Université du Maine à Fort Kent
* André Leclerc, UMCE, economist
  * Marc Babineau, APECA
* Leopold Charest, international relations
* Claude Michaud, SANB and international exchanges
  * France Levesque, cultural contributor
  * 8 other persons representing Maine
- 4.1 Coordination
Role: The coordinator is the employee of the Ad Hoc Subcommittee and is responsible for the implementation/realization of the mission.
WAC 2014

Mission
To do everything possible, according to the pre-established budget, to become the host region for the 2014 World Acadian Congress
WAC 2014

Coordination

- Prepare the calendar of events (5 to 10 major)
- Organize and plan the events
- With the subcommittee, hire contract workers
Coordination

- Responsible for getting financing for event
- Recruit VIP’s (influential people)
- Responsible for marketing campaign and visibility
- Responsible for preparation and submission of final document
WAC 2014

Budget

- Per capita ($40,000 to $60,000) for preparing the Official nominative brief:
  - promotional video and items
  - lobbying expenses
  - marketing strategies
  - coordination fees