



*Bay Roberts*  
IN BLOOM

2023



Garden phlox in the Bay Roberts Gardens

# Table of Contents

CIB Participant Information	4
Map of Bay Roberts	5
Introduction to Bay Roberts	7
New & Major Initiatives	8
Tidiness	17
Environmental Action	20
Heritage Conservation	23
Urban Forestry	31
Landscape	33
Final Note	37

# CIB Participant Information

**Population** - 6,012

**Contact & CIB Committee Chair** - Ron Delaney

**Area in Square Miles** - 40.04 sq. mi

## Contacts

**Ron Delaney, Chair - Director of Tourism & Development**

rondelaney@bayroberts.com | 709.786.2126, ext 224

**Dave Tibbo - Director of Recreation**

davetibbo@bayroberts.com | 709.786.6343

**Sean Elms - Director of Public Works**

seanelms@bayroberts.com | 709.786.2126, ext 228

**Lois Dawe - Tourism Officer**

**Ross Petten & Perry Bowering - Councillors**

**Agnes Butler - Volunteer**

**Glenda Seymour - Volunteer**

**Ruth Murray - Volunteer**

# Map of Bay Roberts



## BAY ROBERTS

CARVED BY THE SEA



### LEGEND

- Scenic Seating
- Municipal Gardens/Picnic Area
- Walking Trail
- Retail
- Grocery
- Restaurant
- Accommodations
- Bar/Lounge
- Brewery
- Gas Station
- Dog Park
- Arena
- Recreation
- Playground/Picnic Area
- Electric Car Charger
- National Historic Site, Museum & Art Gallery
- Visitor Information Centre & Lookout

For tourism information, please call  
**709-683-6377**

Access this map  
**anytime:**





Shoreline Heritage Trail

# Introduction

Bay Roberts is a flourishing community with approximately 6,000 people. The people of our town take the initiative to ensure community prosperity while preserving our unique culture and history.

The resourceful and expansive harbour of Bay Roberts captivated voyaging fishermen from the English county of Devon, and the Channel Island. Sections of the beach had flat rocks which permitted curing of fish without using flakes. The fishermen were assigned their respective sections which were called “fishing rooms”. By the 20th century, a thriving fishing community had developed in French’s Cove in eastern Bay Roberts. Along the famous “Shoreline Heritage Walking Trail”, you can admire the remnants of this era, including fishing stages, rock walls and root cellars.

In 1910, Bay Roberts became an important link to the outside world. The Western Union Cable Company installed a relay station which connected England to the Western Hemisphere. The Bay Roberts station provided a private link between Sir Winston Churchill and Franklin D. Roosevelt. The original red brick building still stands today and is now a National Historic Site. Not only this, but the building also houses our municipal offices, the Road To Yesterday Museum, the Christopher Pratt Art Gallery, as well as the Bay Roberts Archives.

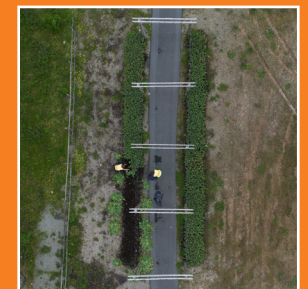
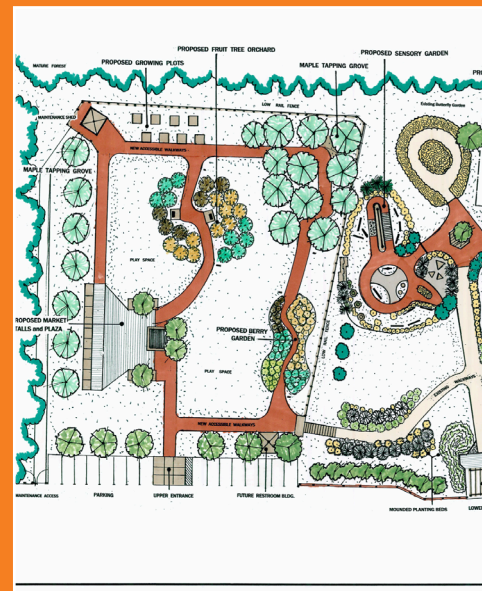
Recently, there has been considerable growth with respect to both housing and industry in the Town of Bay Roberts. Also, priority has been placed on the preservation of our history and culture, with the specific intention of expanding tourism endeavours. Our goal is to accommodate the growth of local industry while being deliberately attentive to environmental responsibilities. Our community is built on a strong foundation based on volunteer action, independence, and perseverance. Thus far, community pride is evident through the initiatives which have been completed and in progress.



# Bay Roberts Gardens Expansion

In 2021, we revised our master plan for the development of the Bay Roberts Gardens. These plans include a community marketplace, new gazebo, new washroom facility and various new trees and plants to fill the upper garden portion.

Since 2022, we have completed our marketplace, gazebo and planting of new trees. The new washrooms are on track to be completed by the end of summer 2023.





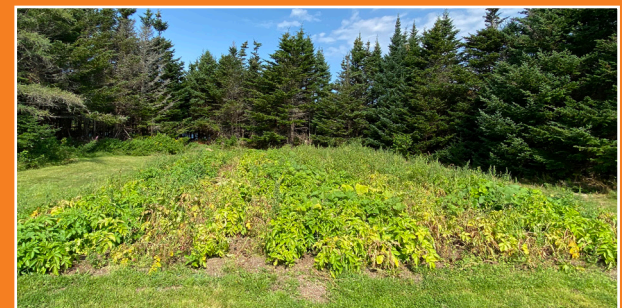


# Potato Garden Expansion

In 2021, our staff harvested over 195 5 pound bags of potatoes from our Potato Garden! These potatoes were donated to our local food bank and given to those who need it most.

In 2022, we have almost doubled the size of our Potato Garden. We donated over 260 7 pound bags of potatoes to our local food bank!

We have also expanded our apple orchard, gooseberry patch, and added more community vegetable beds that were quickly reserved by residents!





# Storybook Trail

In an effort to encourage more families to become active and use our Goose Pond Eco Trail, we are installing storyboards around the trail with pages to a different storybook each week.

Since completion in summer 2022, it has been a great success and used by families from all over the region.





# Newfoundland Tulip Festival

This year, we hosted the 2nd annual Newfoundland Tulip Festival! The festival celebrates gardening & focuses on Tulips and other spring flowers. The goal of the festival is to grow an awareness of the beauty of our province and to invite other communities to join in showing that we are more than just a “rock”.

We hosted the opening ceremonies in the Bay Roberts Gardens, complete with refreshments and live music. We offered trolley rides around the Town to see all our tulips.

We were happy to partner with other communities to celebrate including town of Carbonear, town of Torbay, town of Harbour Grace & MUN Botanical Gardens.





We have new local business partners with our initiative: Moores & Collins, Slades Funeral Home, Bartlett's Irving, & Home Hardware Building Centre!





# Shearstown Estuary Park

We are committed to restoring the Shearstown Estuary's natural beauty through renaturalization. Despite past disturbances from construction and vehicles, we are rejuvenating the area with landscaping, fences, grass, a gazebo, park benches, and interpretive signs. Come enjoy the picturesque park and its thriving flora and fauna!





# Provincial Garden Route

The Town of Bay Roberts is proud to partner with several other communities & organizations as well as GardensNL to establish the Newfoundland & Labrador Provincial Garden Route. This route will be crucial in promoting garden tourism from end to end of our province, a tourism asset that is lacking in our region.



### WATERFOWL OF GOOSE POND

Several different species of waterfowl use the important habitat in and around Goose pond. Flocks generally consist of American Black Duck and Mallards, however occasionally Green-Winged Teal and Canada Geese have been observed. Northern Pintail, Common Goldeneye, and Greater Scaup also regularly occur within the region.

American Black Duck    Great Scaup    Mallard  
Northern Pintail    Green-Winged Teal    Common Goldeneye  
Canada Goose

# Goose Pond Eco Trail Signage

The Goose Pond Eco Trail is a haven for extraordinary plants and animals, such as the Pitcher Plant, which is native to our province.

### PITCHER PLANT

*Sarracenia purpurea*

Newfoundland's Provincial Flower

Of the 18 species of carnivorous plants found in Canada, the Northern/Purple pitcher plant is the only pitcher plant species native to North America and found in wetland habitats all across Canada. Pitcher plants have adapted to growing in thin, nutrient deficient soils by absorbing nutrients derived from their prey.

This species of carnivorous plant lures prey (insects) with a sweet-smelling nectar, and once inside, the prey becomes trapped in a sticky liquid - a pool of sugars and digestive enzymes. The liquid breaks down the insect over time and provides nutrients back to the plant.

Working alongside SAM, we've created informative signage to enhance your trail experience, providing insights about the fascinating plant life you encounter while walking.



# “Why Litter” Campaign

Bay Roberts has made widespread advancements with regards to making our community “Cleaner and Greener”. Where the area is intensely advancing in numerous ways, a sense of determination and pride is necessary to achieve our goals together!

2023 is the 10th year since the beginning of the town’s “Why Litter?” campaign, which began back in the fall of 2013. This campaign was designed to create and promote awareness for the need NOT to litter by posing people a simple, 2 word question, why litter? This year, we are refreshing the campaign by creating new promotional materials and signage to help create more awareness to our citizens.

Throughout the community, green signs encompassing the question “Why Litter?” can be observed. On top of this, waste receptacles have been placed in strategic locations throughout our community.

When our seasonal staff first returned to work in 20223 after the first week back they had picked up 1,150 bags of litter throughout the community.

Starting in 2017, we began implementing signs at various strategic locations informing citizens of our town about the length of time it takes for common items that people litter to break down and decompose.



# Green Space & Facility Tidiness



In our town, we take pride in our outstanding recreational facilities, parks, and green spaces. With the dedicated support of our full-time and seasonal staff, along with volunteers and committees, we strive to ensure these areas are clean and attractive year-round.

We prioritize the maintenance of park benches, garbage receptacles, picnic tables, and beautiful floral arrangements (when in season). Our strategically placed ‘Why Litter?’ campaign signs encourage everyone to keep our public spaces tidy and free of waste.



When it comes to our recreation areas, we have an ongoing master plan in place that we are actively implementing, focusing on further improvements and enhancements.



# “Nominate A Neighbour” Initiative

The “Communities in Bloom” committee also promotes an event, entitled “Nominate A Neighbour”, in which one home/business that was nominated by someone in the community from each of our six zones are given the title of outstanding home award winners according to numerous criteria, including: pride of property, cleanliness, and floral displays. This event is an excellent opportunity for residents to display pride of ownership in their properties!

One incentive that the town promotes is titled “Fall In Love with Bay Roberts”. It aims to improve seasonal tourism, as well as to support our local business community. Through this initiative, we hold another litter collection day, and we communicate with local businesses, encouraging them to keep their respective locations during the event.



# Recycling & Rain Recovery

In recognition of a society that is over-consuming and disregarding, the Town of Bay Roberts promotes taking the initiative to help the environment by reducing, reusing, recycling, and recovering. To promote these initiatives, our municipality of Bay Roberts launched our curb side recycling program back in January 2014, which has shown great success over the years since it's implementation. In fact, in the past year, the Town of Bay Roberts has thrown out over 550000 kg less garbage and recycled more than 10000 kg!



Each year we host our community clean-up day, but throughout the rest of the year, residents are encouraged to use the Eastern Waste Management site in Harbour Grace.. Eastern Waste Management helps to educate members of the community with proper and safe removal of any hazardous waste they may have. Bay Roberts takes advantage of every opportunity to team up with any program to further education and promote the importance of being environmentally friendly to our community.

Also, as previously mentioned, our town has implemented a rain recovery program and a composting area at the Bay Roberts Veggie Gardens, which helps to further promote appropriate environmental action to the residents of the Town of Bay Roberts.



# Shredding Site & Infrastructure Projects

In November 2013, the Harbour Grace Waste Recovery Facility was opened. This regional no-fee drop-off site provides an alternative for residents of our community and other nearby communities to dispose of items that do not fall within the weekly curbside waste collection guidelines. The Town of Bay Roberts supports and encourages the usage of this facility for bulk waste.

The Electronic Product Recycling Association (EPRA), a non-profit, industry-led organization, aims at the recycling of electronics that are no longer of use. The Multi-Material Stewardship Board (MMSB) has partnered with our local recycling “Green Depot” creating recycling drop-off centres in our province. This program diverts waste that would have otherwise ended up in landfills.

The Town of Bay Roberts permits our residents to bring their grass clippings, leaves, and branches to a designated drop-off site to be shredded. The shredded material is available at no charge for the use of our residents.

Since 2020, the town has installed 4 new lift stations to replace 4 outfalls, cutting down on sewage into our ocean. New sidewalks are slated to be installed on another portion of our main highway and on Shearstown road. 2023 will see new pavement and greenbelting completed along our main highway, one of the busiest streets in the province. New sidewalks were installed on our main highway for safer walking along our busy commercial area. In the past year alone, over 10 million dollars have been spent in capital projects between water and sewer, bridge replacements & street improvements. Since 2019, the Town has spent over \$14.5 million in infrastructure projects alone. We have set a goal of installing 2km of sidewalk throughout town each year.



# Shearstown Estuary & Shoreline Trail



In 2013, the Town of Bay Roberts began a new phase of promotion for the beautiful Shearstown Estuary. The estuary and its interpretive signage focuses on the delicate ecosystem that is flourishing with many different species of plants and animals, as well as promoting the awareness of the estuary's importance and conservation. There is a Municipal Agreement between Bay Roberts and Spaniard's Bay, forming the Estuary Joint Management Committee. Both municipalities agreed to help manage and maintain the wetlands within their jurisdiction along with advice from the partners of Eastern Habitat Joint Adventure. Regarding the Shearstown Estuary, we have made several improvements to beautify the region, including refinishing the gravel pathway and completely renovating the wooden floor of the trestle bridge, making it much safer for those walking along the trail by themselves.



**The Shoreline Heritage Trail** - although a main feature for heritage conservation - is included in many ways of the town taking action in education and promoting environmental action. As an active community, many of our residents and visiting tourists take part in the captivating feature of our town. Interpretive panels are conveniently implemented along the trail to educate hikers of the marine environment and history of the early settlement. Also, there are interchangeable bulletin boards placed along the Shoreline Heritage Walking Trail allowing for the postage of changes and advisories.

The Town of Bay Roberts demonstrates an active awareness in the nurturing and preservation of the natural beauty of our fantastic municipality for future generations.

# Heritage Site Designations

The history of the Town of Bay Roberts dates back to the beginning of the seventeenth century. There is an increase in awareness of buildings and structures which had considerable historical and cultural attributes to our community. The municipal council of Bay Roberts has endowed Heritage Regulations for the conservation and protection of buildings, structures, and other areas of the town. They were recognized for their valuable potential to enhance tourism-related businesses, while protecting their prevalent purpose. Such designated locations have received plaques noting their title as “Municipal Heritage Sites”.

The Caplin/Myers House, the Bay Roberts Railway Station, Western Union Cable Building, and Cable Avenue have all been placed under the Heritage Regulations since 2009. Of these, the Bay Roberts Railway Station and Cable Avenue are recognized as Provincial Registered Heritage Structures, while the Western Union Cable Building is recognized as both a Provincial Registered Heritage Structure as well as a National Historic Site. Cable Avenue has been deemed a Registered Heritage District by the Heritage Foundation of Newfoundland and Labrador.



# Cultural Events

Bay Roberts' "Songs, Stages, and Seafood Festival" is a five-day festival that celebrates our sea-based culture and history. We bring together volunteers from all of the town's committees as well as the community's youth volunteers through various venues throughout the town. The festival includes our rich history with local as well as provincial talent appealing to all of your senses: sight, smell, sound, touch, and of course, taste. We aim to give our residents and visitors a unique cultural experience carved by the sea through words, music, and great food. From tastings, demos, workshops, contests, hiking, and dancing, this event is not one to miss.

This year marked a record year for the festival, reaching the highest ticket numbers we have ever seen. We had visitors from all over the continent experience the unique culture of Newfoundland and Labrador.







# SONGS STAGES & SEAFOOD FESTIVAL

BAY ROBERTS, NEWFOUNDLAND

MAY 24-28, 2023



**5 DAYS. 7 EVENTS. UNLIMITED GOOD TIMES.**  
**100% LOCAL CHEFS, SEAFOOD & ENTERTAINMENT!**

ENTERTAINMENT			CHEFS		
 MASTERLESS MEN	 THE BISHOP'S	 ROARY MACPHERSON	 JOHN HIGGINS	 MICHAEL WOZNEY	 MARK MCCROWE
 CEILIGH	 CELTIC FIDDLERS	 CLINTON BREWER	 CHRIS MERCER	 LACEY COFFIN	 TERRANCE & COURTNEY HOWELL
 THE ISLANDERS	 STEM TO STERN	 JUANITA TOBIN			








GRAB YOUR TICKETS!  
[songsstagesandseafood.com](http://songsstagesandseafood.com)

# BATTLE FOR THE BELT

NL FISHCAKE CHAMPIONSHIP  
 PRESENTED BY POWELL'S SUPERMARKET

MAY 28 @ 2PM | BAY ARENA | \$30  
 TICKETS: [www.songsstagesandseafood.com](http://www.songsstagesandseafood.com)



**TWO-TIME CHAMPION  
 ROARY MACPHERSON**

SONGS STAGES & SEAFOOD FESTIVAL  
 BAY ROBERTS, NEWFOUNDLAND

**Powell's Supermarket**  
*Fresh, Friendly and Local... Since 1978*





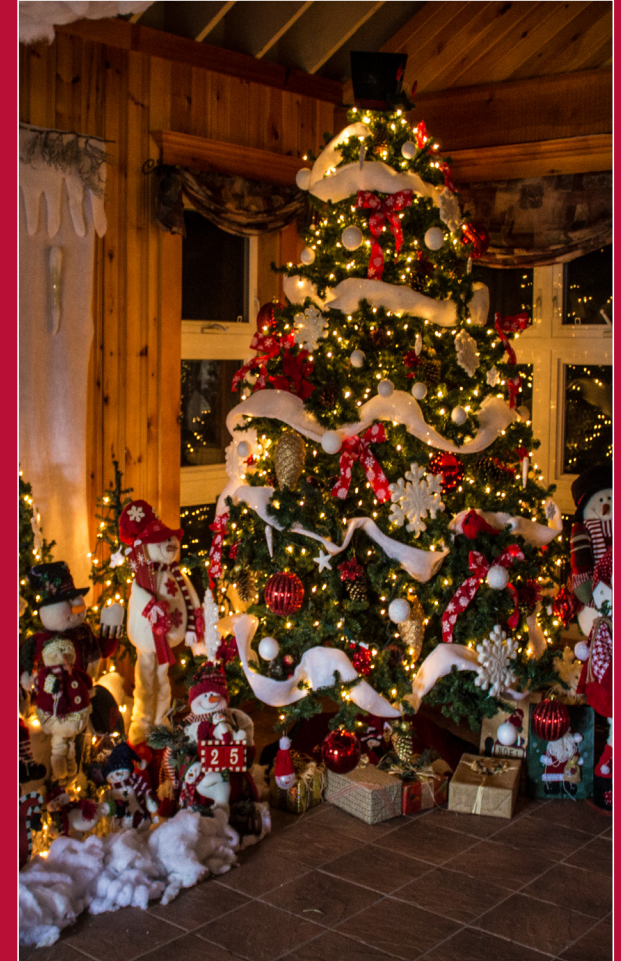
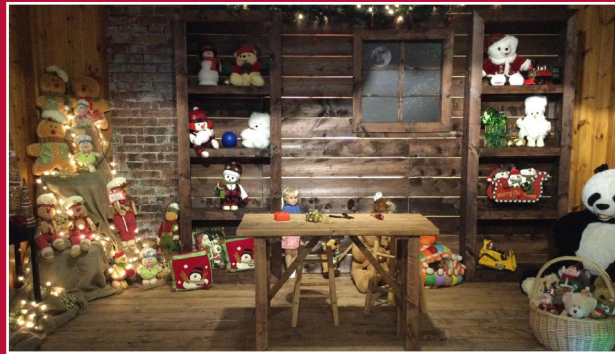





# Christmas Celebrations

Bay Roberts also relishes one of the most pervasive Christmas celebrations in the area. We offer a celebration of all things Christmas with a traditional Newfoundland twist. The Festival of Lights consists of a collection of community events that share the true spirit of a Newfoundland Christmas while being a two-time National Winter Lights award winner. The Festival hosts a large Nativity scene of which many pieces have been hand-crafted, as well as the province's first intelligent light park, with community sing-alongs and church services connecting community members and visitors alike during this joyous season.

The Visitors Information Centre transforms into “Santa’s Workshop” which is complete with different photo sets and a visit with the Old Man himself during the Christmas season.



# Museum & Art Gallery



In 2013, we celebrated the 100th anniversary of the Cable Building, our local National Historic Site and Registered Structure. This building acts as a tribute to the Heritage Society, and proves to be an exceptional example of the modern use of a Heritage Structure. Not only does the Cable Building house the Bay Roberts Municipal Offices, but it also contains the “Road to Yesterday Museum”, the Christopher Pratt Art Gallery, and the Bay Roberts Archives.

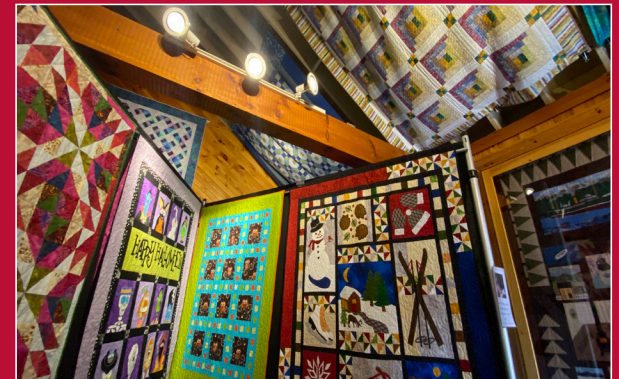


At the “Road to Yesterday” museum, you can observe the lifestyle and mercantile history at the turn of the century in historic Bay Roberts. Some of the exhibits include a general store, a forge, a woodworking exhibit, a tinsmith exhibit, a tearoom, the Western Union exhibit, a military exhibit, and the Bay Roberts Guardian newspaper exhibit. Within the military exhibit specifically, the items of the first man to enlist in the Newfoundland Regiment, Leonard T. Stick (1892-1979), can be observed. In fact, the access road leading into Bay Roberts from the main highway has been named L.T. Stick Drive, in his honour.

# Quilt Show

In 2022, our town played host to a lovely weekend celebrating the rich quilting heritage of our province. The air buzzed with excitement as locals and visitors gathered at the Come Home To Quilts show, a vibrant tapestry of creativity and tradition. The exhibit showcased a remarkable display of meticulously crafted quilts, each telling a unique story with incredible artistry. Vibrant colors, intricate patterns, and painstakingly stitched details mesmerized onlookers, paying homage to the history of Newfoundland and Labrador. The event not only celebrated their rich cultural legacy but also served as a testament to the enduring spirit of craftsmanship that continues to thrive.

Our festival is continuing into 2023 with more quilts and lots of excitement!



# Athletic Awards

Each year, we host our Athletic Awards to honour the top athletes in our town. The awards recognizes the pinnacle of sporting excellence. Each year, the town honours exceptional athletes who have demonstrated outstanding skills, determination, and sportsmanship. The achievements of these top performers are celebrated and immortalized through a display at the Bay Arena that serves as a testament to their dedication and the community's unwavering support for their sporting achievements.

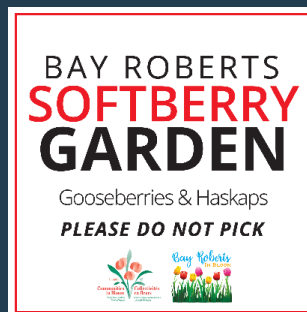


# Importance of Urban Forestry & Orchard

The municipality truly understands the immense value of trees, which go beyond their picturesque beauty. Trees enrich our lives by attracting nature, providing oxygen, improving air quality, and supporting urban wildlife. They offer shade during summers and shield us from harsh weather in winters.

We greatly appreciate the horticulture and arboriculture sectors as valuable assets to the Town of Bay Roberts. Our community recognizes the significance of being a part of the Communities in Bloom organization.

In 2019, we planted an orchard in the Shearstown Gardens. Since 2022, we have expanded the orchard with an additional 56 apple trees and 5 cherry trees. We've also recently enhanced our softberry garden, including delightful additions like haskaps and gooseberries.



# Tree Planting

We have launched of “In Memoriam” program which allows interested individuals in planting trees, plants or buying scenic seating in memory of a lost loved one. Through this “blooming” initiative, we have planted several new trees, plants and installed many new scenic chairs!

We are continuing to enhance and increase the population of trees in the area. Each year, the Bay Roberts In Bloom committee plants 20-30 trees in various properties throughout our community.





# Landscape

Our municipal parks and recreation areas are used throughout the year by our residents and visiting tourists. As described in the Heritage Conservation section of our booklet, Bay Roberts hosts a number of festivals, events, and walking tours, utilizing the beautiful landscape of our town.

Bay Roberts invites and initiates community involvement through the distribution of different awards throughout the year. The Communities in Bloom Committee promotes an event in which one home from each of our six zones and designated with the status of an outstanding property according to several criteria. Some of these criteria include: pride of property, cleanliness, and floral displays. During our Festival of Lights celebration in the winter, we also have a “Nominate A Neighbour - Best Illumination” award that we offer to our residents.

The Town of Bay Roberts has one of the most beautiful natural locations in the province of Newfoundland and Labrador. We are extremely proud of our community and will continue to showcase and compliment the town’s natural attributes.

Our municipality has started a hanging basket initiative, placing hanging flower baskets in various locations throughout the community. We have increased the number of hanging baskets from 40 to 50 in 2023, including 10 new self watering plants.



# Landscape Displays



As highlighted in our New & Major Initiatives, our town is buzzing with exciting developments in the landscape.

One of our new initiatives, as mentioned before, involves the introduction of eye-catching big red planters throughout the town. These 8 planters, strategically placed in various locations, bring a vibrant burst of color to our landscape.



The municipality of Bay Roberts has been dedicated to enhancing parks and creating mini parks, further enriching the appeal of our area. Notable locations include French's Park in Coley's Point, the Bay Roberts Dog Park, and our ongoing efforts to improve walking trails like the Goose Pond Eco Trail.



This year, we're making great strides with our Bay Roberts Gardens. Our master plan is progressing, with several improvements in store. We're paving all walkways to enhance wheelchair accessibility, establishing a beautiful hope garden, and organizing plants to transform our gardens into a botanical paradise. Additionally, we've planted more tulips, dahlias, and other delightful species to add to the floral diversity of our gardens.



**July 9th**

Time	Location	Activity	Representative
3:00pm	St. John's Airport	Pick-up	Ron Delaney & Lois Dawe
4:00pm	Bay Roberts Visitor's Pavilion	VIC Visit	Ron Delaney & Lois Dawe
4:15pm	Bay Roberts Hotel	Hotel drop off	Ron Delaney & Lois Dawe
5:00pm	Various locations	Community Tour overview	Ron Delaney
6:00pm	TBD	Dinner	Ron Delaney & Lois Dawe
7:00pm	Community Gardens	Tour - Shearstown, Resident Visit	Ron Delaney
8:30pm	TBD	Social	Ron Delaney, Lois Dawe, council members, staff

**July 10th**

Time	Location	Activity	Representative
8:00-9:15am	Fishermen's Shed	Breakfast with Mayor & Councillors	Mayor Walter Yetman, Councillors & Committee Members
9:15-10:15am	Shoreline Heritage Trail/ Red Shed	Tour	Lois Dawe
10:15-11:45am	Recreation Complex, Fireman's Gardens, War Memorial	Venue Visits	Lois Dawe & Dave Tibbo
11:45am-12:25pm	Cable Building	Tour of Cable Building & Cable Avenue	Lois Dawe & Heritage Advisory Representative
12:25-1:25pm	TBD	Lunch	Members of Communities in Bloom Committee, Town Staff
1:25-2:10pm	Council Chambers	Community Profile Update	Ron Delaney, Lois Dawe, David Simms, Sean Elms
2:10-3:10pm	Community Gardens, Goose Pond Eco Trail	Tour - Bay Roberts	Ron Delaney, David Simms, Lois Dawe
3:10-4:00pm	Coley's Point, French's Park	Residential Tour & Visit	Ron Delaney, David Simms, Lois Dawe
4:30-7:30pm	-	Judges Break	-
7:30pm	Bay Roberts Hotel	Pick-up judges	Ron Delaney
8:00-10:00pm	Bay Roberts Visitor's Pavilion	Seafood Boil-up + Meet & Greet	Community Volunteers, council & committee members

# Final Note

## Larry & Colleen,

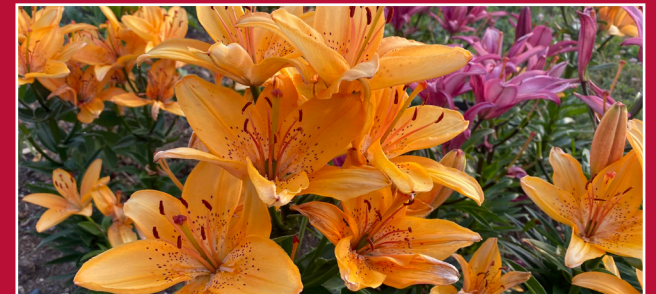
On behalf of the Bay Roberts Communities in Bloom Committee, I want to extend a heartfelt thank you for visiting our charming town. I truly hope you had the chance to explore the rich cultural, tourism, recreational, and environmental treasures our town has to offer. The Communities in Bloom Program has been an invaluable mentorship and best practices platform for us. We have learned and gained inspiration from the judges' feedback in previous years, constantly striving to improve our community. The 2023 judges' booklet provides a summary of our past and present accomplishments. Many of our projects are ongoing, and we will continue to value your comments and suggestions to help our community thrive.

I would also like to express my gratitude to the hardworking municipal staff and our supportive town council for their unwavering dedication and support.

## Ron Delaney

Director of Tourism, Economic Development, & Community Enhancement

[www.bayroberts.com](http://www.bayroberts.com)





**BAY ROBERTS**

CARVED BY THE SEA