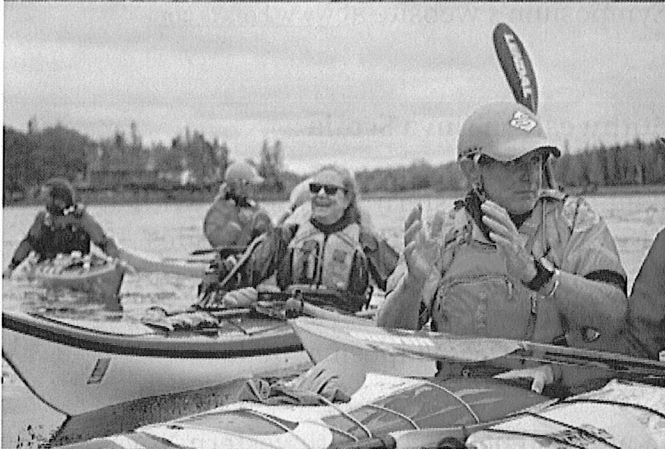
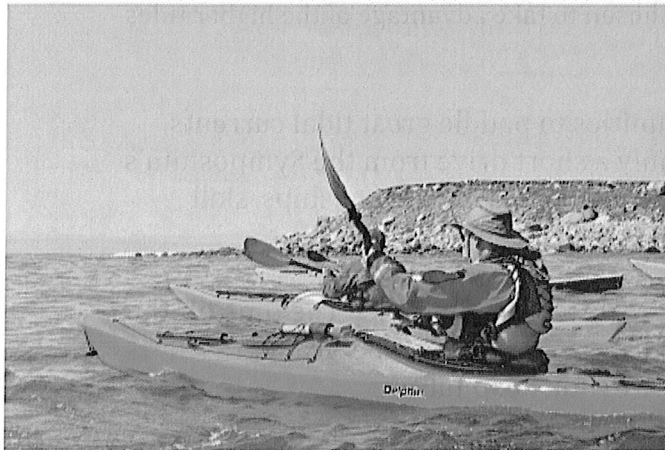




[www.bofsks.com](http://www.bofsks.com) • September 13-15, 2019

# Annual Report 2019



## Event Overview

For five successful years, the Bay of Fundy Sea Kayak Symposium has been recognized as a first-tier paddling event. The Symposium combines the world's top sea kayak coaches with enthusiastic paddlers in one of the most spectacular coastal settings in Eastern North America.

The Symposium's venues include the Tusket Islands, Lobster Bay, Cape Forchu, and Cape Sable Island. This area of Southwestern Nova Scotia is rich with history and Acadian culture. And thanks to the Bay of Fundy, it also boasts the largest tidal range in the world. In 2019, the dates of September 13 to 15 were chosen to take advantage of the higher tides of September after Labour Day.

Southwestern Nova Scotia provided opportunities to paddle great tidal currents, ocean surfing and rock gardening. And all only a short drive from the Symposium's base at Ye Olde Argyle Lodge. These venues supported new friendships, skill development and a spirit to paddle.

The on-water experiences were exhilarating, safe and memorable. The time off the water was just as valuable. Paddlers and coaches enjoyed genuine Acadian entertainment, lobster, and that famous Nova Scotia hospitality.

More details and pictures are found on the Symposium's website at [www.bofsks.com](http://www.bofsks.com)

### Reasons for hosting the Symposium in Southwestern Nova Scotia

1. Highlight the beautiful natural environment of Southwestern Nova Scotia, with a direct focus on the paddling environment. Features include remarkable tides and currents, beaches ideal for surfing, islands to explore, and fog in which to practice navigation. The mouth of the Bay of Fundy provides diversity and challenges for sea kayaking not found elsewhere. The Symposium builds awareness of this area as a paddling destination.
2. Provide an economic stimulus to bring money and people to Southwestern Nova Scotia during the tourism shoulder season. This year proved to be challenging with Bay Ferries unable to run the Cat from the new location in Bar Harbor. We hope that in 2021 this service will be back and utilized by the Symposium's participants.
3. Build and grow the paddling community by bringing together local, regional and international paddlers to a unique paddling destination that provides challenges for all skill levels.

## 2019 Event Highlights – The ripple effect



The fifth Bay of Fundy Sea Kayak Symposium was held from September 13 to 15, 2019. We welcomed 95 participants plus 29 coaches to the picturesque Southwestern Nova Scotia coast.

The diverse locations found in Nova Scotia's Yarmouth County (and to a lesser extent Shelburne County) were utilized to introduce paddlers from across the United States and Canada to dynamic paddling environments created by the largest tides in the world. While the event's home base was the picturesque Ye Olde Argyle Lodge, sessions spanned a wide area stretching from Cape Forchu to Cape Sable Island and everywhere in between.

### **Key outcomes from the 2019 Symposium were:**

- **38% of paddlers were first time participants at the Symposium**
- **34 participants and coaches attended from the United States**
- **65% of the out of province paddlers stayed in Nova Scotia before or after the Symposium**

- 95% of paddlers rented accommodations in hotels, motels, Airbnbs and bed and breakfasts in the region. This equated to 285 bed rentals during the symposium
- 82% of paddlers said they would attend the event again. The remaining 18% were undecided. Not one participant indicated they would not attend in the future!
- Our coaches scored high on a paddlers' survey of sessions! Most received a rating of 5/5, or close to 5/5
- In a continuing effort to highlight what the area has to offer, and provide authentic Nova Scotia experiences, the Symposium featured a lobster supper on Sunday evening, which was a highlight for most of our coaches and participants
- Highest number of coach application for the 2019 Symposium
- Development of strong partnerships with sea kayak gear suppliers, community, non-profit, municipal government and regional associations
- Partnerships with local accommodation providers, with many of these operators full as a direct result of the Symposium
- The community dinner at the West Pubnico Legion was a huge success. We were able to donate to the West Pubnico Women's Auxiliary and the Glenwood Community Hall group



*Community Dinner - Photo Credit Daniel Archibald*

## Sponsorship and Support

Sponsors provided assistance in several distinct ways:

1. Financial sponsorship – directly giving money to the event;
2. Coach Sponsorship – directly funding the travel costs for lead coaches; and
3. Product Sponsorship – products were used to promote the event (early bird registration draws), raise funds for the event and charities (beer/wine sales and silent auction), and provide hospitality (food).

Direct financial sponsorship, either funding the event directly or travel for coaches, was a major portion of the funding for the event. If we exclude income that was directly passed through the event (kayak rentals, dry suit rentals and meals), almost one-third of the funding came directly from sponsors. We are also proud that we have built a very strong foundation of sustainability for our event, with two-thirds of the revenue required to run this event coming from registration.

The continued support from the Municipality of Argyle allowed us to not increase the registration fee in 2019. Without this support we would have to increase our fee. We are thankful for this support, and look forward to working with the Municipality of Argyle, the Municipality of the District of Yarmouth, and the Town of Yarmouth, in the future.

We could not run the Symposium without the support from the paddling industry. We want to extend a special thanks to the following supporters:

- Chris Hipgrave from P&H Custom Sea Kayaks. He drove from Tennessee with a fleet of demo kayaks, and was a huge help during the Symposium.
- Lisa Kincaid from Kokatat was a huge help. She arranged to send 13 demo dry suits that we were able to rent out to participants to keep them warm and dry. Kokatat is a leader in the sea kayaking industry and we are thankful for their continued support.
- Moosehead Breweries was a great sponsor this year. In addition to a cash donation, Moosehead sent an amazing representative, Evan Higgins.
- Calvin D'Entremont is a true ambassador for the Municipality of Argyle. Well known as a respected municipal councilor, he went above and beyond by

providing a boat to take pictures from, helped sell tickets for the community dinner, and involved the community of West Pubnico in the Symposium.



*Thursday evening ice breaker session at Ye Olde Argyle Lodge – Photo Credit – Christopher Lockyer*

## **List of Sponsors**

### **Premier Sponsors**

Municipality of Argyle  
P&H Custom Sea Kayaks  
Committed 2 the Core Sea Kayak Coaching

### **Coach Sponsors**

Stohlquist  
Cloud 9 Adventures

### **Community Sponsors**

Kokatat  
YASTA  
Municipality for the  
District of Yarmouth  
Town of Yarmouth  
Canoe Kayak Nova Scotia  
Trek and Trail

### **Event Sponsors**

Moosehead Beer  
Immersion Research  
Snapdragon  
  
North Water  
Aquabound  
Nimbus Paddles  
Icebreaker  
Keen

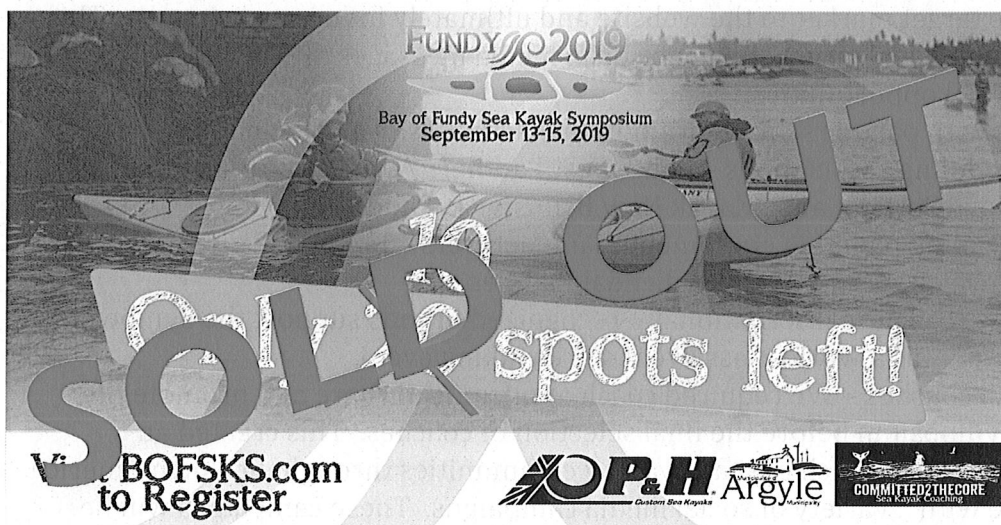
## Promotional Effort

Bay of Fundy Sea Kayak Symposium organizers put forth strong promotional efforts to not only draw attention to the Symposium, but to draw attention to the beautiful paddling environment found in Southwestern Nova Scotia. We partnered with sponsors to expand our marketing and promotional efforts. An extensive and focused marketing plan guided these activities.

The Symposium focused on tradeshow face-to-face engagement, online social media, and coaching staff networking with students to attract paddlers to the Symposium.

Graphic media consisted of consistent aesthetic graphic designs to instill a recognizable brand for the Symposium.

The Symposium's locations were selected for their beautiful and dynamic coastal environments. The multitude of incredible paddling options in the area is a major draw for the Symposium. The area and locations influenced the majority of the promotional efforts of the Symposium. There was also a promotional focus on the quality of coaching staff, as well as the community aspect of like-minded sea kayakers coming together for the Symposium.





### Promotional activities

Our marketing and promotion plan for 2019 was multi-faceted. Key elements of the plan:

- Continue to work with key partners and further develop relationships to allow for increased promotion of the Symposium and Southwest Nova Scotia as a sea kayaking destination.
- Leverage the audience and reach of event sponsors, prominent coaches and paddling associations to promote the Symposium.
- Drive the target market to the website and ultimately induce registration. This was accomplished largely through social media messages as well as co-promotional opportunities.
- Working with partners for co-promotional activities. They included:
  - Paddling associations – Southwest Paddlers Association, Canoe Kayak Nova Scotia, Canoe Kayak New Brunswick, Paddle Canada
  - Leading paddling equipment manufacturers – Kokatat, P&H Custom Sea Kayaks, Werner Paddles, Lendal Paddles
    - These internationally-recognized brands support the Symposium as a world-class event sea kayaking event.
  - All coaches – We required coach applicants to share and promote the Symposium before the final selection of coaches. This created an expanded reach to sea kayaking communities throughout North America.
- Continue with a variety of social media campaigns. These campaigns will be focused on key announcements for the Symposium, and will utilize the

- promotional features on Facebook to do a direct market campaign to target markets in the New England states, Quebec, Ontario and the Mid-Atlantic states.
- Visited Canoecopia, which is the largest paddle sport show in North America. Held in Madison, Wisconsin, our representatives were able to interact with past and future participants.
  - Hosted an interactive trip planning/ promotional talk in Toronto, Kingston and Montreal, to engage with past and future participants. According to our demographics, this initiative worked out well. We had more participant numbers from Ontario and Quebec than at the past four Symposiums.
  - New in 2019 was a community meal at the West Pubnico Legion, where sea kayakers could come along with local residents. This inclusivity helped connect and support both the surrounding communities and the Symposium. Oh, and the food, beverages and hospitality were great!

## **Video**

A promotional video was used to promote the Symposium on social media, our website, and enhance an online presence. The primary focus of the video was not simply to promote the Bay of Fundy Sea Kayaking Symposium, but to promote the world class and unique locations, scenery, and coastal culture of Southwestern Nova Scotia. High quality video and imagery were used to convey this theme. From a social aspect, paddlers of all abilities were featured enjoying learning and togetherness. This all was to depict what makes the Symposium so special. Please take a moment to have a look. <https://vimeo.com/295642084>

## **Social media**

Leading up to the Symposium, we were actively engaging our social media networks, with Facebook being the major vehicle. By using frequent updates, we have attracted almost 1,000 members to our Facebook page. This is a very focused and effective outreach to sea kayakers. We also used social media to highlight our sponsors and provide updates to the Symposium's developments. Leading up to the 2019 Symposium we released a series of promotional photos that highlighted Southwestern Nova Scotia, and encouraged people to explore our website. Many of these photos also drew attention to the Symposium's sponsors and supporters.

## Event Sessions

The first four Symposiums were held on a Saturday, Sunday and Monday. In 2019 we changed to Friday, Saturday and Sunday. We received great feedback from participants about how they preferred these days.

We delivered 42 sessions that were scheduled over the three days of the event. A self-assessment tool was provided to help the students determine the level of skill required for the 3 categories of sessions, being comfortable beginner, intermediate and comfortable intermediate. Our Director of Sessions guided participants in making appropriate choices.

### **Comfortable Beginner Paddler**

The comfortable beginner has some formal instruction and can perform self-rescue and peer rescue in flat water. They can paddle forward with efficiency, steer their kayak, move sideways and prevent capsize effectively in flat water. They are able to maneuver their sea kayaks in tight spaces, and can paddle 6 to 8 miles in a protected coastal or inland environment in one day.

### **Intermediate Paddler**

The intermediate paddler can perform all of the desired skills of an advanced beginner efficiently and effectively. They can paddle backwards and maintain a course in wind and current. The intermediate paddler should be able roll their kayak in flat water and scull for support. They are proficient with deep water rescues and towing techniques. The intermediate paddler understands paddling theories such as trip planning, navigation and equipment. The intermediate paddler can perform these skills in winds up to 15 kt, moving water up to 3 kt, and swells up to 6 ft. The intermediate paddler can paddle 8 to 15 miles in one day.

### **Comfortable Intermediate Paddler**

The comfortable intermediate paddler has a variety of experiences, and can perform all of the fundamental skills and deep-water rescues in wind up to 20 kt, and moving water up to 4 kt. The comfortable intermediate paddler has a reliable roll in moving water, is in good physical condition, and can paddle 15 to 20 miles in one day. The comfortable intermediate paddler has good group awareness, assesses personal risk accurately, and can travel well in a group of led paddlers.

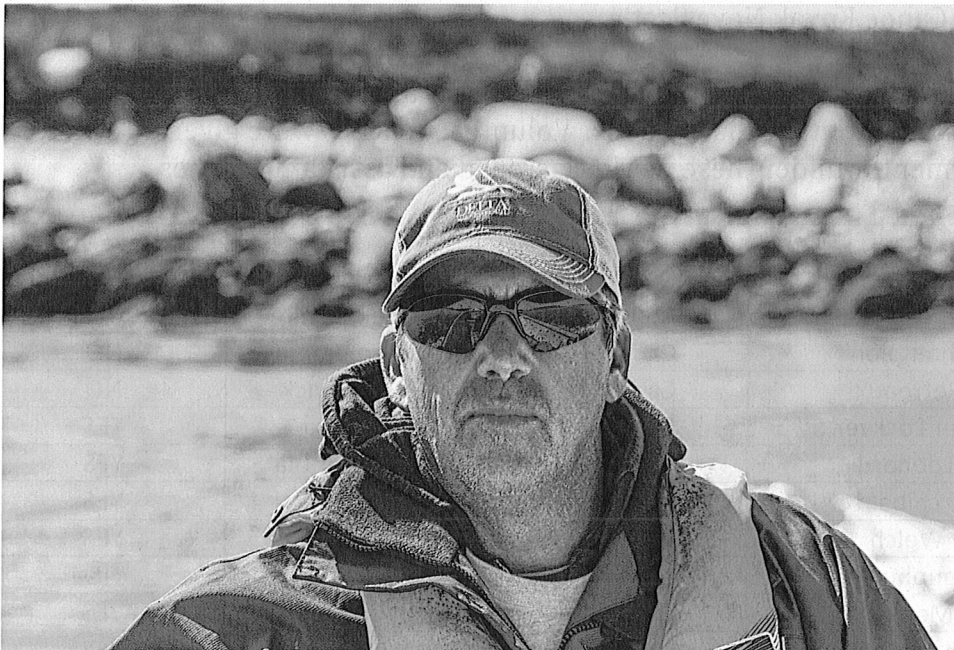
## Coaches and paddlers

The groups were kept to a maximum of 6 participants for most sessions, but due to demand, we had 6 sessions that had 8 participants. It is important that we keep the ratio of two coaches to six participants to maximize the learning opportunities for students, and coach interactions.

The venues for the sessions were confirmed on the morning of the sessions, taking into account wind, swell, tides and currents.

## Testimonials on the sessions

- *Didn't think I could learn so much, become so confident and have so much fun doing rescues*
- *Meet other kayakers, learn from willing instructors, great paddling environment and warm hospitality. The legion dinner was the No 1 highlight!*
- *Really well organized, wide spectrum of venues, very friendly*



*Calvin D'Entremont donated his time to take Christopher Lockyer out to the Tusket Islands to take pictures*



Visit **BOFSKS.com**  
to Register

Major Sponsors: **OP&H** Argyle  
Custom Sea Kayaks  
**COMMITTED2THECORE**  
Sea Kayak Coaching

## Coaches and Volunteers

There was no shortage of coach applications from across North America and Europe. A total of 56 applications were received, nearly twice as many coaches as we could accommodate. We had support from Paddle Canada, Canoe Kayak New Brunswick and Canoe Kayak Nova Scotia.

We went through all of the applications to ensure that the lead and assistant coaches selected were the right fit for the sessions. Volunteer coaches were given an opportunity to mentor under these world class lead and assistant coaches.

Name	County	Province or State	Have you coached before at BOFSKS?
Amber Champion	Canada	British Columbia	NO
Bryana Perreux	Canada	New Brunswick	NO
Christopher Lockyer	Canada	Nova Scotia	YES
Costain Leonard	Canada	British Columbia	YES
Daniel Archibald	Canada	Nova Scotia	YES
Dwight Welch	Canada	Nova Scotia	YES
Genna Dauphinee	Canada	Nova Scotia	NO
James Manke	Canada	British Columbia	YES
Jarrold Gunn McQuillan	Canada	PEI	YES
Jeff Arbing	Canada	Ontario	NO
Jeremy Cline	Canada	New Brunswick	NO
Kirk Dauphinee	Canada	Nova Scotia	YES
Lee Richardson	Canada	British Columbia	NO
Matt Delong	Canada	Nova Scotia	YES
Philippe Beauchamp	Canada	Quebec	NO

Santiago Berrueta Villa	Canada	Quebec	YES
Adam Harmer	United Kingdom	Wales	NO
Kate Duffus	United Kingdom	Scotland	NO
Sid Sinfield	United Kingdom	Wales	YES
Ashley Brown	United States	South Carolina	NO
Brian Castillo	United States	Michigan	NO
Chris Audet	United States	Maine	YES
Chris Hipgrave	United States	Tennessee	NO
David Santaniello	United States	California	NO
Jeff Adler	United States	Michigan	NO
Jennifer Yearley	United States	California	NO
Kathryn Mitchell	United States	Oregon	NO
Nigel Foster	United States	Washington	NO
Rob Riemer	United States	Wisconsin	NO

### Testimonials about the coaching staff

- *Both were excellent, knowledgeable and super encouraging. They added to each other's explanations and demonstrations to take their coaching to a higher level.*
- *Amber, it was a fun day with just enough challenge to make things interesting :-). I'm glad that Amber and Jeff were able to work a solution to one paddler not feeling up to the conditions. I think everyone had a great day and learned a lot (I sure did). Thanks!*
- *I have been flat water paddling for 10 years. By coming to the Symposium I felt comfortable with the coaches and their instruction. It made me comfortable to try new things.*
- *This is hard as I loved the coaching staff, and pretty much have nothing to complain about. It was all good! The ratio of coach to participants was perfect. Now about that flat water ... I thought the meet and greet games were hilarious too! Thanks Bryana!*

## Building a Community

For the first two years of the Symposium, a silent auction was held with some of the product donations. This was a fun and interactive way for participants to get involved during the evenings, while not on the water, and also a great opportunity to highlight our sponsors. We were able to get top-quality gear into participants' hands.

The first year the proceeds from the silent auction went to the Bill Mason Fund, which provides scholarships to young outdoor-oriented students looking at post-secondary learning opportunities.

The second year the proceeds from the silent auction went to the YMCA Strong Kids campaign, which focuses on sending under-privileged children to summer camp for the experience of outdoor activities.

For our third year, we decided to focus the proceeds of the silent action to a regional leader in the community. Alan Stanley is a Paddle Canada instructor who has been actively instructing in the Maritimes for many years, and has played a leadership role with Paddle Canada, as well as supported regional paddling events through his knowledge and skill set. Alan is also an avid road cyclist. In the summer of 2015 he was struck by a vehicle while out on a group ride. This accident was devastating, and has now left him paralyzed from the shoulders down. The funds from the 2015 silent auction went towards supporting Alan and his transition to his new life.

For our forth year, we decided to support the preservation of lands in Nova Scotia. The *Nova Scotia Nature Trust* is a non-government charitable, land conservation organization, whose mission is to protect significant natural areas on private land. Formed in 1994, it works at the community level to preserve lands of local, regional, or provincial significance.

For this our fifth year, we recognized the need to get more young people involved in the sport for sea kayaking. We are going to use the funds raised to offer a number of youth programs in 2020, with the goal to have 6 or more people under of the age of 20 participate in the 2021 Bay of Fundy Sea Kayak Symposium. With the help of Genna Dauphinee, the youngest coach we have ever had at the Symposium, (just 17 years old!) we will strive to get more youth involved.

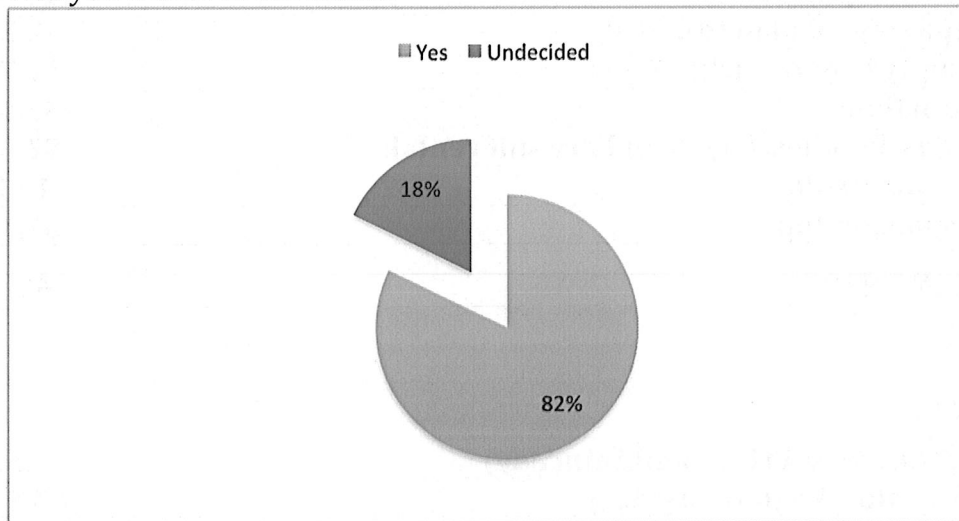
## Income Statement

<b><i>INCOME</i></b>	<b>2019 Final</b>
<b><i>Participants</i></b>	
Participant registration	\$37,152.50
Coach Development Day	\$380.00
Participant meal plan (dinner)	\$2,220
Community Dinner Ticket Sales	\$2,740
Silent Auction	\$3,400
Beer sales, hoodies, kayak and dry suit rentals	\$2,850
Local sponsorship	\$14,074
Coach sponsorship	\$1,100
<b>TOTAL INCOME</b>	<b>\$63,917</b>

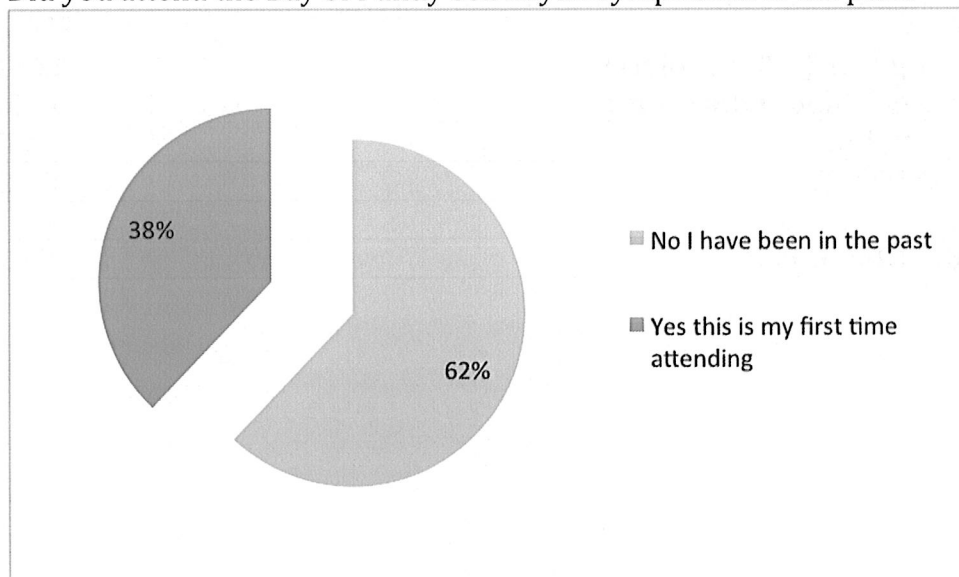
<b><i>EXPENSES</i></b>	
Meals (Thursday, Friday and Saturday)	\$4,515
Facility rental (Ye Olde Argyle)	\$3,540
Coach accommodations/Wages and Travel	\$22,805
Logistics (Trailer Rentals/ Airport Shuttle)	\$1,050
Coach travel	\$9,248
Coach meals	\$3,109
Committee travel & meals	\$1,890
Promotion	\$10,227
Youth Program (2020 project)	\$2,500
Community Dinner Contribution	\$2,800
Administration	\$1,572
<b>TOTAL EXPENSES</b>	<b>\$63,256</b>
<b>NET REVENUE/LOSS</b>	<b>\$661</b>

## 2019 Bay of Fundy Sea Kayak Symposium Feedback Analysis – Participants

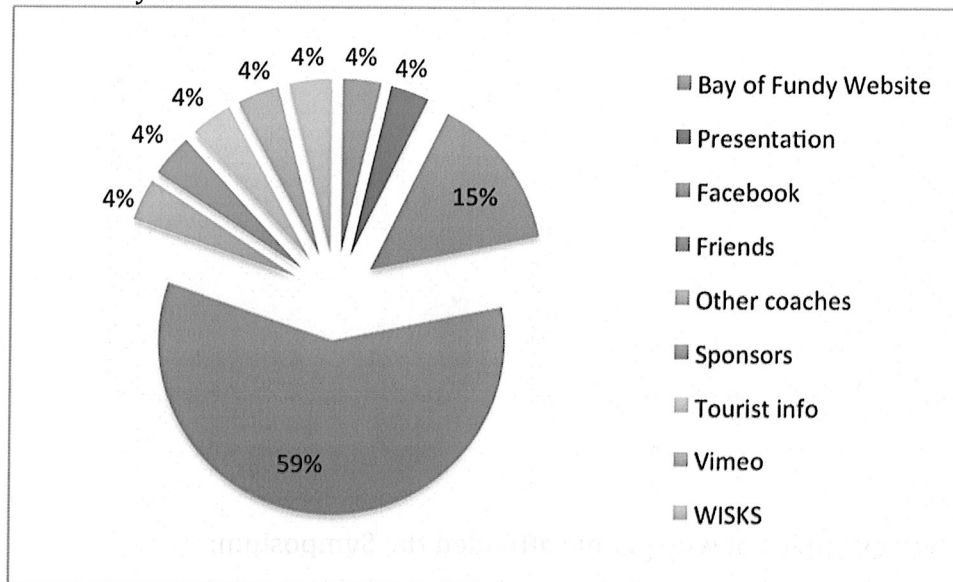
1. Will you attend in the future?



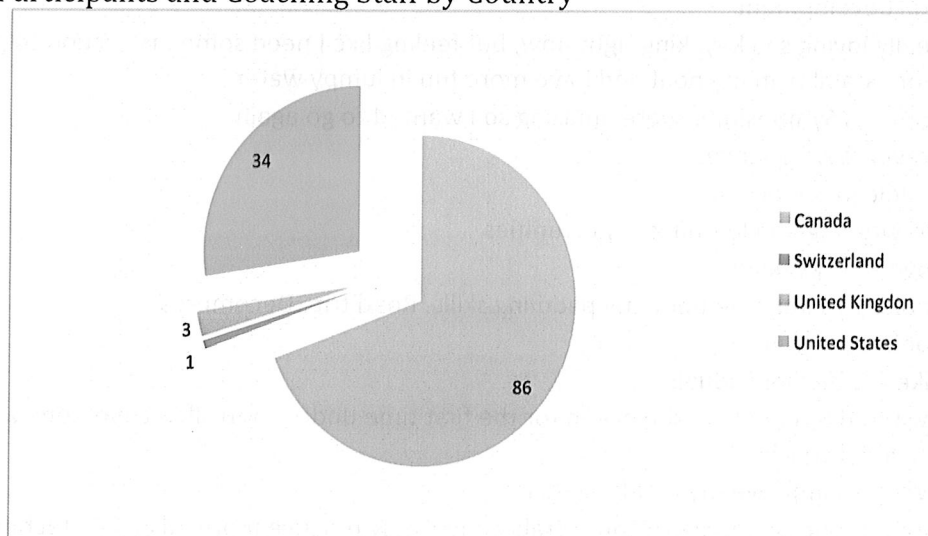
2. Did you attend the Bay of Fundy Sea Kayak Symposium in the past?



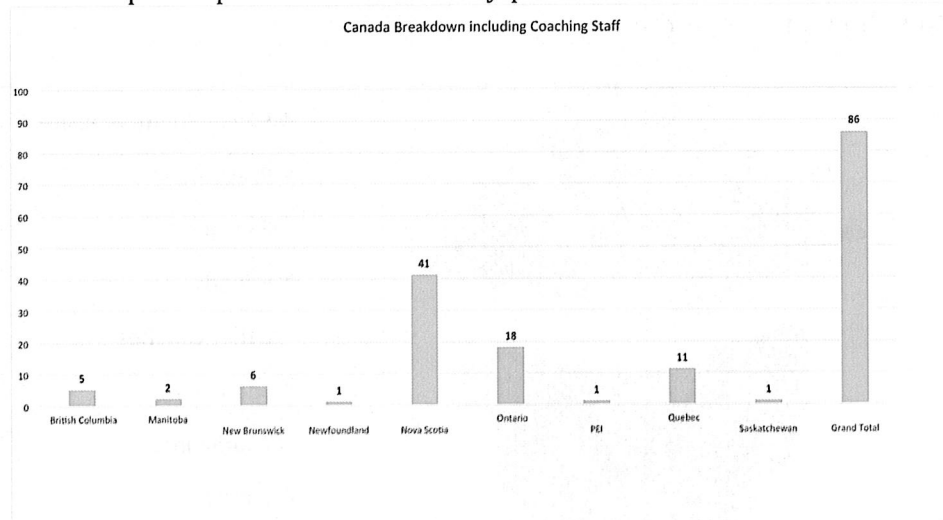
3. How did you hear about the event?



4. Participants and Coaching Staff by Country



## 5. Canadian participants and coaches by province



## 6. A few examples of why people attended the Symposium:

- The experience
- The coaches from around the world
- Skill development
- Really loving sea kayaking right now, but feeling like I need some instruction to get more stability in my boat and have more fun in lumpy water
- Previous Symposiums were amazing so I wanted to go again
- Previous experiences
- Paddle in the ocean
- Networking and learning opportunities
- Love sea kayaking
- Looking to improve upon my paddling skills. Road trip. Decompress.
- Looked like fun
- Like minded individuals
- I wanted to paddle in the ocean for the first time under controlled conditions with qualified coaches
- I want to improve my paddling skills
- Great group of people to comfortably and safely practice more advanced techniques in a fun environment
- Good chance to kayak in Nova Scotia
- Community
- Coaches and friends
- Best opportunity to learn to paddle this time of the year
- As a beginner paddler, I was looking to increase my confidence in a sea kayak and understand the proper technique through formal instruction

Looking ahead

# FUNDY 2021

A stylized silhouette of a kayak, shown from a side profile, pointing to the left. It has a pointed bow and a flat stern. The interior of the cockpit is represented by a dark, rounded shape.

## Bay of Fundy Sea Kayak Symposium

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**[www.bofsks.com](http://www.bofsks.com) • September 10-12, 2021**

The next Bay of Fundy Sea Kayak Symposium will be held from September 10-12, 2021.

Our organizing committee looks forward to working with our sponsors and community partners to make the 2021 Symposium another successful sea kayaking event.

If you have questions or comments about the Symposium, we would love to hear them. Please email [info@bofsks.com](mailto:info@bofsks.com) with your queries.

