



Signal Hill
National Historic Site

WHAT DOES SIGNAL HILL MEAN TO YOU?



Parks Canada: Ritche Pérez

Parks Canada is updating the Signal Hill National Historic Site (NHS) Management Plan and we want to hear from you! A national historic site's management plan guides decision making for the next decade, making this an important opportunity to celebrate past successes, set new goals and create strategies for the future.

You can contribute by sharing your thoughts and ideas on the future of this iconic heritage site.



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ABOUT SIGNAL HILL

Signal Hill NHS has a long and rich history. Designated a national historic site because of its importance to Canada's defence and communications history, Signal Hill has welcomed millions of visitors since it opened as Newfoundland and Labrador's first National Historic "Park" in 1958. Today, Parks Canada offers a broad range of visitor experience opportunities at Signal Hill NHS, which remains one of the most visited and recognized of Canada's national historic sites. For Newfoundlanders and Labradorians, Signal Hill is a cherished part of their home and identity – a destination for everything from adventurous hikes to moments of quiet reflection and solitude.

WHAT WILL THE FUTURE BRING?

VISION

Parks Canada: Ritche Perez

Where will Signal Hill NHS be in 10 years?

Below are some potential elements of Parks Canada's vision for this important site. **Which are most important to you? Can you add any others?**

- Signal Hill NHS's cultural resources and natural features are understood, protected and accessible.
- Signal Hill NHS is recognized locally, nationally and internationally as one of Canada's most iconic sites, attracting people from all over the world through its unique visitor experiences, diverse programming, fascinating history and natural wonders.
- Signal Hill NHS is a vibrant part of the local community and is also closely connected with Parks Canada sites and other protected areas across the country, creating authentic and meaningful opportunities for Canadians to celebrate and connect with their heritage.
- Signal Hill NHS is a place where ALL Canadians, including Indigenous groups, New Canadians, and youth, can connect with and celebrate Canada's national heritage in ways that are meaningful to them.

STRATEGIC OPPORTUNITIES?

WHERE WE CAN GROW

The new Signal Hill NHS management plan will create opportunities to address key priorities and issues such as:

Increasing Signal Hill's National Profile and Recognition

Building on Signal Hill NHS's current prominence, Parks Canada will strive to increase the site's profile as a national icon through facilitating more meaningful connections between Canadians and this treasured place. Parks Canada will continue to strengthen and expand the site's visitor experience offer, promotional and outreach program, partnership opportunities, and presence in both new and traditional media channels.

Encouraging Greater Participation in Visitor Experience Activities at Signal Hill NHS

Signal Hill NHS receives approximately 750,000 individual visits each year. Of that number, only a small percentage (approximately 12,000 people) tour the visitor centre or take part in on-site interpretation programs. Parks Canada will continue to tailor Signal Hill NHS's visitor experience program offer to meet the changing wants and needs of our visitors. Additionally, Parks Canada has made improvements to Signal Hill's visitor facilities, such as the Signal Hill Tattoo Annex, so that we can attract new user groups from the growing meeting/convention market. We will continue to work closely with our Indigenous partners, tourism industry and heritage sector stakeholders, and our neighbours to engage visitors in everything Signal Hill has to offer.



**Share
Your
Ideas**

What types of experiences and services would you like to see offered at Signal Hill NHS? Where to do you think Parks Canada is doing well and where can we improve? What else should Parks Canada consider during this management planning process?

Check regularly for updates and details on the Signal Hill National Historic Site Management Planning program or share your ideas, comments or questions with us!



pc.gc.ca/signalhill/plan



signalhill@pc.gc.ca



@SignalHillNHS



@ParksCanadaNL

Signal Hill National Historic Site of Canada
PO Box 1268
St. John's, NL A1C 5M9
Tel: 709-772-0284
Fax: 709-772-6388

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**WE WANT TO HEAR
FROM YOU!**



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