

COMMITTEE OF THE WHOLE COUNCIL MEETING

February 18, 2020

The meeting was called to order by the Chair at 7:00 p.m., in the Conference Room, in the Administrative Centre, in Barrington, NS, with the following members present:

- George El-Jakl - Chair
- Jody Crook
- Murray Atkinson
- Shaun Hatfield
- Lindsay (Eddie) Nickerson

- Chris Frotten, CAO
- Lesa Rossetti, Municipal Clerk

ADDITIONS TO THE AGENDA

The following items were added to the Agenda:

- Crow Neck Beach.
- In-Camera Session Re: Legal Advice. (MGA Sec. 22(2)(g))

APPROVAL OF AGENDA

Being duly moved and seconded that the agenda be approved as amended.

Motion carried unanimously.

APPROVAL OF MINUTES

Being duly moved and seconded that minutes of the meeting held February 10, 2020, be approved as circulated.

Motion carried unanimously.

PHYSICIAN RECRUITMENT AND RETENTION

Rebecca Cassidy Rose, Community Navigator for Physician Recruitment and Retention, was scheduled to appear before the meeting.

Ms. Cassidy Rose did not show and therefore members moved on to the next item on the agenda.

ENSLOW'S MAINTENANCE AND CLEANING SERVICES

Members were informed that Richard Enslow has advised that he is unable to accept the tender awarded to him last month for janitorial services for a 3 year period. Changes have taken place in his workforce and he will not be in a position to properly undertake a contract of this size. Mr. Enslow has agreed to provide janitorial services for the next few months to give us an opportunity to address our needs.

In light of this information, a new outsourcing analysis will be carried out and the hiring of a full-time janitor will be discussed during the budget process.

RFP - 2021 WORLD CHAMPIONSHIPS OF DOUBLE-BITTED AXE THROWING

As requested at the last meeting of the Committee, the CAO provided more information on hosting the 2021 World Championships of Double-Bitted Axe Throwing. The CAO provided a Sample Bid Proposal for review by members. The proposed budget for the event is estimated to be \$135,000.00 not including filming costs. The proposed budget with filming and production costs is \$195,000.00.

During discussion of this matter it was noted that the Municipal Grant Policy allows the Municipality to contribution 20% towards these types of events. In kind donations and equipment loans, etc. could be in addition to this amount.

Resolution COW200203

Being duly moved and seconded that it be recommended to Council that the Municipality support the 2021 World Championships of Doubled-bitted Axe Throwing in the amount of \$20,000.00 plus in-kind contributions of \$15,000.00 as indicated in the "Sample Budget" provided.

Motion carried unanimously.

Resolution COW200204

Being duly moved and seconded that it be recommended to Council that the Municipality submit a Bid Proposal to host the 2021 World Championships of Double-bitted Axe Throwing based on the Sample Bid Proposal presented to Committee.

Motion carried unanimously.

A copy of the Sample Bid Proposal including the Sample Budget is attached and forms part of the minutes.

FUNDING REQUEST FROM ROSEWAY HOSPITAL CHARITABLE FOUNDATION

As reported at the last meeting, the Roseway Hospital Charitable Foundation is requesting funding from the Municipality in the amount of \$62,000.00 to assist with the cost of purchasing a new digital x-ray unit.

As requested by members, the CAO circulated information on funding provided to the Roseway Hospital Charitable Foundation and the Yarmouth Hospital Charitable Foundation over the last 5 year period.

Resolution COW200205

Being duly moved and seconded that it be recommended to Council that the Municipality provide funding to the Roseway Hospital Charitable Foundation to assist with the cost of a new digital x-ray unit and required renovations in the amount of \$15,000.00 per year, for the next three (3) years, for a total contribution of \$45,000.00.

Motion carried.

AFFIRMATION

Murray Atkinson
George El-Jakl
Eddie Nickerson

NEGATIVE

Jody Crook
Shaun Hatfield

COMMERCIAL WASTE COLLECTION NOTICE

Members were advised that Council has referred this matter back to Committee for further discussion.

The proposed commercial waste collection notice was once again discussed and referred back to Council for a decision.

REQUEST FROM CLYDE AREA COMMUNITY CENTRE ASSOCIATION

The Clyde Area Community Centre Association has requested to be exempt from municipal taxes. Steps are being taken to amend By-law No. 25 to provide for this exemption. Second Reading of By-law amendments will take place at the next Council Meeting.

A letter has now been received from the Association requesting that the outstanding taxes on their account in the amount of \$6,259.20 plus interest be adjusted.

It was agreed that the CAO draft a resolution providing for the adjustment of taxes which will be considered by the Committee at their next meeting.

BILL 58 - MINIMUM PLANNING REQUIREMENTS

Correspondence has been received from the Office of the Minister of Municipal Affairs advising that Bill 58 regarding minimum planning requirements was proclaimed on Tuesday, December 2, 2019. The legislative and regulatory changes establish a framework for mandatory planning, minimum planning requirements and engagement with abutting municipalities.

This information was presented for “information purposes only” as the Municipality currently complies with all minimum requirements.

2021 TRAVEL MEDIA ASSOCIATION OF CANADA ANNUAL CONFERENCE AND AGM

Correspondence has been received from the Yarmouth & Acadian Shores Tourism Association requesting a letter of support and a financial commitment for YASTA’s bid to host the 2021 Travel Media Association of Canada Annual Conference and AGM. This is a four-day national conference which is usually held between March and June. The Association is requesting funding support in the amount of \$10,000.00.

Benefits to the Municipality were briefly discussed. It was agreed that the CAO would explore the possibility of the Municipality becoming a member of the Association.

Resolution COW200206

Being duly moved and seconded that it be recommended to Council that the Municipality provide funding support in the amount of \$5,000.00 to Yarmouth & Acadian Shores Tourism Association to host the 2021 Travel Media Association of Canada Annual Conference and AGM.

Motion carried unanimously.

DISCUSSION RE: ALCOHOL AT EVENTS HELD IN THE ADMINISTRATIVE CENTRE

The CAO informed members that more and more inquiries are being received regarding the use of the Multi-Purpose Room for social events which in some cases may involve alcohol.

After much discussion it was agreed that the use of alcohol not be permitted in the Multi-Purpose Room.

CROW NECK BEACH

The Deputy Warden requested, and it was agreed by members, that staff prepare a plan for development at Crow Neck Beach including a 6 space parking lot, platform or movable boardwalk down over the beach rocks and educational signage. Once reviewed and approved by members the Plan will be presented to the NS Nature Trust for their review and comment.

During discussion of this matter it was suggested that the “Crow Neck Beach” sign located on Highway 103 be removed since it is not our intention to promote increased usage of the beach.

It was noted that the above development at Crow Neck Beach is in line with our Beach Strategy.

IN-CAMERA SESSION RE: LEGAL ADVICE

Conflict of Interest

Councillor Hatfield declared conflict of interest, vacated his seat and left the meeting.

Councillor Hatfield has a family member in management at Bay Side Home.

An In-Camera Session was held in accordance with Section 22(2)(g) of the Municipal Government Act, to receive information from the Municipal Solicitor.

Members returned to open session.

REPORT ON IN-CAMERA SESSION

The CAO reported that members received information from the Municipal Solicitor, in closed session, as it relates to the Municipality’s involvement with Bay Side Home Corporation.

ADJOURNMENT

The meeting was adjourned at 10:45 p.m.

Chair

Secretary for the Meeting



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**2021 World Championships of
Double-bitted Axe Throwing**

Sample Bid Proposal

**Municipality of Barrington
February 18, 2020**



BACKGROUND

Please describe your bidding community

The Municipality of the District of Barrington, the Lobster Capital of Canada, is a friendly seaside community in western Shelburne County just 45 minutes from the Yarmouth Ferry and two and a half hours from Halifax. This beautiful coastal destination is home to numerous white sand beaches, tranquil walking trails, vibrant local festivals, and a rich history that you can explore through our many museums and local events.

The Municipality is made up of many small coastal communities and includes the most southern tip in Nova Scotia located on beautiful Cape Sable Island. Barrington's inhabitants are mostly descendants of the first settlers from Chatham and Harwich of Cape Cod, Massachusetts, who emigrated to the area during the 1760's. Research your roots at the Cape Sable Historical Society's genealogical centre.

In the Municipality, you can taste tradition by enjoying fresh seafood caught the same day, or by visiting our picturesque fishing villages known for the brightly coloured famous Cape Island Boats. Barrington's forestry heritage is front stage at the Lumberjack AXEperience alongside the Barrington River. We have many museums including the Woolen Mill Museum where you'll find the very first piece of Nova Scotia Tartan, or the Shag Harbour UFO Centre where you can learn more about the only government documented sighting in the world.

Finally, our friendly and engaged community is rich with breathtaking coastal scenery, natural beauty, and events that celebrate our unique culture and history. See, taste, and explore what Barrington has to offer with coastal scenery, dory racing, birdwatching, geocaching, hiking, and all the fresh lobster you can eat.

Which sporting events has your bidding community hosted previously?

The Municipality is no stranger to hosting international, national and local tournaments and events such as:

- 2018, 2019 and 2020 Nova Scotia Lumberjack Championships
- Nova Scotia Marathon
- Shelburne County Lobster Festival
- NHL Legends of Hockey (Boston Bruins Alumni and New York Rangers Alumni events)
- 2012 World Junior A Challenge Exhibition Game - Canada West vs USA
- 2013 World Junior A Challenge Exhibition Game - Czech Republic vs Canada East
- Canada 150 Celebrations year-round events including a successful Hockey Day in Barrington

Who will Chair the Local Organizing Committee (LOC)?

The Chair of the LOC will be determined by the committee during their inaugural meeting.

Who are the potential members of the LOC?

Potential members could be:

- Burlin Nickerson
- Kendra Nickerson
- Sam Brannen
- Sally Swaine
- Lois Goreham
- George Week
- Cora Lee Weeks
- Peter Weeks
- Patty Hudson
- Angele Scott
- Ashley Scott
- Paulette Powley
- Erin Smith
- Christina Hopkins
- Daryll Swaine
- Katrina Stewart
- Wanda Mood
- Darren Hudson

What will be their role and what is their event planning and delivery background?

The member's roles will be determined by the committee during their inaugural meeting. The list of potential members above includes individuals with extensive knowledge and experience in planning, coordinating and executing a lumberjack/axe throwing competition.

SUPPORT AND PARTNERS

Who will be the event promoter and the event partners/stakeholders?

The promotion and marketing of the event will be fulfilled by the LOC and the Municipality. The LOC may, depending on the need and budget, engage a local third-party promoter such as Boostflow or Mile East Productions.

Have you received any commitments from various local, regional, provincial or federal governments, organizations or institutions?

All letters of support received until the date of submission will be attached to the proposal. ACOA and Events Nova Scotia will be asked to provide letters of support on behalf of the Federal and Provincial governments. Letters of support will also be requested from neighbouring municipalities and towns (Clark's Harbour, Shelburne, Argyle, etc.), local tourism associations (South Shore Tourism Cooperative, Yarmouth and Acadian Shores, etc.), local interest groups (Chamber of Commerce, CBDC, WREN, etc.) and local businesses and residents.

What is your staffing plan for planning this event if you are selected as the host community?

All staffing decision will be made by the LOC and will depend on the need and budget. As noted above, the Municipality is willing to make this event a priority event and provide all of the necessary staff needed to ensure its success.

FACILITIES

*Describe in detail your proposed competition site (i.e. venue) including physical address and total size (Width (m)*Length (m)).*

The competition will be held at the Municipal Recreation Complex on Sherose Island. This venue, located at 12 Park Lane, Barrington, possesses all of the minimum requirements for the event.

In addition, the venue is next to the municipal arena, municipal recreation centre and curling rink. The additional buildings will be used for other activities such as the ceremonies, banquet and could also be used for the competition, in case of a severe weather event.

Does the competition site including practice area comply with or exceed those outlined in Appendix 3?

Yes, a baseball field abuts the competition venue and has ample space in the outfield for a practice area.

Does the competitor area and dining area comply with or exceed those outlined in Appendix 3?

Yes.

How far is the competition site from competitor accommodations?

The distance of the competition venue from the competitor accommodations will vary depending on the accommodations but no competitor should be further than 30 minutes from the competition venue.

Are there non-sporting facilities within walking distance of the competition site and accommodation/hotel.

Yes.

COMPETITION

Who will be the competition site manager for the event?

The competition site manager will be shared between the Event Coordinator, the key LOC members and Wild Axe Productions. This model will ensure that all aspects of the event are taken care of.

How many volunteers will your community provide to help facilitate the competition?

Approximately 50 volunteers will be recruited for the event. These volunteers would be recruited through their affiliation with other community organizations, for their knowledge and/or experience with lumberjack and/or axe throwing competitions and their availability with the next year.

Will there be any contingency plan in place the event of bad weather?

Yes, as noted above.

FINANCES INCLUDING REVENUE GENERATION

Please elaborate on the event's financial risk assessment following the production of your operational budget for the event.

The most significant financial risk would be the lower than expected grants from both the Federal and Provincial governments. That being said, the support of both levels of government has been positive for past events both locally and in provincially therefore the risk is improbable. Other financial risks, associated to the operations of the event would be, albeit possible, would be tolerable.

Do you intend to have the event web/broadcast? If yes, please give details in the webcasting/broadcasting plan as well as the type of support your organizing committee will provide to the webmaster/broadcaster.

Yes. Details of the webcasting/broadcasting plan would be developed by the LOC and would depend on the availability of providers and budget. The Municipality would also help with the webcasting and broadcasting of the event.

Please outline your marketing plan (sponsorship, ticketing (if applicable), merchandising and fundraising)

Please see Appendix IV.

How will you raise commercial revenues factoring in the marketing obligations?

Please see Appendix IV.

COMMUNICATION, HOSTING SERVICES AND OTHER ACTIVITIES

Please outline your communication plan factoring in the communication obligations. More specifically how can you ensure that many spectators will be present?

Key Stakeholder - Communication Plan

Stakeholder	What/Message	How	When	Who
Council/CAO	Obtain permits. Invite Warden & Council to attend opening and closing ceremonies	Monthly meetings	TBA	LOC
Sponsors	Approval for logo use etc. Keep up to date with event progress. Send invites to....	Draft marketing material sent for approval. Set meetings	TBA	LOC
Events NS ACOA	Apply for necessary grants	Grant applications	TBA	CAO/LOC
Tourism Industry	Event dates – asap. Booking system and special offers on websites and promotional material.	Event info in YASTA, South Shore Guide, Nova Scotia.com.	TBA	LOC
Competitors	Send out registration information and event details	Email and through club organizations Social media	TBA	NLS
Volunteers	Call for volunteers for the event	Social Media, word of mouth, email	TBA	LOC

What type of services to the media to you intend to provide during the event?

Media will have a dedicated room where they will be provided with all of the necessary amenities to fulfill their duties. Such amenities could include, internet, printer, etc.

What type of hosting services do you intend to provide VIP's and Sponsors?

The privileges provided to VIPs and Sponsors will be determined by the sponsorship level of the organization and/or the significance of the VIP. Example of special privileges would be free access to the competition venue, private viewing of the competition in a tent with refreshments, meet & greet with competitors, participation in the ceremonies and banquet, etc.

Do you intend to organize any other activities related to the World Championships such as special events?

In addition to the competition, ceremonies, banquet, social functions and AGM, the LOC would, depending on budget, organize special events for competitors and visitors that related to our local history and culture. Examples would be trips on a lobster boat, guided tour of the UFO centre and Barrington Museum Complex and public axe throwing at the Wild Axe Park.

OPERATIONS & INFRASTRUCTURE

Please outline your plan for accommodation facilities for competitors and spectators attending the event and what type of services do you intend to provide at various accommodation sites?

At this time, here is a list of local accommodations

Starboard Inn – 2 km from competition venue – 3.5 Canada Select

- 8 rooms – 1 queen bed in each – \$99
- 6 Chalets – 1 queen bed and 1 double bed in each – \$119

Salty Shores Inn & Café – 2.7 km from competition venue – 4 Canada Select

- 2 rooms - 2 queen beds in each – \$149

Wildwood Motel – 39.8 km from competition venue – 3 Canada Select – 4.5 TripAdvisor

- 15 rooms – 2 double beds in each – \$95
- 5 rooms – 1 queen bed in each – \$85

MacKenzie's Motel – 39.4 km from competition venue – 3.5 Canada Select – 4.5 TripAdvisor

- 6 rooms
 - 3 with 1 queen bed – \$95
 - 3 with 2 double beds – \$105
- 3 – 1-bedroom cottages – 1 queen bed in each – \$125
- 4 – 2-bedroom cottages – \$160
- 3 suites with 1 queen bed in each – \$135
- 2 suites with 1 king bed in each – \$130/\$145

Please outline your registration plan for competitors attending this event (excluding competition registration).

Registration will take place at the municipal arena or recreation centre which is located next to the competition venue. Registration would be coordinated by the LOC, along with the competition site manager.

Please outline your airport plan including airport shuttles.

The airport plan, including the use of airport shuttles, would be at the discretion of the LOC and would depend on ACOA funding and the budget. At a minimum, the LOC would work in collaboration or partner with local vehicle rental companies to ensure that there are ample vehicles available to the competitors or secure vehicles by placing a reservation “block” and allowing competitors to reserve from that block.

Please outline your local transportation plan.

Similarly, the local transportation plan would be at the discretion of the LOC and would depend on ACOA funding and the budget. At a minimum, the LOC would work in collaboration or partner with local vehicle rental companies to ensure that there are ample vehicles available to the competitors or secure vehicles by placing a reservation “block” and allowing competitors to reserve from that block.

What type of medical services do you intend to provide, and where?

At a minimum, we would ensure that first aid services are available during all competitions. These services would be provided by an organization such as Saint John Ambulance, a local volunteer or local volunteer organization such as the volunteer fire departments.

Please describe the security access control plan at the venue.

The security access control plan at the venue would be developed in detail by the LOC but would include a concrete plan controlled by a private security company or a local volunteer organization such as the volunteer fire departments.

What will be your official language for this event?

The official language of the event will be English.

Please describe the technology infrastructure that will be available at the venues.

All venues will have adequate technological capabilities such as WiFi, electricity and phone/video conferencing.

LEGACY AND CONCLUSION

What type of legacy will this event leave at the local, regional, provincial and national level?

In addition to physical legacies such as a grass park at the Municipal Recreation Complex on Sherose Island, the community pride/spirit legacy would be invaluable to the Municipality. We would hope that the interest in volunteering would increase and new skills would be learned by hosting this event in our Municipality. We hope that the interest in volunteering will permeate into other local organizations and will help them grow and accomplish other local projects that would benefit our residents.

Why should we select your community to host this event?

Barrington has demonstrated its ability to host events successfully in the past. Most recently and suitably, we've hosted the 2018 and 2019 Nova Scotia Lumberjack Championships and are slated to host them again this year. In addition, our marathon is celebrating its 50th anniversary this year and we've hosted NHL legends and World Junior A Challenge games.

In addition to our extensive experience in hosting events, the Municipality would also be willing to make this event a priority event. This would mean a dedicated community lead (Suzy Atwood – Director of Marketing & Tourism Development), the priority use of the Property Services Department, Recreation Department and any other municipal department, the dedicated space need to host the event and activities and any other assistance that may be needed. Also, we have a few NLS members that call Barrington and its surrounding areas home and their expertise and experience would be invaluable.

The Municipality's hospitality is also second to none. With every event we've ever hosted, the feedback from participants and visitors has been incredibly positive. Also, the forestry heritage and lumberjack culture is ingrained in our history and is even represented by the colour brown in our tartan. This event truly speaks to this heritage and culture.

In addition to a warm welcome, the participants will be treated to local experiences in the lobster and seafood industry and lumberjacking.

- Lobster fishing aboard a traditional Cape Islander fishing boat.
- Lobster Pound tours - from the ocean to the plate, discover how lobsters make it to your plate.
- Axe Throwing with a World Champion Lumberjack.
- Enjoy a mouth-watering traditional lobster feast.

The opportunities to host an international event are far and few between. We are a small rural area that lacks the necessary facilities and amenities to host large scale events. This event, still in its infancy stage, is perfect for our size and capabilities and we should therefore be seriously

considered. In addition, the camaraderie of the event and economic impact is undeniable and would be a welcome injection to our local economy.

Finally, the attraction of first-time visitors and benefit to rural economies is at the core of both the Federal and Provincial strategies in relation to events and would be an excellent fit for possible funding opportunities.

SAMPLE

APPENDIX II
COMPETITION SITE & TRAINING SITE FLOOR PLAN AND PHOTOS



**APPENDIX III
OPERATIONAL BUDGET FACTORING IN NLS PROPOSED
BUDGET**

SAMPLE



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2021 World Championships of Double-bitted Axe Throwing

Sample Budget

<u>REVNEUES*</u>	<u>BUDGET</u>	<u>%</u>	<u>ACTUAL</u>
Grants			
Federal	\$ 60,000.00	30.8%	
Provincial	\$ 55,000.00	28.2%	
Municipal	\$ 30,000.00	15.4%	
In-Kind Contributions	\$ 15,000.00	7.7%	
Sponsorship	\$ 30,000.00	15.4%	
Merchandise	\$ 1,000.00	0.5%	
Banquet & Competitor Meals	\$ 4,000.00	2.1%	
TOTAL REVENUES	\$ 195,000.00		\$ -

<u>EXPENSES</u>	<u>BUDGET</u>	<u>%</u>	<u>ACTUAL</u>
Staffing & Administration			
Event Coordinator	\$ 16,800.00	8.6%	
Office Supplies	\$ 500.00	0.3%	
Telephone	\$ 800.00	0.4%	
Banking Fees	\$ 400.00	0.2%	
Office Space	\$ 1,000.00	0.5%	
Competition			
Event Production	\$ 14,500.00	7.5%	
Targets	\$ 3,500.00	1.8%	
Trophies	\$ 2,000.00	1.0%	
Competitor Meals	\$ 2,000.00	1.0%	
Marketing & Promotion			
Ads (Print & Radio)	\$ 10,000.00	5.1%	
Social Media Ads	\$ 2,500.00	1.3%	
Photographer	\$ 2,500.00	1.3%	
Live Streaming**	\$ 10,000.00	5.1%	
Film Production***	\$ 60,000.00	30.8%	
Venue			
Bleachers	\$ 2,000.00	1.0%	

Rental Fee	\$ 3,000.00	1.5%
Tent	\$ 10,000.00	5.1%
Volunteers		
Food & Beverage	\$ 1,000.00	0.5%
T-Shirts	\$ 500.00	0.3%
Prize Purse	\$ 35,000.00	18.0%
Protocol & Activities		
Ceremonies	\$ 3,000.00	1.5%
Banquet	\$ 3,000.00	1.5%
AGM	\$ 500.00	0.3%
General Services		
Security	\$ 2,000.00	1.0%
Portable Toilets	\$ 1,500.00	0.8%
Sound	\$ 1,000.00	0.5%
Signage	\$ 1,500.00	0.8%
Cleaning	\$ 500.00	0.3%
First Aid	\$ 1,500.00	0.8%
Permits & Licenses	\$ 500.00	0.3%
Fencing & Barriers	\$ 1,500.00	0.8%

TOTAL EXPENSES	\$ 194,500.00	\$ -
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TOTAL REVENUES OVER EXPENSES	\$ 500.00	\$ -
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* In the bid document, the NLS indicated they would provide up to 20% of direct costs associated with the delivery of the event through financial and/or in-kind contributions but as that is unknown, it has not been added in this budget.

** The "Live Streaming" budget is an estimate and may decrease if the service is fulfilled by a volunteer using equipment purchased by the LOC.

*** It is likely that film production would only take place 1-2 days.

APPENDIX IV

MARKETING PLAN

Event Name: World Axe Throwing Championships

Event Date/s: TBD

Event Times: TBD

Event Venue/s: Sherose Island Recreation Complex

Event Details: Every two years, the World Championships of Double-bitted Axe Throwing brings together elite axe throwing competitors from all over the globe. The event has previously been hosted in Hallefors, Sweden in 2019 and Munster (Hessen), Germany in 2017. The Championships are a three (3) day, tournament style, point-based competition that includes Youth, Women, Men and Team categories competing in Qualification and Championship rounds. The purpose of the event is to crown world champions in each division with projected 1st place prize purse in each division of up to \$5000 and an overall total prize purse amounting to nearly \$40,000, making this the highest purse ever awarded in axe-throwing, to date.

Key Event Marketing Goals

- 1. Attract at least 3,000 people to the event from within Nova Scotia and beyond.**
 - Attract more 1st time visitors and competitors from overseas and across Canada and the USA to Nova Scotia.
 - Encourage spectators to stay an average of 2 nights in the Sou'West Nova Scotia and encourage opportunities for competitors to stay longer and explore Nova Scotia pre and post the event.
 - Broaden the type of people attending our event, with a particular focus on people who are not currently engaged with our activity/specific age groups etc.
 - Promote the assets of the Municipality of Barrington to people outside the municipality.
- 2. Generate greater awareness of the sport of axe throwing.**
 - Increase participation in our sport throughout the year by at least 20%.
 - Generate greater community and business awareness leading to great sponsorship and partnership opportunities.
 - Increase brand awareness to the sport of axe throwing, the GAC and NLS.
- 3. Generate greater awareness to the Municipality of Barrington and surrounding communities.**
 - Increase awareness that the Municipality of Barrington can host large scale events and our hospitality is top notch.

- Build a database of volunteers for future events and help to fuel pride of place among our residents and volunteers.
- Fuel business growth within the Municipality of Barrington and surrounding communities.

Key Target Audiences

1. Primary target audience: Competitors

- People who currently compete in the sport. The majority are aged from 25 – 65 years, 70% men, 25% women and 5% youth, from around the world, with focus on Germany, Sweden, Switzerland, UK, Ireland, Canada and the US, all have a passion for axe throwing, many are family oriented who will want to make this a family vacation as this will be the first time visiting Nova Scotia.

2. Secondary target audience: Spectators

- People who have not previously competed in the sport but are currently active outdoor enthusiasts and are enthusiasts of high energy, exciting sporting events. They include people from the Municipality of Barrington and regional locations across Nova Scotia and Maritime provinces, as well as family and friends of those who are competing in the event.

Key Messages and Brand

We will work closely with the Nova Lumberjack Society to identify the event branding and core values and messaging that they wish to identify in the process. All logos that they determine to be used in this process will be used by the local organizing committee, along with the branding of the Municipality of Barrington.

Marketing Support and Partnerships

We will work closely with the local and surrounding business community to build partnership and sponsorship opportunities for the event. We will leverage Municipal contributions to obtain both Provincial and Federal funding (Community, Culture & Heritage/Events NS and ACOA).

Event Marketing Activities

MARKETING TOOLS	DIGITAL, ONLINE
Word of Mouth	Website
<i>Identify ways spread event via word of mouth</i>	<i>Update website, SEO optimized</i>
Databases/Direct mail	Social Media, Blogs, Forums
<i>Mail and email addresses</i>	<i>Facebook, Twitter, YouTube, Instagram, LinkedIn etc</i>
Friends/Family/Ambassadors	On-line advertising
Registration	<i>Google ads, Facebook etc</i>
<i>Online registration for competitors</i>	On-line Calendar listings
Signature	<i>Event website calendars, Council, tourism operators etc</i>
<i>Include event details in email signatures.</i>	MARKETING MATERIALS
PUBLICITY /PUBLIC RELATIONS	Marketing Material
Free Editorial	<i>Fliers, posters, programs etc and distribution plan</i>
<i>Editorial stories, pictures, listings etc</i>	Signage & Banners
Functions	<i>Signs on town entrances, other locations, venues</i>
<i>Appreciation, awards, opening & closing ceremonies</i>	Notice Boards
Guest speaking opportunities	<i>Notices on notice boards; shops</i>
<i>Promote event at speaking engagements</i>	Outdoor Advertising
Other Events / Promotions	<i>billboards, signage, banners</i>
<i>Attend other events, Saltscapes Expo, etc</i>	Travel Guide Listings
Editorial, Advertising	<i>(YASTA, South Shore Guide, Doers & Dreamers, etc)</i>
Media Releases	COMMUNICATIONS
<i>Determine topics, dates, distribution strategy</i>	Local Politicians
Television	<i>Request inclusion in newsletters, at office etc</i>
<i>Sponsorship, community service announcements, paid ads, news stories where applicable.</i>	Council, Tourism, Businesses
Radio	<i>Identify opportunities for advertising, promotions, special offers, cooperative marketing etc</i>
<i>Sponsorship, community service announcements, paid ads, prize giveaways, news stories, interviews</i>	Co-promoters
Newspapers	<i>Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers</i>
<i>Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts</i>	EVALUATION
Magazines, Trade publications etc	Media Clippings
<i>Media releases, stories, pictures, advertising</i>	<i>Collate use the following years and to evaluate marketing</i>
What's On Event listings	<i>Website and social analytics. Competitor surveys</i>
<i>Local, regional, state newspapers, magazines, etc</i>	

Tourism Marketing Plan

Throughout the marketing of the World Axe Throwing Championships, we will also be marketing the Municipality of Barrington and surrounding communities as part of our marketing plan. The event will highlight the key attributes of the Municipality of Barrington and reasons to visit including the following:

- Event website will include the Municipality of Barrington Visitor Information and accommodation guide, phone numbers, email address and website link on the front page.
- Social media posts will include information on the Municipality of Barrington, Lobster Capital of Canada, how to book accommodation and why stay an extra day.
- In partnership with Tourism Nova Scotia, South Shore Tourism Cooperative and Yarmouth & Acadian Shore the event will be included in emails through their email database of people who have previously visited Nova Scotia or have expressed an interest in visiting. Event and tourism information will be included in the email.

Sponsorship

The local organizing committee will work closely with the Nova Lumberjacks Society on building a sponsorship package to send out to local businesses and other targeted businesses in the axe throwing/lumberjack industry. The Nova Lumberjacks Society has a great reputation and is in good standing with many local businesses who have supported them in past events they have hosted in the Municipality of Barrington, which will benefit the LOC for this event.

Sponsorship Goal - \$40,000 - \$50,000

Provincial and Federal funding grants will be applied for with assistance of the LOC, Municipality and the NLS, outside of the sponsorship campaign.

Merchandising & Ticketing

The LOC will work in conjunction with the NLS to develop and design t-shirts and other possible merchandise that will be sold during the weekend event. Branding and sponsorship levels will determine merchandising. Ticketing of the event will be determined by the LOC, taking in factors such as logistics, volunteers and needed revenue stream.

Opening & Closing Ceremonies

The LOC will organize an opening and closing ceremonies for all the competitors, their families and key sponsors, stakeholders and volunteers. This will be a great opportunity to showcase our top-level hospitality that we are so very well known for. We will highlight our local history, heritage and culture, through displays, experiences and music.

Evaluation

The LOC, Municipality of Barrington staff and the NLS will meet following the event to evaluate the overall event, including attendance, competitors, competition, sponsorship, budget, analytics and overall satisfaction with the hosting committee's role, etc.