



A proposed tourism initiative for the
Municipalities of Shelburne County.
Developing strong plans through
partnership.

Shelburne County Tourism Proposal

Shelburne County Tourism Partners Proposal

On June 7, 2017 staff representing the Municipalities of Shelburne County met in the Town of Shelburne to further discuss joint tourism initiatives involving the five municipal units. In attendance was Erin Hartley, and Chris McNeill from the Municipality of Shelburne, Dylan Heide representing the Towns of Lockeport and Shelburne, and Suzy Atwood and Rob Frost representing the Municipality of Barrington.

From the previous meeting of elected officials it became clear that the five units would not easily come to an agreement as to how to work together to complete a tourism strategy. This led to a further discussion of project based collaborations that the municipal units could share in as a starting point to working together on tourism.

Staff discussed a number of smaller regional projects, joint marketing campaigns, county wide art projects, and tourism package development. There is no limit to the ideas that we can come up with in terms of promoting the area, but understandably there is a limit to the resources needed to implement any project.

Staff believe it is important to focus on one good project to start. If we can collectively work on one project that helps to improve our tourism attraction, then we can talk about doing more together in the future.

With this in mind, staff settled on one idea to bring to each of the five municipal units to gauge their interest and to receive confirmation of participation.

Shelburne County Travelling Tourist Bureau

Shelburne County currently has Tourist Bureaus or Visitor Information Centers in the Town of Lockeport, the Town of Sheburne, the Town of Clark's Harbour, and the Municipality of the District of Barrington. These locations are great at assisting travellers that walk through the doors but the challenge lies with getting people to the area. The way people travel and vacation is constantly changing, with many more people relying on technology to provide them with the information they need to plan and implement their trips. We want to work on an initiative that takes our County to the tourists/ visitors.

Our proposal is to hire two seasonal employees that would work from approximately May to September each year. These employees would be scheduled to travel to other parts of the province to entice travellers and NS residents alike to come visit Shelburne County. This would be done by sending them to prime visitor locations, providing gift certificates or other incentives, talking about the many things to do in Shelburne County, and possibly assist them to plan day trips or longer stays.

Budget for Travelling VIC

Staff

- 2 summer staff @ \$14/ hour * 35 hours * 16 weeks	= \$15,680
o Merx for staff	= \$1,882
- Travel/ Vehicle Costs	= \$10,000
- Swag and Promotional Material	= \$10,000
- Reimbursement for discounts	= \$5,000
- Meals and accommodations	= \$5,000
- Administration (Payroll, phone, etc)	= \$4656
- Office Space	= In-kind
- Total Project cost	= \$52,218

Distribution of Costs

Municipal Unit	Commercial Assessment	Percentage of Commercial	Cost share of Project
Munic of Shelburne	\$31,142,000.00	26%	\$13,567
Munic of Barrington	\$56,222,200.00	46%	\$24,020
Town of Clarks Harbour	\$7,382,600.00	6%	\$3,133
Town of Shelburne	\$19,589,200.00	16%	\$8,354
Town of Lockeport	\$7,155,200.00	6%	\$3,133
Total	\$121,491,200.00	100%	\$52,218.00

The general intent of this program is to have the staff on the road and promoting the area as much as possible. When they are in the planning stages they can work out of office space provided by one or two of the Municipal units. The Municipality of Barrington offers to provide the administrative support and oversight in partnership with the other Municipal units.

Three Year Plan

Should the Travelling VIC be approved by partners, staff would then look at the second phase of a tourism cooperation plan. Over the next three years staff foresee the following three projects as being great stepping stones to future partnership and development. The Travelling VIC would begin in year one and be approved for a three year period. In the second year, with further approval from the Municipal Units, staff would collaborate to develop a public art tour that would span all of Shelburne County. A number of units are currently working on art projects that would tie in nicely, and would be able to be completed at minimal cost to the partnership. This Art Trail may also include some larger pieces that have been discussed in various areas, and may be more substantial pieces that would help attract to the general area. The third year plan would be to develop a signage strategy that would incorporate current signage and branding of each unit, but also provide a long term cohesive approach to way-finding.

Municipal Commitment

For this project to work as planned all five municipal units will need to agree to work in cooperation on this one initiative. The commitment will be to fund the Travelling VIC for a period of three years at the funding breakdown listed above.

The motion from council could read as such:

Whereas the Municipality / Town support the promotion of Shelburne County as a great tourist destination;

And whereas the Municipality/ Town acknowledge the benefit of all Municipal units within Shelburne County working collaboratively;

Therefore be it resolved that the _____ (Municipality/ Town) commit to entering into a partnership with _____ (other four units) to promote Shelburne County;

Further be it resolved that the _____ (Municipality/ Town) agree to fund for three years, a Travelling VIC to the cost of _____.

And further be it resolved that the _____ (Municipality/ Town) agree to continue discussions with the other four Shelburne Municipalities regarding Tourism within Shelburne County.

Time Frame

This initiative would be targeted to start the first part of June 2018.

In order to get everything in place for June of 2018, staff will need to be working on this project in early 2018 at the latest.

To move forward as described there will need to be a commitment from each of the Municipal units by the end of October 2017. Allowing for a signing of an agreement in November of 2017, and work beginning on the project in late 2017, or early 2018.

Please take to councils at the earliest convenience and relay back to the staff group as to commitment. Non-action by the end of October will be considered as a decision to not participate.