



**Subject:** *2024 Tourism Grant Applications*  
**To:** Parks, Recreation and Culture Committee  
**Date Prepared:** March 28, 2024  
**Related Motions:** N/A  
**Prepared by:** Aurora Douthwright, Tourism & Events Supervisor  
**Approved by:** Alana Tapper, Director of Parks, Recreation & Culture

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### Summary

This report brings forward Tourism Grant funding recommendations for 2024. Five applications were received by the February 28, 2024 deadline. The applications were reviewed by the Staff Grant Review Committee and were all found to be eligible under the Tourism Grant Policy.

The approved Tourism Grant budget for the 2024/25 fiscal year is \$40,000 and the total amount requested by the five groups is \$42,825.

### Financial Impact Statement

The approved Tourism Grant budget for the 2024/2025 fiscal year is \$40,000 and the total amount requested by the five groups is \$42,825. From the Staff Grant Review Committee, the recommended funding amount is \$40,050 based on withholding \$2,775 from CHArt Society to account for unused grant funds from their 2023 Tourism Grant.

### Recommendation

That the Parks, Recreation and Culture Committee recommend to Council that the Tourism Grant funding recommendations be approved as outlined in the staff report.

### Recommended Motion

*Move that the Parks, Recreation and Culture Committee recommends to Council that the Tourism Grant funding recommendations totaling \$40,050 be approved for the following organizations:*

- *East Hants Historical Society - \$5,000*
- *Maitland District Development Association - \$13,500*
- *Walton Area Development Association - \$4,050*
- *CHArt Society - \$11,300*
- *Gore Trails - \$6,200*

*And that staff release approved funds as confirmation of external funding sources for proposed projects are received from each group.*

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### Background

The Tourism Grant program provides single-year financial support to non-profit community-based organizations whose purpose is to operate a tourism attraction or facility in East Hants with a focus on attracting visitors from local, national and international markets. Funding from this program supports tourism-related projects

designed to protect and enhance community identity, values and experiences. All applications are evaluated using criteria below, based on both merit and need:

- The project should represent a traditional or established tourism attraction or activity.
- The project must have a reasonable, viable budget and demonstrate support from the community and other levels of government.
- There should be an established precedent for support approval for the type of project.
- There should be a direct relationship between the tourism sector and the project, attraction or activity.

All applications are reviewed by the Staff Grant Review Committee to ensure they align with the Tourism Grant Policy, the East Hants Tourism Strategy and the East Hants Strategic Plan.

## Discussion

The applications received were reviewed by the Staff Grant Review Committee and were all found to be eligible under the Tourism Grant Policy.

Expenses identified in the *Pending Funding* column in the table below are tentative funding streams from external sources, namely from the Canada Summer Jobs program. Per Tourism Grant policy, the requested Tourism Grant funds should only be disbursed once staff have received confirmation that all external funding has been approved. If any projects are unable to move forward because external funding has not been received, the applicants may choose to come back to Council to request a change in the scope of their application.

Applicant	Program/Project Description	Requested Funding	Pending External Funding
CHArt Society	<ul style="list-style-type: none"> <li>- Events (concerts, workshops) relating to the 150<sup>th</sup> anniversary of the launch of the W.D. Lawrence ship</li> <li>- Advertising costs (social media, posters, videos)</li> <li>- Print materials, e.g., brochures</li> <li>- New refrigerators for the High Tides Arts &amp; Community Centre where events are held</li> </ul>	\$14,075	Other federal grant money requested, related to separate projects (Canada Legacy Grant)
East Hants Historical Society	<ul style="list-style-type: none"> <li>- Funds for staffing in September at the Lower Selma Museum</li> <li>- Facility improvements at the Lower Selma Museum such as door repairs, shelving, electrical work</li> </ul>	\$5,000	\$10,000 (Canada Summer Jobs)
Maitland District Development Association	<ul style="list-style-type: none"> <li>- Staffing costs for Gallery 215</li> <li>- Marketing and promotion of Gallery 215 and Beyond the Wharf Artisans</li> <li>- Hands-on workshop experiences</li> </ul>	\$13,500	\$4,600 (Canada Summer Jobs)
Walton Area Development Association	<ul style="list-style-type: none"> <li>- Funds for 9 week student staffing at the Walton Lighthouse</li> <li>- NS Webcam fee</li> </ul>	\$4,050	\$6,250 (Canada Summer Jobs)

Gore Trails (registered as Empire Trails)	- Improvements to entrance of trailhead, adding road signage, visitor information kiosk, trail map  - Ground work to create additional parking and increase space for special events, future camping area	\$6,200	Other provincial funding requested, relating to separate projects
Totals		\$42,825	

**STRATEGIC ALIGNMENT**

The Tourism Grant program aligns with the strong community key strategy within the 2021-2024 East Hants Strategic Plan as tourism opportunities help showcase what the area has to offer, creating a sense of pride of place. Supporting tourism opportunities also enriches the quality of life for both residents and visitors.

This grant program also aligns with the East Hants Tourism Strategy, which aims to enhance East Hants’ tourism industry and attract visitors to this region of Nova Scotia.

**FINANCIAL CONSIDERATIONS**

The approved Tourism Grant budget for the 2023/2024 fiscal year is \$40,000 and the total amount requested by the four groups is \$42,825.

Staff Grant Review Committee recommends withholding \$2,775.00 from CHArt Society’s request, based on funds unspent in 2023 for a proposed total of \$11,300 (original ask: \$14,075). In the mandatory end-of-year grant report from 2023, CHArt Society indicated they met challenges in completing all originally planned activities in their 2023 application. As a result, \$2,747.48 of their Tourism Grant was reported as unspent. The group was given the option to return the unspent funds, and since this has not yet taken place, staff recommend withholding this amount from their 2024 grant.

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**Alternatives**

1. That the Parks, Recreation and Culture Committee recommend to Council alternate Tourism Grant funding amounts be awarded to the listed organizations.
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