



**Subject:** 2025 Tourism Grant  
**To:** Parks, Recreation and Culture Committee  
**Date Prepared:** March 18, 2025  
**Related Motions:** N/A  
**Prepared by:** Alana Tapper, Director, Parks, Recreation and Culture  
**Approved by:** Kim Ramsay, CAO

---

### Summary

This report outlines 2025 Tourism Grant funding recommendations for the two applications received by the February 28, 2025 deadline. The applications were reviewed by the Staff Grant Review Committee and were all found to be eligible under the Tourism Grant Policy.

### Financial Impact Statement

The approved 2025/2026 Tourism Grant budget is \$40,000. The total amount requested by the two groups is \$15,250 and from the Staff Grant Review Committee, the recommended funding amount is \$15,250.

### Recommendation

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

### Recommended Motion

*Move that the Parks, Recreation and Culture Committee recommends to Council that the Tourism Grant funding recommendations totaling \$15,250 be approved for the following organizations:*

- *East Hants Historical Society - \$11,200*
- *Walton Area Development Association - \$4,050*

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

---

### 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. All applications are evaluated using criteria below:

- 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.

---

## Discussion

The applications received were reviewed by the Staff Grant Review Committee and both were 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. 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
East Hants Historical Society	<ul style="list-style-type: none"><li>- Funds for staffing at the Lower Selma Museum</li><li>- Painting of floors at the Lower Selma Museum</li><li>- Books for a community library</li><li>- Open house and historical skills display</li><li>- Flags to promote Equity, Diversity &amp; Inclusion</li></ul>	\$11, 200	\$10,000 (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></ul>	\$4,050	\$6,939 (Canada Summer Jobs)
Totals		\$15,250	

### 2024 Tourism Grant Update

In 2024, three other organizations received Tourism Grant funds; Gore Trails, Maitland and District Development Association (MDDA) and the CHArt Society.

#### Gore Trails

Gore Trails has not yet completed all of the proposed work from the 2024 application. The group has not submitted a final report, but project completion and reporting are expected in 2025.

#### CHArt Society

In 2024, CHArt was able to complete 4 components of the previous application that were funded by Tourism Grant, including 3 events and the purchase of a fridge. With a change in leadership, the group decided to report on what was completed in 2024 and returned the balance of unused Tourism Grant funds (\$8253) which will be added to Tourism Grant reserves. Moving forward, the group has confirmed they are not submitting a Tourism Grant application for 2025, are focusing on other projects funded from external organizations and anticipate submitting a Tourism Grant application in 2026.

#### Maitland and District Development Association (MDDA)

MDDA operates Gallery 215 and Beyond the Wharf in Maitland and has confirmed they are not submitting a Tourism Grant application at this time. The group is not planning on opening Gallery 215 in the same manner it has in the past, but the building will be open to rent for meetings, workshops and for artists to use as a gallery space for their own shows at a nominal fee. MDDA is also looking to potentially rebrand and create new offerings. While annual reporting has not yet been submitted, the group has been looking at other municipal grant funding programs they may be eligible for once all reporting is complete.

Staff will work with all groups that are involved in tourism this season and into next year, where we do anticipate a larger number of applications.

#### STRATEGIC ALIGNMENT

The Tourism Grant program aligns with the strong community key strategy 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 2025/2026 Tourism Grant budget is \$40,000. The total amount requested by the two groups is \$15,250 and from the Staff Grant Review Committee, the recommended funding amount is \$15,250.

---

### Alternatives

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

---