



Date: January 28, 2026
To: Municipal Council
cc: Kim Ramsay, Chief Administrative Officer
From: Councillor Rhyno, Parks, Recreation & Culture Committee Chairperson
RE: **Parks, Recreation & Culture Committee Report**

The Committee held its regular meeting on January 20, 2026 in Council Chambers. The following motion is coming forward as a result of this meeting:

1. RISING TIDE SIGNAGE UPDATE

Staff presented a report recommending discontinuing the Rising Tide Shore signage program due to project delays, rising costs, limited progress, and reduced reliance on physical signage by visitors. The \$100,000 budget would be reallocated to other tourism-related capital priorities, and any grant funding reassigned or returned as required. Staff also recommend updating the 2019 East Hants Tourism Strategy to reflect current tourism conditions and reassess priorities for wayfinding, visitor experience, and economic development.

The Parks, Recreation and Culture Committee recommends *that Council gives the CAO direction to:*

- 1. Discontinue the Rising Tide Shore signage program;**
- 2. Request to reallocate the Provincial Beautification Funds to other appropriate projects or return funding and return any municipal funds to the Tourism reserve; and that**
- 3. Council direct staff to update the existing East Hants Tourism Strategy to reflect current tourism conditions, to be presented for Council approval at a future date.**

As Chair of the Committee, I so move.

This concludes the report.