
From: Stephanie Moreau <smoreau@cumberlandcounty.ns.ca>
Sent: April 9, 2019 4:17 PM
To: Greg Herrett <GHerrett@amherst.ca>
Cc: Darrell Jones <DJones@amherst.ca>; Jason Blanch <JBlanch@amherst.ca>; Rebecca Taylor <RTaylor@amherst.ca>
Subject: Tourism Strategy

Hello Greg,

I hope this information is what you were looking for and is helpful. At present, this is a proactive process as we start to plan for the next steps and implementation of the Tourism Strategy, while we continue to finalize the strategy. It's looking like one of the first steps to implementation will include the development of a tourism specific brand, a tourism marketing plan, and the design and development of a tourism website. All project components will be designed for the Cumberland region and we anticipate this work to cost approximately \$200 000. We hope to leverage slightly more than half (about 53%) from other levels of government (specifically, ACOA and Tourism Nova Scotia).

At this point, we are trying to make sure that all three municipal units have funds in their budget for this project, as to not delay the implementation of the plan when it is complete. As we move forward, we will need to have more discussion about a funding agreement and the development of the project. Our Council has provided direction to put forth a request to the two Towns – Oxford and Amherst – for a cost sharing formula based on population.

Assuming we are able to leverage just over half the costs from ACOA and TNS, the municipalities (Cumberland, Amherst, and Oxford) would be cost sharing the remaining 47% - \$94 000. The table below outlines each municipalities share, based on population numbers (2016 Census numbers).

I am including the most recent completed section of the strategy. Please let me know if you have any further questions.

Thank you,

Stephanie

	Cost Share	Total Project	Year 1 75%	Year 2 25%
Cumberland	64.66%	\$60,783	\$45,587	\$15,196
Amherst	31.37%	\$29,489	\$22,117	\$7,372
Oxford	3.97%	\$3,728	\$2,796	\$932
Total	100.00%	\$94,000	\$70,500	\$23,500