

# External Committee Report

## Inter Municipal Tourism

April 2019

---

The Committee met on April 16, 2019 at the Municipality of Cumberland downstairs meeting room.

The draft Tourism Strategy was approved by the Committee, who is currently working on a presentation to request that this strategy be adopted by Council.

A draft Terms of Reference has also been developed for this new Committee which will be going to Council for support and approval.

A request for funding will be the first stage of implementation which will include the development of a tourism specific brand, a tourism marketing plan, and the design and development of a tourism website for the Cumberland region. We anticipate the total funding request to be \$200,000. Assuming we are able to leverage just over half the cost from ACOA and Tourism Nova Scotia, the municipalities (Cumberland, Amherst, and Oxford) will be asked to cost share the remaining 47% - \$94,000.

			Year1	Year2
	Cost Share	Total project	75%	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

The cost sharing comes from the three municipalities based on population numbers (as per the 2016 Census). These figures are preliminary and no formal request has been made to date.