

---

**TO:** Mayor Kogon and Members of Council

**SUBMITTED BY:** Rebecca Taylor, Business Development Officer

**DATE:** May 21, 2019

**SUBJECT:** Cumberland Region Tourism Development Strategy

---

**ORIGIN:** The 2014 Community Economic Development Strategy that was developed in partnership with the Municipality of Cumberland identified “tourism” as an area of focus, with recommendations to conduct an inventory of tourism assets, determine product development priorities, and develop a tourism brand for the region.

The 2014 ONE NS “Now or Never” report also identified tourism as an important economic development focus, calling for an increase in provincial tourism revenue to \$4B by 2024.

**LEGISLATIVE AUTHORITY:** MGA Section 48 (3): In addition to matters specified in this Act or another Act of the Legislature, the Council may adopt policies on any matter that the Council considers conducive to the effective management of the municipality.

**RECOMMENDATION:** That Council adopt the Cumberland Region Tourism Development Strategy as presented.

**BACKGROUND:** On February 28, 2019 Council approved the terms of reference for an intermunicipal tourism steering committee that would develop a strategy for tourism in the Cumberland region. The committee was composed of councillors and staff from the Town of Amherst, the Town of Oxford, the Municipality of Cumberland and tourism operators.

Over several meetings, the committee followed the “Guide to Community Tourism Planning in Nova Scotia” and prepared a strategy that included in-depth situation analysis, target markets, goals, vision, objectives and an action plan.

**DISCUSSION:** The draft Cumberland Region Tourism Development Strategy was unanimously accepted by the intermunicipal tourism steering committee.

**FINANCIAL IMPLICATIONS:** Implementation of the strategy will require financial and human resources.

**COMMUNITY ENGAGEMENT:** Public engagement sessions were held in Amherst, Oxford, and communities in Cumberland to receive input toward development of the strategy.

**ENVIRONMENTAL IMPLICATIONS:** The strategy vision recognizes the importance of sustainable development to protect our natural environment.



**SOCIAL JUSTICE IMPLICATIONS:** None

**ALTERNATIVES:**

- 1) Council may choose to reject the strategy.
- 2) Council may recommend amendments to the strategy.

**ATTACHMENTS:**

Cumberland Region Tourism Development Strategy (draft)

---

Report prepared by: Rebecca Taylor

Report and Financial approved by: