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Policy & Strategy Committee Meeting Agenda

Tuesday, January 17, 2023 - 9:00 a.m.

MODL Council Chambers - 10 Allée Champlain Drive, Cookville

1. Call to Order

1.1 Mi'kma'ki Territorial Acknowledgement

2. Announcements, Acknowledgements, Recognition

3. Public Input

4. Approval of Agenda

5. Approval of Minutes - November 15, 2022 (as circulated)

6. Business Arising from Minutes

7. Presentations/Scheduled Times

7.1 Bacteria in the LaHave River Estuary, Shanna Fredericks,
Assistant Director, Coastal Action 9:15 a.m. 1-12

7.2 Nova Scotia Innovation Hub (NSIH), Rod Babcock 10:15 a.m. 13-20

8. Referral from Council - Nil

9. Staff Reports

9.1 Finance Department

9.1.1 Capital Status & CCBF Investment Report 2022/23 - 3rd Quarter 21-28

9.1.2 2023 Property Tax Sale 29-30

9.2 Recreation Department

9.2.1 Visitor Information Centre, Lease 31-65

10. Mayor's/Deputy Mayor's/Councillors' Matters

- 11. Added Items**
- 12. In Camera - Nil**
- 13. Next Meeting - February 21, 2023 - 9:00 a.m.**
- 14. Adjournment**



POLICY & STRATEGY COMMITTEE

Item #: 7.1

Date: January 17, 2023

Authorization: T MacEwan

Bacteria in the LaHave River Estuary 2007 - Today

Shanna Fredericks – Assistant Director, Coastal Action

Coastal Action acknowledges that we live and work on Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the “Treaties of Peace and Friendship” which Mi'kmaq and Wolastoqiyik (Maliseet) People first signed with the British Crown in 1725.

Who We Are

Coastal Action is a charitable organization on the south shore of Nova Scotia that believes in safeguarding a healthy environment for future generations. For over 25 years, our goal has been to promote the restoration and conservation of our environment through research, education, and action. We work in five core areas:

Watersheds & Water Quality, Species at Risk & Biodiversity, Climate Change, Environmental Education, and Coastal & Marine. The organization receives direction from a volunteer board of directors supported through a full-time Executive Director and has been an established member of the Lunenburg County community since our inception in December of 1993.

OUR VISION

A healthy environment for future generations.

OUR MISSION

To restore and protect the environment through research, education, and action.

Bacteria in the LaHave River Estuary

1993

- Porter Dillon Report identifies 800+ straight pipes/malfunctioning septic systems.

2007

- Coastal Action begins the LaHave River Watershed Water Quality Monitoring Program (2007 – ongoing).

2009

- Coastal Action monitors bacteria in the estuary for the Bridgewater Triathlon Club (2009 – 2011).

2014

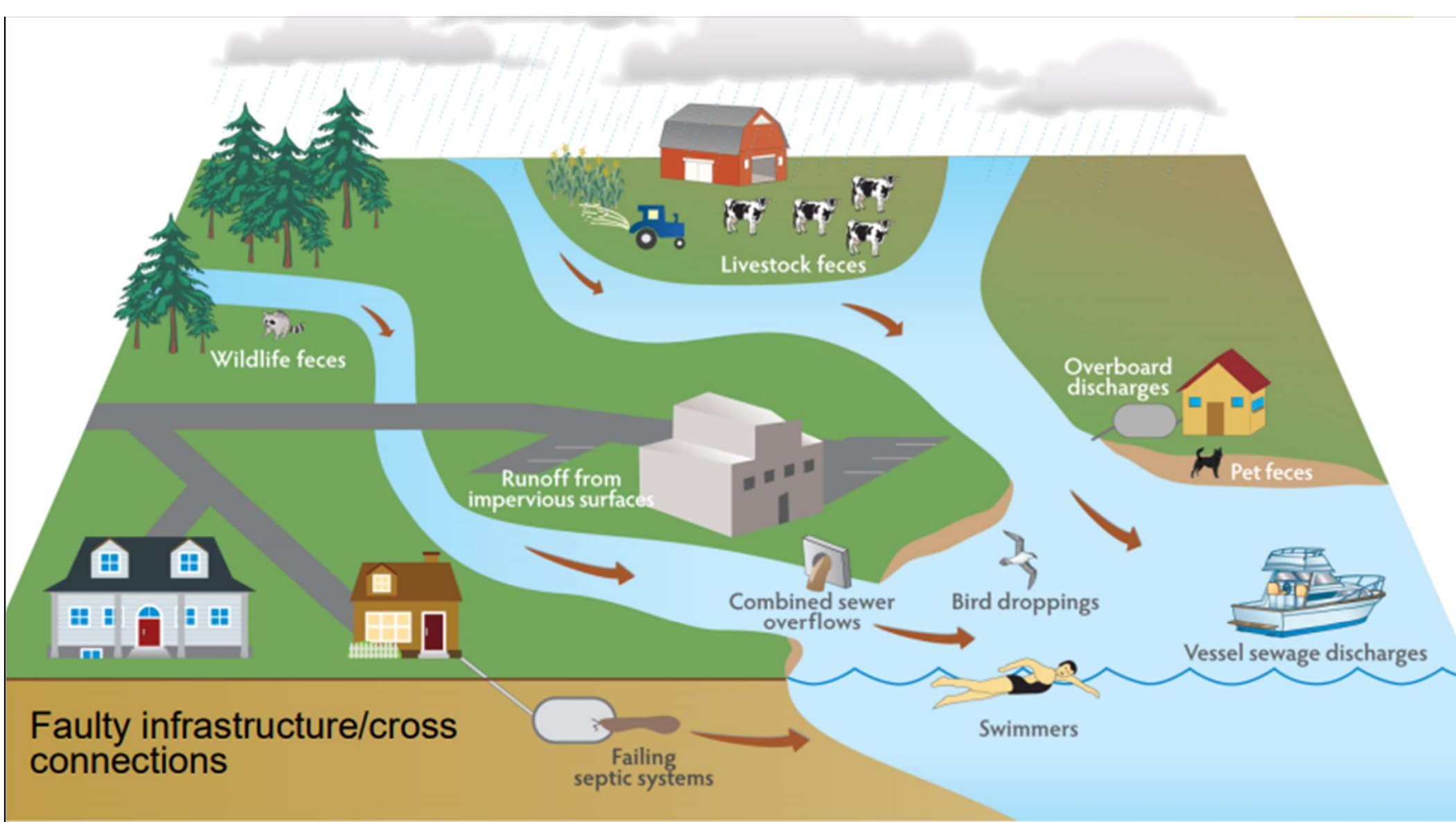
- Coastal Action works with volunteers to monitor bacteria at 5 estuary sites (2014 – 2015).

2015

- Stella Bowles starts testing bacteria in the estuary and shares her results publicly.
- MODL submits the UNSM Resolution regarding straight pipe replacement within 2 years of a sale/deed transfer.

2017

- MODL begins Straight Pipe Replacement Program.
- MODL contracts Coastal Action to monitor bacteria at multiple shoreline locations in the estuary (2017-2018).

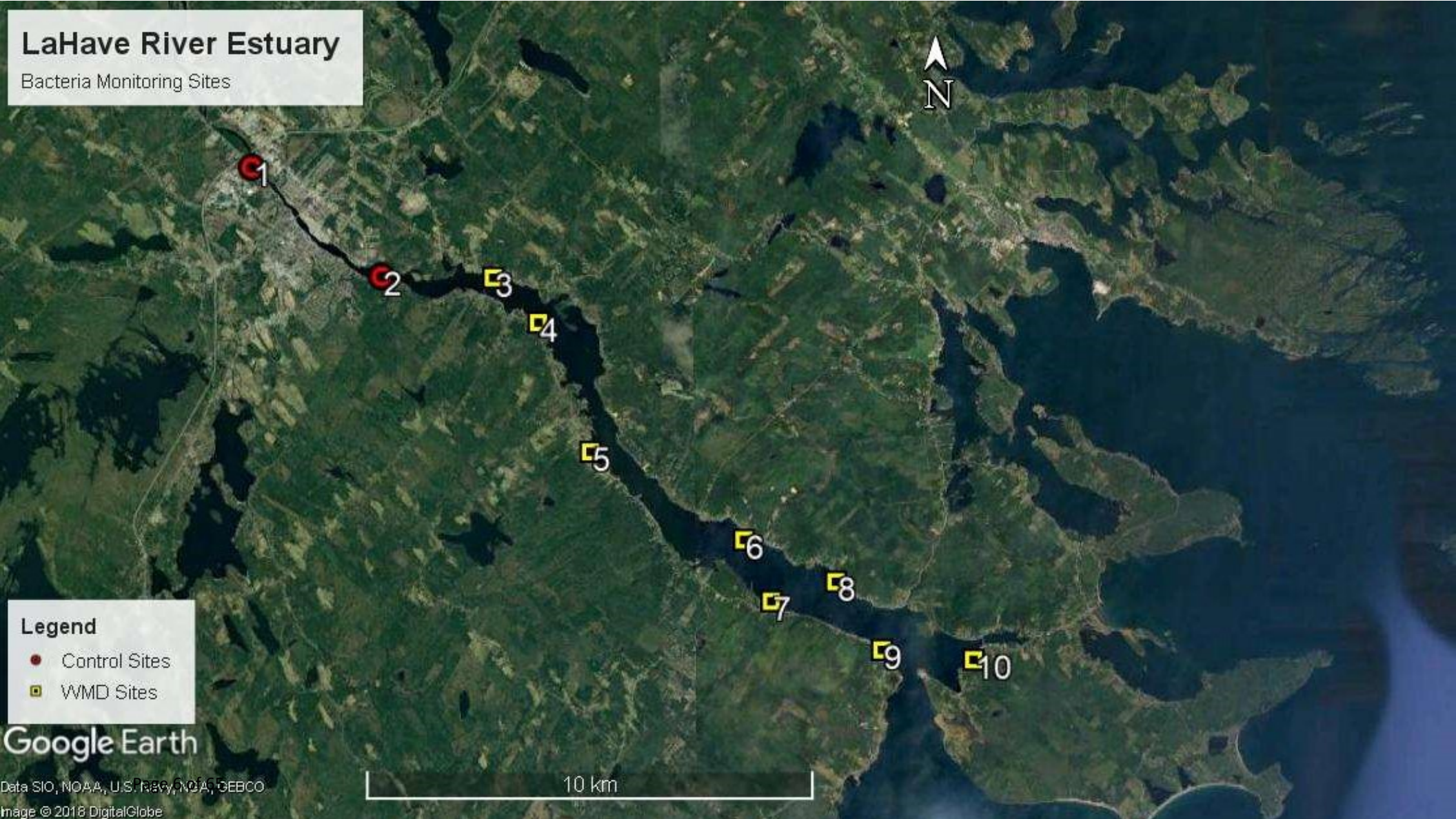


Potential Bacteria Sources in Aquatic Ecosystems

- STP Outfall
- CSOs
- Straight Pipes
- Stormwater Runoff
- Wildlife
- Domestic Animals
- Fertilizers
- Boat Waste
- Malfunctioning Septic Systems
- Bacteria Reservoirs/Sinks

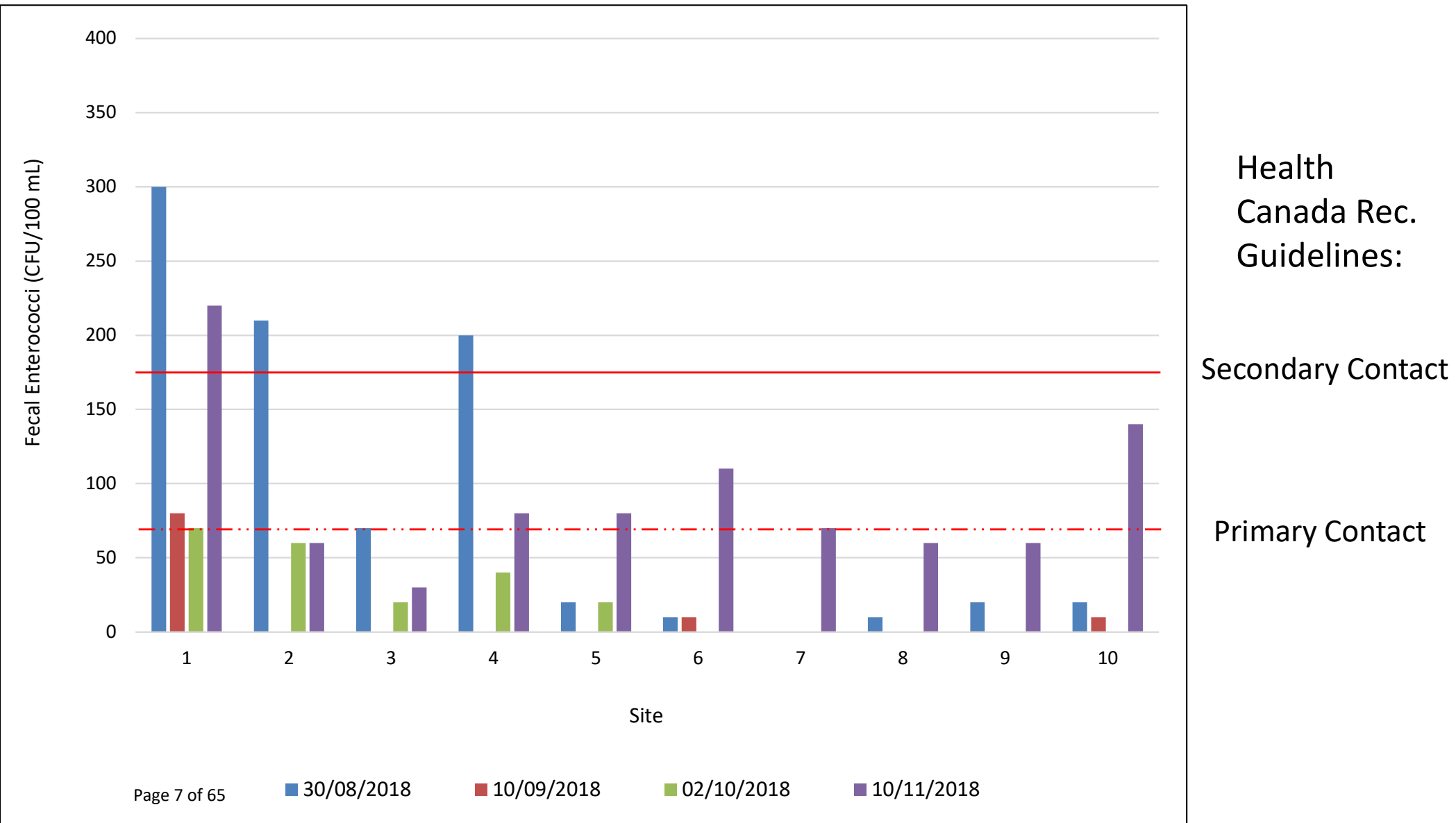
MODL-funded Estuary Monitoring 2017/2018

- Drought condition sampling @ slack low tide (focus on point source pollution)
- 2 control sites above WMD, 8 sites through the estuary
- 2017 – 2 sampling events (Oct)
- 2018 – 4 sampling events (Aug – Nov)

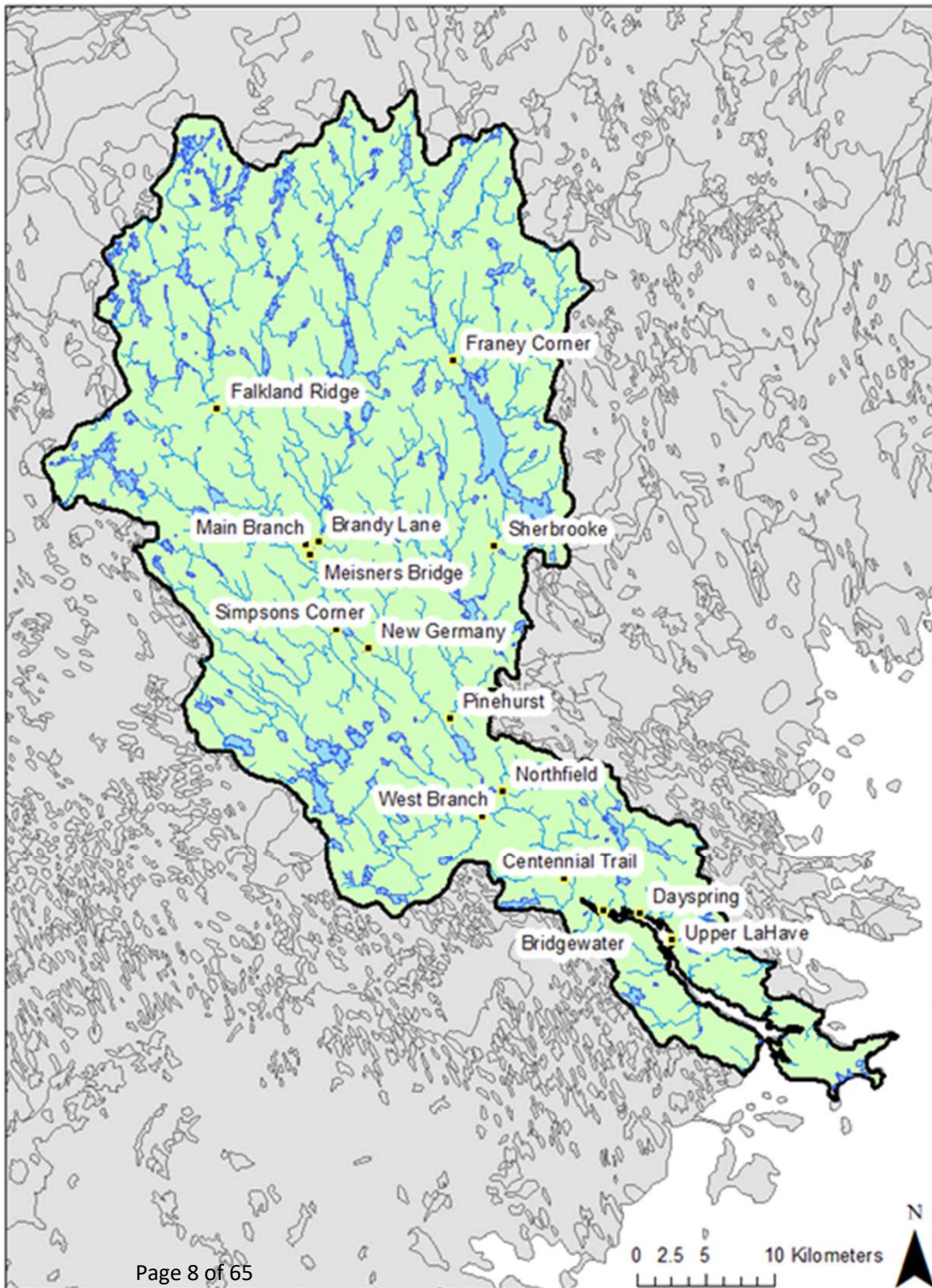


MODL-funded Estuary Monitoring 2017/2018

- 2017 – no exceedances of Health Canada guidelines
- 2018 – several exceedances, higher concentrations in the upper estuary



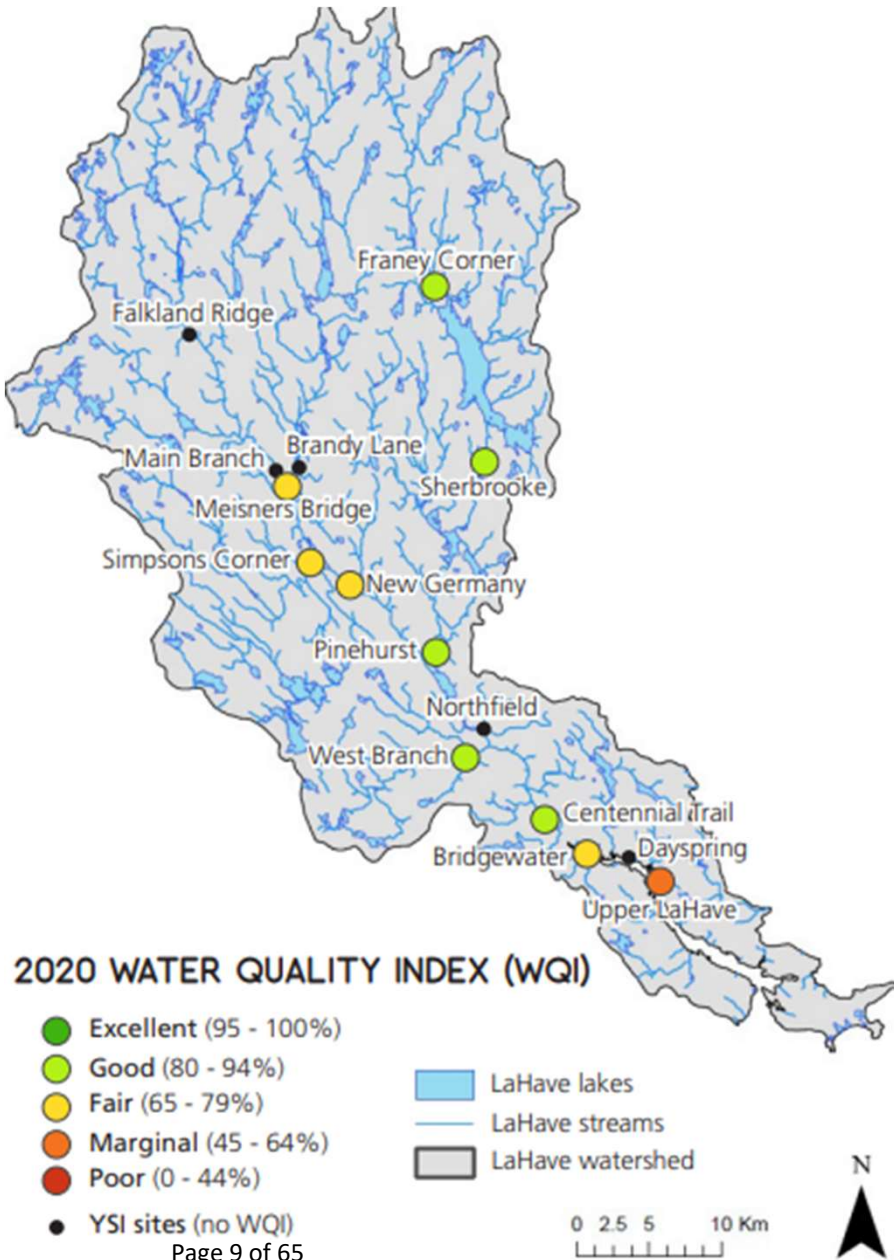
LaHave River Watershed Sampling Sites



Coastal Action's LaHave River Water Quality Monitoring Program 2007 - Ongoing

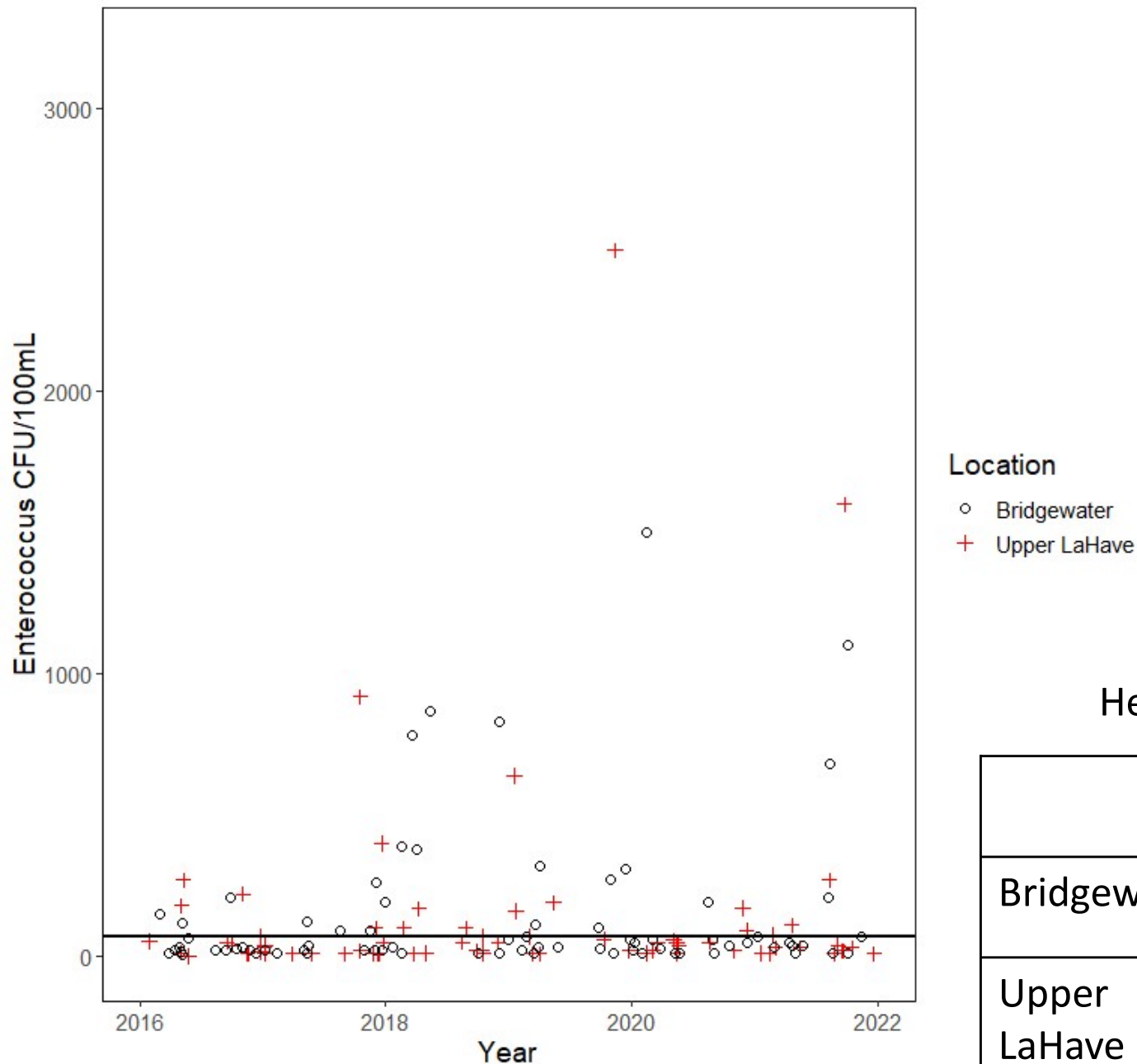
- 15 sites monitored monthly, year-round for multiple parameters.
- One of the strongest, longest-running WQ monitoring programs in Atlantic Canada.
- Chronic bacteria contamination restricted to the estuary.
- 2 sites fall within WMD boundary (Bridgewater and Upper LaHave)
- Sampling is independent of rainfall and, therefore, representative of both point and non-point source pollution.

Coastal Action's LaHave River Water Quality Monitoring Program 2007 - Ongoing



- Overall, WQ has shown some improvement over the last 5 years at a watershed scale.
- Biggest issues: freshwater acidification (and associated metals toxicity) and increasing water temperatures.
- Bacteria and nutrients are still an issue in estuarine portion of the river.
- Centennial Trail has improved in recent years.
- Upper LaHave has displayed the poorest WQ of all sites for many years.

Coastal Action's LaHave River Water Quality Monitoring Program 2007 - Ongoing



- Estuary sites continue to exceed Health Canada guidelines at times
- Influenced by rainfall and multiple bacteria sources

Health Canada Exceedances

	2007-2016	2016-2022
Bridgewater	34.48%	34.85%
Upper LaHave	4.54%	30.95%

Proposed UNSM Resolution on Straight Pipes (2015)

THEREFORE BE IT RESOLVED that the UNSM urge the Province of Nova Scotia create a law that when a dwelling is sold or a deed transferred that straight pipe systems and visually non-functioning septic systems be corrected within two years of the date of sale; and

FURTHER BE IT RESOLVED that the UNSM urge the Province of Nova Scotia to work with all levels of government to create a loan assistance program to lessen the burden on homeowners for septic repairs and/or upgrades.

COMMITTEE RECOMMENDATION: *The Committee does not support this resolution.*

EXPLANATION: *While the Committee agrees that a provincial loan assistance program be created to address straight pipe systems, the Committee does not feel the burden should be placed squarely on those that purchase the property. Current or new property owners should be able to correct the issue over a five-year period assuming a provincial program was in place.*



An aerial photograph of a coastal landscape. On the left, a dark blue ocean meets a sandy beach. To the right of the beach is a large, flat, green marshy area with several small, irregular ponds of blue water. In the background, there is a dense forest of green trees, and further back, a large white industrial building with a flat roof is visible. The sky is clear and blue.

Questions?

Coastal Action
45 School Street
Mahone Bay Centre, Suite 403
Mahone Bay, NS
(902) 634-9977
www.coastalaction.org

POLICY & STRATEGY COMMITTEE

Item #: 7.2

Date: January 17, 2023

Authorization: T MacEwan



Nova Scotia Innovation Hub

SUPPORTING NOVA SCOTIA'S LOW CARBON,
BIO-CIRCULAR ECONOMY



VISION OF SUCCESS: NOVA SCOTIA BIOPROCESSING



ENSYN – Ontario & Quebec



CELLUFORCE – WINDSOR, QC



MASKWIOMIN - SYDNEY, NS



SUSTANE TECHNOLOGIES – CHESTER, NS

‘...a facility that processes biological material (wood chips, ag crops, and even waste!) to produce products such as fuel, electricity, and commercially useful chemicals...’

Nova Scotia Bioeconomy Projects/Pipeline Categorization

	FOOD	RENEWABLE ENERGY	'CARBON' MATERIALS	BIOCHEMICALS	LOW CARBON BUILDING PRODUCTS
Post Series A/ Project Financing	★	★ ★	★ ★	★ ★	
Seed – Series A	★ ★ ★ ★	★ ★	★ ★	★ ★	
Idea – Angel Funding	★ ★ ★		★ ★	★ ★	★

Note: Blue stars indicate NSIH funded clients





Projected Impact of Active Pipeline Clients

Invested
Capital
\$750 M

CO₂E
Reduction
5.87 M TPY

Renewable
Feedstocks
324 K TPY

Rural
Investment
77%

*Project impact at commercial scale



How We Help



ADVOCACY



**KEY BUSINESS
LEVEL DATA**



**CONNECTION
TO RESOURCES**



**MILESTONE
FUNDING**

Southwestern Nova Scotia BDO Zone



BDO Zones are designed to attract new ventures that manufacture a range of low-carbon, bio-based products



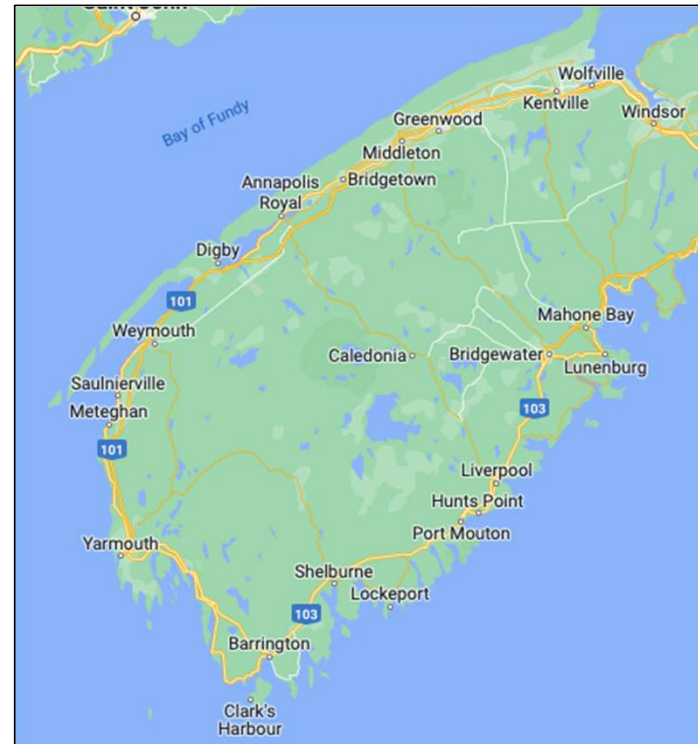
Utilize credible, standards-based on technical evaluations of bio-project “success attributes” (feedstock availability, infrastructure fit etc.)



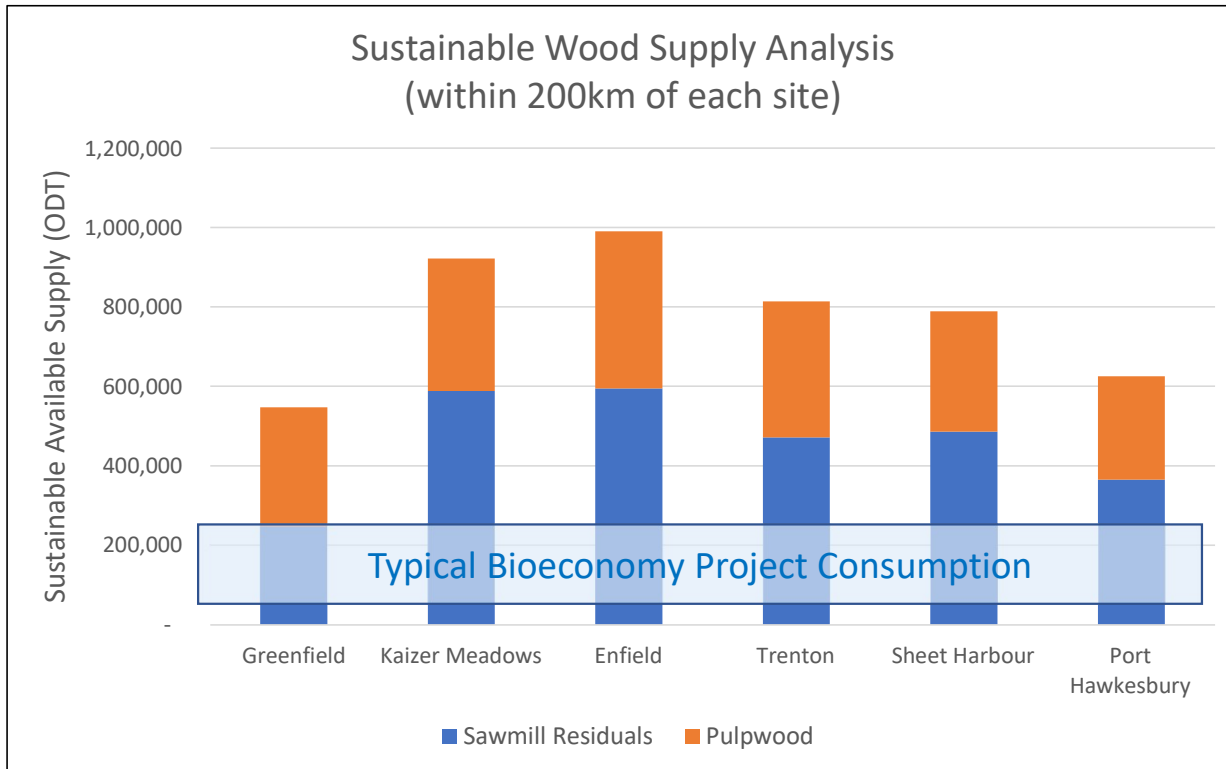
Promotion via an Investment Attraction platform to connect ‘AA’ and ‘A’ rated BDO Zones to developers and investors worldwide



‘Make the Phone Ring!’



Southwestern Nova Scotia BDO Assets



Abundant, sustainable, fibre supply



World class ecological forestry practices





THANK YOU!



POLICY & STRATEGY COMMITTEE

Item #: 9.1.1

Date: January 17, 2023

Authorization: T MacEwan



Municipality of the District of Lunenburg

Report to Committee

Report To: Policy & Strategy Committee

Submitted By: Elana Wentzell, CPA

Date: January 17, 2022

Re: Capital Status & CCBF Investment Report 2022/23 - 3rd Quarter to December 31, 2022

The Capital Budget Status & Canada Community Building Fund (CCBF) Report is enclosed to give Council information on the status of the projects approved in this fiscal year.

Projects are moving forward as indicated on the attached status report.

The enclosed report indicates that \$3,356,661 has been spent on Capital & CCBF projects as at December 31, 2022.

Report Preparation	
Department	Finance
Report Prepared by	Elana Wentzell
Report Approved by	
Date Reviewed by C.A.O.	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
Corporate Infrastructure Projects						
Facilities						
Accessibility Legislation Placeholder	250,000	17,265	93.09%	250,000	-	Working with admin, engineering and regional accessibility coordinator to determine timing of accessibility improvements
MARC Dugout Upgrades	10,000	-	100.00%	-	10,000	Project cancelled
MARC Facility & Energy Assessment	75,000	-	100.00%	75,000	-	Obtaining fee proposals for energy audit of MARC Admin bldg., hazmat survey & structural assessment of barn.
Municipal Services Building Final Costs	500,000	58,757	88.25%	500,000	-	Radio tower installed, driveway widened. Final work being done on building HVAC system....scheduled to be complete by March 2023.
Vehicles						
Rec Tractor	50,000	48,965	2.07%	48,965	1,035	Completed
Other						
Tax Bill Portal	15,000	-	100.00%	15,000	-	Staff are working with TownSuite, and MJSB to move project forward. There are some technical issues to resolve. Project may need to be carried over into next fiscal
Subtotal Corporate Infrastructure Projects	900,000	124,986		888,965	11,035	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
<i>Climate Change Mitigation & Adaptation Projects</i>						
Green/Climate Change Projects	50,000	-	100.00%	50,000	-	Staff to bring a report to Council on funding a project.
Petite Riviere Watershed Flood Mitigation	100,000	9,594	90.41%	100,000	-	Draft Options evaluation report delivered, Hebbville stakeholders consulted, First nations engagement in development, public open house in development
Solar Panels - Municipal Building	400,000	150,796	62.30%	400,000	-	Equipment delivery delays (inverter) have resulted in the delayed installation of solar panel modules. Completion expected in Spring 2023; carry over to next fiscal may be required.
EV Chargers Study & Installation	25,000	-	100.00%	25,000	-	Staff to bring a report to Council on funding a project
<i>Subtotal Climate Change Mitigation & Adaptation Projects</i>	<i>575,000</i>	<i>160,390</i>		<i>575,000</i>	<i>-</i>	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
<i>Economic Development Projects</i>						
Internet	700,000	7,763	98.89%	700,000	-	Project is on track. Final Eastlink bill was submitted and paid. Currently we do not see any delays but there may be some issues with the Hurricane as staff may have been redirected.
Osprey Village Community Hub Complex/Land Development	50,000	3,451	93.10%	50,000	-	The Osprey Village Hub is complete except a mapping project. Staff are meeting with a firm in late September to see about completing the work.
Wayfinding (Directional/Visual Signage to MODL Assets)	225,000	101,255	55.00%	225,000	-	Expect all work to be complete by the end of the fiscal year for this phase of the project implementation. Costs of materials have increased, and the project may go over budget.
<i>Subtotal Economic Development Projects</i>	<i>975,000</i>	<i>112,468</i>		<i>975,000</i>	<i>-</i>	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
Trail Development Projects						
Annual contribution to Trail Groups	59,900	48,431	19.15%	59,900	-	Cost to date represents providing 75% of the funding up front.
Art on the Trail	15,000	2,892	80.72%	2,900	12,100	Active Living Coordinator issuing RFP for next Art on the Trail Project for 2023
Osprey Village AT Connection (Pedestrian Bridge)	169,000	34,734	79.45%	110,000	59,000	Design underway by exp Services with a scheduled tender in spring 2023. Tenders require construction start by September 2023.
Indian Falls Trail upgrade & extension	90,000	5,123	94.31%	5,123	84,877	Will be carried over to next year. Contractor notified MODL could not complete by October. Extension has been granted by Community, Culture and Heritage.
MARC existing Trail Upgrade	21,700	3,110	85.67%	3,110	18,590	Ditching and culvert installation complete
MARC Trail Connect	19,800	-	100.00%	-	19,800	Carried over to next year. Had some property line issues - now resolved.
Osprey Village Trail Connector	250,000	13,456	94.62%	30,000	220,000	Working with area landowners, NSPW, NSE and NSP on easements and approvals. Design / tender package to be ready by March 2023. to be tendered with Pickleball court/Active Living Park.
Subtotal Trail Development Projects	625,400	107,747		211,033	414,367	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
<i>Parks & Open Space Projects</i>						
Future Land Purchases	50,000	360,000	-620.00%	360,000	(310,000)	Purchase of land in Kingsburg for conservation purposes
Accessibility Plan envelope/ Improve Rec Assets, beaches etc.	250,000	58,222	76.71%	58,222	191,778	Mush-a-mush washroom upgrades, waste receptacles and new benches at various parks. Park accessibility audits to be completed.
Oakland Beach Conservation Area	15,000	2,383	84.11%	2,400	12,600	Project Completed
Park Roads - Sand Dollar Park	6,000	4,296	28.41%	4,300	1,700	Project Completed
- Wile's Lake	24,000	20,068	16.38%	20,100	3,900	Project Completed (invoice rec'd in Jan 2023)
River Ridge Phase 5	100,000	45,418	54.58%	45,418	54,582	Remainder to be carried over to 2023-2024
Sawpit Park	29,000	510	98.24%	1,000	28,000	Work with Advisory Committee to develop a community plan and determine path forward with trail and park concept.
Active Living Park/Pickleball Courts	500,000	10,937	97.81%	40,000	460,000	Design / tender package to be ready by March, 2023...to be tendered with the Osprey Village Trail Connector.
<i>Subtotal Parks & Open Space Projects</i>	<i>974,000</i>	<i>501,833</i>		<i>531,440</i>	<i>442,560</i>	

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
<i>Paving Projects - Roads & Shoulders</i>						
AT Plan - Osprey Village	50,000	-	100.00%	50,000	-	Update AT Plan per the funding application
J Class Roads (NSTIR paving Partnership) - carry over unused 2021-22	500,000	146,069	70.79%	500,000	-	Tendered cost of \$249,000, plus extras - completed in fall, 2022 (Forest View Dr & Lester Getson Rd)
<i>Municipal Roads Paving</i>						
Harold Whynot Craig Chandler	25,000	16,769	32.92%	16,769	8,231	Project Completed
CES Parking Lot	-	116,000		116,000	(116,000)	Project Completed
Speed Radar Signs - post mounted	20,000	19,541	2.29%	20,000	-	Signs have been purchased (invoice paid in January 2023)
<i>Subtotal Paving Projects - Roads & Shoulders</i>	595,000	298,380		702,769	(107,769)	
<i>Water, Wastewater & Environmental Protection Projects</i>						
Green Compost Carts	60,000	-	100.00%	60,000	-	New inventory purchased by MJSB with expected arrival of carts in early 2023.
LaHave River Straight Pipe	2,183,000	1,862,770	14.67%	2,183,000	-	Project on track to finish all installation work before funding deadline of March 31, 2023
Osprey Village Water Tower	150,000	7,665	94.89%	50,000	100,000	Project delay due to land acquisition and easements. RFP for design services was issued in December 2022, closing January 2023
Riverport School	50,000	40,117	19.77%	50,000	-	Groundwater ready is non-detect. Application for NSE Tier 1 Clearance was acknowledged by NSE. Groundwater monitoring wells currently being de-commissioned with project closure by March 31, 2023.

5 Year Capital Investment and Canada Community Building Fund (CCBF) Plan - 3rd Quarter Report	Project Budget	Actual Cost 31-Dec-22	Actual Cost Variance	Forecast 31-Mar-23	Forecast Variance	Staff Comments
WWTP Cookville Equipment Replacement	50,000	-	100.00%	50,000	-	Received grant funding. Equipment ordered with expected delivery in January 2023.
WWTP Cookville Plant Expansion	500,000	-	100.00%	50,000	450,000	Draft RFP for engineering design services currently in review stage with and issued in 2022/23. Project funding has been approved.
WWTP Cookville Press	1,000,000	-	100.00%	-	1,000,000	To be deferred and included in WWTP expansion.
WWTP Cookville I&I	45,000	20,961	53.42%	45,000	-	Sewer lines were flushed and videoed in fall 2022. Now awaiting report on same. I&I detection expected to start in March 2023.
WWTP Cookville Inlet Filter	20,000	11,676	41.62%	20,000	-	Received grant funding - work scheduled for 2022/23 despite planned WWTP expansion.
WWTP Hebbville Pump Stns - Assess & Design	40,000	61,940	-54.85%	100,000	(60,000)	Completed emergency upgrades to pump station and force main in fall, 2022.
WWTP NG Automatic Wasting Valves & Equipment	75,100	45,728	39.11%	75,100	-	Received grant funding - work scheduled for 2022/23.
WWTP NG Pump Stn 6 Electrical Upgrade	60,000	-	100.00%	85,000	(25,000)	Awarded contract to KRC controls in December 2022. Additional \$30,000 in funding approved for budget overage.
Water Resiliency/Dry Wells	20,000	-	100.00%	-	20,000	Preliminary concept info for construction options gathered. Report to PSC will inform 2024 capital budget planning
<i>Subtotal Water, Wastewater, Environmental Protection Projects</i>	<i>4,253,100</i>	<i>2,050,858</i>		<i>2,768,100</i>	<i>1,485,000</i>	
TOTAL PROJECT COST	\$ 8,897,500	\$ 3,356,661		\$ 6,652,307	\$ 2,245,193	

POLICY & STRATEGY COMMITTEE
Item #: 9.1.2
Date: January 17, 2023
Authorization: T MacEwan



Municipality of the District of Lunenburg

Request for Decision

Report to: Policy & Strategy Committee
Submitted by: Elana Wentzell, CPA
Date: 2023-01-17
Re: 2023 Tax Sale

Recommendation

It is recommended that Municipal Council approve that the Treasurer proceed with a tender call for the March 6, 2023, Tax Sale and further, approve using a tender call for all future tax sale proceedings.

Executive summary

The annual Tax Sale is scheduled for March 6, 2023. Prior to the COVID pandemic, all tax sales were held as a public auction per Section 141 (1) of the Municipal Government Act (MGA).

For the past two years, Council approved that the Treasurer proceed with the annual Tax Sale through a tender call as per section 141 (2) of the MGA. The tax sale in both 2021 and 2022 were successful. Most properties that went into these tax sales received bids and were sold.

Discussion

The Municipality's annual public auction tax sale has been historically well attended, with upwards of 90 people present. This can be cumbersome to manage, RCMP security is required, and it does not lend itself to be fully accessible to bidders who cannot attend in person on the tax sale day.

Because we have been successful with the tender tax sale process over the past 2 years, staff are suggesting that the upcoming tax sale in March 2023 and all future tax sales proceed in this manner.

Alternatives

1. Tax Sale by Public Auction - Council can decide to proceed instead with a public auction for the upcoming tax sale.

2. Defer the Tax Sale - Council also has the authority to defer tax sales for up to two years. However, that could create a collections problem, where property owners could defer payment even longer. As well, it would become an administrative burden to let more property payments lapse.

The tax sale collection process is legislated by the MGA and includes preliminary and final tax sale notices, posting of properties in the tax sale as well as advertising in late January and again in February.

Staff make collection calls and payment arrangements to reduce the number of properties that are in the tax sale. Deferring the tax sale would mean additional resources would be required to manage a subsequent tax sale that would most likely include more properties.

Budget implications

There would be additional costs if the tax sale was deferred. These costs are passed on to the properties in the tax sale.

Conclusion

Staff recommend that due to two consecutive tax sales via a tender process, that the 2023 Tax Sale and all future tax sales be held by a tender call as legislated in the MGA.

Report Preparation	
Department	Finance
Report Prepared by	Elana Wentzell
Report Approved by	
Date Reviewed by C.A.O.	



Municipality of the District of Lunenburg

Request for Decision

Report to: Policy & Strategy Committee

Submitted by: Ruth Wawin, Tourism & Event Development Officer

Date: January 17, 2023

Re: Visitor Information Centre

Recommendation

As per the Visitor Information Centre Lease Report dated Oct 17th, 2022 staff recommended that the Municipality of the District of Lunenburg provide written notice that there is no intent to renew the lease for the location of the Visitor Information Centre (VIC) which is set to expire April 30, 2023. It is recommended that council provide direction to staff to explore a new model of providing visitor services including an improved digital presence, tourism brand refresh, mobile kiosks, and the exploration of having staff present at another Visitor Information Centre.

The revised recommendation is to provide written notice that there is no intent to renew the lease for the location of the Visitor Information Centre and create partnerships with the Mahone Bay Tourism and Chamber of Commerce (MBTCC) and the Lunenburg Board of Trade (LBOT). This option is more cost efficient than being the sole operator of a VIC, while providing exposure to a larger number of visitors.

Furthermore, it is recommended that council provides direction to staff to budget accordingly for the upcoming fiscal year to create improvements to the Municipality's online tourism presence.

Executive summary

On "November 8th, 2022" The Visitor Information Centre Lease Report (*See Appendix A*) was presented to council. It was the consensus of council to proceed with further investigation of extending the lease to complete the 2023 visitor season at the VIC located at 125 Cornwall Road, Blockhouse. In addition, initiate communication with the MBTCC and the LBOT to gauge interest in a potential partnership regarding their VIC locations.

Discussion

It was the consensus of council to proceed with further investigation regarding two of the options presented in relation to the current Visitor Information Centre located at 125 Cornwall Road, Blockhouse. The options that required further investigation were an extension of the Visitor Information Centre lease in order to complete the 2023 visitor season and potential partnerships with the established VICs located in the Town of Mahone Bay and the Town of Lunenburg.

Staff inquired with the landlord of 125 Cornwall Road, Blockhouse, to determine if he would be willing to extend the lease for an additional seven-months so that the Visitor Information Centre could operate for the 2023 visitor season. A seven-month extension would result in the lease expiring November 30, 2023. This extension would allow for the 2023 visitor season to run from mid-May through to mid-October while providing sufficient time to clean out the premises after the season concludes. The landlord confirmed that he would be willing to extend the lease for an additional seven-month period.

Currently, there is a sub-lease agreement with the Municipal Joint Services Board (MJSB) to rent unused office space, the revenue generated from this agreement offsets expenses incurred from the operations of the VIC. The revenue received from this agreement is approximately \$1,156.90 per month. Staff inquired with the Director of IT to determine if the IT department would be interested in continuing to rent the space after April of 2023. It was communicated that they are not interested in continuing to rent the space, therefore, there will be no revenue from renting the vacant office space. Since, the seven-month extended lease is from May-November there will be no plowing expenses incurred.

Below is the projected cost to MODL to operate the VIC an additional seven-months:

Projected Revenue & Expenses for Seven-Month Extension of Lease		
Revenue		
Canada Summer Jobs	\$3,740	
TIANS	\$6,500	
Total Revenue		\$10,240
Expenses		
Rent	\$23,440	
Staffing	\$35,000	
Electricity	\$ 1,500	
Internet & Phone	\$ 480	
Other Costs	\$ 4,600	
Landscaping	\$ 1,000	
Total Expenses		\$66,020
Total Projected Cost to MODL		\$55,780

The total projected cost to operate the VIC for an additional seven-months is \$55,780. For the 2022-2023 fiscal year MODL's cost to operate the VIC will be approximately \$31,000. A seven-month

extension of the lease would result in an increased cost of approximately \$24,780 for the 2023-2024 fiscal year. If MODL wanted to extend the lease beyond the seven-months, the estimated annual operating cost would be \$75,930. This cost would be without revenue generated from renting the vacant office space in the building. A longer-term lease provides more opportunity to rent the vacant office space for additional revenue.

Partnerships

Preliminary meetings were held with representatives from the Mahone Bay Chamber of Commerce and the Lunenburg Board of Trade to discuss potential partnerships with the Visitor Information Centres in their respective towns. Both groups were interested in further exploring what a partnership could entail. Each group came up with their own initial proposals for the partnership. It is important to note that for each group these are preliminary proposals and that there is the opportunity to discuss other options for what the partnership could include.

The Mahone Bay Tourism and Chamber of Commerce (MBTCC)

An initial meeting transpired between staff and members of the MBTCC. The MBTCC is responsible for the management and cost of operations for the Mahone Bay VIC located at 165 Edgewater Street, Mahone Bay. The services offered at this VIC are onsite travel counselling, public washrooms, Wi-fi, and outdoor seating for visitors. In 2022, The Mahone Bay VIC saw 9,914 Visitors. The 2022 visitor numbers were lower than what the MBTCC expected, this was partially due to the challenges of hiring staff, which resulted in the reduction of operational hours until a student was onboarded in July. For comparative purposes, the VIC located in Blockhouse counselled 5,388 visitors in 2022.

The initial partnership proposal includes the following:

- Participation in the interview process.
- Review, discuss and agree upon the VIC budget for the season.
- Provide approval for a 50% share of unfunded costs.
- Participation in development of year-end evaluation framework.

The MBTCC provided us with the 2022 budget for their VIC. Last season, the Mahone Bay VIC was open from June until roughly Oct 10th. They had one full-time VIC Manager, one full-time staff member and one part-time staff member. It was suggested in their proposal there may be a need to add an additional full-time staff member for the upcoming season due to the need to offer information to a larger geographical area and to allow for the flexibility to have a staff member operate the mobile kiosk for major events in the area.

The estimated cost of the partnership with the MBTCC is based on their 2022 budget while factoring in an increase in hourly wages for staff.

Cost: \$9,560 before the addition of another employee
\$15,980 if an additional full-time employee is added

The cost of \$15,980 includes a staff person that would be available to operate the mobile kiosk.

The Lunenburg Board of Trade (LBOT)

Representatives from the LBOT and staff met to discuss a potential partnership with their Visitor Information Centre. The Lunenburg VIC is located on top of Blockhouse Hill Road and is operational from mid-May through until October 31. This location is also a Campground Registration Centre for the campground that is adjacent to the building. Staff are responsible for travel counselling, campground reservations, and financial transactions. There is also a Satellite VIC located on the Lunenburg Waterfront which is operational from July-August. LBOT employs six to eight seasonal employees, four of which are full-time, to operate both VIC locations. The Lunenburg VIC experienced 15,074 visitors in 2019, and 18,524 visitors in 2022. For comparative purposes, the VIC in Blockhouse saw 8,894 visitors in 2019 and 5,388 visitors in 2022.

LBOT proposal:

- Cover the wages for two full-time staff members at \$15.50 per hour 40-hour weeks

Cost: \$27,820

\$22,820 + \$5,000 for additional staff to operate the mobile kiosk

This calculation is based on funding two full-time employees from May 08-August 28

The partnership with the LBOT does not include the availability of a staff member to work the mobile kiosk for events. This means that there would be an additional cost to hire a staff member which would be between \$5,000-\$9,000. The partnership with the LBOT itself would cost approximately \$22,820, however, with the additional cost of having a part-time staff member to operate the mobile kiosk it would be \$27,820. Furthermore, it is often challenging to hire part-time seasonal staff which may result in the need to create a full-time position.

Improvements to Brand and Online Tourism Presence

In addition to the decision relating to the VIC lease, staff are bringing forward an operating budget request for the 2023-2024 fiscal year to increase the tourism marketing budget from \$24,000 to \$38,000 to improve the online tourism presence of the municipality. The tourism marketing budget is used to cover the cost of brochure design and printing, the distribution of brochures across the province, advertising, professional photography, etc. The request to increase this budget is to cover the cost of a new website, update the tourism brand, and purchase a mobile kiosk. The tourism marketing budget is \$24,000 and it is projected that there will be a \$4,000 variance at the end of the current fiscal. Therefore, an increase of \$14,000 is what will be requested to facilitate the creation of a new website, updated tourism brand, and a mobile kiosk. The estimated costs of the improvements are listed below:

Cost For Online Tourism Presence Improvements & Mobile Kiosk	
Website	\$10,000
Brand Design	\$5,000
Mobile Kiosk (5ft tent)	\$3,000
Total Cost	\$18,000

Budget implications

The options relating to the decision ahead and their respective costs are outlined below:

Option 1: Extend the VIC lease for an additional seven-months

Cost: \$56,830

Option 2: Mahone Bay Tourism and Chamber of Commerce Partnership

Cost: \$15,980

Option 3: Lunenburg Board of Trade Partnership

Cost: \$27,820

Option 4: Partnerships with both the Mahone Bay Tourism and Chamber of Commerce and the Lunenburg Board of Trade

Cost: \$38,800

The MBTCC partnership includes the availability of a staff member to operate the mobile kiosk, therefore, there isn't a need to factor in the extra \$5,000 to the cost of the LBOT partnership.

A partnership with the MBTCC and LBOT VICs would be \$18,030 less than the option of extending the VIC lease seven-months. In 2022, The Lunenburg VIC and the Mahone Bay VIC combined had 28,438 visitors, a number that is only expected to grow as tourism in Nova Scotia continues to rebound from the pandemic. In the 2022-2023 fiscal year MODL's cost to operate the VIC is approximately \$31,000. As of April 2023, there would be a reduction in revenue from no longer having a cost sharing partner for the VIC and no rental income from the vacant office space. The annual operating cost of the VIC going forward would be \$75,930.

Strategic plan

The vision of the municipality is that we are a destination for visitors, attracted to our vibrant parks, beaches, and hiking trails. By engaging in additional partnerships to provide visitor services we are enabling our tourism assets such as our parks, beaches, and trails to gain exposure to a significantly larger number of visitors.

The option to create partnerships with the MBTCC and LBOT is in alignment with the mission for the municipality of being strategic thinkers and collaborative engagers. Creating partnerships with other tourism organizations is an avenue that will fuel growth for tourism along the South Shore.

Alternatives

1. Extend the lease of the Visitor Information Centre located at 125 Cornwall Road, Blockhouse, for an additional seven-months.
2. Do not renew the lease for the current location of the Visitor Information Centre and proceed with a partnership with either the MBTCC, the LBOT, or both.
3. Let the lease at 125 Cornwall Road, Blockhouse expire and take no further action to offer a brick-and-mortar VIC.
4. Extend the lease for two years and seven months to maintain the VIC for three additional seasons (or longer if council provides such direction).

Conclusion

In conclusion, staff recommends providing written notice that there is no intent to renew the lease for the location of the Visitor Information Centre and create partnerships with the MBTCC and the LBOT. This option is more cost efficient than being the sole operator of a VIC and provides exposure to a larger number of visitors.

If the decision is made to extend the lease of the Visitor Information Centre for an additional seven-months, consideration should be given to a long-term plan for the lease at 125 Cornwall Road, Blockhouse. After the seven-months does MODL let the lease expire and pursue a partnership with another location? Or should the lease be renewed for a set term?

Report Preparation	
Department	Recreation, Parks, and Tourism
Report Prepared by	Ruth Wawin
Report Approved by	Trudy Payne
Date Reviewed by C.A.O.	

Council

Item: #12.2.1

Date: November 8, 2022

Authorization: T. MacEwan



Municipality of the District of Lunenburg Request for Decision

Report To: Municipal Council

Submitted By: Ruth Wawin, Tourism & Event Development Officer

Date: October 25, 2022

Re: Visitor Information Centre Lease

Recommendation

Staff recommends that the Municipality of the District of Lunenburg provide written notice that there is no intent to renew the lease for the location of the Visitor Information Centre which is set to expire April 30, 2023. It is recommended that council provide direction to staff to explore a new model of providing visitor services including an improved digital presence, tourism brand refresh, mobile kiosks, and the exploration of having staff present at another Visitor Information Centre.

Executive Summary

The lease for the Visitor Information Centre located at 125 Cornwall Road, Blockhouse, is set to expire April 30, 2023. Direction from council is required to notify the landlord of the Municipality's intent regarding the lease and to provide direction on the future of visitor services.

No formal notice for the lease expiration is required. However, it is good practice to notify the landlord in advance of the lease expiry date.

Background

The Municipality of the District of Lunenburg and the Town of Bridgewater jointly entered into a lease agreement with 3230928 Nova Scotia Limited in 2013 to rent the space available at 125 Cornwall Road, Blockhouse, for the purpose operating a Visitor Information Centre (VIC). The

commencement day of the lease was May 1, 2013 and was set for a term of 10 years. The Town of Bridgewater has indicated to the Municipality of the District of Lunenburg that they will cease their participation in the operation of the VIC once the lease expires on April 30, 2023.

With the lease of the building expiring April 30, 2023, and the indication from our cost-sharing partner that they will no longer be participating in the VIC operations, it is imperative to review the options available to the Municipality of the District of Lunenburg as they relate to visitor services.

Visitor numbers at the VIC peaked in 2017 at 11,707 and tallied 11,006 and 8,894 in 2018 and 2019, respectively. The pandemic brought a significant decline in visitor numbers in 2020 with 1,043 visitors counselled and in 2021 there was an increase to 2,263 visitors. As of September 30th, 2022, the VIC has welcomed 5,182 visitors and is slated to close for the season on Oct 21st.

The projected operational expenses for the 2022 VIC season total \$86,074.36. The expenses that are not offset by grants equal \$61,950, resulting in the financial contribution from MODL and Bridgewater projected to be \$30,975 each.

Cost per visitor is a metric used to determine the average cost per visitor during a season. The cost per visitor was calculated by combining the financial contribution from MODL and the Town of Bridgewater. For the 2022 season the VIC's cost per visitor is \$11.95. This was calculated using the VIC visitor numbers as of September 30th. It is expected that the cost per visitor will be slightly lower after factoring in the remaining visitors in October.

With the 2022 visitor season being the last full season before the building's lease expires, it was determined that it would be valuable to track what locations and activities visitors inquire about. The Town of Lunenburg has always been an area that visitors ask about frequently, and it was important to ascertain how many visitors were interested in information about the Town. In June 42.83% of visitors that came into the VIC inquired about the Town of Lunenburg, in July 42.07%, and in August 43.35%. From the information gathered it is evident that the number of visitors that are interested in the Town of Lunenburg is significantly higher than the inquiries regarding any other location. See below for the top four locations that were most commonly asked about in June, July, and August.

June	July	August
<ul style="list-style-type: none">• 42.83% - Town of Lunenburg• 9.68% - Mahone Bay• 8.92% - MODL• 8.37% - Peggy's Cove	<ul style="list-style-type: none">• 42.07% - Town of Lunenburg• 8.64% -MODL• 7.52% - Peggy's Cove• 6.80% - Mahone Bay	<ul style="list-style-type: none">• 43.35% - Town of Lunenburg• 6.08% - Peggy's Cove• 5.87% - MODL• 5.46% - Mahone Bay

Tourism Nova Scotia (TNS) has shifted resources to focus on a strong online presence for the province and on assisting individual tourism operators to do the same. Nova Scotia has reduced the number of provincial VICs. In 2019, the provincial literature distribution center closed permanently. Recently, TNS launched Digi Port, an online portal to assist tourism operators with improving their online presence. The Doers and Dreamers Guide, the provincial travel guide that was once printed and distributed across the province is now exclusively available online. Visitors use the internet as the primary source for gathering travel information which is why resources are being focused online.

The internet and smartphones have significantly changed the way people travel. Travellers use the internet to pre-plan trips, book accommodations, and use GPSs to navigate their journey. Despite the prevalence of the internet being used before and during a traveller's journey, it does not negate the importance of a face-to-face interaction. Face-to-face interaction provides the opportunity to create a memorable visitor experience, answer questions, or persuade a traveller to discover new activities or businesses. Other VICs that have transitioned away from the traditional brick-and-mortar locations still emphasize the importance of initiating face-to-face interaction during the traveller's visit.

In 2017, the South Shore Regional Enterprise Network (SSREN) completed an assessment on the Chester VIC to provide the Municipality of Chester evidence-based recommendations on how to proceed in delivering visitor information. The assessment evaluated national and international trends as they relate to how travellers plan and gather information during their trips.

Some of the key findings of this report are:

- The location of the VIC had geographic challenges, as the building was located in a low traffic area.
- There was a failure to adapt to technological changes, website presence was lackluster, businesses were not represented, and social media presence was limited.
- Chester village business community perceived no impact from the VIC.
- Face-to-face interactions are still very important.
- Visitor information should be provided where people gather.
- VIC funding was dependent on government which is not a sustainable funding model.
- National and international trends are showing VICs changing to models that combine digital and face-to-face visitor services.

Chester accepted the recommendations of the report and closed their brick-and-mortar VIC. They moved to the recommended decentralized framework by offering mobile kiosks that primarily focus on areas where people gather such as Ross Farm and Chester Race Week. In addition, specific businesses throughout Chester were designated as Tourism Ambassadors.

These ambassador locations have brochure displays at their store front and are designated on a map as a location where you can find travel information.

In May of 2022, the Town of Bridgewater's Economic Development Officer put forth a request for a council decision which included the recommendation to terminate the VIC lease and develop an alternative approach to how Bridgewater would offer visitor services in the future. The request for a decision included reference to the 2017, SSREN report commissioned by the Municipality of Chester and declining visitor numbers at the Blockhouse VIC as reasons to revamp how Bridgewater promotes itself to potential visitors. The options to offer visitor information presented in Bridgewater's report are:

- Leverage social media.
- Focus on their Explore Bridgewater website and position it as a source for visitor information.
- Locate a mobile kiosk to coincide with the placemaking activities on King Street.
- Promote LaHave River Valley Revival, a series of events created to bring residents and visitors to downtown Bridgewater during 2022-2023.

Discussion

The approaching expiration of the VIC lease and the Town of Bridgewater indicating that they will no longer cost share operations, presents the opportunity to reevaluate how the Municipality of the District of Lunenburg promotes itself to potential travellers and offers visitor information services. Considering the international, national, and local trends of a hybrid model of digital and face-to-face interaction, the Municipality could examine offering visitor information services with a hybrid approach.

Travellers are using websites and social media to plan trips, therefore, viewing MODL's tourism website as the primary source of travel information for the area is vital. Currently, the Municipality has two tourism related websites, lunenburgregion.ca and exploremodl.com. Lunenburgregion.ca is the original tourism website which offers business listings, an event calendar, day trip information, links to social media channels, and a link to exploremodl.com.

The exploremodl.com platform is an interactive map that shows where specific businesses or categories of business are located throughout the Municipality. The website enables a visitor to research what interests them and see where that location is on the map. Although the two sites were initially created for different purposes, they have subsequently created some unnecessary duplication. Each site has duplicate business listings, which is increasingly time-consuming to maintain.

In 2021, MODL commissioned Sky Sail Brand Marketing & Design to complete a website and social media audit. It was recommended that Lunenburgregion.ca be rebuilt and included a series of specific improvements, one of which was to embed the exploremodl map into the

website rather than linking it. Given the important role that websites play in accessing travel information, efforts could be made to update MODL's online presence to prioritize the user's experience and reduce the duplication between sites.

Lunenburg Region is designated as the Municipality's tourism brand. Branding is crucial, as a well-defined brand provides a clear message to consumers and can help guide marketing and advertising efforts. The logo is comprised of "Lunenburg Region" followed by an image of a birdhouse perched on a branch. In the Sky Sail website and social audit, it was recommended that the tourism brand should be more easily recognizable and should use either the MODL brand or a new brand. Such branding would be present on the website, brochures, and future mobile kiosks. Updated branding could assist in creating a renewed excitement surrounding tourism in the Municipality.

Similarly, as with the challenges noted for the Chester VIC regarding location, the VIC situated in Blockhouse also has geographical challenges when it comes to serving the entire municipality. The VIC is located off highway 103 at exit 11 and although some years it has experienced a high volume of visitors due to this location, many of these visitors are using the VIC as a stopping point on their way through to the Town of Lunenburg. The Municipality of the District of Lunenburg covers a large geographic territory which results in some challenges in providing visitor information and services that are relevant to the Municipality.

Bringing visitor information to where people gather using staffed mobile kiosks is an option MODL can explore further. MODL is comprised of numerous communities that each offer unique visitor experiences and draw in large numbers of visitors. The Municipality can investigate having mobile kiosks at high traffic locations including festivals and events or in communities that are seeing high volumes of traffic throughout the summer. In addition, the Municipality can have a presence at relevant trade shows either independently or in collaboration with other tourism partners such as the South Shore Tourism Co-op.

If the VIC lease is not renewed it will be important to consider that there will be a need for a physical location for seasonal staff to work as well as a storage area for promotional materials.

Budget Implications

It is not anticipated that the recommended hybrid model would cost more than what is currently budgeted.

If the brick-and-mortar VIC is the chosen option for visitor services, the Municipality would assume the cost of Bridgewater's financial contribution which would be an additional \$31,000.

Alternatives

- 1) Let the lease expire and take no further option to offer visitor services.

- 2) Renew lease for 5 years (as set as an option in the lease) and pursue an alternative funding partner
- 3) Continue to operate with no funding partner.
- 4) Partially fund another Visitor Information Centre.
- 5) Inquire about the option to extend the lease an additional 6 months to operate until the end of the 2023 visitor season and re-evaluate next steps during that time.
- 6) Explore a new model of providing visitor services including an improved online presence, updated branding, and mobile kiosks prioritizing locations where people gather.

Conclusion

With the prevalence of smart phones and the use of the internet to gather travel information it is vital to have an online presence that highlights the tourism industry within the Municipality of the District of Lunenburg. A hybrid model of approaching visitor services that consists of face-to-face interaction through mobile kiosks in addition to an improved online presence is recommended by staff as the approach to take for the offering of visitor services. As well, partially funding another VIC may also warrant consideration.

It is the recommendation of staff to notify the landlord that there is no intent to renew the lease for 125 Cornwall Road, Blockhouse after the April 30, 2023, expiration date.

Report Preparation		
Department	Recreation	
Report Prepared by	Ruth Wawin	October 17, 2022
Report Approved by	Trudy Payne	October 18, 2022
Date Reviewed by C.A.O.		



Visitor Services Options

October 25, 2022

Agenda

- Introduction
- Background
- Options
- Online Presence
- Recommendation





Introduction

- The Municipality of the District of Lunenburg and the Town of Bridgewater jointly entered into a lease agreement with 3230928 Nova Scotia Limited in 2013
- Lease set to expire April 30th, 2023
- Town of Bridgewater has indicated they will no longer cost share operations
- Review options to offer visitor services for the Municipality of the District of Lunenburg

Background

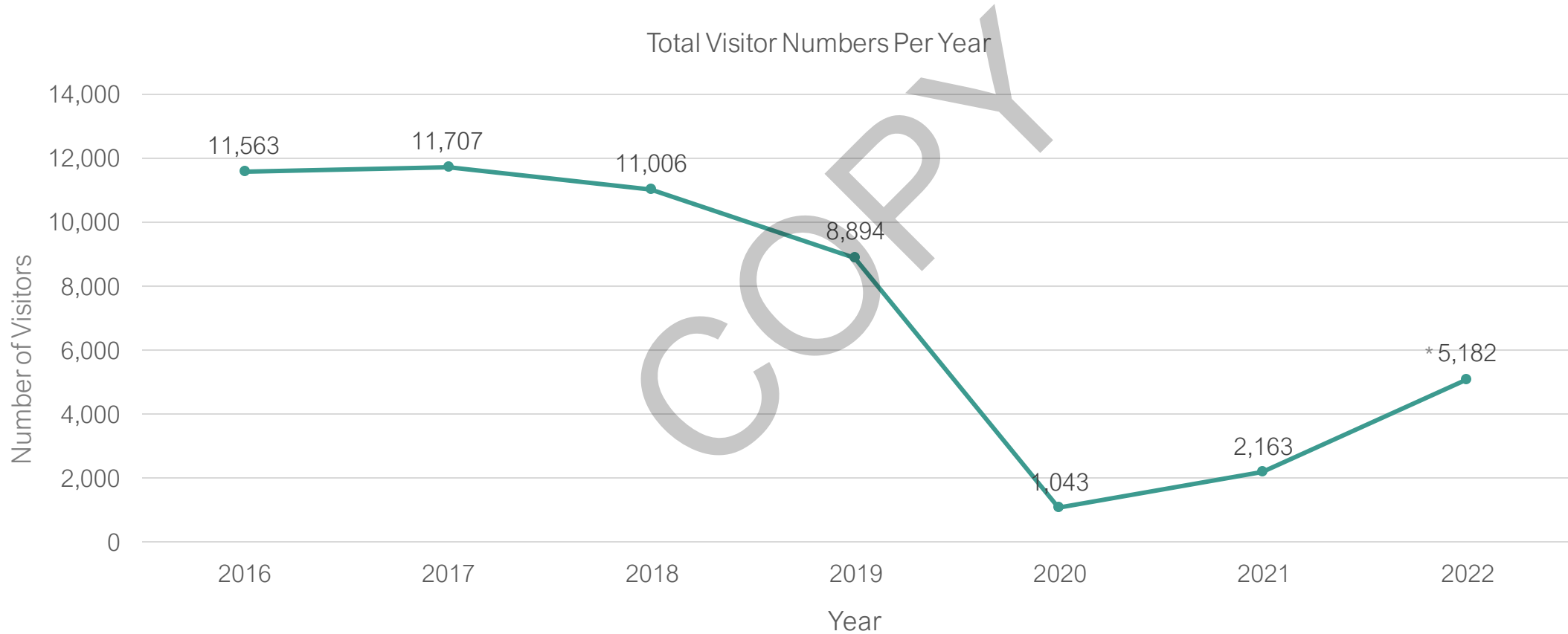
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Services Offered

- Travel counselling via in-person, phone, or email
- Washrooms
- WIFI access
- Reservations
- Staff work on additional projects (updating websites, community garden, social media, etc.)
- Coordination and distribution of brochures
 - District of Lunenburg brochures: Trail map, Lunenburg Region map, Agri-tour map
 - PRACS map, Maritime Painted Saltbox, Bern Art, Town of Bridgewater brochures

Total Visitor Numbers



*2022 Visitor numbers as of Sept 30th

Projected Expenses & Revenues for 2022

Revenues	
Town of Bridgewater	30,975
District of Lunenburg	30,975
Canada Summer Jobs	3,740.80
TIANs	* 6,500
MJSB Rent	13,882.80
Total	86,074.36

Expenses	
Rent	40,179.36
Staffing	33,000
Internet/Phone	795
Electricity	2,500
**Other costs	4,600
Snow Removal	4,000
Landscaping	1,000
Total	86,074.36

* TIANs funding is not consistent year over year

**Other costs include insurance, supplies, renovations, mileage, septic pumping etc.

Cost per visitor

Cost per visitor calculations	
Total Revenues (without municipal contributions)	24,123.60
Total Expenses	86,074.36
Net	(61,950.76)
Number of Visitors	/5,182
Cost per visitor	11.95



Location Tracking

This year the VIC staff diligently tracked the locations and attractions that visitors inquired about and compiled the results.

The results below indicate the percentage of visitors that inquired about that location for each month

JUNE

- 42.83% - Town of Lunenburg
- 9.68% - Mahone Bay
- 8.92% - MODL
- 8.37% - Peggy's Cove

JULY

- 42.07% - Town of Lunenburg
- 8.64% - MODL
- 7.52% - Peggy's Cove
- 6.80% - Mahone Bay

AUGUST

- 43.35% - Town of Lunenburg
- 6.08% - Peggy's Cove
- 5.87% - MODL
- 5.46% - Mahone Bay

MODL- is represented by a collection of inquiries about specific communities, businesses, or attractions within the Municipality

Location

- VIC in Blockhouse has geographical challenges
- VIC is located off highway 103 at exit 11
- At times experienced large number of visitors but as seen from the location tracking data many of the visitors are using the VIC as a stopping point on their way to Lunenburg
- MODL covers a large territory which presents challenges when providing visitor information services relevant to the municipality
- The geographical challenges faced when offering visitor services can be mitigated by implementing mobile kiosks focusing on locations where people gather

Brick & Mortar VICs

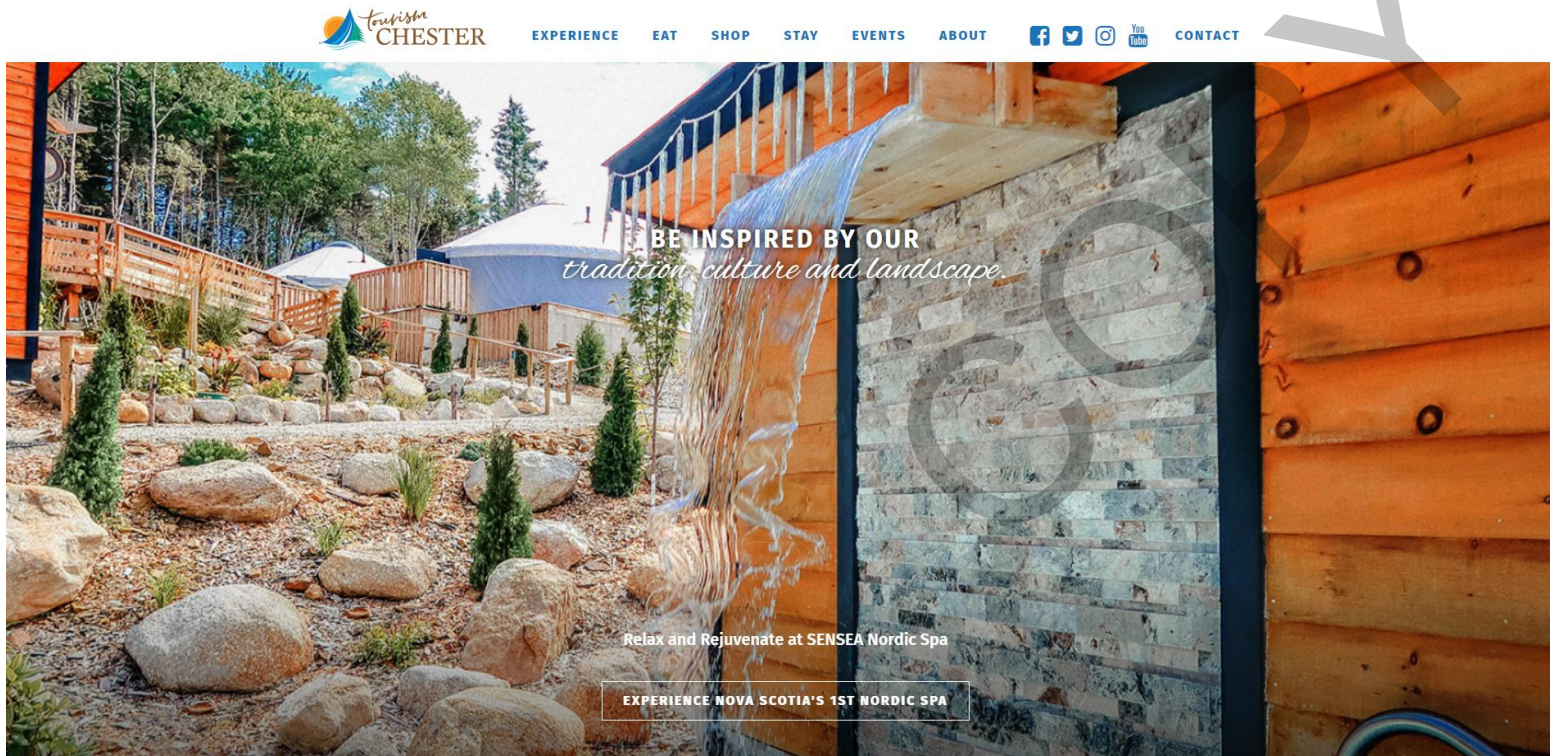
- Brick & mortar VICs were constructed at a time when there was no internet and travellers sought them out as a means of locating travel information
- The Province of Nova Scotia has reduced the number of Provincial VICs
- Tourism Nova Scotia focuses on digital marketing efforts and offering services to assist tourism operators with their online presence through DigiPort
- Province of NS closed tourism literature distribution centre in 2019
- Doers & Dreamers Guide online only
- Internet & smart phones have changed the way people seek out travel information
- Travellers use the internet at all stages of the visitor journey from choosing a location, planning their trip, booking accommodations, while they are visiting, and sharing afterwards

Municipality of Chester

- In 2017, the Municipality of Chester commissioned the South Shore Regional Enterprise Network to complete an assessment on their VIC
- Key issues were:
 - Location
 - Failure to adapt to changes in technology
 - Service model – not being located where people gather
 - Perceived lack of impact on businesses
 - Funding model
 - National & International trends favouring hybrid model of digital & face-to-face visitor services

Municipality of Chester

- Chester acted on report recommendations & closed VIC
- Implemented mobile kiosks, Tourism Ambassador locations, and improved their website and social media



Tourismchester.ca home page



Tourism Chester- Mobile Kiosk

Town of Bridgewater

- In May of 2022, the Town of Bridgewater's Economic Development Officer put forth a request for decision to council which included the recommendation to let the VIC lease expire
- The report offered alternatives to offering visitor information including:
 - Leveraging social media
 - Focus on Explore Bridgewater platform and position it as a source for visitor information
 - Mobile kiosks to coincide with placemaking activities on King Street
 - Promote LaHave River Valley revival series

Options

COPY



Options

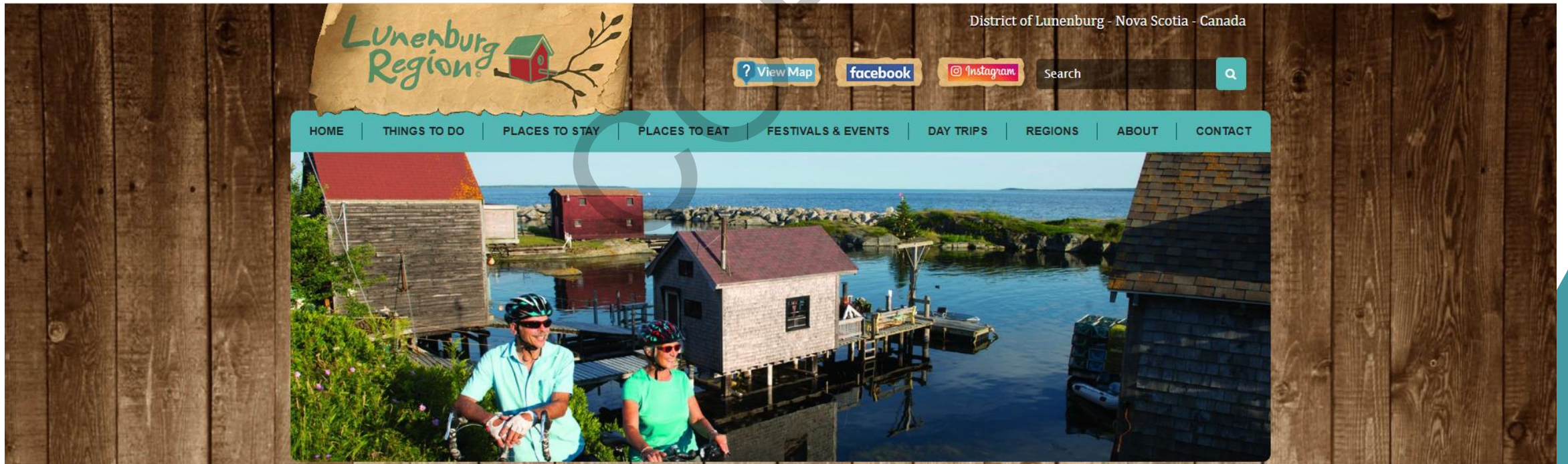
- Let lease expire and take no further option to offer visitor services
- Renew lease for 5 years (as set as an option in the lease) and pursue an alternative funding partner
- Continue to operate with no funding partner.
- Partially fund another VIC
- Inquire about the option to extend lease an additional 6 months to operate until the end of 2023 season
- Explore a new model of providing visitor services including an updated website, leveraging social media, tourism brand refresh, and mobile kiosks that focus on where people gather

Online Presence



Websites

- Travellers use the internet to gather travel information during the, planning, booking, and visiting portions of their trip
- Currently municipality has two tourism related websites:
 - Lunenburgregion.ca
 - Exploremodl.com



Websites

Municipality of the District of Lunenburg

Categories My Location Labels

Municipality of Lunenburg

Thank you for visiting the District of Lunenburg's online map. We are excited to showcase our beautiful corner of Nova Scotia and hope that you will have the opportunity to explore our area in person.

- Places to Stay (20)**
See what a difference a stay makes. Stay with us and feel like home.
- Places to Eat (27)**
We speak the good food language. Everything from street food to fine eating. Good tastes good.
- Galleries & Artisans (33)**
Folk art, fine art, stained glass or pottery; there's treasure waiting for you.
- Museums (4)**
Step into the past today with
- Parks (20)**
We hold your key to fun and excitement all year round.
- Outdoor Activities (14)**
Whether you want to walk, hike, cycle or simply breathe deep, we have a spot for you.
- Wineries, Breweries, and Beverages (3)**
As much character as the people who make them. For those, from those, who know the best.
- Farmers Markets (9)**
Growina communitv bv inspiring

Exploremodl.com

Websites

- In 2021, MODL commissioned Sky Sail Brand Marketing & Design to complete a website and social media audit
- It was recommended that Lunenburgregion.ca be rebuilt. Some recommended improvements were to:
 - Embed the exploremodl map into the Lunenburg Region website instead of linking it
 - Content should be more tourism focused
 - Update the site menu bar to reduce options
 - Clearer and updated graphics
 - Rebuild website for users needs

Branding

- Branding is crucial
- Well defined brand sends a clear message
- Can help guide marketing & advertising efforts



- Sky Sail recommended:
- Brand should be more recognizable by outsiders
- Recommended the MODL brand or a new brand for recognizability

Recommendation

- Explore a new model of providing visitor services including an updated website, leveraging social media, tourism brand refresh, and mobile kiosks that focus on where people gather
- It is also valuable to explore partially funding another VIC if MODL can have input on training staff
- Considerations should be given for office space for seasonal staff as well as storage for promotional materials



Questions?

