

Dept. of
Community
Development

December 11

2015

MONTHLY ACTIVITY REPORT

Economic
Development
MPAL
Recreation
Tourism

**Economic Development Services
Economic Development Officer- PAM DOUCET
MONTHLY REPORT DECEMBER 2015**

Objective from Economic Development Master Plan	New Activities
Establishing the Clare economic development office	Activities of economic development officer continue to be linked to Economic Development Master Plan. Economic Development services now form part of larger Community Development Department following recommendation in Organization Study (March 2015).
Development and promotion of the ecoparc	<p>On-going site-related activities include coordination of general maintenance, electricity consumption reports and other activities as required.</p> <p>Working with private sector companies as potential tenants for recycling centre building/ecoparc office building. Tender documents for disposing of recycling equipment and lease documents for tenants to be drafted.</p> <p>Ecoparc “Edmond M Comeau” building (main office) needs repair. Tenders to be prepared winter 2015-16.</p> <p>Working with WREN on information to populate municipal website for prospective investors.</p>
Collaboration with the Regional Enterprise Network (REN)	<p>Working with WREN BRE officer to identify BRE clients.</p> <p>Attending quarterly Western economic developers network meetings.</p> <p>Developing new initiative to identify gaps in high speed internet in an effort to find solutions.</p> <p>Invited to participate on EDNNS (Economic Developers Network of NS) through WREN. Next meeting Feb/16.</p> <p>Attended Investment Readiness training organized by WREN on Nov 26/15 at Rodd Grand in Yarmouth.</p>
Buy local/go global campaign	<p>Continued relationship with Chambre de commerce includes participating in monthly breakfast board meeting, preparation of correspondence and minute taking. Currently sit on executive of board as Board Secretary.</p> <p>Magasiner à la Baie 2015 campaign held November 30 to December 6 2015. 29 participating merchants with +- 10 000 ballots filled out.</p>
Attracting immigrants and immigrant entrepreneurs	<p>Suggestions for additions to Municipality of Clare website are being compiled (ex: “Why Come to Clare?” section). Working with web developer on municipal website re-design- new site up since Sept 2015.</p> <p>Supporting CDENE “LIP” (Local Immigration Partnership” application.</p> <p>Planned meeting with Université Sainte-Anne rep to discuss housing listings for students.</p>

Developing Université Sainte-Anne opportunities	Organizing committee member for “Colloque en entrepreneuriat” held at USA Nov 17-19 2015. Performed duties of all-day session host, presenter at Colloque and gave opening remarks on behalf of Municipality at Soirée étudiant-entrepreneur.
Fostering home-based employment	(identification of gaps in high-speed internet related to this initiative)
Broadening tourism infrastructure and opportunities	Planning started for Gran Fondo Baie Sainte-Marie 2016 to be held September 25/16. Continue as Committee Chair and Finance Coordinator. Projections: 800-1000 participants. Working with Clare Golf & Country Club on 50 th anniversary (2016) promotion.
Attracting Retirees	Funding secured through Prov of NS Dept of Seniors for Transport de Clare re-branding initiative (including new brochure and advertising). Leading project with Senior en sécurité representative and Transport de Clare representatives. Brochure printed and mailed to all Clare residents Dec 9/15.
Supporting the forestry sector	On-going discussions with local investors regarding re-opening of sawmill. Held several meetings with provincial government regarding security of supply.
Fostering renewable energy	Funding for electric car charging stations has been withdrawn as province-wide project. Looking at possibility of purchasing 1 station with funding already committed from Municipality and Chambre de commerce. Applied for 2 LED light exchanges in Clare Dec 2015- 1 in Little Brook and 1 in Havelock. Received confirmation of funding for 1 event only for Clare- event held for first time in Havelock on Dec 5 th . Good participation.
Building the Clare brand	Working with Tourism Manager to complete info to be included on Réseau des villes francophones website.
Supporting regional infrastructure	Examining possibility of PACE county-wide project (regional Partnership activity with Municipality and Town of Digby). Presentation to council held in March. Gathering additional information for program delivery possibility. Follow-up presentation to council on Dec 16 with additional info. Former Legion building now owned by Municipality of Clare. Funding proposal developed for renovations through Canada CIP fund. Application approved. Renovations started Oct 2015-on-going at this time.

**MPAL- Municipal Physical Activity Leadership
Active Living Coordinator RÉANNE TITUS
MONTHLY REPORT DECEMBER 2015**

Funding Requests:

Community Health board

- **Move More** – This program reaches out to the people within our community who don't know where to begin when it comes to exercise. The 8 week program aims to help participants find what kind of physical activity suits their needs (walking, shuffleboard, swimming, golfing, etc.) and show them where recreational physical activity is readily available in hopes that they will begin living an active lifestyle. **Funding request \$1000.**

Awards Proposals

- **Walkabout Award** – Proposal sent to *Heart and Stroke Walkabout Awards: (Aug 6, 2015) Nominees - Council and in particular Hector Thibault, project champion*, for the great work that has been done to clear our sidewalks of snow in the winter. This was a proposed action of the AT Plan and the walkers of our community appreciate this. Award recipients to be announced in the early fall. **To be announced within the next few weeks.**

Follow up on MPAL group activities and programs

- **Actifs après l'école** – After school program that offers non-competitive physical activity once a week has begun in all four elementary schools. Average of 10 participants per school, per week.
- **Conect2 – Bike Racks** – All sites that needed a cement pad have been prepped, dug and poured. Hardware for installation has arrived and bike racks are ready to be installed. Project will be completed within the month of December.
- **Equipment Loan Program** – PFDs have been placed on backorder; expected to arrive late December.
- **Facility Access** – High attendance continues to show during the free skate (Sundays), less during the free swim (Saturdays). Six sessions of free swim & skate have been booked for the Christmas break (December 21st, 22nd, 23rd, 28th, 29th & 30th).
- **Geocaching** – Julien Comeau has agreed to help us once again with this activity. Brain storming on location of the sites has begun.
- **Gran Fondo** – Organising of equipment at Legion has begun. Master list will be updated.
- **Sentiers de Clare Rails to Trails** – Recording secretary for meetings about 5-6 times per year – next meeting will be December 7th, 2015.
- **Soyons Actifs** – The program continues to show regular attendance of 50-60 children each week. Averages of 35 participants come via provided transportation (school bus). There was one week during the month of November that we had to cancel the activity due to school closures caused by a power outage.

**Clare Recreation Services
Recreation Manager ANDREA GAUDET
MONTHLY REPORT DECEMBER 2015**

UPCOMING AND ONGOING ACTIVITIES

Patates Actives - This girls only after school program takes place every Thursday at ESDC and is free of charge.

Badminton started on Monday, October 5th at École Jean-Marie Gay.

Adult Skating - started on November 2nd at Université Sainte Anne on Tuesday mornings.

Christmas in Havelock – an evening of arts and crafts, hot chocolate and a visit from Santa will take place on Saturday, December 5. As new addition to the event, a LED Holiday lighting exchange will take place. This is in collaboration with the economic development service.

Tree Lighting Ceremony – There will be carolers, hot chocolate, cookie decorating and a visit from Santa on Sunday, December 6 starting at 6:30 p.m.

RBC Skate with Santa – On Sunday, December 20, there will be a free skate with Santa. The event has been sponsored by RBC. Gingerbread cookies and hot chocolate will be served.

Gran Fondo – committee is meeting frequently to plan this bike event scheduled for September 25, 2016.

SUPPORT TO COMMUNITY GROUPS

Assisted Clare Minor Soccer with the purchase of soccer equipment.

Assisted a hockey group from ESDC in finding volunteering opportunities.

GROUPS

École secondaire de Clare – Comité École Consultatifs - member

Gran Fondo Baie Sainte-Marie – Volunteer Chair

Valley Recreation Coordinator and Directors Assoc. (VRDCA) - Vice President

JumpStart - Canadian Tire South West Committee– member.

Clare Minor Soccer: resource person

GRANTS

Ecole secondaire de Clare submitted an application for the Community Recreation Assistance Program and received \$500 in funding to assist with a trip to take students to We Day in Halifax on November 27.

**Clare Tourism Services
Tourism Manager LARRY PEACH
MONTHLY REPORT DECEMBER 2015**

New projects and activities will be added when necessary. Support and advisory services are often provided to local organizations and private sector. **New updates in Yellow.**

1. CLARE TOURISM MARKETING PROJECTS:

A) Nova Scotia Doers & Dreamers Guides / NovaScotia.com:

- Coordinated design + sold advertising for 2016 Clare pages (1 English, 1 French) for Doers & Dreamers

- Banner image is Gran Fondo cyclists at Mavillette Beach and new tagline is: *Experience Acadian joie de vivre. Baie Sainte-Marie: Nova Scotia's French Shore.*

- Submitted Clare content to Tourism Nova Scotia for use in Doers lure section and in YAS regional section of novascotia.com. Will be providing content for a new 'Communities' webpage on ns.com

B) Clare/Baie Sainte-Marie Visitors' Guide:

- Coordinating a 64 page digest-sized guide with theme '61 Things to Do' in Clare, with map as centrefold.

- Started selling ads for 2016 guide. Booking deadline = Dec. 18. Materials deadline = January 15.

- As of Dec. 4 ad sales = \$13,750. Goal is \$15,100. Start assembling new images and revising content.

- Visited "The Trail" in Grosses-Coques on Nov. 18; will include in 2016 guide as one of '61 things to do'

- Stephanie LeBlanc of Le Courrier to start ad and guide design in January.

- Guide will be mailed to Clare households in early June. 2015 online flipbook: <http://baiesaintemarie.ca/flipbook/>

- Will also coordinate a smaller run of tear-off maps for 2016.

C) Baie Sainte-Marie Tourism Website: www.baiesaintemarie.ca and .com

- New photos will be added to the website over the fall-winter, taken by Joey Robichaud and Gilles Maillet.

- Contacting event organizers to update 2016 festival & event dates

D) Social Media: Larry posts regularly on the following three channels:

1. Facebook: [baiesaintemarietourisme](https://www.facebook.com/baiesaintemarietourisme) 1,187 Facebook Likes (+8 since Nov. 6).

Facebook post ads have resulted in significant 'likes' and visitation to website.

2. Instagram: @baiesaintemarie. 319 Followers (+10 since Nov. 6).

3. Twitter: @BaieSainteMarie. 361 Followers (+5 since Nov. 6).

E) Photography: Larry hired Joey Robichaud Photography and Gilles Maillet to take new images during Summer 2015. CTACA covered 65% of photography costs.

F) Nova Scotia Webcams (Mavillette Beach/Church Point/Belliveau Cove): no update

G) Trade shows

It is expected Saltscapes Expo will return in 2016, despite recent news that Exhibition park may close. Plan to reserve a 10' x 10' space for Clare when registration opens. Festival acadien wants to partner again.

H) Bienvenue en Clare Banners: Starting this season, banner rental fee for all participants is now a flat rate of \$60/year. More new banners will be needed to be made for 2016.

I) Travel Media:

- Submitted application to join TMAC (Travel Media Association of Canada) – see Gran Fondo report for more.

- Sandra Phinney is pitching a Clare article for the 2016 Saltscapes Food & Travel Magazine.

J) Festival acadien de Clare - no update

2. CLARE PRODUCT, EXPERIENCE AND EVENT DEVELOPMENT:

A) Beaux Vendredis Lobster, Crab & Clam Suppers

- Coordinates a MOU partnership w/ La Pointe Seafoods (Pierre B), BCDC, Clare Mutual and Municipality.
- Coordinates marketing efforts and schedule for Musique de la Baie musicians.
- 2016 was busiest season ever; all 11 events drew over 300 with a couple exceeding 400.
- Resolved issues w/ neighbour by installing 'no parking' signage and creating overflow parking lot w/signage.

- Met with Pierre on Nov. 20 to start planning 2016 season. Plan to create a separate website to raise profile of BVs for 2016.

- Discussing a fund-raiser event for Belliveau Boatshop project, "Clamfest", tentative date = Friday, July 15th.

B) Clam Digging Experience at Belliveau Cove

- Clare Tourism assisted Andrew Weaver in coordinating a clam digging experience in 2015.
- 2015 schedule offered 28 dates, from June 10 to Sept. 8, with 64 participants over 10 outings.

- Larry drafted up a tentative schedule for 2016 based on the tide tables; Andrew Weaver to confirm.

C) Cape St. Marys Lighthouse Municipal Park (Larry is project manager):

- Presented Business Plan at regular Clare Council meeting on Feb. 18 where it was approved
- Submitted Business Plan to DFO on Feb. 20, requesting \$90,500, arranged a conference call for April 8
- Larry & Deputy Warden Brian Comeau had conference call on April 8 with Perry Rideout, DFO Real Property.
- DFO has already removed asbestos from interior during Winter 2015 (value= 18K-20K)
- DFO originally offered 50K, negotiation resulted in a formal recommendation of 60K grant to Municipality for divestiture. A 60K grant from DFO will allow us to implement all aspects of Business Plan, with a contingency of approx. \$2,300. A site visit will be coordinated with DFO to inspect the removal of asbestos work.
- Larry waiting to receive the Transfer of Sales Agreement from Public Works before making the recommendation to Council. DFO has to consult with First Nations as part of process.

- DFO update on Dec 3: preparing a Memorandum of Agreement and will send to MunClare in January 2016.

- Expecting divestiture during Spring 2016, approx. 3 months following signing of transfer agreement.

D) Le Petit Bois Walking Tours & Interpretive Trail: <http://lepetitbois.ca/>

- A \$647,000 Capital project proposal submitted by Université Sainte-Anne was approved by funding partners this winter for capital construction phase e.g. lighthouse/observatory, gates/signage, CJA Yurts & washrooms etc. Project completion date is August 31, 2016. Clare Council approved \$20,000 through the Tourism budget.

- In September, Denise Saulnier and Larry determined locations of entrance gates, and orientation/regulatory/interpretive signage. Spec has poured concrete for gates on Paroisse property.

- Met with Eric Tufts on Dec. 3. Spec to construct foundations for yurts, washrooms and observatory in Dec.

- During Winter, Denise Saulnier will design orientation panel/map and interpretive content for panels/website

E) Canada 2017 (150th Anniversary). In March 2015, Larry presented a draft proposal on the historic and cultural connections between Clare and Annapolis to Federal Minister of Heritage.

- Brienne LeBlanc/ACOA confirmed Founding Families of Clare Exhibit project is eligible under EDI program.

- Due to time constraints and new priorities, Larry recommends passing the project lead to Université Sainte-Anne/Le Centre acadien and new director Clint Bruce, given that the proposed location for this exhibit is now in the foyer of the Centre acadien floor. Met with Clint on Nov. 26 to discuss and will advise in near future.

F) Belliveau Cove Re-Development Project: Jean Belliveau family approved plan to relocate the galleon replica to the Belliveau Cove site as part of a redevelopment project.

- BCDC provided \$5,606 contribution and Clare Tourism \$2,000 towards the hiring of Francis Doucet for conceptual drawings and budget estimates.

- Following the Sept. 2 Committee-in-Council Council approved a motion to support the project with a contribution of \$150,000 over 5 years, contingent on BCDC receiving balance of funding.

- Will assist BCDC in fundraising, including submitting an application to ACOA under ICF Program.

- Larry submitted a Concept Paper to ACOA; ACOA has advised they will not consider funding Boatshop until the Boat has been secured onsite. ACOA, via CIP program, will accept an application for some of infrastructure enhancement components i.e. pedestrian walkway/bridge, wind-break tarps(gazebo), market protection etc.

G) Marathon Baie Sainte-Marie: Following its inaugural event on October 4, 2015, Larry has been invited to sit on the Organizing Committee for the 2nd edition, to assist with Marketing in attracting participants from outside of Clare. First meeting will be on Dec. 4. 2016 Marathon date TBD.

3) **GRAN FONDO BAIE SAINTE-MARIE (Larry is Marketing Coordinator)**

Larry is the Marketing Coordinator, and is responsible for the coordination of the logo, website, social media, photography/videography, media and developing a marketing and media plan.

Important Dates:

June 11: Website went live. June 13: Online Registration open via BNS site.

August 22: Closed Registration (353 participants - 3 cancellations + 3 media).

Re-opened registration on Friday, August 28 at approx. 4:30 pm.

Early-bird registration ended on Sept. 8. Participants receive free jersey when register by August 5.

Event Day Results (compared to # last meeting):

Participants = 412 (410). 448 registrations - 24 cancellations - 12 no shows = 412

Atlantic Chip Timing results on website = 254 Gran + 117 Piccolo = 371 total times recorded online.

Internet Metrics:

Facebook likes = 567 (+6 since Nov. 6)

Twitter followers = 106 (+4 since Nov. 6).

of views, YouTube promo videos. ENG 919, FRA 435, Joey Robichaud drone 875, Piccolo time-lapse 385.

Website sessions: 1,553 on Sept. 27 = highest single day

Website stats. Total Sessions: 15,123. Total Users: 8,761. Average time on site: 02:15

- top 10 cities: Halifax, Yarmouth, Dartmouth, Bridgewater, Bedford, Laval, Kentville, Ottawa, Moncton, Toronto

- top 10 source: Facebook, Google, direct, Bicycle NS, NS.com, Vanguard, Twitter, GranFondoGuide, HfxBloggers, Bing

Activities Nov. 6 – Dec. 4:

- Coordinated a photo/videoshoot with Joey Robichaud and 3 cyclists along Bas-de-la-Rivière on Nov 15, to start promoting the new Medio Fondo route
- Presented Marketing Summary Powerpoint at Université Saint-Anne 'Colloque en entrepreneuriat' on Nov. 19
- Coordinated production of a new bilingual promo/teaser video with The Local Traveler (Gillian), to be launched on website/YouTube/social media when registration opens in January
- Submitted 2016 event info and images for the free event listing on NovaScotia.com
- Met with Michel Hachey to send route maps for TIR application
- Coordinating website updates e.g. add 2016 routes, pricing, etc. with Liam Hanks
- Investigating a partnership with Ben Buckwold/BNS to modify/reprint the provincial map-brochure to include the Gran Fondo and other local cycling features

Upcoming in near future:

- Selecting images/video clips from Medio shoot to add on website/share on social media
- Coordinating production and narration of two documentary videos with The Local Traveler (Dec)
- Meet Sandra Phinney to discuss TMAC Conference in Cape Breton in June (Dec)
- Compile images for trade show portable banners; Liam Hanks to design (Dec-Jan)

- Update free online listings e.g. GranFondoGuide (Dec-Jan)
- Receive STEAM report from Tourism NS from post-event online survey (Dec-Jan)
- Contact CBC cyclist Brett Ruskin and Rick Mercer (Dec-Jan)
- Draft a press release for distribution, to circulate once registration has been activated (January)

4. REGIONAL TOURISM PARTNERSHIPS:

A) Digby Wharf Rat Rally/Clare Poker Run

- Clare Poker Run promoted online at WRR: <http://www.wharfrat rally.com/enjoy-the-rally/tours-runs-rides> and - BSM site: <http://baiesaintemarie.ca/acadian-shore-poker-run/?lang=en> (Prize winners added).

- 2015 Clare Poker Run was less attended than in previous years, with 83 total participants (compared to 171 in 2014 and 129 in 2013). The participants per day: 18 Thurs, 26 Friday and 39 Saturday. 45 fr NS, 24 fr NB, 5 fr Ont. 8 USA 1 NFLD. La Pointe Seafoods donated \$500 worth of lobster as the grand prize.

- Planning to develop a larger web presence for 2016 event

B) Acadian Passport (partnership of 8 SWNS Acadian sites fr. Pubnico to Grand-Pré)

- www.discoveracadie.com, social media, brochure redesign and reprint, ads, and trade shows.

- Larry managing \$200 budget to boost Facebook posts. Larry coordinated the video component.

- A \$10,000 TV campaign on CTV and French CBC was undertaken in 2015 in partnership with the CTACA. \$2000 contribution from Clare tourism budget.

- Group to meet this Winter to discuss the 2016 marketing plans and budget

C) Acadian Shores Interpretive Tour

- The Municipalities of Clare and Argyle partnered to reprint the map-brochure that promotes 29 Acadian historical and cultural sites. 10,000 copies were printed and there are enough for the 2016 season. The brochure is very popular at VICs.

D) YASTA - no new updates

E) Misc. Digby Area Partnerships

1. Digby County Visitors Guide: Larry coordinated 1 page of ads and updated Clare (free) content

F) Starlight Tourism Destination & Reserve (Bon Temps Tourism Assoc./Mun. of Argyle)

- Clare Tourism budget has \$3,000 approved for Starlight Marketing & Economic Development Plan.

- Larry sits on the Starlight Stewardship Council and has attended several meetings.

- Paul Lalonde offered stargazing night hikes in Le Petit Bois every Tuesday evening, from June 23 to Oct. 13. He has held several tours, including a well-attended Fam tour in late June.

- Paul also offered two night hikes during the Starlight Festival (October 6-11), in Le Petit Bois on Oct. 6 and at Mavillette beach on Oct. 9.

- The free Starlight course was held from October 13-17 in Tusket.

- Starlight committee meeting being planned soon to discuss submitting ACOA and NS Tourism applications.

G) NEW: 1-8-3 Loop

- New marketing initiative started by stakeholders in SW NS to market the Loop encompassing Highways 1, 3 and 8 thru Keji, on the two ferries and beyond.

5. RENDEZ-VOUS DE LA BAIE OPERATIONS

A) Visitor Information Centre.

- Denis Comeau managed the VIC from March 31 until October 31.

- There were 4050 VIC visitors in 2015, a 9.2% increase, compared to 3720 visitors in 2014.

- 2 students were hired as VIC/Guided tour coordinators, with funding assistance from prov./federal sources

2015	April	May	June	July	Aug	Sept	Oct	totals
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NS	53	124	48	200	562	454	48	1489
Atl Can	9	2	50	65	177	83	11	397
Quebec	0	0	19	95	218	54	11	397
Ontario	1	21	30	72	111	61	4	300
West Can	0	17	15	43	76	33	16	200
USA	0	14	75	165	398	294	54	1000
Overseas	5	4	28	47	116	58	9	267
	68	182	265	687	1658	1037	153	4050

B) Acadian Interpretive Centre/Museum

- The Corporate Sponsorship Program has been a success bringing in \$1,200 per year (\$100/month).

Sponsors featured: <http://rendezvousdelabaie.ca/news-blog/?lang=en> and on RVB social media.

- Donation box revenues are up significantly compared to previous years.

- Group tours at Museum. Denis has provided many tours during the 2016 season.

- Met with Clint Bruce, new Director of Le Centre acadien, to discuss a possible partnership project: co-hiring of a student for a 14-week, full-time (35-hours), through the Strategic Cooperative Education Initiative. With 10 out of 35 hours per week devoted to the Centre interprétatif and related projects, we could have a nice refresh of the objects and some of the textual content; with 25 or 20 hours, the student could possibly create some great interactive features alongside (or replacing) the audio that's already there.

C) Souvenir Boutique – La Boutique Berlicoco

CORD has taken over management.

D) Lisa T. Internet Café

CORD now operates the Lisa T Café as a Social Enterprise and has secured loans and fund-raising.

CORD held a successful Open House event on Sept 12.

E) Meeting Room

The 12 seat RVB meeting room continues to be popular with the general public for smaller gatherings.

F) Website: www.rendezvousdelabaie.com (and .ca). Nyna Cropas is currently working on a new website template that will be more mobile-friendly.

G) Social Media: Larry posts updates regularly on Rendez-vous Facebook page.

836 Likes (+3) (compared to Nov. 6).

Trip Advisor: 19 Reviews, 15 excellent, 4 very good, 5/5 star rating. Rated 55th of 328 Things to Do in SWNS.

H) Community Events Calendar:

- Larry presented how the online events calendar works at the Community Sports Forum on Nov. 2, provided a handout and encouraged the various sports and community organizations to use and share this useful planning and promotional tool. - Larry and Nyna Cropas are testing a new online Calendar interface using a newer Wordpress plugin (current calendar is approx. 6 years old). Information pops up on mouse-over instead of click and photos can be added.