



**Communities, Culture, Tourism and Heritage
Office of the Minister**

1741 Brunswick Street, PO Box 456, Halifax, Nova Scotia, Canada B3J 2R5 • Telephone 902-424-4889 • novascotia.ca

File #: 5037718

May 12, 2026

Pam Doucet
Municipality of Clare (Tourism Department)
1185 Highway 1
Little Brook, Nova Scotia B0W 1M0

Dear Pam Doucet:

On behalf of the Province of Nova Scotia, I am pleased to advise that your application to the Digital Content Marketing Program has been accepted. A total of \$23,000 will be invested in marketing activities to promote your organization in Nova Scotia's tourism markets, with \$11,500 being invested by your organization and one-time funding of \$11,500 for 2026-27 by Tourism Nova Scotia.

Darlene MacDonald, Executive Director, Tourism Nova Scotia, will send you a separate Terms and Stipulations document for your signature.

Tourism continues to be a vital part of our economy. The program will provide your organization with the opportunity to partner and co-invest with Tourism Nova Scotia to create marketing assets and promote your products and services in key markets. These partnerships also support the goals under the new Tourism Sector Strategic Plan, which you can find at <https://nstourismstrategy.ca>.

Any questions about the Digital Content Marketing Program or other supports available to your business from Tourism Nova Scotia may be directed to Meaghan Giffin, Marketing Advisor at meaghan.giffin@novascotia.ca or 902-497-0067.

Thank you for your hard work and the hospitality you provide to visitors, which makes Nova Scotia a place people want to visit again and again. I wish you all the best for a busy and successful year.

Sincerely,

A handwritten signature in blue ink, appearing to read 'DR', with a long horizontal stroke extending to the right.

Dave Ritcey
Minister

cc: Darlene MacDonald, Executive Director, Tourism Nova Scotia
Meaghan Giffin, Marketing Advisor, Tourism Nova Scotia