

MUNICIPALITY OF THE COUNTY OF ANTIGONISH

COMMITTEE OF THE WHOLE AGENDA

Tuesday, March 26, 2024, Following Asset Management
Council Chambers
Municipal Administration Building
285 Beech Hill Road
Beech Hill, NS B2G 0B4

1. Call to Order – Chair, Warden Owen McCarron
2. Approval of Agenda
3. Approval of February 13, 2024 Committee of the Whole Minutes
4. Business Arising from the Minutes
5. Delegations
 - a. Frank Machnik – Marketing Levy By-law Feedback
 - b. Rochelle Benoit – Marketing Levy By-law Feedback
 - c. Paul Curry – Antigonish Tourism Association
6. Continuing Business
 - a. Marketing Levy Bylaw – Consultation Results
 - b. Status of the Antigonish Consolidation Act
7. New Business
 - a. Audit Committee Reappointment
 - b. EDPC Appointments
 - c. By-law Enforcement Officer Appointment – Dog Control Officer
 - d. Paqtnkek Powwow Sponsorship Request
 - e. Proclamation – March 26th as Purple Day for Epilepsy Awareness
8. Community Events

This item provides Councillors with an opportunity to briefly bring to the attention of Council events that are taking place in their communities.
9. Reports from Inter-Municipal Boards, Committees and Commissions
 - a. Antigonish Heritage Museum Board
 - b. Antigonish Arena Association
 - c. Eastern District Planning Commission
 - d. Eastern Regional Solid Waste Management Committee
 - e. Pictou Antigonish Regional Library

- f. RK MacDonald Nursing Home
- g. County Paqtnkek Joint Steering Committee
- h. Consolidation Steering Committee
- i. Community Navigation & Physician Retention Services Association

10. In-Camera Items

- a. Personnel

11. Additions to the Agenda

12. Adjournment

STRATEGIC PRIORITIES CHART (amended October 2022)

COUNCIL PRIORITIES	
<u>NOW</u> <ol style="list-style-type: none"> 1. WATER UTILITY DEVELOPMENT <ol style="list-style-type: none"> Expansion & Renew Aging Infrastructure Securing Long-Term Source Water Long-Term Financial Plan 2. DEVELOP & IMPLEMENT AN EVENTS & TOURISM PLAN 3. CONNECTIVITY – CELLULAR AND BROADBAND 4. RENEWABLE ENERGY 5. NEXT GEN SOLID WASTE MANAGEMENT 	
<u>NEXT</u> <ul style="list-style-type: none"> ASSET MANAGEMENT PLAN: Update & Implementation ACTIVE TRANSPORTATION PLAN: Implementation COMMUNITY HUBS: Plan & Implementation 	<u>ADVOCACY/PARTNERSHIPS</u> <i>Connectivity Funding (Prov & Feds)</i> <i>TIR Service Provision (Prov)</i> <i>Long-Term Care Facility Funding (Prov)</i> <i>Aging In Place Program (Prov)</i> <i>Accessible/Affordable Housing</i>
ADMINISTRATION	FINANCE
<ol style="list-style-type: none"> 1. CELLULAR & BROADBAND CONNECTIVITY 2. EVENTS & TOURISM 3. ASSET MANAGEMENT 	<ol style="list-style-type: none"> 1. INFRASTRUCTURE FUNDING: Plan & Implementation - Ongoing
PUBLIC WORKS	RECREATION
<ol style="list-style-type: none"> 1. WATER UTILITY DEVELOPMENT 2. NEXT GEN SOLID WASTE MANAGEMENT 	<ol style="list-style-type: none"> 1. ACTIVE TRANSPORTATION 2. COMMUNITY HUBS
SUSTAINABILITY	PLANNING
<ol style="list-style-type: none"> 1. RENEWABLE ENERGY <ul style="list-style-type: none"> LCC COMMUNITY SOLAR PROJECT 	<ol style="list-style-type: none"> 1. MANDATORY MINIMUM PLANNING: Development & Implementation 2. EASTERN ANTIGONISH PLANNING STRATEGY & BYLAW: Complete Review

MUNICIPALITY OF THE COUNTY OF ANTIGONISH

Committee of the Whole Meeting Minutes

Tuesday February 13, 2024, 5:30pm
Council Chambers
Municipal Administration Building
285 Beech Hill Road
Beech Hill, NS B2G 0B4

Present were: Warden Owen McCarron
Deputy Warden Bill MacFarlane
Councillor Mary MacLellan
Councillor Donnie MacDonald
Councillor Hugh Stewart
Councillor Shawn Brophy
Councillor Remi Deveau (by Zoom)
Councillor John Dunbar
Councillor Gary Mattie
Councillor Harris McNamara

Regrets: None

Staff Present: Glenn Horne, CAO
Alisha Bowie, Administrative Assistant
Shirlyn Donovan, Strategic Initiatives Coordinator

Others Present: Gallery

Call to Order – Chairman, Warden Owen McCarron

The meeting of the Committee of the Whole was called to order by the Chair, Warden McCarron, at 5:30pm.

In-Camera Items

Moved and Seconded

That the Committee of the Whole adjourn to an in-camera session to discuss Litigation and Contract Negotiations at 5:33 pm.

Motion Carried

Moved and Seconded

That the in-camera session adjourns at 6:24 pm.

Motion Carried

Approval of Agenda

Warden McCarron called for any additions or deletions to the agenda.

Moved and Seconded

That the agenda be approved as presented.

Motion Carried

Approval of January 23, 2024 Committee of the Whole Minutes

Warden McCarron called for any errors or omissions in the Committee of the Whole minutes of January 23, 2024.

Moved and Seconded

That the minutes of January 23, 2024 be approved as presented.

Motion Carried

Business Arising from the Minutes

There was no business arising from the minutes.

Delegations

There were no delegations.

Continuing Business

Update on the Municipal Boundary Review

Mr. Horne reviewed the letter sent by staff to the UARB to inform them of the status of the Boundary Review. A response has yet to be received from the UARB regarding what activities need to take place for the County's boundary review given this update. Discussion followed.

Update on Marketing Levy By-law Engagement

Mrs. Donovan provided update on Levy By-Law. Letters were mailed to owners of fixed-roof accommodations. Thirty-five information packages were returned-to-sender, and those returned packages were all re-mailed to proper addresses and given more time to provide feedback before council goes any further.

Discussion followed. Councillor Dunbar read a letter submitted by a constituent regarding their concerns with the proposed levy. Warden McCarron shared that he has heard from five operators, of which four were not in favour of the proposed levy. He noted that this consultation stage will help Council to hear from operators in the

community. Councillor Deveau shared comments received from two operators that he spoke with in his district. Councillor MacLellan shared comments received from operators in her district. Deputy Warden MacFarlane suggested looking at alternatives to a marketing levy to fund the initiatives in the Tourism Strategy. Both Councillors Mattie and McNamara noted that they have had concerns expressed to them by operators in their districts about the proposed levy.

Discussion followed regarding the process of remitting the levy being proposed. Councillor MacLellan spoke to the Tourism Strategy and her concerns with many of the tourism attractions in the county not being mentioned in the document.

New Business

Antigonish Arena Recreation Facility Development Grant Request

Mr. Horne provided a summary of the work that is planned at the arena, for which they are preparing an application for a Recreation Facility Development Grant. Financial support from the Town and County is also being requested to support the planned renovations.

Moved and Seconded

The Committee recommends to Municipal Council that the Antigonish Arena be provided a letter of support for the Recreation Facility Development Grant program and the County commit \$57,500 to the project in FY 2024/25 if the application is successful.

Motion Carried

RK MacDonald Board Recruitment Policy Discussion

Councillor McNamara spoke to the recruitment policy put forward by the RK MacDonald Board. The Board is looking for board members with experience in specific fields (e.g. finance/health care/legal), and appointments made by councils for representation from their areas can be members of Council or individuals in the community. Councillor McNamara asked the committee if they had any feedback on the proposed policy that they can provide at a future meeting.

February 2-5 Snowstorm Debrief

A brief discussion regarding the snowstorm was held. Councillor Dunbar noted how good it was to see the Town, County, and Province work together on snow removal. Councillor Dunbar mentioned Pine Ridge and the snow clearing concerns raised in the subdivision. Warden McCarron shared that he heard that snow removal calls to areas where there were concerns were more responsive than in past events. Deputy Warden MacFarlane thanked Mr. Horne for his work to assist with coordination of efforts. A question was asked about power outages, and Mr. Horne noted that there were no significant or extended outages in Antigonish.

Staff Reports

- Mr. Horne attended PVSC Board Meeting. The appeal period for assessments is now closed.
- RFP Community Transit Service review closed February 1st, and submissions are under review.
- The tender for accessible washrooms closed February 13th.
- In the final stages of generator hook up, the municipal office will be closed Tuesday February 20th as the power will be shut down. Staff will be attending development sessions off-site.
- Low-income tax exemption program ended December 31st, and 220 households used that program. This was an increase of 22% over the previous year.
- Mini Recreation Grants are now available for application.
- Water & sewer relocation planning for the roundabout at Trunk 4 and the Church Street Extension is in the final phase.

Community Events

- Councillor Dunbar shared that the first Club 500 draw in Heatherton on February 23rd.
- Councillor Stewart shared that a new manager has been hired in Lochaber at the community centre, and the gym there is doing quite well.
- Councillor Deveau shared that the 50th anniversary of the Pomquet Winter Carnival will take place this year, with events starting on Saturday February 17th, finishing with a parade on Saturday February 24th.

Additions to the Agenda

There were no additions to the agenda.

Adjournment

Moved

That the Committee of the Whole meeting be adjourned at 7:12pm.

Motion Carried

Warden Owen McCarron

Glenn Horne, CAO

Tourism Marketing Levy Discussion

Municipality of the County of
Antigonish
February 27, 2024



BAYSIDE
travel centre

ANTIGONISH TOURISM ASSOCIATION

- Began in Spring 2021 with the goal of working together to increase tourism.
- Now represent over 15 businesses in Antigonish County and Town.
- Together, we employ hundreds of County and Town citizens who make their living in part or in whole from the Tourism industry.



ANTIGONISH TOURISM ASSOCIATION

Mission: establish Antigonish region as a recognized and desirable tourist destination in Nova Scotia.

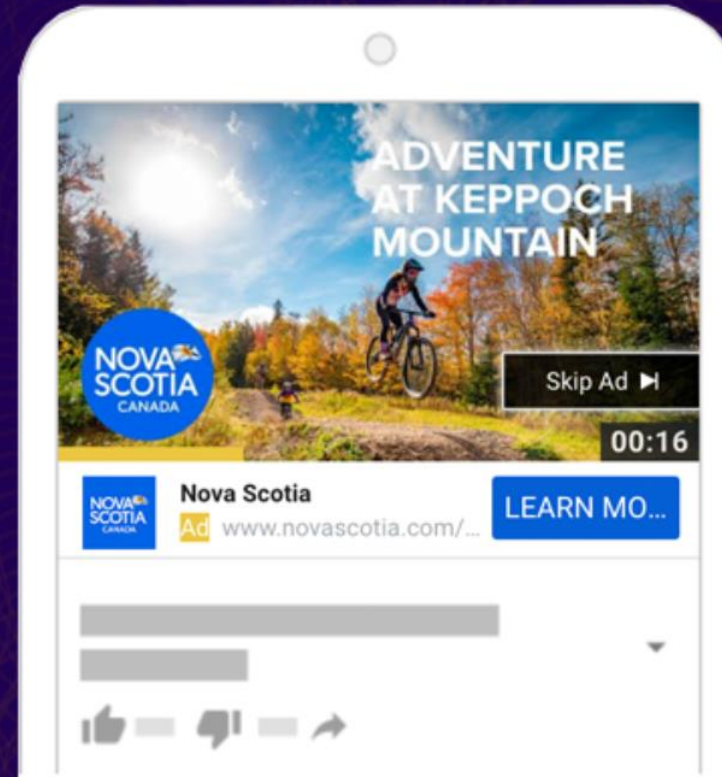
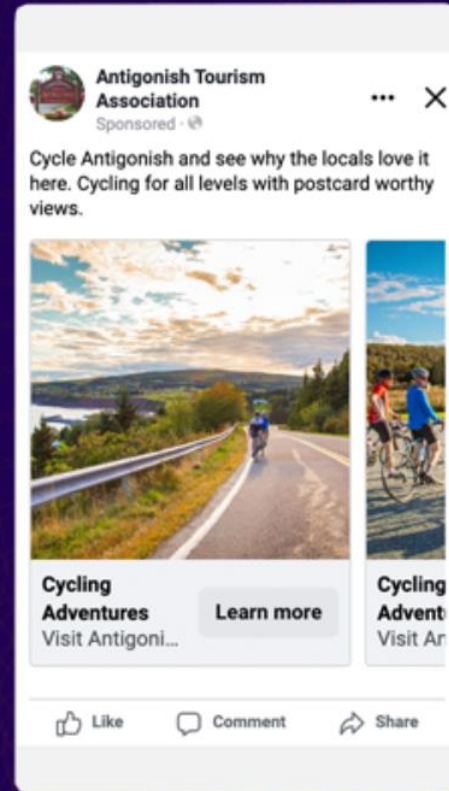
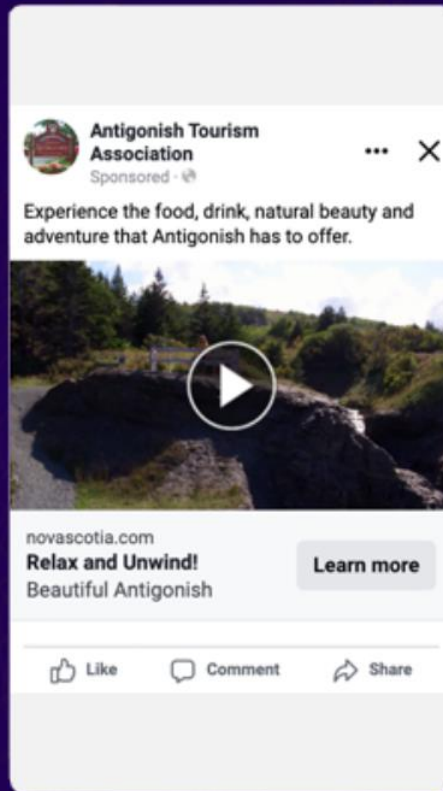
Goals:

- Double tourist #s by 2030
- Be a leading voice for tourism in the community
- Work with community stakeholders to improve community well-being



Antigonish Tourism

2023 Campaign



Highlights:

Website Conversions

1,504

Website Users

6,446

Website Sessions

6,588

Ad Impressions

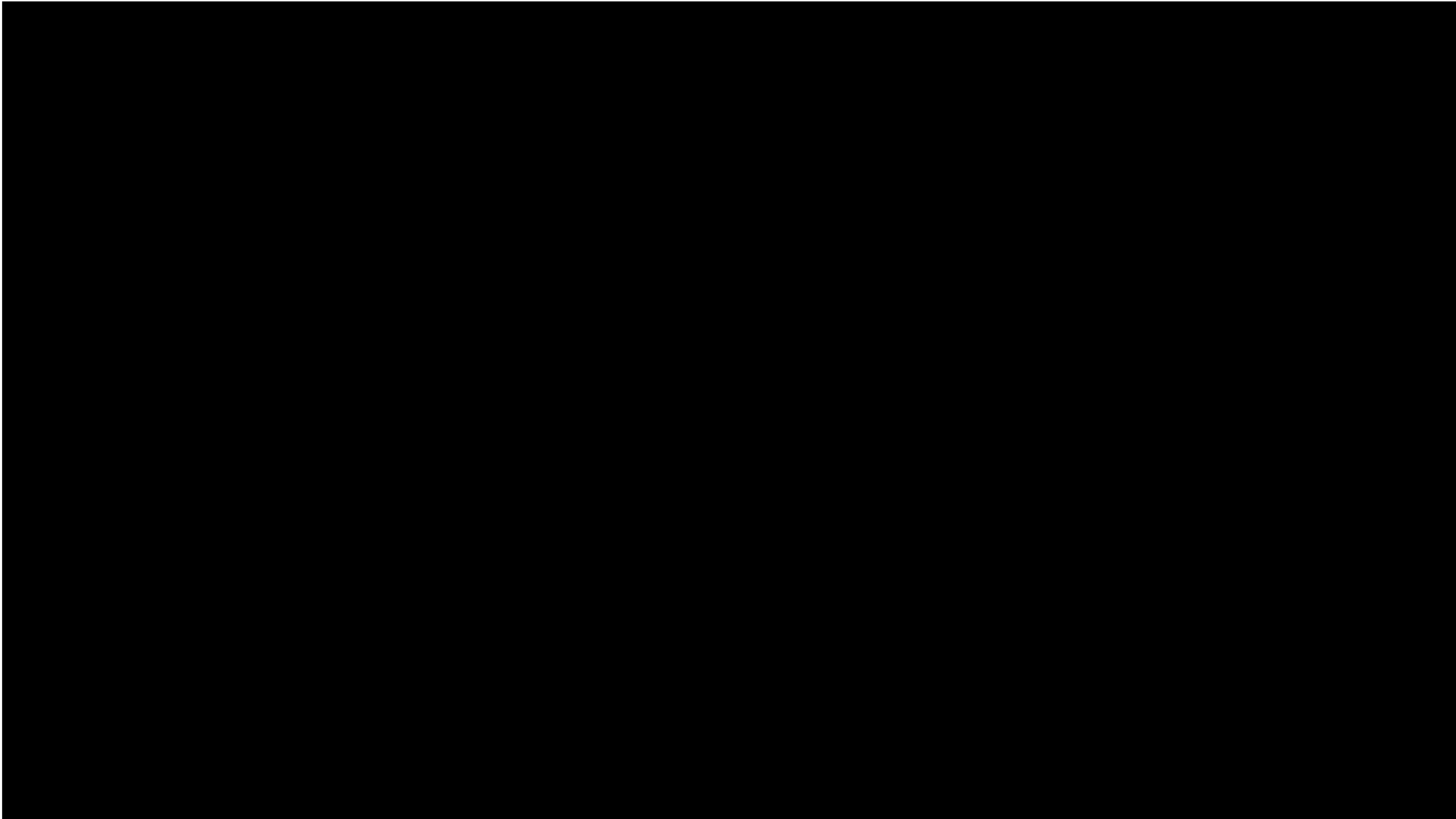
4,229,552

Ad Clicks

23,360

Ad Video Views

367,921









Come To Antigonish

AND LET YOUR SPIRIT FREE!



THE OPPORTUNITY: MARKETING LEVY

- Provincial legislation – Bill 24 passed in fall of 2022 allowing municipalities to generate revenue to attract tourists to their communities through a marketing levy.
- Exemptions to include, student housing, medical appointments, stays over 28 days, rooms under \$20.

THE PROCESS

- If approved, each licensed operator in Antigonish County will collect a 3% levy as part of their consumer nightly bill as per Bill 24.
- For \$140/night, consumer pays \$4.20 levy.
- Operator holds 3% levy (like we hold onto hst), and remits to Municipality monthly or quarterly.

THE PROCESS

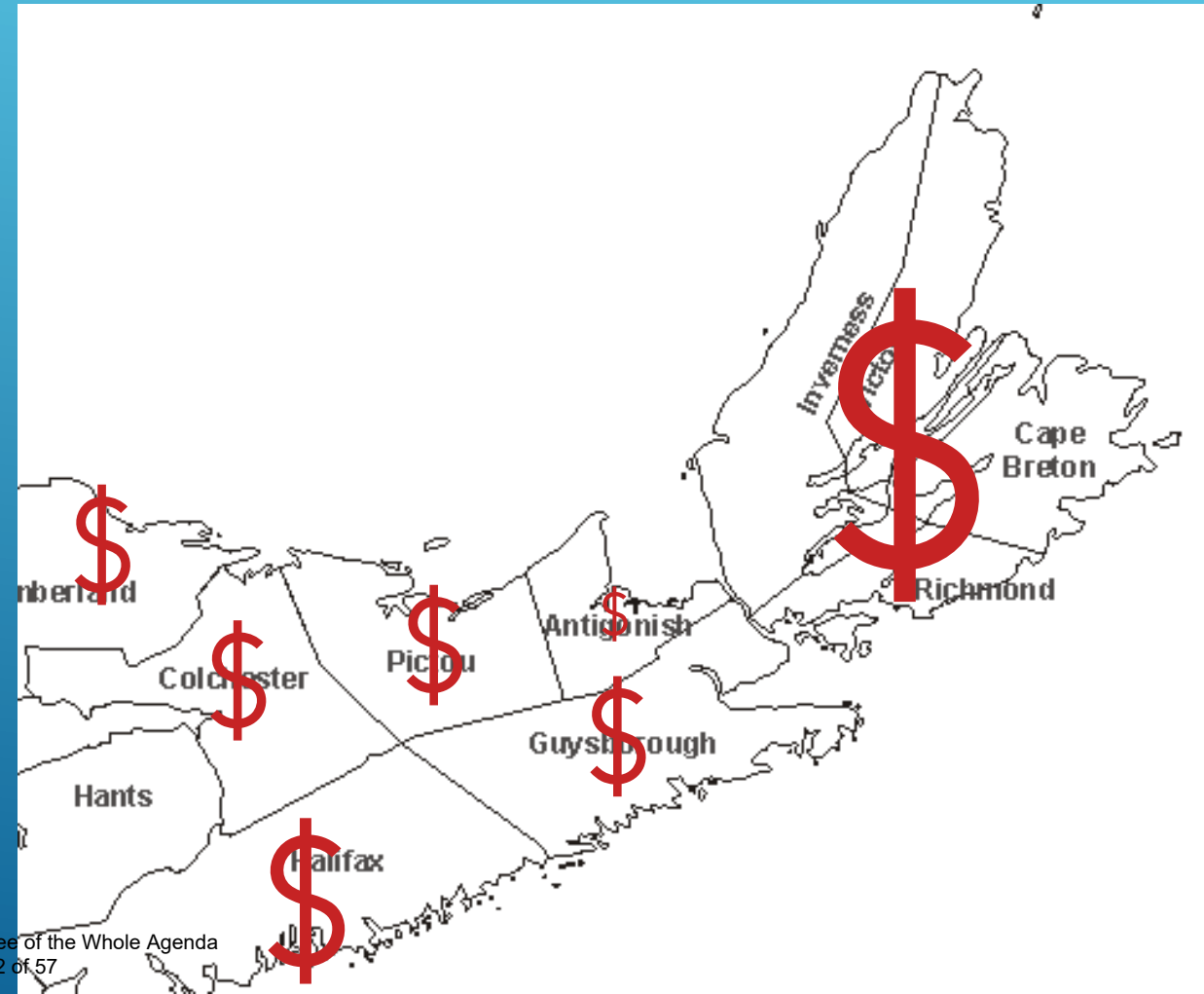
- ▶ Levy to raise \$200,000 per year for Town and County.
- ▶ Used to execute the joint tourism strategy, and to engage in tourism marketing projects.
- ▶ Input from County, Town, StFX and Tourism Association.

THE SPEND

- ▶ Money collected in Antigonish spent on tourism promotion for Antigonish.
- ▶ Improve brand recognition, ability to attract major events, conferences etc
- ▶ Visitors will help stimulate local economy.

WHAT'S AT STAKE

- We will soon be surrounded by competitors (Pictou, Colchester, Guysborough, Halifax, Cape Breton) who have budgets we cannot match.



WHAT'S AT STAKE

- ▶ The Tourism sector: 9.7% of employment in Nova Scotia.
- ▶ The 4-year growth is predicted to be 26.3% (Tourism HR).
- ▶ Our employees and our businesses need to be a part of this growth and not left behind.

WHAT'S AT STAKE

- ▶ Current piecemeal efforts are not sustainable.
- ▶ Can't compete on a volunteer basis against neighbouring jurisdictions with dedicated staff and resources.
- ▶ Town and County will be out of synch with respect to tourism marketing.
- ▶ Different taxes at different accommodations in Antigonish.

WHAT'S POSSIBLE

- ▶ We have the right players at the table with a common vision. We need dedicated resources to realize this vision.



THANK YOU

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

MEMO FOR INFORMATION

TO: MUNICIPAL COUNCIL
FROM: SHIRLYN DONOVAN, STRATEGIC INITIATIVES COORDINATOR
SUBJECT: ***TOURISM MARKETING LEVY BY-LAW***
DATE: MARCH 26, 2024

Following presentations of the draft marketing levy by-law and Tourism Strategy in January, staff sent out packages to all tourism operators who were listed on the Tourism Nova Scotia Accommodation Registry. Packages were mailed to 122 tourism operators.

To date, we have heard back from the Antigonish Tourism Association, which includes the Antigonish Evergreen Inn, Keppoch Inn, Coastal Inn and Microtel, all of which are supportive of the levy. We have also heard from several short-term rental operators who are not supportive of the levy, one who no longer operates an AirBnB and one just seeking more information.

Please find enclosed the feedback collected from operators.

January 11, 2024

Warden, Deputy Warden and Councillors
Municipality of the County of Antigonish

Dear Warden McCarron, Deputy Warden MacFarlane and Councillors,

In 2023, the Antigonish Tourism Association passed a motion in favour of a new marketing levy (3%) collected on hotel stays. We made this decision after research and extensive discussion of the pros and cons for our businesses and the Antigonish community. It was supported by members based in both the Town and County.

Marketing levies are standard practice across much of the world, and we pay them when we visit Cape Breton, Halifax, Moncton, Yarmouth, Toronto and almost anywhere else. Most travelers are accustomed to paying these fees. With the enabling legislation in Nova Scotia, we expect to see a levy in almost every community across the province in the coming years.

For Antigonish, it is essential that we institute the levy in order to remain viable in the highly competitive tourism market. Antigonish has an excellent tourism offering, including four seasons of adventure at Keppoch Mountain, an international speedway, incredible beaches and hiking trails, sport fishing, great local food and great music festivals like Summerfest and the Antigonish Jazzfest. We do not want our tourism product to be forgotten as we attempt to compete with neighbouring communities with substantially larger funds available for marketing, promotion and destination development.

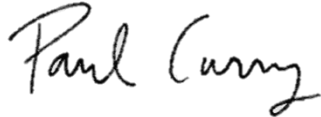
It is important to emphasize that the levy monies do not come from tourism operators. Hotels collect the levy tax from guests and remit it to the municipality. From our perspective, it is imperative that this money only be used for tourism promotion, and that staff hired are dedicated to that end.

The Antigonish Tourism Association has been collaborating well with the County and Town, and we expect to help advise on how these funds are spent. We envision great growth in tourism in our community over the coming years.

We would be happy to discuss this further with County Council.

Thank you for your attention.

Respectfully,

A handwritten signature in black ink that reads "Paul Curry". The script is cursive and fluid, with the first letters of each name being capitalized and prominent.

Paul Curry

President, Antigonish Tourism Association

Antigonish Tourism Association members: Microtel Inn and Suites - Antigonish, Antigonish Evergreen Inn, Claymore Inn and Suites, Maritime Inn, Homeward Inns of Canada, Keppoch Inn, Coastal Inn Antigonish, the Brownstone Restaurant, Gabriau's Bistro, the Antigonish Townhouse, Mainstreet Café, Justamere Café & Bakery, Candid Brewing, Steinhart Distillery, Coldstream Distillery, Burnside Brewing Oak Manor, Bayside Travel Centre.

CC: Glenn Horne, CAO, Municipality of the County of Antigonish

My name is [REDACTED] and [REDACTED] and I own the Antigonish Evergreen Inn. We have owned our inn for 9 years now and we know from experience that we should be busier than we are, year round. The number of 1 night stays here proves that those who stay in our hotels, are on their way either to or from Cape Breton. Just imagine if we could promote Antigonish and turn those 1 night stays into 2 or 3 night stays. Just imagine the benefits to our hotels, restaurants and all of our local business. Promoting our area can double or triple our business and even extend it into the shoulder seasons.

As hotel owners, we are members of the Antigonish Tourism Association and are in support of the proposed levy for the following reasons:

- a levy is a normal thing for most travellers and is collected in HRM, Cape Breton, Yarmouth, Moncton and many other places.
- the levy will help put us on a level playing field when it comes to promoting tourism in Nova Scotia.
- on that note, we have much to offer, including 4 seasons of adventure at Keppoch Mountain, incredible beaches and hiking trails, sport fishing, great local food and great music festivals like summerfest and the Antigonish Jazzfest.
- Important that travellers know the money isn't going to hotels, though that's where it is collected. The municipalities will collect the money and use it to promote tourism in our region.
- The hotel operators and the Antigonish Tourism Association have been collaborating well with the Town and County and expect to have a significant say in how these funds are spent. We envision great growth in tourism in our community over the coming years.
- We expect the levy to collect over \$200,000/yr in the Antigonish region.
- Most importantly, other communities around us are already further ahead with the levy. Pictou, for example, started collecting it recently and will be using their levy monies to market hard. We can't afford to remain behind.
- The combined Town and County levy money was going to be used to create a position that would spearhead the tourism strategy and work on events promotion and all things tourism. This individual would respond to a board with representation from our tourism association, the Town, County, and StFX.
- It is worth noting, the levy money does not belong to hotels. It is collected from travellers by the hotels and submitted to the municipality for tourism promotion (with strict conditions that it not be spent otherwise). There is a penalty if we don't remit it, which is completely normal.

These details need to be communicated to those smaller establishments in the area so that they can see the win-win here for all Antigonish businesses.

Please give me a call if you would like to discuss further.

Dear Shirlyn,

I am a small operator whose accommodation is only open for the summer months. The following is feedback to your proposed Marketing Levy.

- Since tourist operators' prices for accommodations are already set and posted for 2024, there will be no way for tourist operators to recoup this 3% loss. We should be given 6-12 months notice so that we can adjust prices accordingly, not 2 months notice.
- The province/town/county need to work together to find a way that these forms and payments can be done online. A mail in form is antiquated, time consuming and very difficult.
- Submitting a marketing levy quarterly is highly problematic. Why can this not be yearly, submitted at tax season? For a small business like ours that only operates for 2-3 months a year, submitting quarterly statements may be enough for us to close operation. Its not worth the headache!
- What documentation will the town provide, at tax time, so that tourist operators are not charged for the 3% as part of their income?

It is not clear to me how small operators will benefit from “Destination Antigonish” when our places are already fully booked. I can see that this may make a difference to large operators, restaurants, stores etc. but it seems that small operators are being made to pay the price, without having received any support from the town/county to start, operate or promote our businesses to date.

I would recommend that this levy is applied to larger operators or full-year operators only, that we be given 6-12 months notice, that there is an online system to set up to process forms and payments, that it is done yearly rather than quarterly, and that there is proper documentation provided for operators to ensure we are paying income tax on this 3% .

Thank you,

██████████

This week, I opened a letter from the Municipality of the county of Antigonish with respect to "Consideration of a Tourism Marketing Levy By-Law". Let's be clear, this is not a "new and vital source of revenue to be reinvested into the community". This is another means of extorting hard-earned money from regular people trying to make ends meet in an impossible economy. I respectfully share my opinion below and know I am one of many others in similar circumstances who would be negatively impacted by these proposed changes. It is not the first letter I've received from the municipality in recent weeks. The last letter was letting me know about an exponential increase in my property taxes.

Currently, our town is unable to meet basic housing needs for its own people let alone offer more temporary housing options to tourists. Many people who offer Airbnb rentals are doing so out of necessity, opening up their own private properties to strangers to be able to afford basic needs like groceries and childcare as 1-2 full-time jobs/family doesn't seem to be enough, given the current economic climate. I live on a dirt road in Lanark. The road benefits from very few municipal services. We do not qualify for municipal road maintenance or snow removal or individual garbage removal. Garbage needs to be transported to the end of the road for pick up and we pay to have our road plowed privately each time there is a storm. We see no reduction in our property taxes, despite being disadvantaged from neighbors and other community members along the 337 highway. I feel I am already paying too high of taxes for the limited number of services the municipality provides in return.

I recently needed to renew my mortgage at 6.4 % interest. I also had an exponential increase in property taxes the last 2 consecutive years which is financially crippling. I invested into finishing a small area of the lower level of my shop to accommodate a small 1 bedroom, short-term rental to help with these expenses. I work full time at the hospital and come home on my lunch break to clean the small apartment to be ready for the next guest arrival. This extra work/revenue stream has allowed me to cover the cost of my daycare expenses. I have taken on considerable work and stress to be able to create this additional source of income for my family. The municipality's consideration of a new tax on people like me is absolutely galling and frankly, disheartening. Targeting a finite number of small family owned short-term rentals, to finance tourism initiatives is not "sharing the impacts of increased tourism across the community". Looking at the actual miniscule number of Airbnb rentals available in Antigonish, this initiative is targeting a small number of small businesses which isn't fair. The 3% levy really isn't going to be absorbed by the tourists. The amount a home owner can charge/night is variable and dependent on many factors. Sometimes the amount we charge barely covers operating costs and adding an additional 3% would result in lost business or lost income for the owner. Antigonish is not the same as Halifax or Cape Breton and the amount that short-term rental properties can charge per night in Antigonish for small spaces is limited. Travellers may think twice about stopping in Antigonish overnight on route to CB if the cost of accommodation here becomes excessive.

As far as I am concerned, people like me are already supporting tourism by creating safe spaces for people to visit our town and have a comfortable space to stay for short periods of time. I have only been renting since June 2023 and have already hosted people from all over the world who may not have otherwise chosen to visit. Tourists were visiting mainly in the summer months: June-August and stopping in Antigonish on the way to final destinations in Cape Breton. The vast majority of people we have hosted to date in Antigonish are actually not tourists but rather professionals travelling to our town for work purposes. I have hosted doctors, nurses, and business people who need a space to call home for short periods to provide a service to our community. They should not be forced to pay a

tourist tax since they are not traveling for pleasure, rather to support needs in our community in other ways. The cost of a room/night is already unaffordable for many due to the costs associated with cleaning, fees and overhead of all the mortgage/electricity costs etc. My Airbnb is not suitable for a long-term rental due to the small size and lack of kitchen/laundry services. Also, our water supply is such that we can't accommodate people full-time in the rental or we would perpetually run out of well water (we ran out 5 times last summer and had to buy water to fill our well). I am already taxed considerably on the rental income, pay annual registration fees, in addition to all the fees required from Airbnb for guest/host fees/insurance and cannot afford to pay more taxes. I foresee many people with small short-term rentals taking their accommodations off Airbnb and finding less complicated uses for their spaces, further reducing options for short-term accommodations in our town which will only negatively impact tourism efforts.

I would like to see our municipality focus more on the needs of the people who live and work in Antigonish. My daughter is 3 years old and there are virtually no programs available for her and other young children in our town. This is a common complaint among young parents in Antigonish and the municipality has failed miserably taking steps to address this issue. Would be nice if the municipality cared about the needs of their own community members instead of taxing already overtaxed people to support increased tourism. I would love to receive a request for feedback on how the municipality can increase programs for kids in our town because the current situation is disgraceful. I see other communities in Nova Scotia with robust programming and infrastructure for kids activities and see the huge disparity faced by our own kids in Antigonish county.

Please consider other avenues of revenue to fund tourism in Antigonish. It is not fair to select a small minority of people to tax more to fund these initiatives. Other options such as destination marketing fee would seem more appropriate with having individual businesses deciding to contribute to a joint marketing program. Businesses that would have the most to gain from additional tourism initiatives could be targeted.

Sincerely,

A solid black rectangular box used to redact the signature of the person writing the letter.

AirBnB Operator

Called office:

- Happy to see municipality focusing on tourism
- Highly disappointed with the levy idea
- Not in favor of a marketing levy for small operators.
- Would be in favor of a 1% fee for everyone.

AirBnB Operator

Called Office:

- Hassle to have the tax, more work for the operators
- It is not fair, they do things properly and follow all the rules and now have a new tax.

AirBnB Operator

Called Office:

- Does not agree with taxing cottage owners
- They enthusiastically promote the town and county and are doing everything they can to promote tourism, they do not want the tax.

Tourism Operator

Called Office:

- Their operation is different from hotels, they do everything themselves.
- Absolutely against the levy, no tax on restaurants or retail operators who benefit from tourism.
- They see no value for their business, if they thought it would be beneficial, they would support.
- They do all of their own marketing.
- A tax for something they are not getting and benefit from.
- Hires people from the community.

AirBnB Operator

Called Office:

- To let staff know they no longer operate and AirBnB

AirBnB Operator

Called Office:

- To ask staff how to send payment



February 12, 2024

To Shirlyn Donovan

One can see that the Municipality of the County Of Antigonish has spent a lot of time, effort and finances on the Antigonish Tourism Strategy. Although we applaud your effort to increase tourism in the County and Town of Antigonish, we cannot support this initiative. It is counterintuitive to the operation of our company, Oasis Motel (2014) Ltd.

Why is it counterintuitive?:

- 1 This is another tax collection service that has to be performed and financed by our company.
- 2 It increases the amount we have to charge our customers. 3% is 3% more than many people want to pay.

Questions relating to the Antigonish Tourism Strategy:

Why only fixed accommodations (StFX residencies?) Shouldn't restaurants and other tourism services be charged the same levy?

Occupancy in the busy season. June to December has come back to normal (85% to 95%). We do not need any more help to attract customers. The only way I see this Strategy helping is in the shoulder season. As we all have seen, attracting customers in the shoulder season is only doable with a massive financial commitment to recreational activities/facilities. Ski hills, sleigh bell rides, whatever. Can the Strategy promise this?

Other possible lines of revenue for this Strategy:

Revenue of the Municipality of the County Of Antigonish: \$20 million dollars (2023/24)

Revenue of The Town of Antigonish: \$12 million dollars (2021)

Revenue of Tourism Nova Scotia: \$30 million dollars (2021). Mostly provincial tax payer's dollars.

With the 3% levy, the Strategy will generate revenue of \$150,000.00/year, based on a high yearly rate of 50,000 rooms sold in the Antigonish area, with a REVPAR of \$100.00/night. Not a significant amount. To hire someone and implement the program will not leave much behind for attractions. Our thoughts anyway.

By the way, we were never contacted regarding this proposal.

Regards



Al Boucher



Addendum to letter of February 12, 2024

As an addendum, the following questions are asked.

1. What about the bookings already made (which are quickly accumulating) for 2024 and beyond? Do we have to charge these customers the 3% levy?
2. What part of the 3% affects the 15% HST?
3. Has any other municipality implemented this strategy and if so have they seen any benefits? What is the time frame to see any benefits?
4. What strategies will be implemented by the Antigonish Tourism Strategy?
5. Would it be cheaper to pay the \$500.00 fine and not submit a report? What other repercussions may avail from noncompliance?

The whole thing smacks of bureaucratic job creation with little benefit to the accommodation companies of the local area, unless a comprehensive strategy is proclaimed to show a definite benefit. It's like buying a pig in a poke! I can see where larger municipalities, with larger revenue, may be able to produce a real benefit. The smaller municipalities will have lower revenues and therefore a less than desirable result.

While I may be a somewhat competent writer, I am not a very good orator. But I know who is a competent orator. Rennie Gotell, District Manager of the Canadian Federation of Independent Business. I have yet to contact him, but I am sure he would be interested. I am a member. See you at the meeting.

Regards

Al Boucher

February 11, 2024

To Whom It May Concern,

In regards to the recent letter I have received in the mail titled "Consideration of a Tourism Marketing Levy By-Law"

My first concern would be that no local accommodation owners who are at the forefront of this were consulted before considering such a Levy By-Law that includes them.

It says "we consulted with hundreds of tourism stakeholders and area residents to develop five strategic directions" and in the strategy it says that "outreach and community engagement was a critical step in gathering information and input for this strategy" and "In February of 2023, a focus was placed on community consultation with one-on-one interviews, public engagement sessions and a survey"

In fact, after speaking with local accommodations owners, none of these community engagement sessions involved us as local tourist business owners in the community.

My second and very important concern would be the 3% marketing levy that you are proposing.

That would majorly affect us in the County as small business owners simply trying to make a living in a world with already increased mortgage rates, government and municipal taxes, Nova Scotia power rates and building supplies.

We do not reap the benefits of what Town accommodations businesses do nor do we get simple recognition of being here. Will you be proposing this levy on all of the businesses that benefit from local tourism including the restaurants, local stores including groceries and gas stations etc?

This 3% Levy would cause a disadvantage to county small businesses having to charge more for their accommodations, resulting in a less attractive service.

I am a very new business in the game, without a full year in the books and am literally just trying to get up off my feet here as a young entrepreneur, just to be potentially kicked down, yet again. I am trying to gain customers in this evolving market, not to deter them.

I have invested everything I have plus more to create this new, unique and attractive local business for Antigonish but have had zero help or not as much as a single cent from any local governments or municipalities. In fact, I haven't even gotten acknowledgement that I am here as a new local business, besides the recent letter in the mail looking for more money from me.

This business certainly boosts the attractiveness of Antigonish for people from all over the world and brings a whole new group of tourists looking to experience Luxury Dome Glamping and Eco-Tourism.

One would think that something like this would be boasted about and be provided with help along the way, yet I haven't gotten anything but push back as a small business owner from the very people who should be helping me.

I still to this day, do not have my office for my accommodations opened or the local community store and gift shop after an entire year, because of gross professional incompetence of public servants who can't accept responsibility themselves and instead say my building now has to be moved, on my own expense, after an 8 month rezoning process and 5 completed inspections on their end. I should have been opened a year ago as it was at the final stages of opening and I should be providing another essential and demanded service to the local and tourist communities. But because of this negligence, I am not. This will cost me tens of thousands of extra dollars when everything has already been exhausted.

So how does an added 3% Levy benefit me and my business and how can I even be expected to think that it will benefit with the lack of help I received in my most recent experience?

I'm still wondering why, if bringing Tourism back to Nova Scotia, increasing the marketing to do so and proposing to help increase the "shoulder seasons", why our road, which consists of 2 locally owned small businesses providing accommodations and a provincial park is so neglected?

Literally, the only complaint I've received since opening my business was about the state of the road getting here.

We are left to look after roads ourselves as an added expense that our tax paying dollars should be used for, but aren't. We haven't seen a grater on the road since August/2023. It was despicable at times and basically impassible. It certainly is not a desired road for both tourists and locals to have to travel to get to our beautiful vacation rentals or provincial beach.

Or why the County of Antigonish (or maybe it's the Province of Nova Scotia?) takes down all the signs in the fall to simply just locate Pomquet Beach to tourists or why its beautiful walking trails, which are used year round are not simply marked with even a sign so they can be found and used by both tourists and even locals?

This does not entice positivity in future collaboration on tourism, when day after day we see no improvement in the simple things to keep tourism coming back, like basic road maintenance. Is this Levy going to fix our road?

To add a 3% Levy onto all guests would then add expense to the local individuals of Antigonish and surrounding areas that also frequently rent the Domes, especially during the off season. That is not fair to them either, not to mention is it not fair in an already time of hardship where means of tourism are already decreased because of hikes in travel due to gas prices, groceries, flights, etc.

All of this seems like a major disadvantage rather than an advantage of any kind.

I would honestly love to think that a proposition to "help local tourism" with a "tourism strategy plan" would be beneficial for myself as a new business however, I am left to feel that it would be exactly the same as it's been with my experience the last 2 years trying to open my business, with little to no help in the end.

What benefits will my business really receive?

Is anybody going to address our current restrictions and gatekeepers holding back tourism businesses from progressing?

I will be eagerly waiting to hear back

Sincerely

A handwritten signature in black ink, appearing to read 'Gillian Sampson', with a long horizontal flourish extending to the right.

Gillian Sampson
Owner of Island Beach Hideaways

SENT VIA EMAIL

March 14, 2024

Warden Owen McCarron
285 Beech Hill Road
Beech Hill, NS, Canada
B2G 0B4

Subject: Marketing Levy Affecting Small Businesses in the County of Antigonish

Dear Warden McCarron,

As you may know, the Canadian Federation of Independent Business (CFIB) is a non-profit, non-partisan business association that seeks to give independent businesses a greater voice in shaping the policies and laws that govern them. With 97,000 members across Canada, 4,000 of which are located here in Nova Scotia, we are the country's largest organization exclusively representing the interests of small and medium-sized businesses (SMEs) to all levels of government.

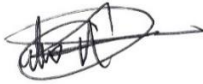
We are writing you today to share concerns we have heard from small businesses in your county surrounding the marketing levy and the cost this has on their businesses. Our members feel the marketing levy placed on their accommodation business is negatively impacting their operational costs. Specifically, the unseen costs of credit cards and other fees that small businesses in the County of Antigonish will have to pay. As the 3% marketing Levy is collected and remitted back to the county, small businesses will still be left to pay the associated credit card fee on the sum of the transaction inclusive of the 3% markup. Essentially what this process does is force small businesses to collect tax for the county and pay for the processing of the payment.

In addition, our members feel this levy adds to their red tape burden which is already considerable. This marketing levy in their view will therefore not only cost their business but also take away from valuable time. It is unfair to expect small businesses to take on the paperwork burden of collecting a tax while the municipality receives the full benefit at no cost.

Red tape, Cost of doing Business, and Taxes are at the top of the list as the main factors Nova Scotia small businesses would like to see their government focus on¹. As a result, small businesses are increasingly sensitive to initiatives that add to the burdens already being felt by small businesses. Our members ask that you ensure this marketing levy does not add unnecessary red tape and consider providing a rebate to cover the direct costs such as credit card fees coming from this new marketing levy. Further, the benefits from initiatives and programs funded by the collection of this marketing levy should be greatly focused on the small, local, independent accommodation and tourist businesses in the community.

We hope our members' views will give the council the necessary insights. We look forward to your response. If you have any questions or would like to meet to discuss this issue further, please feel free to contact us at alex.oulton@cfib.ca

Sincerely,



Alex Oulton

Policy Analyst, Nova Scotia

¹ CFIB Your Voice Survey, December 7-19, 2023. Based on responses from 3403 CFIB members. For comparison purposes, a probability sample with the same number of respondents would have a margin of error of +/-1.7%, 19 times out of 20.

I'm in receipt of your letter dated January 25, 2024 regarding the proposed Antigonish Tourism Marketing Levy By-Law. As you are aware, Lochaber Lake Lodges is a newly established roofed accommodations business on the shores of Lochaber Lake. We will initially be operating five short term recreational properties on a year-round basis. The financial investment we have made in Antigonish County is not insignificant, and aside from some input for zoning by-laws, we've requested little from the county. I am generally in favour of the concept of the Tourism Marketing Levy, however in response to your request for feedback I offer the following observations, suggestions, and concerns:

1. The proposed levy only applies to fixed roof accommodations vendors. Accommodations and Tourism operators come in many different forms and are continuing to evolve. I am concerned that limiting the levy solely to "Roofed Accommodations" (which has a specific definition in the Tourism Act) places an undue burden upon fixed roof accommodations providers, and excludes revenues which can be derived from Campgrounds, "Domes", Yurts, "Hot Tents", "Tiny Homes", Recreational Vehicle Parks, etc. The nature of tourism and tourism accommodations is changing significantly. Placing the levy only on fixed-roof accommodations makes the cost of fixed roof vendors 3% higher than other forms of accommodations and further drives customers to lower cost, often less regulated, forms of accommodations. It also incentivizes the creation of loop-holes and the creation of businesses to exploit those loopholes. If a levy is going to be assessed on Accommodations businesses which provide accommodations to tourists, it should be levied on all forms of accommodation which provide those accommodations. The definition of "Accommodation" needs to be tied to the definitions used in the Tourism Act or more generic that "Fixed Roof Accommodations".

2. The proposed by-law is silent on the governance of the funds collected. Specifically

- It does not state that the funds will not be co-mingled with the town/counties general operating budget.
- It does not require that the revenues collected, ostensibly to support the tourism industry, will actually be spent to the industry participants betterment.
- There is no direction on how the funds collected will be allocated to specific sectors, activities or initiatives, who will govern such allocations, and who is accountable for the results
- There is an absence of financial transparency - there is no duty to report the amount of funds collected and expended, and on what initiatives
- There seems to be no provision for industry input into tourism marketing initiatives by the county.

3. Clarity regarding the roll-out of the levy is required. Many cottage rental businesses take bookings months in advance. Will we be required to go back to our customers, many of whom have booked and paid for their summer accommodations, and ask them for the additional 3% levy, or can the by-law be amended to state it applies to only to

new bookings made after its coming into force. This will make the transition easier and less of a sticker shock to existing customers.

4. The by-law imposes additional administrative burden and cost for operators to become the County's tax collectors and remitters without providing any compensation or guarantee that the initiatives will benefit the collectors. The By-law makes no provision for collection of the levy by "platform operators" (Expedia, VRBO, Hotels.com, AirBnB, VRBO etc.). The vast majority of accommodations providers make use of a platform, and 75%+ of bookings are made using such platforms. These platform operators already have established processes and protocols in place for collecting such levy's on a world-wide basis and can quickly and easily integrate with county accounting / tax collection systems in order to avoid costs and errors that the proposed manual process will impose.

5. The levy must apply to accommodations in both the Town of Antigonish and the Municipality of Antigonish. To impose the tax on one jurisdiction and not the other creates an uneven playing field in a very small market.

While support of the concept of a marketing levy, if the deficiencies articulated above (and very specifically paragraphs 2 and 5) cannot be corrected, I will feel it necessary to speak out publicly against this proposed levy at any council opportunity. To address my concerns, specifically I believe that any tourism levy collected should be governed using constructs similar to those used by the Alberta Hotel & Lodging Association Destination Marketing Fund Guidelines. The principle of "Not Tax For us, without us" needs to be kept in mind. In a Destination Marketing Fund the funds collected are held in trust by an independent organization, that organization is governed by the collectors/beneficiaries of the fee, and initiatives determined by the governing body of the organization. The p

I look forward to your positive consideration and feedback regarding these suggestions. My contact details are below.

Brent Newsome
Owner, Lochaber Lake Lodges

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

MEMO FOR INFORMATION

TO: Committee of the Whole
FROM: Glenn Horne, CAO
SUBJECT: ***ANTIGONISH CONSOLIDATION ACT UPDATE***
DATE: March 12, 2024

On Tuesday, February 27, 2024, the Honourable John Lohr, Minister of Municipal Affairs and Housing introduced Bill 407, the Antigonish Consolidation Act in the House of Assembly. [A copy of the bill as introduced is available here.](#)

Of specific note, the Act as introduced provides for the following:

- The dissolution date is November 1, 2024.
- The municipal election for the consolidated municipality will take place on October 19, 2024, with the rest of the province.
- A transition committee shall be established comprised of the Transition Coordinator, the Mayor and Deputy Mayor of the Town and the Warden and Deputy Warden of the County.
- The Transition Committee may determine the administrative structure of the Consolidated Municipality to be implemented on the Dissolution Date.
- Prior to April 26, 2024, the Coordinator shall apply to the NSUARB for a determination of the number of councillors and the boundaries of the polling districts in the Consolidated Municipality.
- The Transition Committee will recommend to the NSUARB whether the Consolidated Municipality will have a mayor or warden.
- For the purpose of the first election the Coordinator may abridge any time period contained in the Municipal Elections Act.
- The Act provides explicit direction on the process of transitioning staff to the Consolidated Municipality.
- The Council takes office on the Dissolution Date.

On Thursday, March 7, 2024, the Standing Committee on Law Amendments unanimously passed the Act and referred to the Committee of the Whole House without amendment.

Committee of the Whole House is where bills can be debated in detail. This stage is set at a maximum of 20 hours of debate (it doesn't need to be this long, but that's the limit). Once complete, the Committee of the Whole House then reports to the House and the Bill is placed on the Order Paper for third reading, which is the final step prior to Royal Assent.

Dates for Committee of the Whole House and Third Reading have not yet been determined. The House is not sitting during March Break and will resume on Monday, March 18, 2024.

[You can find all information related to this Act here.](#)

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

MEMO FOR DECISION

TO: Committee of the Whole
FROM: Allison Duggan, Director of Finance
SUBJECT: ***AUDIT COMMITTEE REAPPOINTMENT***
DATE: March 12, 2024

Bobby Mattie, a chartered professional accountant and long-time Sobey's employee, has served on the County's audit committee since 2021. A member of the public is required to be appointed to all municipal audit committees. This appointment is for a one-year term. Mr. Mattie has agreed to be reappointed to the audit committee, pending Council's approval. Staff are recommending his reappointment.

If the Committee is supportive of this recommendation, the following motion is in order:

The Committee recommends to Municipal Council that Bobby Mattie be reappointed as the public member of the County's audit committee for a one-year term.



Eastern District Planning Commission

606 Reeves Street, Unit #3, Port Hawkesbury NS B9A 2R7
Ph.: 902-625-5364
Fx.: 902-625-1559
1-888-625-5361

John D. Bain
Director
jdbain@edpc.ca

February 13, 2024

Mr. Glenn Horne, Municipal Clerk
Municipality of the County of Antigonish
285 Beech Hill Road
Beech Hill, Nova Scotia B2G 0B4

Reference: Revised Appointments

Dear Mr. Horne,

As in years past we would ask that the Municipality of the County of Antigonish Council make the following appointments at your next regular session of Council replacing all previous appointments of District Planning staff to various Municipal positions effective **April 1, 2024**:

- Building Inspection:
Building Inspectors: **Sean Donovan** and **Jonathan Martin**
Alternates: **David MacKenzie, Harry Martell, André Samson** and **Luke Ross**
- Development Officer: **Wanda Ryan**
Alternates: John Bain; Andrew Jones; Kristen Knudskov and Mikayla Tait
Assistant Development Officers: Jonathan Martin and Sean Donovan
- Fire Inspector: **Sean Donovan**
Alternates: A. Samson, L. Ross, H. Martell; D. MacKenzie; and J. Martin.
- Dangerous or Unsightly Premises
Administrators: **Sean Donovan** and **John Bain**
Alternate: Jonathan Martin and André Samson
- Special Constables: Building/Fire Codes, Dangerous or Unsightly Premises, Land Use By-laws
Sean Donovan and **Jonathan Martin**

If you have any questions or concerns about these appointments, please do not hesitate to contact me.

Yours truly,

John Bain
Director

/jb

STAFF REPORT

TO: Committee of the Whole
FROM: BETH SCHUMACHER, DEPUTY CLERK
SUBJECT: **BY-LAW ENFORCEMENT OFFICER APPOINTMENT – DOG CONTROL OFFICER**
DATE: 26/03/2024

On February 29, 2024, a contract with signed with Bern Balawyder for services as an Interim Dog Control Officer. In the role of Interim Dog Control Officer, Mr. Balawyder will be responsible for responding to complaints regarding dogs in the Municipality, under the By-Law Respecting the Responsible Ownership of Dogs.

For the purpose of enforcing the By-Law Respecting the Responsible Ownership of Dogs, staff is recommending that Municipal Council, by motion, appoint Bern Balawyder as a By-law Enforcement Officer for the Municipality of the County of Antigonish. This appointment would provide Mr. Balawyder with the same status as the by-law enforcement officers at the Town of Antigonish that enforce their dog by-law.

Staff has prepared the necessary paperwork with Mr. Balawyder, and upon Council's appointment, will submit those forms to the Department of Justice for their review and approval.

Proposed Motion:

The Committee recommends that Municipal Council appoint Bern Balawyder as a By-law Enforcement Officer for the Municipality of the County of Antigonish for the purpose of enforcing the By-Law Respecting the Responsible Ownership of Dogs.

Special Constables and By-law Enforcement Officers

Special constable and by-law enforcement officer qualifications

- 7 (1) To be a candidate for appointment as a special constable or by-law enforcement officer, a person must be at least 19 years old and must demonstrate all of the following qualifications to the satisfaction of the chief officer:
- (a) a good character;
 - (b) Canadian citizenship with residence in Canada, or permanent residence as defined by the *Immigration and Refugee Protection Act* (Canada);
 - (c) the ability to carry out the services required of them as a special constable or by-law enforcement officer;
 - (d) the ability to meet the minimum training standards established by the Minister;
 - (e) any qualifications prescribed by the Minister in addition to those specified in clauses (a) to (d).
- (2) To be a candidate for appointment as a special constable or by-law enforcement officer, a person must consent to criminal and background checks.
- (3) A person must not be appointed as a special constable or by-law enforcement officer if criminal and background checks show that the person has been convicted of any criminal offence or has been or is the subject of a disciplinary proceeding in any jurisdiction that, in the opinion of the chief officer, would reasonably be expected to have a negative impact on their acting as a special constable or by-law enforcement officer or on the policing profession generally.

Record of appointments of special constables and by-law enforcement officers

- 8 Each municipality must maintain a record of all of its appointments of special constables and by-law enforcement officers, and must provide the record to the Minister on request.

Policies and procedures for special constables and by-law enforcement officers

- 9 (1) A municipality that appoints a special constable or by-law enforcement officer must establish policies and procedures specifying the authority, responsibility and duty of the special constable or by-law enforcement officer and must provide the policies and procedures to the Minister in writing, for the Minister's approval.

Excerpts from **Police Regulations**
made under subsection 97(1) of the
Police Act

S.N.S. 2004, c. 31

O.I.C. 2005-567 (effective January 1, 2006), N.S. Reg. 230/2005

as amended up to O.I.C. 2020-018 (effective January 15, 2021), N.S. Reg. 11/2020

- (2) A municipality must not carry out a policy or procedure established for a special constable or a by-law enforcement officer unless it is approved by the Minister.

Performance evaluation for special constable or by-law enforcement officer

- 10 (1) Before reappointing a person as a special constable or by-law enforcement officer, the chief officer must evaluate the person's performance as a special constable or by-law enforcement officer since their appointment or most recent reappointment.
- (2) A municipality must keep records of all performance evaluations conducted under subsection (1), and must provide the records to the Minister on request.

Oaths of Office

Oath of office for special constable and by-law enforcement officer

- 17 The oath of office or affirmation required for a special constable or a by-law enforcement officer is prescribed as Form 2.

Must take oath before assuming duties

- 19 A person referred to in Section 16, 17 or 18 must make their oath or affirmation before assuming their duties in the position for which the oath or affirmation is required.



Justice

**Oath of Office for Special Constables and By-Law Enforcement Officers
appointed under subsections 88(1) and 89(1)
of the Nova Scotia *Police Act***

Section 17A of the *Police Regulations*

I, _____ do solemnly (*select one*) swear/affirm that
I will well and truly serve our Sovereign Majesty the King and his heirs and successors according to law,
as a (*select one*) special constable / by-law enforcement officer appointed under the *Police Act*, without
favour, affection, malice or ill will, and that I will, to the best of my judgment, skill, knowledge, and ability,
carry out, discharge and perform the duties assigned to me faithfully according to law and that I will not,
except in the discharge of my duties, disclose to any person any matter or evidence which may come to
my notice through my employment, (*select one*) so help me God/ I so affirm.

SWORN to/AFFIRMED at _____)

in the County of _____)

in the Province of _____)

on this _____ day of _____, 20 _____)

before me,

Signature of a Barrister of the Supreme Court of
_____, Commissioner of Oaths in and
for the Province of _____, or
Notary Public

Signature of Applicant

Note – only Commissioner of Oaths for Nova Scotia, or Commissioner of Oaths outside of Nova Scotia who are authorized to sign extra-provincial documents, are permitted to sign the Oath. Proof of Commissioner of Oaths authority outside of Nova Scotia may be required.

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

Request for Decision

TO: MUNICIPAL COUNCIL
FROM: SHIRLYN DONOVAN, STRATEGIC INITIATIVES COORDINATOR
SUBJECT: ***SPONSORSHIP REQUEST: PAQTNKEK POWWOW 2024***
DATE: MARCH 26, 2024

We have received a request for sponsorship for the Paqtnkek Powwow which will be taking place at StFX University April 13-14, 2024 (sponsorship package enclosed).

This is the second year the Powwow will be taking place at StFX University. A presentation was made to Municipal Council last year regarding sponsorship and a \$5000 sponsorship was committed.

Staff recommend that Municipal Council commits a to a \$5000 Friendship Sponsorship for the 2024 Paqtnkek Powwow.

Sponsorship Levels

Be part our 2024 Powwow – Wela'lin, we appreciate your support!

\$10,000 | Peace

- Prominent recognition in event marketing materials
- Exclusive branding opportunities (including radio)
- VIP access and reserved seating
- Priority booth/exhibit space placement option
- Mentions during event by emcee and full screen logo at event
- Event T-shirts for attendees

\$5,000 | Friendship

- Recognition in event marketing materials
- Logo placement on event signage
- Reserved seating
- Preferred booth/exhibit space placement option
- Mention in event program
- Half page size logo on rotating event screen

\$2,000 | Culture

- Recognition in event marketing materials
- Standard booth/exhibit space placement
- Mention in event program
- Small logo on rotating event screen

\$10,000 | Host Drum Sponsor

- Prominent recognition in event marketing materials
- Exclusive branding opportunities
- VIP access and reserved seating
- Priority booth/exhibit space placement
- Full screen logo at event
- Event T-shirts for attendees



Sponsorship Levels



SPONSORSHIP DETAILS	Culture \$2,000	Friendship \$5,000	Peace \$10,000	Drum \$10,000
Thank you acknowledgement in pre and post-event communications	✓	✓	✓	✓
Mention in event program + screen	✓	✓	✓	✓
Logo placement on select signage		✓	✓	✓
Preferred recognition in event marketing materials		✓	✓	✓
Preferred booth/exhibit space placement			✓	✓
Event T-shirts			✓	✓
Exclusive branding opportunities (including radio)			✓	✓
VIP recognition and reserved seating			✓	✓

PAQTNKEK POWWOW

Minuwaig Mawiwini
April 13th - 14th

HOST DRUM
Blackstone

MASTER OF CEREMONIES
Micheal R Denny

INVITED DRUMS

Eastern Eagle
Moose Town
Muskrat
Wabanaki Confederacy
Stoney Bear

ARENA DIRECTOR
Armando Lucio

DANCE JUDGE
Amanda Fox

HEAD DANCERS
Talon White Eye
Marley Fairfield

Adult Categories

1st - \$900 / 2nd - \$700 / 3rd - \$500

Women's Traditional, Jingle, Fancy, Wommen's Kojua
Men's Traditional, Grass, Fancy, Men's Kojua

Teen Categories

1st - \$500 / 2nd - \$400 / 3rd - \$300

Girl's Traditional, Jingle, Fancy, Girl's Kojua
Boy's Traditional, Grass, Fancy, Boy's Kojua

Golden Age (50+)

1st - \$900 / 2nd - \$700 / 3rd - \$500

Women's Traditional, Jingle, Fancy, Women's Kojua
Men's Traditional, Grass, Fancy, Men's Kojua

Junior Categories

1st - \$300 / 2nd - \$200 / 3rd - \$100

Girl's Traditional, Jingle, Fancy, Girl's Kojua
Boy's Traditional, Grass, Fancy, Boy's Kojua

STFX UNIVERSITY @ KEATING CENTRE

NALIKITQUINIE (Antigonish)

Chief Cory Julian

Email: cory.julian@paqtnkek.ca

PH: (902)-870-3941

FOR MORE INFO CONTACT

Brad Paul

Email: bradpaul451@gmail.com

PH: (902)-814-3273

EVERYONE WELCOME

ALCOHOL AND DRUGS ARE NOT PERMITTED

March 26, 2024 Committee of the Whole Agenda

Paqtnkek Powwow Committee Accepts No Responsibility For Loss Of Stolen Property, Accidents, Injuries, Or Short-Funded Travellers

MUNICIPALITY OF THE COUNTY OF **ANTIGONISH**

PROCLAMATION

Purple Day for Epilepsy

WHEREAS, **Purple Day** is a global effort dedicated to promoting epilepsy awareness in countries around the world; and,

WHEREAS, **Purple Day** was founded in 2008 by Cassidy Megan, a then nine-year-old girl from Nova Scotia, who wanted people to know that if you have epilepsy, you are not alone; and,

WHEREAS, epilepsy is one of the most common neurological conditions, estimated to affect more than 300,000 people in Canada, and more than 50 million people worldwide; and,

WHEREAS, the public is often unable recognize the common seizure types, or how to respond with appropriate first aid; and,

WHEREAS, **Purple Day** is celebrated to increase understanding, reduce stigma and show support for those affected by epilepsy.

Therefore, be it resolved that I, Owen McCarron, Warden of the Municipality of Antigonish County, do hereby proclaim March 26, 2024 as

“Purple Day”

in the County of Antigonish, Nova Scotia.

In Witness Whereof, I have hereunto set my hand and have caused the Official Seal of the Municipality of the County of Antigonish to be affixed this 26th day of March, 2024.

Owen McCarron

Warden of the Municipality of the
County of Antigonish