MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

ASSET MANAGEMENT COMMITTEE AGENDA

Tuesday, October 27, 2026, 5:30pm
Council Chambers
Municipal Administration Building
285 Beech Hill Road
Beech Hill, NS B2G 0B4

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1. Call to Order
2. Approval of Agenda
3. In Camera
    a. Acquisition, Sale, Lease, and Security of Municipal Property
4. Review of September 22, 2026 Asset Management Committee Minutes
5. Business Arising from the Minutes
6. Delegations
    a. There are no scheduled delegations
7. Continuing Business
    a. There is no continuing business
8. New Business
    a. Road Name Change: D-24 Road to Margarets Lane
    b. J-Class Roads Submissions for 2027/2028
    c. Outdoor Rink Proposal
9. Additions to the Agenda
10. Adjournment

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

Asset Management Meeting Minutes

Tuesday, September 22, 2026, 5:30 pm
Council Chambers
Municipal Administration Building
285 Beech Hill Road
Beech Hill, NS B2G 0B4

Present were:	Warden Nicholas MacInnis Deputy Warden John Dunbar (Chair) Councillor Mary MacLellan Councillor Richelle MacLaughlin Councillor Shawn Brophy Councillor Wayne Melanson Councillor Gary Mattie Councillor Harris McNamara Councillor Sterling Garvie
Regrets:	Councillor Adam Baden-Clay
Staff Present:	Shirlyn Donovan, CAO Beth Schumacher, Municipal Clerk Cole MacIssac, Director of Public Works Marlene Melanson, Director of Recreation

Call to Order – Deputy Warden Dunbar

The meeting of the Asset Management Committee was called to order by Chair, Deputy Warden Dunbar, at 5:31pm.

Approval of Agenda

Deputy Warden Dunbar called for any additions or deletions to the agenda. An addition was requested under In-Camera, for Contract Negotiations.

Moved and Seconded

That the agenda be approved as amended.

Motion Carried

In-Camera Items

Moved and Seconded

That the Committee move into an in-camera session to discuss the Acquisition, Sale, Lease, and Safety of Municipal Property and Contract Negotiations at 5:32pm.

Motion Carried

Moved and Seconded

That the Committee adjourns the in-camera session at 6:45 pm.

Motion Carried

Moved and Seconded

The Committee recommends that Municipal Council reject all tenders and direct staff not to proceed with awarding the contract for the Mini Pitch washrooms.

Motion Carried

Review of the June 23, 2026 Asset Management Committee Minutes

Deputy Warden Dunbar called for any errors or omissions in the Asset Management minutes of June 23, 2026. Hearing no concerns, the minutes were considered approved as presented.

Business Arising from the Minutes

There was no business arising from the minutes.

Delegations

There were no scheduled delegations.

Continuing Business

Capital Projects Updates

Mrs. Donovan spoke to the status of several capital projects that are underway. She shared that the Appleseed Drive sidewalk and crosswalk are nearly finished, with only the RRFB lighting pending on the mid-street crossing. Updates were also given regarding the AT Corridor and Florence Circle Connector.

With respect to the Beech Hill Road / Sears Ross Road sidewalks, the project was held until after the Nova Scotia Department of Public Works (NSDPW) team undertook a traffic study on Beech Hill Road over the summer. That study identified that improvements are warranted on Beech Hill Road, so staff will be submitting a request to defer the GRID funding for part of that project to align the Beech Hill sidewalks with those road improvements.

Water and Sewer project updates were provided, including for the sewer treatment plant pre-design, the new pump for Wright's River, the generator at the Havre Boucher sewer treatment plant, and an RFP being issued for sewer lining to address I&I concerns. Stormwater upgrades on Appleseed Drive are expected later in the month, and a new garbage truck has been ordered and is expected to arrive at the end of the year.

Discussion followed about the water flow at the intersection of Beech Hill Road and Catherine Drive, and in the ditches along Beech Hill Road.

New Business

J-Class Roads Submissions for 2027/2028

Mrs. Donovan noted to the committee that NSDPW is looking for the municipality's submission for J-Class Road cost sharing priorities for the 2027/2028 budget year. Staff will be looking at road conditions but would like feedback from the committee if there are roads that Councillors would like to put forward.

Additions to the Agenda

There were no open-session additions to the agenda items.

Adjournment

Moved

That the Asset Management Committee meeting be adjourned at 7:04 pm.

Motion Carried

Deputy Warden John Dunbar

Shirlyn Donovan, CAO

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

Staff Report

To:	Asset Management Committee
From:	Beth Schumacher, Municipal Clerk
Subject:	**Proposal to Rename a D-24 to Margarets Lane**
Date:	27/10/2026

SUMMARY

Staff has received a road name change petition from residents on a private laneway off of Trunk 4 in Heatherton, proposing to rename the road currently known as "D-24" to "**Margarets Lane**".

DISCUSSION

Policy requires that a third building added to a driveway necessitates that road to be named, with two thirds of the homeowners on that road to agree with the proposed name. A petition was submitted to Bryne Butts, Civic Addressing Coordinator, on July 28, 2026. Mr. Butts notes that there are currently only two residences on this laneway, but that future development is expected.

Mr. Butts has confirmed that the proposed road name meets the road naming evaluation criteria, as outlined in the Naming and Renaming Municipal Streets and Private Roads policy (Municipal Policy 25).

RECOMMENDATION

Staff is recommending that the Committee consider the following motion:

> The Committee recommends that Municipal Council renames the private laneway off of Trunk 4 in Heatherton currently known as D-24, as shown on the attached map, to "Margarets Lane".

ROAD NAME CHANGE PETITION FORM

Bryne Butts
Civic Address Coordinator
Eastern District Planning Commission
3 - 606 Reeves St
Port Hawkesbury, Nova Scotia, B9A 2R7
902-625-5366 bbutts@edpc.ca

FOR OFFICE USE ONLY:

File Number:	n/a	
Application Received:	Date:	July 28, 2026
Application Complete:	Date:	October 21, 2026
Signage Fee Enclosed:	Yes ☐	No ☑

Proposed Road Name: **Margarets Lane**

Road Type

☐ TIR Road		
☑ Private Lane	D-24 Lane	
☐ New Subdivision Road		
☐ Other:		

Reason For Renaming:

☐ Third building added to driveway	
☑ Existing named road - resident initiated	Numbered road name. Applicant anticipates future development on the lane.
☐ Previously unnamed	
☐ New subdivision road	
☐ Other:	

Location: (See Map)

District: 7

Off Highway 4, Heatherton

Petition Status

Submitted Road Name: **Margarets Lane**

Meets Road Naming Evaluation Criteria: ☑ Yes ☐ No

Two-thirds majority on Petition ☑ Yes ☐ No

Number of households on road: 2 Number of eligible signatories: 2 (Including Initiator)

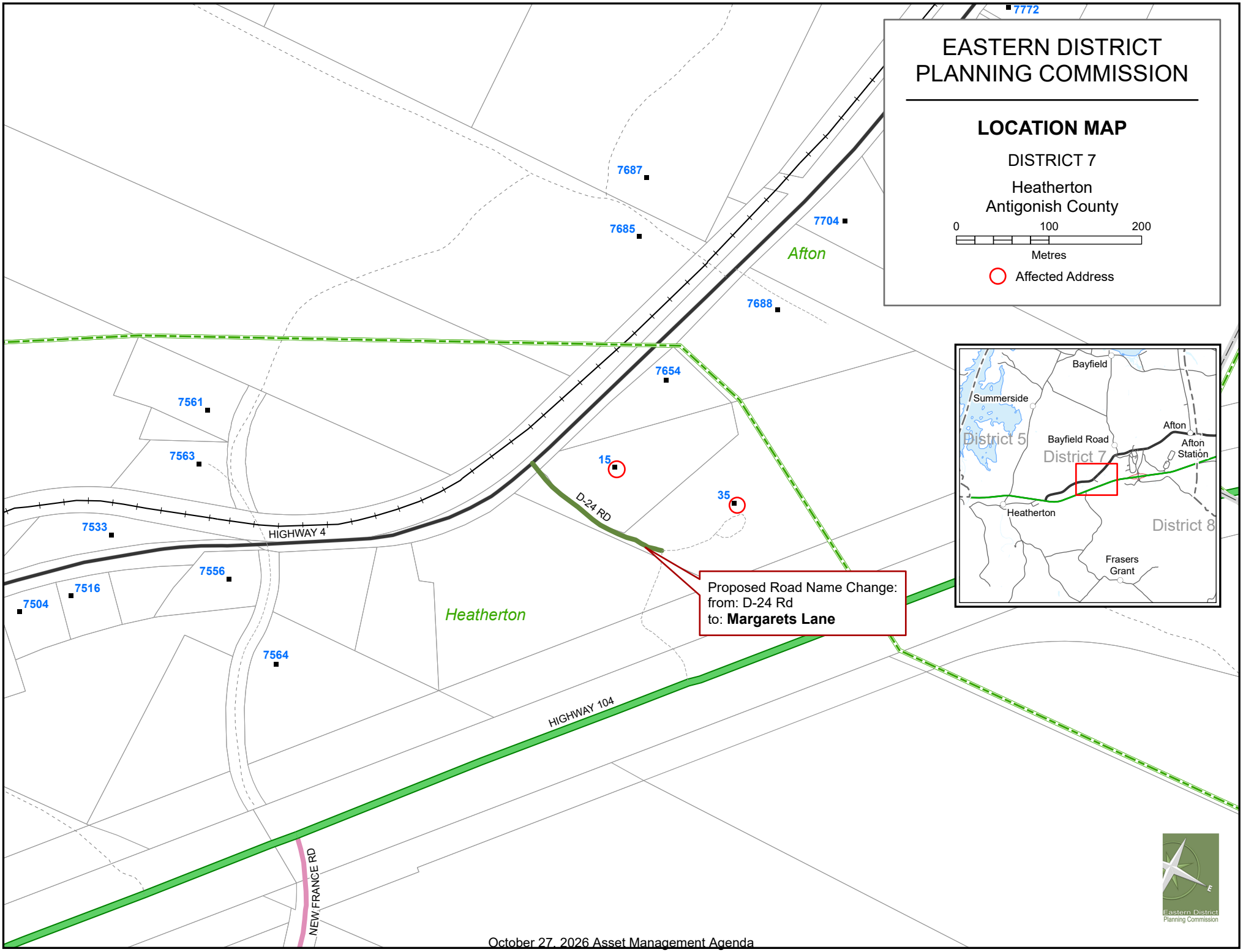
☑ *Road Name Change Petition Attached*

☑ *Application Accepted* ☐ *Application Rejected*

Reason Rejected:

Date: October 21, 2026

Signed Byne Butts


EASTERN DISTRICT
PLANNING COMMISSION
LOCATION MAP
DISTRICT 7
Heatherton
Antigonish County
0
100
200
Metres
Affected Address
7772
7687
7685
7704
Afton
7688
7654
7561
7563
15
35
D-24 RD
7533
HIGHWAY 4
7556
7516
7504
Heatherton
7564
HIGHWAY 104
NEW FRANCE RD
Proposed Road Name Change:
from: D-24 Rd
to: Margarets Lane
Bayfield
Summerside
District 5
Bayfield Road
Afton
Afton Station
District 7
Heatherton
District 8
Frasers Grant
Eastern District Planning Commission

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

Request for Directon

To:	Asset Management Committee
From:	Cole MacIssac, Director of Public Works
Subject:	**Cost Sharing for the Paving of J-Class Roads Annual Submission**
Date:	27/10/2026

Summary

Staff is looking for a motion from the Committee confirming the list of J-Class roads that they would like to put forward for consideration for cost sharing for paving for the 2027-28 fiscal year.

Background

J-Class roads are local residential streets typically found in subdivisions throughout the County. J-Class roads, like almost all of the other roads in the Municipality, are owned by the Province, and maintained by the Nova Scotia Department of Public Works (NSDPW).

J-Class roads are different from other class roads in that the Municipality contributes funding towards road maintenance through a 1995 Service Exchange Agreement between the Province and all Rural municipal units. The agreement also requires the Municipality to pay half of the cost of the first upgrade in paving or resurfacing J-Class roads. A summary of J-Class roads in the municipality is included with this report.

Each year, the Municipality submits to NSDPW a list of what J-Class roads should be considered for paving or resurfacing during the upcoming fiscal year, as outlined in the agreement with the Province:

> In order to have the Paving of one or more Village and Subdivision Streets cost-shared under the Agreement for a Fiscal Year, the Municipality must first provide the Province with advance notice of its intention to participate in the Province's Paving program. This notice must be provided to the Province on or before October 31 of each year (commencing in the year prior to the first Fiscal Year to which this Agreement applies).

Discussion

NSDPW evaluates the list of priority roads, together with priority lists of the other J-Class roads in other municipalities, as they create their J-Class road capital budget. NSDPW then advises each Municipality what roads on their priority list are approved for paving or resurfacing.

The past six submissions by the Municipality for consideration by the Province and the results of those requests are as follows:

Fiscal Year	Roads Submitted for Consideration	Decision by Province
Fiscal 2021-2022	Pottery Lane (Paving) Tamara Drive (Repaving) Cunningham Rd (Paving) Church St Extension (Paving)	Cunningham Road and Landing Road Approved for Cost Sharing.

	Landing Rd (Repaving)	
Fiscal 2022-2023	Tamara Drive (Repaving) Macken Road (Repaving)	Not approved for cost-sharing.
Fiscal 2023-2024	Duncan MacIsaac Road (Paving) Tamara Drive (Repaving) Macken Road (Repaving)	Not approved for cost-sharing.
Fiscal 2024-2025	Duncan MacIsaac Road (Paving) Tamara Drive (Repaving) Macken Road (Repaving)	Not approved for cost-sharing.
Fiscal 2025-2026	Duncan MacIsaac Road (Paving) Tamara Drive (Repaving) Macken Road (Repaving)	Not approved for cost-sharing.
Fiscal 2026-2027	Duncan MacIsaac Road (Paving) Tamara Drive (Repaving) Macken Road (Repaving) Whisper Avenue (Repaving) Wild Horse Drive (Repaving)	Not approved for cost-sharing

During October, staff visited many of the J-class roads in the community to evaluate their condition to provide their recommendation for a submission. Together with the information gathered from members of the committee after the subject was introduced at the September 22nd Asset Management Committee meeting, staff is putting forward the following roads for consideration for the municipality's application:

- Somers Road (Repaving) – Section 001: Trunk 4 to End of Pavement – 0.667 km
- Tamara Drive (Repaving) – 0.41 km
- Macken Road (Repaving) – 0.71 km

Next Steps

A per the directions provided by the Province in their letter (attached), up to ten roads may be submitted and should be listed in their order of priority. The submission must be made by October 30, 2026, and the selection of the Committee will need a motion of Council to confirm the road priorities.

Staff is recommending the following motion for consideration:

The Committee recommendation that Municipal Council put forward the following roads for J-Class Road cost-sharing for the 2026-2027 fiscal year: Somers Road (Section 001: Trunk 4 to end of pavement), Tamara Drive, Macken Road.

MUNICIPALITY OF THE COUNTY OF
ANTIGONISH

MEMO FOR DECISION

TO: ASSET MANAGEMENT COMMITTEE
FROM: SHIRLYN DONOVAN, CAO
SUBJECT: OUTDOOR RINK PROPOSAL
DATE: OCTOBER 27, 2026

Background

On Monday, September 28 there was a fire in the at the Keating Centre. The fire damaged an electrical box that powers the systems responsible for making and maintaining the ice. As a result, unfortunately, the ice surfaces in both the main and auxiliary arenas at the Keating Centre needed to be removed, while the damaged system is replaced. The fire was contained to the ice plant room, and the building suffer no other damage.

The Antigonish Arena has stepped up in a big way to support teams and organizations in getting ice time. They have expanded their hours and are doing their best to make the most efficient use of the last remaining ice surface in Antigonish.

Recreational skating is going to take a huge hit with the lack of ice available. Free and open skates are going to be lost and those recreational opportunities for people in our community will be greatly missed.

Proposal

Staff are recommending Council consider the purchase of a seasonal 40-foot by 80-foot outdoor skating rink for installation behind the existing Mini Pitch. When the land was prepped for the Mini Pitch, it was prepped for a future pitch or asphalt surface. This could allow for the much needed recreational skating opportunities.

There is a proposal from the Antigonish Tourism Association attached which lists the cost details.

While investing in a new surface is the primary purpose of this proposal, it is very important to recognize the existing outdoor ice rinks in our community that are open to the public, Heatherton, Linwood and Cape Jack.

Staff would recommend Municipal Council provide funding to the existing outdoor rinks for this season to allow for extra maintenance or upgrades.

Municipal Council budgeted $200,000 for washrooms at the Mini Pitch this year. All bids related to that tender were rejected so there is funding that could be reassigned to this. Staff are continuing to explore a more cost effective solution for the accessible washrooms.

Staff have not spent a great deal of time looking into this but are seeking direction from Municipal Council, if this is something you would like staff to explore in greater detail.

Initial conversations with the Town of Antigonish to support with staff hours were positive, although nothing has been confirmed yet.

Conceptually, we would like to get the second pitch paved and have a quote which came in under $30,000. Staff have reached out to two other contractors for pricing as well. We would also look to bring in portable heated washroom facilities if this were to move forward.

Next Steps

Staff are looking for direction on whether this is something you would like us to continue to explore.

ANTIGONISH'S WINTER RINK

A Winter Tourism & Community Placemaking Initiative

Submitted by	Antigonish Tourism Association
Proposed Funding Partners	Municipality of the County of Antigonish and Town of Antigonish
Proposed Location	Existing Mini Pitch

1. Executive Summary

The Antigonish Tourism Association (ATA) proposes the creation of a seasonal 40-foot by 80-foot outdoor skating rink on the existing mini pitch.

The project is intended to strengthen Antigonish as a year-round tourism destination, create a new reason for visitors to travel to the area during the winter months, encourage overnight stays and visitor spending, and provide an attractive winter recreation and active-living opportunity for local residents.

Rather than creating a new permanent facility, the project would seasonally activate existing municipal infrastructure and transform the mini pitch into a highly visible winter attraction.

The rink would become an anchor for winter programming and tourism promotion, allowing ATA and its partners to develop experiences that combine skating, accommodations, dining, shopping, food vendors, entertainment and community events.

The project also provides an opportunity to support local businesses and entrepreneurs. Special events could create opportunities for local food trucks, vendors, restaurants, retailers and other businesses to participate and generate additional sales.

The goal is simple: give people another reason to visit Antigonish in winter — and another reason to stay overnight, get active, spend locally and enjoy the community.

2. Proposed Rink & Cost

The proposed rink is a 40-foot by 80-foot Classic System suitable for seasonal installation on the existing mini pitch.

Quoted purchase price: $8,380 USD

This price does not include shipping, taxes, currency conversion or any additional equipment or ice-making components that may be required.

A final delivered quotation would therefore be obtained before proceeding so that the complete project cost is known.

Because the rink is seasonal and utilizes an existing recreational space, the project provides an opportunity to create a new winter attraction without the cost associated with constructing a permanent facility.

3. Funding Request

ATA proposes that the Municipality of the County of Antigonish and Town of Antigonish fund the purchase of the rink and associated requirements based on the final delivered quotation.

The project should be considered an investment in:

- Winter tourism infrastructure
- Destination development
- Community placemaking
- Active living and recreation
- Local economic development
- Year-round community programming

The investment would provide benefits to both residents and visitors while allowing existing infrastructure to serve an additional purpose during the winter months.

4. Winter Tourism & “Heads in Beds” Strategy

The rink would not be promoted simply as a place to skate.

ATA would position it as an anchor attraction within a broader Antigonish winter tourism strategy, using programming, partnerships and targeted promotion to encourage people from outside the immediate area to visit Antigonish for winter day trips, weekend getaways and overnight stays.

ATA could work with accommodation providers, restaurants, retailers, food vendors and other tourism businesses to develop and promote winter experiences such as:

- Skate • Stay • Dine winter getaway packages
- Friday evening skating with live music
- Winter weekend and family getaway promotions
- Holiday and Valentine's skating events
- March Break activities
- Winter markets and food vendors
- StFX-related family and visitor weekends
- Special community skating events
- Packages combining skating with dining, shopping and other local attractions

The objective is to turn a relatively modest piece of seasonal infrastructure into a marketable winter experience.

A visitor could arrive in Antigonish on a Friday afternoon, check into a local accommodation, have dinner downtown, attend an evening skate, purchase food or refreshments from a local vendor, stay overnight, and spend the following day enjoying restaurants, shops, trails, arts, culture and other local experiences.

This is where the project has the potential to generate economic impact beyond the rink itself.

5. Supporting Tourism Levy Objectives

The proposed rink offers a tangible opportunity to use tourism investment to generate additional visitation, overnight stays and visitor spending during the winter shoulder season.

ATA would actively promote the winter rink beyond the immediate Antigonish area and work with local tourism operators to convert visitation into measurable economic activity.

The project would support:

- Heads in beds through accommodation partnerships and winter getaway promotions.
- Feet on the street by encouraging rink visitors to spend additional time downtown and throughout the community.
- Dollars in local businesses through dining, shopping, accommodations, fuel, food vendors and other visitor spending.
- Year-round tourism by providing ATA with another experience to market outside the traditional summer tourism season.

Most importantly, the rink provides something tangible for ATA to build winter campaigns around. Instead of simply telling visitors that Antigonish is a year-round destination, we are creating another experience that gives them a reason to come.

6. Tourism & Economic Development Benefits

Winter is traditionally a more challenging period for many tourism businesses.

Creating additional reasons to visit during this period can help support accommodations, restaurants, retailers, food vendors and other businesses at a time when increased customer traffic has significant value.

The rink would help Antigonish:

- Extend the tourism season beyond summer and fall.
- Create a recognizable winter attraction that can be promoted throughout northeastern Nova Scotia and beyond.
- Encourage overnight stays through packaged experiences and special events.
- Increase visitor spending at accommodations, restaurants, shops and other businesses.
- Create opportunities for local food trucks and vendors during special events.
- Strengthen Antigonish's identity as a year-round destination.
- Create additional winter content for destination marketing, social media and regional tourism promotion.

The project can also complement existing winter attractions and experiences rather than compete with them, creating opportunities for visitors to build a fuller Antigonish winter itinerary.

7. Community Benefit

While tourism and economic development are important objectives of the project, the rink would also provide substantial benefits to residents.

It would create an accessible outdoor gathering place for families, youth, students, seniors and community organizations while promoting physical activity and social connection during the winter months.

The rink would provide:

- An accessible recreational opportunity for residents.
- A place for families to spend time together.
- A positive gathering space for youth.
- An outdoor activity for residents during the winter months.
- Opportunities for community organizations to hold events.
- A place for residents to meet, socialize and connect.
- Additional opportunities for programming and community celebrations.

The result is an attraction that works on two levels:

For visitors: a new winter experience and another reason to choose Antigonish.

For residents: an accessible community recreation, active-living and gathering space.

A successful tourism destination should also be a place that residents enjoy. The rink provides an opportunity to accomplish both.

8. Active Living & Community Well-Being

The Antigonish Winter Rink would also support the community's active-living goals by providing an accessible opportunity for residents of all ages to be physically active outdoors during the winter months.

Winter can make it more difficult for people to remain active outdoors. A seasonal skating rink provides a simple, familiar and enjoyable way for children, youth, families, adults and seniors to incorporate physical activity into their daily and weekly routines.

The rink would encourage:

- Physical activity by providing an opportunity for skating, movement and outdoor recreation.
- Active families by creating a place where parents and children can participate in an activity together.
- Youth engagement by providing a positive recreational space outside of school hours.
- Active seniors by providing opportunities for winter recreation and social interaction, with programming that can be adapted to different abilities.
- Social connection by creating a shared community gathering place where residents can meet friends, neighbours and other community members.
- Mental well-being by encouraging people to get outdoors, remain active and connected with others during the darker winter months.

- Healthy communities by making physical activity a visible and accessible part of everyday community life.

The rink could also support organized active-living programming, such as family skate nights, youth activities, learn-to-skate opportunities, school or community group events, seniors' skating times and special recreation programs.

Importantly, the rink would provide an opportunity for people to participate at their own level. Some residents may use it for vigorous skating and exercise, while others may simply enjoy a gentle skate, spend time outdoors with family or socialize with friends.

This makes the rink an inclusive recreational asset rather than a facility designed for only one type of user.

9. Local Business & Food Vendor Opportunities

The Winter Rink would also create opportunities for local businesses and entrepreneurs, particularly when special events and programmed activities are taking place.

While regular skating would provide an ongoing community benefit, organized events could generate concentrated periods of resident and visitor activity.

These events could create opportunities for local food trucks, mobile vendors, restaurants, retailers and other small businesses to participate.

Potential opportunities could include:

- Food truck vending during evening skates, tournaments, family events, holiday programming and winter festivals.
- Local food and beverage vendors providing hot food, coffee, hot chocolate and other winter products.
- Pop-up markets featuring local artisans, makers and small businesses.
- Restaurant partnerships where rink events are promoted alongside local dining offers.
- Retail partnerships encouraging visitors and residents to shop locally before or after skating.
- Special event packages combining skating with food, entertainment and other local experiences.

Food truck and vendor opportunities would be particularly valuable during larger programmed events, when a significant number of people are gathered at the rink at the same time.

Rather than visitors simply attending an event and leaving, the site could encourage them to spend money with local businesses while they are there.

Supporting Local Entrepreneurs

The rink could also provide a low-barrier opportunity for local entrepreneurs to participate in Antigonish's winter economy.

For example, a winter event could feature several local food trucks or vendors offering different products, creating a small outdoor winter marketplace around the rink.

These businesses would benefit from increased exposure and direct sales, while the variety of food and services would make the rink experience more attractive to visitors.

Where appropriate, vendor participation could be coordinated with existing municipal requirements, permits and operating policies.

The opportunity is not limited to food. Local businesses could participate through sponsorships, event partnerships, promotions, merchandise, entertainment, equipment rentals and other services.

Keeping More Visitor Spending Local

One of the objectives of the project is to encourage visitors to spend more time in Antigonish and increase the amount of money they spend locally.

A visitor who attends a winter event could purchase food from a local vendor, visit a downtown restaurant, shop at a local business and stay at a local accommodation.

The rink therefore becomes one part of a broader local economic ecosystem.

The more reasons we give people to stay, eat, shop and participate, the greater the potential economic benefit to the community.

The rink can provide the gathering place, while local businesses help create the experience around it.

10. Proposed Responsibilities

Town and County would provide project funding and participate in oversight, operations, scheduling, parking and other municipal requirements.

Antigonish Tourism Association could help coordinate seasonal setup and takedown and work with community and tourism partners on programming, promotion and visitor-focused initiatives.

Community partners and volunteers could assist with setup, takedown, programming and snow removal.

A potential partnership with the Fire Department could also be explored for initial flooding of the rink, subject to departmental approval, operational requirements and capacity.

Local businesses and food vendors could participate in special events, markets and programmed activities, subject to applicable municipal requirements and approvals.

11. Measuring Tourism, Community & Economic Impact

To demonstrate the project's value as both a tourism and community investment, ATA would incorporate basic performance measures into the initiative.

These could include:

- Visitor attendance and origin.
- Accommodation partnerships.
- Winter packages developed.

- Participating businesses.
- Number of food vendors and local businesses participating.
- Event attendance.
- Website and social-media engagement.
- QR-code activity.
- Feedback from accommodation and tourism operators.
- Visitor spending indicators where practical.
- Resident participation.
- Community event participation.
- Visitor feedback.

Where practical, whether visitors are staying overnight in the Antigonish area.

This would allow ATA to report back to funding partners on tourism impact, economic activity, community participation and active-living benefits.

The information could also be used to strengthen winter programming in subsequent years.

12. Long-Term Opportunity

The rink should be viewed as the starting point rather than the entire winter tourism product.

Once established, it creates an opportunity for Antigonish to develop an annual winter identity around the mini pitch and surrounding area.

Programming can grow from year to year based on participation, partnerships and visitor response.

Over time, the rink could become the centrepiece of a larger Antigonish Winter Weekend or Winter Festival, incorporating:

- Food trucks and local food vendors
- Live music
- Winter markets
- Family activities
- Active-living programs
- Community events
- Local business promotions
- Tourism packages
- Other winter recreation opportunities

The infrastructure would therefore support multiple years of tourism and community programming from the initial capital investment.

The long-term opportunity is to create a recognizable winter destination experience that benefits both residents and visitors while supporting local businesses.

13. Conclusion

The Antigonish Winter Rink represents a relatively modest investment with the potential to deliver benefits across tourism, economic development, active living, recreation and community engagement.

By activating existing infrastructure during the winter months, Antigonish can create a highly visible seasonal attraction that serves residents while giving visitors another reason to come to Antigonish, spend time here and stay overnight.

For residents, the rink provides an accessible opportunity to be active, get outdoors, connect with friends and family and enjoy a shared community space during the winter months.

For visitors, it creates another experience that can be packaged with accommodations, dining, shopping, entertainment and other local attractions.

For local businesses, it creates additional opportunities for sales, promotion, partnerships and participation in winter events, including opportunities for food trucks and other mobile vendors.

With coordinated programming, accommodation and business partnerships, active-living initiatives and destination marketing, the rink can contribute to the larger goal of establishing Antigonish as a genuine four-season destination.

The Winter Rink is therefore more than a skating surface.

It is an opportunity to activate the community, encourage active living, support local businesses, attract visitors, increase visitor spending and create a stronger sense of place throughout the winter.

It is an investment that can benefit both the people who live here and the people we want to invite to experience Antigonish.

Every season tells a story. The Winter Rink can help Antigonish tell its winter story.