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August 12, 2020

In regard to: Enhancements to Sheet Harbour Marina

To whom it concerns,

Discover Halifax has completed an analysis of the Sheet Harbour Marina project through Halifax's Integrated Tourism Master plan (ITMP). The plan, which will be release later this year, helps evaluate tourism-related projects to ensure these investments are providing collective impact throughout the region.

I am pleased to confirm our support for the project based on the enclosed assessment. The project is clearly aligned with the ITMP's goals to achieve inclusive growth, grow tourism revenues and employment, enrich the lives of residents, and contribute to related strategies for the Halifax region.

In a typical year, the Halifax region welcomes 5.3 million overnight stays which drives \$1.3 billion in local spending. It provides more than 34,000 jobs throughout the region and has the potential to help in Halifax's recovery and growth. The Sheet Harbour Marina is one example of how we can achieve this.

The Sheet Harbour Marina will allow boaters to connect with the land, as well as visitors to connect with experiences on the water and the 100 Wild Islands. As a destination, this incorporates some of our best assets – from our people, heritage, culture and nature. Discover Halifax is proud to support these efforts for inclusive economic growth now and going forward.

Sincerely,

Ross Jefferson,

President and CEO
Discover Halifax



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Project Assessment based on Halifax's ITMP Investment Filter:

Alignment with Strategic Themes- The Sheet Harbour Marina updates align with three of the six strategic themes in Halifax's ITMP.

- √ Build and enhance Halifax's key demand generators;
- √ Attract highest yield growth markets; and,
- √ Make it easy to get here and visit.

Addressing gaps in our Destination Assessment - The Sheet Harbour Marina project addresses gaps with our destination assessment. Specifically, the project will make improvements that benefit both residents and visitors by filling service gaps.

Sheet Harbour's deep-water harbour and rivers, community-size and amenities will attract boaters looking for diverse and exiting boating experiences in rural parts of our destination. The Marina will also attract visitors from key, high yield markets will help Halifax realize its potential to be widely recognized as the favourite city in Canada.

Measurable results and alignment with ITMP initiatives - The success of the Sheet Harbour Marina enhancements can be measured through the number of local and visiting boats utilizing its berth. These may include transient boaters, new launch ramp boaters, seasonal boaters who will leave their boats in Sheet Harbour and new construction. All of these are examples of measurable, new spending and positive economic impact for the community.

Some tourism benefits have already been realized with increased visitation to the 100 Wild Islands, a noted initiative for the Halifax region within the ITMP Dashboard.

Connection to ITMP Collective Impact – The Sheet Harbour Marina project has united numerous stakeholders and organizations in shared goals, ideas, perspectives, and plans. This includes municipal, provincial and federal leaders, Atlantic Canada Opportunities Agency (ACOA), Destination Eastern and Northumberland Shores (DEANS), Wild Islands Tourism and Advancement Partnership (WITAP), Develop Nova Scotia, Millbrook First Nation, and local boaters and businesses.

Discover Halifax is proud to be one of those stakeholders contributing to the success of this project by actively promoting the Sheet Harbour Marina to its target client, including travellers and surrounding community.