

SHUBENACADIE CANAL COMMISSION

Fairbanks Centre, 54 Locks Road, Dartmouth, NS B2X 2W7 ~ Tel: (902) 462-1826

Item 9.3.1

Councillor
Halifax Regional Municipality
P. O. Box 1749
Halifax, NS

2 November 2011

re: The Dartmouth Greenway

Dear Councillor,

As you are aware, the Shubenacadie Canal Commission and the HRM have been partners in redeveloping the Dartmouth Greenway for several years. We are pleased that this positive relationship has benefited both sides, as well as the citizens of Dartmouth. Initial progress made to date on the old Starr Manufacturing site has brought overwhelming improvement to that neighbourhood.

During this time, the HRM provided a stimulus grant that has enabled us to move forward to the brink of a public fund raising campaign. There was also a promise from the municipality of their matching our fund raising successes. Attached is a brief update on the steps we have taken to bring us to this point.

Our fund raising efforts, including the presentation card attached, are starting to produce results. Of course, now we need to discuss those further with Council and with senior staff at the HRM. Specifically, we need to address the questions of:

- Moving from Concept Plan to overall Site Design,
 - requires the reactivation of the 'joint HRM-SCC working group'
- Capital Budget Phasing
 - requires actually breaking ground on the closing of Pine Street Extension
- Donor Recognition Policy

We look forward to presenting an overview to you at the regular meeting of Harbour East Community Council on 10 November, and to getting your feedback on the future of this important community site.

Regards

Allan Billard
Director

SUMMARY REPORT

on the agreement between the Halifax Regional Municipality and the Shubenacadie Canal Commission

re. Co-operative Development of the HRM Lands including the
Dartmouth Incline Plane and former Starr Manufacturing Property

In 2008, the HRM indicated a willingness to dedicate up to \$750,000 toward the redevelopment of a truly historic site in Dartmouth; the Marine Railway and Inclined Plane established by the Shubenacadie Canal Company in 1860. The condition imposed at that time was that these funds be matched by public subscription.

To assist in the effort, the HRM provided \$55,000 to the Shubenacadie Canal Commission, toward the initial costs of obtaining the services of a Fund Raising consultancy firm to cover their up-front fees for a campaign feasibility study and other initial expenditures involved in campaign preparedness.

After a public Call for Proposals, both parties made the decision to engage RBR Development Associates Ltd. Their preliminary plans included a survey of the level of citizen interest in the redevelopment of the Shubenacadie Canal and the support that might be generated among business leaders. Their report was delivered in December 2008. The comprehensive document recommended a list of activities to span a period of 12 months, aimed at public awareness and profile raising for the SCC.

At this point, approximately \$20,000 of the funding had been expended.

Over the next 2 years, the SCC acted upon several of the recommendations, initiating numerous projects and activities in 2009-10 with the idea of preparing the ground for a formal campaign in 2011.

In January 2011, a series of meetings with the consultant led to the establishment of a Transition Team. It included 5 prominent citizens who met 13 times with the Chairman and volunteer staff of the SCC, as well as with RBR staff.

A Progress Report was delivered to HRM Director Phil Townsend on 2 February 2011 indicating that the Transition Team was now exploring major gifts development for the Dartmouth Inclined Plane site.

RBR recommended that a formal public announcement of campaign objectives should only take place when the campaign organization was well established and when pledge commitments of no less than 50% were in hand.

An extensive list of prospects and potential donors was researched. Several formal approaches to prominent individuals were made with the help of RBR staff. Minutes are available of all Transition Team sessions, as well as the invoices from RBR.

During this time, a committee of the SCC was formed to initiate the methods and means necessary to build a full-scale replica of the Marine Railway Cradle that would be installed on the Inclined Plane site. The idea being that such a visible feature on the designated site might assist in raising the community profile for the campaign.

A scale model was built to identify the details involved in building the actual cradle. To facilitate the technical aspects of such a reconstruction project, a partnership with Nova Scotia Community College was developed.

At this point, the full \$55,000 allocation has been expended.

The SCC continues to cultivate relationships with high profile community leaders in the community for pace setting gifts. While happy to note the encouragement of all citizens approached, the TT now projects that \$750,000 may be an ambitious objective for the SCC. As a result, the public campaign might advance more slowly than it would wish.

In their recommendations to the SCC, RBR reported, *"the Commission must be prepared to devote priority time and resources to this important endeavor. In the current competitive philanthropic environment, the Commission will not achieve its fundraising objectives without augmentation of resources and the unequivocal commitment of all concerned. The dedication of additional time and resources will not only help ensure the success of the major fund raising campaign, but perhaps more importantly, it will provide a critical base for the Shubenacadie Canal Commission to raise the bar in the fundraising arena in the future"*.

The SCC has appreciated the support provided by HRM through this agreement and the monies received have been used effectively in the preparation of;

- Enhanced public profile for SCC, including a new website
- Preliminary Donor Lists and Donor Recognition strategies
- Preparatory drawings for the Boat Cradle (NSCC partnership)
- Donation of cradle wheels and rails from CN Rail
- Initial Site Enhancements, Trails and Interpretive Panels

The Commission wishes to thank the HRM for its cooperation and support.

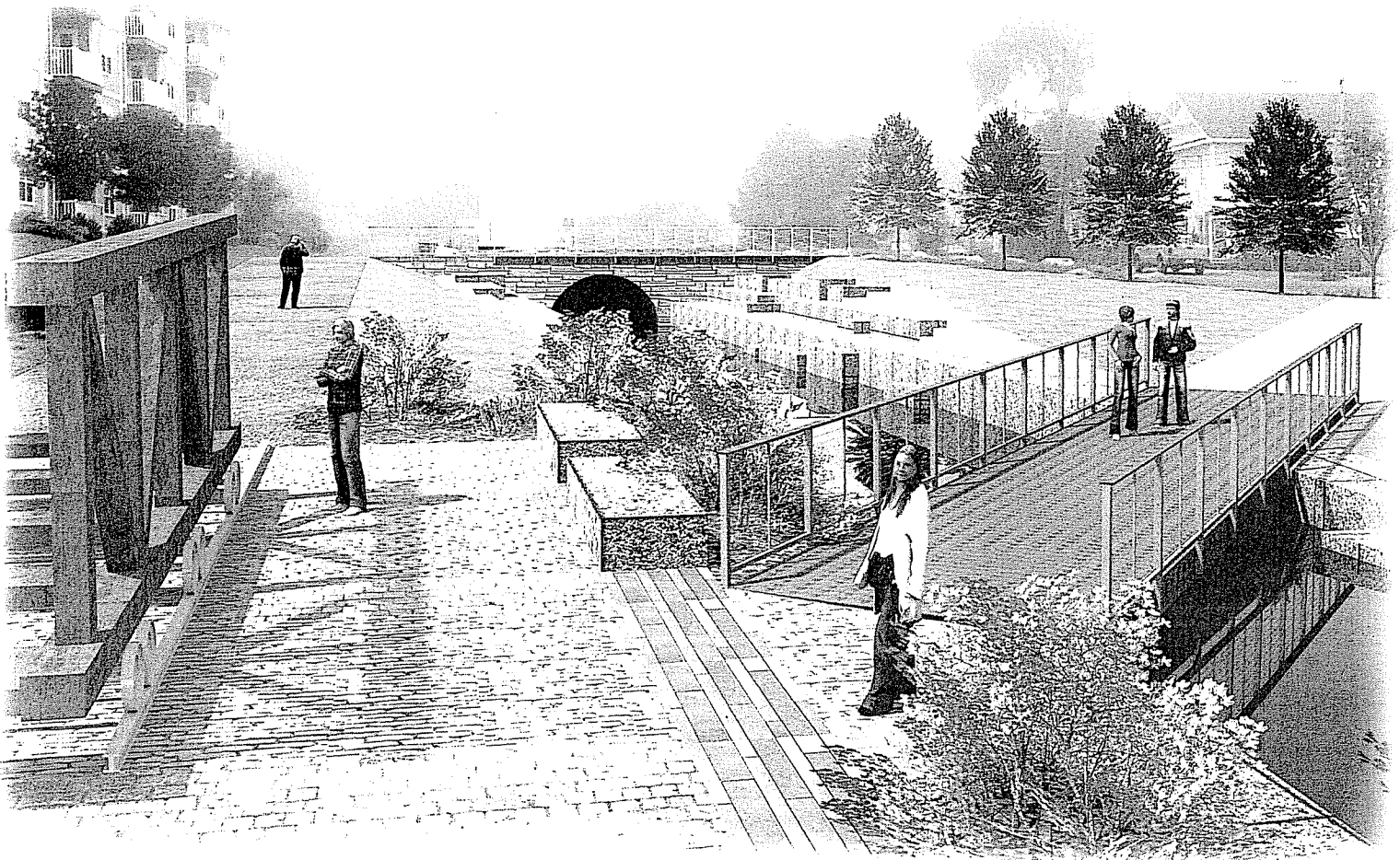
A new Chairman of the SCC, Cameron Ells, has recently been appointed. Further discussions between the HRM-SCC Joint Committee will be arranged through his office.

Respectfully submitted



John F. O'Connor

21 October 2011



The Shubenacadie Canal in Downtown Dartmouth

- This is a unique waterway which crosses the Province from Dartmouth to the Bay of Fundy, offering an accessible and picturesque greenbelt.
- The Canal corridor includes the Trans Canada Trail, world championship Canoe/Kayak racing and untapped Nature Tourism.
- Almost all of the land around the historic remnants of the nine locks and the two Inclined Planes has now been acquired and preserved.
- Our focus on the archeological remnants of the Dartmouth Inclined Plane will highlight the historic marine railway and Starr Manufacturing.
- The HRM has offered \$750,000 to restore the significant parts of the site, if the community matches the funds. *That is our objective.*