HALIFAX
REGIONAL MUNICIPALITY

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MEMORANDUM

To: Chair and Members of Community Planning & Economic Development Standing Committee

From: Krista Vining, Legislative Assistant, Office of the Municipal Clerk

Date: January 4, 2012

Subject: Proposed Eastern Shore Coastal Heritage Centre

Mr. Gordon Hammond delivered a presentation to Marine Drive, Valley and Canal Community Council on the Proposed Eastern Shore Coastal Heritage Center during their December 19, 2011 meeting. Mr. Hammond asked the Canal Community Council to formally endorse the proposal so that the Eastern Shore community heritage organizations could proceed to make a presentation to the Community Planning and Economic Development Standing Committee.

The following motion was passed by Marine Drive, Valley and Canal Community Council:

MOVED by Councillor Dalrymple, seconded by Councillor Hendsbee that Marine Drive, Valley and Canal Community Council endorse the Proposed Eastern Shore Coastal Heritage Centre proposal and forward a copy of the presentation to the Community Planning and Economic Development Standing Committee for consideration.

MOTION PUT AND PASSED.

Attached is a copy of Mr. Hammond's presentation for your information.

OFFICE OF THE MUNICIPAL CLERK

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Proposed Eastern Shore Coastal Heritage Centre

1. A joint proposal from six Eastern Shore community heritage organizations, endorsed by both the Seaside Tourism and Business Association and Destination Eastern and Northumberland Shores business organizations, to partner with the Province, HRM and the Lake Charlotte Area Heritage Society to provide operational funding for a three-year pilot project.

Eastern Shore Coastal Heritage Centre located in Lake Charlotte
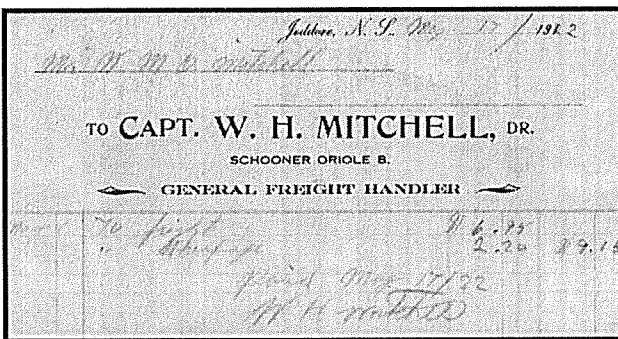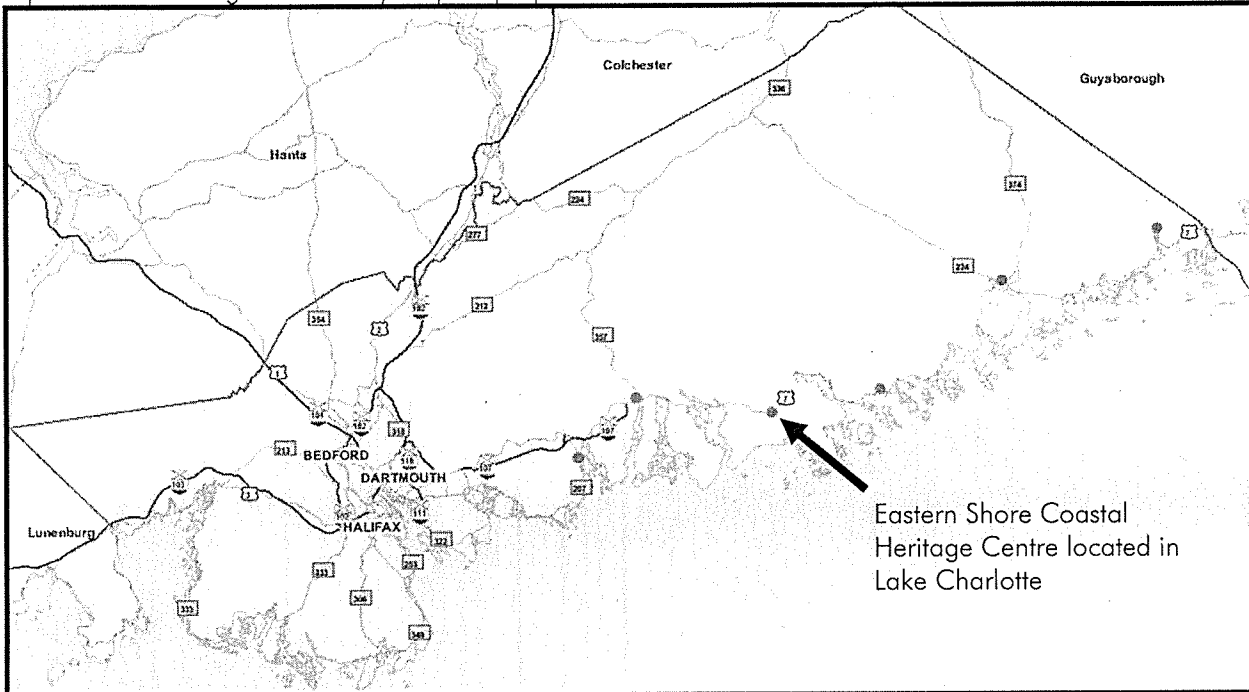
Shipping invoice via schooner, 1922

2. What would the Centre do?

The mandate for the Centre would be to research, document, preserve, communicate, present and promote the coastal heritage of the Eastern Shore on year-round basis by working with other heritage organizations on the Eastern Shore, as well as those elsewhere who are interested in the Eastern Shore (e.g. MSVU). Specific initiatives are:

- Manage and operate the Eastern Shore Archives
- Operate the Regional Artifact Storage Facility

3. What else would it do?

- Manage the Eastern Shore Image Collection
- Manage the Eastern Shore Oral History Collection
- Assist local heritage organizations
- Edit and publish Eastern Shore Genealogies
- Work with local schools on local heritage
- Coordinate joint marketing of local heritage sites
- Coordinate the Eastern Shore Heritage Network
- Organize special heritage exhibitions
- Plus ten other local heritage initiatives

Stagecoach at Musquodoboit Harbour, c. 1912
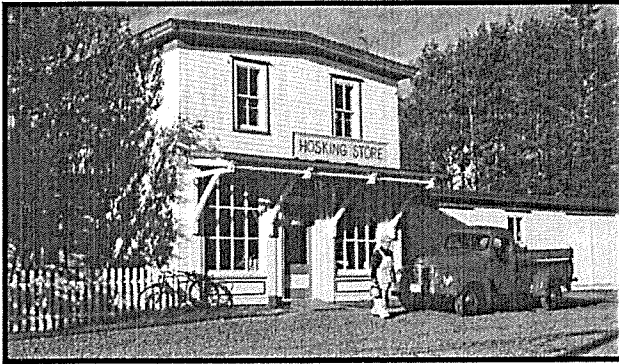
Entrance to Memory Lane Heritage Village

4. Where would the Centre be located?

The creation of the Centre would not require a land purchase, a new building, or equipment, as the existing Eastern Shore Archives building at Memory Lane Heritage Village in Lake Charlotte would be used. Lake Charlotte is strategically located about half way between Dartmouth and Ecum Secum, just off the #7 highway, and just less than an hour's drive from Halifax. The Village has ample parking and the Archives is accessible year-round

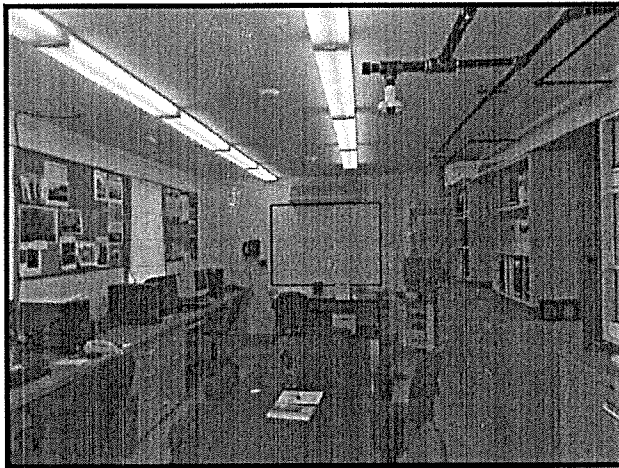Eastern Shore Archives (former Upper Lakeville hall)

5. What would it cost?

The total estimated annual operating cost is $82,000 comprised of:

• Assistant to LCAHS Executive Director	$35,000
• Light, heat, snow removal, sewage etc	$15,000
• Existing base cost of building	$ 5,000
• Executive Director 250hrs @ $20/hr	$ 5,000
• Year-round archival volunteers	$22,000
Total	82,000

Eastern Shore Archives research room

6. How would the Centre be paid for?

The proposed funding formula for the three-year pilot project is:

	Nova Scotia	HRM	LCAHS
2012	$35,000	$10,000	$37,000
2013	$30,000	$15,000	$37,000
2014	$22,500	$22,500	$37,000

Commemorating Memory Lane's 10th anniversary

## 7. Is this good for HRM taxpayers?

The HRM tourism industry is worth about one billion dollars a year, approximately 55% of the Provincial tourism industry. It is well established that visitors travel to see and experience a different culture, not because it has hotels, restaurants or a convention centre, but because it has the Bluenose, or Peggy's Cove or Citadel Hill or the Eastern Shore Coastal Heritage Centre! But all of these attractions require some public sector support to cover their operating costs.
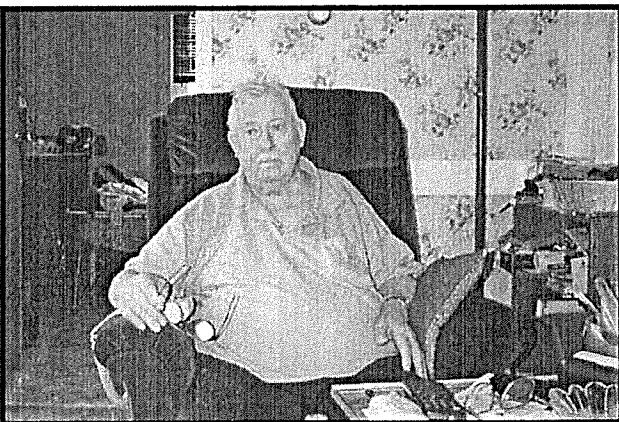
Interviewee in 2007 (since passed away)

8. Why not wait until the Social Heritage Strategy is finished?

HRM Council is to be congratulated for having this important initiative get underway. Even though the process is working well, it will be at least two years before any impact is felt on the heritage front lines. Meanwhile, much of our social heritage is being lost forever because our older residents are dying, taking with them their first-hand knowledge of people, places and practices. We cannot afford to wait!
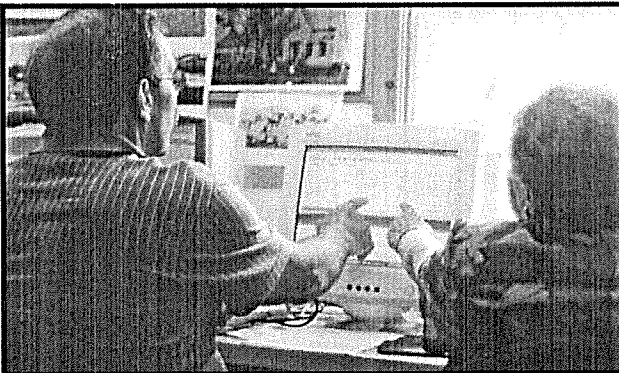
Volunteer archivist assists a researcher

9. How would it be managed?

At the present time the management of the Eastern Shore Archives is undertaken by a committee of the Lake Charlotte Area Heritage Society. Should the Eastern Shore Coastal Heritage Centre proceed then this committee would be tasked with managing the Centre but its membership would be expanded to include representatives from the other five Eastern Shore community heritage societies as well as a representative from HRM if they wish.

10. What do you want MDVCCC to do?

We would like the Marine Drive, Valley, Canal, Community Council to formally endorse our proposal so that we can then proceed to make a presentation to HRM's Community Planning and Economic Development Standing Committee. We would also like to mention that we have communicated our plan to many of the heritage groups in the urban area of HRM, particularly the Board of the Dartmouth Heritage Museum, and the collaborative opportunities created by our proposal are well recognized.