



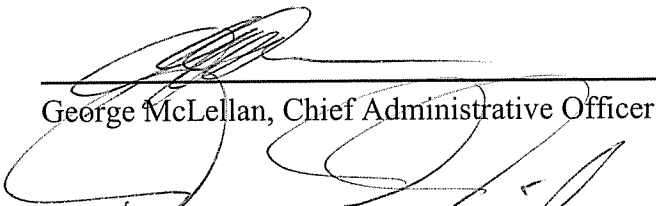
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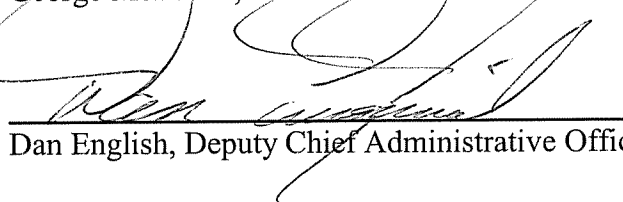
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Halifax Regional Council
February 4, 2003

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:


George McLellan, Chief Administrative Officer


Dan English, Deputy Chief Administrative Officer

DATE: January 27, 2003

SUBJECT: Capital Project #CBG00463 Tantallon Visitor Information Centre
Approval of Amended Culture & Heritage Reserve Business Case

ORIGIN

Proposed 2003/04 Capital Budget Project #CBG00463 Tantallon Visitor Information Centre.

RECOMMENDATION

It is recommended that:

1. Regional Council approve the amended Culture & Heritage Reserve Business Case, Q312, as attached to this report.
2. Regional Council increase the 02/03 capital budget, for project CBG00463, Tantallon Visitor Information Centre in the amount of \$100,000, with the net cost of \$50,000 being approved as a withdrawal from the Culture & Heritage Reserve, Q312. The remaining \$50,000 will be funded through external sources as outlined in the budget implication section of this report.

BACKGROUND

In August 2002, the existing Visitor Information Centre located in Tantallon was removed due to construction of an Atlantic Superstore on the land on which the Centre had been located. The land had previously been owned by Irving Ltd and subsequently sold to Atlantic Wholesalers for construction of the Superstore. The Visitor Centre which was removed was a small building commonly referred to as a "baby barn". The structure was in poor repair and not suitable for re-use in another location as a Visitor Information Centre.

DISCUSSION

An 03/04 Capital Budget submission has been made for \$100,000 towards the construction of a new structure to replace the former Visitor Centre. The Capital Project #CBG00463 has been submitted for funding from the Culture and Heritage Reserve, which makes provision for tourism expenditures, in the amount of \$50,000.

Additional funding for the project is being requested from ACOA with an application deadline of February 6, 2003. This funding is proportional to the contributions by other partners, which in this case, are Halifax Regional Municipality and Atlantic Wholesalers. In order to consider the support of Halifax Regional Municipality in evaluating the application, ACOA requires that the funds be committed as opposed to requested. Atlantic Wholesalers have already contributed \$25,000 and the St. Margaret's Bay Regional Tourism Development Association is endeavouring to raise the additional \$25,000, through application to ACOA, to complete the project.

BUDGET IMPLICATIONS

Funds in the amount of \$50,000 for this project are available in the Culture & Heritage Reserve, Q312, and the remaining \$50,000 of funding is through external sources. (Atlantic Wholesalers \$25,000 and community fund raising inclusive of ACOA \$25,000.) At present, this project does not comply with the Culture and Heritage Reserve, as funding for building construction does not qualify. Therefore, a revised Business Case for the Reserve is attached, and it is recommended that Council approve the amended Reserve Business Case. It is recommended that these funds be allocated for this project to ensure eligibility for cost sharing. Finance has confirmed the availability of funds. If approved as an increase to the 02/03 capital budget, this project will be removed from the 03/04 capital budget submission.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

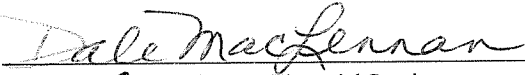
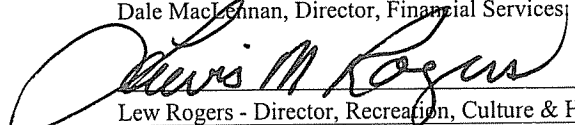
This report complies with the Municipality's Multi-Year Financial Strategy and the approved Operating budget, policies and procedures regarding withdrawals from the utilization of Capital and Operating Reserves, as well as any relevant legislation. If approved, this will increase the 02/03 Capital Budget and the withdrawals from Reserves.

ALTERNATIVES

The alternative is not to increase the 02/03 capital budget in which case the funding being pursued through ACOA will not be forthcoming.

ATTACHMENTS

Culture & Heritage Reserve Business Case, Q312

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.	
Report Prepared by:	Shelley Acker - Manager, Visitor Services
Report Approved by	 Dale MacLennan, Director, Financial Services
	 Lewis M. Rogers - Director, Recreation, Culture & Heritage

DRAFT

Reserves Business Case

Halifax Regional Municipality • Financial Services • 490-6627 • Fax: 490-6238

Date: January 31, 2003
Contact: Lew Rogers, Director, Recreation, Culture & Heritage

Heritage & Culture Tourism Reserve, Q312

Purpose

Tourism is at an all-time high in terms of visitation and revenues generated. One of the fastest growing segments is Heritage Tourism. Council passed the Heritage Tourism Strategy to tap into this market segment. However, the heritage and cultural sites owned by HRM need to be upgraded to participate in heritage tourism. The purpose of this fund is to provide development funds to link HRM Heritage and Cultural sites with Tourism markets seeking to utilize these inherited treasures. This match will ensure that as HRM increases access to our inherited treasures for citizens and visitors that we do so in a way that presents, promotes and preserves these treasures for future generations.

Source of Funds

Three sources of funds are proposed: municipal, corporate and public partnerships.

MUNICIPAL:

- 1) An annual transfer of **\$25,000** from operating; and
- 2) A 10% transfer from the Sale of Capital Assets Reserve (Sale of Land), Q101, from all properties sold (exclusive of the Business Parks) to the extent that funds are available. The Reserve Balance will be reviewed annually.

CORPORATE:

On an ongoing basis, corporate funds are being solicited for this reserve and companies have indicated an interest in contributing.

PUBLIC PARTNERSHIPS:

Federal, Provincial and public agencies have matching fund programs for heritage tourism. HRM can only access these funds, with matching funds.

Application of Funds

The Reserve will be used to develop and enhance culture and heritage sites **within HRM which support HRM's goals & responsibilities**. The Heritage & Culture Tourism Reserve will be applied to projects that:

- a) **improving the awareness of, condition and access to, HRM owned cultural and heritage properties;**
- b) promoting HRM owned heritage and cultural sites through visual identity programs, market positioning, and web site development;
- c) **establish opportunities such as visitor centres and shops, mail order and e-commerce.**

Time Line

The Heritage & Culture Tourism Reserve will be an on-going reserve.

Approval Process

All requests for funding from the Heritage & Culture Tourism Reserve must be initiated by Tourism, Culture & Heritage and confirmed by Financial Services prior to going to Council for authorization.

Attachments

1. Three Year Heritage and Culture Projections

Approval

CAO

Heritage & Culture Tourism Reserve Q312	Projections		
	03/04	04/05	05/06
Opening Balance	\$ 380,000	\$ 90,000	\$ 65,000
Transfer from Operating	\$ 25,000	\$ 25,000	\$ 25,000
Transfer from Sale of Capital Assets	\$250,000	\$ 250,000	\$ 250,000
External Funding	\$ 205,000	\$	\$ 100,000
Proposed Projects	(\$770,000)	(300,000)	(\$400,000)
Closing Balance	<u>\$ 90,000</u>	<u>\$ 65,000</u>	<u>\$ 40,000</u>

Proposed Projects:

Proposed 03/04 Capital Projects:

Civic Collection Storage
 Evergreen House-Install Heating System
 Gill Backdrop - Bicentennial
 Starr Manufacturing Site
 City Hall - Halifax Hall Improvements
 Deadman's Island - Public Access Pathway
 Community History Boards
 Scott Manor House - Land Acquisition
 Public Art - Repair & New
 Cultural Asset Inventory
 Lighting Granville Mall
 Needham Bells
 Black Heritage Trail
 Sullivan's Pond
 Shubenacadie Canal