

**TO: Mayors/Wardens, Councillors, All Units**

**CC: Chief Administrative Officers/Clerk-Treasurers**

**RE: PROVINCIAL EVENT STRATEGY**

UNSM has been asked to share the following with you:

Nova Scotia's Department of Communities, Culture and Heritage, is in the process of developing a strategic, government-wide approach to the development, attraction and funding of events. They are reaching out to several of their partners to help inform their strategy and have identified municipalities as a key partner in this initiative.

The Department is working with research partner, Corporate Research Associates (CRA). CRA will be reaching out to a few key municipalities this week to conduct in-depth interviews. Other municipalities will receive surveys, likely next week. The intent is to better understand how government can best help municipalities in the attraction and execution of events; the barriers municipalities encounter; and your thoughts on our best way forward.

Some 15 municipalities will be asked to participate in an in-depth interview, at the CAO, Warden or Mayor level, with the remaining being asked to participate in a survey.

We encourage you to share the survey with the most appropriate staff within in each municipality.

Stacey Jones-Oxner is Director of Events for Communities, Culture and Heritage. If you have any questions or concerns you are encouraged to contact her directly.

The province would like to thank you in advance for your time. They are confident the input from municipalities will make the strategy stronger.

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