



To All Lunenburg County Businesses

### We Want to Be Partners

- \$1 million economic development contributed from World Sledge Hockey Challenge
- \$2 billion dollars was contributed to the Nova Scotia economy by Tourism in 2010<sup>1</sup>
- \$366 million spent in restaurants
- \$354 million spent on transportation
- \$332 million for accommodations

The visitor economy supported 24,000 jobs and \$53 million in household income and tax revenues of \$78 million provincially and \$78 million federally in 2010. Municipal tax impacts attributable to Tourism were estimated at \$24 million or 2.45 of all municipal taxes.

**Events Lunenburg County** was formed with the goal of bringing Conferences, Special Events, Sporting Competitions, Concerts and Trade Shows to Lunenburg County. We have a team of dedicated and talented people willing to work with local businesses to ensure that **Events Lunenburg County** is very successful. The volunteer team is reaching out to similar organizations in Nova Scotia and elsewhere to learn from their successes. Now, Events Lunenburg County needs business partners to share ideas, provide direction and YES a financial contribution.

The **Events Lunenburg County** Board is made up of business representatives, Economic Development staff, Boards of Trade/Chambers of Commerce, elected municipal officials and interested individuals from all municipalities.

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1 Nova Scotia Tourism Industry Facts – 2010 – by Tourism Research Services

Together we have a blend of talent, ideas and energy to help **Events Lunenburg County** move ahead. Bids we have won to date includes the highly successful World Sledge Hockey Challenge which brought nearly \$1,000,000 in economic development to Lunenburg County. The county hosts NS 55+ Games in 2017 and ESSO Cup in 2018.

Andrew Tanner, Councillor, Town of Bridgewater has been driving this project and has made presentations to Municipal Councils in Lunenburg County to secure SEED money for this project. Municipal Councils have been generous with their commitments to get **Events Lunenburg County** off the ground but want to see this project led by business through active participation and through financial commitment.

### **10 Things Events Lunenburg County Can Do for Your Business to Increase Visitors & Increase Revenue**

1. Prepare a professional comprehensive and compelling promotional package to attract new events. This package will outline the services and space available for specific events.
2. Provide a concerted and concentrated effort by talented volunteers to attract major events to Lunenburg County on the community's behalf. Most businesses do not have a marketing resource.
3. Be the eyes and ears searching for event opportunities.
4. Prepare professional proposals to attract events.
5. Be a leader in the province in attracting events to Lunenburg County.
6. Continue to raise SEED money permitting the group to attract events including funds to hire a full or part-time person whose mission will be to attract events.
7. Share in promotional opportunities building on multiple communities.
8. Develop partnerships within our communities to attract events wanting venues at a number of locations. Develop a cohesive plan with partnerships that will attract larger events where multiple venues may be required.
9. Develop a communication system where referrals are possible at each business in all the municipalities, this way the members will know other member contacts and be familiar with what Lunenburg County businesses have to offer. Referral, referral, referral.
10. Develop a comprehensive calendar for promotions and planning.

### **6 Benefits of Membership Benefits**

1. Profile posted on the **Events Lunenburg County** website and FaceBook and Linked In.
2. Leads for meeting and conventions bid information as well bid support.
3. Programs and Trade show opportunities with the option to collaborate with **Events Lunenburg County**.
4. Ad space in **Events Lunenburg County** bid packages.
5. At every event attraction the opportunity to use the logo.
6. The ability to have an active voice at Annual General Meetings.

We want to be your partner and help bring additional sales dollars to your business. Read on to hear more about this WIN/WIN partnership.

### 6 Ways Your Business Can Make This Happen

1. Become a member. Purchase a corporate membership in **Events Lunenburg County**. See Member Application on back.
2. Offer to be a member of the **Events Lunenburg County** Board, participate on a sub-committee, attend meetings...you will have a voice at all meetings.
3. Recommend which events that would be a good fit for **Events Lunenburg County**.
4. Provide a list of your products and services that would be useful for incoming visitors who are attending our special events.
5. Provide a financial sponsorship to **Events Lunenburg County**. Sponsorship packages will be available.
6. Speak positively about the work of **Events Lunenburg County** and send other businesses to confer with us about how they are able to help.

This opportunity is presented to you by all members of the **Events Lunenburg County** Board listed below. We are pleased to offer this opportunity to you and feel that **Events Lunenburg County** can deliver new opportunities and increased business to Lunenburg County.

Become a member by completing the attached membership form.

Please contact one of the people below to discuss your involvement. The team believes that **Events Lunenburg County** will only be successful with participation by businesses in Lunenburg County.

Sincerely,

Carolyn Bolivar-Getson, Councillor, Municipality of the District of Lunenburg  
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