

National Historic Sites Southwest Nova Scotia
PO Box 9
Annapolis Royal, NS
B0S 1A0

December 11, 2006

Chief Administrative Officer
Town of Annapolis Royal

Dear Amery:

This letter is written to provide comments about the Town of Annapolis Royal's recently updated Strategic Plan, November 2, 2006, document. I am writing on behalf of the Attractions Committee. The members of this committee are active partners in marketing the Town. We welcome any opportunity to work with the Town to further our mutual interests and in formulating a functional marketing plan.

The plan identifies important long range goals and objectives. The tasks listed in each of the subsections (multi year plans and objectives) are also necessary and useful activities for the Town and its residents and businesses. Comments in this letter will be limited to two sections: Arts, Culture and Heritage, and Marketing.

The section on Arts, Culture and Heritage contains many good activities that were unfortunately abandoned because of lack of resources. The Town has prepared and submitted a funding application for several of these projects. As a national historic district the Town of Annapolis Royal has a opportunity to participate in the Family of National Historic Sites organization. This organization is still new and developing its purpose. The Town may realize some benefit from active membership in this organization.

Marketing Plan 2006 outlines an extensive list of activities related to marketing. Many are on hold pending the establishment of the RDA. In the meantime the Town has limited resources to put towards marketing. It is important during this period of decreased tourism travel that the Town continues to be strongly promoted. A coordinated and strategic approach to marketing for the Town of Annapolis Royal would benefit from both a strategic Marketing plan and the presence of a full time person in marketing. Forming and maintaining relationships is essential to the implementation of a successful and sustained marketing initiative. Any opportunities to secure a position dedicated to marketing for the Town should be pursued with vigor.

Thanks you for the opportunity to comment on the plan and we look forward to continuing to work with the Town in creating a positive, sustainable community.

Sincerely,

Theresa Bunbury
NHS SWNS