



**Recommendations from  
Committee of the Whole Meeting  
February 13, 2025**

**Funding Support for Nova Scotia Music Week**

***It was moved by Deputy Warden Trevor Cunningham, seconded by Councillor Phil Mooney to recommend to Regular Council that the Municipality approve Yarmouth and Acadian Shores Tourism Association's (YASTA) request for funding to support Nova Scotia Music Week. The approved amount of \$15,667.00 will come from the 2025-26 Grants to Organizations program, with the understanding that some funds may need to be released in the current fiscal year.***

***Motion carried.***



Yarmouth and Acadian Shores  
Tourism Assoc. (YASTA)  
932 Hwy 1 Hebron

Office: 902-400-0323  
Email: [info@yasta.ca](mailto:info@yasta.ca)

Yarmouth, Nova Scotia  
B5A 5Z5  
Canada

Yarmouth & Acadian Shores is located in Kespukwitk, one of seven districts in Mi'kma'ki, and is home to Wasoqopa'q First Nation. Mi'kma'ki is the traditional and unceded territory of the Mi'kmaq people.

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Neil Mackenzie  
CEO, Yarmouth & Acadian Shores Tourism Association (YASTA)  
932 Hwy 1 Hebron, Yarmouth NS B5A 5Z5

Municipality of the District of Yarmouth, 932 Hwy 1 Hebron, Yarmouth NS B5A 5Z5

**Attention: Warden Cunningham and Council,**

I am writing on behalf of the Yarmouth & Acadian Shores Tourism Association (YASTA) to **seek your financial partnership in hosting Nova Scotia Music Week (NSMW) in Yarmouth & Acadian Shores (YAS) from October 22nd to 26th, 2025**. As a region with a rich cultural heritage and a vibrant tourism economy, hosting NSMW 2025 presents a unique opportunity to showcase our community on a provincial stage and build awareness of our destination to international delegates. NSMW 2025 will deliver significant economic, cultural, and social benefits to our region. This event will create awareness and drive increased economic activity, supporting seasonality efforts to increase visitation during the shoulder seasons. Hosting this event has been tremendously successful for Yarmouth & Acadian Shores in the past; with your support, we can continue to build our visitor economy and support our local tourism operators.

**We request \$15,667.00 from the Municipality of the District of Yarmouth to support the licensing fees required to bring NSMW to Yarmouth & Acadian Shores.** To ease the financial commitment, we propose allocating some of these funds before the end of the current fiscal year (2024/25), with the remaining amount provided in fiscal 2025/26. This collaborative approach will ensure we can host this premier event, benefiting our region and its residents.

As we have seen in the past, most recently in 2023, the impact of hosting NSMW generates significant economic benefits for the region. Based on historical data from previous events, we can expect the following:

- **Increased Room Night Impact:** An influx of hundreds of visitors, including artists, industry professionals, and music fans, generating hundreds of overnight stays at local accommodations.
- **Increased Local Spending:** Attendees and participants contribute to the local economy by dining in restaurants, shopping at local businesses, and utilizing transportation services.
- **Destination Marketing:** NSMW raises awareness, encourages future visitation, and bolsters tourism.





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Cultural and social benefits NSMW will provide an excellent way to celebrate and elevate our unique culture and artists in Yarmouth & Acadian Shores, including:

- **Acadian and Mi'kmaq Culture:** As in the past, NSMW and YASTA, along with our host committee volunteers and partners, will partner with Wasoqopa'q First Nation, Acadian organizations, artists and other cultural groups to promote the music, traditions and stories that make our community unique.
- **Local Music Scene:** NSMW 2025 will allow local artists to perform and connect with industry professionals, fostering growth and inspiration within our vibrant music community.
- **Community Engagement:** The event will unite residents and visitors, strengthening community pride and cultural connections. Our community always delivers and comes out for this event.

For Yarmouth & Acadian Shores, hosting this event aligns with our goal of positioning our region as a leading tourism destination in Nova Scotia. It builds on our seasonal efforts to increase travel demand during the fall.

I welcome the opportunity to discuss this proposal further and answer any questions you may have. Your support in this initiative will ensure the success of NSMW in Yarmouth & Acadian Shores and maximize its impact on our communities.

Thank you for considering this request. We look forward to working together to make **NSMW 2025** an unforgettable event that benefits Yarmouth & Acadian Shores.

Yours sincerely,

Councillor Darryl LeBlanc, Municipality of the District of Argyle  
Vice-Chair of YASTA

Neil MacKenzie  
CEO - YASTA



## Addendum

### 1. Increased Tourism Revenue

- **Estimated Economic Impact:** In 2024, Music Nova Scotia reported that the total event budget was nearly \$400K. According to the [Destination International Event Impact Calculator](#), the estimated economic impact was approximately \$1 million.
- **Traditional Accommodation:** NSMW attracts numerous artists, industry professionals, and attendees, increasing the demand for accommodations. [During the 2010 NSMW in Yarmouth & Acadian Shores, out-of-region visitors spent approximately \\$127,425 on lodging.](#) (hotels/motels, etc.) [NSMW EIA \(2010\)](#)
- **Short-Term Rentals:** Small accommodation providers saw an [increase of 37% in guest nights](#) and a [58% increase in revenue](#) during the week of the event. [The length of stay increased by 4%, and occupancy increased by 38%.](#) (Airbnbs & VIRBOs) [NSMW Market Snapshot Nov. 1st - 6th 2022 vs. 2023, NSMW Market Snapshot Nov. 1st - 7th 2022 vs. 2023 \(MODY Only\)](#)
- **Food & Beverage:** The influx of visitors boosts sales in the area's restaurants, cafés, and bars. During the 2010 event, [attendees spent around \\$123,654 in local dining establishments.](#) [NSMW EIA \(2010\)](#)
- **Transportation:** Local transportation services, including taxis and public transit, experience increased usage as attendees move between venues.

### 2. Event-Related Spending

- **Local Businesses:** Event organizers often engage local vendors for printing, staging, and equipment rentals, injecting funds directly into the community.
- **Artist Merchandise:** Artists frequently sell merchandise during the event, contributing to the local economy.

### 3. Job Creation

- **Temporary Employment:** NSMW creates short-term job opportunities for event staff, technicians, security personnel, and hospitality workers.
- **Volunteer Engagement:** The event also engages numerous volunteers, fostering community involvement. In 2010, 103 volunteers contributed their time to support NSMW. [NSMW EIA \(2010\)](#)

### 4. Enhanced Community Profile

- **Media Exposure:** Hosting NSMW brings regional and national media attention, showcasing the community as a cultural destination.
- **Future Tourism:** Positive experiences during the event can encourage attendees to return for future visits, benefiting long-term tourism.

## 5. Long-Term Economic Benefits

- **Cultural Development:** NSMW strengthens the local music scene, encouraging ongoing creative activities and collaborations.
- **Event Hosting Reputation:** Successfully hosting NSMW can position the community as a capable venue for future large-scale events.

## 6. Estimated Economic Impact

While specific impacts vary by location and year, past assessments provide insight:

- **2010 NSMW in Yarmouth:** The event generated a total economic activity of approximately \$1.3 million in Nova Scotia, with \$891,000 in Yarmouth County. This included \$660,696 in Gross Domestic Product (GDP) and supported 18.6 jobs across the province. [NSMW EIA \(2010\)](#)

## NSMW Budget 2025

The event licensing fee is \$47,000. \$15,667.00 is requested from each of YASTA's municipal partners, the Town of Yarmouth, The Municipality of the District of Yarmouth and the Municipality of the District of Argyle.

Other partner funding includes \$30,000 in In-Kind Costs requested from the Marketing and Promotions Levy Advisory Committee (MPLAC)

The In-kind Investment should include, but is not limited to, a local pageantry plan (e.g., outdoor signage, poster, engagement and activations, marketing campaigns, etc.); accommodations for Music Nova Scotia staff and the board of directors in the form of complimentary rooms; provision of communication devices to key volunteers and drivers (radios for transport/shuttles); and support to waive venue rental fees where possible.

The local host committee and other public and private partners will procure any additional costs for the event.

**From:** Neil Mackenzie <[nmackenzie@yasta.ca](mailto:nmackenzie@yasta.ca)>

**Sent:** January 29, 2025 10:27 AM

**To:** Victoria Brooks <[victoria@munyarmouth.ca](mailto:victoria@munyarmouth.ca)>; Jeff Gushue <[cao@townofyarmouth.ca](mailto:cao@townofyarmouth.ca)>; Alain Muise <[admuisse@munargyle.com](mailto:admuisse@munargyle.com)>

**Subject:** Re: Funding Request for Nova Scotia Music Week 2025

Victoria et al.

I'm cc'ing the other CAOs as this is a good question and may be information their councils may ask for. YASTA, as the host for NSMW 2025, is required at contract signing to provide half of the licensing fee (\$47,000.00), which would be \$23,500.00. The second licensing fee, \$23,500.00, is due in October 2025. So, if the councils agreed, the allocation of funds could be half now in this fiscal and the other half in the 2025/26 fiscal year, say June or July.

This would mean each council would provide YASTA with \$7833.33 in funding now in this fiscal year and then \$7833.33 in fiscal 2025/26.

Does this provide the information you need?

By the way, MPLAC has agreed to provide \$30,000 towards the event's costs.

Thank you.

**Neil MacKenzie CDMP**

CEO - Yarmouth & Acadian Shores Tourism Association (YASTA)

T: 902-400-0323 | E: [nmackenzie@yasta.ca](mailto:nmackenzie@yasta.ca)

[Learn more about Yarmouth & Acadian Shores](#)



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On Wed, Jan 29, 2025 at 9:51 AM Victoria Brooks <[victoria@munyarmouth.ca](mailto:victoria@munyarmouth.ca)> wrote:

Thanks Neil. Can you provide the specific breakdown of cost allocation between 2024-25 & 2025-26 you were thinking? Council will need that information to deliberate the request.



Victoria Brooks  
CHIEF ADMINISTRATIVE OFFICER  
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**From:** Neil Mackenzie <[nmackenzie@yasta.ca](mailto:nmackenzie@yasta.ca)>

**Sent:** January 28, 2025 11:38 AM

**To:** John Cunningham <[johnc@munyarmouth.ca](mailto:johnc@munyarmouth.ca)>; Victoria Brooks <[victoria@munyarmouth.ca](mailto:victoria@munyarmouth.ca)>; Phil Mooney <[phil@munyarmouth.ca](mailto:phil@munyarmouth.ca)>

**Subject:** Funding Request for Nova Scotia Music Week 2025

Attention Warden Cunningham and Council,

I have attached the letter requesting funding support for Nova Scotia Music Week 2025 (Oct. 22nd—26th). We are close to securing this event but must sign the hosting contract with Music Nova Scotia. Before signing the contract, YASTA must ensure financial support from municipal and accommodation partners. I would greatly appreciate your attention to this request. I would also like to ask that this request be addressed as soon as possible so we can move forward with planning the event.

Please review the letter and let me know if you have any questions. I would happily attend the meeting when this request is considered to provide any information you need.

**Neil MacKenzie CDMP**

CEO - Yarmouth & Acadian Shores Tourism Association (YASTA)

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