

QUEENS COUNTY ATTRACTION STRATEGY



*Attracting businesses,
residents and visitors*

QUEENS REVITALIZATION COMMITTEE

A partnership between South Queens Chamber of Commerce, North Queens Board of Trade & the Region of Queens Municipality

OVERALL THEMES:

The Creative Economy

people who use their brain in their work & for whom the place they live & work is of prime importance

&

UNESCO

Southwest Nova

Biosphere Reserve

the pristine outdoors

THREE PILLARS ASSETS

PRISTINE WILDERNESSES

UNESCO SOUTHWEST NOVA BIOSPHERE

CREATIVE ECONOMY

HEALTH & WELLNESS

RESEARCH

ARTS & CULTURE

ATTRACTION

HEALTH & WELLNESS

✓ Queens General Hospital including Expansion

- Collaborative Health Care Approach
- 85% funded by the community
- The hospital is the reason many people move here
- Renowned as a teaching hospital as far away as Montreal – our GP's mentor newly qualified doctors in family medicine – which provides them with a very varied experience here in rural area and the integrate them into the community based on their interests and hobbies



✓ Team Effort – our GP's – **full slate of doctors**

- attracted here by variety of medical work practices and the lifestyle, e.g. surfing, sailing, golfing, etc.

✓ Other Health Professionals, e.g. Physiotherapists, Chiropractors, etc.

✓ North Queens Medical Centre – another community success story

✓ Queens Manor & North Queens Nursing Home

✓ Hillview Acres & other private seniors care

- current locations in Port Mouton, Liverpool, and South Brookfield

✓ VON, Region of Queens Home Care & other home care/maintenance providers

✓ Queens Place Emera Centre

- another community fund-raising success & a multi-purpose facility/centre

✓ Fitness Classes, e.g. yoga, Zumba, Boot Camps – for all ages

✓ Spa & Wellness*

- the only licensed Deepak Chopra Centre east of Montreal

✓ Naturopaths*

- ✓ Local Food
 - Farm Markets
 - Slow Food Movement – Eating Local Produce
 - Plant to Plate – Growing & Eating Local Produce
 - VanDyk Blueberry Juice
 - Mersey Point Fish Products
 - New & wannabe growers – organic foods, grapes, etc.*

- ✓ South West Nova 3-Year Climate Study
 - started 2011 – year 1 results are in

- ✓ Gardens. Parks, Trails

- ✓ Rivers, Lakes, Oceans, Beaches

- ✓ Fire Departments/Emergency Responders

- ✓ Nature/wild life opportunities
 - How many kilometers of coastline does Queens County have?
 - Provincial beaches, surfing
 - What is the volume of lakes in Queens County?
 - List out the facts that we all know but aren't "out there" , as it relates to nature in Queens County.

- ✓ Queens Association for Supportive Living (QASL)/ Riverbank Store

- ✓ Liverpool Adventure Outfitters links South and North Queens together in their business effectively working outside the four walls of their business.

- ✓ Christmas tree farming/harvesting

- ✓ Bear Cove Resources- seaweed compost (in business for over 20 years)

- ✓ Mersey Biodiversity (whitefish and salmon repopulation) – federal



* Opportunity for possible growth in these areas

ACADEMIC RESEARCH & DEVELOPMENT

- ✓ Facilities/organizations currently hosting academic research through field studies & specific research projects:
 - Mersey Tobeatic Research Institute
 - Harrison Lewis Coastal Discovery Centre
 - Friends of Port Mouton Bay
 - Kejimikujik National Park & National Historic Site
 - Thomas Raddall Provincial Park
- ✓ Did you know that the Friends of Port Mouton Bay hosted a group of students from McMaster University this summer?
- ✓ Canadian Museum of Civilization – shell midden archaeological work in Port Joli Bay
 - Did you know we have highest concentration of shell middens in Atlantic Canada and a unique heritage landscape, making it a prime area for archaeological research?
- ✓ Acadia First Nations – Mi'kmaq artifacts from draining of Mersey River
- ✓ Clinical Trials at Queens General Hospital
- ✓ Mersey Biodiversity
- ✓ Queens County Fish and Game
- ✓ Medway River Salmon Association
- ✓ Seniors College of Nova Scotia (SCANS)
- ✓ Professor Tom Sherman, University of Syracuse
- ✓ Other Academics
- ✓ Nature Conservancy of Canada
- ✓ Canadian Wildlife Service (CWS) Migratory Waterfowl Sanctuary—Port Joli
- ✓ Bedford Institute of Oceanography
- ✓ UNESCO Southwest Nova Biosphere Reserve Association – Cliff Drysdale



- ✓ Thomas Raddall Genealogical Research Centre – Linda Rafuse
- ✓ VanDyk Blueberry Juice + 700 acres of blueberries
- ✓ Blue Wave Seafoods
- ✓ South Shore Public Libraries - access to space and technology
- ✓ Marine Science Research via Department of Fisheries and Oceans
 - Why?
 - Findings?
 - Research done over last 5 years
- ✓ University of Waterloo and St. Mary's University are going to be conducting a Climate Study on the effects of global warming on tourism & fishing industries
- ✓ Queens County is a 6B Growing Zone
- ✓ Environment Canada- Long Distance Air Monitoring System Upgrade (air pollution)
- ✓ Medway Watershed System
 - lakes
 - salmon population re-growth
- ✓ Mersey Water Shed
 - largest river/water shed in Nova Scotia
 - hydro power system (green energy)
- ✓ Broad River Water Shed (Keji has all water shed boundaries all mapped)
- ✓ New South Queens Middle School being built (education system in Queens County is starting to restructure)
- ✓ Greenfield School Collaboration
- ✓ North Queens Rural High School
- ✓ Open Schools
- ✓ Birds- high diversity in small area – Dr. Cindy Staicer has been bringing groups of students here from Dalhousie University since 1996

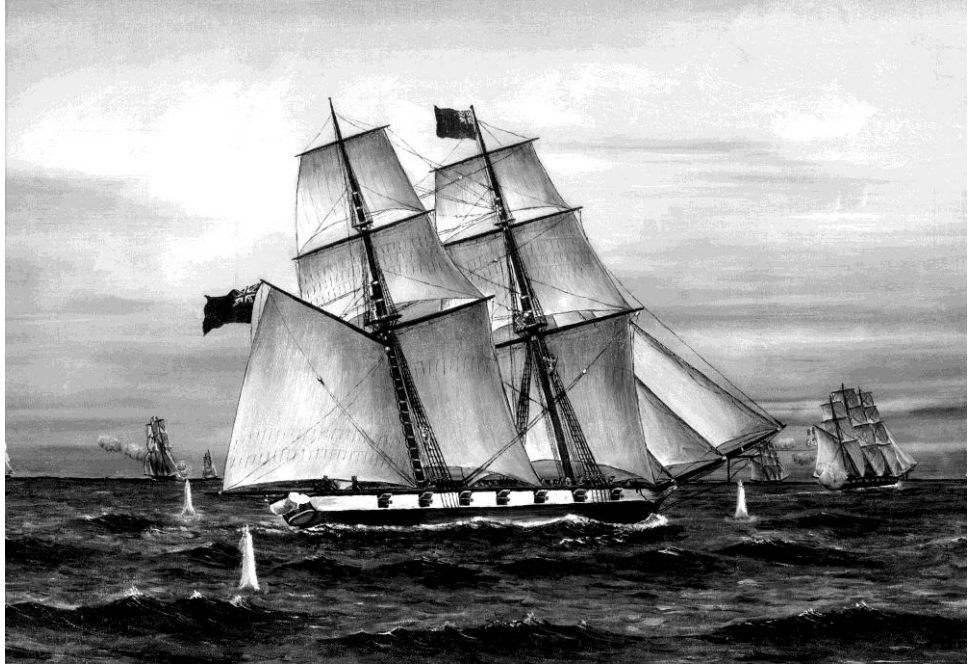
ARTS & CULTURE

✓ Heritage

- Privateering – Port of the Privateers
- Mi'kmaq
- Shipbuilding
- Colonial Style Buildings
- Pre- 1815 architecture
- Forestry industry

✓ Artisans

- Painters
- Potters
- Folk Artists
- Jewellers
- Wood carvers
- Canoe builders
- Fibre artists



✓ Music

- Musicians
 - Local bands & singers
 - Sound specialists
 - Ukulele players
 - Mersey Band
- Nova Scotia Music Week 2012
- Recording Studios

✓ Astor Theatre

✓ Videographers

✓ Graphic Designers

✓ Publishing

✓ Interior Designers

✓ Photographers

✓ Web Designers

✓ Festivals & Events

- Liverpool International Theatre Festival
- Liverpool Ukulele Ceilidh
- Privateer Days
- Queens County SeaFest
- Hank Snow Tribute (returning 2013)
- Queens County Fair
- 30 Mile Yard Sale/Sale Around the Head
- Port Medway Readers Festival

✓ Events Liverpool – bringing in multi-day Culture & Sporting Events

✓ Museums

- Queens County Museum
- North Queens Heritage House Museum
- Milton Blacksmiths Shop
- Perkins House Museum
- Rossignol Cultural Centre
- Sherman Hines Photography Museum
- Fort Point Lighthouse
- Hank Snow Home Town Museum
- Nova Scotia Country Music Hall of Fame



✓ Lighthouses (6) – two owned by Region of Queens Municipality

✓ History

✓ Culinary Tourism

- Taste of Nova Scotia (White Point, Quarterdeck, Lane's Privateer Inn)

✓ Queens County Arts Council (NEW)

✓ Waterfront and Parks

✓ SCANS (Seniors College Association of Nova Scotia) – NEW!

✓ Queens County Girls Choir

✓ Queens County Music Festival

✓ Media- variety (newspaper, websites, blogs, etc.)

✓ Youth population (Key Club)

- ✓ Queens Place Emera Centre
- ✓ Why Here videos
- ✓ Nova Scotia Guides Association – Hibernia
- ✓ African Nova Scotia Culture
- ✓ Historic Re-enactment Groups – Kings Orange Rangers
- ✓ Historic Cemeteries



- ✓ Sporting Facilities
- ✓ Art Supplies Store- NEW!
- ✓ Greenfield Music Bootcamp
- ✓ Theatre Camp at Astor Theatre
- ✓ Band Camp run by the Mersey Band
- ✓ Queens County Quilters Guild – new Community Quilt donated to Queens Place Emera Centre

For more information visit:

www.regionofqueens.com/3pillars

or contact

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