

GENERAL STATEMENT OF POLICY

28.01 It is the policy of the Region of Queens Municipality to provide financial assistance to businesses and non-profit community organizations which offer unique tourism attractions to the traveling public and whereby our assistance will lead to greater economic spin-offs for the larger community.

POLICY PROCEDURE

28.02 It shall be the responsibility of the Director of Economic Development and Tourism Committee to recommend to the Committee of the Whole and to Council an amount to be budgeted yearly for the successful implementation of this policy, as well as to review requests for financial assistance from organizations that intend to erect or cause to be erected signage on Highway 103 for the purpose of drawing the traveling public off Highway 103 and into Queens County.

28.03 The Director of Economic development and Tourism shall recommend to the Committee of the Whole changes to this policy when necessary.

28.04 The Director is to review organizations and business requests for Highway 103 signage financial assistance and recommend to the Committee of the Whole the approval or non-approval of such requests with supporting information.

28.05 The Director is to collaborate with the Nova Scotia Department of Transportation to ensure that the proposed signage is suitable and complements to Queens County Tourism strategy and / or other signage in the area where the sign will be placed.

POLICY INFORMATION

28.06 Requests for funding assistance will be received on an ongoing basis throughout the year as funds permit.

28.07 Businesses and non-profit community organizations may receive funding only once for a particular facility area in any three-year period and may not receive funding in two consecutive years.

28.08 Funding approved shall be at the discretion of Council, but shall not exceed 25% of the total sign costs.

- 28.09 Any business or non-profit volunteer organization which operates a tourism facility or business in Queens County is eligible to apply for funding under this policy.
- 28.10 Signage which is to be erected that is not completed by the Nova Scotia Department of Transportation must meet or exceed the minimum criteria of the Queens County Tourism signage program with reference to colours, size, etc.
- 28.11 All requests for funding must be submitted on the approved Queens County Department of Economic Development and Tourism application form.
- 28.12 Release of funds for approved projects will be done only when the sign is erected and viewed by the Director of Economic Development and Tourism.

Approved by Council:

August 16, 2004