



October 13, 2010

Bill Greenlaw
Executive Director for Heritage, Nova Scotia Department of Tourism Culture and Heritage
1747 Summer Street
Halifax, Nova Scotia
B3J 3A6

Dear Executive Director:

Re: Completing the World Heritage Nomination Proposal for Grand Pré and Area

We are writing to thank you once again for your continued and strong interest in the World Heritage nomination proposal for Grand Pré and area.

As we have indicated at our meeting on September 28th, we are getting closer to our target of submitting the proposal to UNESCO by February 2011. We are confident that we are capable of submitting a strong and inspiring proposal. The Canadian Delegation to the World Heritage Committee will be making the decision to submit on behalf of Canada by December 2010.

At our meeting, Nomination Grand Pré presented the Draft Strategic Plan for the Stewardship Board which provides details on the mandate and operations of the board that will serve as the site manager as required by the *Operational Guidelines for the Implementation of the World Heritage Convention*.

The following summarizes the main points we made at that meeting:

- The purpose of the Stewardship Board is not only to serve as site manager, but also to maintain the partnerships and capitalize on the economic opportunities that may result from a successful inscription;
- If Canada submits the proposal to UNESCO in February 2011, we can expect a decision by the World Heritage Committee no sooner than July 2012;
- There are economic opportunities tied to a successful inscription primarily for the Acadian community, the farming community, and the tourism industry. All three are equally important to the success of the Stewardship Board;
- There are gaps in current government programs and investments in Grand Pré and area with regards to heritage protection and tourism. The Stewardship Board aims to fill those gaps by taking on a coordinating role of the various partners and leveraging resources from partners for the protection, interpretation, and promotion of the property nominated for World Heritage inscription;
- The funding strategy relies on in-kind resources from the three levels of government, partnerships, and cash;
- To sustain the operations of the Stewardship Board, we estimate it would require an annual budget of **\$ 275,000 for ten years** following inscription;
- In addition, to acquire the tools, strategies, and resources to operate the Stewardship Board, we estimate it will cost approximately **\$ 415,000** which will be spent in the first three years following successful inscription;
- Nomination Grand Pré is committed to developing and implementing a private fundraising strategy in the first years following a successful inscription; and,

- The Municipality of the County of Kings and ACOA have been approached to determine the potential interest in contributing to the Stewardship Board's funding. Both have indicated an interest in committing to providing funds depending on their own individual mandate and responsibilities.

In light of these points and of the progress made to date in preparing the proposal, Nomination Grand Pré is seeking the support of the province of Nova Scotia with the following:

- *Funding the Stewardship Board's work:* ACOA programs may be able to cover the expenses related to acquiring the tools to operate (estimated at \$ 415 000). Our main concern is securing financial support for the operations. We are seeking your support in providing **\$ 250,000** annually towards the operations of the Board. In addition, we would be grateful if the province identified **a senior point contact to continue the discussion** regarding these funding matters.
- *Coordinating the review of the Memorandum of Understanding and Terms of Reference:* this document serves to articulate the terms of the relationships and commitments from each partner to the long term management of the nominated property. We would be grateful if the province identified **a single legal and policy contact to carry out the review on behalf of Nova Scotia.**
- *Providing communication support:* as we are entering a phase in the project where we need to have a coordinated communication and public relations strategy between Parks Canada, Nomination Grand Pré and the provincial departments, we would be grateful if the province identified **a communication contact to support our work in the next two years.**

Finally, we wish to stress that we are confident we can submit a nomination proposal to the Canadian Delegation in time for consideration for a submission to UNESCO by February 2011. In order to meet that target, we hope to conclude our work and discussions by no later than the first week of December 2010.

We thank you for your ongoing support on this very important project. We are proud of our accomplishments as communities and partners over the past three years, and hope to be able to count on your support to pursue our shared goals.

Sincerely,



Peter Herbin
herbin.jewel@ns.sympatico.ca
 Co-Chair,
 Nomination Grand Pré Advisory Board



Gérald C. Boudreau, Ph. D.
gcboudreau@g23.ca
 Co-Chair,
 Nomination Grand Pré Advisory Board

cc.

Hon. Graham Steele, Minister for Acadian Affairs
 Hon. Percy Paris, Minister for Tourism, Culture and Heritage/ Economic and Rural Development
 Hon. Ramona Jennex, Minister for Service Nova Scotia and Municipal Relations
 Hon. John MacDonell, Minister for Agriculture
 Vaughne Madden, Executive Director, Office of Acadian Affairs
 Bill Greenlaw, Executive Director for Heritage, Nova Scotia Department of Tourism Culture and Heritage
 Neal Conrad, Executive Director, Community and Rural Development
 Laura Lee Langley, Acting Deputy Minister for Tourism, Culture and Heritage