



**CUMBERLAND REGIONAL  
ECONOMIC DEVELOPMENT  
ASSOCIATION**



**FALL 2008 NEWSLETTER**



Natural Resources Minister David Morse (left) & Senator Donald Oliver at the Joggins Fossil Centre.

**Inside this issue:**

Joggins Fossil Cliffs to celebrate UN Day 2

Development planning for Cyrus Eaton Estate 2

CREDA/County News Briefs 3

Amherst hosts Fibre Arts Festival 4

Governments support County projects 4

# CREDA NEWS

## Joggins Fossil Cliffs Canada's newest UNESCO World Heritage Site

The much anticipated announcement that Joggins will be added to the prestigious list of Natural World Heritage Sites was made by the World Heritage Committee on July 7 during its annual meeting in Quebec City. Several hundred officials and local residents gathered at the Joggins Fossil Centre for almost four hours to nervously await the news from Quebec City.

When Larry Ostala, Director General National Historic Sites for Parks Canada announced via a video hookup that Joggins was unanimously accepted there were cheers, handshakes, hugs, and yes even a few tears.

Joggins Fossil Cliffs becomes the 15<sup>th</sup> World Heritage Site in Canada and the second site in Nova Scotia

to receive such a distinction. Lunenburg was the first site designated as such in Nova Scotia in 1995.

The designation is the culmination of a collaborative effort lead by a project team that included numerous dedicated individuals from all levels of government, members of the scientific community, tourism organizations, and representatives from the community working with CREDA to develop the fossil cliffs.

The not-for-profit Joggins Fossil Institute has been developed to aid in the promotion and development of the Fossil Cliffs and to protect, conserve, present, and

transmit to future generations the values of this remarkable site.

The inscription comes on the heels of the opening in



Some of the large crowd gathered at Joggins reacts to the UNESCO announcement.

April of the award winning, environmentally friendly, 13-thousand square foot Joggins Fossil Centre, which has generated widespread interest and attracted thousands of visitors from around the world.

## CREDA welcomed as Nova Scotia Come to Life "Charter Member"

CREDA was recently welcomed as a new Nova Scotia Come to Life Charter Member by Premier Rodney MacDonald. Board Chair Gerald Read and Executive Director Rhonda Kelly were in Truro for the Charter Ceremony.

There are thousands of Nova Scotia success stories and the purpose of the Come to Life initiative is to take these stories to the world. That's where the Come to Life charter program comes in. Through the Come to Life charter, public

and private-sector organizations commit to further develop the Nova Scotia brand through marketing and communications efforts, and by embracing the overall meaning and intent of the brand.

(see Brand - page 2...)

## Joggins to celebrate United Nations Day

### Brand-(.. continued from page 1)

Charter members can help deliver the Nova Scotia promise, a promise based on our attributes-creative, re-sourceful, coastal, genuine, dependable, safe, innovative, balance, variety and accessible.

They know first hand the benefits of doing business in Nova Scotia and are helping to spread the word wherever they go.

The **Joggins Fossil Institute Association** will be celebrating United Nations Day on Friday, October 24th at the Joggins Fossil Cliffs UNESCO World Heritage Site.

Several events are planned for the day at the new Joggins Fossil Centre, while special community events will be celebrated the following day, Saturday, October 25th.

Check their website: [www.jogginsfossilcliffs.net](http://www.jogginsfossilcliffs.net)



for details as they become available.

United Nations Day, proclaimed in 1948 by the United Nations General Assembly is held annually on October 24th, the anniversary of the coming into force of the UN Charter on October 24, 1945.

United Nations Day is devoted to making known to the peoples of the world the aims and achievements of the United Nations Organization.

United Nations Day is part of United Nations Week, which runs from October 20th to October

## Development planning underway for Cyrus Eaton Estate

**Pugwash, NS-** The Pugwash Park Commission and supporting stakeholders have contracted WHW Architects to complete a Site Integrity Assessment and Development Plan for the Cyrus Eaton Estate in Pugwash.

The purpose of the plan is to provide strategic directions respecting site stabilization and restoration of the historic buildings located on the estate as well as to develop a conceptual site development plan for the complete property in the context of the Pugwash peace concept and visions.

It is anticipated that the plan will maximize the significant heritage value of the estate, which received National Heritage Site designation in July.

The plan is to include cost estimates and timelines for the immediate stabilization and potential long-term restoration of the existing buildings on the estate including Thinkers' Lodge, the Dining Hall and Staff House.

The provincial government has committed \$500,000, through CREDA, to address the priority needs of the site

restoration.

WHW was one of two architectural firms to respond to a Request for Proposals issued in late July by CREDA on behalf of the Pugwash Park Commission.

The respected Halifax firm was recently involved in the design and construction of the award winning Joggins Fossil Centre and the development of a Comprehensive Site Development Plan for the Joggins Fossil Cliffs.

The consultants are expected to deliver their final report and recommendations in October.



Thinkers' Lodge

The **Bay of Fundy** has been officially nominated as a participant in a worldwide contest to choose the New Seven Wonders of Nature. The Bay of Fundy Tourism Partnership will coordinate the Fundy voting effort. The Bay of Fundy has been compared in marine biodiversity to the Amazon Rainforest. In addition to having the highest tides in the world, the Bay of Fundy achieved nominee status for globally significant features including: outstanding geology; UNESCO designation for the Joggins Fossil Cliffs as a World Heritage Site and the upper Bay of Fundy as a Biosphere Reserve; summer feeding area for over a dozen species of whales; critical feeding ground for 90% of the world's population of semi-palmated sandpipers; and the best site in the world for tidal power potential. Voting for the new seven natural wonders of the world is now underway with the first milestone in the contest occurring on December 31, 2008, when nominees will be shortlisted to the final 21. Voting can take place through the website [www.bayoffundytourism.com](http://www.bayoffundytourism.com) where a Facebook fan page has also been set up. This non-profit association is supported by the Nova Scotia and New Brunswick Departments of Tourism, Fundy-based Regional Development Associations including CREDA (which sits on the Board of Directors), Regional Tourism Associations, municipalities and tourism businesses.

## CREDA/Cumberland County News Briefs

**The Youth Retention and Attraction Project** is moving forward with several initiatives designed to fit the goals of the project. Initiatives currently underway include:

-A youth led community capacity building project where youth will be an active voice in our communities and help shape outcomes to make Cumberland County healthier, safer, and youth friendly;

-Labour market development projects which include building knowledge for both employers and employees on where Cumberland County's labour market is going, and expected changes in the next few years;

-A continual effort to build a strong network and partnership of agencies in Nova Scotia to engage all areas in youth retention and attraction efforts.

For further information contact Amanda McInnis, Youth Retention Coordination at 667-3638 or e-mail: [amcinnis@creda.net](mailto:amcinnis@creda.net).

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**Novus Consulting** has been retained to develop a Business Development Strategy for the communities along the Fundy Shore of Cumberland County. CREDA, in partnership with the Cumberland Development Cor-

poration (CBCD Cumberland), had identified the need for a business development strategy for the community of Joggins and the Fundy Shore area and was successful in securing funding for the project.

The business development strategy will consider the following themes and deliverables:

-Research and comment on sustainable development activities (businesses) in communities along the Fundy Shore.

-Catalogue under-utilized, and existing infrastructure (i.e. old campgrounds, vacant buildings)

-Identify potential opportunities and/or direction for business development for these communities.

-Investigate opportunities for existing home-grown manufacturing, value-added agriculture and other rural-based businesses.

-Become a tool for identifying opportunities for return on investment for the private sector based on the draw of traffic to the new Joggins Fossil Centre and Fossil Cliffs, which received UNESCO World Heritage Site designation in July.

Its anticipated that the strategy will be completed in November.

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**The Town of Parrsboro Strategic Plan** is nearing completion. A Draft Plan was presented to community residents at a well-attending public meeting on August 27th at the Parrsboro Fire Hall. The input and ideas from that session will be incorporated into the final document, where applicable.

A committee, made up of Town Council and CREDA Board representatives, has been working on the planning document since January, 2008 under the facilitation of CREDA.

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**The Town of Springhill** is taking part in a banner sponsorship program which will combine the efforts of the Cumberland Main Street Beautification program with the local business community. Members of the small business community are participating in this program by sponsoring solar powered fiber optic holiday banners to be placed on the telephone poles along Springhill's Main Street.

The business's name will be included on the sponsored banners. Additional banners have been purchased through the Cumberland Main Street Beautification program and will complement the business sponsored banners with an alternative holiday design.

The Town of Springhill is supporting this project by providing brackets, installa-

tion, removal and storage of the banners during the off season.

Beautification efforts will continue with the purchase of additional banners through the Cumberland Main Street Beautification program for placement along these poles during the spring/summer/fall seasons commemorating the Town of Springhill and its mining history.

### CREDA's Board of Directors:

- ◇ Gerald Read, Chair (Cumberland)
- ◇ Dale Fawthrop, Vice-Chair (Amherst)
- ◇ Irene Albertson, Secretary (Springhill)
- ◇ Doug Robinson, Treasurer (Parrsboro)
- ◇ Larry Latta (Cumberland)
- ◇ Don Smith (Cumberland)
- ◇ Daniel Burke (Amherst)
- ◇ Milu Rodrigues (Amherst)
- ◇ Ross Smith (Parrsboro)
- ◇ Michael Levy (Parrsboro)
- ◇ Robert Spence (Springhill)
- ◇ Charles Atkinson (Springhill)
- ◇ Leonard Allen (Oxford)
- ◇ Byron MacDonnell (Oxford)
- ◇ Kent Thompson (Oxford)



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**CREDA is Quality System  
Registered to ISO 9001:2000**

**CREDA's Mission:**

***Creating an environment  
which facilitates  
sustainable economic  
development in the  
Cumberland region in  
partnership will all  
municipal units.***

**“Amherst** – A great community obsessed with fibre” is the theme of the upcoming Nova Scotia Fibre Arts Festival, which is scheduled for October 10th to 18th in downtown Amherst.

The Nova Scotia Fibre Arts Festival is a celebration of all things fibre- knitting, quilting, rug hooking, and so many more.

Featuring 18 creative workshops, exhibits, and hands on demonstrations, the festival offers something for everyone.

For a complete schedule of events, dates and contact information, including how to register pick up one of their brochures available at many downtown businesses, visit the festival website at: [www.fibreartsfestival.com](http://www.fibreartsfestival.com) or phone 694-9148.

# Nova Scotia Fibre Arts Festival

## Federal/Provincial Governments support tourism infrastructure & youth retention projects

**Advocate Harbour** – The Government of Canada and the Province of Nova Scotia are supporting two projects in Cumberland County to support youth retention and enhance tourism infrastructure in the area. Gerald Keddy, Parliamentary Secretary to the Minister of the Atlantic Canada Opportunities Agency (ACOA) and to the Minister of International Trade, made the announcements July 15 at Cape Chignecto Provincial Park..

“The Government of Canada is committed to helping Cumberland County develop a bright and sustainable future, and our support for these two projects will advance that goal,” said Mr. Keddy on behalf of the Honourable Peter MacKay, Minister of National Defence and Minister of ACOA. “Through investments totalling \$256,000 we are supporting two of this area’s most valuable resources—its picturesque scenery and its youth.”



Gerald Keddy, Parliamentary Secretary to the Minister of ACOA.

The first project will see the completion of Phase III of Cape Chignecto Provincial Park - the Eatonville Day-Use Park project— including a solar-powered interpretive centre.

In addition to ACOA’s \$200,000 investment, Nova Scotia Tourism, Culture & Heritage is contributing \$90,000 toward this project, Nova Scotia Economic Development \$60,000, the Municipality of County of Cumberland \$40,000, and

CREDA is providing \$30,925 and a \$35,000 in-kind contribution.

The second project addresses youth engagement and retention in the area. The project will help increase youth awareness of local employment, education, social and recreational opportunities.

Along with ACOA’s \$56,000 investment, NS Economic Development is contributing \$27,000, the Municipality of the

County of Cumberland \$10,000, and CREDA is providing a \$14,000 in-kind contribution.

“The youth retention project recognizes the contributions of our young people and, by working with community stakeholders, will increase youth’s awareness of local opportunities,” said Keith Hunter, Warden of the Municipality of the County of Cumberland.