



Presents to

## “Community Planning & Economic Development Committee”

(December 14<sup>th</sup>, 2023)

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I wanted to first take this moment to thank the Committee for the opportunity to present to you today an update on the significant progress being made on the Sheet Harbour *Waterfront Development & Full-Service Marina Project*. Strategically located on the old Government Wharf at the East River and Hwy-7 in Sheet Harbour. We are well on the way to becoming a *Harbour and Marina of Note*.

We have completed our due diligence on this community project as far as we can take it. We started off with the purchase of the wharf in May 2022, followed by Joint Stock registration. We then proceeded to have an underwater 3D survey of the wharf and ocean bottom. Then, a completed Phase 1 & 2 environmental assessment of the land and successfully verified remediation. A complete list of Accomplishments is in your handout. We have also recently completed the 3<sup>rd</sup> party Feasibility Study & Business Plan done by *Group ATN Consulting Inc & Superyacht East Coast*. (And funded by HRM & ACOA – “Thank You!) You also have a copy of the complete report, which concluded in the *Financial Snapshot Summary ....*” *SMHA’s Year 1 operation of the new facility is assumed to achieve positive cash flow in year 1, not including financing costs, depreciation, or amortization.*”

We have also worked diligently to raise funds, including two banquets, silent auctions, ticket sales and merchandise sales. We have been working with the Chamber of Commerce and private donors. We are working with Build Nova Scotia. We also owe a lot of gratitude to our politicians who include Councilor David Hendsbee, our MLA the Honorable Kent Smith, Minister of Fisheries and Aquaculture and our MP, the Honorable Sean Fraser, Federal Minister of Housing, Infrastructure and Communities, the Sheet Harbour Marina site concept provides utilizes the location and space most effectively to shape a vibrant destination, attracting locals and visitors, by land and water.

Up to two years ago, we had received two general cost estimates ranging from \$3 – 5M. The SHMA is currently drafting a new RFP based on the current ATN Marina Design, which you have already received, and we will be given an accurate project cost. We expect the RFP to go out in January 2024. The Marina development will be using a phased-in approach.

As you may know, this Marina will be the ONLY Full-Service Marina located between Dartmouth and Guysborough, a distance of over 200 nautical miles or 374km. And the Marina is strategically located in the middle of that distance. That’s a long way to go without access to Fuel, Emergency Services, Groceries, or any Repairs that may be needed. This marina fills a number of critical needs for long-haul boaters, trans-Atlantic boaters, visiting boaters, and local community boaters who currently have no access to the harbour. The ATN Report states, “The Sheet Harbour Waterfront Marina project is an opportunity to leverage local assets to build a platform attracting people to live, visit, work, play and invest in the Eastern Shore and Nova Scotia.”

Bridging the GAP - Sheet Harbour occupies a strategic position along a well-travelled marine corridor frequented by recreational boaters. However, due to the lack of a dedicated marine facility, the recreational boating community, both local and visiting, view Sheet Harbour as an unfulfilled stopover rather than a destination in itself, causing most boaters to bypass Sheet Harbour on their way to other destinations.

The ATN Consulting Group conducted an independent Community Survey in July of this year. As a result, almost two-thirds (64%) of respondents indicated that they own a boat. And more than half (58%) of respondents indicated they would use the marina. Respondents were interested in many boating-related amenities, including boat ramp access, fuel, fresh water

supply, shore power, security/monitoring, laundry facilities, small craft rentals (kayaks/paddle boards, sea-doo's), and parking. Based on the Survey results, **There is no doubt that the Sheet Harbour Community wants and needs this marina.**

The economic spin-off benefits are significant, including Advertising, Beer/Alcohol, Groceries, Restaurants, Hardware, Banking, Merchandise Picnic/dining experience, Scenic boat tours, fishing charters, island drop-off services and much more.

Visitors will also be within walking distance of a Hospital, Drug Store, Fire Station, and a Helipad for Life Flight if needed.

We are perfectly located to provide immediate access to the "100 Wild Islands," a unique inshore Adventure Archipelago just waiting to be explored using this marina as a home base.

The Marina will provide Full-Time, Part-Time and Student employment. The "New Marine Drive Academy" is only 200m from the marina site. Student "Community Hours" is also available for those interested.

The SHMA has already signed up 124 members, all paying dues and receiving newsletters, laminated maps, and other membership benefits.

We have commitments already for 12-seasonal slip rentals, including DFO for 2. The ATN report estimates we will max out on slip rentals in our 2<sup>nd</sup> to 3<sup>rd</sup> year of operation. Revenues also come from boat cleaning and storage, which are major revenue generators.

The Sheet Harbour Waterfront Development & Marina will be a critical link in developing a network of local and provincial destinations accessible by land and water. Including being part of the Nova Scotia and Maritimes Marina Network, which links all marinas and their members as they boat the Maritimes.

The ATN Group report states ... "the Province of Nova Scotia, in collaboration with public and private partners, has made substantial investments in marine infrastructure. The transformation is striking, with strategic public assets on the Halifax, Lunenburg, and Baddeck waterfronts demonstrating significant ROI with increased visitation from both land and sea while becoming places of pride for locals. Having Sheet Harbour Marina emerge as a 'port of confidence,' a destination supported by infrastructure, service and experience, will strengthen these existing and emerging waterfronts provincial investments."

Summary:

The Sheet Harbour Waterfront Marina project is not just about boats; it's about creating an inclusive, sustainable, and market-driven destination for locals and visitors arriving by land and sea. As a dedicated community-led group, the Sheet Harbour Marina Association (SHMA) is committed to thoughtful development that prioritizes accessibility, balancing commercial and public spaces while scaling the project responsibly. Together with strategic partners including both public and private interests, the Sheet Harbour Waterfront Marina project is an opportunity to leverage local assets to build a platform attracting people to live, visit, work, play and invest in the Eastern Shore and Nova Scotia.

By all accounts, this project is a Win-Win-Win for the Community, HRM and the Province of Nova Scotia!

Thank you for your time today.

Sheet Harbour Marina Association Board

Peter Stein  
Secretary SHMA.



## **“Summary of Accomplishments & Activity YTD May 2023”**

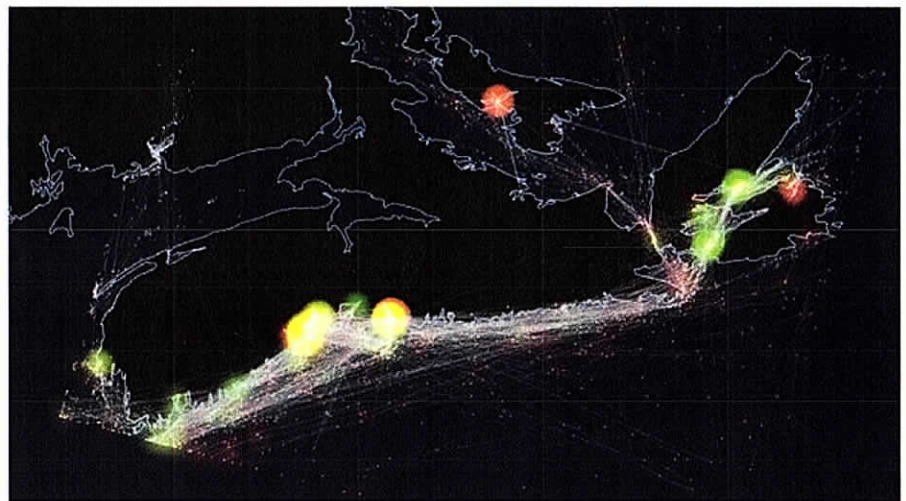
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### **Sheet Harbour Marina Association (SHMA)**

- SHMA WAS FORMED AND INCORPORATED, ON AUGUST 20, 2021
- REGISTERED & APPROVED WITH THE REGISTRY OF JOINT STOCK COMPANIES
- HST AND PAYROLL ACCOUNTS & NUMBERS SET UP
- HIRED A PROFESSIONAL ACCOUNTING FIRM
- LAND/WHARF PURCHASE (3)—MAY 27, 2022
- BY-LAWS ESTABLISHED AND APPROVED BY JOINT STOCKS
- UNDERWATER SURVEY AND ASSESSMENT OF WHARF CONDITION - GOOD
- PHASE 1 & 2 ENVIRONMENTAL ASSESSMENT & RENUMERATION COMPLETED
- BUSINESS PLAN DEVELOPED - UPDATE FOR SPACIAL PLAN
- 1ST ANNUAL WELL-ATTENDED COMMUNITY BBQ
- SUCCESSFUL OCTOBER 15 MARINA SOLD OUT BANQUET
- RAFFLEBOX FUNDRAISER
- COUNCILLOR DAVID HENSBEE FINANCIAL SUPPORT
- NEW LOGO AND SIGNAGE DEVELOPED
- JUNE & JANUARY NEWSLETTER & SOCIAL MEDIA POSTS
- HIRED SUMMER STUDENT DFOR 2022 & 2023
- SHEET HARBOUR MARINA ASSOCIATION MEMBERSHIP DRIVE INITIATED
- MARINA OFFICE INITIATED AT MACPHEE HOUSE PROPERTY
- MEETINGS WITH ALL 3-LEVELS OF THE GOVERNMENT FUNDING INITIATED AND ONGOING
- CONNECTED WITH BOATING/YACHT CLUBS IN NOVA SCOTIA
- WEBSITE DEVELOPMENT WITH LOGO-GEAR MERCHANDISE SALES AND FUNDRAISING
- WEEKLY MEETINGS WITH MINUTES, CRITICAL PATH AND TREASURERS/BUDGET REPORTS
- RECEIVED FUNDING FROM HRM & ACOC FOR SPATIAL PLAN AND
- RECEIVED FUNDING FOR A COMPREHENSIVE BUSINESS PLAN REVIEW & FEASIBILITY
- RFP – GENERATED AND AWARDED FOR BUSINESS PLAN & FEASABILITY STUDY

## Bridging the GAP

Situated approximately equidistant between the recognized marine destinations of Halifax Harbour and Cape Breton Island, Sheet Harbour occupies a strategic position along a well-travelled marine corridor frequented by recreational boaters. However, due to the lack of a dedicated marine facility, the recreational boating community, both local and visiting, view Sheet Harbour as an unfulfilled stopover rather than a destination in itself, causing most boaters to bypass Sheet Harbour and the alluring 100 Wild Islands - as highlighted in the 2019 marine traffic illustrations below.



Source: Develop Nova Scotia

The absence of comprehensive support services for the boating community presents a remarkable opportunity for the establishment of a full-service marina in Sheet Harbour which will not only be a welcome addition to the adjacent community but is seen by partner waterfronts and marinas both north and south of Sheet Harbour as a direct benefit to the development of their communities as destinations.

## **Quotations from the Business Plan**

“Establishing a full-service marina in Sheet Harbour will fill a significant itinerary gap on the Eastern Shore, overcoming a barrier to marine tourism in Cape Breton and northern Nova Scotia while growing a network of collective and collaborative marine destinations. This ripple effect will elevate marine tourism in our region, attracting more boating enthusiasts in search of unforgettable experiences on and off the water, supported by necessary marine services.”

***Steven Goldthwaite, Chairman Waterfront Baddeck***

“It is an exciting time for the Eastern Shore and projects such as the Marina development initiative will create economic spinoffs for many businesses in the region. We fully support the Marina Association’s initiatives that enhance and grow tourism.”

***Cindy MacKinnon Managing Director, Coastal Nova Scotia & Project Manager, Wild Islands Tourism Advancement Partnership***

“Research and a compilation of records show thousands of motor and sailing vessels moving along the Eastern Shore coastline annually. This should provoke what some would call an urgent need for a full-blown Marina facility within the confines and protection of our Sheet Harbour Port. The requirement and demand for service to a sizeable percentage of these vessels is well established. In addition, we have a growing domestic boating market ready to be stimulated with the advent of an organized, well-equipped facility and all of the recreational, social and additional feeder services such an entity will attract.”

***Honourable Thomas J. McInnis***

“We share the beauty, history and ecological significance of the Wild Islands with our guests. The best way to experience this important area is by sea. An established marina in the area would offer increased opportunities for visitors to see the wild islands and surrounding area as they would have infrastructure in place to support the trip and spend more time in the area supporting our local economy.”

***Kim Putinta Norse Cove Camping and Kayak Centre***

“There is a large opportunity for the marina to support and create opportunities for other small business development. Any of these businesses or services would be welcome not only for the tourists the marina would draw but also for the residents and visitors travelling by land who are looking for similar activities or offerings. In addition, the green space and access to the water are big draws for locals and land-based tourism to spend time relaxing and enjoying the marina and waterfront.”

***Cheryl & Neil MacLean the Marmalade Motel & The Marmalade Café***

“The development of a fully serviced marina would significantly contribute to the economy as an important economic driver for the Eastern Shore. It would not only create employment opportunities during its construction and ongoing operation but also attract boaters and tourists to the area. The location of the Sheet Harbour Marina in proximity to Halifax Harbour would make the ~90 km stretch of coastline between the two exponentially more inviting to boaters.”

***Ryan Murphy, Owner of Murphy’s Camping on the Ocean***

“The Sheet Harbour Marina will allow boaters to connect with the land, as well as visitors to connect with experiences on the water and the 100 Wild Islands. As a destination, this incorporates some of our best assets – from our people, heritage, culture and nature. Discover Halifax is proud to support these efforts for inclusive economic growth now and going forward.”

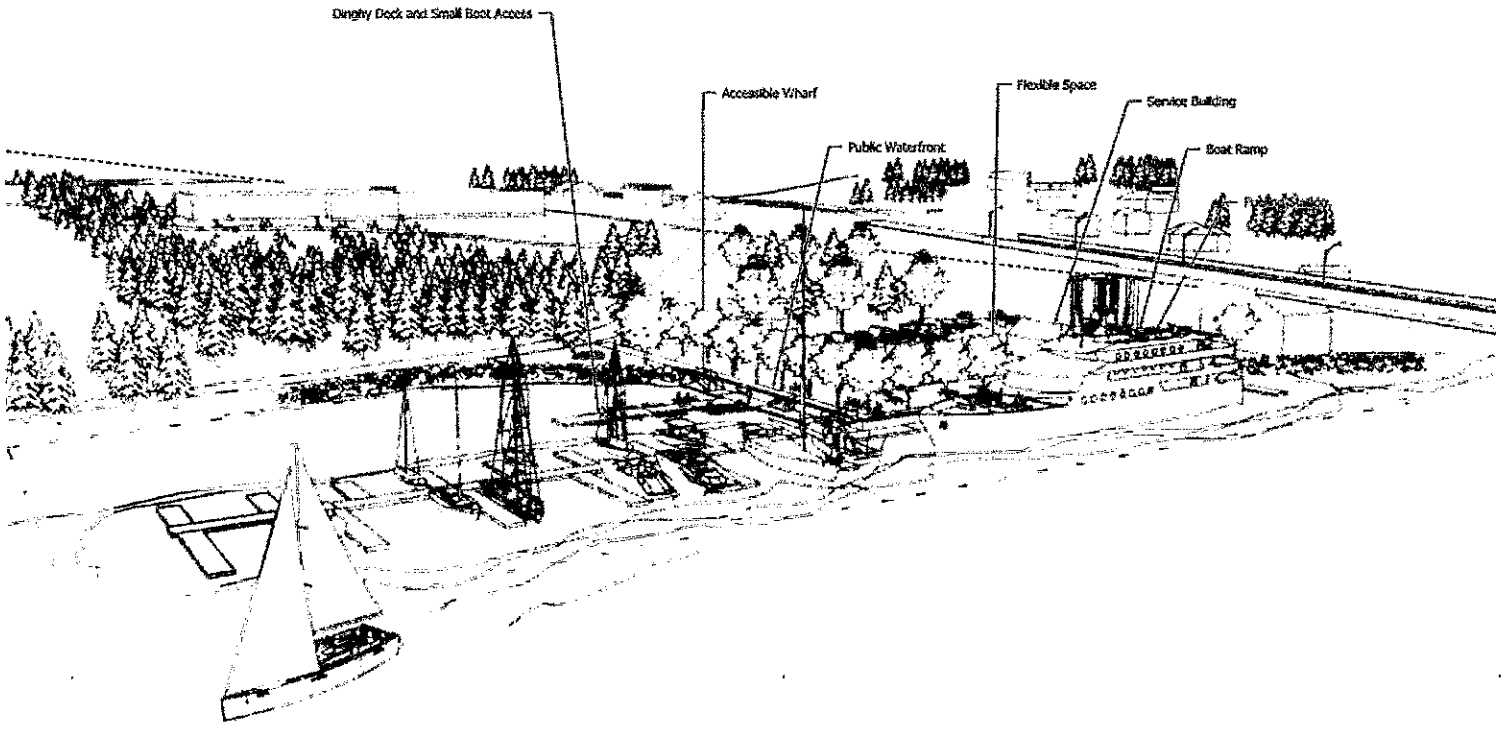
***Ross Jefferson, President & CEO, Discover Halifax***

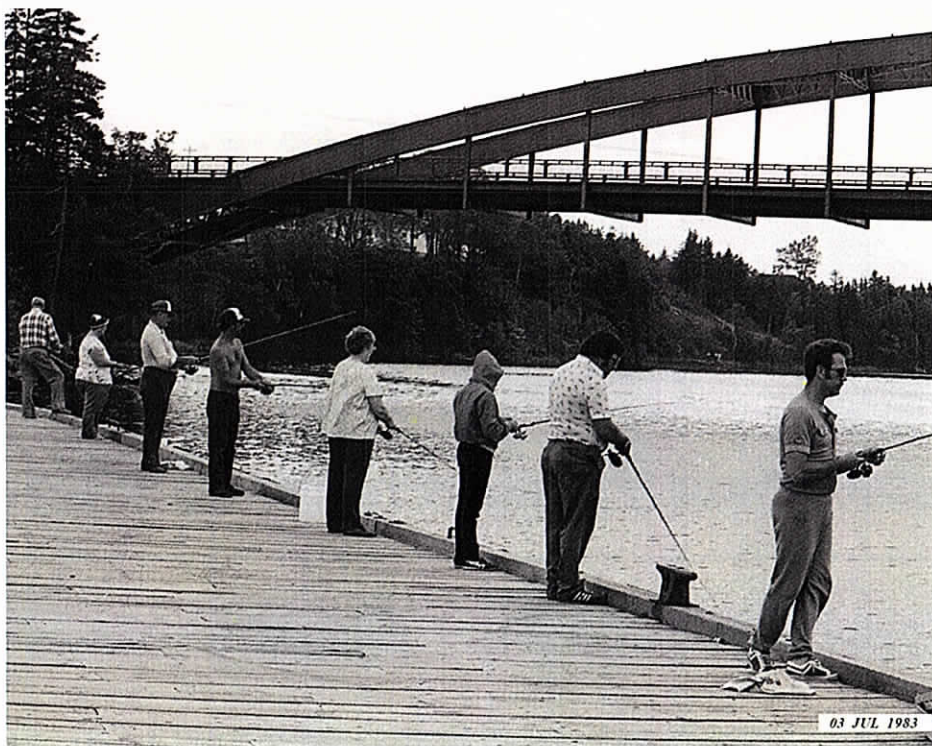
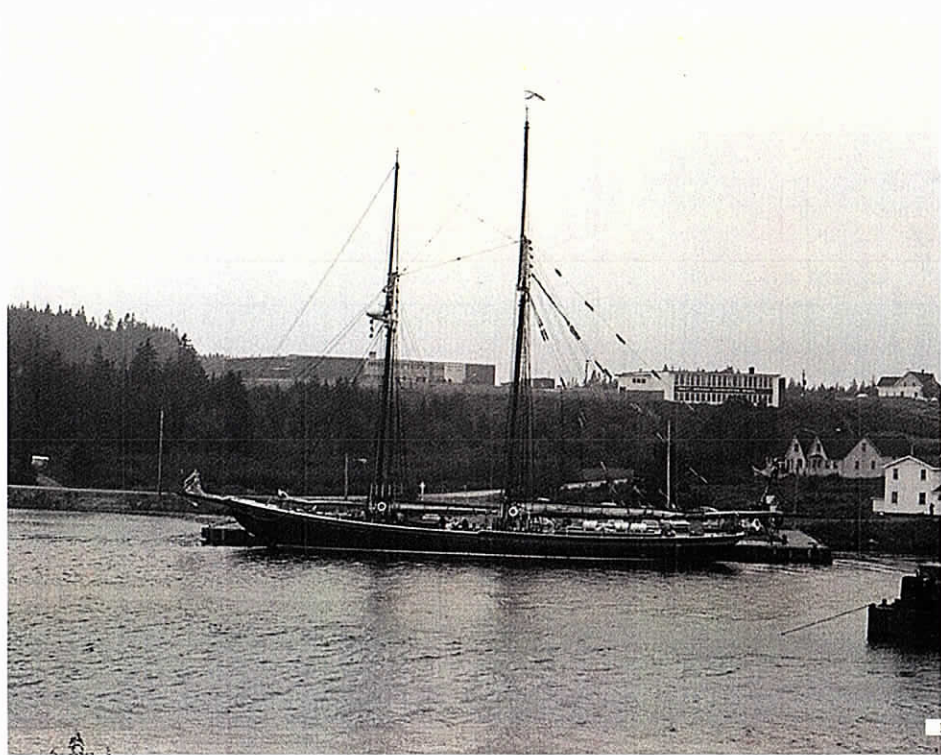
“The strategic geographic location of the Eastern Shore presents a unique opportunity for a marina development, and it would be anchored by a motivated business community. The supporting and surrounding business community would include restaurants, shops, breweries, and various service facilities.”

***Wendy Luther, President & CEO***

# Marina Concept

Our team carefully considered the Sheet Harbour Marina site and has provided a concept that utilizes the space most effectively to shape a vibrant destination, attracting locals and visitors, by land and water.





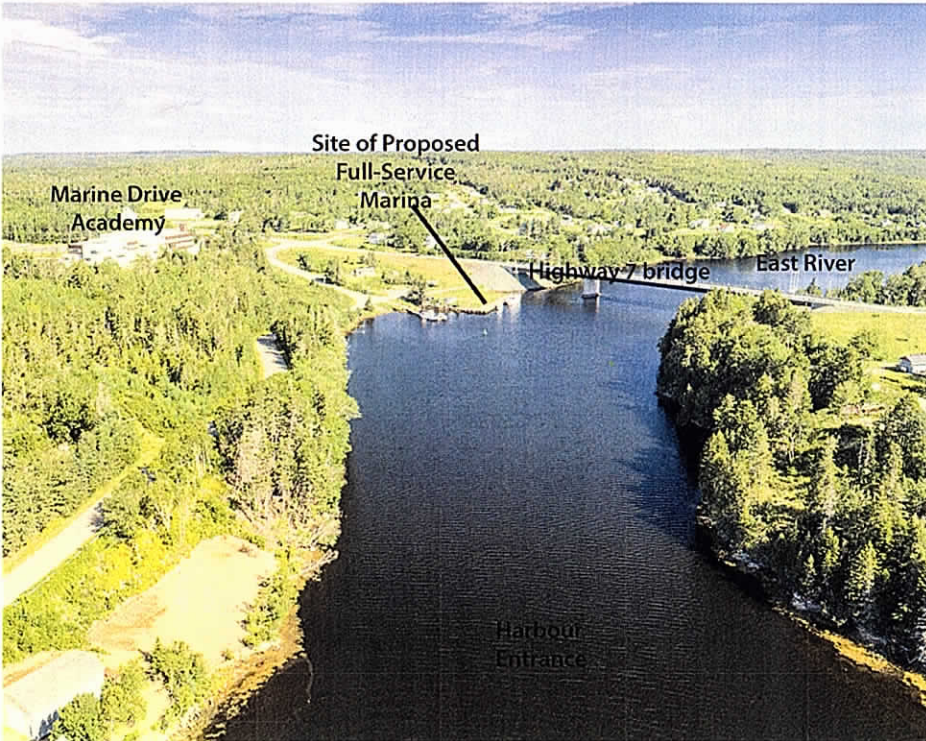
Highway #7

Entrance to Sheet Harbour

Sheet Harbour Industrial Port

East River

Site of Proposed Full Service Marina







*Sean Fraser*

Member of Parliament / Député  
Central Nova / Nova-Centre

November 20, 2023

**RE: Letter of Support for Sheet Harbour Marina**

To Whom It May Concern,

I write today to express my full support for the Sheet Harbour Marina project.

The proposed Sheet Harbour Marina will create a critical link in developing a network of local and provincial destinations accessible by both land and water across Nova Scotia. This link will not only strengthen existing and emerging waterfront provincial investments like those seen in other coastal communities in Nova Scotia, but it will also have an incredible impact on the community of Sheet Harbour.

This project will allow Sheet Harbour to tap into the recreational boating industry, an industry worth \$500 million industry in Atlantic Canada alone. The economic boost this marina development will make is significant for the local economy.

Having this project administered by a group like the Sheet Harbour Marina Association is an asset. They are a group of committed and dedicated community leaders uniquely poised to manage this project with a vision to better the place they call home.

Please do not hesitate to reach out with questions on this important project.

Sincerely,

  
Sean Fraser  
MP for Central Nova

*Parliament*

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May 15, 2023

In regards to: Enhancements to Sheet Harbour Marina

To whom it concerns,

Discover Halifax has completed an analysis of the Sheet Harbour Marina project through Halifax's Integrated Tourism Master plan (ITMP). The plan, which will be release later this year, helps evaluate tourism-related projects to ensure these investments are providing collective impact throughout the region.

I am pleased to confirm our support for the project based on the enclosed assessment. The project is clearly aligned with the ITMP's goals to achieve inclusive growth, grow tourism revenues and employment, enrich the lives of residents, and contribute to related strategies for the Halifax region.

In a typical year, the Halifax region welcomes 5.3 million overnight stays which drives \$1.3 billion in local spending. It provides more than 34,000 jobs throughout the region and has the potential to help in Halifax's recovery and growth. The Sheet Harbour Marina is one example of how we can achieve this.

The Sheet Harbour Marina will allow boaters to connect with the land, as well as visitors to connect with experiences on the water and the 100 Wild Islands. As a destination, this incorporates some of our best assets – from our people, heritage, culture and nature. Discover Halifax is proud to support these efforts for inclusive economic growth now and going forward.

Sincerely,



Ross Jefferson,  
President and CEO  
Discover Halifax



1809 Barrington Street, Suite 708 Halifax,  
Nova Scotia, Canada



**Project Assessment based on Halifax's ITMP Investment Filter:**

*Alignment with Strategic Themes* - The Sheet Harbour Marina updates align with three of the six strategic themes in Halifax's ITMP.

- ✓ Build and enhance Halifax's key demand generators;
- ✓ Attract highest yield growth markets; and, ✓
- Make it easy to get here and visit.

*Addressing gaps in our Destination Assessment* - The Sheet Harbour Marina project addresses gaps with our destination assessment. Specifically, the project will make improvements that benefit both residents and visitors by filling service gaps.

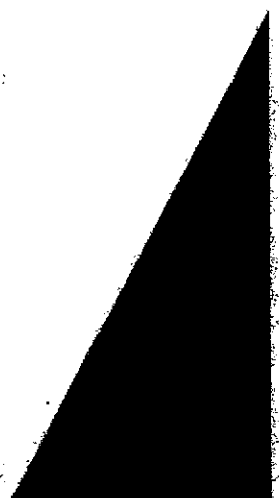
Sheet Harbour's deep-water harbour and rivers, community-size and amenities will attract boaters looking for diverse and exiting boating experiences in rural parts of our destination. The Marina will also attract visitors from key, high yield markets will help Halifax realize its potential to be widely recognized as the favourite city in Canada.

*Measurable results and alignment with ITMP initiatives* - The success of the Sheet Harbour Marina enhancements can be measured through the number of local and visiting boats utilizing its berth. These may include transient boaters, new launch ramp boaters, seasonal boaters who will leave their boats in Sheet Harbour, and new construction. All of these are examples of measurable, new spending and positive economic impact for the community.

Some tourism benefits have already been realized with increased visitation to the 100 Wild Islands, a noted initiative for the Halifax region within the ITMP Dashboard.

*Connection to ITMP Collective Impact* - The Sheet Harbour Marina project has united numerous stakeholders and organizations in shared goals, ideas, perspectives, and plans. This includes municipal, provincial and federal leaders, Atlantic Canada Opportunities Agency (ACOA), Destination Eastern and Northumberland Shores (DEANS), Wild Islands Tourism and Advancement Partnership (WITAP), Develop Nova Scotia, Millbrook First Nation, and local boaters and businesses.

Discover Halifax is proud to be one of these stakeholders contributing to the success of this project by actively promoting the Sheet Harbour Marina to its target client, including travellers and surrounding community.



**HALIFAX  
PARTNERSHIP**  
CONNECT. COLLABORATE. PROSPER.

January 10, 2022

David Hendsbee  
Councillor, HRM District 2 -- Preston/Chezzetcook/Eastern Shore  
Halifax, NS  
Via email: [david.hendsbee@halifax.ca](mailto:david.hendsbee@halifax.ca)

Dear Councillor Hendsbee,


On behalf of Halifax Partnership, Halifax's economic development organization, I am writing to extend my support for the development of a marina in Sheet Harbour.

Halifax is Canada's ocean city and a world leader in the ocean sector. The ability to welcome more boaters into the Sheet Harbour area presents an excellent economic development opportunity. Through the creation of a docking system, with access to fuel, supplies, showers and a laundromat, the area will be able to attract more visitors from Nova Scotia and beyond.

The strategic geographic location of the Eastern Shore presents a unique opportunity for a marina development, and it would be anchored by a motivated business community. The supporting and surrounding business community would include restaurants, shops, breweries, and various service facilities.

To summarize, Sheet Harbour is uniquely positioned with easy access to highways, only 90 minutes from Halifax's urban population density and an hour to the Halifax Stanfield International Airport. This makes access to the location easy and cost effective for servicing the broader communities of the Halifax Regional Municipality. By supporting this infrastructure development, you will be enabling economic opportunity in a beautiful rural part of our municipality.

Sincerely,



Wendy Luther, MBA, CTP  
President & CEO



4950 East Bay Highway, Ben Eoin, NS, B1J 2E2

John Williams  
General Manager  
Ben Eoin Yacht Club and Marina

Jan. 6/22

To Whom It May Concern:

The Ben Eoin Yacht Club and Marina would like to support the application for funding to create or enhance the current facilities located in Sheet Harbour, N.S. We see the proposed Marina of great benefit to vessels transiting between the Halifax area and the Bras d'or Lakes. Presently there are not many, if any, Marinas located on the Eastern Shore that are able to offer full service to vessels. Sheet Harbour would not only be able to offer service to the transient vessels such as fuel, grey water pump outs, and shower facilities at the Marina but the community also has many other services available such as groceries, liquor store, restaurants, hotels, hardware as well as mechanical and welding services, to mention a few. These services would all be within a walking distance to boaters, which is extremely important to boaters.

The increase we have seen in the past couple of years at our own Marina and in talking to others around the Bras d'or Lakes indicates a growing trend in outdoor sport activities in particular boating. The Ben Eoin Marina was at 100% capacity for 2021, with a substantial waitlist for berths, and have a substantial waiting list for the 2022 season. I suspect when the Covid situation allows for a more normal situation we will continue to see an increase in boating from mainland Nova Scotia and other Atlantic Provinces as well as a return of boaters from Ontario and Quebec to enjoy Canada's Oceans Playground. One issue that comes up quite a bit from the visitors to the area is that there is not a lot of Marinas on the Eastern Shore to accommodate them with full services and Sheet Harbour would have all the services required and is in a central area on the way to and from the Bras d'or Lakes. There are also a fair number vessels located in the Bras d'or Lakes that would utilize the Sheet Harbour area for marine services when transiting to the mainland for trips.

The Sheet Harbour area has a long history of localized services to the recreational boating community through the efforts of a dedicated group of volunteers which are very capable of bringing the Sheet Harbour Marina to the next level if appropriate funding was made available to them. This would greatly enhance the tourist industry in the Sheet Harbour and surrounding areas as well as providing services to the local population.

If I can be of further assistance, please don't hesitate to contact myself.

Thank you,  
John Williams, GM, BEYC.

## Biography – Sheet Harbour Marina Association

### Sandy Moser - Co-chair

Sandy is a retired teacher who spent her teaching career at Duncan MacMillan High School in Sheet Harbour. She is a local artisan and the founding president of the Seacoast Trail Arts Association, and she is a member of the Artisans of the Eastern Shore. She volunteers her time to teach a weekly art group at the local library.

Sandy was the Tourism Director of the Sheet Harbour Chamber of Commerce for many years and was a committee member of WITAP (Wild Islands Tourism Advancement Partnership). She is also a conservationist who is concerned with preserving nature. She also works with the Nova Scotia Nature Trust on their 100 Wild Islands campaign.

### Catherine Farris - Director

Cathy is a retired teacher of 33 years, 4 of those years as an administrator.

She joined the Sheet Harbour and Area Chamber of Commerce in 2008 and became a director in 2011. She was responsible for the successful operations of the MacPhee House and the Visitor Information Centre. Cathy and her husband, Anthony, are avid recreational boaters. She initiated the Marina Committee in 2013 and was chair from 2013 - 2019. During that time, the committee investigated 4 possible sites, networked with many marinas, and became very familiar with the workings of the 3 levels of government.

### Peter Stein – Corporate Secretary

Peter has 35-plus years of experience in the Food industry. He currently operates Peter Stein Food Safety Solutions Inc., which delivers food safety programs, industry expertise, and best practices to food producers. Peter is a dedicated community member who actively volunteers with many organizations, including the Royal Canadian Legion in Sheet Harbour and the Sheet Harbour and Area Chamber of Commerce, for which he is also a past president.

### Marilyn Munroe – President & Co-chair

Marilyn has over 25 years of experience in the business industry, Retail Management/Owner for 18-plus years with experience in all aspects of the business from staffing, financial budgeting, accounting, administration, and multimedia advertising. She has recently worked in the mining industry as an administrator/purchaser. Marilyn is the Past President of the Sheet Harbour and Area Chamber of Commerce and serves as Treasurer and Business Educational Director.

### Anthony Farris - Treasurer

Anthony worked in his family's transportation business for over 30 years. He is an experienced boater with extensive knowledge of the local waters. Anthony also owned and operated a Marine service and maintenance business. He is very skilled in the areas of mechanics, maintenance, dock building, installation, and charts.

Anthony has been a member of the Sheet Harbour and Area Chamber of Commerce since 2008 and is a founding member of the Marina Committee.

### Robert Moser - Director

Robert is a retired schoolteacher who worked most of his career in Sheet Harbour. He is the past president of the Sheet Harbour and Area Chamber of Commerce, serving as president for four years from 2015 to 2019. Robert is very interested in helping to develop the economy of the Eastern Shore. He is a local artisan who enjoys photography. Robert is a member of the Artisans of the Eastern Shore, Sheet Harbour & Area Ground Search & Rescue, and the Sheet Harbour Lions.

### Maria McGowen – Director

Maria is a creative marketing leader well-versed in developing and implementing marketing communication strategies to meet business objectives. With a proven record of creating partnerships with community investors, She is a result-driven, energetic person who excels in diverse and fast-paced working environments. She is the owner of Sociable Media Inc.