

# Environmental Assessment: Whites Point Quarry and Marine Terminal Project

Presentation To Joint Review Panel  
Tourism, Culture and Heritage  
June 25, 2007

# Introduction of Presenters

- **Mr. Robert Ogilvie, Manager of Special Places, Heritage Division**
- **Ms. Darlene MacDonald, Manager, Tourism Development, Tourism Division**

# Department of Tourism, Culture and Heritage

- **Mission:** To promote, develop and preserve Nova Scotia's significant tourism, culture and heritage resources for lasting social and economic benefits

# Department's Strategic Goals

## **ECONOMIC GROWTH – Seizing New Economic**

**Opportunities:** *Stimulate community and export development potential in Nova Scotia's tourism, culture and heritage sectors.*

## **STEWARDSHIP – Building for Individuals,**

**Families and Communities:** *Preserve, promote interpret and develop Nova Scotia's diverse cultural and heritage resources.*

## **GOVERNANCE/ACCOUNTABILITY – Enhancing**

**Operational Effectiveness:** *Deliver professional client services and effective programming to support government-wide and departmental priorities*

# Heritage Perspective

**Mr. Robert Ogilvie**

# Special Places Program

- Legislated mandate to protect significant archaeological, historical and palaeontological remains
- Exploration and excavation done by qualified people under research permit
- Reports and collections submitted to provincial repository

# Nova Scotia Museum

- Mandate to collect, research and document Nova Scotia's natural and human history
- Provide exhibits, programs, buildings and publications for self-directed learning
- Help Nova Scotia tourism by developing and maintaining high quality museums

# Marine Archaeology

The areas of concern for marine archaeology are marine shipwrecks and submerged First Nations archaeological sites.

- The one recorded shipwreck in the area is the *Newfield*, an 1871 vessel wrecked in the Whites Cove area on September 22, 1900. Documentary research indicates that the wreck was salvaged and removed from the location shortly after the wreck event. Side scan marine survey failed to locate any other shipwrecks.
- The other marine archaeological resource consideration is based on the accidental find of a Middle Archaic period, i.e., not Palaeo-Indian period, ulu (slate knife). This find is significant and the report presents a credible assessment of the past shoreline geography.
- Concur with the mitigation recommendation to do a marine archaeology survey of the near-shore marine bottom. The survey must be conducted by a qualified marine archaeologist holding a heritage research permit through the Nova Scotia *Special Places Protection Act*

# Land Archaeology

- Land archaeological assessment followed the identification of six zones of interest. The assessment strategy resulted in the recording of the Hersey House. No other archaeological resources were found.
- The major mitigation recommendation is to ensure monitoring within a 250 metre zone around the Hersey House. The size of this zone reflects the possibility of family related gravesites in this vicinity. Heritage suggested that a statement be added to the recommendation that the monitoring must be undertaken by a qualified archaeologist holding a heritage research permit through the *Special Places Protection Act*.
- A general recommendation for archaeological sensitivity training prior to construction was also endorsed. The department recommends further that the outline of this training be reviewed by Heritage Division archaeology staff.

# Tourism Perspective

**Ms. Darlene MacDonald**

# Core Business Areas

- Tourism Partnership Council
- Development and planning initiatives
- Tourism marketing and planning
- Promote Nova Scotia's Tourism Brand through sales and partnerships
- Manage provincially owned crown assets and contracts
- Research and dissemination

# 2006 Tourism Economic Impact

\* Preliminary results

	Province	Digby County
Tourism Revenues	\$1.3 billion	\$ 37.7 million
Taxes	\$200 million	\$5.8 million
Direct Jobs	23,800	700
Indirect Jobs	9,000	300

# 2006 Digby Entry Point

<b>Canada</b>	Atlantic Canada	7,410
	Ontario	7,460
	Quebec	2,710
	Western Canada	710
	<b>Total Canada</b>	<b>18,290</b>
<b>United States</b>	New England	5,750
	Middle Atlantic	2,020
	South Atlantic	1,340
	Other US	1,270
	<b>Total US</b>	<b>10,380</b>

# Tourism Considerations

- Transportation of Materials
- Visual Aesthetics
- Noise
- Local Tourism Development Plans
- Potential Growth of the Development

# Transportation of Materials

- Whale watching is a strong product experience for the Digby area and one of the top locations within the province. Increased shipping may impact the already endangered species which could in turn impact local whale watching sight-seeing tourism businesses.
- 9% of pleasure travelers participate in a boat tour for whale and seabird watching (Source: 2004 Visitor Exit Survey)

# Transportation of Materials

- 44% pleasure travelers participated in nature observation activities during visit to NS (Source: 2004 VES)
- Coastal experiences such as nature observation (ie. Birding) and hiking may be impacted. Digby Neck one of top three birding opportunities in the province to develop visitors' experiences.

# Transportation of Materials

- Suggest the proponent mitigate and monitor any potential impact on whales by working with experts and stakeholders in that field.
- Suggest the proponent work with local boat tour operators to mitigate any potential impact on their operations and visitors' experiences.

# Visual Aesthetics

- Impact on visitor perception and experience.
- Pristine, natural experience
  - 26% pleasure travelers cite general/coastal scenery as main reason for choosing Nova Scotia as a destination (Source: 2004 VES)
  - 35% pleasure travelers cite general / coastal scenery as what they like most about their visit to Nova Scotia (Source: 2004 VES)

# Visual Aesthetics

- Coastal experiences – by water, by land
- Bay of Fundy
  - Joint partnership with industry and Province of NB
- Key to tourism in Nova Scotia is the integrity of our natural environment, in particular our coastal assets.

# Visual Aesthetics

## Tourism Brand Position Statement

- To people who appreciate the sea, **Nova Scotia is Canada's foremost seacoast vacation destination** that offers an authentic experience for your body and soul better than any other destination because only Nova Scotia uniquely combines spectacular scenery, living tradition, maritime culture and lifestyle with a feeling of deep-down spiritual satisfaction.

# Visual Aesthetics

## Tourism Brand Position Statement

- Concerned this development has the potential to negatively impact our provincial tourism brand.
- This development is not consistent with our international tourism promotions and positioning as *Canada's Seacoast*.

# Noise

- Concern that noise from quarry, construction, operation of marine terminal and blasting may impact the visitors' experience.
- Concerned increased noise from operations and shipping may impact whales and create a risk for sight seeing tour operations.

# Local Tourism Development Plans

- As part of destination development planning, working with Digby Area Tourism Association to identify key priorities and opportunities for tourism development.
- Local tourism plan recognizes the importance of serving as stewards of their eco-systems.

# Potential Growth of the Development

- Given location on Bay of Fundy, consideration on impact to visitor perception and experience should be considered.
- Given whale watching experience is a strength for the area, consideration of the potential impact on this business activity.
- Ongoing expansion should be monitored carefully, as potential growth for such a small geographic area may impact on tourism experiences north and south of the area.