



Yarmouth Acadian Shores

WHERE THE STARS ALIGN

Yarmouth and Acadian Shores
Tourism Association
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#visityas



January 25th, 2022

Attention: YASTA Partners

Town of Yarmouth - Mayor Pam Mood, Jeff Gushue

Municipality of the District of Yarmouth - Warden John Cunningham, Victoria Brooks

Municipality of the District of Argyle - Warden Danny Muise, Alain Muise

Marketing and Promotions Levy Advisory Committee - Warden John Cunningham, Brian Rodney, Tammy Murray, Devon Crowmwell, Dat Tram, Azher Razi

Dear YASTA partners.

As many of you may know, YASTA and our partners successfully delivered the 2021 Provincial 55+ Games in September and November of this past year. This event saw over 700 participants and spectators experience the region and participate. The 55+ Games generated a significant economic impact for our region and aided our regional tourism recovery efforts. Local hotels and accommodations saw high occupancy during the games and increased revenue, and local restaurants also experienced a lift in business. Delivering the 55+ Games was a community effort and positively impacted the region. The games leveraged regional recreation assets and were positioned later in September to support our seasonality efforts and generate an excellent investment return for our municipal partners. We know events support our region and provide economic impact.

YASTA is reaching out to our municipal partners with another opportunity to drive business and visitation to our region. I am pleased to report that YASTA has secured the 2022 Curling Canada - Canadian Senior Men's and Women's Championships. The curling event will run from December 5th to 10th of this year at the Mariners Centre. The Canadian Men's and Women's Seniors Championship will bring over 150 athletes and officials to the region. The timing for the event is very strategic and aligns with YASTA seasonality efforts to build capacity and visitation during the shoulder seasons and winter months. This event is also expected to drive business and related sector demand during a time of year when our accommodations, restaurants and associated businesses need the added revenue.

The key benefits of the event are:

- Potential regional broadcast coverage for the local destination to leverage.
- 130 athletes and 15 officials plus friends, family and other spectators.
- Volunteer development and capacity enhancement for future events.
- Economic impact, as reported by previous host cities and assessments, is \$1.0 to \$1.5 million
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 550+ room nights

Tourism in our region is slowly seeing signs of recovery, and events are one key to this effort. We hope you will consider the following request and provide the needed funding to deliver another successful Yarmouth & Acadian Shores event.

As a core partner of YASTA, we request an equal contribution from each partner to deliver this event for the region.

Funding breakdown: \$10,000.⁰⁰ Per YASTA partner. A draft budget is attached with this letter.

Thank you for your continued partnership and support. If you have any questions or wish to discuss this request, please do not hesitate to contact me.

Sincerely

Neil MacKenzie
Executive Director
Yarmouth & Acadian Shores Tourism Association

Councillor Calvin d'Entremont
Board Chair
Yarmouth & Acadian Shores Tourism Association