

LISTING OF FUNDED PROPOSALS
of
STRATEGIC DEVELOPMENT INITIATIVE
2000-2007

The Strategic Development Initiative (SDI) was launched in 2000 and is the only source of heritage project support in the Department of Tourism, Culture and Heritage. It aims to encourage “partners-in-heritage” to develop projects that build on a community’s assets and strengths. It is open to archives, community museums, municipal governments, not-for-profit groups, regional development authorities and other bodies that are exploring common heritage objectives. Priority is given to initiatives focused on increased self-sufficiency in the province’s growing heritage sector.

Proposals are reviewed by a peer committee consisting of a representative from each of the province’s 4 heritage regions. As well, a representative from the Federation of Nova Scotian Heritage and the Council of Nova Scotia Archives review proposals. The committee, chaired by a regional representative, makes recommendations to the Heritage Division. Applicants are advised of the results within 6 weeks of deadline.

Since its inception, SDI has received 165 proposals, has supported 82 for a total of \$799,183 (out of a possible \$1.2 million), and has leveraged \$903,534 (in-kind \$231,908 + actual \$671,526).

2000-01

No. Submitted 36, No. Funded 13, Total Awarded \$99,863
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- To develop school kits related to Truro’s railway heritage (collections, research and interpretation) at the Colchester Historical Museum in partnership with local educators of the Chignecto School Board so that youth and their families are encouraged to learn about their community’s past and to continue to explore museums and heritage.
- To develop and publish a comprehensive guide to genealogical resources in Nova Scotia through the Council of Nova Scotia Archives.
- To develop and offer a series of courses featuring rural crafts and domestic skills, and so preserve and foster rural traditions, while at the same time offering revenue-generating opportunities within the community of the Tupperville School Museum.
- To create a promotional Stamp Book to be used by the participating museums within South West Nova Scotia as a “lure” to increase visitation and to promote public awareness of our sites.
- To bring together museum and archival collections in Annapolis County, for the purpose of preserving and making accessible, the heritage of Annapolis County.

- To create tour packages and supporting literature and organization and focused on heritage attractions in Cumberland and Colchester countries.
- To deliver 2 FNSH workshops: (1) Exhibit Development provide participants with te skills necessary to develop more effective museum exhibits to help diversity and increase visitorship and (2) Fundraising for Small Community Museums will help participants develop a fundraising plan for their museum.
- To create a “people file” of Island residents, both past & present by copying photographs and recording biographical information with are senior citizens & grades five & six on both Long and Brier Islands as target groups .
- To develop a can plan for Fort Point Museum so that it reorganize to be in a position to take possession of the site.
- To acquire expertise that will develop a plan for product development, and marketing that will enable the membership of Pictou County Historical Society, in partnership with the community, to implement new programs to attract an increased number of visitors to the Carmichael-Stewart House Museum.
- To develop a hardcopy and webpage heritage locator map specifically for the IONA Connection to improve its visibility among the general public and thus help increase visitor numbers and provide marketing opportunities at member sites. An essential component of any marketing strategy is effective public communication in both print and internet formats.
- To develop the potential of the annex building of the Inverness Miners’ Museum as a retail operations for arts and crafts catering to locals and tourists and addressing the needs of local artisans and craftspeople for a venue to retail their products.
- To engage the services of a consultant firm to work with the partners to assess the current museum and provide conceptual designs, programming recommendations, cost analysis and overall operational feasibility assessment of a new Port Hastings museum/exhibit/retail facility.

2001-02

No. Submitted 21, No. Funded 12, Total Awarded \$95,245
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- To secure the services of a consulting firm to lead the Admiral Digby Museum's Board of Directors, staff, and volunteers through a strategic planning process to ensure the museum's continued growth and sustainability.
- To produce, in cooperation with the Greenwood Military Aviation Museum and the Shearwater Aviation Museum, a joint promotional brochure entitled "Aviation Treasures

of Nova Scotia" which will help increase museum attendance by inviting visitors from local communities and from outside our region to experience the combined artifact rich collections of three aviation museums in Nova Scotia.

- To develop and test-market a line of reproductions of art in the collections of the Charles MacDonald Concrete House and the Yarmouth County Museum. Original artwork will be digitized and offered for sale in museum gift shops and in our online shop. A custom website will be created with a complete retail e-commerce system to facilitate ordering of products.
- To develop a strategic plan with the King Seaman site partners and other key heritage partners in the Minudie region, resulting in improved coordination and communication and working toward long-term development and growth.
- To develop outdoor interpretive panels describing the cultural and natural heritage of the Port Hood / Chestico area, to be erected along the Trans Canada Trail, which will encourage awareness and increased visitation among residents and visitors alike.
- To develop a strategic plan, in co-operation with the Colchester Regional Development Association (CoRDA), that will build a stronger Board and focus the efforts of the historical society while increasing public awareness of the value of heritage in the community.
- To conduct meetings with the public and heritage organizations to clarify current services, collections, mandates & future roles of Cumberland County Museum & Archives to result in information for long term strategic planning, improved understanding of CCM, its mandate and services to a wider audience and improved partnerships with other heritage organizations in the county.
- To conduct a set of 8 Leadership Development FNSH workshops delivered regionally, designed for trustees to create committed, sustainable, heritage boards; promote museum – community links; provide boards with tools, resources and connections; identify actions for improved governance performance.
- To conduct two series of regional workshops on writing grant proposals and strategic planning respectively by the FNSH.
- To develop a long term financial plan through contracting services of a financial advisor with experience with non-profit organizations by the FNSH.
- To develop a more inclusive interpretation of the cultural history of Kings County by designing modular interpretive panels, focusing on the Mi'kmaq, the Acadians, Black Canadians as well as the New England Planters and Loyalists, that are portable and will be available for temporary loan.
- To increase community awareness and participation in the cultural history in northern

Cape Breton, through the North Highlands Community Museum, by developing six exhibits, related to the social and economic life of the area through an appeal to the community for memories and photographs, which will be portable and available for schools and other interested community groups.

- To create a promotional "passport" with a minimum of 20 museums from Antigonish; Colchester; Cumberland; Guysborough and Pictou counties, all a part of the Northwest Heritage Network.
- To develop new approaches to programming with particular interest in cooperative efforts with museums of Inverness County, both those assisted through the CMAP and those operating without such assistance, so that training and developing strong relationships with the public schools and with the festivals and with other cultural institutions and with tourism in general is evident.

2002-03
No. Submitted 33, No. Funded 14, Total Awarded \$143,938

- To develop a common brochure for the museums and historical societies in Lunenburg County and to explore the avenue of group advertising in preparation for 2003-2004, designated as Acadian Celebrations in the County, a prime opportunity for group marketing of Lunenburg County museums and historical societies.
- To develop and coordinate a county-wide heritage website, for Cumberland County, linking all sites on one server and providing a range of web-based services to these sites, lead by the Minudie Heritage Association.
- To develop a full colour illustrated brochure highlighting the attractive features of Nova Scotian railway stations and related railway attractions of the 19 partners. The printed material will be augmented and made available on a website to attract new visitors to existing railway heritage sites.
- To provide 17 year-round museums with standard integrated information management systems with necessary training, info technology support & equipment upgrades leading to internet accessible data (Passage).
- To develop and sell, in partnership with a local collector of Reed Organs, a unique CD which will be directly related to the Colchester Museum's Christmas displays on musical traditions at Christmas time.
- To facilitate (2) sessions, whereby representatives from the various museums and historical societies in Colchester County would meet to brainstorm and plan for co-operative initiatives, in promoting our heritage resources and events on a county-wide basis.

- To develop a marketing plan and accompanying design for Cumberland County Museum for improved and new marketing tools to help identify new audiences and improve tools to attract audiences.
- To offer a more results-oriented form of professional development, the FNSH will deliver the "Ideas Into Action" program focused on developing dynamic programming for NS community museums which is comprised of a county programming inventory, on-site consultation and critiqued action plan.
- To develop with professional consultants a comprehensive plan for the gift shop retail operation of the Glace Bay Heritage Museum and to educate volunteers.
- To assist in the development of Guysborough County Heritage Association by developing capacity in volunteers to create exhibits to grow visitation and increase revenue generation; and to develop the heritage of Guysborough County and present it to the public.
- To develop an innovative, state-of-the-art genealogy and research service model as well as a county-wide exhibit development model for the Guysborough Historical Society.
- To contract the services of a consultant to facilitate proposal writing which would seek federal funding to enable Cape Breton Island's heritage sector to work toward greater sustainability through the development of infrastructure, training, etc., led by the IONA Connection.
- To fund research on marketing that will result in a Strategic Plan for fundraising for the Mahone Bay Settlers Museum that is supported by tools and a data bank.
- To expand the role of the Hector Exhibit Centre to become the Central repository for genealogical and historic information of Pictou County.

2003-04

No. Submitted 26, No. Funded 14, Total Awarded \$145,941

- To produce a brochure for the layman geologist highlighting many of the Nova Scotia's unique geological areas and showcasing small, independent geological museums and museum-like retail outlets in the province, led by the Atlantic Geoscience Society.
- To produce a Black Heritage Trail brochure and webpage of African Nova Scotian sites that will be a great tourism generation tools, a joint project of the Black Loyalist Heritage Society and the Black Cultural Centre.
- To develop a brochure and web site for Historic Walks of Sydney's Historic North-end.

The three themes are: Historic Ghost Walk, Historic Architecture Walk and Historic Harbour Walk. The Old Sydney Society sees the Historic Walks as an opportunity to develop a new revenue source to increase financial support.

- A second phase of the "Passage" Project incorporating the 17 original partners with 43 seasonal museums to provide standard integrated information management systems with necessary training, info technology support & equipment upgrades for museums across the province.
- To develop a plan for the development of an historic garden and grounds at the Cumberland County Museum and to provide an opportunity for an education tool for education and awareness of gardens spanning 1840 to present day, the home of a Father of Confederation, R.B. Dickey.
- To engage the services of a professional strategic planning consultant to work with us as a board to develop a viable five-year Plan for the Charles MacDonald House Museum.
- To develop standalone tools and training for ArchWay, Nova Scotia's database of archival descriptions so that CNSA members will be able to load archival descriptions and scans of archival records into ArchWay independently through custom designed help screens, arrangement and description tools for specific kinds of records, as well as the development and delivery of an ArchWay Workshop.
- To provide seasonal sites with a comprehensive management software package, that includes collections and a volunteer/membership tracking component, the latest hardware and software (MS Office XP), training and ongoing technical support so to provide a standardized body of heritage information leading to availability on the Internet, a joint project of the Cumberland County Museum & Archives and Minudie Heritage Association.
- To engage in a strategic planning exercise with community stakeholders & supported by professional consultant in order to determine prioritized goals & timelines for the development of the Dartmouth Heritage Museum Complex.
- To determine the feasibility of expanding the Fundy Geological Museum's facility and services as a Bay of Fundy Discovery Centre, development of appropriate concept for this expansion, with preliminary graphics and floor plans and development of a business plan.
- To develop a strategic plan for the Guysborough County Heritage Association.
- To create an advertising brochure (including a map) that will feature the museums and historic sites of Digby and Annapolis counties allowing member sites to maximize their potential marketing and capitalize on the expected influx of visitors expected in the 2004 and 2005 seasons - a collaborative effort by the Digby-Annapolis Museums Committee.

- To retain a consulting firm to investigate opportunities/viability to develop Ottawa House Museum as a sustainable, community operated interpretive site.

2004-05

No. Submitted 20, No. Funded 10, Total Awarded \$158,842

- To create an on-line store of NS heritage products as a collaborative e-commerce venture in partnership with other Atlantic heritage federations led by the FNSH.
- To secure the services of a financial advisor to assess the feasibility of a tea room and gift shop addition to the Cumberland County Museum and Archives
- To undertake a feasibility study to determine the potential for heritage learning workshop vacations with museum, craftspeople, accommodation and food supplier partnerships led by the Dartmouth Heritage Museum.
- To produce a Fundy Shore Heritage Tourism brochure and accompanying signage that will link various heritage attractions along the Shore led by the Hants RDA in partnership with local museums, etc..
- To research, design, and develop prototypes for a number of new and exclusive heritage products, and to organize the sale of such products, via the internet, through the development of the Lake Charlotte Heritage Society's existing website.
- To undertake a study, by the Dalhousie University Archives, that examines the feasibility of establishing a web-based heritage portal which would provide a single doorway to the information resources provided by the province's many heritage institutions and organizations and would serve as a communication and educational tool for the province's heritage community, allowing it to communicate and work more effectively.
- To contract a consultant/facilitator to work with four museums and one archives which will co-locate to a museum multiplex facility within the Tatamagouche Creamery Square.
- To develop a FNSH handbook (Heritage Check-Up) and consultation process designed to build strategic organizational capacity in areas of governance and management for community museums.
- To create a CD ROM, by the Municipality of Digby, of local historic information on 500 heritage homes throughout the District to be given to high schools, museums, historical societies and libraries in the District and will add to their facilities research assets.
- To develop a third phase of the "Passage" Project to provide museums across the province with standard integrated information management systems with necessary

training, info technology support & equipment upgrades. Joins existing and new museum partners.

- To gather information about the Acadian habitation of Wallace area so to develop tours and publications opening a new source of interest for the Wallace and Area Museum which will expand number of visitors and increase opportunities for gift shop sales.

2005-06

No. Submitted 13, No. Funded 11, Total Awarded \$189,457

- To enhance the quality and depth of information about "Made in NS" artifacts in museum collections and to provide technical training to community museums in Phase IV of the "Passage" project.
- To promote 17 heritage and cultural groups of the Guysborough County Heritage Association by developing common signage, a website and brochures to provide visitors with easy way-finding before and during their visit.
- To conduct a comprehensive needs assessment and planning study for Nova Scotia's archival community to chart the course of archival development throughout the province by the CNSA.
- To deliver Excellence, Relevance & Retail, a selection of 11 workshops and 8 on-site consultations designed by the FNSH to build competencies for longer-term organizational sustainability.
- To create "Annapolis Valley 17th Century Heritage" brochure to interpret historic sites, buildings, personalities and landscapes in the Valley from Windsor to Briar Island in a collaborative effort by four museums and two municipal units.
- To incorporate a dynamic map interface within the Maritimes Breeding Bird Atlas website to allow visitors to zoom-in to a specific NS location for bird species data from a permanent database.
- To develop a business plan for the Shubenacadie Tin Shop Museum to focus on current, practical marketing, interpretation, tinsmithing and community cooperation initiatives.
- To developing a fund-raising strategy for "Fish" (Funding Investment for Sustainable Heritage) to secure long term private sector partners for operating the Northumberland Fisheries Museum.
- To create an interactive Cape Breton Island-wide heritage community web portal to serve and promote local community heritage sites, archives, museums and to post pertinent training information, etc.

- To conduct a feasibility and marketing study for the delivery of a Level 2 Museum Studies certificate course of the FNSH.

2006-07

No. Submitted 16, No. Funded 9, Total Awarded \$170,665
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- To host two retail workshops for Hants and Kings Counties museums to assist them in developing affordable marketing plans and to expand their retail operations, led by the Hants RDA.
- To develop an Annual Campaign by enlisting the services of a consultant to develop and manage the prototype campaign and the associated PR materials resulting in increased financial support and to reach new audiences, Pictou County Historical Society.
- To provide technical and hands-on training on digitization to enable community museums to enhance the quality of information about "Made In Nova Scotia" artifacts as well as enrich records and to standardize current holdings. (Passage)
- To hire a group facilitator to conduct a 4 day residential strategic planning and training workshop for the 8 member board of directors for the IONA Connection.
- To create an outdoor exhibit featuring a restored, operational forge, an indigenous flora and bird exhibit, and gazebo for the North Highlands Community Museum.
- To promote genealogy tourism in South Western Nova Scotia through development of a website, preparation of a brochure and promotional packages, and targeted advertising to genealogists in partnership with tourism groups and operators to train staff in genealogy and customer service, lead by the SouthWestern Counties Regional Library.
- To provide 9 "Capacity and Community Building" workshops and 3 consultations to improve competencies and collaboration for the heritage sector by the FNSH.
- To hire a facilitator to assist the Ross Farm Museum Board of Directors to develop a 5 year strategic plan.

2007-08

No. Submitted 21, No. Funded 13, Total Awarded \$179,941

- To conduct an exploration workshop for HRM Eastern Shore heritage organizations to look at ways enhancing individual and collective capacities to partner and work collaboratively towards a shared vision for the preservation of Eastern Shore heritage.

- To develop two marketing endeavours: a joint brochure and a website "portal", a collaboration of Nova Scotia's three aviation museums in preparation for the national conference 2009 Centenary of Powered Flight in Canada, to be held in Baddeck
- To develop a five year strategic plan for the regional archive for Cape Breton Island and for the Cape Breton University Archive.
- To provide outreach to over 56 community museums for technical support and training for collections management that works toward cleansing and enriching artifact records.
- To develop a traditional exhibit of samples and writings from the Mary E. Black fonds with an accompanying a web page to promote and exposing this important NS collection
- To develop and implement a number of marketing tools which will work toward increasing visitorship and developing patron loyalty , a component of our recently completed marketing plan
- To contract a consultant to re-examine all aspects of the FNSH with significant input from its members & key stakeholders, along with a review of current business practices to develop a business plan and human resource organization consistent with the approved strategic plan, its priorities and goals
- To commission a Functional Analysis and Business Case Study for an Learning Centre at Ross Farm Museum.
- To work in conjunction with community partners to create a heritage-based murder mystery weekend called “Tales from a Tiny Perfect Town”, based on various mysteries and events from Annapolis Royal’s past and held in various locations around the town
- The Federation of Nova Scotian Heritage's (FNSH's) project proposal will increase the competency and capability of community museum staff and volunteers to model the Provincial Standards of Excellence in the areas of Retail, Interpretation, Exhibits and Management
- To secure the services of a consultant to conduct a feasibility assessment and develop a business case for the operation of a heritage house museum, in partnership with the Cumberland Regional Economic Development Association (CREDA)
- To develop an interactive, easily maintained website, with a newsletter for museum and community news, to draw in the locals and help to make the museum more of a centre in the community
- To fund a consultant to develop a feasibility study/needs assessment for the museum to determine its future and possible expansion of an archival and administration wing

2008-09
No. Submitted 23, No. Funded 14, Total Awarded \$191,365

- To hire a consultant to produce a Cape Breton Regional Heritage Plan to address the question "What is a sustainable path for heritage in the Cape Breton Region?"
- To develop a comprehensive strategic plan for the next five years that would: optimize staff resources through improved organization structure, training, and staff utilization; improve revenue by expanding retail sales and other fund raising activities; and engage the community to improve financial support and participation. A key element in developing the strategic plan would be looking at best practises in museums in Nova Scotia.
- To publish and distribute the Northumberland Shore Heritage Tourism Brochure (in partnership with local museums), promoting a common and shared history to visitors from local communities and outside the Northumberland Shore
- To provide outreach services to over 50 members for collections management, and to assist them in the development of a province-wide exhibition for objects "Made in Nova Scotia." Also requesting support for 1.2 staff to sustain the initiative.
- To develop a case statement for foundation support to expand fund-raising capacity, and to share the lessons learned in the process with other community museums
- To produce a Collections Development Plan that will enliven the renewed mandate and vision of the institution, adhere to the Cooperative Acquisition Strategy for archives and support the province's strategic direction of sustainability through the alignment of heritage assets and resources at the regional level.
- To engage a consultant to help identify strengths and weaknesses and provide a strategy and policies so that the museum can rise to the accepted standards of museum practice
- To create a small permanent exhibit (based on an interpretative plan) to act as an introduction to the physiography of the county with an emphasis placed on geology to reflect the museum's strong natural history collection
- To hire a consultant to develop a strategic plan that will broadly promote the society and its museum as an important heritage and cultural component in the community so that it can achieve greater sustainability
- To create 6 retail products for gift shop, based on artifacts in the museum collection, that will build partnerships with local artisans and artists, provide opportunity to educate patrons and increase patron's experience of collection

- To initiate a 2 year project that will prepare for the 250th Anniversary of the arrival of the New England Planters in Kings and Hants counties by developing promotional materials: to engage the community, to attract heritage tourists (especially those with Planter connections), and to widely promote Planter activities as well as help musuems plan for 2010, identify resources, and coordinate activities.
- To produce a Business Plan for the development of the museum as a Community Museum and Heritage Interpretive Centre.
- To hire a consultant to create a comprehensive Strategic Plan for the development of the museum over the next three years
- To develop a comprehensive, three year museology training plan for Nova Scotia's community museums to enhance the skills and competencies of their boards, staff and volunteers