PRIORITY 3

LEVERAGE CREATIVE SECTOR FOR CULTURAL TOURISM OPPORTUNITIES

MOC can boost economic growth and employment opportunities and support local artists by focusing on cultural tourism. Given MOC's largely dispersed population in its rural setting, a tailored approach—one that appeals to residents and visitors and emphasizes responsible destination management—can drive sustainable tourism, create local jobs, and support long-term economic resilience.

MOC can attract new audiences, industries and residents by building a unique arts and culture focussed destination. By collaborating with regional partners on a cultural tourism strategy, an events strategy, and improving tourism infrastructure, MOC can strengthen the creative economy and ensure sustained growth for MOC now and in the future. These efforts will boost local businesses, strengthen community pride, bring people together, and foster year-round engagement, making arts and culture central to MOC's identity.

GOAL

To offer a range of high quality, creative and cultural programs, events, products and experiences that support the attraction and retention of creative talent and drives cultural tourism for economic growth.

OBJECTIVE 3.1
Find opportunities for collaboration and marketing with tourism sector partners bringing a value-added focus on arts and culture.

MOC Roles

- Leveraging regional partnerships for joint initiatives.
- Piloting new marketing initiatives.

ACTIONS

PHASE 1

1. Explore joint marketing tools and resources such as an artist studio map, cultural tourism passport and share current transportation options to drive tourist traffic from Halifax and neighboring regions year-round (ie https://halifaxartmap.com/).

PHASE 2

2. Advocate for and partner with South Shore Tourism and Lunenburg Co Regions to develop a regional tourism plan that highlights arts & culture.

**Recommendation: tourism opportunity to market artist retreats and/or opportunities for longer stay mini-apprenticeships between arts-oriented tourists and the local arts community.*

OBJECTIVE 3.2
Celebrate and elevate local culture by creating an Events and Festivals Strategy and Action Plan exploring MOC's role in supporting cultural tourism initiatives.

MOC Roles

- Support and grow cultural tourism
- Collaborate with a Chamber of Commerce, Municipal Arts Organization, and Community Partners.

ACTIONS

PHASE 2

3. Review current events/festivals in the Municipality. Identify potential local and external partners to create/bring new events/festivals.

4. Review current incentives and support for events and festivals. Create a communication strategy to promote and an online navigational resource. Research and recommend new incentives and support for MOC groups and external event organizers to produce mid to large-scale events, fairs, and street festivals that celebrate and capitalize on MOC's unique cultures.

5. Explore event partnerships and sponsorships with community organizations and businesses.

OBJECTIVE 3.3

Review challenges in tourism infrastructure such accommodations, transportation, water access, accessibility and how these impact MOC's ability to host cultural tourism events.

MOC Role

- Plan for improvements and development of Municipal tourism infrastructure to support cultural tourism
- Communicate challenges and share development plans with local communities.

ACTIONS

PHASE 1

6. Conduct a review of current MOC tourism infrastructure, identify areas in need of improvement and gaps for future growth. Make recommendations for future planning.