

# Chapter 5



*It's a sacred trust... we have a piece of land that holds the last remaining bit of French dyke, and on penalty of death they are never to plough that land under and as long as the Curry people own that piece of land, it will remain there.*

Betty Curry, wife and mother of dykeland farmers

## 5.0 Protection and Management of the Property

Canada is a federal state consisting of a national government, ten provincial governments and three territorial governments. Within each province and territory, there are numerous municipalities, each with a local government. In this context, responsibility for cultural heritage conservation in Canada is shared among these three levels of government. Specifically, the federal government is responsible for the protection and management of the cultural heritage resources that it owns, for example national historic sites managed by Parks Canada or heritage buildings owned by government departments. Provincial and territorial governments have responsibility for legislating the protection and management of cultural heritage resources within their jurisdictions and for regulation of private property, including property with particular heritage value. Municipal governments have the authority to regulate and manage planning and development at the local level, within the context of relevant provincial or territorial legislation, which provides the municipal government with the ability to shape heritage conservation locally.

In recognition of this reality, the relevant federal, provincial and municipal government entities with responsibilities for the nominated property, along with key stakeholders and partners, have developed appropriate measures for the protection and management of the nominated property. They have signed a *Memorandum of Understanding on the Governance of the Nominated Property* (Appendix 2G) that ensures cooperative management of the property and creates a Grand Pré World Heritage Site Stewardship Board that will act as the site manager if the nominated property is successfully inscribed on the World Heritage List. Further, they have jointly developed a management plan for the nominated property (see section 5.e.) that provides an overarching framework to guide their work in protecting and interpreting the nominated property. Each regulatory authority with jurisdiction in the nominated property retains the ultimate

authority to make decisions about activities and plans that apply to the nominated property. The *Memorandum of Understanding* confirms the commitment from these regulatory authorities to support the principles and goals of the management plan for the nominated property and to work together with the Grand Pré World Heritage Site Stewardship Board to protect the property's proposed outstanding universal value.

The mandate of the Stewardship Board, as described in the *Terms of Reference - Grand Pré World Heritage Site Stewardship Board* (Appendix 2G), is to ensure a coordinated management approach between all jurisdictions, provide technical advice on the protection of the property's outstanding universal value, promote the property's outstanding universal value, engage the stakeholders in the stewardship of the property, and coordinate the reporting on the property's condition. The regulatory authorities agree, through the terms of the *Memorandum of Understanding* which creates the Stewardship Board, to provide mechanisms to consult and receive recommendations from the Board on issues pertaining to the management of the World Heritage Site and on means to protect its outstanding universal value.

The Stewardship Board will be composed of residents, Acadian representatives, representatives from the three levels of government, and other representatives of stakeholders or communities of interest. The Stewardship Board will be assisted in its work by a Secretariat and a Site Management Coordinator whose mandate is to coordinate the management of the nominated property. The Stewardship Board will rely on three sources of expertise to provide advice on matters of protection, promotion, and education. The first is a Technical Advisory Committee, which will provide professional advice on matters pertaining to the protection of the dykelands and of the memorials. The second is the Education and Marketing Committee, which will provide direction and coordination between partners for matters

relating to interpretation, promotion, marketing, and education. The third will be a variety of outside sources of expertise in government agencies, non-governmental organizations, and consultancies when required.

The Stewardship Board will operate under a 10-year vision described in the *Strategic Plan – Grand Pré World Heritage Site Stewardship Board* (Appendix 5A), reviewed every five years, with yearly reports on conditions and activities.

Community members, local residents, and Acadians have all embraced the World Heritage nomination process. They have led the process through their participation in the Advisory Board for Nomination Grand Pré, by contributing to working groups, and by sharing insights into agricultural life in Grand Pré and the significance of the landscape for the identity of a people. They have shown, and continue to exemplify, commitment to the long-term protection of the nominated property.

Chapter 5 describes in detail the respective roles and responsibilities of the Parks Canada Agency, the Province of Nova Scotia, and the Municipality of the County of Kings for the protection and management of the areas of the nominated property under their jurisdiction, and the means by which they will cooperate and work with the Grand Pré World Heritage Site Stewardship Board to ensure the protection of the nominated property as a whole.

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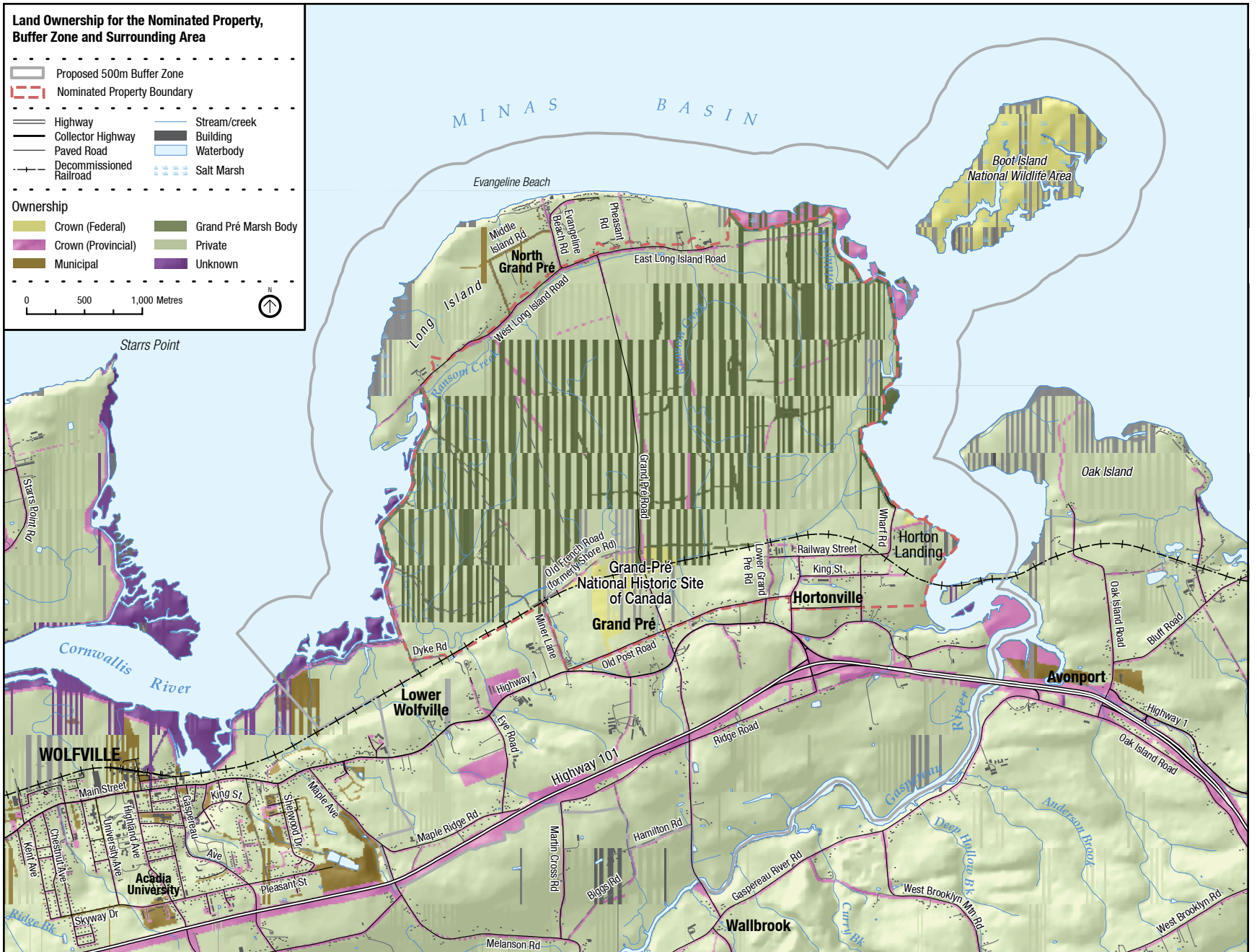
### 5.a. Ownership

There are four main categories of land ownership for the nominated property: Federal Crown land, Provincial Crown land, Grand Pré Marsh Body owned land, and private land. Private ownership accounts for the majority of the land at 92.63 per cent. Federal Crown land accounts for 1.92 per cent of the nominated property and consists of three sites owned by the Parks Canada Agency: Grand-Pré National Historic Site of Canada, Horton Landing (the site commemorating

the Deportation of the Acadians and the arrival of the New England Planters) and the Historic Sites and Monuments Board of Canada plaque commemorating the Attack at Grand Pré in the Hamlet of Grand Pré. Provincial Crown land accounts for 3.09 per cent and consists of all roads in the Hamlet of Hortonville and Grand Pré and several roads on the dykelands. The rest of the roads on the dykelands, along with a small piece of land east of the centre of the nominated property, are owned by the Grand Pré Marsh Body. The Grand Pré Marsh Body owns 2.36 per cent of the land. Map 8: *Land Ownership for the Nominated Property, Buffer Zone and Surrounding Area* shows ownership in the nominated property.

The nominated property is managed under various legislation, both federal and provincial, to ensure the protection of the dykelands, agricultural use, archaeological resources, and the memorials. This complex ownership and legislative environment requires a coordinated approach to protect the nominated property. Lands with no clear ownership may be managed, depending on their location, under the authority of provincial legislation, the Grand Pré Marsh Body, and the County of Kings municipal plan.

A *Memorandum of Understanding* (Appendix 2G) has been signed by the federal, provincial, and municipal governments, along with local agencies to establish the governance structure for the nominated property. The property will be managed through the Grand Pré World Heritage Site Stewardship Board under agreements with the Municipality of the County of Kings, the Province of Nova Scotia, Parks Canada, the Kings Regional Development Agency, the *Société Promotion Grand-Pré Inc.*, the Grand Pré Marsh Body, and the Grand Pré and Area Community Association. The Stewardship Board's mandate is to ensure the implementation of the management plan through a coordinated management approach between all jurisdictions, promotion of the property's outstanding universal value, engagement of the stakeholders in the stewardship of the property, and reporting on the condition of the property.



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## 5.b. Protective designation

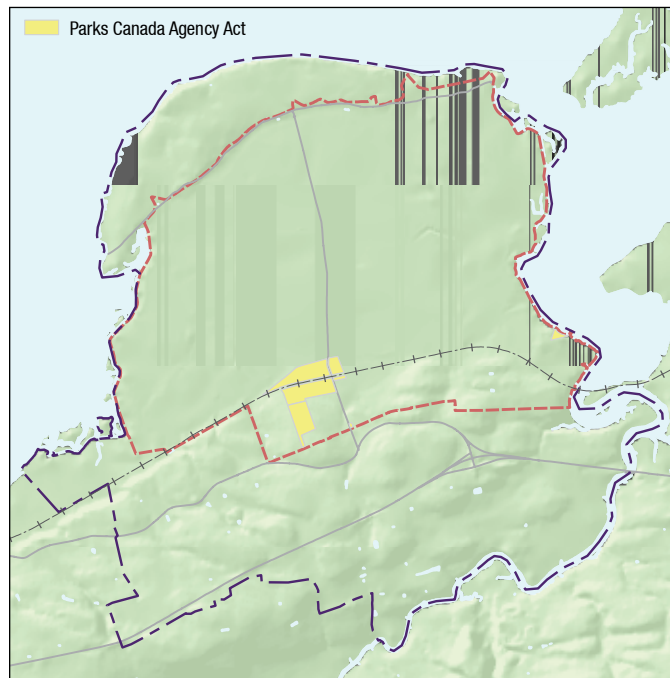
Three levels of government have jurisdiction over various parts of the nominated property. At the federal level, national historic sites owned by the Government of Canada through the Parks Canada Agency are established under the *Canada National Parks Act* (Appendix 3A) and protected under the *Parks Canada Agency Act's National Historic Sites Order* (Appendix 3D) and its regulations. At the provincial level, archaeological sites are protected under the *Special Places Protection Act* (Appendix 3K), administered by the Nova Scotia Department of Tourism, Culture and Heritage. The dykelands are protected under the *Agricultural Marshland Conservation Act* (Appendix 3F) and its regulations, as well as by municipal zoning that prevents permanent structures. The municipal zoning bylaws, as defined in the *Grand Pré and Area Community Plan* (Appendix 2), regulate activities and development on the land not covered by the *Agricultural Marshland Conservation Act*. The uplands are managed under the municipal bylaws, as defined in the *Grand Pré and Area Community Plan*. Additional provincial acts protect regions within the buffer zone, including the *Beaches Act* (Appendix 3G) and the *Cemeteries Protection Act* (Appendix 3H).

## 5.b.i. Parks Canada Agency Act (1998) (Canada)

The Government of Canada, through the Parks Canada Agency, owns a selected number of parcels of land within the nominated property, including Grand-Pré National Historic Site of Canada (NHSC), the site of the commemoration of the Attack at Grand Pré, and Horton Landing. The Parks Canada Agency administers these properties under the authority of the *Parks Canada Agency Act* (Appendix 3D). Since these properties are owned by the Government of Canada and commemorated as national historic sites, all their elements of national historic significance, including those related to the outstanding universal value of the nominated property, are protected under federal legislation and policy. As stated, the purpose of this Act that applies to the outstanding universal value of Grand Pré is:

- to protect the nationally significant examples of Canada's natural and cultural heritage in national parks, national historic sites, national marine conservation areas and related heritage areas in view of their special role in the lives of Canadians and the fabric of the nation;
- to present that heritage through interpretive and educational programs for public understanding, appreciation and enjoyment, both for international visitors and the Canadian public, thereby enhancing pride, encouraging stewardship and giving expression to our identity as Canadians;
- to carry out Canada's international obligations and agreements to protect, conserve and present that heritage and to contribute towards the protection and presentation of the global heritage and biodiversity;
- to ensure the commemorative integrity of national historic sites;
- to commemorate places, people and events of national historic significance;
- to manage visitor use and tourism to ensure both the maintenance of ecological and commemorative integrity and a quality experience in such heritage and natural areas for this and future generations.

Pursuant to the *Parks Canada Agency Act* (Appendix 3D), the agency's *Guiding Principles and Operational Policies* (Appendix 4B) provide detailed direction for the national program of natural and cultural heritage protection. The *Cultural Resource Management Policy* and the *National Historic Sites Policy* are part of the *Guiding Principles and Operational Policies*. The *Parks Canada Agency Act* requires the agency to implement them as they relate to the protection and management of protected heritage areas, including those that are included in the nominated property.



**Map 9** Land Within the Nominated Property Managed under the *Parks Canada Agency Act*

#### 5.b.ii. *Canada National Parks Act (2000)* (Canada)

The *Canada National Parks Act* (Appendix 3A) enables the establishment of National Historic Sites of Canada (NHSC) under the *National Historic Sites Order*, in order to “(a) commemorate a historic event of national importance; or (b) preserve a historic landmark, or any object of historic, prehistoric or scientific interest, that is of national importance” (42).

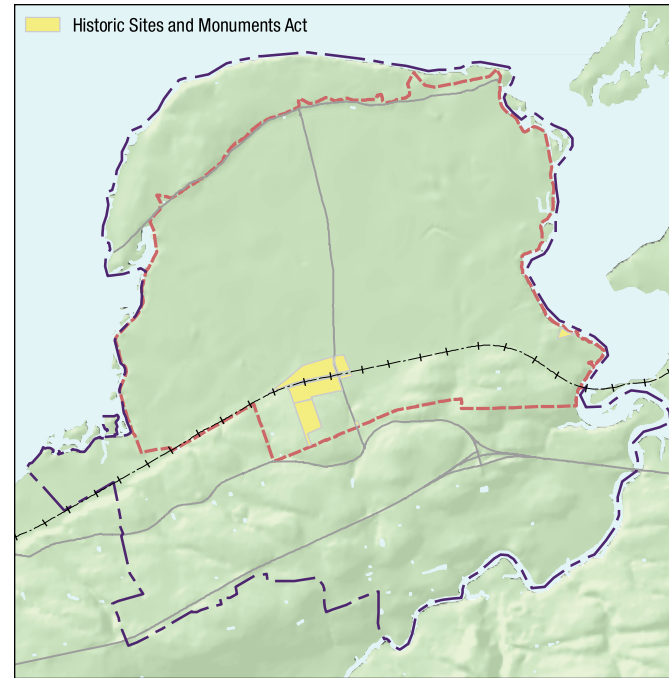
The Parks Canada Agency is responsible for administering 158 NHSC. Of these 158 sites, 51 are included under the *National Historic Sites Order*, pursuant to subsections 42(1) and (3) of the *Canada National Parks Act*. This is the highest level of protection afforded to a national historic site. Grand-Pré NHSC is included under that Order, meaning that it is regulated under the *National Historic Parks General Regulations* part of that Act, the *National Historic Parks Wildlife and Domestic Animal Regulations*, and other relevant federal and provincial legislation. The Regulations allow for the management of various activities within the national historic site including the removal of historic objects, building and maintenance of services and facilities, use of vehicles within the park, and authorizations to enter the park.

### 5.b.iii. Historic Sites and Monuments Act (1985) (Canada)

Within the boundaries of the nominated property, four historic places of national historic significance commemorated under the authority of the *Historic Sites and Monuments Act* (Appendix 3C) are administered by the Parks Canada Agency. Within the buffer zone, there are two historic places of national historic significance commemorated under the same Act. As stated in the Act, a historic place includes “a site, building or other place of national historic interest or significance, and includes buildings or structures that are of national interest by reason of age or architectural design.”

The Grand-Pré National Historic Site of Canada and the Grand-Pré Rural Historic District National Historic Site of Canada are sites of national historic significance within the nominated property. The Covenanter Church is the only site of national significance within the buffer zone.

The Historic Sites and Monuments Board of Canada’s plaque commemorating the Arrival of the Planters at Horton Landing and the plaque commemorating the Attack at Grand Pré are locations of the commemoration of events of national historic significance. These historic places are owned by the Parks Canada Agency, but, because they are not sites as defined by the Act, only the policies relating to cultural resource management apply and not policies that apply to national historic sites.



Map 10 Land Within the Nominated Property Managed under the *Historic Sites and Monuments Act*

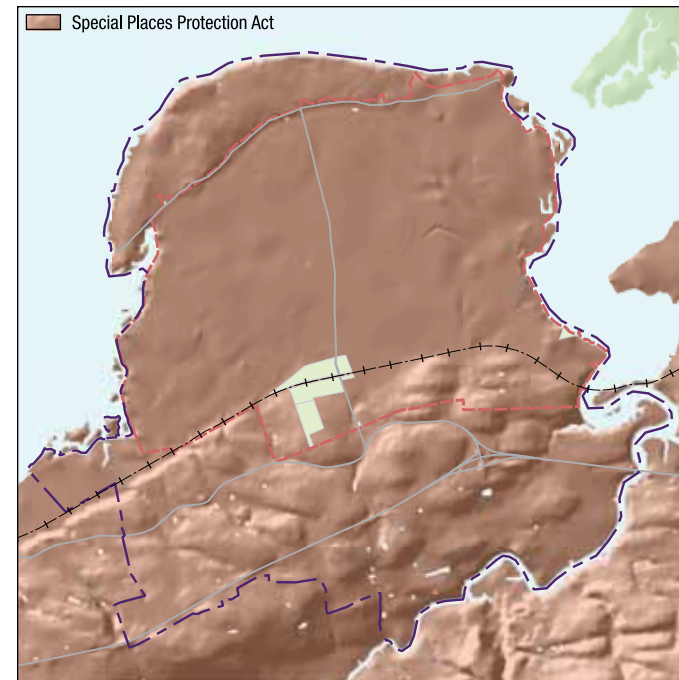
#### 5.b.iv. Special Places Protection Act (1989) (Nova Scotia)

The *Special Places Protection Act* (Appendix 3K) aims to provide for the preservation, protection, regulation, exploration, excavation, acquisition and study of important archaeological, historical and paleontological sites and remains, including those underwater throughout Nova Scotia. The Heritage Division of the Nova Scotia Department of Tourism, Culture and Heritage administers and enforces the Act by overseeing the protection of all sites and remains in the Province, managing the Heritage Research Permit system, and designating outstanding heritage sites as “Protected Sites.”

No part of the nominated property is designated a Protected Site under the Act. Nevertheless, the Act applies to the nominated property in terms of the protection of all archaeological and historical resources found within it, except those on federal lands. The Act states that no person shall knowingly destroy, desecrate, deface or alter archaeological or historical remains whether designated or not, unless he or she holds a heritage research permit to excavate the site. Should new construction or any modern intervention put pressure on an archaeological site, the Act requires that mitigation measures be carried out. The Act indicates that the developer may be required to cover the costs of any mitigation measures. Penalties are considered for anyone who contravenes the Act.



5-1 Archaeology on the nominated property falls under the jurisdiction of the *Special Places Protection Act*. This work was undertaken with a permit from the Special Places Program.



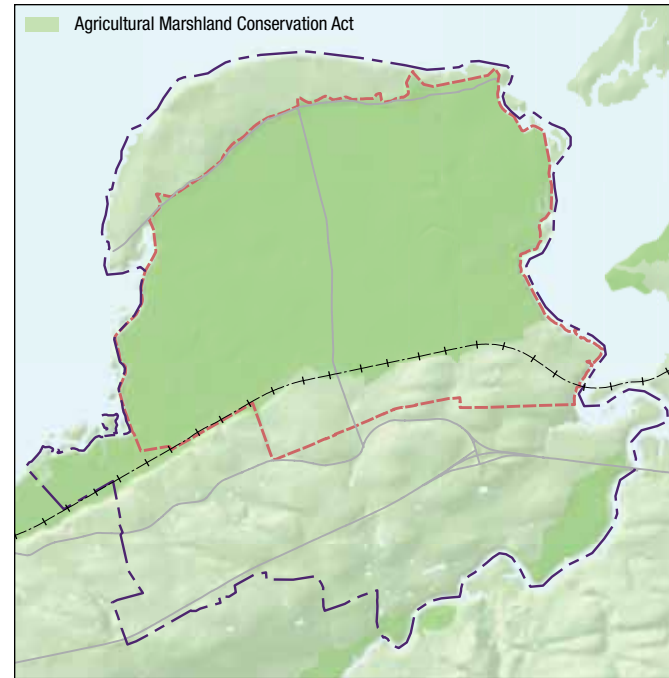
Map 11 Land Within the Nominated Property Managed under the *Special Places Protection Act*



5.b.v. Agricultural Marshland Conservation Act (2000)  
(Nova Scotia)

The Nova Scotia Department of Agriculture is responsible for the application of the *Agricultural Marshland Conservation Act* (Appendix 3F). The purpose of the Act is to identify and protect those lands that “are subject to periodic flooding.” The Minister responsible for the Act may construct works described in the Act as “dykes, *aboiteaux*, breakwaters, canals, ditches, drains, roads and other structures, excavations and facilities for the conservation, development, improvement or protection of marshland to a standard appropriate for agricultural purposes.” The Act protects approximately 1220 hectares of the dykelands at Grand Pré.

The *Agricultural Marshland Conservation Act* sets out the responsibilities to create, maintain, operate, rebuild, and repair the dykes and other works. The Act establishes a Commission that advises the Minister on matters related to the conservation and protection of marshland and its development and maintenance. The Act also allows for the creation of marsh bodies whose authority and responsibilities consist of (a) acquiring, using, selling and leasing real and personal property, (b) constructing, reconstructing, reconditioning, repairing, maintaining, conducting and operating works, (c) entering into agreements with the Minister or other persons for the construction, reconstruction, reconditioning, repairing, maintenance, conduct or operation of works, (d) subject to the approval of the Commission, making rules respecting works and land within or affecting the marshland section, and (e) raising money for its purposes by borrowing or by the levying of rates pursuant to the Act.



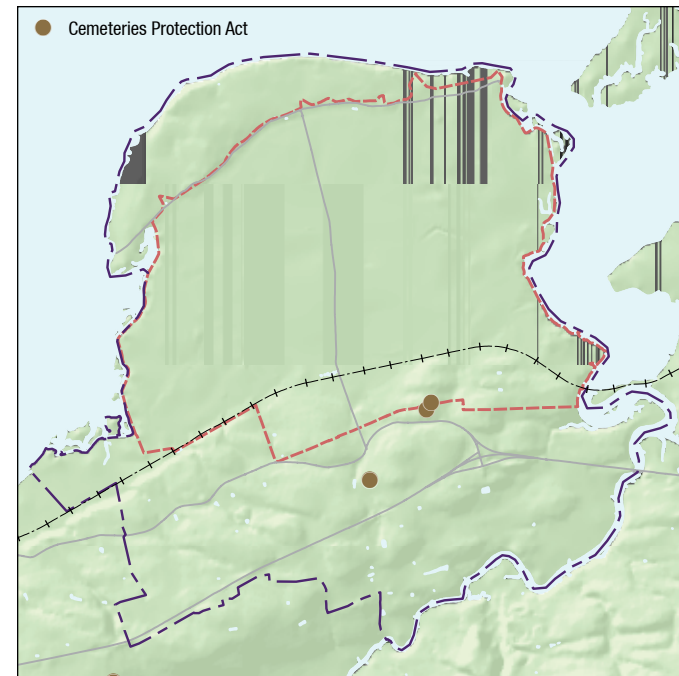
Map 12 Land Within the Nominated Property Managed under the *Agricultural Marshland Conservation Act*

#### 5.b.vi. Cemeteries Protection Act (1998) (Nova Scotia)

The *Cemeteries Protection Act* (Appendix 3H) is administered by the Nova Scotia Department of Tourism, Culture and Heritage. It refers to any land that is set apart for the burial of human remains and includes all active and non-active cemeteries.

The purpose of the *Cemeteries Protection Act* is to prohibit the use of burial lands for any purpose other than burial or placement of human remains or memorialization. Pursuant to the Act, it is considered an offence for anyone to desecrate, damage, or destroy a cemetery. The Act applies only to known cemeteries; however, if remains are found outside of a known cemetery, this Act then applies. For example, if the mass grave of the British soldiers who died during the 1747 attack at Grand Pré, or the graves of the British officers, Colonel Noble and his brother, are found, then the *Cemeteries Protection Act* will apply to those sites.

The nominated property has one known non-active cemetery to which this Act applies. The Lower Horton Cemetery, located on the north side of Old Post Road, has approximately 25 gravestones from 1793 to 1943 inclusive. In the buffer zone, there is one active and one non-active cemetery to which this Act applies. The active cemetery is located on the south side of Old Post Road across from the Lower Horton Cemetery, and the non-active cemetery is located next to the Covenanter Church on Grand Pré Road.



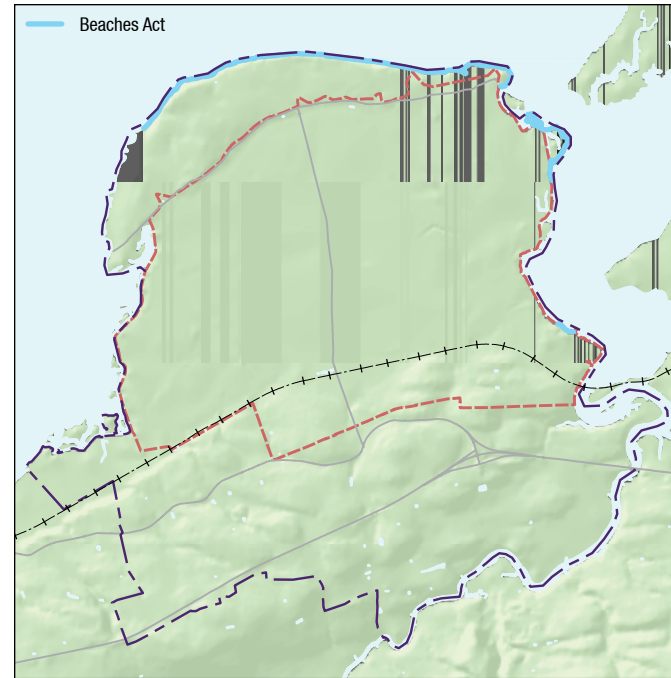
Map 13 Land Within the Nominated Property Managed under the *Cemeteries Protection Act*

### 5.b.vii. Beaches Act (1989) (Nova Scotia)

The Parks Division of the Nova Scotia Department of Natural Resources administers the *Beaches Act* (Appendix 3G). The Act aims to protect beaches and associated dunes as sensitive environmental and recreational resources, as well as to provide regulations and enforcement of land-use activities on beaches.

No beaches lie within the nominated property; however, the Evangeline Beach, in North Grand Pré, is within the buffer zone, as are other smaller beaches along North Grand Pré and Boot Island. This Act applies to all beaches along the coast.

The Act prohibits the removal or deliberate displacement of any aggregate material from the beach including sand, gravel, stone or other material; however, the Governor in Council may make regulations granting the leases, licences and permits for the removal of any aggregate material. The Act further permits the Governor in Council to make regulations regarding the protection of flora and fauna located on the beach, to restrict or regulate traffic by vehicles, vessels and pedestrians on the beach, and to restrict certain activities from occurring on a beach. Penalties for offences under this *Act* range from a minimum of \$50 to a maximum of \$2000.



Map 14 Land Within the Nominated Property Managed under the *Beaches Act*

### 5.b.viii. Municipality of the County of Kings: Municipal Planning Strategy (1992)

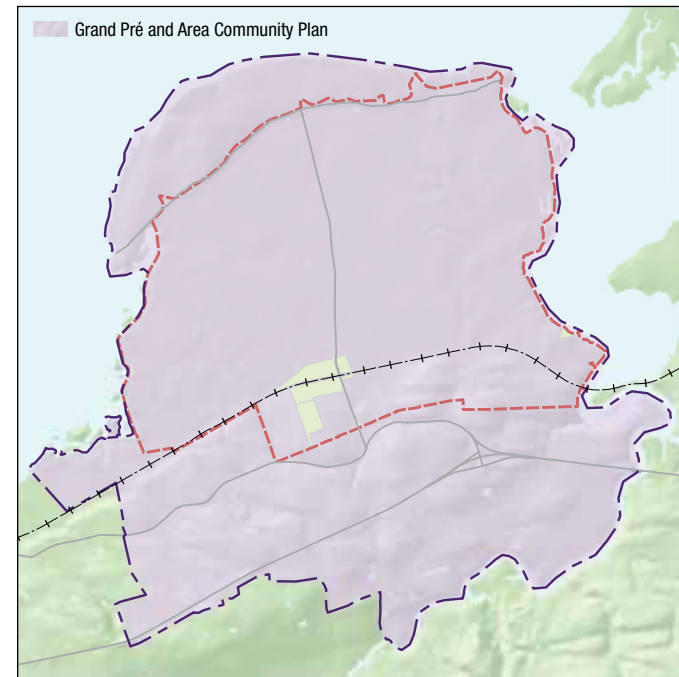
In accordance with Part VIII Section 212 of the *Municipal Government Act* (Appendix 3)) of the province of Nova Scotia, the Municipality of the County of Kings has developed a *Municipal Planning Strategy (MPS)* (Appendix 4D). The MPS consists of policy statements with respect to the use of the lands within the county, the provision of municipal services, and any other matter related to the physical, social or economic development of the county. The MPS, developed in 1979, recognizes the need to accommodate growth and preserve the agricultural resource base. It was amended in 1992, recognizing that each growth centre within the county has a unique character, and provides a selection of policies and options suitable for the unique character of individual growth centres. With respect to the nominated property, there are no areas considered “growth centres.”

The *Municipal Government Act* of Nova Scotia permits a municipality to establish committees to undertake research and public consultation and to provide recommendations to a municipal council with respect to the adoption of planning policies and bylaws. In 2008, the Municipality of the County of Kings, in concert with Nomination Grand Pré’s Advisory Board, began the process of amending the MPS further to include specific visions and policies for the communities of Lower Wolfville, Hortonville, North Grand Pré and Grand Pré. These approved amendments are identified in the *Grand Pré and Area Community Plan* (Appendix 2j).

In developing the *Grand Pré and Area Community Plan*, the Municipality of the County of Kings worked with the Grand Pré and Area Community Association and the wider community to develop a plan that reflects the needs and desires of the community, with the objective to develop the “vision that the community has for its future in a landscape of great environmental, cultural, and historical significance” (Terms of Reference, 2008). The general policy that comes out of the *Grand Pré and Area Community Plan* is that Council shall be guided by the policies and vision that are identified in the *Grand Pré and Area Community Plan* when making decisions that impact the lands within

the *Grand Pré and Area Community Plan* boundary. The vision statement for the *Grand Pré and Area Community Plan* is:

The Grand Pré and Area communities work together with a shared interest in sustaining a healthy rural setting by conserving our culture, environment, and agricultural landscape. In defined areas, the larger community provides opportunities for community growth, agriculture, the recreational use of shared open space, and local business.



Map 15 Land Within the Nominated Property Managed under the *Grand Pré and Area Community Plan*

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### 5.c. Means of implementing protective measures

Three levels of government and various other authorities manage various components that make up the nominated property. Each authority has mechanisms and resources in place to review proposals, plan for them, implement activities, and monitor changes. These mechanisms will be used to ensure the conservation of the property's outstanding universal value if it is successfully inscribed on the World Heritage List. The Grand Pré World Heritage Site Stewardship Board will play an essential role in implementing measures to manage the nominated property. Whenever it is consulted by one of the authorities, the Board will provide an overall analysis of impacts on the outstanding universal value of the property to ensure coordination among the various authorities' mechanisms and resources.

#### 5.c.i. Federal jurisdiction

##### Parks Canada Agency

National historic sites administered by Parks Canada are managed with a long-term vision through management plans. These plans are mandated by law and are required to be reviewed every five years. Management plans are approved by the Minister responsible for Parks Canada and provide the framework for decision-making on the site on issues relating to the protection of resources, education, and visitor experience. The *Grand-Pré National Historic Site of Canada Management Plan* (Appendix 2I) is expected to be tabled in Parliament in 2011.

In addition, everyday activities and special projects are designed and carried out in accordance with Parks Canada's *Cultural Resource Management Policy* (Appendix 4B) to ensure the respect and maintenance of historic values. These activities and projects are implemented with various directives, manuals, and guidelines related to archaeological resource management, impact assessments, and conservation. Interventions on cultural resources are planned and implemented by internal and contracted resources in accordance with the *Cultural Resource Management Policy* and the *Standards and Guidelines for the*

*Conservation of Historic Places in Canada* (Appendix 4G). Impact assessments are implemented in accordance with internal directives and the *Canadian Environmental Assessment Act* (Appendix 3B).

The Government of Canada's Treasury Board *Policy Framework for the Management of Assets and Acquired Services* (Appendix 4A) governs the management of federal assets, such as buildings. This Framework applies to the Memorial Church at Grand-Pré National Historic Site of Canada and lays out principles for managing such assets.

Parks Canada monitors and reports on the condition of its national historic sites in various ways. The Commemorative Integrity Evaluation assesses the condition of cultural resources, the effectiveness of communicating related messages, and the implementation of appropriate practices for managing cultural resources. The Visitor Experience Assessment provides insight into the different aspects of a visitor's experience, from trip planning to onsite services and programs. Annual stakeholder reports on management-plan implementation are also prepared. Starting in 2009, and every five years after that, a *State of the Site Report* compiles all the available information on the site's condition and is made available to the public.

Expert resources in archaeology, history, architecture, and planning are available internally or through Public Works and Government Services Canada to ensure the proper design and implementation of activities and structures.

#### 5.c.ii. Provincial jurisdiction

##### Department of Agriculture

The Department of Agriculture's Resource Stewardship Division has the expertise to implement the provisions of the *Agricultural Marshland Conservation Act* (Appendix 3F). The Division's Land Protection Section is responsible for maintenance work on the system of tidal dykes in Nova Scotia. This Section also provides advice to dyke landowners on improving drainage systems on the dykeland (see Figure 5-2). The Department of Agriculture manages the planning for all work on dykes, *aboiteaux*, and drainage. The department also implements and supervises the work.



5-2 The Department of Agriculture works with landowners to improve drainage on the dykelands.

Drainage is maintained by both the Department of Agriculture and the Grand Pré Marsh Body. The department oversees the maintenance of main outlet drainage. In certain circumstances, costs are shared with the Grand Pré Marsh Body through the Main Outlet Drainage Program, which has been renewed annually for the past four years. Costs can also be shared for the maintenance of roads.

The Aboiteau Superintendent for Grand Pré, one of four Aboiteau Superintendents employed by the Nova Scotia Department of Agriculture, is responsible for assessing the work that needs to be performed based on his annual site visits or following major storm events. Based on the superintendent's verbal report, the departmental engineer allocates resources to perform the work. The engineering staff provides the department with design capacity; however, most work is contracted to private contractors. As of 2009, the departmental budget for the maintenance of all dykes in Nova Scotia is approximately \$1.1 M, with \$500 000 directly allocated to maintenance and repairs.

Other activities or building of infrastructure on the dykeland require a variance permit. Variances for development in a dykeland may be authorized by permit by the Marshland Administrator.

However, these are rare. Permits are not issued if the development substantially interferes with drainage or other work in a way that negatively affects the existing agricultural activity or the agricultural potential of the dykeland section, or is contrary to any applicable municipal land-use bylaw or rules of a marsh body. If a variance is authorized, notice is given to the marsh body and to the municipality.

Coastal erosion is not monitored formally other than through the Aboiteau Superintendent's annual visual assessment.

#### Department of Tourism, Culture and Heritage

Planning for archaeological and non-federal heritage resources falls under the authority of the Province of Nova Scotia's Department of Tourism, Culture and Heritage. It is carried out by the Special Places Program, which is responsible for maintaining the inventory of archaeological resources, issuing heritage research permits, and providing advice on the management of archaeological and historical sites and remains. The curatorial staff of the Nova Scotia Museum provides support for these functions.

Currently, the Special Places Program relies on a variety of triggers to identify potential impacts to archaeological sites. As the *Special Places Protection Act* (Appendix 3K) specifies that no person shall knowingly destroy an archaeological site, the Special Places Program is responsible for developing and implementing policies, guidelines and procedures to manage that aspect of the Act. A manager for the Special Places Program is responsible for this.

#### Department of Transportation and Infrastructure Renewal

Planning for public road maintenance and upgrades is carried out by the Department of Transportation and Infrastructure Renewal. For major projects, an environmental-impact assessment is required and provides a mechanism for stakeholders to express concerns and provide input.

### 5.c.iii. Municipal jurisdiction

Development and land use in the nominated property, excluding federal and provincial land, are managed through the municipal zoning and bylaws of the Municipality of the County of Kings. The municipality's planning department maintains planning capacity to review proposals, develop policies, and assist project proponents (see Figure 5-3). The municipality maintains the staff to review projects as they relate to the municipal heritage conservation district.



5-3 Community members participate in the workbook consultation session to create the *Grand Pré and Area Community Plan*.

Development is managed to support community needs while recognizing the intrinsic value of the nominated property. Thus the municipality focuses on maintaining the integrity of the resources and protecting the agricultural identity of the community. Control over development is assured, as most of the area is zoned as an agricultural district. This sets the framework to determine acceptable

development. The *Grand Pré and Area Community Plan* (Appendix 2J) does not allow large-scale wind turbines within the Grand Pré and Area Plan Boundary. Municipal Council has consistently demonstrated its commitment to protecting agricultural land; the current *Grand Pré and Area Community Plan* reinforces this commitment. The *Municipal Planning Strategy* (Appendix 4D) exemplifies that long-term commitment.

### 5.c.iv. Grand Pré Marsh Body

The Grand Pré Marsh Body typically plans work around major drainage and ditches. It also plans work on roads that are not managed by the Department of Transportation and Infrastructure Renewal.

### 5.c.v. Grand Pré World Heritage Site Stewardship Board

The Grand Pré World Heritage Site Stewardship Board will be the site manager of the nominated property. As such, it will be accountable, along with the other authorities, for managing the nominated property. This Board will come into existence in the event of a successful inscription of the nominated property by the World Heritage Committee. It will be supported by two committees: a Technical Advice Committee, and an Education and Marketing Committee, both of which will be formed upon successful inscription. The Board will include representatives from communities of interest – Acadians and local representatives – and will ensure that these groups are engaged in the protection of the World Heritage Site.

The *Strategy for the Management and Conservation of Archaeological Heritage in the Landscape of Grand Pré* (Appendix 2B) is a document for the management of the nominated property that ensures a holistic approach to managing its archaeological heritage with a focus on its outstanding universal value. Both the federal and the provincial authorities have endorsed it.

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#### 5.d. Existing plans related to the municipality and region in which the nominated property is located

Various plans and guiding documents from the Parks Canada Agency, the *Société Promotion Grand-Pré*, the Nova Scotia Department of Agriculture, the Municipality of the County of Kings, and Nomination Grand Pré provide direction and management for various aspects concerning the nominated property. The plans are summarized below, and full copies are appended.

**Grand-Pré National Historic Site of Canada Management Plan (2011)**  
*Grand-Pré National Historic Site of Canada Management Plan* (Appendix 2I) was prepared by the Parks Canada Agency and complies with the *Parks Canada Guide to Management Planning*. It provides an integrated approach to implementing Parks Canada's mandate for protecting heritage resources, facilitating opportunities for visitor experience, and fostering public appreciation and understanding of this historic place.

The management plan provides guidance for the site for the next 10 to 15 years. The plan's key objectives are (1) to enhance visitors' experience through direct contact with relics from the past and interaction with the services and activities of the present; (2) to enhance the shared stewardship of Grand-Pré National Historic Site of Canada through partnering opportunities; and (3) to change the perception of what Grand-Pré National Historic Site of Canada is to local communities and the greater Annapolis Valley residents, reconnecting it to their everyday lives and thereby increasing its relevance.

#### **Parks Canada Northern New Brunswick Field Unit Business Plan (2010/2011–2014/2015)**

The Grand-Pré National Historic Site of Canada and the Parks Canada administered property at Horton Landing are managed by the Northern New Brunswick Field Unit of Parks Canada. The Field Unit manages Parks Canada's relations with the Acadian community in Atlantic Canada. The *Northern New Brunswick Field Unit Business Plan* (Appendix 5B), valid from 2010/2011 to 2014/2015, outlines the total

annual operating budget for the Grand-Pré National Historic Site at \$512 300 with annual revenue of \$117 000.

In conjunction with the business plan, the Field Unit identified performance expectations with targets for various site-specific program activities at Grand-Pré National Historic Site of Canada. These include meeting a target of 40 017 visitors during the 2011–2012 period and improving commemorative integrity by 2013.

#### **Société Promotion Grand-Pré Business Plan (2010)**

The *Société Promotion Grand-Pré Business Plan* (Appendix 5D) serves as a guiding document for managing the not-for-profit organization and its work at Grand-Pré National Historic Site of Canada. Its objectives include working with Parks Canada to deliver visitor services at the national historic site, supporting the Grand Pré World Heritage Site nomination, creating partnerships with other historic sites that are significant to Acadians, developing projects with corporate sponsors, establishing a governance system, improving tourist and media promotion strategies, and supporting other endeavours of the Acadian community.

#### **Nova Scotia Department of Agriculture Business Plan (2009–2010)**

The Nova Scotia Department of Agriculture's mandate is to promote, support and develop the agriculture and food industries in the province. The department's *Business Plan* (Appendix 5C) identifies four core business areas in which it will work with industry and other government partners to achieve the objectives of each core business area. These four core business areas are sustainable resource management, industry growth and development, responsible governance, and education and lifelong learning.

#### **Nova Scotia Department of Agriculture: Emergency Preparedness Plan**

The *Emergency Preparedness Plan* (Appendix 4C) is a province-wide plan that provides a detailed list of Department contacts, dyke locations, and heavy-equipment contractors throughout the province. The Department of Agriculture maintains all dykes to an elevation that will prevent overtopping during normal tide conditions. However,



during extreme storm events, the dykes have a risk of breaching or overtopping. The Plan directs that dyke inspections, performed by Aboiteau Superintendents, other Department staff or the Department Engineer, be carried out a minimum of twice a year. Assessments are performed in the spring and in the fall, with additional inspections performed during or after all extreme storm events. As part of regular condition assessment but also for the purposes of emergency preparedness planning, the condition of the dykes and *aboiteaux* are observed by staff while performing annual maintenance work (see Figure 5-4). Any significant changes are noted, and protection plans are completed and assessed. Rock-protection requirements and estimates are performed at least once a year.



5-4 Breakwaters and rock facing on dykes mitigate the impact of storm surges.

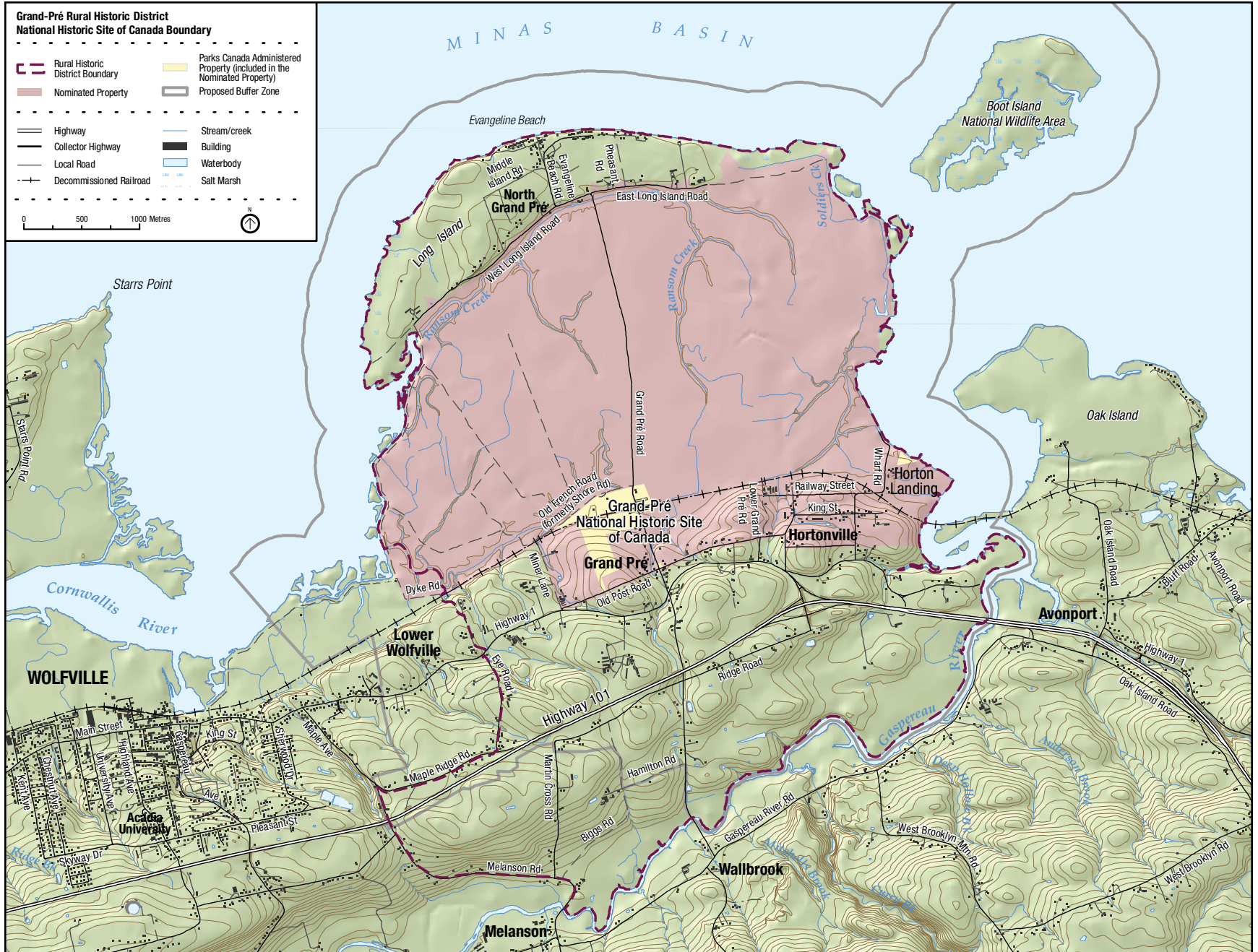
#### Grand Pré and Area Community Plan (2010)

The *Grand Pré and Area Community Plan* (Appendix 2J) is a municipal planning document prepared by the Municipality of the County of Kings. It is intended to provide a long-term plan for the four communities of the Grand Pré area: Grand Pré, Hortonville, North Grand Pré and Lower Wolfville. Developed in concert with the Grand Pré World Heritage Site nomination proposal, the plan has three objectives: to support the initiatives of the Grand Pré and area community; to protect Grand Pré and area as a unique cultural resource; and to provide opportunities for tourism development. Additional goals include sustaining the agricultural and business community, providing opportunities for recreation and residential growth where appropriate, and ensuring the conservation of healthy environmentally sensitive areas.

#### Grand Pré Heritage Conservation District: Plan, Bylaw and Guidelines (1992)

The *Grand Pré Heritage Conservation District: Plan, Bylaw and Guidelines* (Appendix 4E) was adopted by the Municipality of the County of Kings in 1992, and amended in 1995, to establish statutory protection of historic buildings. It was adopted to ensure the conservation of the pastoral setting and scenic character of the Grand Pré village and of the Historic Sites and Monuments Board of Canada (HSMBC) commemorated Grand-Pré Rural Historic District. *The Grand Pré Heritage Conservation District: Plan, Bylaw and Guidelines* contains administrative procedures as well as policy guidelines to encourage developers to make any new developments architecturally compatible with existing buildings, to enhance the attractiveness of Grand Pré as a tourist destination, and to help develop economic opportunities based on cultural tourism.

Map 16: *HSMBC Grand-Pré Rural Historic District Boundary* illustrates the boundary of the Rural Historic District.



Map 16

#### Kings Regional Emergency Readiness Plan

The Municipality of the County of Kings has an the *Kings Emergency Readiness Plan* (Appendix 4F) developed in accordance with the *Emergency Management Act* (Appendix 3I) of the Province of Nova Scotia. The plan is managed by the Emergency Management Coordinator, who is responsible for its review and implementation. First response relies on 13 volunteer fire departments that service the county. It is assisted through mutual aid agreements, if needed, by 16 neighbouring fire departments.

#### Tourism Strategy and Interpretation Framework (2010)

The *Tourism Strategy and Interpretation Framework for the Landscape of Grand Pré* (Appendix 2E) was developed by Nomination Grand Pré to provide an analysis of current tourism opportunities and a framework for tourism management and promotion in the Grand Pré area. It includes a tourism plan to manage visitors and a framework to guide the development of future tourism in the region if inscription is successful. It also assesses the overall effects and opportunities that an increase in tourism could have on the local community. The direction in this strategy complements and builds on existing tourism infrastructure in the area. This framework will serve as the foundation for an interpretation plan in the event of a successful inscription.

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#### 5.e. Property management plan or other management systems

Each regulatory authority has a management plan or policies that guide its activities and decision-making. These documents focus on the implementation of their respective mandates and apply only to the areas of the nominated property under their authority. To ensure the effective protection of the entire nominated property, the regulatory authorities jointly developed a management plan in cooperation with stakeholders.

The goal of the *Management Plan for the Landscape of Grand Pré* (Appendix 2A) is to ensure that the outstanding universal value of the nominated property and the attributes that support it are preserved for present and future generations. The *Management Plan* serves as an

overarching management framework to guide the protection, conservation and presentation of the nominated property in a cohesive way, both for the Grand Pré World Heritage Site Stewardship Board and for the responsible authorities. It places great importance on maintaining a vibrant agricultural community anchored in an agricultural tradition that has evolved over 300 years, and on maintaining the intrinsic values that make this place significant for the Acadian community.

The *Management Plan* provides shared principles, goals and objectives for the regulatory authorities and the stakeholders involved in the protection and interpretation of the property. It also builds on each authority's responsibilities, processes, and policies to ensure a collaborative approach for sharing information and decision-making for the property's long-term conservation. The management plan is implemented through the plans and policies of each regulatory authority and through the strategic plan guiding the work of the Grand Pré World Heritage Site Stewardship Board. *The Management Plan for the Landscape of Grand Pré* (Appendix 2A) is appended as a separate document. Listed below are the Management Plan's Principles, Goals and Objectives.

#### Principles, Goals and Objectives

##### Principles for managing the proposed property:

**Principle 1:** Management of the nominated property will meet or exceed World Heritage standards regardless of inscription.

**Principle 2:** The primary focus of the *Management Plan* is to address issues directly related to the management and conservation of the site's outstanding universal value and attributes by providing a framework for advice from the Stewardship Board and for decision-making for the regulatory authorities.

**Principle 3:** The *Management Plan* recognizes that the nominated property is set within an active agricultural community where people continue to live and work. People have created, lived and worked on this land for generations and have been responsible stewards of the land. The *Management Plan*

also recognizes that this is an area of great importance for the Acadians, who have a strong emotional attachment to it.

**Principle 4:** Management of the nominated property in relation to World Heritage guidelines will be a shared responsibility between the different owners, communities, and government agencies with regulatory responsibilities for the nominated property. The *Management Plan* recognizes that actions undertaken by an owner, community, or government agency with regulatory responsibilities may have a detrimental impact on the nominated property, and that communication, coordination, and collaboration are essential to its long-term protection.

**Principle 5:** Management and protection will be delivered through existing boards, bodies, and government authorities, supplemented by technical advice, interpretation, and education from the Stewardship Board and procedures developed to accommodate a designated World Heritage Site.

The *Management Plan* requires regular review by the Grand Pré World Heritage Site Stewardship Board, as experience and other factors may influence the future direction of site management of the property. Once implemented, the Management Plan review will be on a six-year cycle, starting five years after the inscription.

#### Goals and objectives for managing the property:

**Goal 1:** *To provide for the protection, continuing community and agricultural use and appreciation of the nominated property by:*

- a. ensuring that agriculture remains a vibrant economic activity of the community;
- b. dedicating resources to the monitoring and maintenance of the dykes;
- c. preserving and enhancing the memorials reflecting the enduring importance of the area for the Acadians;
- d. nurturing ongoing research and filling the gaps in knowledge about the landscape and the people that inhabited it over the years;

- e. ensuring that the Grand Pré Marsh Body, as long-term steward of the marshlands, continues to play a significant role in the maintenance, use and protection of the marshlands;
- f. informing visitors to the community, through signage and brochures, of the need to be mindful that they are entering an active agricultural community; and
- g. working with the Grand Pré Marsh Body to ensure that visitors have access to the values of the site without interfering with the ongoing agricultural use of the marshland.

**Goal 2:** *To enrich the existing tourism destination by promoting wide recognition, understanding and appreciation of the educational and cultural values represented by the nominated property by:*

- a. developing programs, activities, tools, and interpretation that raise awareness of the importance of the landscape for the different communities, including the Mi'kmaq, the Acadians, and the descendants of the New England Planters;
- b. promoting visitation through regional, national and international media;
- c. ensuring that promotion of the site is managed responsibly in all aspects of publicity in relation to the nominated property in accordance with UNESCO guidelines;
- d. developing tools and interpretation on the history and importance of agriculture;
- e. continuing to raise awareness about the Acadian people and the way they overcame their forced migrations of the 18th century; and
- f. developing partnerships with existing World Heritage Sites.

**Goal 3:** *To instil a strong sense of shared community pride and stewardship in the protection, interpretation and promotion of the nominated property by:*

- a. providing for community input and encouraging community participation;
- b. engaging Acadian, local and other stakeholder communities in activities that celebrate the importance of the Grand Pré landscape;

- c. employing a governance model to ensure that the interests and concerns of local residents and the Acadian community are heard, discussed, and reflected in the advice to the different regulatory authorities; and
- d. ensuring that local and Acadian schools are provided sufficient information and opportunities to incorporate the experience at Grand Pré into their curriculum.

The following documents are management tools developed specifically for the management of the nominated property and involving more than one regulatory authority.

#### Strategy for the Management and Conservation of Archaeological Heritage in the Landscape of Grand Pré (2010)

The Archaeological Heritage Task Force prepared this strategy (Appendix 2B) as a framework for the collaboration among the three levels of government and stakeholders in managing the archaeological heritage of the Landscape of Grand Pré. The strategy relies on provincial and federal legislation and policies, but it outlines roles and responsibilities for implementing effective management of archaeological heritage for the Landscape of Grand Pré. It also acts as a framework for engaging municipal authorities, academic and research institutions, residents and other stakeholders in protecting the area's archaeological heritage.

#### Overview of Coastal Change Influences on the the Landscape of Grand Pré (2010)

This study (Appendix 6E) was carried out to improve understanding of how the area's coast is changing. The objectives of the study were to review coastal-management literature, coastal-change observations, and mitigation measures. The information reviewed was compiled from several sources, each with its own means for data collection and analysis. Sources include aerial photos and academic material (Acadia University, Dalhousie University), as well as municipal (Municipality of the County of Kings), provincial (Coastal Coalition for Nova Scotia, Nova Scotia Department of Agriculture) and federal reports (Environment Canada, Canadian Wildlife Services, Natural Resources

Canada, Parks Canada Agency). Results from this study are discussed at length in section 4.b.ii *Environmental pressures*.

#### Coastal Change Monitoring Plan for the Landscape of Grand Pré (2010)

This plan (Appendix 2D) outlines the monitoring program that will be implemented to track coastal changes taking place in the nominated property and buffer zone. It outlines the responsibility of various authorities, and sets up a monitoring program for measuring future coastal change in the area.

#### Risk Preparedness Framework for the Landscape of Grand Pré (2010)

This framework (Appendix 2C) addresses preparedness, emergency, and post-disaster measures to protect the cultural heritage of the nominated property from natural disasters. It serves to articulate the mechanisms in place at the nominated property at the federal, provincial, and municipal levels to deal with these kinds of emergencies. It does not replace or supersede existing plans where those are in place.

#### Implementation

The *Management Plan for the Landscape of Grand Pré* (Appendix 2A) is implemented by the regulatory authorities through two management plans, a number of policies, and by the Grand Pré World Heritage Site Stewardship Board through a strategic plan. The *Grand-Pré National Historic Site of Canada Management Plan* (Appendix 2I) applies to the lands owned and administered by the Parks Canada Agency and commemorated as Grand-Pré National Historic Site of Canada. The *Grand Pré and Area Community Plan* (Appendix 2J) is a plan of the Municipality of the County of Kings and regulates activities under municipal responsibility in the communities of Grand Pré, North Grand Pré, Hortonville, and Lower Wolfville. The regulations and policies of the Nova Scotia Department of Agriculture, Department of Tourism, Culture and Heritage, as well as the Department of Transportation and Infrastructure Renewal apply to the activities and plans they undertake. These documents reflect the goals of the

*Management Plan for the Landscape of Grand Pré*. The *Strategic Plan – Grand Pré World Heritage Site Stewardship Board* (Appendix 5A) applies to the coordination of management of the nominated property and to non-regulatory activities such as interpretation.

#### Grand-Pré National Historic Site of Canada Management Plan

The direction of the national historic site *Management Plan* (Appendix 2I) is compatible with the goals of the *Management Plan for the Landscape of Grand Pré*. It provides for the protection of memorials (Goal 1), plans for the management of tourism (Goal 2), and focuses on the need for partnership, stewardship and community pride in the management of the site (Goal 3).

#### Grand Pré and Area Community Plan (2010)

The *Grand Pré and Area Community Plan* (Appendix 2J) supports the goals of the *Management Plan for the Landscape of Grand Pré*. It recognizes the need to protect the continuing agricultural land and uses (Goal 1), celebrate and conserve local history (Goal 2), allow for the provision of tourism amenities (Goal 2), and to reflect the needs and desires of the community (Goal 3).

#### Nova Scotia Department of Agriculture

The Department of Agriculture has jurisdiction over the dykes, *aboiteaux*, dykelands and drainage at Grand Pré. Its policies ensure that the dykelands will continue to be used as farmland in accordance with the *Agricultural Marshland Conservation Act* (Appendix 3F). Along with the Grand Pré Marsh Body, they protect and maintain the agricultural land for future use (Goal 1).

#### Nova Scotia Department of Tourism, Culture and Heritage (Heritage Division)

The Heritage Division is responsible for archaeological sites outside of Parks Canada land. It administers the *Special Places Protection Act* (Appendix 3K), which requires that a person obtain a heritage research permit before excavating a site, and protects unknown or known archaeological resources. Protecting archaeological resources raises awareness of Acadian and local history (Goal 2), enriches the

area as a tourist destination (Goal 2), and encourages ongoing research into the history of the area (Goal 1). The Special Places Program also encourages educating members of the public about the potential for archaeological finds on their property (Goal 3).

#### Strategic Plan – Grand Pré World Heritage Site Stewardship Board (2010) (Appendix 5A)

The Grand Pré World Heritage Stewardship Board will be responsible for coordinating the management of the nominated property and implementing non-regulatory activities. Its mission is to “work cooperatively with each government authority and engage the communities to protect, promote, interpret, and foster the sustainable development of this outstanding area for present and future generations [on behalf of people of the world and of the communities that care for the Grand Pré and area landscape].” It relies on five key strategies to achieve its mission. The first three are to achieve the goals of the *Management Plan*, which are: 1) providing for the protection, continuing community and agricultural use and appreciation of the nominated property; 2) enriching the existing tourism destination by promoting wide recognition, understanding and appreciation of the educational and cultural values represented by the nominated property; and 3) instilling a strong sense of shared community pride and stewardship in the protection, interpretation and promotion of the nominated property. The two remaining strategies aim to foster economic, tourism, and agricultural opportunities for the stakeholder communities and to ensure the long-term sustainability of the Board itself.

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#### 5.f. Sources and levels of finance

Various sources of funding support the management of the nominated property, reflecting the range of expertise and responsibilities involved. These budgets cover principally the maintenance of the dykes, the *aboiteaux*, the drainage ditches, and the roads; the operations of the national historic site and other Parks Canada administered lands, including the conservation of the cultural resources,

visitor services, and interpretation; and the promotion of the key assets of the area.

Parks Canada is funded through allocations of the Parliament of Canada. Funds for the management of Grand-Pré National Historic Site of Canada, Horton Landing, and the commemoration of the Attack at Grand Pré are managed at the New Brunswick North Field Unit, which has an operating budget of \$512 300. Funds are directed towards staffing the maintenance group, protecting cultural resources, and maintaining assets. Non-operational activities and projects are funded through internal project-based funding and partnerships including with the Société Promotion Grand-Pré.

The Société Promotion Grand-Pré is responsible for visitor services, marketing and promotion. It receives funding from various government sources. Its basic operating budget from Parks Canada stands at \$220 000 to cover interpretation staff as well as marketing and promotional activities. In addition, the Société applies for funding from other government sources for various projects. In 2009–2010, the Société secured \$440 000 in supplementary funding.

The Department of Agriculture of the Province of Nova Scotia is funded through allocations from the Nova Scotia Legislature as reflected in the Province of Nova Scotia's budget. The Department allocates approximately \$1 M to the dykeland infrastructure program annually. These funds are dedicated to the maintenance and repair of dykes across the province based on urgency and priorities. In addition, a cost-sharing program is in place with marsh bodies for maintaining dyke roads and drainage. Costs are shared up to a total project value of \$20 000. There are various programs and funds that help support the agricultural industry through training, industry and business development, and marketing.

The Department of Transportation and Infrastructure Renewal is funded through allocations from the Nova Scotia Legislature as reflected in the Province of Nova Scotia's budget. Funds are invested in public road infrastructure according to priorities.

The Grand Pré Marsh Body collects a fee from individual landowners to contribute to the maintenance of the dykelands. The fee was increased in 2010 from \$5 to \$7 an acre (about half a hectare), generating about \$20 000 in revenue which is then, for the most part, reinvested into the maintenance of the ditches and the roads.

Finally, the Grand Pré World Heritage Site Stewardship Board will be supported by the three levels of government. This financial support, along with the expert resources provided by the three levels of government and partners, and the revenues from product sales, will adequately cover the needs of the Stewardship Board and ensure stable governance of the nominated property. Funding for special initiatives will be supported through applicable federal and provincial government programs as well as through private donations. Letters of funding support can be found in Appendix 10A.

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#### 5.g. Sources of expertise and training in conservation and management techniques

The Stewardship Board, in order to fulfill the responsibilities of site manager, will rely on the expertise of the Parks Canada Agency, the Heritage Division of the Nova Scotia Department of Tourism, Culture and Heritage, the Department of Agriculture, and the Grand Pré Marsh Body.

The Parks Canada Agency has a wide array of expertise available. Front-line professionals at the New Brunswick North Field Unit are supported by the technical expertise at the Atlantic Service Centre in Halifax, Nova Scotia. These specialists include planners, archaeologists, landscape architects, architects, interpreters, historians, ecologists, curators, and engineers. Field Unit staff also can call on conservation expertise from the federal Department of Public Works and Government Services. Staff from Parks Canada's National Office in Gatineau (Québec), and from the Atlantic Service Centre, provide training to the Field Unit staff to ensure that they can carry out their responsibilities according to internationally accepted standards.

The Heritage Division of the Department of Tourism, Culture and Heritage includes expertise in conservation, archaeology, and heritage management. That expertise is drawn from the Nova Scotia Museum and the Special Places Program. Regular training is available to ensure knowledge and practice of the latest techniques and principles.

The conservation expertise from both these agencies is available to the nominated property in support of its ongoing management

and of its governance structure. Both agencies are guided by a number of standards, guides, and guidelines that apply the highest standards recognized internationally.

Finally, both these agencies complement their expertise by drawing upon the in-depth knowledge of local farming landowners in maintaining the nominated property. An essential part of the management process is to ensure the development and implementation of proper management techniques for Grand Pré. The Department of Agriculture has expertise in dyke building, *aboiteaux*, drainage maintenance, and agricultural land use. The Marsh Body has expertise in dyke building, *aboiteaux* and traditional knowledge of how to work the land.

In the event of a successful inscription, the Grand Pré World Heritage Site Stewardship Board will be supported by a Technical Advisory Committee. This committee will be composed of experts from various disciplines and will be knowledgeable in the principles of the international charters on cultural heritage conservation. The objective of the committee will be to provide analysis and recommendations on matters pertaining to the protection of cultural heritage in the nominated property.

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## 5.h. Visitor facilities and statistics

### 5.h.i. Visitor statistics

In 2009, visitors to the Grand-Pré National Historic Site of Canada numbered approximately 30 535. Visitor numbers are down from approximately 62 000 in the late 1990s. This represents a 51 per cent decrease over the last decade. In general, this downward trend is noticed throughout Nova Scotia, due in part to the recession and the rise of the Canadian dollar relative to the American dollar. A recent study, entitled *Grand Pré: An Economic Impact Assessment of a UNESCO World Heritage Designation* (Appendix 6B), carried out by Acadia University for Nomination Grand Pré in 2009, indicates that a projected 6.2 per cent increase in visitation to the Grand-Pré National Historic Site of Canada will likely occur by 2012 if the Landscape of Grand Pré is

inscribed on the World Heritage list. This projected increase does not include visitors from Nova Scotia.

A recent Visitor Information Program (VIP) survey performed by the Parks Canada Agency in the summer of 2007 indicated that 31 per cent of visitors to the Grand-Pré National Historic Site of Canada are from Nova Scotia and 68 per cent of visitors are from outside the province. Of the visitors from outside Nova Scotia, 53 per cent are from non-Atlantic Canadian provinces, and 41 per cent are from the United States. Seniors and adults make up the majority of visitors to the site, at 89 per cent. Of these, 62 per cent are over the age of 50. Additionally, the survey indicated that 20 per cent of visitors identify themselves as Acadians or Cajuns.

Grand-Pré National Historic Site of Canada was also included in Parks Canada's National Historic Sites Marketing Initiative (2008) (Phase II) and was awarded \$75 000 to develop a long-term marketing plan for the site, work on new product development, and implement sustainable actions in efforts to increase visitation to the site.

### 5.h.ii. Visitor facilities

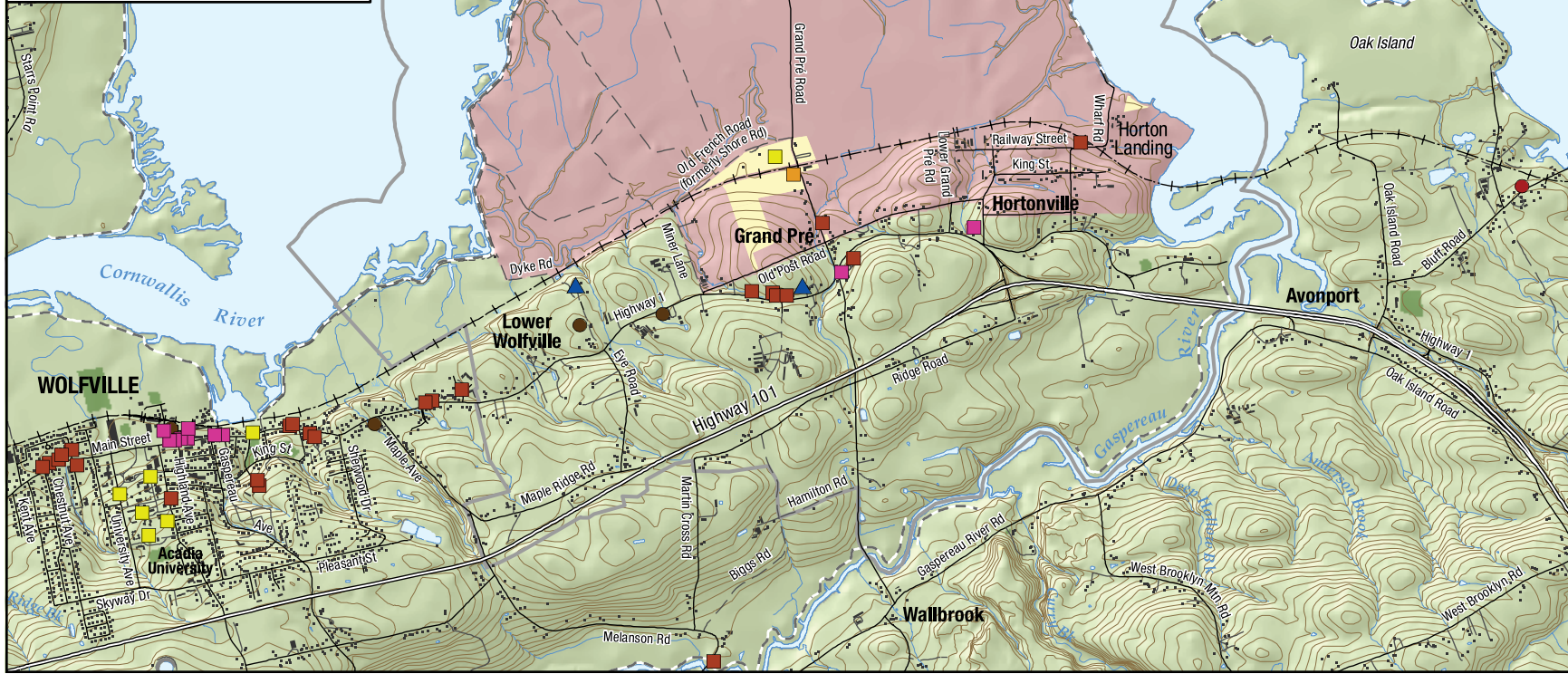
The nominated property, buffer zone, and surrounding areas have a variety of services for visitors. These are summarized in Map 17: *Facilities and Services in the Nominated Property, Buffer Zone and Surrounding Area*. Overnight accommodations include a campground in North Grand Pré, a motel, and several Bed and Breakfasts and cottages. There are restaurants, a gas station, a corner store, wineries, a few museums, and some antique shops and other specialty shops. Visitors also enjoy the area for bird watching, going to the beach at Evangeline Beach, and enjoying the scenery. Most of these services are located in the buffer zone.



### Facilities and Services in the Nominated Property Buffer Zone and Surrounding Area

	Proposed 500m Buffer Zone
	Parks Canada Administered Property (included in the Nominated Property)
	Nominated Property
	Highway
	Collector Highway
	Paved Road
	Decommissioned Railroad
	Dykes, Present Day
	Contours (5m interval)
	Stream/creek
	Building
	Waterbody
	Salt Marsh
	Park Area
	Accommodations
	Campground
	Farmers' Market
	Heritage Organization
	Restaurant/Food Service
	UPick Fruits and Vegetables
	Winery
	Visitor Information

0 500 1000 Metres



Map 17



5-5 The visitor reception and interpretation centre at Grand-Pré National Historic Site of Canada, constructed in 2003, is a key feature of the tourism management strategy for the nominated property.



5-6 Interpretive exhibits at Grand-Pré National Historic Site of Canada provide visitors with information about Grand Pré's past and present.



5-7 A film explains Acadian history at Grand-Pré National Historic Site of Canada.

The Grand-Pré National Historic Site of Canada visitor centre will serve as the starting point for a visit to the nominated property (see Figure 5-5). It includes interpretive exhibits explaining the natural and cultural history of the area (see Figure 5-6), an interpretive film about Acadian history in the area (see Figure 5-7), washrooms, a gift shop, and a parking lot for personal vehicles, recreational vehicles (motor homes) and coach buses. The site grounds offer a blacksmith shop, the Memorial Church, sculptures and interpretive panels, well-manicured lawns and gardens, and several walking trails originating from the site.

The nominated property falls within the Municipality of the County of Kings. In the County of Kings, and within a short drive of the nominated property, are several towns that offer a full range of services to the visitor: Wolfville, Kentville, Berwick, New Minas, and Hantsport. Wolfville, the closest town to the nominated property, has a visitor information centre, operated by the Province of Nova Scotia, as do Kentville, Berwick and Kingston. Services outside the towns include wineries, farms and farmers' markets, U-pick (pick your own) fruits and vegetables, golf courses, accommodations, museums and service stations. Numerous events and festivals take place in the

Municipality, including music festivals, the Apple Blossom Festival, the Harvest Festival, and Berwick Gala Days.

Halifax Regional Municipality is approximately 85 km away. The city has numerous facilities for visitors, including accommodations, restaurants, attractions, churches, libraries, parks, shopping locations and full-scale health-care facilities and emergency departments. The Halifax Stanfield International Airport is 90 km from the nominated property and serves as the gateway to Atlantic Canada. It has daily or regular flights across Canada, to major destinations in the United States including daily service to New York, and daily service to London, UK.

The Hamlet of Grand Pré and its surrounding area have a long history of accommodating tourism, with visitor numbers that have sometimes exceeded 90 000. The area's tourism history indicates that it can accommodate large numbers of visitors without any detrimental effect on the nominated property.

#### 5.h.iii. Access within the nominated property

Circulation patterns in the nominated property are characterized by two main entry points located on Highway 1. Traffic flowing west originates from exit 10 at Highway 101, and traffic flowing east comes from Wolfville. Within the nominated property, public roads, including Grand Pré Road, Old Post Road, and roads within Hortonville, facilitate vehicle movement to and from the national historic site, Horton Landing and North Grand Pré. Access is restricted on the dykelands by signs posted at the beginnings of roads indicating private property.

#### 5.h.iv. Public safety and risk management

The main staging area for visitors is provided by the infrastructure at the Grand-Pré National Historic Site of Canada visitor centre. The visitor centre has policies in place to ensure the safety of visitors on the national historic site grounds. Off the national historic site property is private property. Accessing the dykelands and *aboiteaux* presents several risks to the visitor, including high tides, uneven terrain for walking, encounters with cattle or other farm animals, and encounters with farm equipment. The Grand Pré Marsh Body posts signs to discourage visitor access (see Figure 5-8). Besides wanting to minimize safety risks to visitors, farmers in the area prefer that visitors stay off the dykelands because vehicles and people can interrupt their day-to-day working activities. It is recognized, however, that visitors will want to view the dykelands and *aboiteaux*, so a viewing deck in a suitable location is being built. This viewing deck will allow visitors to appreciate the expanse and vista of the site. This area will provide parking spaces, interpretive panels and washroom facilities.



5-8 Signs encourage caution by visitors wanting to enter the dykelands.

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### 5.i. Policies and programs related to the presentation and promotion of the property

#### 5.i.i. Presentation of the property

No single infrastructure is currently in place to allow visitors to experience the nominated property as a whole; however, the Grand-Pré National Historic Site of Canada offers a significant interpretive element of the experience. Visitors to the area now experience heritage in the community by visiting the national historic site, observing heritage properties along Old Post Road and Grand Pré Road, and visiting the Deportation Cross at Horton Landing and the Historic Sites and Monuments Board of Canada plaques commemorating the arrival of the New England Planters, the Attack at Grand Pré, and Sir Robert Borden. The Municipality of the County of Kings recognizes in its *Grand Pré and Area Community Plan* (Appendix 2J) that protecting public views is important for ensuring that residents and visitors can fully experience the area.

Presentation of local history is done through an exhibit on the New England Planters in Kentville, a few kilometres from Grand Pré; at the national historic site in Grand Pré; and at the Wolfville Historical Society–Randall House Museum in Wolfville. Several events are organized by the Historical Society each year to share knowledge about local history in the area.

The Nomination Grand Pré website ([www.nominationgrandpre.ca](http://www.nominationgrandpre.ca)), in French and English, provides readers with information about the nominated property and highlights its extraordinary significance and potential outstanding universal value. It also presents information regarding news and events, has numerous documents related to the nominated property for further reading, compiles testimonials from people who live in Grand Pré and those who have a connection to it, and provides several external links intended to provide a more thorough, in-depth explanation about organizations related to Grand Pré. The Nomination Grand Pré website will remain active and up-to-date should the nominated property be inscribed on the World Heritage List.

### Grand-Pré National Historic Site of Canada Presentation

Grand-Pré National Historic Site of Canada is a significant cultural tourism attraction in Kings County and the main tourism-related infrastructure in the nominated property. To fulfill the Parks Canada Agency mandate, the site is required to present the reasons for its designation as a site of national significance. The Parks Canada Agency has invested in the site's redevelopment by acquiring new properties and building a visitor centre that opened in 2003. Exhibits in the visitor centre include the history of the region through interpretive panels, photographs, and a film. All information presented in the visitor centre is bilingual (French and English). On the grounds of the national historic site and inside the Memorial Church and the blacksmith's shop, interpretive panels and directional signage are featured in French and English. The visitor centre is expected to serve as an entry point to the World Heritage Site by welcoming visitors and providing interpretation and learning opportunities on the outstanding universal value of the property.

#### 5.i.ii. Promotion of the property

The Nomination Grand Pré logo is used on all official documentation for the nomination proposal and is becoming a familiar image to many people. The logo may continue to be used on all promotional material. The colours and shapes used in the logo illustrate the many important aspects of the Grand Pré landscape and culture.

### Grand-Pré National Historic Site of Canada Promotion

The *Grand-Pré National Historic Site of Canada Management Plan* (Appendix 2I) identifies partnership opportunities for increasing tourism at the site. Partnerships and programs range from archaeological and historical research to agricultural tours, local businesses, special events promotion such as festivals and exhibits on the site, multicultural activities, hands-on and interactive programming, volunteer opportunities, and greater interpretation of cultural resources.

## Regional Promotion

Promoting the nominated property will be achieved through partnerships with government agencies and not-for-profit organizations that provide a voice for the tourism industry in the area, and various tourism operators in the province. Several opportunities exist in the region to market Grand Pré as part of a wider experience. The *Tourism Strategy and Interpretation Framework for the Landscape of Grand Pré* (Appendix 2E) prepared for Nomination Grand Pré provides a foundation for partners to cooperate to manage tourism in the area. The Framework suggests building tourism experiences in the area around four themes: *Adventures in Taste*; *Touch the Land*; *Festival*; and *the Bay of Fundy*.

The first theme, *Adventures in Taste*, features the Annapolis Valley as a food and wine destination. Various activities under this theme include winery tours, traditional cooking classes, berry picking and jam making, and food festivals, most notably the Apple Blossom Festival in late May.

The *Touch the Land* theme is about getting back to nature. Several opportunities in the area exist for hiking, walking, biking, and bird watching. Hiking trails originating at Grand-Pré National Historic Site of Canada are a highlight for this theme.

The *Festivals* theme is an opportunity for organizations across the Annapolis Valley to team up and promote the various festivals that make the region unique, thus introducing tourists to the Grand Pré area and increasing visitation.

The fourth theme, *Bay of Fundy*, can draw attention to different communities along the Bay of Fundy, including the nominated property.

The *Strategic Plan – Grand Pré World Heritage Site Stewardship Board* (Appendix 5A) states that the development of a communication plan and interpretation plan will be a priority if the nominated property is inscribed. These plans will engage the partners in building on the foundation set by the *Tourism Strategy and Interpretation Framework for the Landscape of Grand Pré* (Appendix 2E).

Specific strategies will be developed to promote the Landscape of Grand Pré as a World Heritage Site. These will include promotional

and directional signage along Highway 101; brochures and other print material in tourism information centres; involvement of tourism operators and partner organizations in the maritime provinces; local radio and TV public service announcements; and email and print newsletters to members and supporters. The Grand Pré World Heritage Site Stewardship Board will set up an Education and Marketing Committee to coordinate educational and marketing efforts between partners.

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## 5.j. Staffing levels

Staffing is provided by the different authorities responsible for the protection and promotion of the nominated property. Principally, these are Parks Canada; the Province of Nova Scotia's Department of Tourism, Culture and Heritage; The province's Department of Agriculture; the Municipality of the County of Kings; the Société Promotion Grand-Pré; the Grand Pré Marsh Body; and the Grand Pré World Heritage Site Stewardship Board.

Parks Canada employs one full-time permanent staff member at Grand-Pré National Historic Site who is exclusively dedicated to maintenance. Term maintenance employees are added during the busiest times of the year. In addition, the New Brunswick North Field Unit provides professional expertise in managing assets, cultural resources, visitor experiences and services, interpretation programs, and ecological protection programs. Finally, the Atlantic Service Centre provides a complete array of technical services in planning, archaeology, curation and conservation, historical research, environmental impact assessments, landscape architecture, social sciences, design, geographic information systems (GIS), cartography, and asset management. Professional and technical staff receive training through university and college programs and are hired because of their skills and capacities. A significant amount of training takes place on the job, where skilled staff share their unique knowledge and techniques with one another.

The Heritage Division of the Department of Tourism, Culture and Heritage employs archaeologists, conservators, curators and

heritage managers who can provide the required professional and technical expertise.

The Department of Agriculture employs an Aboiteau Superintendent, engineers, and asset managers to help protect the dykes. Other divisions include staff who can provide support for marketing, business sustainability, and product promotion.

The Municipality of the County of Kings employs planners, GIS specialists, engineers, and emergency management officers. These employees have various responsibilities in managing and providing information for reporting purposes.

The Société Promotion Grand-Pré has a staff of three people responsible for ongoing operations of the Société, whose primary mandate is to promote Grand Pré and operate the visitor services. It is complemented during the summer by seasonal staff: two interpreters, seven actors, two sales clerks for the gift shop, and one project coordinator.

While the Grand Pré Marsh Body does not employ professional staff, the approximately 30 landowners who are its members are the best experts available for understanding and managing the dykelands. Many farmers are from families who have lived and worked on the dykes for close to 10 generations. They are reliable sources of knowledge for taking care of the agricultural dimension of the landscape.

The Grand Pré World Heritage Site Stewardship Board will employ a Site Management Coordinator to implement the Board's strategic plan and the management plan for the nominated property. The Board will also be supported by staff from the Kings Regional Development Agency to manage the administrative and financial operations.