

TOWN OF LUNENBURG
COUNCIL MEETING AGENDA
Tuesday, February 10, 2026 | 6 pm
Lunenburg Town Hall – Council Chambers
120 Townsend Street



NOTICE: Council meetings are open to the public and held in Town Hall. **Please use the back entrance at 120 Townsend Street.** The public can also watch meetings through Zoom. To livestream this meeting starting at 6 pm, use this Zoom link:
<https://us06web.zoom.us/j/81475382430>

Please note that all Council meetings are livestreamed through Zoom and meeting recordings are archived on the Town's [YouTube](#) channel.

1. CALL TO ORDER

2. LAND ACKNOWLEDGEMENT

This meeting takes place in the traditional and ancestral territory of the Mi'kmaq people. We are all Treaty people.

3. ADDITIONS/ DELETIONS TO AGENDA

4. APPROVAL OF AGENDA

4.1 February 10, 2026 Council Meeting Agenda

Recommendation: That Council approve the agenda for the February 10, 2026 meeting as presented.

5. APPROVAL OF MINUTES

5.1 January 27, 2026 Regular Meeting Minutes

Recommendation: That Council approve the January 27, 2026 meeting minutes as presented.

6. PRESENTATIONS

6.1 Presentation: Lunenburg County Wheels

7. PUBLIC INPUT AND QUESTIONS – 20 MINUTES

- Each person is limited to 3 minutes
- Each person must state their name
- Questions or comments are directed to the Chair
- Comments and questions are open to any municipal matter
- **Virtual Participation:** Members of the public wishing to participate virtually in this agenda item must register in advance by 12:00 p.m. on the business day before the meeting by contacting adminsupport@townoflunenburg.ca or 902-634-4410 ext. 225. When registering, please include a brief description of the agenda item you wish to speak to.

8. CORRESPONDENCE

Correspondence items included on the agenda have been submitted for Council's information and do not imply endorsement by the Town. The content of correspondence reflects the views of the author and has not been independently verified. Should Council wish to take action on an item, a motion must be made.

8.1 Sponsorship Request: Lunenburg County Music Festival

8.2 Nova Scotia Quality of Life Survey

9. PUBLIC HEARINGS, PUBLIC INFORMATION MEETINGS AND APPEALS

10. BUSINESS ARISING AND UNFINISHED BUSINESS

11. NEW BUSINESS

11.1 1st reading: Marketing Levy By-law

Recommendation: That Council approve first reading of the Marketing Levy By-law as presented.

11.2 1st reading: Tour and Horse-Drawn Vehicle By-law

Recommendation: That Council approve first reading of the Tour and Horse-Drawn Vehicle By-law as presented.

11.5 Sponsorship Request: Jennifer Collins Classic Hockey Tournament

Recommendation: That Council approve a Diamond sponsorship contribution of in-kind support for the next 3 years, 2026, 2027, and 2028, for the Jennifer Collins Classic Hockey Tournament, consisting of:

- Waiver of non-prime time and weekend morning War Memorial Arena rental fees totalling \$3,030.00 in 2026, \$3,120.90 in 2027 (3% increase), and \$3,214.53 in 2028 (3% increase).
- Waiver of the rental fee for the Community Centre totalling \$387.00 in 2026, \$398.61 in 2027 (3% increase), and \$410.57 in 2028 (3% increase).
- Promotion of the Jennifer Collins Classic through the Town of Lunenburg's communication channels, including social media and newsletters.
- Authorize the Chief Administrative Officer to finalize and sign the 3-year waiver of fees agreement, in accordance with the Sponsorship and Commemorative naming Policy, in alignment with Council's direction.

12. NOTICES OF MOTION, INFORMATION REQUESTS AND COUNCILLOR REPORTS

13. ITEMS FOR CONSIDERATION AT COMMITTEE OF THE WHOLE

The next Committee of the Whole meeting is scheduled for Tuesday, March 3, 2026.

14. MOTION ACTION LIST

15. CLOSED SESSION

15.1 Personnel Matter

Recommendation: That Council move into closed session for agenda item 15.1.

16. ADJOURNMENT

**COUNCIL MEETING AGENDA
TOWN OF LUNENBURG**

Tuesday, January 27, 2026 | 6 pm
Lunenburg Town Hall - Council Chamber



-
- Present Mayor Jamie Myra, Deputy Rachel Bailey, Councillors Alex Greek, Debbie Dauphinee, Renea Babineau, Gale Fullerton, and Alison Strachan
- Also present Paul Nopper, CAO
Marc Kiely, Director of Community Development
Kayla Byrne, Municipal Clerk
Jamie Deans, Communications and Events Coordinator
Darren Romkey, Fire Chief
- Call to Order The Chair called the meeting to order at 6:00 p.m.
- Land Acknowledgment The Chair recognized Lunenburg's location on the unceded territory of the Mi'kmaq people.
- Approval of Agenda Moved and seconded that Council approve the agenda for the January 27, 2026 meeting as presented.
Motion carried unanimously
- Approval of Minutes Moved and seconded that Council approve the January 13, 2026 meeting minutes as presented.
Motion carried unanimously
- Young Chefs Program Council received a presentation on the Young Chefs program, a free, volunteer-led cooking initiative for children and youth that began in 2024. The program focuses on teaching basic cooking skills, healthy nutrition, food literacy, and social connection through hands-on cooking sessions.

Following the presentation, Council made the following motion:
Moved and seconded that Council approve the complimentary use of the Community Centre kitchen by the Young Chefs program for a trial run, in coordination with Town staff.
Motion carried unanimously
- Recess The Mayor called a recess from 6:24 p.m. until 6:25 p.m.
- Property Valuation Services Council received a presentation from Property Valuation Services Corporation (PVSC), providing an overview of the property assessment

Corporation	<p>system in Nova Scotia and the 2026 assessment roll for the Town of Lunenburg.</p> <p>The presentation reviewed the mass appraisal process, including the use of a retrospective market value date (January 1, 2025 for the 2026 roll), neighbourhood-based analysis, and accepted appraisal standards.</p> <p>The presentation also provided an overview of the Capped Assessment Program (CAP), explaining eligibility, how the Consumer Price Index (CPI) is applied, and the distinction between assessed value, capped value, and taxable value.</p> <p>Council discussion focused on:</p> <ul style="list-style-type: none"> • Clarification of assessment increases versus cap-adjusted taxable values used for municipal budgeting. • How new construction and permitted improvements affect capped assessments. • Differences between residential and commercial assessment growth and their implications for tax rates. • Eligibility for the Capped Assessment Program, including treatment of non-resident and seasonal property owners. • How neighbourhoods are defined for mass appraisal purposes in a small municipality such as Lunenburg. • The role of the CAP in supporting housing affordability and stabilizing tax impacts for long-term residents. • Ongoing public confusion regarding the relationship between purchase price, assessed value, and resulting tax bills. <p>Council members emphasized the importance of public education around assessments and taxation, particularly for new property owners, and acknowledged the stabilizing effect the CAP has had on housing affordability in the community.</p>
Recess	The Mayor called a recess from 7:10 p.m. until 7:14 p.m.
Public Input	None.
Correspondence	<p>Council received correspondence from the Town of Mahone Bay regarding the exploration of potential collaboration and shared service opportunities related to municipal electrical utilities.</p> <p>Council received correspondence from the Municipality of the District of Lunenburg inviting Council to attend a presentation on the completed Lunenburg County Housing Market Study.</p>
Fire Chief's 2025 Annual Report	Council received the Fire Chief's 2025 Annual Report. Council members expressed appreciation for the volunteer fire department's service and

commitment, noted the significant amount of training undertaken by members, discussed how training hours are reported, highlighted strong average member response per call, and acknowledged ongoing challenges related to declining membership and the importance of mutual aid and employer support for volunteers.

Appointments:
Heritage Officer &
Development
Officer

Moved and seconded that Council appoint Alan Howell as a Development Officer, and Marc Kiely as a Heritage Officer for the Town of Lunenburg.

Motion carried unanimously

Notices of Motion,
Information
Requests and
Councillor Reports

Council members shared brief updates and community acknowledgements, including recognition of the International Holocaust Remembrance Day, upcoming community events, and the availability of external funding opportunities for community organizations.

Updates were provided on recent meetings and board involvement, as well as general information related to long-term community projects. Public safety reminders were shared, emphasizing emergency preparedness and awareness.

The Mayor acknowledged recent severe weather events and expressed appreciation to Town staff, including Public Works and the Fire Department, for their efforts in maintaining services and supporting the community during storm conditions.

Items for
Consideration at
COTW

The next Committee of the Whole meeting is scheduled for Tuesday, February 3, 2026.

Closed Session

Moved and seconded that Council move into closed session at 7:32 p.m. for agenda item 15.1 Personnel Matter.

Motion carried unanimously

Revert to Open
Session

Council reverted to open session at 9:09 p.m.

Adjournment

There being no further business, the Council meeting adjourned at 9:10 p.m.

Minutes were read and approved.

County
LS

Connecting People and Communities



Lunenburg County
WHEELS

Come along for
the ride!



LC Wheels Operates 5 Vehicles Mon-Fri 8am-12pm 1pm-5pm

Our Fleet

- 1, 4 Passenger Toyota Rav 4 Hybrid
- 1, Seven Passenger Mini Van
- 4, Eight Passenger Pro-master Vans (Wheelchair Accessible)

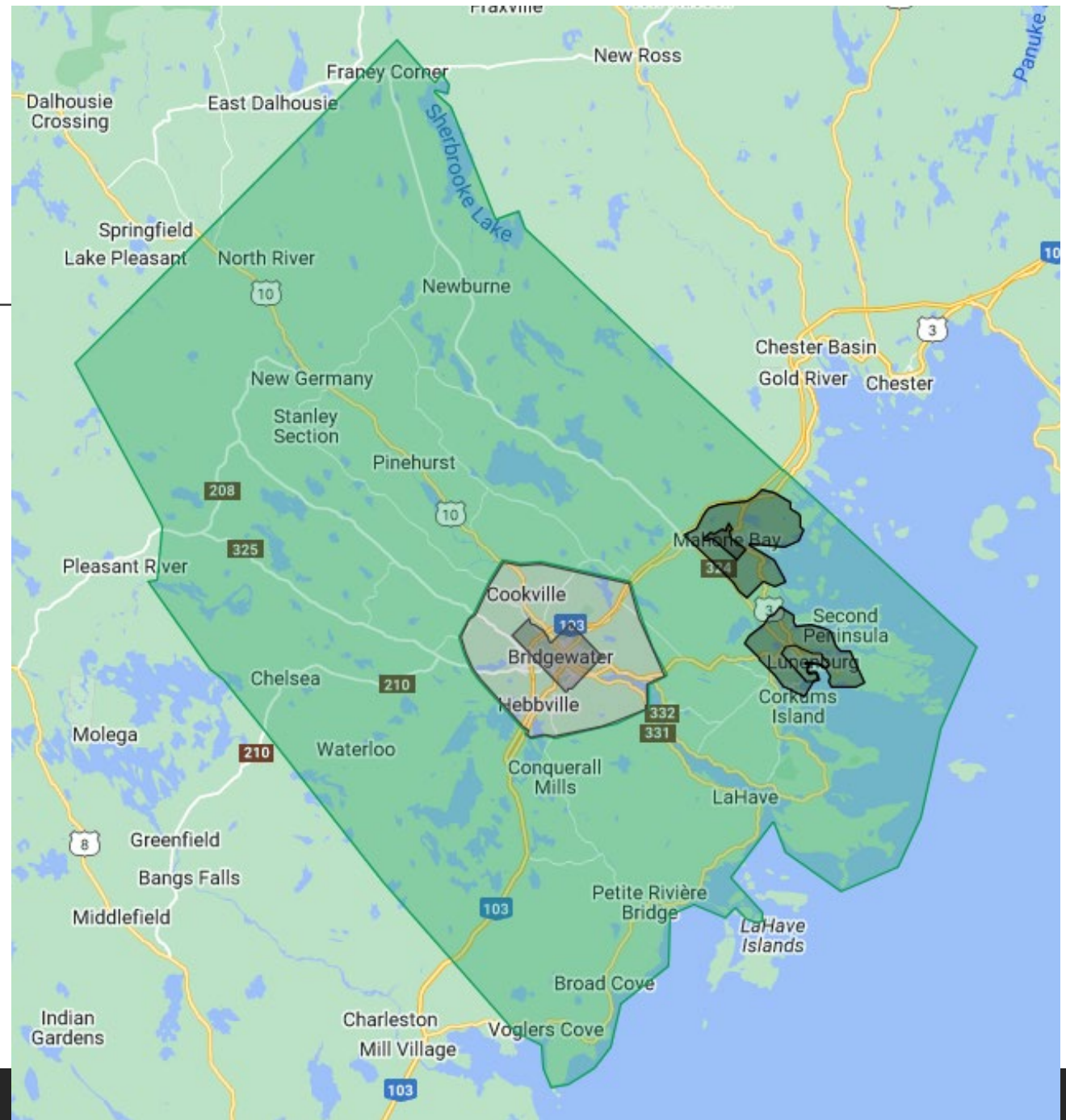


We now cover all of Lunenburg County West

Call 902-523-4455 To Book a Ride.

Serving anyone that needs a ride in Lunenburg County West .

Some restrictions for children under 16.



Office Staff Reorganization
Executive Director (Part-time)
Dispatcher (Full-time)
Business Admin Person (Full-time)

Drivers:

3 Full-time (min 30hrs per week)

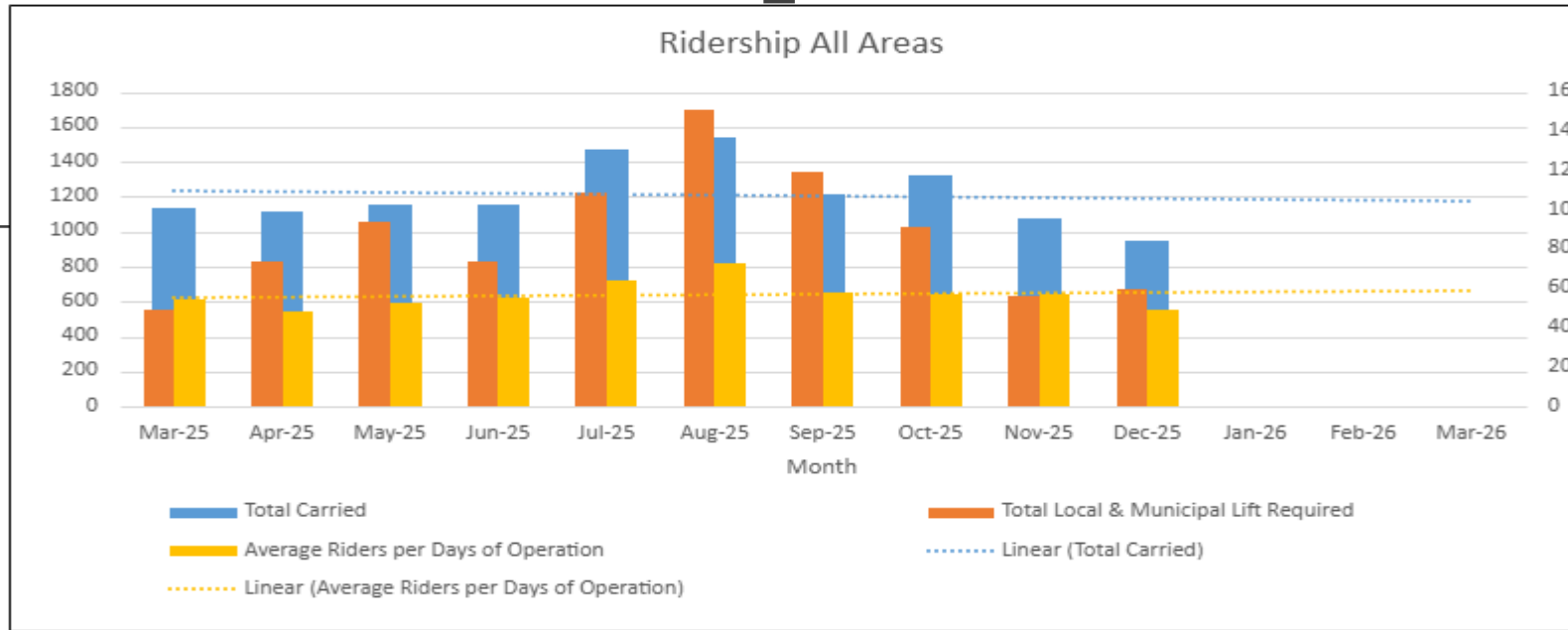
2 Part-time (max 20hr per week)

9 Casual (one plus shift(s) per week)

0 Volunteer Drivers (As with many organizations we are having trouble attracting people that just want to volunteer)



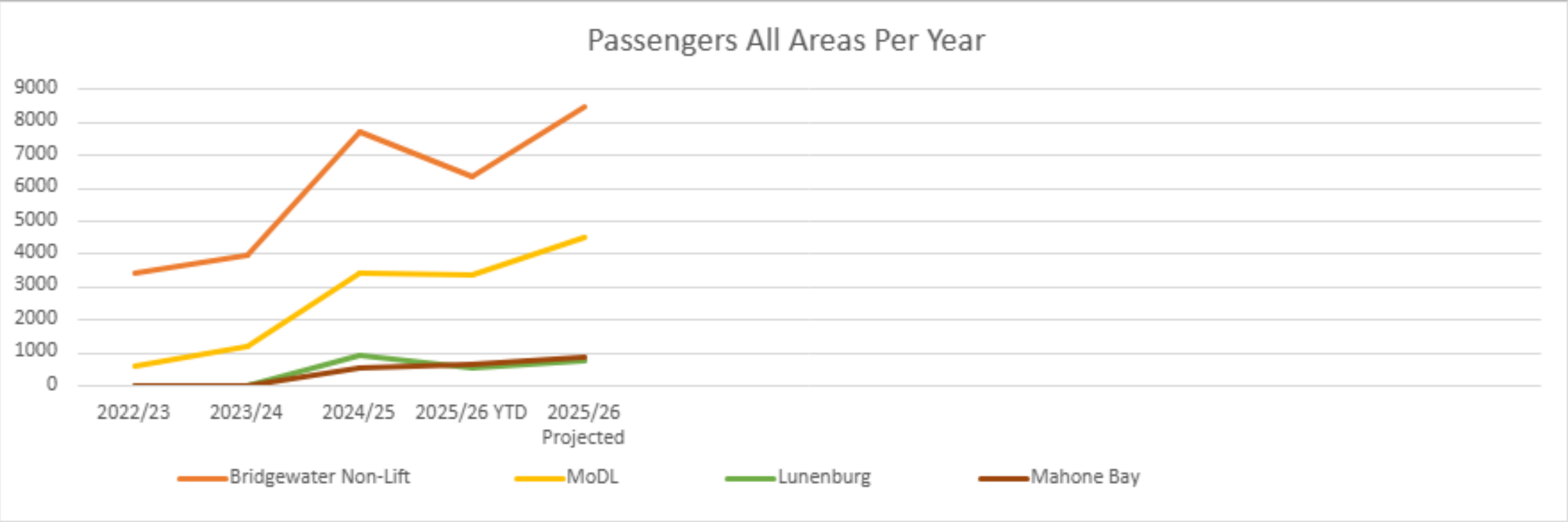
Ridership All Areas



Passengers All Areas

Month	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Totals
Bridgewater Non-Lift	589	598	609	555	864	862	624	711	584	494				5901
Bridgewater Lift	36	46	70	42	75	97	87	49	31	34				531
MoDL Non-Lift	357	315	328	411	396	417	353	380	308	292				3200
MoDL Lift	8	12	14	14	19	38	21	25	13	18				174
Lunenburg Non-Lift	85	69	73	66	39	49	58	60	34	47				495
Lunenburg Lift	2	8	4	7	12	12	8	7	7	6				71
Mahone Bay Non-Lift	58	63	48	53	65	56	62	81	98	59				585
Mahone Bay Lift	3	8	6	11	3	4	3	10	5	2				52
Total Local & Municipal Lift Required	49	74	94	74	109	151	119	91	56	60				828
Total Carried	1138	1119	1152	1159	1473	1535	1216	1323	1080	952				11009
Average Number of Riders per Trip	1.189	1.214	1.168	1.113	1.189	1.427	1.292	1.267	1.208	1.183				
Number of Trips per Month	957	922	986	1041	1239	1076	941	1044	894	805				
Average Riders per Days of Operation	54.19	48.65	52.36	55.19	64.04	73.10	57.90	57.52	56.84	48.82				
Total Carried since 1st passenger June 9, 1992														273,217

Ridership All Areas



Where are people going with Lunenburg County Wheels?

Month	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Totals
Work	234	210	241	251	248	195	179	197	163	140				1,824
Sheltered Workshops	80	81	94	94	123	140	128	170	155	89				1,074
Training	0	0	0	-	0	0	0	-	-	-				0
Education	45	39	11	8	0	0	48	41	32	23				202
Medical Appointments	198	214	199	198	189	168	214	217	142	174				1,715
Access to Food	83	50	29	18	18	17	18	18	16	26				210
Physical Activity	110	103	117	94	324	365	102	107	75	50				1,337
Shopping/Errands	201	276	336	335	437	412	312	368	287	251				3,014
Social & Recreational Connections	132	126	113	113	107	180	173	205	210	199				1,426
Other	55	20	12	48	0	0	0	-	-	-				80
Total Rides	1138	1119	1152	1159	1446	1477	1174	1323	1080	952	0	0	0	10,882

Shopping/Errands and Access to food 29% of rides

Work 16.7%

Medical Appointments 15.7%

What's New?

- In Nov-Dec 2025 the Board went through a strategic planning process. To plan for sustainability and future expansions of service.
- We sold our 2019 8 Passenger bus and purchased a 2025 Toyota Rav 4 Hybrid to help reduce our environmental impact and operating expenses. This was facilitated through Provincial grant, donations and money from the bus sale.
- In April 2026 we will be restructuring our office staff, replacing the Operations Manager with an Executive Director and adding a full-time Business Admin Person.
- We are looking at funding opportunities that will allow us to expand our service hours to Saturdays and trips outside our region. This includes changing our license to a commercial Vehicle License to allow some charter type work to subsidise our door-to-door service.

We Appreciate Your Support

Your support continues to help LC Wheels maintain our service to support all residence of Municipality of the District of Lunenburg, Bridgewater, Lunenburg and Mahone Bay in 2025.

Thanks for coming along for the ride!



Lunenburg County

WHEELS

Connecting People and Communities

From: Lunenburg County Music Festival
P.O. Box 712
Lunenburg, NS, B0J 2C0

Attn: Town of Lunenburg
119 Cumberland St.
P.O. Box 129
Lunenburg, NS, B0J 2C0

January 13th 2026

To the Town of Lunenburg and Mayor Jamie Myra,

My name is Hannah Parks and I am reaching out as a member of the Lunenburg County Music Festival committee.

We are hoping the Town of Lunenburg might be interested in becoming a sponsor of the music festival this year, either in the form of purchasing an advertisement/sponsorship space in our printed festival program (also featured on our website), or by simply making a general donation toward festival expenses (e.g. adjudicator fees and accommodations, venue bookings). All the details re: advertising and donating are on our website lcmf.ca under the "support the festival" heading. I am also attaching a physical copy of our donation form.

Last year over 350 of our local youth participated in the festival, and the final gala concert filled the Central United Church with parents and supporters.

Thank you for your time and consideration. It is through the generous investment of local businesses and private donors that we are able to offer Lunenburg County youth a wonderful opportunity for public performance, growth, and learning from professional artists in their field.

Yours Sincerely,
Hannah Parks
LCMF

LUNENBURG COUNTY MUSIC FESTIVAL DONATION FORM

PROGRAM ADVERTISING: For businesses wishing to place an ad in our Festival Program, the following options are available. Please send your payment and ad (jpeg or pdf) along with a link to your business website by ***February 14th*** to: lunenburgcountymusicfestival@gmail.com.

_____ Business Card Size (3.5"W X 2"H) \$75.00
_____ One Half Page (2.75"W X 4.25"H) \$150
_____ Full Page (5.5"W X 8.5"H) \$200.00



FOR AD RECEIPTS:

Business Name: _____

Mailing Address: _____

Phone #: _____ email: _____

DONORS/AWARD SPONSORSHIP: For individuals or businesses wishing to make a donation to help support the Music Festival, please complete this part of our form with your mailing address for a tax receipt and return with your cheque (P.O. Box 712 Lunenburg, NS, B0J 2C0) or e-transfer (lunenburgcountymusicfestival@gmail.com) by ***February 14th***.

Supporter Levels - Please check one of the following options:

_____ Copper \$25.00 _____ Brass \$75.00 _____ Gold \$150.00
_____ Bronze \$50.00 _____ Silver \$100.00 _____ Platinum \$200.00

Custom Amount: _____

FOR INCOME TAX RECEIPTS:

Name: _____

Mailing Address: _____

Phone #: _____ email: _____

_____ *Please check here for permission to publish your name in our Donor List in the Festival Program and on our website.*

OFFICE USE ONLY:

_____ Cash _____ Check Donation amount: _____

From: [Kayla Byrne](#)
To: [Kayla Byrne](#)
Subject: FW: Webinar Invitation: Launching the Nova Scotia Quality of Life Survey in Your Community
Date: February 2, 2026 1:17:17 PM
Attachments: [image002.png](#)
[EngageNS Image.png](#)

From: NSFM Communications <communications@nsfm.ca>
Sent: Tuesday, December 16, 2025 9:00 AM
Subject: Webinar Invitation: Launching the Nova Scotia Quality of Life Survey in Your Community

CAUTION: THIS IS AN EXTERNAL MAIL



[Launching the Nova Scotia Quality of Life Survey in Your Community](#)

Questions about this email? Contact: mknezacek@engagenovascotia.ca

In February 2026, [Engage Nova Scotia](#) and the [Canadian Index of Wellbeing](#) will be launching the largest Quality of Life population survey in North America, delivering invitations to 412,000+ residents across the province to share their experience of life in Nova Scotia. This survey is a groundbreaking opportunity to help improve quality of life in our communities and covers a range of topics including health, affordability, public safety, access to recreation, experiences of loneliness and discrimination, belonging to community, trust in institutions, and more.

For **municipal governments** in particular, this survey represents a **unique opportunity** to gather data about topics impacting your residents, including notable strengths and/or challenges in comparison to provincial averages. If enough residents participate, the resulting analysis will provide reliable data sets to compare experiences across neighborhoods, villages, and counties *within* a single municipality, as well as differences in experiences based on demographics (age, sex, income, race, etc.).

This **45-minute webinar** will provide you with the tools and resources needed to promote survey participation in your region. [Register now and join us to learn more](#) about the survey, our promotional guide, how to host in-community events, and amplifying this important call to action.

Webinar Dates:

- Wednesday January 21 @ 12:00 Noon
- Wednesday January 21 @ 2:00 pm
- Friday January 23 @ 12 Noon
- Friday January 23 @ 2:00 pm

With your support, we can describe Quality of Life in Nova Scotia more effectively than ever before in order to foster a more vibrant, inclusive, equitable, and resilient Nova Scotia for all.

Engage Nova Scotia

(902) 407-2582

5475 Spring Garden Road

Halifax, NS

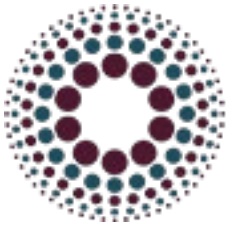
engagenovascotia.ca

NOVA SCOTIA FEDERATION OF MUNICIPALITIES

t +902.423.8331

info@nsfm.ca

nsfm.ca | [facebook](#) | [twitter](#) | [linkedin](#) | [instagram](#) | [Bluesky](#)



NOVA SCOTIA FEDERATION
OF MUNICIPALITIES

NSFM acknowledges that we are in Mi'kma'ki, the ancestral territory of the Mi'kmaq people. We also recognize the enduring presence of people of African descent, who have been part of Nova Scotia for over 400 years. We honour and offer gratitude to those ancestors of African descent who came before us and shaped the history of this land.

Subject: Marketing Levy By-law
From: Kayla Byrne, Municipal Clerk
Date: Feb. 3, 2026 – COTW
Feb. 10, 2025 – 1st reading



Recommendation

That Council approve first reading of the Marketing Levy By-law as presented.

Alternatives

- Refer the draft By-law back to Committee of the Whole
- Conduct additional targeted engagement with operator
- Do not proceed with a marketing levy

Background

At its Dec. 9, 2025, meeting, Council directed staff to proceed with drafting a Marketing Levy By-law, with an effective date of Jan.1, 2027. It was determined that approving a by-law early in 2026, but having an enactment date of early 2027 would give operators more time to adjust their systems. Attached to this report is the proposed by-law for Council's consideration.

It is important to distinguish between the purpose of this by-law and other regulatory frameworks. The Marketing Levy By-law is a financial by-law that enables the Town to collect a levy on short-term accommodations under the Municipal Government Act. It is not a short-term rental licensing or enforcement tool.

Compliance with zoning, land-use rules, and provincial registration requirements is addressed through the Land Use By-law and the Short-Term Rentals Registration Act. Those systems govern whether an accommodation may operate. This by-law governs only the collection and use of the marketing levy once accommodation is being sold.

The draft By-law sets out the framework for how the marketing levy will be collected and administered. All short-term accommodation operators in Lunenburg are required to collect a 3% levy on the purchase price of each stay. The levy is paid by the guest at the time of booking and held by the operator on behalf of the Town.

Operators are responsible for submitting the collected levy to the Town, along with a simple monthly remittance form provided by the Town. If an operator does not have any bookings in a given month, they may submit a "nil" return, including in advance for seasonal closures. Monthly remittance is being proposed because it was the option most supported by operators

in the November survey. Six respondents selected monthly reporting, compared to five who preferred quarterly. Monthly remittance is also consistent with how many other municipalities administer their marketing levies.

The By-law also gives the Town the authority to verify compliance through records and, if necessary, inspections or audits.

Feb. 3 COTW update:

Council reviewed this by-law at its February 3, 2026 Committee of the Whole meeting and referred the by-law to a regular meeting of Council for first reading.

During the Committee of the Whole discussion, the committee recommended a refinement to the Records Section (Section 11) to make it clear that Operators would not need to have a separate record system specifically for the levy. This change has been made and is highlighted in yellow.

Discussion

In developing the draft Marketing Levy By-law, staff have also considered several questions and themes that have been raised by Council through earlier discussions:

- Does it need to be called a “Marketing Levy”?
No. The short title of the by-law could be more descriptive, such as “Short-Term Accommodation Marketing Levy By-law,” to reflect the application of the levy clearly.
- Can the marketing levy be expanded beyond short-term rental accommodations (for example, to other tourism-related businesses)?

No. The Town does not have the authority to implement a general tourism tax. Council’s authority to apply a marketing levy comes from the *Municipal Government Act* and is limited to accommodation as defined in the Act.

While the Town cannot impose a broader tourism tax, it may charge user fees for the use of municipal assets and services. Common examples include designated tour bus parking or fees for the use of municipal facilities or public spaces for events, where charges are based on service use, space, or cost recovery rather than tourism activity itself.

Any consideration of additional user fees would be separate from the marketing levy and would require specific direction from Council to explore options, costs, and implications.

- What can the funds be used for?
The *Municipal Government Act* restricts the use of marketing levy funds to purposes authorized by provincial legislation, which currently include tourism promotion. The

Town does not have authority to use these funds for other purposes unless the Act is amended by the Province.

This may include, but is not limited to, the following types of activities:

- Marketing and advertising campaigns to promote the Town as a tourism destination
- Destination branding, visitor guides, and promotional materials
- Digital marketing, website content, and social media promotion related to tourism
- Support for festivals, events, or initiatives that attract visitors and promote tourism
- Research, data collection, or studies related to tourism promotion and visitor trends
- Visitor information services and wayfinding related to tourism
- Grants or contributions to organizations formed to promote tourism, whether non-profit or otherwise, as determined by Council

Council may choose to deliver tourism promotion directly or allocate some or all of the marketing levy funds to a tourism organization.

In November 2025, all registered short-term rental operators received a short survey about the levy. Of the 49 registered operators, 24 completed the survey. One of the questions asked operators to pick their top three choices for the use of the funds.

The top three choices were:

- Festivals, events, or cultural programming (10 votes)
- Marketing and advertising to attract visitors (8 votes)
- Supporting local tourism or cultural organizations (7 votes)

Staff recommend collecting the levy for at least one year to get a clearer picture of how much funding it generates. That will give Council a stronger basis for deciding how the funds should be used. Staff also recommend continuing to engage operators during this time to help shape how the funds are spent.

Financial

It is difficult to estimate how much revenue the marketing levy would generate accurately. However, if approved, it is expected to create a new income stream for the Town that can support tourism promotion. The actual amount will depend on seasonal demand, nightly rates, and overall occupancy levels.

Communications

So far, notices and a survey have been circulated to all registered operators. Further, whenever the levy is included in a Council agenda, the operators are notified.

Staff plan to support the by-law with a simple education and information package, similar to

what [Annapolis County](#) offers. This will include easy-to-follow instructions and a simple remittance form.

Town of Lunenburg
Marketing Levy By-law
Adopted by Council:
Effective Date:

Town of Lunenburg

Marketing Levy By-law

1. TITLE

This By-law may be cited as the *“Marketing Levy By-law”*.

2. PURPOSE

The purpose of this By-law is to establish the collection, administration, and use of a marketing levy on short-term accommodations in accordance with Section 75A of the *Municipal Government Act*.

3. DEFINITIONS

“Accommodation” has the same meaning as in Section 75A of the *Municipal Government Act*.

“Inspector” means a person appointed by the Town to carry out inspections or audits under this By-law.

“Marketing Levy” has the same meaning as in Section 75A of the *Municipal Government Act*.

“Nil Remittance Return” means a remittance return submitted for a reporting period in which no marketing levy is collected.

“Operator” has the same meaning as in Section 75A of the *Municipal Government Act*.

“Purchase Price” has the same meaning as in Section 75A of the *Municipal Government Act*.

“Platform Operator” has the same meaning as in Section 75A of the *Municipal Government Act*.

“Remittance” means the payment of Marketing Levy funds collected by an Operator to the Town in accordance with this By-law.

“Reporting Period” means the monthly period for which a marketing levy return is required to be submitted under this By-law.

“Town” means the Town of Lunenburg, Nova Scotia.

4. APPLICATION OF BY-LAW

This By-law applies to short-term accommodation, as defined in Section 75A of the *Municipal Government Act*, that is located within the Town of Lunenburg.

Town of Lunenburg
Marketing Levy By-law
Adopted by Council:
Effective Date:

A marketing levy of three per cent (3%) applies to the purchase price of short-term accommodation in the Town.

The operator must collect the marketing levy from the purchaser at the time the accommodation is purchased, regardless of how payment is made, and must remit the levy to the Town in accordance with the timelines and procedures set out in this By-law.

If a third party processes or collects payment on behalf of an operator, the operator remains responsible for ensuring that the marketing levy is properly collected and remitted in accordance with this By-law.

Any person who collects an amount from a purchaser that is described as, or intended to be, a marketing levy under this By-law must remit that amount to the Town in accordance with this By-law.

5. EXEMPTIONS FROM THE MARKETING LEVY

The marketing levy does not apply to:

- a) accommodation with a daily purchase price of \$20.00 or less;
- b) students accommodated in housing owned or operated by a post-secondary institution while registered and attending that institution;
- c) accommodation provided to a person for more than 30 consecutive days;
- d) a person and their immediate family accommodated while the person or a member of their family is receiving medical treatment at a hospital or provincial health-care centre, or is seeking specialist medical advice, where the person provides reasonable confirmation of entitlement to the operator, in a form acceptable to the Town.

Where requested by the Town, an operator must be able to demonstrate that an exemption applies.

6. REMITTANCE OF LEVY

The Town may require an operator to provide records or other information reasonably necessary to verify accommodation sales and the amount of marketing levy collected for any reporting period.

A separate remittance return must be submitted for each place of business, unless the Town has approved a consolidated return.

Each remittance must be submitted with a completed remittance return, in the form provided by the Town.

Operators shall remit the marketing levy monthly, no later than 30 days after the end of each month, in accordance with this By-law.

Town of Lunenburg
Marketing Levy By-law
Adopted by Council:
Effective Date:

Where an operator does not operate during a reporting period, the operator may submit a nil remittance return, including a nil return submitted in advance for a period of non-operation.

If no marketing levy is collected during a reporting period, the operator shall still submit a nil return using the prescribed remittance form.

If an operator stops operating or sells a business, the operator must submit a final remittance return and pay any marketing levy collected within 15 days of the date operations end or the business is sold.

7. CALCULATION OF LEVY FOR PACKAGED ACCOMMODATION

Where accommodation is sold as part of a package that includes meals or other services, the marketing levy applies only to the accommodation portion of the package price.

The accommodation portion shall be calculated based on the standard price the accommodation would be sold for on its own, without meals or other services, at the same facility.

8. INTEREST

If an operator fails to remit the marketing levy by the required due date, interest shall be charged on the outstanding amount at a rate of 1.5% per month and shall continue until the amount owing is paid in full.

9. REFUND OR ADJUSTMENT OF MARKETING LEVY

If an operator has remitted a marketing levy to the Town for a sale that is later written off as uncollectible, the Town may allow the operator to recover the levy by adjusting a future remittance, in a manner acceptable to the Town.

If the Town determines that a marketing levy, or a portion of a marketing levy, has been paid in error, whether as a result of a request by an operator or otherwise, the Town shall refund the overpaid amount to the person entitled to receive it. No interest shall be paid on any refund.

10. CLAIM FOR REFUND

To request a refund under this By-law, a person must:

- a) submit a written request to the Town, signed by the person who paid the amount being claimed; and
- b) provide information or documentation sufficient to show that the person is entitled to the refund.

If the person who paid the amount is a corporation, the refund request must be signed by a director or an authorized employee of the corporation.

11. RECORDS

Every operator shall keep accurate and complete records sufficient to allow the Town to verify:

- a) accommodation sales;
- b) the amount of marketing levy collected; and
- c) the amount of marketing levy remitted to the Town.

Records relating to the marketing levy shall be maintained in a manner that allows the Town, upon review or audit, to determine whether the marketing levy has been properly charged, collected, and remitted, without requiring the creation of separate or standalone records.

An operator shall retain all books of account, records, and documents required under this section for a period of five (5) years.

Where a receipt, invoice, bill, or similar document is issued for the sale of accommodation, the marketing levy must be clearly identified as a separate line item and must not be included in the accommodation price.

12. INSPECTION, AUDIT AND ASSESSMENT

The Town may appoint an inspector for the purpose of verifying compliance with this By-law as it relates to the calculation, collection, reporting, and remittance of the marketing levy.

Except where immediate access is reasonably necessary, the Town shall provide reasonable advance notice to an operator before conducting an inspection or audit under this By-law.

An inspection or audit shall be conducted during normal business hours, or at another time agreed to by the operator and the Town.

For the purposes of an inspection or audit, an inspector may enter a place of business or any location where relevant records are kept in order to review and verify:

- a) accommodation sales subject to the marketing levy;
- b) the amount of marketing levy collected; and
- c) the amount of marketing levy reported and remitted to the Town.

An inspector may examine books, records, and other documents reasonably required to verify compliance with this By-law.

An operator shall provide reasonable assistance and information required to allow the inspector to carry out an inspection or audit under this By-law.

If an inspection or audit indicates that the marketing levy has not been properly calculated, collected, reported, or remitted, the Town may calculate the amount of marketing levy and any applicable interest owing based on the information available.

Town of Lunenburg
Marketing Levy By-law
Adopted by Council:
Effective Date:

If an operator fails to provide reasonable assistance or information, the Town may estimate the amount of marketing levy and interest that should have been collected and remitted.

Where the Town calculates or estimates that a marketing levy is owing, the Town shall provide written notice to the operator setting out the amount payable.

An operator must remit the amount identified in the notice, including any applicable interest, within 30 days of receiving the notice, whether or not the operator objects to the amount.

An operator who disagrees with the amount payable may, within 15 days of receiving the notice, submit a written objection to the Town, signed by the operator or an authorized representative, together with information supporting the objection.

After reviewing an objection, or on its own initiative, the Town may confirm, revise, or cancel a previous calculation or estimate. The operator shall remit any final amount determined by the Town.

The reasonable costs associated with inspections or audits conducted under this By-law may be paid from marketing levy funds as part of the administration of the levy.

13. ALLOCATION OF MARKETING LEVY FUNDS

In accordance with the *Municipal Government Act*, as amended from time to time, Council may use, by resolution, marketing levy funds for purposes authorized under the Act, including the promotion of tourism, and may allocate all or a portion of those funds to organizations engaged in activities authorized under the Act.

14. ADMINISTRATION

The Chief Administrative Officer may establish administrative procedures, directives, or orders to support the administration and implementation of this By-law, provided that such procedures, directives, or orders are consistent with this By-law and the *Municipal Government Act*, as amended from time to time.

Without limiting the above subsection, administrative procedures or directives may address interim processes for the collection, reporting, and remittance of the marketing levy, including processes to be followed pending the implementation of any centralized or provincial remittance system.

Nothing in this By-law relieves a platform operator of any obligation imposed under the *Municipal Government Act*.

15. OPERATOR CONTACT INFORMATION

Town of Lunenburg
Marketing Levy By-law
Adopted by Council:
Effective Date:

An operator must notify the Town without delay of any change to the operator's contact information, business name, or accommodation details that could affect the administration, reporting, or remittance of the marketing levy.

16. NOTICE

Any notice required under this By-law shall be in writing and may be delivered personally, sent by regular mail, or sent by email to the most recent contact information provided to the Town by the operator.

A notice delivered personally or sent by email is deemed to have been received on the day it is delivered or sent, unless the Town receives notice that delivery was unsuccessful.

A notice sent by regular mail is deemed to have been received five (5) days after mailing.

17. COMPLIANCE WITH OTHER LAWS

Nothing in this By-law authorizes the operation of short-term accommodation. Operators remain responsible for complying with all applicable provincial legislation and municipal by-laws, including the *Short-Term Rentals Registration Act* and municipal land-use by-laws.

18. OFFENCES AND PENALTIES

The Town may address non-compliance with this By-law through administrative and legal measures, including requiring payment of amounts owing and recovering unpaid marketing levy amounts as a debt owing to the Town.

A person who knowingly fails to comply with this By-law may be subject to prosecution under the *Summary Proceedings Act*.

19. SEVERABILITY

If any provision of this By-law is held to be invalid, such invalidity shall not affect the validity of the remaining provisions.

20. EFFECTIVE DATE

This By-law shall take effect January 1, 2027.

Subject: Tour and Horse-Drawn Vehicle By-law
From: Kayla Byrne, Municipal Clerk
Shania MacLeod, Bylaw/Special Constable Officer
Date: Feb. 3, 2025 – COTW
Feb. 10, 2025 – 1st reading



Recommendation

That Council approve first reading of the Tour and Horse-Drawn Vehicle By-law as presented.

Alternatives

- Refer the proposed by-law back to a future Committee of the Whole meeting for further discussion
- Direct staff to make amendments to the draft by-law prior to first reading
- Take no further action

Background

During the summer of 2025, the Town received several complaints and inquiries from members of the public regarding the welfare of horses used in horse-drawn carriage operations during periods of hot and dry weather. Under the existing [Hack and Trolley By-law](#), Town staff investigated the concerns raised and worked with the licensed operator to ensure that horses were not being overworked and that appropriate care measures were in place.

The current Hack and Trolley By-law contains provisions intended to protect animal welfare, including requirements that horses not be used when unfit for work and authority to require veterinary examinations where concerns arise. However, the by-law would benefit from clearer language and more tangible parameters to support consistent, timely decision-making, particularly in relation to climate-related risks and extreme weather conditions.

At its August 19, 2025 meeting, Council directed staff to review the Hack and Trolley By-law with a specific focus on climate-related considerations and animal welfare.

Feb. 3 COTW update:

Council reviewed the draft Tour and Horse-Drawn Vehicle By-law at its February 3, 2026 Committee of the Whole meeting and referred the by-law to a regular meeting of Council for first reading.

During the Committee of the Whole discussion, Council identified some areas for refinement and clarification, including:

- provisions allowing for the use of alternative draft animals, where appropriate;
- clearer parameters addressing false or misleading tour commentary;
- a requirement for certification from a licensed veterinarian confirming that a horse (or other approved draft animal) is fit to work prior to the issuance or renewal of a licence; and
- the ability for the Town to consult a veterinarian or other qualified professional to review and confirm elements of an operator's Safety, Animal Welfare, and Emergency Management Plan.

These changes have been incorporated into the draft by-law and are highlighted in yellow for ease of reference.

Discussion

The proposed draft strengthens animal welfare protections for horse-drawn carriage operations by providing clearer authority, expectations, and tools for staff, while avoiding rigid or overly prescriptive rules.

Where animal welfare is addressed:

- **Purpose (Section 3):** Identifies the protection of horse health, safety, and welfare as a core objective of the by-law.
- **Application Stage (Section 9.4):** Allows the Town to require proof that horses are fit for work, including veterinary confirmation, where appropriate.
- **Safety, Animal Welfare, and Emergency Management Plan (Section 23):** Requires operators to submit a written plan addressing: animal care, rest, and hydration, procedures for removing a horse from service, extreme weather and environmental risks, and emergency response protocols.
- **General Animal Welfare Standards (Section 24):** Establishes baseline expectations for humane treatment, access to water, rest periods, and limits on overworking horses.
- **Extreme Weather and Environmental Conditions (Section 25):** Prohibits operation when weather conditions pose a risk to animal welfare.
- **Fitness for Work (Section 26):** Clearly prohibits the use of horses that are unfit for work and provides observable indicators (lameness, dehydration, sores, exhaustion). Requires immediate removal from service when concerns arise.

- **Veterinary Care and Oversight (Section 27):** Allows the Town to require veterinary assessment where there are reasonable grounds for concern regarding fitness for work.

Jurisdictional Scan:

In preparing the draft by-law, staff reviewed animal welfare and safety provisions used by other Canadian municipalities that regulate horse-drawn carriage operations, including municipalities in Ontario (Niagara Region and Central Elgin), PEI (Charlottetown), and British Columbia (Victoria).

Overall, the draft by-law is consistent with, and in several respects strengthens, common municipal practices, while taking a more flexible, outcome-based approach tailored to Lunenburg's context.

The draft by-law aligns with other Canadian municipal approaches in the following key areas:

- Licensing and enforcement model
- Fitness-for-work standards
- Veterinary oversight
- Water, rest, and humane treatment
- Authority to intervene in unsafe conditions

Key Differences and Rationale

While aligned in principle, the draft by-law differs from some municipal examples in some intentional ways:

- **Outcome-Based Welfare Standards vs. Fixed Numerical Thresholds**

Some municipalities prescribe specific temperature cut-offs or maximum work hours (prohibiting operation above or below a set temperature).

The draft by-law instead adopts a principles-based approach, allowing staff to consider:

- temperature, humidity, and wind;
- workload and duration of work;
- availability of shade or shelter; and
- the individual condition of the horse.

Rationale: Staff determined that rigid numerical thresholds may not reflect real-world risk in all circumstances and can result in operations continuing up to an arbitrary limit even where conditions are clearly unsafe. The draft allows the Town to act earlier and more responsively to protect animal welfare.

- **Safety, Animal Welfare, and Emergency Management Plan Requirement**

Unlike some municipalities, the draft requires Operators to submit a written plan addressing:

- animal care practices;
- procedures for removing horses from service;
- extreme weather response; and
- emergency incidents.

Rationale: This approach shifts responsibility to Operators to proactively plan for foreseeable risks, rather than relying solely on enforcement after issues arise. It also provides staff with a clear, documented basis for oversight and enforcement.

Other Proposed Amendments

While Council’s direction focused on climate and animal welfare, staff also used this opportunity to review the Hack and Trolley By-law as a whole. The proposed draft updates the by-law, makes requirements clearer, and brings together rules that are currently spread across the by-law, application forms, and Council resolutions.

The below are proposed changes not related to animal welfare:

Area	Current Hack & Trolley By-law	Proposed Draft By-law	Why Staff Recommend This Change
Overall structure	By-law has been amended multiple times since 2002; requirements are spread across the by-law, application forms, and Council resolutions	Consolidates requirements into a single, modern by-law with clear sections and schedules	Improves clarity, transparency, and ease of administration
Fees	Licence fees are not set in the by-law and are established by Council resolution and referenced through application forms	Licence fees are set out in Schedule “B” to the by-law	Allows Council to adjust fees by resolution while keeping them transparent and easy to reference
Licence limits / capacity	Maximum number of hacks is established by Council resolution; selection methods (lottery or tender) are determined at Council’s discretion	Operational limits are set out in Schedule “A” , with clear direction on how competing applications are handled	Provides clarity and predictability while preserving Council oversight

Area	Current Hack & Trolley By-law	Proposed Draft By-law	Why Staff Recommend This Change
Handling competing applications	Council selects a method (lottery or tender) when applications exceed available licences	Competing applications are referred to Council with clear factors to consider (safety, congestion, saturation, fairness)	Improves transparency and defensibility of Council decisions
Traffic Authority vs. Council roles	Authority for routes, inspections, suspensions, and operational decisions is shared or duplicated between Council and the Traffic Authority	Traffic-related decisions (routes, loading zones, operational adjustments) are clearly assigned to the Traffic Authority; Council retains policy-level oversight	Aligns with the Municipal Government Act and reduces Council involvement in operational decisions
Tour vehicles (“trolleys”)	Trolleys are included but regulated less clearly and inconsistently than horse-drawn carriages	Tour vehicles are regulated under the same licensing and operational framework as horse-drawn vehicles (excluding animal welfare provisions)	Ensures consistency, fairness, and modern safety expectations
Licensing clarity	Distinction between Hack Licences, Hack Operator Licences, vehicles, and horses is embedded across multiple sections and forms	Establishes a clear Operator Licence with separate authorization for each vehicle	Improves administration and allows proportionate enforcement

Overall, the proposed draft improves clarity, fairness, and enforceability, while reducing risk to the Town and better aligning the by-law with how operations are managed in practice.

Relevant Legislation

Sections 171 and 171A of the Municipal Government Act confirm that the Town’s authority to license includes the ability to regulate and, where necessary, prohibit activities. Section 172 further authorizes Council to make by-laws for municipal purposes.

Financial

It is recommended that licence fees be set out in Schedule “B” of the proposed by-law. The

recommended fees are generally consistent with amounts charged in the past, but simplify the previous fee structure. Historically, fees included a base amount of \$500 per vehicle or carriage, along with an additional per-driver charge. Staff are recommending a simplified approach consisting of a flat annual Operator Licence fee of \$100, plus an additional \$500 fee for each authorized tour vehicle or horse-drawn carriage.

Communications

The proposed by-law will be advertised in accordance with the legislative requirements for the adoption of municipal by-laws and by-law amendments. In addition, staff have met with the licensed operator currently affected by this by-law and have kept the operator informed throughout the review process to help ensure that the proposed changes are operationally realistic and clearly understood.

Attachments

- Proposed draft by-law

Town of Lunenburg

TOUR AND HORSE-DRAWN VEHICLE BY-LAW

Adopted by Council: X

1. TITLE

1.1 This By-law may be cited as the Tour and Horse-Drawn Vehicle By-law.

2. Authority

2.1 This By-law is enacted pursuant to the authority of the Municipal Government Act and all other applicable provincial legislation.

3. Purpose

3.1 The purpose of this By-law is to regulate the operation of commercial tour transportation services within the Town of Lunenburg to:

- a) promote the safety of passengers, pedestrians, and other road users;
- b) ensure orderly and safe operation of commercial tour vehicles on Town streets;
- c) establish a clear and transparent licensing framework for commercial tour operations;
and
- d) protect the health, safety, and welfare of horses used in horse-drawn vehicle operations.

4. Definitions

4.1 For the purposes of this By-law:

- “Authorized vehicle” means a tour vehicle or horse-drawn vehicle approved by the Town for operation under an Operator Licence in accordance with this By-law.
- “By-Law Officer” means a person appointed by the Town to administer and enforce this By-law.
- “Council” means the Council of the Town of Lunenburg.
- “Draft animal” means a horse or other domesticated animal traditionally used for pulling vehicles, including oxen or mules, where approved by the Town for use in a horse-drawn vehicle operation under this By-law.
- “Horse-drawn vehicle” means a carriage, wagon, or cart pulled by one or more horses and used to transport passengers for compensation.

- “Operator” means a person who operates, drives, or is in care and control of a tour vehicle or horse-drawn vehicle, whether as the licence holder or on behalf of the licence holder.
- “Public place” means any street, sidewalk, trail, park, right-of-way, or other place to which the public has access, whether publicly or privately owned.
- “Public Address System” means any device or apparatus, whether electrical, mechanical, or otherwise, that reproduces or amplifies sound audible on a street, public place, or in a building.
- “Tour vehicle” means a motorized vehicle used to transport passengers for compensation on a fixed or semi-fixed route for sightseeing or tour purposes within the Town, including vehicles commonly referred to as trolleys, but does not include a taxi or public transit vehicle.
- “Town” means the Town of Lunenburg.
- “Traffic Authority” means the person or body authorized by the Town to regulate traffic, routes, and related matters on Town streets.

5. Authorization to Operate

5.1 No person shall operate a tour vehicle or horse-drawn vehicle for hire within the Town, or allow one to be operated, unless the Operator holds a valid Operator Licence and the vehicle is authorized under this By-law.

6. Alternative Draft Animals

6.1 The Town may approve the use of a domesticated animal other than a horse for drawing a vehicle, where the Town is satisfied that:

- a) the animal is traditionally and appropriately used for drawing vehicles;
- b) the use of the animal is permitted under all applicable provincial and federal legislation, including animal welfare and wildlife legislation; and
- c) all provisions of this By-law that apply to horses apply equally to the approved animal.

7. Operator Licence

7.1 No person shall operate, or permit the operation of, a tour vehicle or horse-drawn vehicle for hire on any street within the Town unless the person holds a valid Operator Licence issued under this By-law.

7.2 An Operator Licence shall be issued by the By-Law Officer or designate upon receipt of a completed application in the prescribed form.

7.3 An Operator Licence is valid for one (1) year from the date of issuance, expires annually on April 1, and must be renewed to continue operations, unless sooner suspended or revoked.

7.4 An Operator Licence is not transferable.

7.5 An Operator Licence authorizes the licensee to operate a commercial tour business within the Town, subject to compliance with this By-law and the authorization of individual vehicles under this By-law.

7.6 As a condition of holding an Operator Licence, the Operator shall:

- a) ensure that all individuals operating tour vehicles or horse-drawn vehicles on behalf of the Operator hold all required and valid provincial or federal driver's licences or certifications and comply with all applicable laws;
- b) ensure that all operations are conducted in compliance with this By-law, all other applicable Town by-laws, and all applicable provincial and federal legislation, including the Motor Vehicle Act and regulations respecting vehicle equipment, lighting, braking, and safe operation;
- c) not distribute pamphlets, solicit business, display advertising signs, or place any structure or object on Town property for advertising or attracting customers, except where authorized by the Town;
- d) ~~ensure that all tour commentary and any public address system comply with the Town of Lunenburg Noise By-law and are conducted in a respectful and non-misleading manner;~~
ensure that all tour commentary and any public address system comply with the Town of Lunenburg Noise By-law and that tour commentary is conducted in a respectful manner and is factually accurate to the best of the Operator's knowledge, and not misleading or deceptive. For the purposes of verifying compliance with this section, the Town may require the Operator to provide information or materials reasonably necessary to assess the accuracy of tour commentary.
- e) operate only on routes approved by the Town's Traffic Authority and comply with any temporary closures, detours, or route restrictions, including those related to special events, construction, or public safety.

- f) if the Operator intends to operate horse-drawn vehicles, ensure that each horse used in operations is examined by a licensed veterinarian, at the Operator's expense, and certified as fit for work, and provide the veterinary certification to the Town with the Operator Licence application and each renewal.

7.7 The fees payable under this By-law include:

- a) a base annual Operator Licence fee; and
- b) an additional annual fee for each tour vehicle or horse-drawn vehicle authorized to operate under the Operator Licence, as set out in Schedule "B".

8. Vehicle Authorization and Fees

8.1 No tour vehicle or horse-drawn vehicle shall be operated for hire within the Town unless the vehicle is authorized by the Town under this By-law.

8.2 Vehicle authorization shall be issued to an Operator for each tour vehicle or horse-drawn vehicle to be used in operations.

8.3 Vehicle authorization applies only to the specific vehicle identified and is not transferable.

8.4 As a condition of vehicle authorization, the Operator shall ensure that each vehicle is properly maintained, inspected, and insured in accordance with this By-law and all applicable legislation.

8.5 The applicable fee for each authorized vehicle shall be as set out in Schedule "B".

9. Conditions on Licences and Vehicle Authorization

9.1 An Operator Licence and any vehicle authorization issued under this By-law may be issued subject to reasonable terms and conditions imposed by the Town or the By-Law Officer, where such conditions are necessary to protect public safety, traffic safety, animal welfare, accessibility, or the orderly use of streets and public places.

9.2 Failure to comply with a condition imposed under this section constitutes a contravention of this By-law.

10. Application Processing and Capacity

10.1 The By-Law Officer shall review all applications for an Operator Licence to determine whether the application meets the requirements of this By-law.

10.2 Where an application complies with all applicable requirements of this By-law and does not exceed any limits established by Council, the By-Law Officer may issue the Operator Licence.

10.3 Where an application would exceed any limit established by Council under this By-law, or where multiple qualified applications exceed available capacity, the By-Law Officer shall refer the matter to Council for direction.

~~10.4 As part of an application for an Operator Licence authorizing horse-drawn vehicle operations, the Town may require the applicant to provide proof satisfactory to the Town that each horse proposed to be used in operations is fit for work, including confirmation from a licensed veterinarian.~~ ***(This is now required in section 7)***

11. Vehicle Suitability and Safety

11.1 All tour vehicles and horse-drawn vehicles authorized under this By-law shall be suitable for operation on public streets and for the safe transport of passengers.

11.2 Without limiting subsection 9.1, a vehicle authorized under this By-law shall:

- a) be mechanically and structurally sound and maintained in safe operating condition;
- b) not include features, modifications, or equipment that create a safety risk to passengers, pedestrians, cyclists, horses, or other road users; and
- c) be of a size, weight, and configuration that can be safely operated on approved routes, as determined by the Town's Traffic Authority.

11.3 The Town may refuse, suspend, or revoke vehicle authorization where a vehicle is unsafe, materially altered in a manner that affects safety, or no longer complies with this By-law.

12. Maintenance and Safety Responsibilities

12.1 The Operator is responsible for ensuring that all vehicles, horses (where applicable), harnesses, tack, equipment, and related items used in operations are maintained in a safe, sanitary, and serviceable condition at all times.

12.2 The Operator shall establish and follow regular inspection and maintenance procedures and shall immediately remove from service any vehicle, horse, or equipment that is unsafe, damaged, or unfit for use.

12.3 The Town does not assume responsibility for the inspection, maintenance, or condition of any vehicle, horse, or equipment operated under an Operator Licence.

13. Cleanliness and Nuisance Prevention

13.1 An Operator shall conduct operations in a manner that maintains cleanliness and does not create a nuisance in any public place.

13.2 An Operator of a horse-drawn vehicle shall ensure that each horse used in operations is equipped at all times with a properly fitted and maintained waste containment system designed to capture horse manure.

13.3 Where horse manure is deposited in any public place, including on a roadway, sidewalk, or other area accessible to the public, the Operator shall immediately take all reasonable steps to ensure that the manure is promptly removed and properly disposed of.

13.4 Where immediate removal by the Operator is not possible, the Operator shall promptly notify another employee or designate and shall ensure that clean-up personnel are dispatched without delay to remove the manure before it is spread, tracked, or creates a nuisance or safety concern.

13.5 An Operator shall ensure that horse manure and other solid waste generated as part of horse-drawn vehicle operations are properly collected and disposed of at the Operator's expense.

13.6 Horse manure or other operational waste shall not be deposited in Town garbage receptacles or litter containers.

13.7 An Operator shall take all reasonable steps to promptly address and clean any accumulation of horse urine in a public place where it creates a nuisance, odour, or safety concern.

14. Insurance

14.1 As a condition of issuing or renewing an Operator Licence, the licensee shall provide proof of commercial general liability insurance satisfactory to the Town.

14.2 The insurance required under this section shall:

- a) cover bodily injury, death, and property damage arising from the operation of any tour vehicle or horse-drawn vehicle operated under the Operator Licence;
- b) provide coverage of not less than Two Million Dollars (\$2,000,000) per occurrence, or such higher amount as Council may establish by resolution;
- c) name the Town of Lunenburg as an additional insured; and
- d) remain in full force and effect for the duration of the Operator Licence term.

14.3 Failure to maintain the required insurance shall result in the immediate suspension of the Operator Licence.

15. Indemnification

15.1 As a condition of holding an Operator Licence under this By-law, the Operator shall indemnify and save harmless the Town of Lunenburg, its officers, employees, agents, and elected officials from and against any and all claims, demands, actions, losses, costs, damages, or expenses, including legal fees on a solicitor-and-client basis, arising out of or related to:

- a) the operation of any tour vehicle or horse-drawn vehicle under this By-law;
- b) the conduct or negligence of the Operator or any person acting on behalf of the Operator; or
- c) any breach of this By-law or any condition of an Operator Licence or vehicle authorization,

except to the extent caused by the negligence of the Town.

16. Approved Routes

16.1 As part of an application for an Operator Licence, the applicant shall submit the proposed operating route or routes for all tour vehicles and horse-drawn vehicles to be operated under the licence.

16.2 All proposed routes must be reviewed and approved by the Town's Traffic Authority before the issuance or renewal of an Operator Licence.

16.3 An Operator shall operate only on routes approved by the Town's Traffic Authority and shall comply with any temporary closures, detours, or route restrictions, including those related to special events or construction.

16.4 Approved routes may be amended by the Town's Traffic Authority from time to time for safety, operational, or traffic management reasons, and Operators shall comply with any amended route approvals.

17. Loading Zones

17.1 As part of route approval, the Town's Traffic Authority may establish, assign, relocate, or modify loading zones for tour vehicles and horse-drawn vehicles.

17.2 An Operator shall use only the loading zones assigned or approved by the Town and shall comply with any conditions related to their use.

18. Stopping, Standing, and Parking

18.1 An Operator shall not stop, stand, park, or stage a tour vehicle or horse-drawn vehicle in a manner that obstructs traffic, interferes with pedestrians, cyclists, accessibility, or emergency vehicles, or unreasonably interferes with the use of adjacent properties, except where authorized by the Town or required for safety or emergency reasons.

18.2 An Operator shall comply with all applicable traffic laws, parking regulations, traffic control devices, and any directions of a police officer or traffic authority.

18.3 Tour vehicles and horse-drawn vehicles shall load and unload passengers only at approved loading zones or locations authorized by the Town, except where required for safety or emergency reasons.

19. Control and Supervision of Horses

19.1 An Operator shall ensure that any horse used in horse-drawn vehicle operations is under effective supervision and control at all times while in a public place.

19.2 A horse shall not be left unattended in a public place, except where the horse is securely hitched or otherwise restrained in a manner that ensures the safety of the horse and the public, and the Operator remains in the immediate vicinity and able to respond promptly.

20. Hitching Posts and Restraint Infrastructure

20.1 Where an Operator proposes to install a hitching post or other fixed restraint for horses on Town property or within a public right-of-way, the installation shall be at the Operator's expense and subject to prior approval by the Town.

20.2 Approval under this section may consider location, design, public safety, accessibility, and compatibility with surrounding uses.

20.3 Nothing in this section obligates the Town to permit the installation of a hitching post or similar infrastructure.

20.4 Hitching posts approved under this section do not relieve an Operator of the obligation to maintain effective supervision and control of horses under this By-law.

21. Hours of Operation

21.1 An Operator shall operate a tour vehicle or horse-drawn vehicle only between sunrise and one (1) hour after sunset, unless Council authorizes otherwise by resolution.

22. Schedule of Operational Limits

22.1 The maximum number of Operator Licences, vehicles, and horses permitted to operate under this By-law shall be as set out in Schedule "A".

22.2 Schedule "A" may establish different limits for tour vehicle operations and horse-drawn vehicle operations and may be adopted, amended, or replaced by resolution of Council from time to time.

22.3 Council may provide direction respecting the allocation of available licences under this By-law.

23. Safety, Animal Welfare, and Emergency Management Plan

23.1 As a condition of issuing or renewing an Operator Licence for horse-drawn vehicle operations, the applicant shall submit a written Safety, Animal Welfare, and Emergency Management Plan, in a form acceptable to the Town.

23.2 The Plan shall, at a minimum, address:

- a) general animal care and welfare practices, including watering, feeding, rest, shelter, and monitoring for signs of distress;
- b) procedures for removing a horse from service when the horse becomes unfit for work;
- c) safe operation of the horse-drawn vehicle in traffic, around pedestrians, and in crowded areas;
- d) procedures for managing extreme weather or environmental risks, including heat, cold, and other conditions that may affect animal welfare;
- e) emergency response procedures for incidents including, but not limited to, horse illness or injury, equipment failure, traffic collisions, or public safety concerns; and
- f) communication and coordination with emergency services and the Town when required.

23.3 The Town may, at any time and at the Operator's expense, require that a Plan, or any portion of the Plan, be reviewed or certified by a licensed veterinarian or other qualified professional acceptable to the Town, to confirm that the Plan aligns with recognized best practices for animal care, safety, and welfare.

23.4 The Town may require amendments to a Plan as a condition of issuing or renewing an Operator Licence where reasonably necessary to protect public safety or animal welfare.

23.5 Failure to comply with an approved Plan constitutes a contravention of this By-law and may result in suspension or revocation of an Operator Licence.

24. General Animal Welfare

24.1 An Operator shall ensure that every horse used in horse-drawn vehicle operations is kept, handled, housed, transported, and worked in a manner that protects the horse's health, safety, and welfare and prevents pain, injury, distress, exhaustion, or unnecessary suffering.

24.2 Without limiting anything within this section, general animal welfare includes, but is not limited to, ensuring that each horse:

- a) has access to fresh, potable water;
- b) is provided with appropriate rest periods during the workday;
- c) is treated humanely at all times and is not subjected to cruel, abusive, or neglectful behaviour; and
- d) is not worked, stressed, or otherwise required to perform beyond its physical capacity.

25. Extreme Weather and Environmental Conditions

25.1 An Operator shall not operate a horse-drawn vehicle where extreme weather or environmental conditions pose a risk to the health, safety, or welfare of a horse.

25.2 Extreme weather or environmental conditions may include, but are not limited to, excessive heat or humidity, extreme cold, heavy precipitation, high winds, poor air quality, or any combination of conditions that may reasonably cause distress, injury, or exhaustion to a horse.

25.3 In determining whether conditions are unsafe, consideration may be given to factors including temperature, humidity, wind, duration of work, workload, availability of shade or shelter, and the individual condition of the horse.

25.4 Where the By-Law Officer has reasonable grounds to believe that extreme weather or environmental conditions present a risk to animal welfare, the By-Law Officer may require an Operator to immediately modify or suspend operations.

26. Fitness for Work

26.1 No horse shall be used in horse-drawn vehicle operations if the horse is unfit for work.

26.2 Indicators that a horse may be unfit for work include, but are not limited to:

- a) lameness, stiffness, or injury affecting mobility;
- b) open sores, wounds, or skin conditions caused by or aggravated by tack, harnesses, or equipment;
- c) signs of exhaustion, dehydration, emaciation, or poor body condition;

- d) loose, missing, or unsafe shoes; or
- e) illness, infection, or any condition likely to cause pain or distress.

26.3 Where a horse shows signs of being unfit for work, the Operator shall immediately remove the horse from service and shall not return the horse to service until the horse is fit for work, as verified by a veterinarian where required by the Town.

27. Veterinary Care and Oversight

27.1 Where the By-Law Officer has reasonable grounds to believe that a horse may be unfit for work or that animal welfare requirements are not being met, the By-Law Officer may require the Operator, at the Operator's expense, to obtain a veterinary examination.

27.2 The Operator Licence may be suspended until satisfactory confirmation is provided that the horse is healthy and fit for work.

27.3 Operators shall provide veterinary records or certifications reasonably required to demonstrate compliance with this By-law, including records related to fitness for work where applicable.

28. Complaints and Investigations

28.1 Any person may make a complaint to the Town regarding an alleged contravention of this By-law.

28.2 The By-Law Officer is responsible for receiving, reviewing, and investigating complaints and for determining whether a contravention of this By-law may have occurred.

28.3 The By-Law Officer may also initiate an investigation on their own initiative where the Officer has reasonable grounds to believe that a contravention of this By-law may have occurred.

28.4 In carrying out an investigation, the By-Law Officer may require an Operator to provide records, documentation, or information reasonably necessary to determine compliance with this By-law, including, where applicable, proof of insurance, maintenance and inspection records, veterinary records, approved plans, or route approvals.

28.5 Where the By-Law Officer determines that a contravention of this By-law has occurred, the Officer may take enforcement action in accordance with this By-law and applicable legislation, including issuing orders, suspending or revoking licences, or commencing a prosecution.

29. Records and Retention

29.1 An Operator shall maintain and retain records reasonably necessary to demonstrate compliance with this By-law, including, where applicable:

- a) proof of insurance;
- b) Operator Licence and vehicle authorization documentation;
- c) vehicle inspection, maintenance, and repair records;
- d) veterinary certifications or records related to fitness for work; and
- e) any Safety, Animal Welfare, and Emergency Management Plan approved under this By-law.

29.2 Such records shall be retained for a minimum period of three (3) years and shall be made available to the By-Law Officer upon request for the purposes of administration or enforcement of this By-law.

30. Suspension, Revocation, and Appeal

30.1 Where the By-Law Officer determines that a licence holder has failed to comply with this By-law, any other applicable Town by-law, or applicable provincial or federal legislation, the By-Law Officer may suspend or revoke an Operator Licence.

30.2 A suspension may be lifted by the By-Law Officer where the Officer is satisfied that the contravention has been remedied and compliance with this By-law has been achieved.

30.3 A decision made under subsection 30.1 may be appealed to Council by delivering written notice of appeal to the Clerk within fourteen (14) days of the decision.

30.4 Upon receipt of a notice of appeal, the Clerk shall place the appeal on the agenda of a regular meeting of Council as soon as practicable.

30.5 Unless Council directs otherwise, a licence remains suspended during the appeal process.

30.6 Council may confirm, vary, or rescind the decision of the By-Law Officer.

30.7 A decision of Council under this section is final for the purposes of this By-law.

30.8 Revocation of a licence does not prevent a person from applying for a new Operator Licence in the future, unless Council directs otherwise.

31. Enforcement

31.1 Compliance with this By-law shall be enforced primarily through licensing and administrative measures, including the imposition of conditions, orders, suspensions, or revocations issued under this By-law.

32. Offence & Penalty

32.1 Any person who fails to comply with an order, condition, suspension, or revocation issued under this By-law is guilty of an offence.

32.2 Any person convicted of an offence under this By-law is liable, on summary conviction, to a fine of not less than One Hundred Dollars (\$100.00) and not more than One Thousand Dollars (\$1,000.00).

32.3 Where an offence under this By-law continues for more than one day, each day the offence continues constitutes a separate offence.

33. Repeal

33.1 Upon coming into force, this By-law repeals and replaces By-law No. 56, being the Hack and Trolley By-law, and any amendments thereto.

SCHEDULE "A" – OPERATIONAL LIMITS

1. Tour Vehicles

The maximum number of tour vehicle Operator Licences permitted to operate within the Town at any one time is three (3) tour vehicles.

2. Horse-Drawn Carriage Operations

(a) The maximum number of horse-drawn carriage Operator Licences permitted to operate within the Town at any one time is four (4) carriages.

(b) Each authorized horse-drawn carriage may be operated using a maximum of two (2) horses per carriage.

3. Competing Applications and Allocation

Where the number of qualified applications for Operator Licences or vehicle authorizations exceeds the limits set out in this Schedule, the matter shall be referred to Council for determination.

In determining the appropriate number of licences to be issued and the manner in which available licences are allocated, Council may consider factors including, but not limited to:

- (a) public safety and traffic impacts;
- (b) pedestrian congestion and accessibility;
- (c) animal welfare considerations;
- (d) the cumulative impact of tour operations on Town streets and public places;
- (e) the risk of over-saturation of commercial tour services; and
- (f) the fair and reasonable allocation of available licences among competing applicants.

SCHEDULE "B" – LICENCE FEES

1. Operator Licence Fee

Every application for an Operator Licence under this By-law shall be accompanied by a non-refundable annual licence fee of One Hundred Dollars (\$100.00).

2. Per Vehicle Authorization Fee

In addition to the Operator Licence fee, an annual fee of Five Hundred Dollars (\$500.00) shall be payable for each tour vehicle or horse-drawn carriage authorized to operate under an Operator Licence.

3. Fee Term

All fees set out in this Schedule are payable annually and are non-refundable.

Subject: Sponsorship Request: Jennifer Collins Classic Hockey Tournament
From: Paul Nopper, CAO
Kristi Tibbo, Director of Recreation
Date: February 10, 2026



Recommendation

That Council approve a Diamond sponsorship contribution of in-kind support for the next 3 years, 2026, 2027, and 2028, for the Jennifer Collins Classic Hockey Tournament, consisting of:

- Waiver of non-prime time and weekend morning War Memorial Arena rental fees totalling \$3,030.00 in 2026, \$3,120.90 in 2027 (3% increase), and \$3,214.53 in 2028 (3% increase).
- Waiver of the rental fee for the Community Centre totalling \$387.00 in 2026, \$398.61 in 2027 (3% increase), and \$410.57 in 2028 (3% increase).
- Promotion of the Jennifer Collins Classic through the Town of Lunenburg's communication channels, including social media and newsletters.
- Authorize the Chief Administrative Officer to finalize and sign the 3-year waiver of fees agreement, in accordance with the Sponsorship and Commemorative naming Policy, in alignment with Council's direction.

Alternative

That Council approve a Diamond sponsorship contribution of in-kind support for the 2026 for the Jennifer Collins Classic Hockey Tournament, consisting of:

- Waiver of non-prime time and weekend morning War Memorial Arena rental fees totalling \$3,030 in 2026.
- Waiver of the rental fee for the Community Centre totalling \$387.00 in 2026.
- Promotion of the Jennifer Collins Classic through the Town of Lunenburg's communication channels including social media and newsletters.
- Authorize the Chief Administrative Officer to finalize and sign the waive of fees agreement, in accordance with the Sponsorship and Commemorative naming Policy in alignment with Council's direction.

That Council tables supporting the Diamond level sponsorship of the Jennifer Collins Hockey Tournament with in-kind ice rental and community centre support for the event for 2026 for more information or alternative options.

That Council declines supporting the Diamond level sponsorship of the Jennifer Collins Hockey Tournament with in-kind ice rental and community centre support for the event for 2026 for more information.

Background

In January 2026, the town received a request from the organizers of the Jennifer Collins Classic Hockey Tournament requesting sponsorship contributions to support the upcoming event at March 26 - 29, 2026. They are seeking in-kind or monetary contributions. Contributions that Council provided in 2025 included:

- In-kind waive of fees for ice rental.
- In-kind waive of fees for the community centre for the dance.
- Communications/promotional support through the Town's social media channels.

The value of this support made the Town of Lunenburg a Diamond Sponsor of the Jennifer Collins Classic.

The BURG Classic (original name of the event) started in 2013, as a recreation hockey tournament and a community dance, with the sole goal of raising funds to help Jennifer Collins. In 2009, Jennifer was faced with a life-altering injury that left her paralyzed. Despite everything, Jennifer had an enduring spirit that looked to the good in life.

Since the start of the event, it has now grown to a community homecoming, a multi-weekend event that raises hundreds of thousands of dollars to help countless individuals, families, and causes in the community. Jennifer's legacy lives on through the events and her impact will continue to support those in the community facing financial hardship due to life-altering circumstances. In 2025, the BURG officially changed its name to the Jennifer Collins Classic.

100% of the funds raised from this event go back into supporting individuals in need in the community.

Discussion

In recent years, Council has been requested to be a sponsor of the Jennifer Collins Classic. There have been varying levels of support for this tournament. With the uniqueness of this tournament, as it acts as a community homecoming for many, and that 100% of funding raised goes back to support the community, that Council could consider supporting the event. Staff are recommending, to prevent continuous presentations and requests to Council, over the next several years, that Council consider a 3-year agreement of sponsorship. This would put the Town in the level of a Diamond sponsor each year and would take the request to the end of this Council term. Staff would recommend in-kind support for:

- Ice rental for the weekend event.
- Community Centre rental for the dance event.
- Communication support to promote the event via social media and newsletters.

Financial

The Jennifer Collins Classic runs from Thursday, March 26, - Sunday March 29, equalling four days for the Arena for a total of 49 hours and a one-day rental of the Community Centre.

Possible sponsorship opportunities, taking into consideration any logistical and budgetary constraints including Rates without Sponsorship (2026 numbers. Numbers will be increased by 3% to accommodate for CPI increases):

Arena

- Primetime, 29 hours @ \$201 = \$5,829
- Non-primetime, 10 hours @ \$170 = \$1,700
- Weekday morning, 10 hours @ \$133.00 = \$1,330

Community Centre

- One day of Community Centre @ \$387.00 = \$387.00

Town staff assistance for logistics

- This would be incorporated into existing operational workflows and would not necessarily result in additional costs.

Promotion through the Town's channels

- Free (limited staff time to share posters created by JC Classic Organization)

Total cost: \$9,246.

In the past for this event, the Town has provided silent auction prizes and a free community centre rental.

The Jennifer Collins Classic is a volunteer-run initiative with a strong charitable focus, but it is not a registered non-profit or charity. This means it does not qualify for the Town's Community Grants Program, which requires formal non-profit or individual eligibility. However, because the event provides a community benefit, it can be considered eligible for sponsorship under the Town's Sponsorship and Commemorative Naming Policy, which allows for support through financial contributions or in-kind assistance if it aligns with the Town's mandate and public interest.

Under this, Council could consider a full sponsorship of in-kind services (**totalling \$9,246**) or consider a lesser amount of in-kind services. Staff recommend a smaller amount, such as an in-kind contribution of the non-primetime, weekday morning arena rentals, and community centre rental (**totalling \$3,417**), which would likely qualify the town as “diamond” sponsor. Additionally, staff would recommend a 3 year agreement with the stipulation donation funds.

By setting a sponsorship with non-prime time ice, weekend morning ice, and the community centre rental, this still allows the Town to have ice rental revenues coming in, while supporting a large-scale community event. This event has similar processes and funding as that was provided to the Octoberfest event.

JC Classic Sponsorship Policy Alignment Policy Criteria

JC Classic Alignment

Mutually Beneficial Partnership	Provides promotional opportunities for the Town, supporting a community-focused event.
Alignment with Town Programs & Events	Held at the Town-owned arena and aligns with community well-being objectives.
Town-Owned Facility Use	Event takes place in a Town facility, strengthening alignment with municipal assets.
Regulated Substances Restriction	A portion of the event serves alcohol but is not alcohol-focused.
Proportional Sponsorship Benefits	Support requested (in-kind) is proportional to promotional benefits for the Town.
Formal Sponsorship Agreement Required	Agreement will outline Town’s contributions any recognition requirements.

Resource Relevance

Comprehensive Community Plan

- Section 6.3
 - G) Promote collaboration among businesses to effectively use resources for events, festivals, and attractions.
- Section 10.6 Programming
 - E) Create mechanisms for sponsorship or pay-what-you-can participation in any for-fee programs and events.
 - Events and Activities: The development of innovative, inclusive, and desirable events and activities is an ongoing effort. What is of interest to residents will continue to evolve over time and will be impacted by broader trends.

- K) Carry out annual engagement with residents to co-create and implement new events and activities.

Attachments

- Jennifer Collins Classic Sponsorship Package for 2026

THE
Jennifer Collins
CLASSIC



SPONSORSHIP PACKAGE

2026

ABOUT THE JC CLASSIC

The Jennifer Collins Classic is an annual, volunteer-run, community-based event that includes recreational hockey and golf tournaments and social events. The purpose and goal of the event is to raise funds to be donated in and around Lunenburg, NS to individuals and causes facing financial hardship due to life-altering circumstances. 100% of proceeds are returned to the local community. To date, The Jennifer Collins Classic has raised over \$570,000 for the community.

COMMUNITY. SUPPORT. RESPECT. FUN.



DEAR BUSINESS OWNER OR MANAGER,

JANUARY 2026

Over a decade ago a group of motivated community members got together to reinstate a hockey tournament and social event in Lunenburg, NS. Our initial hockey tournament featured eight teams; however, in recent years The Jennifer Collins Classic has grown into a multi-weekend event with a hockey tournament that features 22 teams and a 26-team golf tournament.

The first weekend of 2026 features the hockey tournament, a community dance, a silent auction, various interactive games at the arena, and more. The second weekend features the golf tournament and additional community social events. And throughout the month of March, we'll generate foot traffic for local restaurants while raising funds through the Battle of the BURGER.

We invite your business to play a role, through sponsorship, in the success of this year's Jennifer Collins Classic. The hockey tournament will take place March 26–29, 2026, while the golf tournament will take place in May (date TBD).

In 2025, the Jennifer Collins Classic raised \$115,000. Donations from businesses and organizations play a vital role in raising funds. We're hopeful that you will support the Jennifer Collins Classic events by making a monetary donation or by offering an in-kind donation for the silent auction. The value of your donation is at your discretion—every contribution helps.

By entering into this partnership, your business will receive recognition and advertising during all events. Silent auction items will be accompanied by the name of your business and a description of the auction item available, which will be displayed at the arena entrance during the four-day event. Your donation will also demonstrate your commitment to giving back to those who need it most.

We're excited to bring the community together for another great year and, more importantly, to raise funds for those who need it most.

Thank you for your time, and we hope to hear from you soon.

THE JENNIFER COLLINS CLASSIC COMMITTEE

INFO@JENNIFERCOLLINSCLASSIC.COM

SPONSORSHIP OPPORTUNITIES

Thank you for supporting the 2026 Jennifer Collins Classic. Donations to our events directly support the community and will be accepted as financial or in-kind.

Sponsorship opportunities include:

- Diamond sponsor
- Platinum sponsor
- Gold sponsor
- Silver sponsor
- Bronze sponsor
- Friend of the Classic
- Coffee sponsor (both)
- Hole sponsor (golf)
- Prize sponsor (golf)
- Dinner sponsor (golf)
- Cart sponsor (golf)
- Divison sponsor (hockey)



DIAMOND SPONSOR

\$2,500 & ABOVE

Diamond Sponsorship recognizes those businesses and individuals making a significant contribution to our events.

Key benefits include:

- Placement as a Diamond sponsor on the sponsor board during both tournaments
- At least two (2) features as a Diamond sponsor on the event Facebook and Instagram pages, including one (1) dedicated post showcasing your business
- Your company logo included as a Diamond sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Diamond sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)



PLATINUM SPONSOR

\$1,500–\$2,500

Platinum Sponsorship provides high-level recognition throughout the weekend and in the lead up to the event.

Key benefits include:

- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

GOLD SPONSOR

\$1,000 - \$1,499

Gold Sponsorship is an excellent option for those companies or organizations looking for a high level recognition.

Key benefits include:

- Placement as a Gold sponsor on the sponsor board during both tournaments
- At least two (2) features as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Gold sponsor at the golf tournament

SILVER SPONSOR

\$500- \$999

Becoming a Silver sponsor enables you, your business, or organization to be recognized as a key contributor to the Jennifer Collins Classic.

Key benefits include:

- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026

BRONZE SPONSOR

\$250 - \$499

The Bronze Sponsorship level highlights your business or organization's commitment to community.

Key benefits include:

- Placement as a Bronze sponsor on the sponsor board during both tournaments
- At least two (2) features as a Bronze sponsor on the event Facebook and Instagram pages
- Your company logo included as a Bronze sponsor on the Jennifer Collins Classic website for the duration of 2026



FRIEND OF THE CLASSIC UP TO \$249

Friend of the Classic is a great way for individuals, small businesses, or organizations to contribute to the community through a monetary or in-kind donation.

Key benefits include:

- Placement as a Friend of the Classic on the sponsor board during both tournaments
- Your business or individual name featured beside any in-kind donations (e.g. silent auction, raffle prizes)
- At least two (2) features as a Friend of the Classic on the event Facebook and Instagram pages
- Your company or name listed as a Friend of the Classic on the Jennifer Collins Classic website for the duration of 2026

HOCKEY & GOLF TOURNAMENTS

COFFEE SPONSOR

\$750

Keep fans and participants fueled throughout the hockey and golf tournaments by sponsoring a coffee station. One coffee sponsorship is available for each (hockey and golf) tournament.

Key benefits include:

- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, at the coffee station at either the hockey or golf tournament
- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026



GOLF TOURNAMENT
PRIZE SPONSOR
\$750

MINIMUM \$500 CASH + PRIZE ITEMS FOR A TOTAL \$750+ VALUE

The golf tournament will feature various prizes including, but not limited to: closest to the hole, long drive prizes, longest putt, etc.

Key benefits include:

- Your business name and logo highlighted at the hole corresponding to your prize donation
- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026

GOLF TOURNAMENT
HOLE SPONSOR
\$1,250

MINIMUM \$750 CASH + \$250-\$500 PRIZE ITEMS FOR A TOTAL \$1,250 VALUE

As an exclusive hole sponsor, you will host a booth that features your business at a tee box during the golf tournament.

Key benefits include:

- Your business name and logo highlighted at your **exclusive** hole for the duration of the golf tournament
- Placement as a Gold sponsor on the sponsor board during both tournaments
- At least two (2) features as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the Jennifer Collins Classic website for the duration of 2026

Please note: The Jennifer Collins Classic golf tournament has limited capacity for hole and prize sponsors

GOLF TOURNAMENT
DINNER SPONSOR
\$1,750

As the golf tournament Dinner Sponsor, your donation will offset the cost of dinner for all teams following the golf tournament.

Key benefits include:

- Your business name and logo highlighted at the post-tournament dinner in the Lunenburg Golf Course clubhouse
- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

GOLF TOURNAMENT
CART SPONSOR
\$1,750

The Cart Sponsor helps offset costs and increase total funds raised while gaining exclusive access.

Key benefits include:

- Your business name and logo highlighted on all carts (up to 50) for the duration of the golf tournament
- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

Please note: Dinner and Cart sponsors are each exclusive to one business or individual

HOCKEY TOURNAMENT DIVISION SPONSOR

\$2,000

As a Division Sponsor, you will see your business highlighted exclusively as the official partner for one (1) hockey tournament division. Minimum three-year commitment.

Key benefits include:

- Inclusion in all hockey tournament signage and promotion, where applicable
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by The Jennifer Collins Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

Please note: The Jennifer Collins Classic hockey tournament has capacity for three (3) division sponsors.



If you intend to donate or sponsor this event, please contact the Committee at info@jennifercollinsclassic.com, confirming your sponsorship tier, no later than March 1, 2026.

When confirming your sponsorship, please share your business or organization's logo so we can maximize your sponsorship benefits across our digital platforms leading up to the event. Preferred format is a transparent PNG—this ensures your logo is high resolution across platforms and promotional assets.

All donations must be received by March 15, 2026, to receive the full benefits of your sponsorship tier. Items or donations received after this date will be recognized as close as possible to the criteria listed for the corresponding sponsorship tier.

THANK YOU FOR SUPPORTING THE JENNIFER COLLINS CLASSIC!



Town of Lunenburg Motion Action List

PRIORITY A = Action within 3 months (Jan. 2026 – March 2026)

PRIORITY B = Action within 6 months (April 2026 – Sept. 2026)

PRIORITY C = Longer-term (Beyond Sept. 2026)

MOTION ACTION LIST					
TITLE	REQUESTED DATE	COUNCIL MOTION OR DESCRIPTION	RESPONSIBLE	TARGET DATE	STATUS & UPDATES
PRIORITY A					
Marketing Levy By-law	2024	Draft a Marketing Levy By-law.	Municipal Clerk	PRIORITY A (in progress) By-law to be approved in early 2026. Effective date to take place Jan. 1, 2027	1 st Reading scheduled for Feb 2026
Short Term Housing Report	April 1, 2025	Bring back a report on what amendments might look like to the MPS and LUB, including options to: <ul style="list-style-type: none"> • Restrict short-term rentals to primary residences; • Restrict short-term rentals to commercial-use zones; • Evaluate the merits of a short-term rental business licensing by-law. 	Community Development	PRIORITY A Implications to Marketing Levy	

MPS Amendments: DAs on Town Land	Original motion: July 16, 2024 Updated motion: Jan. 7, 2025 COTW	Original motion: Amend the Municipal Planning Strategy, allowing development agreements with potential purchasers of the lower slopes of Blockhouse Hill. Jan. 7, 2025 COTW motion: Refer the proposed amendments to the Municipal Planning Strategy (MPS), as outlined in Attachment A, to Council for consideration, enabling the use of development agreements on lands throughout the Town.	Community Development	PRIORITY A	This is a milestone that needs to be achieved for HAF agreement.
LUB Amendments: Main Street Form Zone & on-site parking	2024 /2025	Form Zone: Prepare a report with recommendations for revising the Land-Use By-law's Main Street Form Zone requirements, with the aim of encouraging more varied development within this zone Parking: Original (Feb. 27, 2024): That Council direct staff to work on a proposed amendment to the Land Use By-law (LUB) to enable up to five on-site parking spaces in front yards. Expanded Jan. 28, 2025: That staff to expand their review beyond the motion passed on February 27, 2024, which directed staff to work on a proposed amendment to the Land Use By-law (LUB) to enable up to five on-site parking spaces in front yards, and further explore additional options to address parking challenges in the Salt Meadow subdivision and the apartment buildings in that neighbourhood.	Community Development	PRIORITY A	As a part of comprehensive MPS/ LUB Review – Work expected to start in early 2026
Housing Market Study	Jan. 14, 2025	Collaborate with MODL on commissioning a comprehensive housing market study to provide updated housing market information and address known data gaps that will support affordable housing within the region.	Community Development	PRIORITY A (in progress)	Presentation scheduled by MODL Feb. 2026
Reducing Speed Limits	April 15, 2025	Prepare a report on reducing speed limits from 50 km/h to 40 km/h on Linden Avenue, Pelham Street, and Creighton Street,	Public Works	PRIORITY A (in progress)	Jan. 2026 update: Recent changes to

		<p>based on available traffic study data and exploring the possibility of including adjoining streets, in an application to the Province for a speed limit reduction; and that a recommendation of a town-wide reduction may result if appropriate and cost-effective.</p> <p>Bring back a report exploring the installation of four-way stop signs at the intersections of Creighton Street with Prince Street and Creighton Street with Cornwallis Street.</p>			<p>provincial regulations require staff to review how the updated framework applies to Town streets, particularly on roads with shared or provincial jurisdiction. Staff are reviewing the new rules before bringing forward next steps.</p>
Community Grants Policy Amendment	Aug. 19, 2025	<p>Review and propose any possible edits to the policy.</p> <p>Sept. 2, 2025: Council indicated a desire to have a Grants Committee.</p>	Communications & Events Coordinator	PRIORITY A	Request for Direction expected Feb 2026
Review Hack & Trolley By-law	Aug. 19, 2025	Review the Hack and Trolley By-law, taking into account regulations from other jurisdictions with similar climates and tourism activities	By-law Enforcement	PRIORITY A	1 st Reading scheduled for Feb 2026
PRIORITY B					
Cornwallis Street Renaming	Dec. 10, 2024	Cease work on the renaming of Cornwallis Street subject to Council re-evaluation.	Municipal Clerk Community Development	PRIORITY B	
Washrooms at Lunenburg Academy	Initial Direction: March 4, 2025 COTW	Staff presented an information report on this on June 24, 2025. No motion was made, but a general consensus to revisit the idea of portable washrooms in the Spring of 2026.	Public Works	PRIORITY B Early in 2026; align	Council voted to remove the preparation site

				with the budget cycle)	from the 2026/27 Capital Budget REMOVE ITEM?
Banner Installation and possible program	July 15, 2025	Explore options for banner installation, taking into consideration the current requests, including potential logistics, responsibilities, and costs, and how similar requests may be accommodated in the future.	Public Works Municipal Clerk	PRIORITY B	
Traffic and Parking Budget Considerations	March 4, 2025 COTW	Staff to bring forward cost estimates for the following initiatives as part of the 2025/26 budget deliberations: <ul style="list-style-type: none"> • Reconfiguration of the Community Centre parking lot • Accessible parking considerations • Paid parking options *if this is too much perhaps this considered in a different year per Council discussion • Consistent signage improvements 	Public Works Community Development Finance	PRIORITY B Early in 2026; align with the budget cycle)	First two items addressed in July 15, 2025 staff report. Other items to come at a future meeting
Cemetery Review	Dec. 9, 2025	Council received an information report on Hillcrest Cemetery operations and reached consensus to schedule a future Committee of the Whole discussion to undertake a comprehensive review of cemetery care, rates, and future needs.	Multiple Departments	PRIORITY B	Expected Spring 2026
Water System Modelling	Jan. 13, 2026	Council indicated that it would like to receive a presentation at a future Committee of the Whole meeting on the Water System Modelling completed in 2023, including the recommendations that inform the proposed Transmission Main Renewal project.	Public Works	PRIORITY B	

PRIORITY C

PRIORITY C					
NSUARB application to amend Regulation 5.14	April 23, 2024	Amend Electric Utility Regulations to include energy storage alongside renewable low-impact generators, limited to devices with a capacity of 27kW or less.	Finance	PRIORITY C Requires ABCO to follow-up with Town	This was a request from ABCO contingent on ABCO paying for the amendments, but no follow-up has been received yet.
Parking & Traffic Study Recommendation	Jan. 28, 2025	Work towards collaborating with the Municipality of the District of Lunenburg and the local MLA to work towards the recommendation identified in the Parking and Traffic Study regarding safety improvements at the intersection of Route 332 and Trunk 3.	CAO Public Works	PRIORITY C	
Laurie Fisher Art Project	April 22, 2025	Explore how the town could work with Eric Croft to explore options for maintaining and restoring the Laurie Fisher Fish Rehabilitation Project.	Staff TBD	PRIORITY C	
Election signs on public lands	May 13, 2025	Prepare a local rule governing the placement of election signs on public lands, specifically parklands, within the Town of Lunenburg.	Municipal Clerk	PRIORITY C Prior to next election cycle	