

2017 Supplementary Budget Survey

In January 2017, the Cape Breton Regional Municipality issued a survey that sought to gather feedback from residents about their priorities for the upcoming municipal budget.

While we commend the municipality for taking steps to engage citizens, we felt that the survey was limited and that there were some questions missing – questions that could have better captured and expressed what makes life here unique, enticing, and meaningful.

We believe in the wisdom of the community, that citizens should have opportunities to inform the budgets that impact their lives, that these opportunities must be genuine, and that the tools used should ask really good questions about the really important things.

This survey was designed and implemented by a new volunteer citizen’s engagement group, Cape Breton Citizens' Voice. At present, this includes a collection of thirteen women who live and work in the CBRM and are seeking to engage in community building activities. All data collected from this survey was anonymous and was analyzed, shared and stored in aggregate form.

Over four days (February 12-February 15), 411 surveys were completed. The charts and summaries below represent the data collected from these 411 surveys.

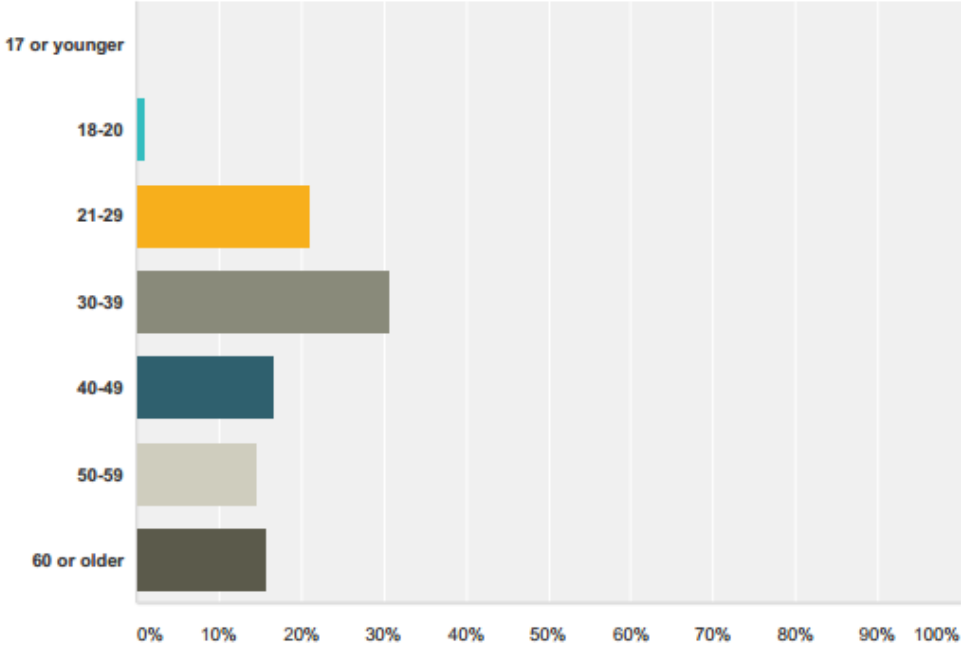
Table of Contents

- Section One: Respondent Demographics..... 2**
- Section Two: Relations with First Nations 4**
- Section Three: Immigration.....6**
- Section Four: Arts and Culture 9**
- Section Five: Sports and Recreation11**
- Section Six: Community Consultation and Engagement..... 14**
- Section Seven: Small Business and Entrepreneurship 17**
- Section Eight: Sustainability Fund.....20**
- Section Nine: Public Transportation 23**
- Section Ten: Transparency and Accountability 24**
- Section Eleven: Tourism 28**

Section One: Respondent Demographics

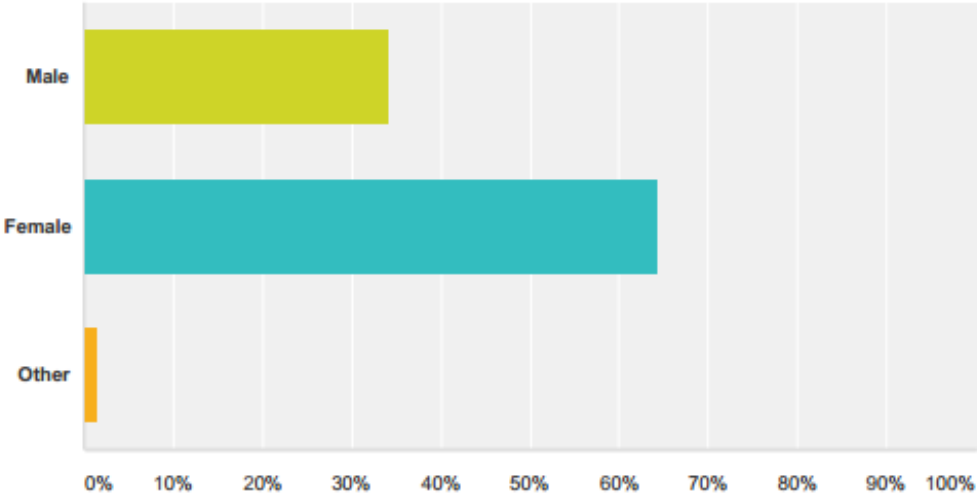
Q1 What is your age?

Answered: 411 Skipped: 2



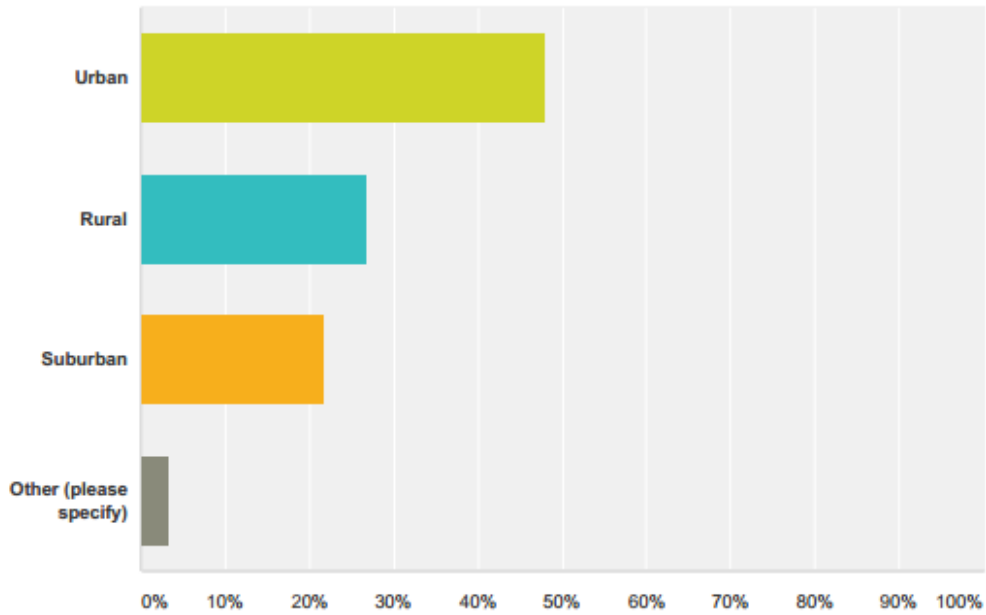
Q2 Are you male or female?

Answered: 412 Skipped: 1



Q4 Do you live in a rural, urban or suburban area of the CBRM?

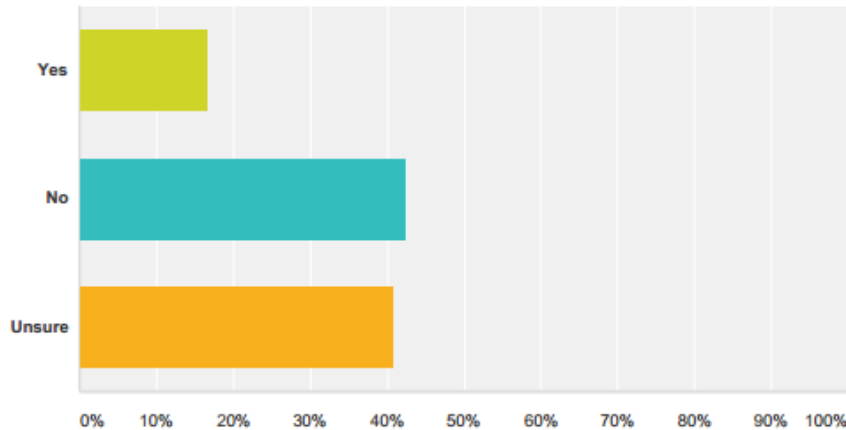
Answered: 409 Skipped: 4



Section Two: Relations with First Nations

Q5 Do you feel First Nations concerns and interests are adequately understood, addressed, and represented by Council?

Answered: 406 Skipped: 7

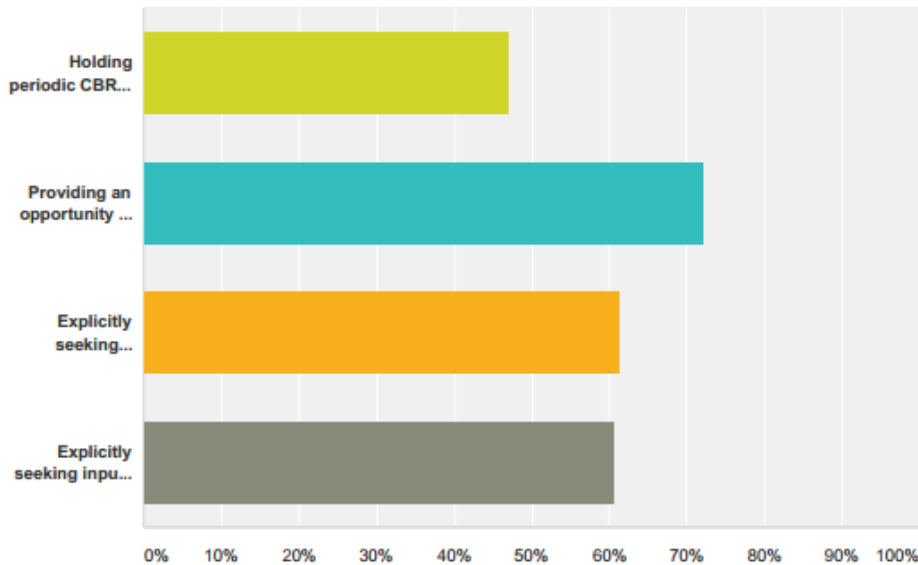


Prominent themes that emerged from the comments for Q5

- There is a disconnect between First Nations and non-First Nations communities. There have been no public moves of cooperation or solidarity between the Municipality and Membertou. CBRM mayor and council treat First Nations communities as entirely separate communities (not just in terms of governance), further isolating a historically disenfranchised and exploited people.
- Membertou is successful and growing, opportunity to learn from this.
- Would like to see engagement and collaboration.
- Listening to council meetings there is very little discussion on First Nations concerns except occasionally with a specific area covered by Blue Marshall which includes Eskasoni.
- CBRM has no place in First Nations issues.
- Council could be better informed about a wide variety of issues on the topic of diversity.
- At times it appears the CBRM has treated First Nations as bottlenecks rather than valuable partners who are taking a leadership role in regional growth and economic development (Membertou).
- Various organizations in CBRM would be more inclined to pay attention to Membertou if they knew that Council was paying attention.
- Some progress but more needs to be done.

**Q6 How could the CBRM better understand, represent, and enable the concerns and interests of its First Nations communities?
Check all that apply.**

Answered: 375 Skipped: 38



Answer Choices	Responses
Holding periodic CBRM Council meetings in Membertou and Eskasoni	46.93% 176
Providing an opportunity at all Council meetings for official updates from Membertou and Eskasoni as delivered by their Chiefs and/or Band Council representatives	72.27% 271
Explicitly seeking participation from Membertou/Eskasoni residents on CBRM committees	61.33% 230
Explicitly seeking input from Membertou and Eskasoni residents in public consultation processes (i.e. budget surveys and stakeholder sessions)	60.53% 227
Total Respondents: 375	

Prominent themes that emerged from the comments for Q6

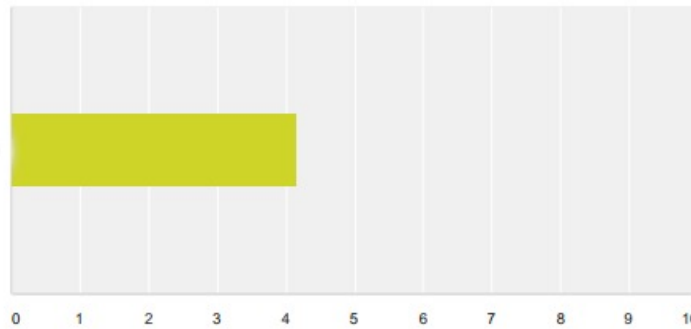
- Role model a willingness to learn, and to build intercultural relationships, and provide other non- First Nations citizens with opportunities to learn about Unama'ki.
- It would be a great step for Council to open each meeting by acknowledging that they are meeting on Mi'kmaq territory.
- Council should periodically give updates to Membertou.

- The needs and concerns of the residents of First Nations communities must be sought after and heard in these communities. It is an act of oppression to only have residents represented by their band council.
- There should a partnership MOU of some kind that sees cooperation at a higher level, vs. operational input.
- First Nations communities should be treated equally to the other communities in the CBRM. There should be voice on council.
- Cultivate an equally mixed board of directors, eliminate segregation and promote partnership even if the initial stages are challenging, work through differences.
- All of the above are important as long as they are done/decided with our First Nations.
- Council should meet on a rotating basis throughout the CBRM.
- The First Nations leadership need never report to CBRM council. It should be the other way around.
- Apart from periodic updates, First Nations should not have input into budget planning if they don't pay property taxes.

Section Three: Immigration

Q7 On a scale of 1 to 5, how important is it to you that the CBRM makes stabilizing and/or growing our population a main priority?

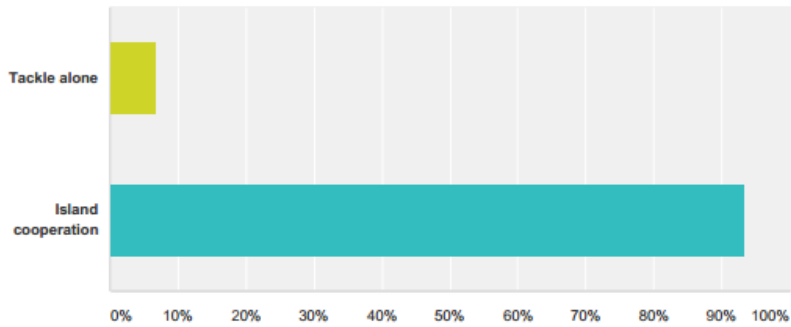
Answered: 410 Skipped: 3



	1. Not at all important	2. Somewhat important	3. Moderately important	4. Very important	5. Extremely important	Total	Weighted Average
	1.71% 7	6.83% 28	12.68% 52	32.44% 133	46.34% 190	410	4.15

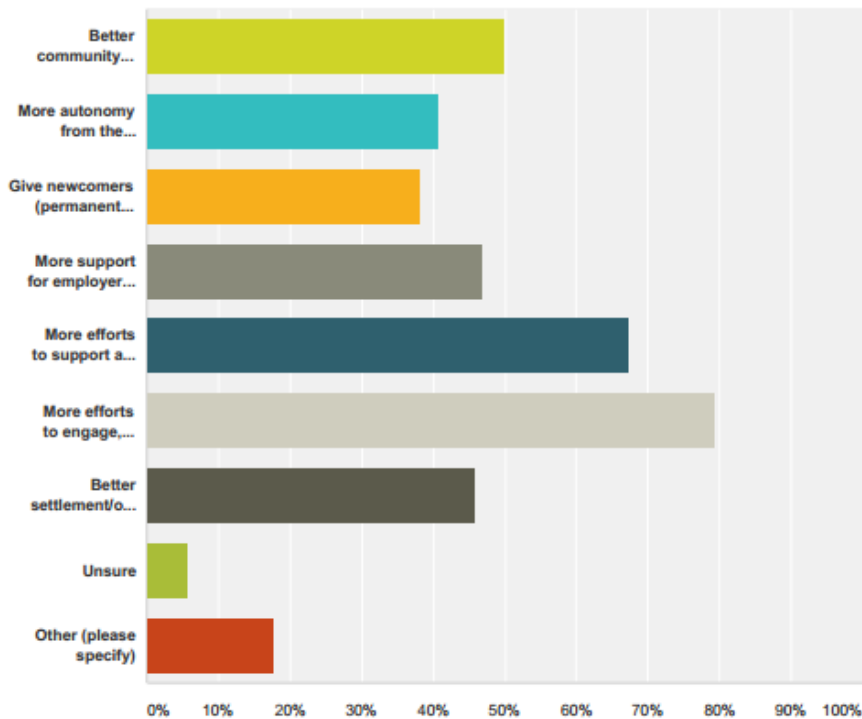
Q8 Is immigration an issue that the CBRM can tackle on its own, or is it an issue that requires pan-Island cooperation (with other municipalities and First Nations)?

Answered: 402 Skipped: 11



Q9 In your opinion, how should the CBRM look to stabilize its population/increase immigration? Check all that apply.

Answered: 411 Skipped: 2



Answer Choices	Responses	
Better community festivals and events to celebrate diversity and multiculturalism	49.88%	205
More autonomy from the province in recruiting, selecting and settling newcomers	40.63%	167
Give newcomers (permanent residents) the ability to vote in municipal election	38.20%	157
More support for employers looking to bring in employees from other countries	46.96%	193
More efforts to support and retain international students after graduation	67.40%	277
More efforts to engage, support, listen to, represent, and retain youth	79.32%	326
Better settlement/orientation services	45.99%	189
Unsure	5.84%	24
Other (please specify)	17.76%	73
Total Respondents: 411		
#	Other (please specify)	Date

Prominent themes expressed in the comments for Qs 7-9

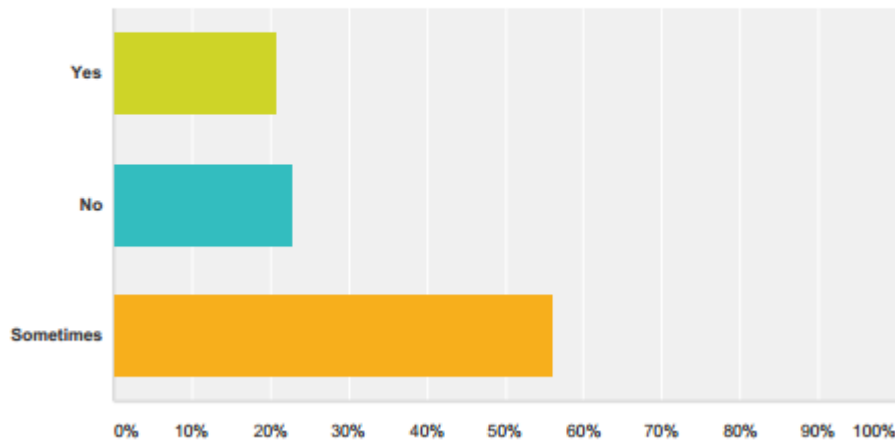
- Population levels are simply an indicator of other issues. Supporting projects for new immigrants is important and should be supported. We need to bring more new people. We need new ideas and strategies. Focus on international migration and catering to immigrants and international students (would-be immigrants) should be a top priority.
- Economy creates population. Build a stable economy and the rest will follow. The population will keep shrinking unless more employment opportunities and new job are created.
- Encourage, listen and respect the voices of youth and young adults who are deciding to/ trying their best to stay in Cape Breton and make a life for themselves. We need to better engage and encourage our young generation to become professionals. Offer incentives, training and education etc.
- We are stronger together. It is an issue that needs to be tackled, and beyond municipal and island levels. CBRM needs collaboration from all sides to make things work. We need support from the provincial level but we must step up to be innovative and forward thinking. We have to show that we will take risks but be responsible and accountable.
- Cape Bretoners are very friendly, but not necessarily welcoming. If someone is not from here, they are always considered "from away", and it is not necessarily easy for said people to integrate themselves into the community.
- Support new business startups/ entrepreneurship for both new and existing residents.
- Better services are important, which will make newcomers stay and feel welcome. There are more international students that would like to stay in Cape Breton after

graduation. Unfortunately, the support services are not available to help them navigate the system.

Section Four: Arts and Culture

Q10 Is the CBRM doing a good job of supporting arts and culture activities?

Answered: 408 Skipped: 5

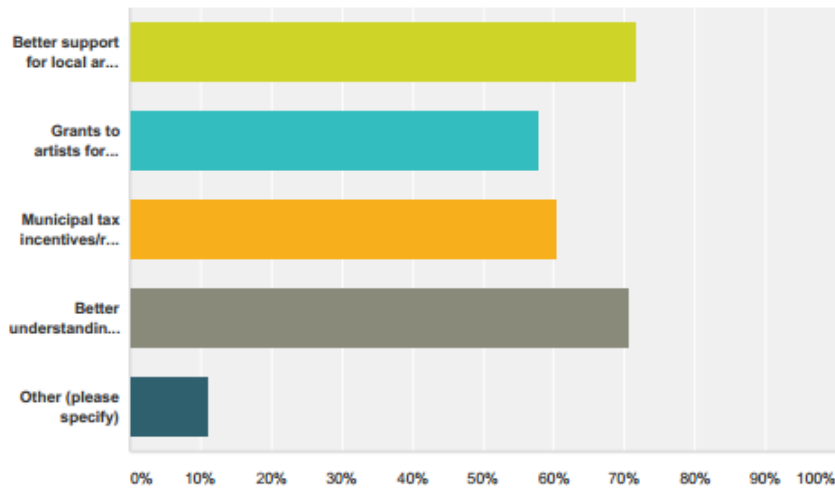


Prominent themes that emerged from the comments for Q10

- There has been a significant increase in the last few years in arts and culture activities in CBRM communities – some of these are supported by the CBRM; others – of equal value/artistic merit – struggle to get any in-kind and/or financial support or cooperation from the CBRM.
- Arts and culture must be a long-term and carefully thought-out strategic community-building and economic priority for the CBRM; arts and culture are a strength/asset we have available to us and they impact and improve our lives and communities.
- We must walk the talk: we need concrete/tangible progress towards our goal of being a more arts-friendly/arts-enabling community. This may include things like explicit funding for various arts and culture initiatives, public art, better transportation to and from arts and culture events, better/more strategic use of sustainability funds to support the arts; and better partnerships and enabling of local artists and arts/culture festivals.

Q11 How should the CBRM support arts and culture in the future? Check all that apply.

Answered: 404 Skipped: 9



Answer Choices	Responses
Better support for local arts festivals and events	71.53% 289
Grants to artists for production and presentation	57.92% 234
Municipal tax incentives/reductions for artists/cultural producers	60.40% 244
Better understanding by municipal staff and councilors of the economic and social impact of arts and culture	70.54% 285
Other (please specify)	11.14% 45
Total Respondents: 404	

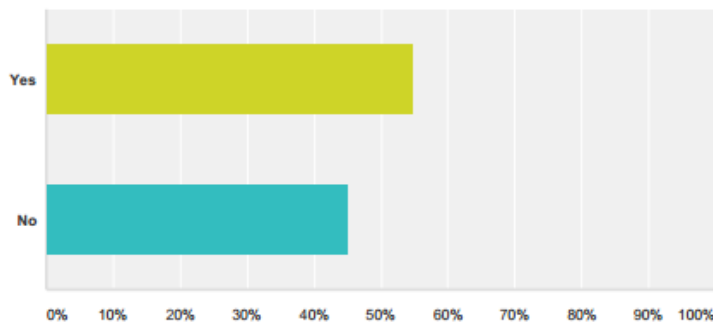
Prominent themes that emerged from the comments for Q11

- Our downtowns can be set up to better support art and be better supported by art. These two things – art and downtowns have a successful relationship in other cities. Public art and public spaces are very important to our communities, youth, newcomers, seniors, students, and businesses.
- We can and should make use of what we have to better support and enable the arts and our future as an artistic community: Sustainability Fund, tourism spending, downtown redevelopment strategies, abandoned/tax sale homes that can be repurposed
- Arts and culture must be an integral part of our tourism spending and strategies. Arts and culture increase tourism and tourism spending can increase arts and culture if allocated thoughtfully.

Section Five: Sports and Recreation

Q12 Do you feel like there are a good variety of sports and recreation activities available to you?

Answered: 401 Skipped: 12

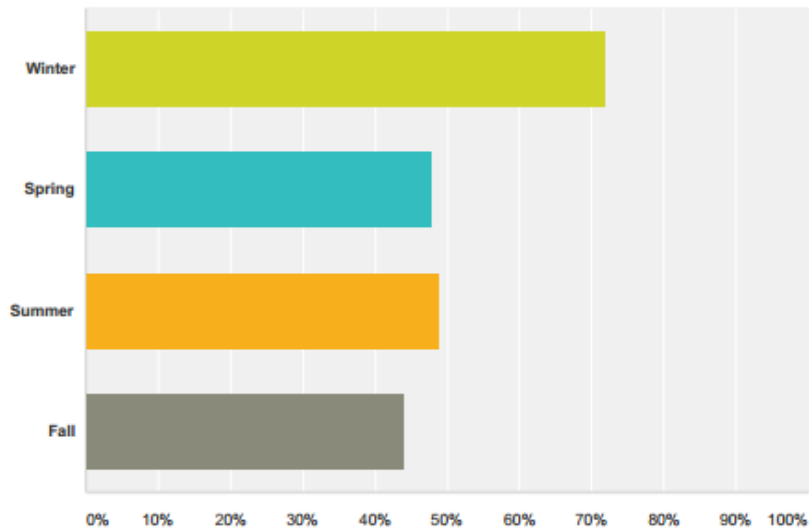


Prominent themes that emerged from the comments for Q12

- Sports and recreation options are too expensive for families.
- More outdoor sports and recreation infrastructure needed, including outdoor skating facilities, biking and hiking trails, organized sports and programs.
- While there is room for improvement, things seem to be improving and CBRM is doing a fine job with the resources they have.
- Communication could be improved to let people know what and when things are happening
- Majority of the opportunities are centred in Sydney and lacking in other communities.
- Not many options available to adults.

Q13 In which seasons do you wish there were more sports and recreation opportunities available to you (check all that apply)?

Answered: 332 Skipped: 81

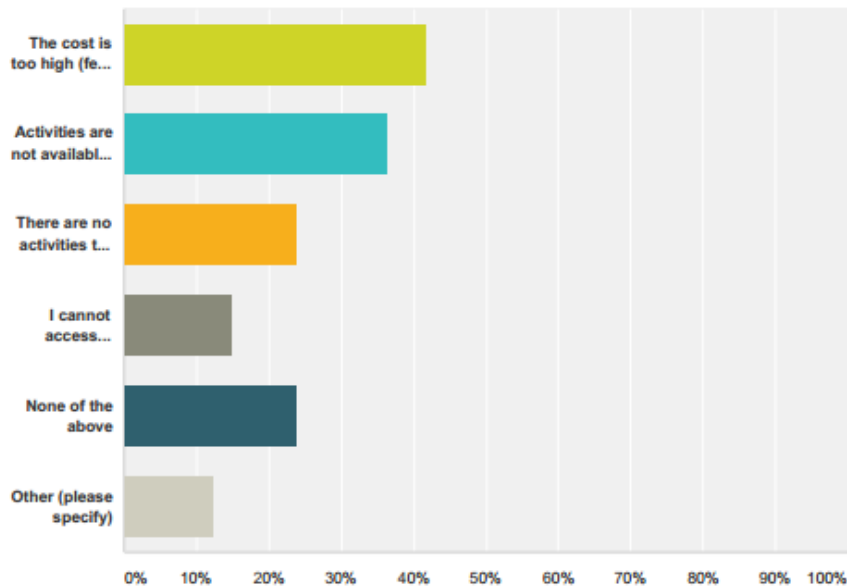


Prominent themes that emerged from the comments for Q13

- There are adequate options available, and enough facilities. Some of the facilities we have, indoor and outdoor, are underutilized.
- Outdoor rink and skating sessions in winter.
- This is not a concern for me.
- More affordable options are needed.

Q14 Do any of the following barriers prevent you from participating in sports and recreation activities (check all that apply)?

Answered: 392 Skipped: 21



Answer Choices	Responses	
The cost is too high (fees, equipment etc.)	41.84%	164
Activities are not available in my area/community	36.48%	143
There are no activities that interest me	23.98%	94
I cannot access transportation to get to recreation areas or sport events	15.05%	59
None of the above	23.98%	94
Other (please specify)	12.24%	48
Total Respondents: 392		

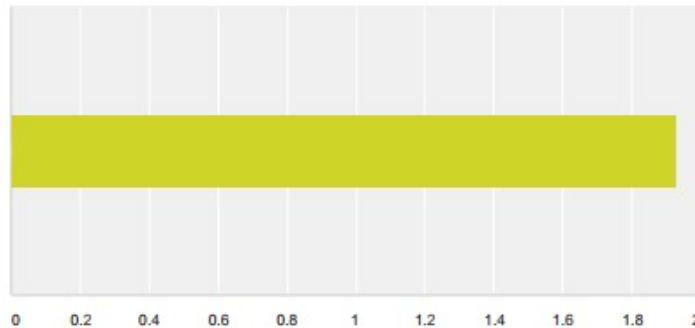
Prominent themes that emerged from the comments for Q14

- Lack of accessibility for those with physical disabilities.
- Activities (skating in particular) offered at inconvenient times during working hours; not enough options in evenings and weekends.
- Insufficient promotion of events and programs available.
- More outdoor options should be available in the CBRM.

Section Six: Community Consultation and Engagement

Q15 On a scale of 1 to 5, are you satisfied with the number of community consultations the CBRM holds on important decisions that affect your life and the community's future?

Answered: 407 Skipped: 6



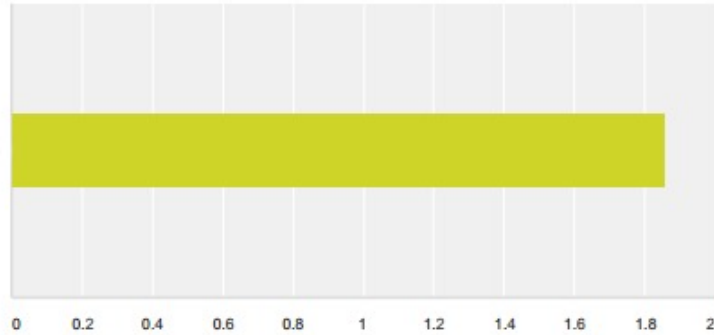
	1. Not at all satisfied	2. Somewhat satisfied	3. Moderately satisfied	4. Very satisfied	5. Completely satisfied	Total	Weighted Average
100%	42.75%	28.01%	24.32%	3.44%	1.47%	407	1.93
Count	174	114	99	14	6		

Prominent themes that emerged from the comments for Q15

- Citizens are not aware of any CBRM led community consultations.
- Concern expressed over the inaccessibility of council meetings. Though citizens wish to attend, meetings are not promoted far enough in advance to make arrangements for attendance (e.g. childcare), the scheduling is irregular, and meetings are often held during the middle of the work day.
- There is a lack of meaningful engagement with the community. Even if consultations exist, unconvinced that feedback and input is valued/taken seriously.
- Citizens want more direct engagement with council.
- There is a lack of consultation with underrepresented communities.
- There is lack of transparency in decision making. Important information is not made available to community and there is no community process involved in making major decisions that affect the futures of communities.

Q16 On a scale of 1 to 5, how would you rate the quality of the consultation in terms of process and outcome?

Answered: 400 Skipped: 13



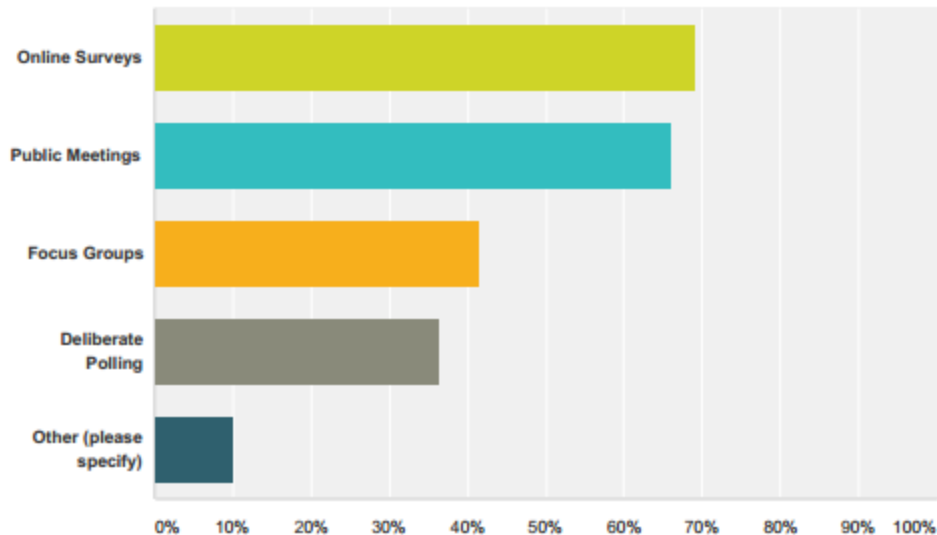
	1. Not at all satisfied	2. Somewhat satisfied	3. Moderately satisfied	4. Very satisfied	5. Completely satisfied	Total	Weighted Average
	45.75% 183	26.25% 105	24.75% 99	2.50% 10	0.75% 3	400	1.86

Prominent themes that emerged from the comments for Q16

- Citizens are not aware of any CBRM led community consultations so cannot comment on process or outcome.
- Engaging with citizens is not viewed as a priority of Mayor and Council. Decisions are made unilaterally without wider community input.
- Lack of transparency in decision-making.
- No platform for meaningful engagement with citizens to voice diverse perspectives.
- New councilors are asking important questions.

Q17 What is the most effective way(s) for you to feel your opinion has been adequately heard on an issue? Check all that apply.

Answered: 397 Skipped: 16



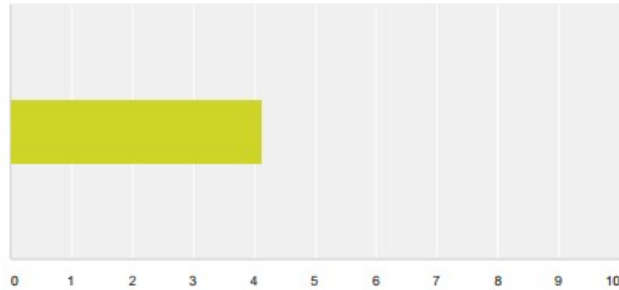
Prominent themes that emerged from the comments for Q17

- Online tools are useful – social media, website
- Surveys with open-ended questions are useful to gather input from many people while also allowing space for new priorities/response to emerge.
- The more options the better. Different tools should be used to engage different subsets of the population.
- Citizens do not feel adequately listened to or heard.
- While engagement and consultation is important, the information gathered should be used to affect change. Action should be taken based on responses and recommendations from community.
- Want regular and more direct engagement with councilor.

Section Seven: Small Business and Entrepreneurship

Q18 On a scale of 1 to 5, how important is it for the CBRM to spend budget dollars on supporting entrepreneurship/small business development?

Answered: 408 Skipped: 5



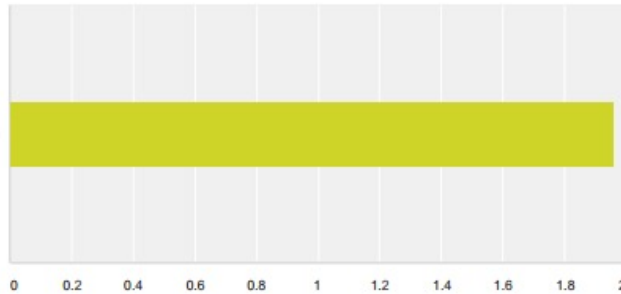
	1. Not at all important	2. Somewhat important	3. Moderately important	4. Very important	5. Extremely important	Total	Weighted Average
	2.21% 9	6.62% 27	9.56% 39	38.24% 156	43.38% 177	408	4.14

Prominent themes that emerged from the comments for Q18

- Lowering the tax rate would be a good way to support small businesses. High commercial tax rate is a disincentive for people to start a business in CBRM.
- Municipal government should stay out of business development.
- Supporting small business creates jobs and improves the economy.

Q19 On a scale of 1 to 5, do you think the CBRM is doing enough to support entrepreneurship/small business development?

Answered: 392 Skipped: 21



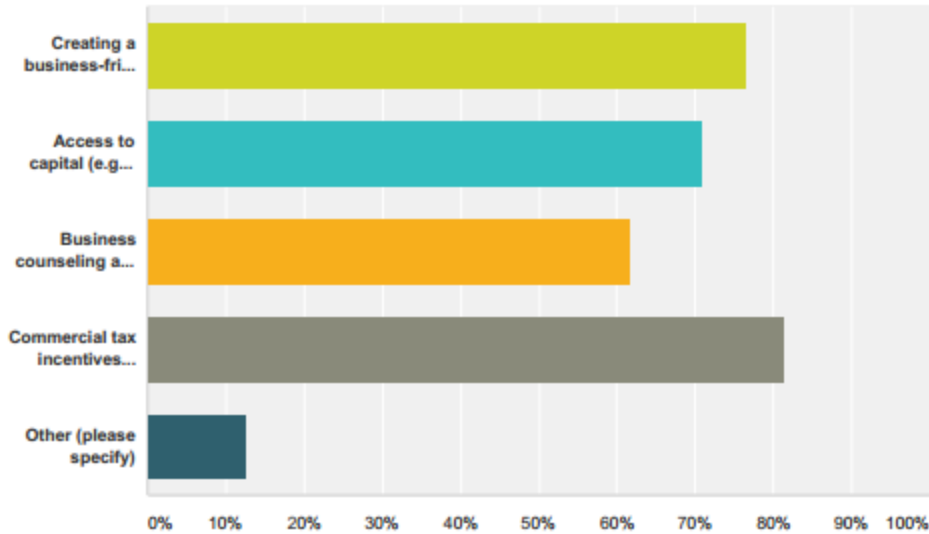
	1. Not at all acceptable	2. Somewhat acceptable	3. Moderately acceptable	4. Very acceptable	5. Completely acceptable	Total	Weighted Average
	34.69% 136	38.27% 150	23.98% 94	2.30% 9	0.77% 3	392	1.96

Prominent themes that emerged from the comments for Q19

- More effort should be put into supporting small business rather than focusing on the “Big Ticket” opportunities such as port development.
- Don’t know.
- Taxes are a disincentive for starting a business, particularly in downtown Sydney; licensing, permits, and red-tape also disincentives for entrepreneurs
- Not seeing results from Business Cape Breton; sense of distrust with the organization.
- The CBRM is doing nothing to support entrepreneurship.

Q20 How do you think the CBRM should support entrepreneurship and business development? Check all that apply.

Answered: 409 Skipped: 4



Answer Choices	Responses
Creating a business-friendly regulatory environment (e.g. one-stop shops and streamlining permits/zoning processes)	76.53% 313
Access to capital (e.g. revolving loan funds, small grants)	70.90% 290
Business counseling and support services	61.86% 253
Commercial tax incentives (I.e. incentives for businesses to locate in downtowns; disincentives for landlords who leave downtown buildings vacant for extended periods)	81.42% 333
Other (please specify)	12.47% 51
Total Respondents: 409	

Prominent themes that emerged from the comments for Q20

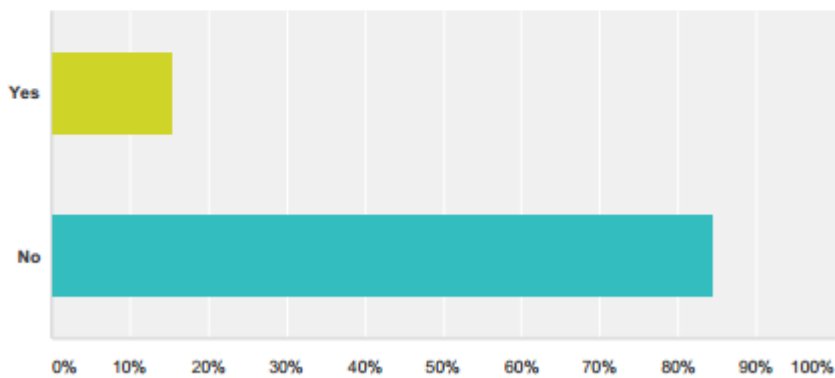
- Lower commercial tax rates, and create tax-free or lower tax zones downtown for entrepreneurs. Lower rent for downtown businesses.
- Must do something about vacant buildings. Create disincentives for landlords to allow buildings to sit vacant.
- Culture change is needed to encourage business creation.

- Temporarily waive or update bylaws to allow the creation of new businesses and innovation.
- Leave business training/educational opportunities and the distribution of money/investment to private sector, business development organizations (including Business Cape Breton) that are already doing it, or other levels of government.

Section Eight: Sustainability Fund

Q21 Do you feel informed about the Sustainability Fund: what it exists for, how to apply, who is eligible, what criteria are used to select recipients, who receives funds each year, the impact these funds have in building a better community, etc.?

Answered: 407 Skipped: 6

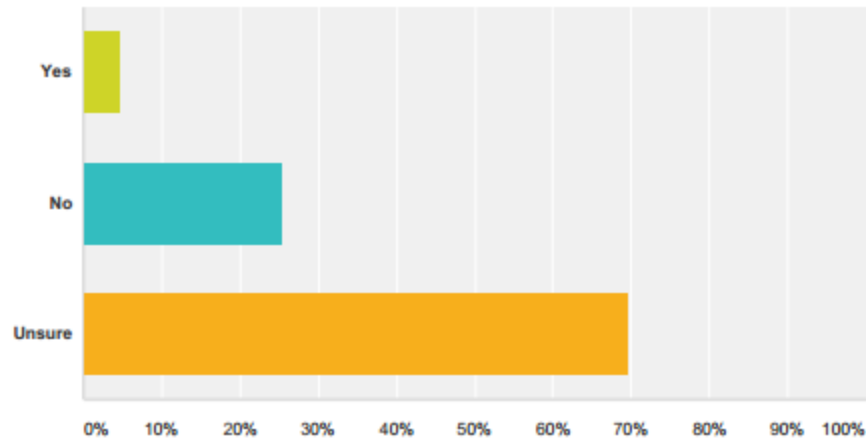


Prominent themes that emerged from the comments for Q21

- There was overwhelming dissatisfaction with process that sees money from the Sustainability Fund given to businesses over non-profit community groups that serve communities and provide essential programming and services to residents.
- Many respondents noted that they were not aware of this funding prior to the survey.
- There were many comments that made reference to the criteria of the Sustainability Fund not being clear and that some assumed the Fund existed to support business related projects.

Q22 Do you think the Sustainability Fund is being managed well?

Answered: 410 Skipped: 3

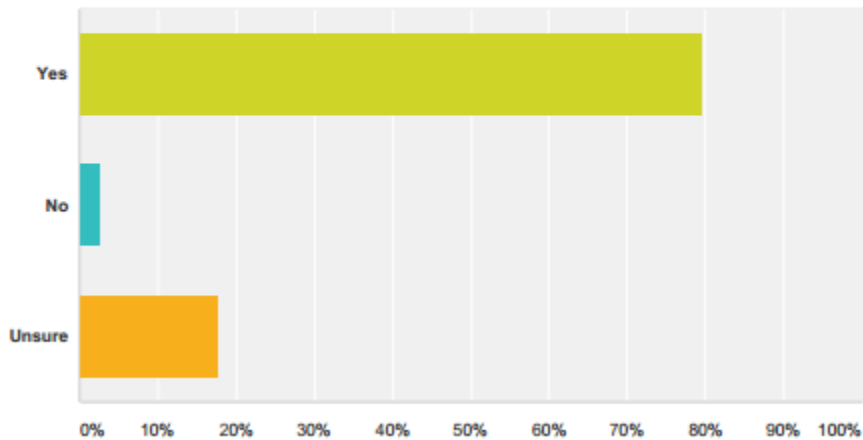


Prominent themes that emerged from the comments for Q22

- Respondents stated there is a lack of accountability and transparency on behalf of the CBRM when it comes to the decision making process of what projects are approved/denied.
- It was felt that the rules and criteria of eligibility for the Sustainability Fund are simply not followed from public perspective. The criteria seem clear on the application but simply not followed by the CBRM deciding body. This is evident based on the successful organizations who receive funding each year.
- There were many comments surrounding the theme of too many repeat organizations and projects being funded year after year. This is especially concerning the number of businesses being funded – something that does not seem correct when reviewing the criteria of the fund.

Q23 Do you think the Sustainability Fund should have clear criteria for deciding which organizations receive funds?

Answered: 409 Skipped: 4



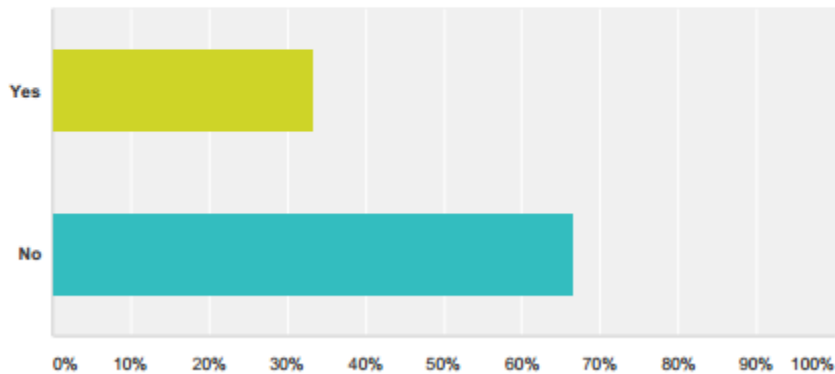
Prominent themes that emerged from the comments for Q23

- The criteria is clearly outlined in application, however does not to be adhered to when decisions are made on successful applicants and projects.
- An emphasis should be placed on 'community need' when considering applications. The decision making body should also consider events that focus on economic return to community and applications that support more diversity of programs, services and events being approved.
- There is a need to include public input in the decision making process – find out what the various community needs are and work with organizations to define Fund criteria.

Section Nine: Public Transportation

Q24 Are you satisfied with the level of support and policy action the CBRM has taken towards active and public transportation?

Answered: 401 Skipped: 12

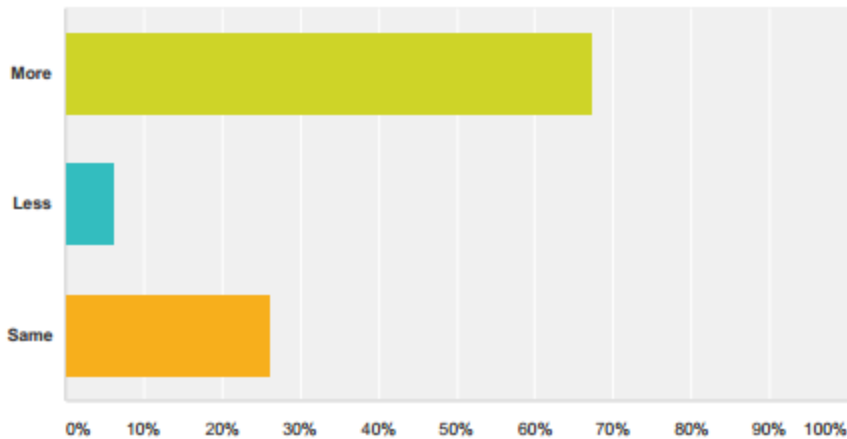


Prominent themes that emerged from the comments for Q24

- More bike lanes on critical roads (Kings Road, Prince St.), not just bike paths for recreation. Overall, people are very pleased with the bike lane connecting Sydney and Glace Bay and would like more investment in this kind of useful infrastructure to make cycling safer and more accessible.
- Increased service with the buses—more frequent and running for longer hours (i.e. evenings and Sundays). Many people stated this was particularly important in less central communities (New Waterford, Sydney River, North Sydney, Westmount). There is interest in seeing more bus shelters as well as a transit app. This will allow lower income individuals, youth, elderly to be more active participants in our community. Individuals without cars spoke about not being able to take jobs or attend community events because of public transportation barrier. People thought the free service in the summer was a success. We need to look into creative alternatives: smaller mini buses; car co-op; low income rate & student rate for transit; more flexibility with the service to better serve a population spread out over a large area.
- Difficulty walking the streets and feeling unsafe getting around by foot, especially during the winter. This was particularly emphasized in regions where there are not sidewalks. The Donkin Highway was mentioned multiple times as an unsafe corridor to walk now that the mine trucks are traveling this route. Crosswalks should light up so people feel safer crossing the streets, particularly at nighttime.

Q25 Do you believe more, less, or the same amount of municipal tax dollars should go into supporting public and active transportation?

Answered: 394 Skipped: 19



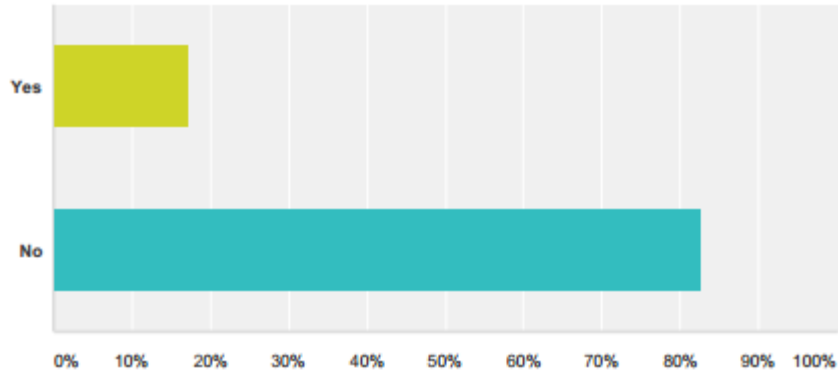
Prominent themes that emerged from the comments for Q25

- Respondents felt more money should go towards public transportation so that it creates an incentive for people to use transit and make it more accessible (more convenient, less expensive, and easier for people with mobility issues to use). Transportation should be subsidized for individuals who are using it to get to employment. Tax dollars spent on connecting underemployed or unemployed people to jobs is considered a positive investment in the community.
- More money should go into active transportation, particularly into more bike lanes to make cycling a safer transportation alternative.
- The current funds should be allocated differently and more efficiently—more smart spending (i.e. purchase smaller buses that can service key areas during peak times and then be split up to service more fringe areas during less peak times).
- Bus routes will help with tourism. Tourists need to be able to access various places. In addition, this would help residents of the area access enjoyable places that are currently hard to reach (beaches, parks). It would allow visitors and residents to enjoy the richness of this place more fully.

Section Ten: Transparency and Accountability

Q26 Are you satisfied with the level of transparency regarding day-to-day governance of the CBRM?

Answered: 398 Skipped: 15



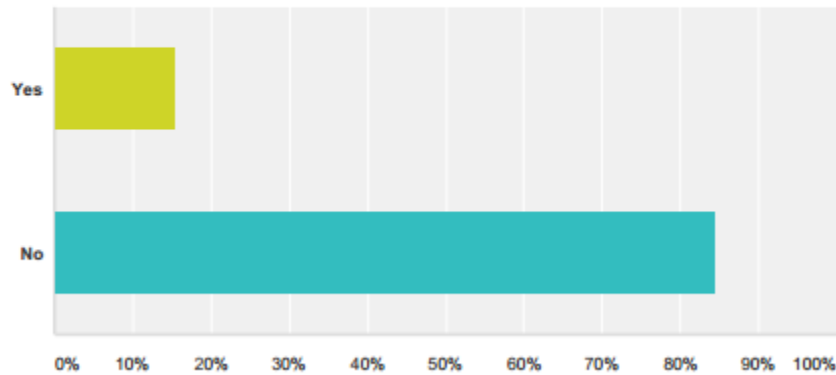
Prominent themes that emerged from the comments for Q26

- Hindered access to information;
- Abuse of in-camera meetings, and procedural tactics such as vote by secret ballot;
- Controlled messaging by communications staff;
- Lack of public input, and knowledge of major undertakings e.g. Port development.

Transparency, (or lack thereof) is a problem identified by the majority (83%) of survey respondents. In broad strokes, citizens identified similar concerns including access to information re: financial information and governance of the CBRM, and prevalence of in-camera Council meetings. With regard to particular projects, transparency and lack of public knowledge concerning the development of the Port of Sydney, and Archibald's Wharf are common themes. There is a general sentiment of lack of public input, and knowledge that contributes to dissatisfaction with day-to-day governance of the CBRM.

Q27 Do you think accountability and transparency are clear priorities demonstrated by Mayor and Council?

Answered: 397 Skipped: 16



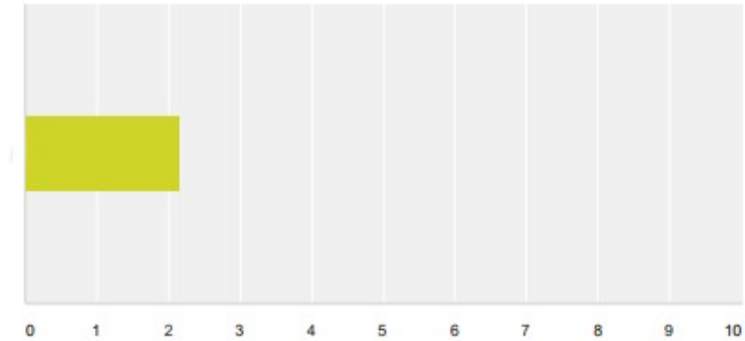
Prominent themes that emerged from the comments for Q27

- CBRM Council, and majority of decision-making is controlled by the Mayor;
- Concerns with maintaining the status quo;
- Some newer members of Council adhere to principles of transparency and accountability.

85% of survey participants are dissatisfied with the level of accountability or transparency demonstrated by Mayor and Council. There is an articulated room for improvement in this regard. The data demonstrates a perception that newly elected councillors are more likely to adhere to principles of transparency and/or accountability in their role. However, the role of Mayor attracts a perception of control of messaging and agenda of CBRM Council. Again, the timing of general council meetings (during the workday), and prevalence of in-camera meetings is a recurring narrative.

Q28 Rate how accessible you feel the CBRM Mayor and Council are in responding to your issues?

Answered: 396 Skipped: 17



	1. Not at all accessible	2 Somewhat accessible	3. Moderately accessible	4. Very accessible	5. Extremely accessible	Total	Weighted Average
	23.74%	43.94%	25.00%	5.81%	1.52%	396	2.17
	94	174	99	23	6		

Prominent themes that emerged from the comments for Q28

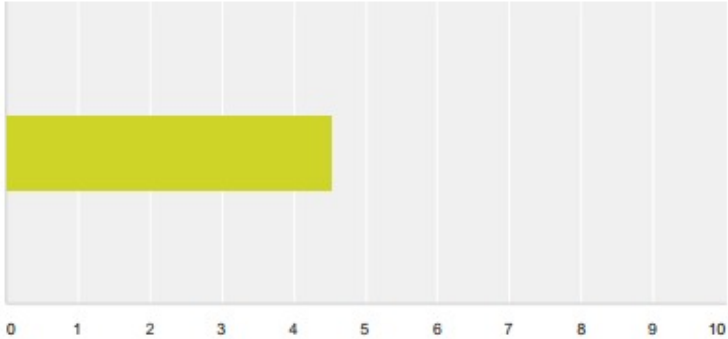
- Lack of timely response;
- May be accessible, but inaction;
- Some councilors (newer are accessible), Mayor is not;
- Waste of time;
- Accessible.

The satisfaction of Mayor and Council responding to issues is varied. 44% of respondents felt their councillor/mayor was somewhat accessible. There is positive commentary concerning newly elected councillors, and their availability/responsiveness to constituent concerns. It is notable to mention some respondents indicate lack of response, or follow-up from their Councillor/Mayor.

Section Eleven: Tourism

Q29 On a scale of 1 to 5, how important do you think tourism is to our economy?

Answered: 410 Skipped: 3



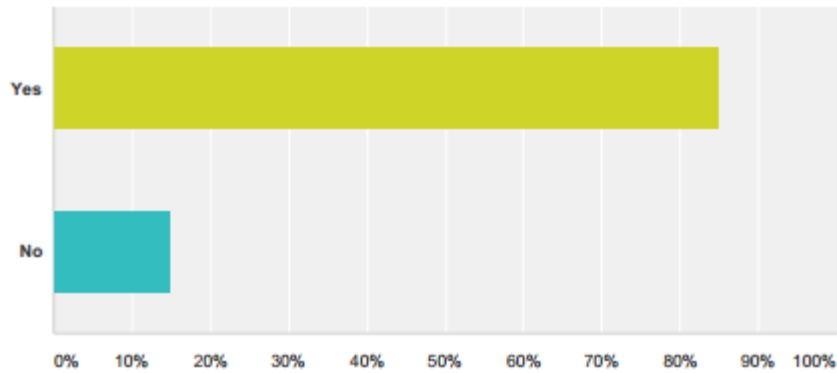
	1. Not at all important	2. Slightly important	3. Moderately important	4. Very important	5. Extremely important	Total	Weighted Average
	0.49% 2	1.71% 7	6.59% 27	28.05% 115	63.17% 259	410	4.52

Prominent themes that emerged from the comments for Q29

- Crucial for annual economic growth.
- Tourism is the only viable business we have currently (CB’s last leg to stand on).
- More focus on tourism could mean higher instances of unemployed Cape Bretoners in off seasons.
- Our landscape is an untapped resource for tourism & needs more investment.
- Downtown Sydney needs to be revitalized in order to appeal to tourists.

Q30 Are you familiar with the Destination Cape Breton Association?

Answered: 408 Skipped: 5

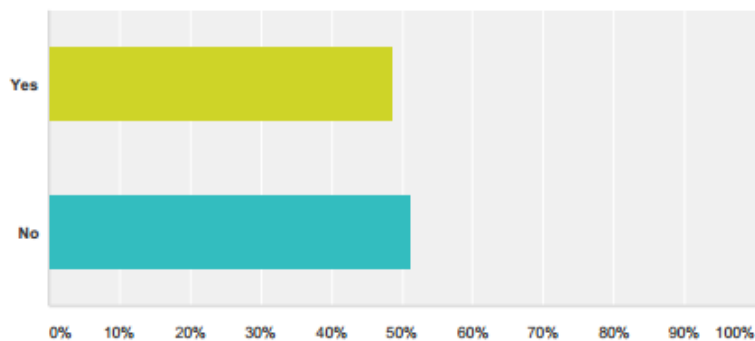


Prominent themes that emerged from the comments for Q30

- The organization doesn't efficiently spend their funded dollars.
- It's a positive organization.
- Not sure of the organizations full scope.
- Organization is mismanaged and could do more.

Q31 Do you feel the CBRM adequately supports the tourism industry in the CBRM?

Answered: 387 Skipped: 26



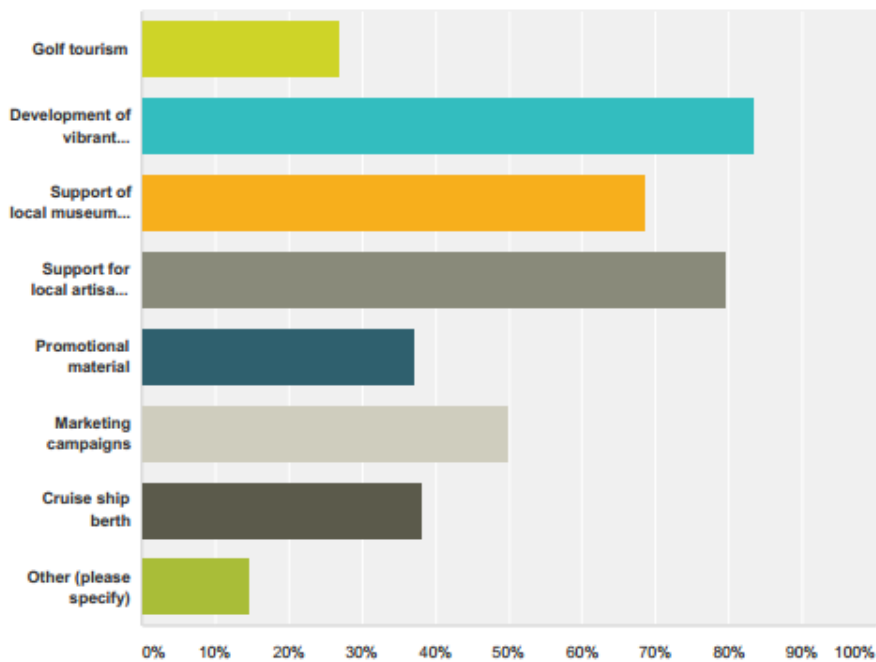
Prominent themes that emerged from the comments for Q31

- Cape Breton has tourism potential, but that doesn't include the CBRM

- Need to better promote the CBRM as a destination
- The port and golf courses cannot be everything; CBRM should invest in local business to rejuvenate CBRM and downtown
- Not sure
- CBRM doesn't compare to other destinations within close proximity (ie: PEI)

Q32 Where should CBRM focus spending on supporting the tourism industry? Check all that apply.

Answered: 410 Skipped: 3



Answer Choices	Responses	
Golf tourism	26.83%	110
Development of vibrant downtowns	83.41%	342
Support of local museums and visitor centres	68.78%	282
Support for local artisans and small businesses in the tourism sector	79.51%	326
Promotional material	37.07%	152
Marketing campaigns	50.00%	205
Cruise ship berth	38.29%	157
Other (please specify)	14.63%	60
Total Respondents: 410		

Prominent themes that emerged from the comments for Q32

- Improve upon what we already have; more options for cruise passengers, festival growth, revitalize downtown cores.
- Re-assess tourism organizations like Destination Cape Breton
- Needs to be convenient: Open businesses downtown on Sunday's and provide better transportation opportunities for tourists and locals
- Clever marketing and lodging ideas; Air BnB incentives, hostels, art, music, and "CB if Trump Wins" campaign.
- Look at other downtowns besides Sydney (ie: Louisbourg's potential)
- Repair and clean our roads, parks, trails, etc.