

TOWN OF LUNENBURG

NEW DESTINATION WEBSITE



***You have been asking for it – now we can deliver it.
The Town of Lunenburg is building a destination website.***

In February 2023, we received a 15K grant from the Tourism Digital Assistance Program (TDAP). This grant was to develop new marketing material and strategies, along with some new photographs and/or video content. \$2500 must be spent on digital imagery (photos or video). The remaining 12.5K was for marketing strategy or materials. We figured out that could mean a website.

TDAP issued a call for submissions on our behalf. One of the stipulations of the grant is that we use a provider affiliated with TDAP. We received two submissions and staff decided to award Nova Social Media the contract. They are based in Amherst (there were no local candidates) and have a great deal of experience creating enticing, high-quality digital tourism platforms. And they said they could build us a website with the budget!

We are looking at this as a pilot project. We can create a modest but attractive destination website with this budget, but we will design it to facilitate an ability to grow. We plan to launch this website in September 2023.

Staff have thus far engaged Lunenburg Board of Trade and Lunenburg Cultural Collective in the preliminary processes. They will distribute this information package to their members, but this initiative is for all who wish to be listed in one of these suggested categories:

Shopping

Dining and Drinks

Accommodation

Attractions/Things to Do

Culture and Heritage

Services

WANT TO BE IN ON IT?

Listings will not necessarily be limited strictly to within the Town limits. The Town reserves the right, in its sole and absolute discretion, to decide if a listing will be of interest to our visitors.

You will need to submit the following:

- A brief description of your business/organization (100-character limit) *
- Location address
- Contact information (phone, email or both)
- Website link and/or social media link
- One image that best highlights your listing**

*The Town reserves the right to edit for clarity and conciseness

**The image must be taken and edited by a professional commercial photographer, be no more than two-years-old and be shot in a landscape orientation. Please submit in either .jpg or .raw format. (No cell phone photos.)

FEES (PER LISTING):

Although we have a budget to build the website, we do require a very modest hosting fee to cover maintenance costs for the first year. After the first year, we will re-evaluate maintenance costs which may be subject to change.

BUSINESSES	\$45.00 +HST
NOT-FOR- PROFITS	\$25.00 +HST

For this fee – you will receive:

- A listing in one of the suggested categories with the name and address of the business/organization
- A link to your website, social media or phone number – your choice
- Display of one image that meets the format specifications
- Ability to submit listings to an Events Calendar

At this stage, we wish this project to be as fair and equitable as possible. In the future, there may be opportunities for various sized listings, depending on feedback and needs.

If you are not able to provide a photo that meets the format specifications, Nova Social Media is offering to take three photos for a fee of 147.00 + HST (\$350 value). These photos will be yours to keep and use as you wish. If you would like more than 3 pictures taken, there is an option for a larger professional photography package that you can choose, should you wish. The Town is not contracting Nova Social Media for this service, and The Town will consider any services agreed upon between a participant and Nova Social Media as a private agreement.

Of course you can solicit the services of any photographer you wish! As long as the images meet the required specifications.

***The Deadline for Submissions is:
Monday, July 24th at 5pm***

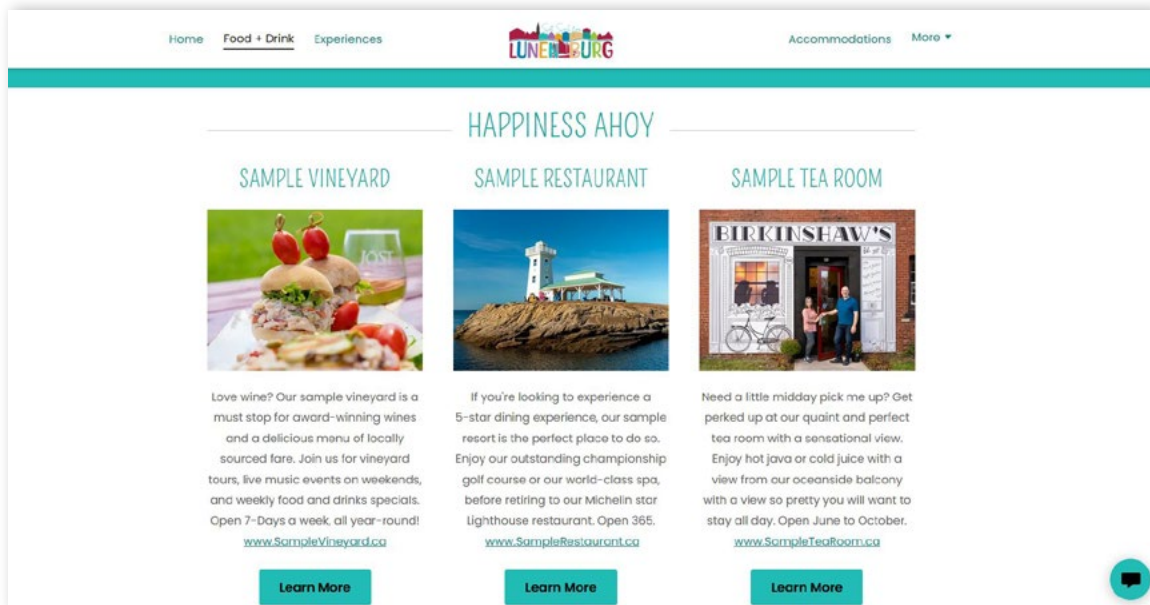
HOW TO REGISTER:

STEP 1 Fill out the form provided by Nova Social Media in the link below and submit once complete.

<https://bit.ly/TownofLunenburgTourismForm>

STEP 2 Make your maintenance fee payment at Town Hall, in person. You will be provided with a short form to fill out. Please identify the name of your business or organization as you wish it to appear on the website. You will be provided with a receipt. Town Hall accepts debit, cash or cheques.

Below is an example of a potential page on the new website, with the “Learn More” button linking to your website or a social media account of your choice:



(This is just an example of what it might look like – subject to change)

BENEFITS OF REGISTERING:

- Potentially receive free advertising as we will be pushing this website out to people all over the province and the country.
- Your pictures could be taken by professional photographers with many years of experience taking photos of tourism businesses and organizations in Nova Scotia.
- All businesses and organizations who choose to use Nova Social Media’s photographer will receive 3 professionally edited images that they can use on their own website, for content on their social media accounts and for all your future print and digital marketing needs.
- The value of these photo shoots is \$350 – but we are getting an incredible bulk discount and passing those savings straight onto you, so you would only pay \$147^{+HST}.
- Your business/organization will become featured on the new Lunenburg Tourism website.
- You will get a listing on a page on the website, and also have the chance to have images of your business/organization used on multiple pages across our new tourism website.

A member of the marketing team will touch base with you prior to the shoot date to go over details so the shoot can be seamless, and include the things that are most important to your business or organization.

WAIVER:

By using this service, you consent to the use, publication and distribution of your information and images. You hereby waive and release the Town from any and all claims arising out of, directly or indirectly, the use of this service.