



Atlantic Coast Arboretum

Master Development Plan

Lake Charlotte Area Heritage Society
June 15, 2026

What's an Arboretum?

The word arboretum originates from the Latin 'arbor' meaning "Tree", and the suffix '-etum', denoting where something grows — think of it as a tree museum. The Atlantic Coast Arboretum at Memory Lane Heritage Village will be unique, pairing the Eastern Shore's natural and cultural history at a single location.

ACKNOWLEDGEMENTS

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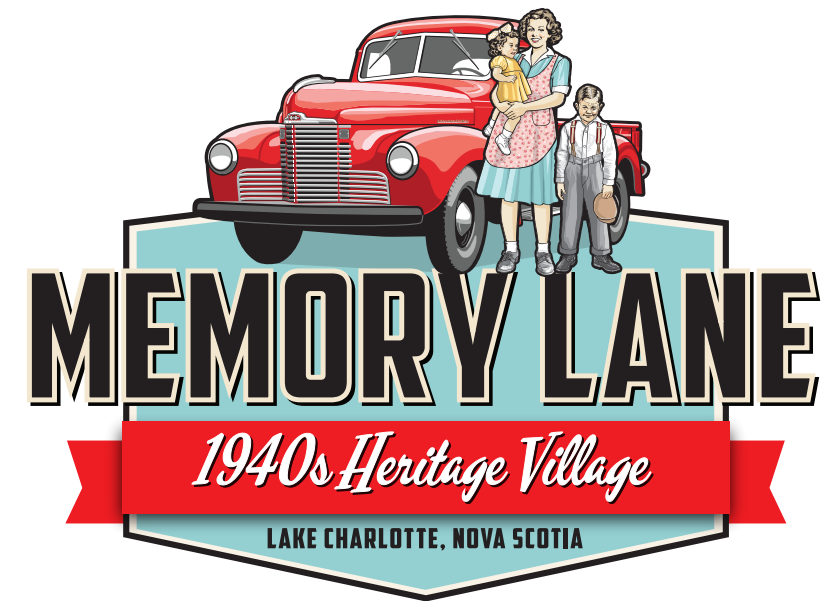


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INTRODUCTION

The Lake Charlotte Area Heritage Society was founded in 1995 with a mission to “Inspire an enduring appreciation for the natural and cultural heritage of the Eastern Shore, in both residents and visitors.”

Today, Memory Lane Heritage Village and the Eastern Shore Archives are widely recognized as one of Nova Scotia’s best museums, whether judged by the receipt of professional awards of excellence, innovation, annual visitation, visitor satisfaction, operational efficiency, partnerships with local tourism industry service providers, or carbon reduction initiatives (in 2020, Memory Lane became the first 100% solar powered museum in Nova Scotia on a net annual operational basis).

None of these achievements would have been possible without significant ongoing community support. Typically, the Society’s 150 active volunteers contribute at least 7,000 hours of their time each year to the successful operation of the Society.

In September 2022, Memory Lane lost almost 50% of its tree cover to Hurricane Fiona, and in early 2023 significant anecdotal observations from our volunteers suggested that the Memory Lane microclimate was warming. In order to determine if these observations had any scientific validity the Society contacted CLIMAtlantic, who determined that the average winter temperature has increased by 1°C between 1951 and 2020 (from -3.8°C to -2.8°C), with a

further 2°C projected increase by 2070. Additionally, “frost days” on average decreased from 150 days historically, to 136 days now, to as few as 98 days by 2050.

In response to these documented climate changes, in late 2023 the Society formulated a detailed comprehensive action plan: a Climate-Reality Infrastructure Mitigation Project. The plan had four main components: to insulate and add heat pump cooling and heating to three buildings (Artifact Storage Facility, Cookhouse, and Clam Factory) and to replace the trees lost as a result of Hurricane Fiona. The first three components have been completed on time and on budget, at a combined cost of \$405,000.

With our Master Development Plan, outlined herin, we show how we plan to complete the fourth component — tree replacement. However, rather than simply replacing the trees lost to Hurricane Fiona we now propose to build an Atlantic Coast Arboretum at Memory Lane at a cost of \$410,000, with an opening planned for July 1, 2027 (assuming funding is in place for a September 1, 2026 commencement date).

The Atlantic Coast Arboretum will integrate the area’s arboreal and cultural history to produce an enhanced tourism destination attraction that will increase the fiscal and heritage-attraction sustainability of Memory Lane, all while helping local tourism industry service providers. Clearly, this is a significant and ambitious goal, and it is

valid to ask whether a small rural heritage society can realistically achieve it.

The answer is yes!

Consider that in 2025 Memory Lane hosted over 13,000 visitors, of whom 35% were from out of province (Ontario: 9%; Europe: 7%; Western Canada: 5%; Other Canada: 8%; U.S. and others: 6%) and 23% were from the Eastern Shore, with the remainder from other areas of Nova Scotia, including Metro Halifax: 42%. It is also useful to note that the average attendance at the 67 non-urban museums in Nova Scotia that, like Memory Lane, receive some operational funding from the provincial government is 2881 visitors.

Also, consider the 25-year planning and deliverability track record of the Lake Charlotte Area Heritage Society as outlined above.

Finally, consider that the exhaustive technical site analysis carried out as part of the planning process, documented below, shows that Memory Lane is an ideal site for the planned arboretum with excellent soils, drainage, and microclimate.

Thank you,

Aaron Zink
Chair, Lake Charlotte Area Heritage Society



The Memory Lane Heritage Village solar array on the roof of the Artifact Storage Facility/Special Event Equipment Storage Shed (June, 2026)

MEMORY LANE HERITAGE VILLAGE AND ENVIRONMENTAL SUSTAINABILITY

The Lake Charlotte Area Heritage Society has long included sustainability as part of its strategic vision.

In the early years of its operation, Memory Lane Heritage Village adopted a minimum waste approach to all of its operations and events. This adhered to waste reduction goals that aligned with the similar values of the 1940s, when reuse and recycling were important for the war effort. A formal waste-free event policy was adopted not long after, and most notably, the Cold Waters Seafood Festival strives to produce almost entirely compostable waste.

In 2018, the Heritage Society installed a Tesla and a Level 2 electric charge station.

In 2019, all lighting in the Village was converted to LED and heat pumps replaced electrical resistance heaters in three buildings. These changes were part of the goal to improve energy efficiency in conjunction with the installation of a 72-panel solar array to offset the entire energy usage of the Heritage Society, making Memory Lane the first 100% solar-powered museum (on a net annual electrical consumption basis) in Nova Scotia (and possibly Canada).

In 2020, the Society formally added 'Environmentally Conscious' as one of its six values and strategic goals. Additional work has been done since then to add 52 more panels to the solar array, as well as formalizing the climate goals of the Heritage Society in response to Hurricane Fiona and its impacts on the Memory Lane landscape.

The Atlantic Coast Arboretum is the next step in the Heritage Society's long-term sustainability commitment, the benefits of which include:

1. Knowledge sharing with Eastern Shore homeowners which trees and shrubs are best suited to the area to mitigate the impact of high winds and a warming climate.
2. Providing a publicly accessible forested landscape where local community members and visitors can experience the overall health benefits that trees provide.
3. Providing environmental education in a hands-on engaging environment, as evidenced by our very successful Nova Scotia Forest Festival.
4. Implementing our long-term plan to ensure the sustainability of the Memory Lane landscape, thus contributing to the ongoing reduction of the site's carbon footprint.



Electric vehicle charger installed on the Artifact Storage Facility (2018)



Dishes and waste-sorting station at the Cold Waters Seafood Festival



Heatpump installed in the Cookhouse in 2025



An aerial photograph of a rural property. The scene is dominated by a dense forest of green trees. Several buildings are visible: a small house with a red roof and white walls in the upper center, a larger white building with a red roof on the left, and a small white shed-like structure at the bottom. A dirt road or driveway winds through the property. In the top left corner, a body of water is visible. The right side of the image is overlaid with a dark green diagonal banner containing white text.

1. ARBORETUM SITE ANALYSIS

SITE ANALYSIS SUMMARY

A detailed site survey and site analysis of the proposed arboretum location and surrounding neighbourhood context was carried out. Based on the site-specific conditions and immediate local context, the proposed site is an advantageous location to represent the natural and cultural heritage of the defined arboretum catchment area. The site analysis suggested design interventions that will enliven the arboretum and enhance the existing experience of Memory Lane Heritage Village. A detailed site analysis report is found in Appendix 1.

Location

The proposed Atlantic Coast Arboretum site is 1.63 hectares, sharing space with Memory Lane, a museum and registered heritage property. Memory Lane consists of a mix of relocated heritage buildings and new construction built to emulate past uses of a 1940s coastal village on the Eastern Shore of Nova Scotia.

Climate

The site falls within the Atlantic Coastal Climate zone of Nova Scotia, which has mild winters, slow and cool springs, moderate summer temperatures and mild autumns.

Geology and Soils

The soil is derived from sand and gravel deposited by the melting glaciers from the last ice age. While low-nutrient, it can be enhanced with organic material and soil acidity will be easy to buffer for select species. Surface water drainage on site is good, but there are some low-lying areas where standing water collects after moderate to heavy rain and in the winter. These could become intentional swales for moisture-loving species. There are also some steeper

slopes with erosion risk in the west portion of the site that could be mitigated with suitable species.

Water

The site is located at the dividing line of two culturally significant watersheds that were important for the Mi’kmaq and for the lumbering industry. Located on site, Dufferin Pond is a managed pond about 1,200 square metres surface area (0.3 acres), and it flows south towards Clam Harbour.

Existing Site Conditions

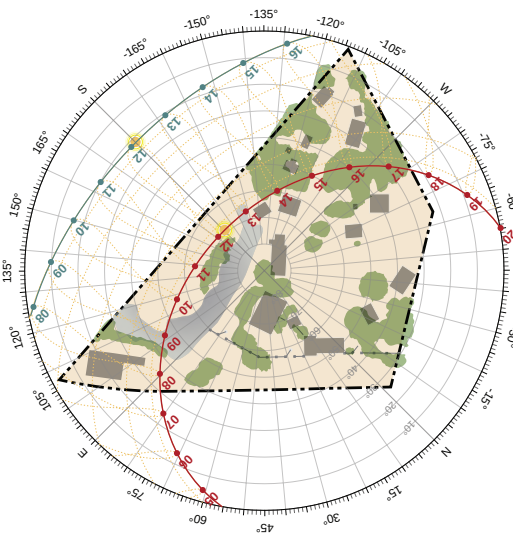
Historically the site would have been covered by Coastal Mixedwood Hills forest or Coastal Barrens. About 0.36 hectares (0.9 acres) of the site is currently treed. The two greatest risks are that it is comprised largely of older examples of species that are neither long-lived nor especially windfirm, such as white spruce. Succession planning carried out as part of the arboretum management plan will help guide where on site these species are best located, and where they can be replaced with windfirm, long-lived, culturally significant species.

The summer entrance to the museum via the Hosking Store will not be available for year-round arboretum visitors. Wayfinding will help visitors find the preferred entrance point for arboretum visitors during the off-season and provide an opportunity for arboretum interpretation.

Site circulation is primarily via a gravel drive. This drive is used for occasional motor vehicle use, maintenance, pedestrian, and special occasion traffic (such as wagon rides). There are also some informal unsurfaced footpaths on site that are not fully identified in visitor wayfinding. The arboretum will allow these short pedestrian-only paths to be connected as one longer path, encouraging site

exploration and discovery.

Some of the adjoining properties are within view of the site, reducing both their privacy and the immersive nature of the site. In addition, when the nearby ATV trail is in use, noise bleeds over onto the site. Shrubs and trees can be used strategically to minimize both issues.



Summer Solstice:

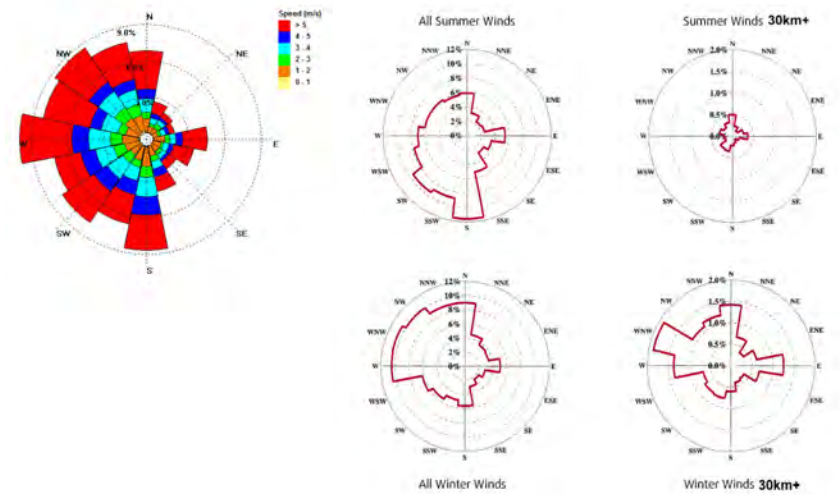
15.35 hours
daylight

Rise/Set
05:26/21:01

Winter Solstice:

8.48 hours
daylight

Rise/Set
07:46/16:33





View from Webber House encompassing private dwelling and motel



Popular location for wedding ceremonies with view to back of motel



Foxberry patch showing erosion off slopes due to granular soil texture





2. ARBORETUM SITE DEVELOPMENT PLAN

ARBORETUM CONCEPT PLANS

The Atlantic Coast Arboretum Concept Plan identifies the various integrated physical changes that will be made to the Memory Lane site so that the Village retains its cultural heritage identity, while ensuring that the incorporation of the arboretum creates a distinct, but complementary, natural heritage attraction.

The plan identifies the most suitable planting locations for new species of trees and clarifies the location of new footpaths that will encourage visitor exploration of the arboretum’s trees, now and in the future. Other land use changes include relocating the sheep pen and vegetable garden, modifying the lumber storage shed to include a maintenance shed, and a preliminary route for a wetland perimeter walkway as part of a potential Phase 2.

Zones of heath and shrub plantings are proposed for part of the site’s existing blueberry barren. Shrubbery along the north-west property line will screen the site from recreational vehicle noise and provide opportunities to interpret the culture of foraging. This shrubbery is protected against browsing sheep by a fence and gates at the vegetable garden entry and wooded trail.

The land around the Cookhouse will be modified to improve its drainage, which will allow for a dedicated and enclosed “Cookhouse yard” for daily operations, a better-draining herb bed, long-term flourishing of a small white birch grove near Dufferin Pond, and an adjacent tree nursery for growing saplings. This change also supports the re-establishment of a lush, treed (with wind-firm species and understory), off-hours and off-season entry to the site located between the Hosking General Store and the Cookhouse.

The eastern end of the pond will be managed in a more natural manner, helping to filter excess storm water from the parking lot and Cookhouse roof to support woody wetland species without affecting Memory Lane’s uses of Dufferin Pond’s western half.

Key

1. Birch grove and Tour-Mate Solar Eco post
2. Cookhouse Yard
3. Event entrance and broadleaf bower
4. Blueberry barren
5. Expanded event space and relocated gate
6. Vegetable Garden and Foraging Walk
7. Sheep pen
8. Sugar Maple/Hemlock/Pine walk
9. Maintenance Shed (existing wood storage)
10. Species for fishing and boatbuilding
11. **Phase 2: Boardwalk**
12. Stormwater filtration and moisture-loving woody species

 Arboretum path (new or adjusted)

 Arboretum path (existing)

 New broadleaf trees

 New coniferous trees

 Existing trees

 Shrubs or heath plantings

 Blueberry barren

 Garden

0 12.5 25 50 Feet



TREE PLANTING PRIORITY GUIDE

The interpretive mission of the Atlantic Coast Arboretum is to “*Physically represent, interpret and communicate, the arboretum catchment area’s arboreal history and its interrelationship with the cultural heritage of the same area, utilizing the landscape, buildings and artifacts of Memory Lane Heritage Village.*” This mission will be used to determine which of the eighty or so species of trees and shrubs found within the catchment area should be featured in the arboretum itself.

The approach chosen to determine the species prioritization for the arboretum establishment phase is outlined below in the form of a matrix with the goal of identifying the five most important trees for an initial planting of species not currently found on the arboretum site. It also helps guide the identification of tree species already on site to be incorporated into the arboretum collection. The species to be added have been selected based on their overall ranking and their availability as nursery or wild-collected specimens.

“Existing on site” in the guide refers to tree species confirmed to be actively growing on site as of June 5, 2026. The initial list was compiled in October 2023, with additional independent surveys carried out in March and May of 2026. From this survey, individual trees representing each species on site will be selected to be incorporated into the arboretum as official specimens.

The plant selection matrix is based on 5 primary criteria:

- 1. Ecological significance
- 2. Cultural and heritage significance
- 3. Site suitability
- 4. Climate resilience
- 5. Human-influenced population decline.

Ecological significance refers to the tree species’ overall habitat value in the catchment area, or if it occupies an important niche in a specific habitat type. For example, black spruce is common throughout the catchment where it is an important source of food for insects, birds, and small mammals. It also has high value in niche habitat areas where it predominates, such as black spruce bogs. Conversely, black ash is rare over the catchment but where it occurs it is a key determinate of the habitat itself.

Cultural and heritage significance refers to the importance of this species to human inhabitants of the catchment over its entire history. Species with more documented uses – medicine, tools, transportation, food, storage, spiritual practice, etc. – the higher it has been rated.

Site suitability refers to the current capacity of the arboretum site to support the tree species based on soil, moisture, and light exposure, with minimal interventions. For example, white pine would be immediately suitable on site with no additional actions required, while a species such as ironwood may require more soil amendments in the form of gypsum, lime, and soil enrichment, in order to thrive. Immediate site suitability does not necessarily include long-term management requirements, for instance as the tree canopy on site matures, some light-requiring species such as pin cherry (currently on site in healthy numbers) may need specific management regimes to thrive.

Climate resilience considers the adaptability of the tree species in light of future habitat changes due to projected climate change, and the species’ current ability to mitigate climate change effects on human infrastructure and microclimates. The information for this value comes in

part from Natural Resources Canada, and the United States Department of Agriculture Climate Change Tree Atlas. As an example, sugar maple are generally adaptable to various soil and moisture conditions, they have good seed dispersal and are currently abundant in their existing range. In addition, they cast shade in the summer but allow sunlight for passive heating in the winter. Current predictions for the future of sugar maple are that will adapt adequately to climate change.

Finally, the decision matrix considers if the tree species has been affected by **human-caused population decline**. This element considers human-caused habitat loss (direct, e.g. via harvesting and forest succession interruptions, and ‘passive,’ e.g. via climate change and loss of habitat suitability), the introduction of pest and diseases, and over-harvesting.

Common Name	Scientific Name	Criteria							Weighting
		Existing on site	Ecological significance	Cultural/Heritage significance	Site Suitability	Climate resilience	Human-influenced population decline	Total Score	
Yellow birch	<i>Betula alleghaniensis</i>		4.5	5	5	4	3.5	4.7	
White pine	<i>Pinus strobus</i>		4	5	5	4.5	3	4.6	
Black spruce	<i>Picea mariana</i>		5	5	5	2.5	3.5	4.6	
White birch	<i>Betula papyrifera</i>		4.5	5	5	3.5	2	4.5	
American beech	<i>Fagus grandifolia</i>		5	4	4	4	5	4.3	
Red maple	<i>Acer rubrum</i>		4	4	5	5	1	4.3	
White spruce	<i>Picea glauca</i>		2.5	5	5	5	2	4.2	
Red oak	<i>Quercus rubra</i>		4	4	4	5	3	4.1	
Sugar maple	<i>Acer saccharum</i>		3	4	4.5	5	4	4.0	
Eastern hemlock	<i>Tsuga canadensis</i>		4	4	4	3	5	3.9	
Red spruce	<i>Picea rubens</i>		5	3	5	2	3	3.9	
Tamarack	<i>Larix laricina</i>		4	4	5	2	1	3.8	
Smooth serviceberry	<i>Amelanchier laevis</i>		3.5	4	5	2	1	3.7	
Black Ash	<i>Fraxinus nigra</i>		4	5	3	1	5	3.7	
Balsam fir	<i>Abies balsamea</i>		4	3	5	2.5	2	3.6	
Showy mountain-ash	<i>Sorbus decora</i>		4	3	5	2	2.5	3.6	
Trembling aspen	<i>Populus tremuloides</i>		3	3.5	5	3	1	3.6	
White elm	<i>Ulmus americana</i>		5	3	2.5	3.5	5	3.6	
Shadblow serviceberry	<i>Amelanchier canadensis</i>		3.5	3.5	5	2	1	3.5	
Mountain ash	<i>Sorbus americana</i>		4	3	5	2	1	3.5	
Jack pine	<i>Pinus banksiana</i>		3.5	3.5	3.5	3.5	2	3.4	
Mountain maple	<i>Acer spicatum</i>		2.5	3.75	4	2.5	4	3.3	
Pin cherry	<i>Prunus pennsylvanica</i>		3.5	2	5	3	1	3.2	
Black cherry	<i>Prunus serotina</i>		3.5	3	3.5	2	2.5	3.1	
Striped maple	<i>Acer pennsylvanicum</i>		2.5	3.5	4	2	2	3.1	
Mountain paper birch	<i>Betula cordifolia</i>		2.5	2.5	5	2	2.5	3.1	
Ironwood	<i>Ostrya virginiana</i>		2.5	3.5	2	4	2.5	2.9	
Large-tooth aspen	<i>Populus grandidentata</i>		3	1	5	3	1	2.8	
Downy serviceberry	<i>Amelanchier arborea</i>		3.5	1	5	2	1	2.8	
Purple serviceberry	<i>Amelanchier intermedia</i>		3.5	1	5	2	1	2.8	
Red pine	<i>Pinus resinosa</i>		2.5	2	3.5	3	3	2.7	
White ash	<i>Fraxinus americana</i>		3	2.5	3	1	5	2.7	
Balsam poplar	<i>Populus balsamifera</i>		2.5	1	5	2	2.5	2.6	
Inland serviceberry	<i>Amelanchier interior</i>		3.5	1	4	2	1	2.5	
Grey birch	<i>Betula populifolia</i>		2	1	5	2	1	2.4	



White birch (*Betula papyrifera*), at the main entrance



Multistem red maple (*Acer rubrum*), the largest tree on site



White pine (*Pinus strobus*) has recently established itself on site.

PLANTING CONCEPT DETAILS

From the master concept plan, three planting zones are highlighted and described here:

After-hours event and off-season entrance

Planting will be used to re-establish and enhance the identity of this entrance as a lush green refuge and place of passage. This zone is the main visitor access for after-hours events and can be used as a visitor entrance and orientation space for the arboretum during the Memory Lane off-season (during the regular season and operating hours, all visitors enter through Hosking Store).

Before Hurricane Fiona, the site had a dense canopy of trees and evoked a feeling of private enclosure, often remarked on by visitors. The intimacy of this space is restored through the spatial arrangement of trees and shrubs. Primary species in this area will be mixed tolerant forest species. The use of shrubs along the perimeter will help increase the wind tolerance of the entire planting. Species in the plan include: Red oak (*Quercus rubra*), yellow birch (*Betula alleghaniensis*), white spruce (*Picea glauca* – to be added after the other trees are established), witch hazel (*Hamamelis virginiana*), hobblebush (*Viburnum lantanoides*), moose maple (*Acer pensylvanicum*), and appropriate ferns and understory species.

Shrub walk and tolerant mixed forest

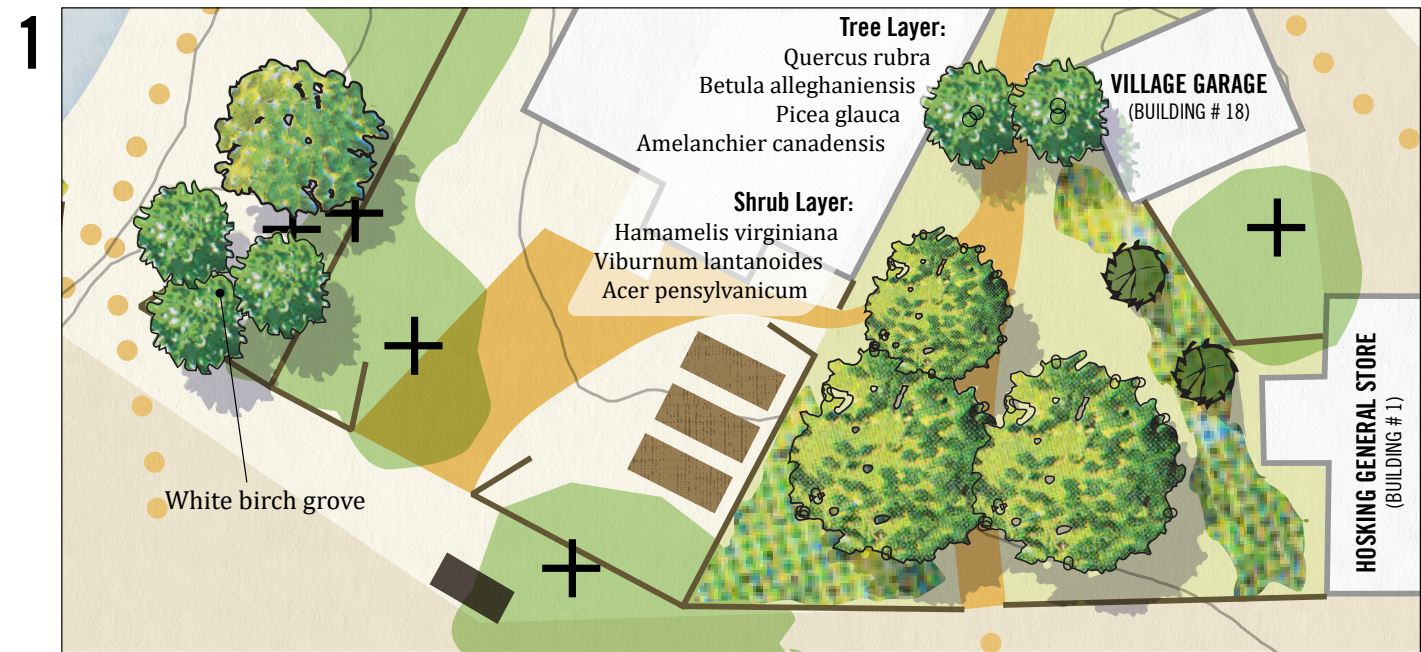
This planting area uses a border of shrubs to provide a transitional zone between the open air areas of the arboretum grounds and the forest-grown arboretum specimens beyond. Additionally, the shrub walk increases visitation to the working vegetable garden of Memory Lane. A new apple tree marks the junction of the path where it transitions from vegetable garden to native hedgerow. This represents a symbolic transition as well, from an area of cultivated and selected food-bearing plants, to the wild



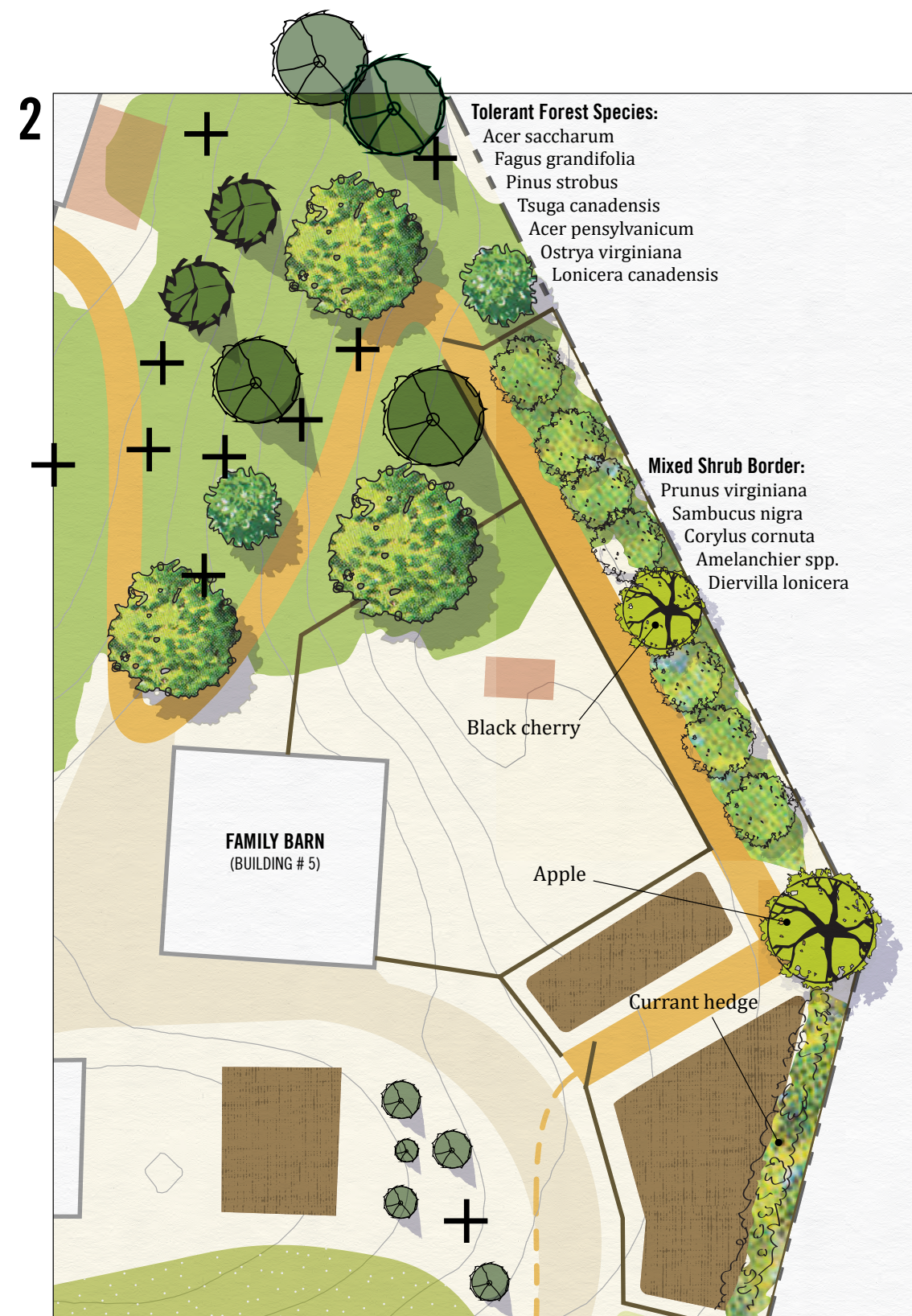
foraging options of the Atlantic Coast Arboretum catchment area. The area is gated at the far end to keep out museum livestock, as a number of these edible-to-human species are not sheep-safe. From that far gate, a path winds up a north-facing slope of deep sandy soil that will support the long-lived tree species that still appear in the neighbourhood: sugar maple, Eastern hemlock, white pine, and American beech, with supporting understory species such as ironwood and striped maple.

Entrance plantings – the Barrens

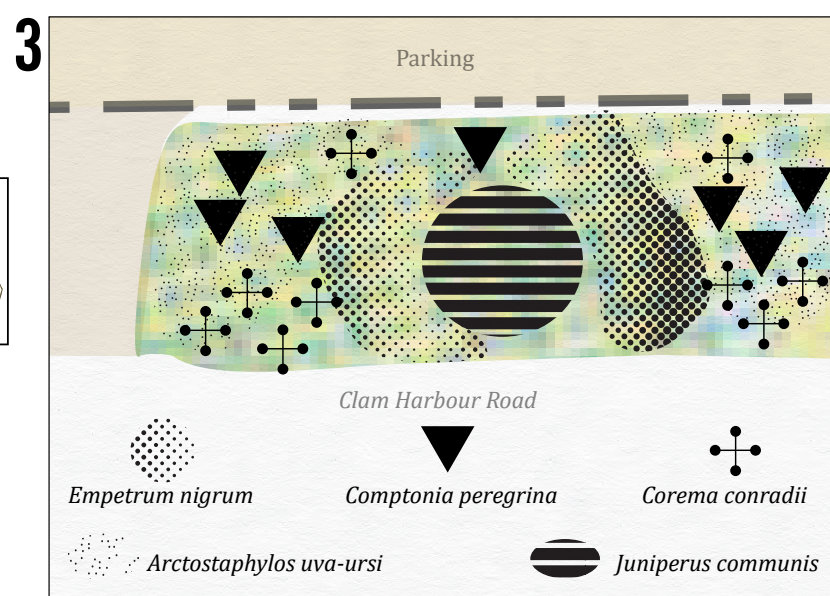
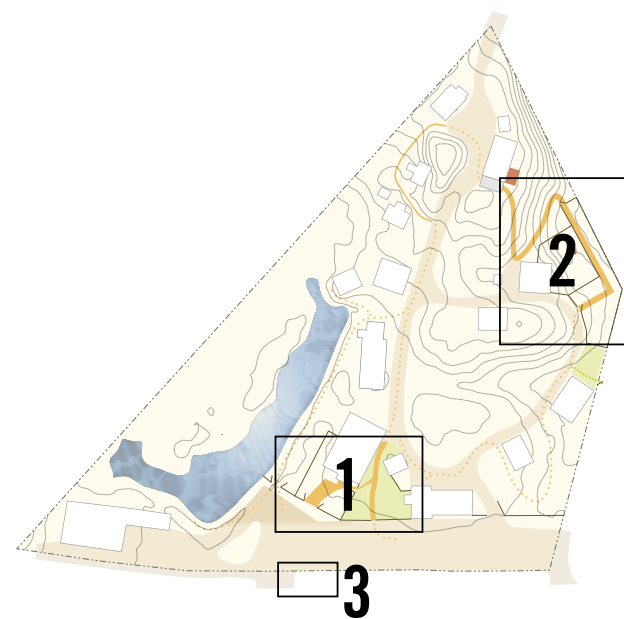
The well-draining sandy soils of the Lake Charlotte area will support coastal and inland barren species. This planting zone makes the most of its difficult location between the parking lot and roadway, and takes advantage of the fact that the road bed was built of the native sand deposits from the site itself. Broom crowberry, common juniper, kinnick-kinnick, sweet fern, black crowberry, and other heathland species should thrive in these conditions, and their low-growing habit will maintain safe site-lines for visitors exiting the arboretum parking lot.



After-hours event and off-season entrance



Shrub walk and tolerant mixed forest

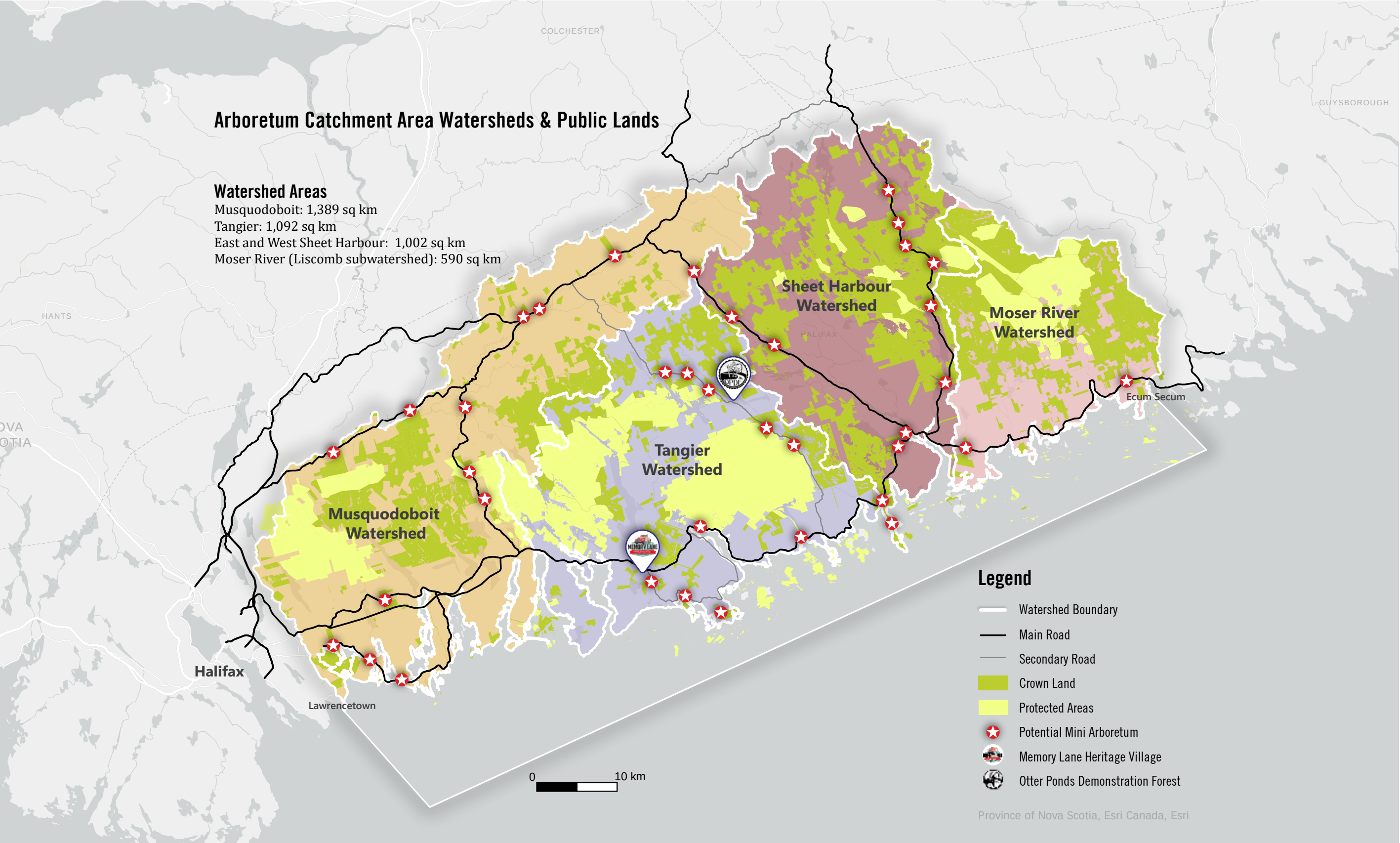


Roadside entrance planting matrix – the Barrens





3. ARBORETUM CATCHMENT AREA



DEFINING THE CATCHMENT AREA BOUNDARY

The catchment area for the Atlantic Coast Arboretum is a carefully defined area that the arboretum will specifically represent and communicate to its visitors, considering both its natural history and forestry history.

The Lake Charlotte Area Heritage Society’s long-standing “service area” is from Lawrencetown to Ecum Secum and inland to at least Mooseland. Historically, the forest industry along this stretch of coastline extended inland to the “Divide”: the highpoint from which streams and rivers flow downhill to the coast, allowing timber to be “driven” down rivers and through lakes from the interior (where it was harvested) to the coastal area (where it was processed). Thus, the decision to use the boundaries of the four watersheds that cover the coastline from Lawrencetown to Ecum Secum seamlessly defines an identical catchment area for both natural and forestry history.

Arboretum Catchment Area Vital Statistics

Catchment Area Dimensions

The total size of the catchment area is 4,071 km², 72% the size of Prince Edward Island. It is comprised of the Musquodoboit watershed at 1,388 km²; the Tangier watershed at 1,091 km²; the Sheet Harbour watershed at 1,002 km²; and a part of the Liscomb watershed at 590 km².

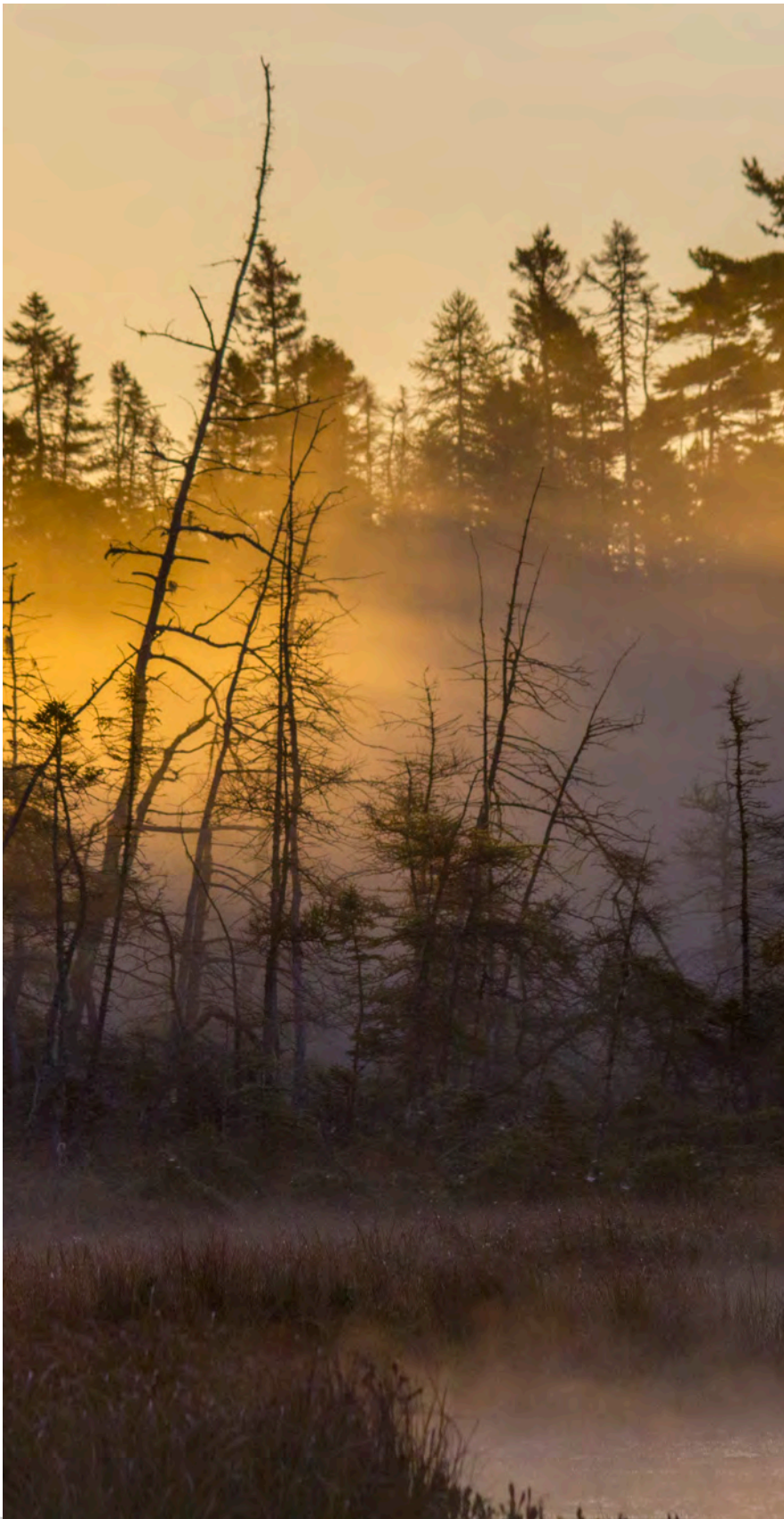
Proportionately, the coastal distance from Lawrencetown to Ecum Secum (115 km+/-) is about 27% of Nova Scotia’s total mainland Atlantic coast from Cape Sable to Canso (427 km+/-).

The area of mainland Nova Scotia is 44,973 km². The area of the Arboretum Catchment area is 4,071 km²; 9% of the area of mainland Nova Scotia.

Approximately 35% of the Arboretum Catchment Area is public land, either Crown Land or Protected Areas.

Catchment Area Tree Species

Our research has produced a definitive list of all native species of trees, shrubs and dwarf woody trees that can now be found, or that once were found, within the catchment area. This assessment suggests that at least 95% of the 87+/- native species found in Nova Scotia can also be found within the Arboretum Catchment Area. Of the 85 species found within the catchment area 37 species, or 43.5%, are already growing on the arboretum site.



CATCHMENT AREA SPECIES LIST

*Species highlighted in green represent those found on the Memory Lane site.

Tree Species (35 species)

- American mountain ash (*Sorbus americana*)
- American beech (*Fagus grandifolia*)
- Balsam fir (*Abies balsamea*)
- Balsam poplar (*Populus balsamifera*)
- Black ash (*Fraxinus nigra*)
- Black cherry (*Prunus serotina*)
- Black spruce (*Picea mariana*)
- Downy serviceberry (*Amelanchier arborea*)
- Grey birch (*Betula populifolia*)
- Eastern hemlock (*Tsuga canadensis*)
- Inland serviceberry (*Amelanchier interior*)
- Ironwood (*Ostrya virginiana*)
- Jack pine (*Pinus banksiana*)
- Large-toothed aspen (*Populus grandidentata*)
- Mountain maple (*Acer spicatum*)
- Mountain paper birch (*Betula cordifolia*)
- Pin cherry (*Prunus pensylvanica*)
- Purple serviceberry (*Amelanchier intermedia*)
- Red maple (*Acer rubrum*)
- Red oak (*Quercus rubra*)
- Red pine (*Pinus resinosa*)
- Red spruce (*Picea rubens*)
- Smooth serviceberry (*Amelanchier laevis*)
- Shadblow serviceberry (*Amelanchier canadensis*)
- Showy mountain-ash (*Sorbus decora*)

- Striped maple (*Acer pensylvanicum*)
- Sugar maple (*Acer saccharum*)
- Tamarack (*Larix laricina*)
- Trembling aspen (*Populus tremuloides*)
- White ash (*Fraxinus americana*)
- White birch (*Betula papyrifera*)
- White elm (*Ulmus americana*)
- White pine (*Pinus strobus*)
- White spruce (*Picea glauca*)
- Yellow birch (*Betula alleghaniensis*)

Shrub Species (41 species)

- Alternate-leaved dogwood (*Cornus alternifolia*)
- Bayberry (*Myrica pensylvanica*)
- Beaked hazelnut (*Corylus cornuta*)
- Black chokeberry (*Aronia melanocarpa*)
- Black crowberry (*Empetrum nigrum*)
- Blueberry (*Vaccinium spp.*)
- Bog-rosemary (*Solidago uliginosa*)
- Bristly black currant (*Ribes lacustre*)
- Broom-crowberry (*Corema conradii*)
- Bush-honeysuckle (*Diervilla lonicera*)
- Choke-cherry (*Prunus virginiana*)
- Common blackberry (*Rubus allegheniensis*)
- Downy alder (*Alnus viridis*)
- False holly (*Neompanthus mucronata*)
- Fly-honeysuckle (*Lonicera canadensis*)
- Ground hemlock/Canada yew (*Taxus canadensis*)
- Ground juniper (*Juniperus communis*)
- Hobble-bush (*Viburnum alnifolium*)
- Huckleberry (*Gaylussacia baccata*)
- Labrador tea (*Ledum groenlandicum*)
- Lambkill or Sheep laurel (*Kalmia angustifolia*)
- Large cranberry (*Vaccinium macrocarpon*)
- Leather-leaf (*Chamaedaphne calyculata*)
- Lowbush blueberry (*Vaccinium angustifolium*)
- Meadow-sweet (*Spiraea alba*)
- Mountain serviceberry (*Amelanchier bartramiana*)
- Purple chokeberry (*Aronia x. prunifolia*)
- Red chokeberry (*Aronia arbutifolia*)
- Red (Canada) raspberry (*Rubus idaeus*)
- Rhodora (*Rhododendron canadense*)
- Serviceberry/Indian Pear family (*Amelanchier sp.*)

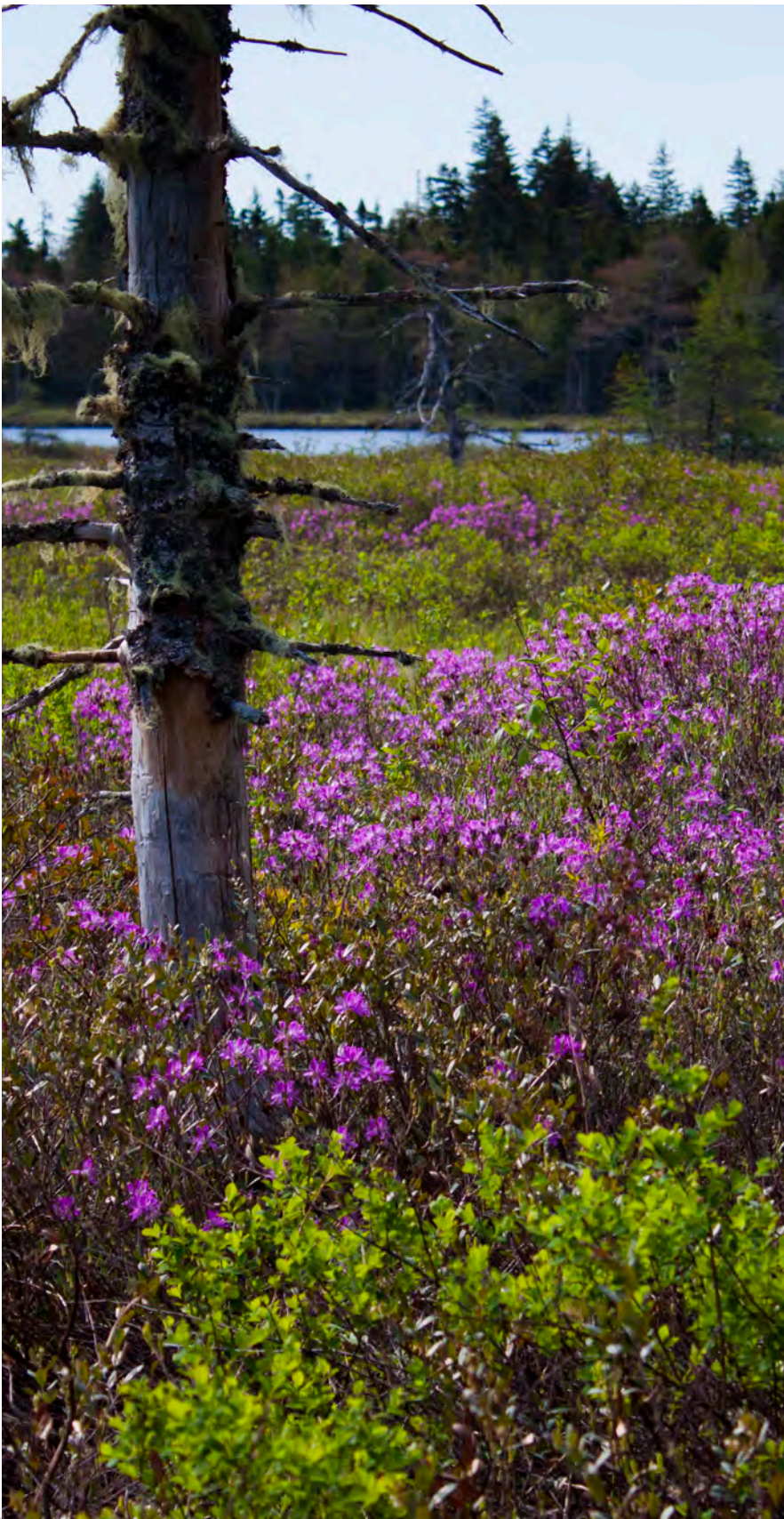
- Small cranberry (*Vaccinium oxycoccos*)
- Speckled alder (*Alnus incana*)
- Spiraeas (*Spiraea spp.*)
- Sweet gale (*Myrica gale*)
- Sweetfern (*Comptonia peregrina*)
- Velvet-leaf blueberry (*Vaccinium myrtilloides*)
- Wild raisin (*Viburnum nudum*)
- Willows (*Salix spp.*)
- Winterberry (*Ilex verticillata*)
- Witch-hazel (*Hamamalis virginiana*)

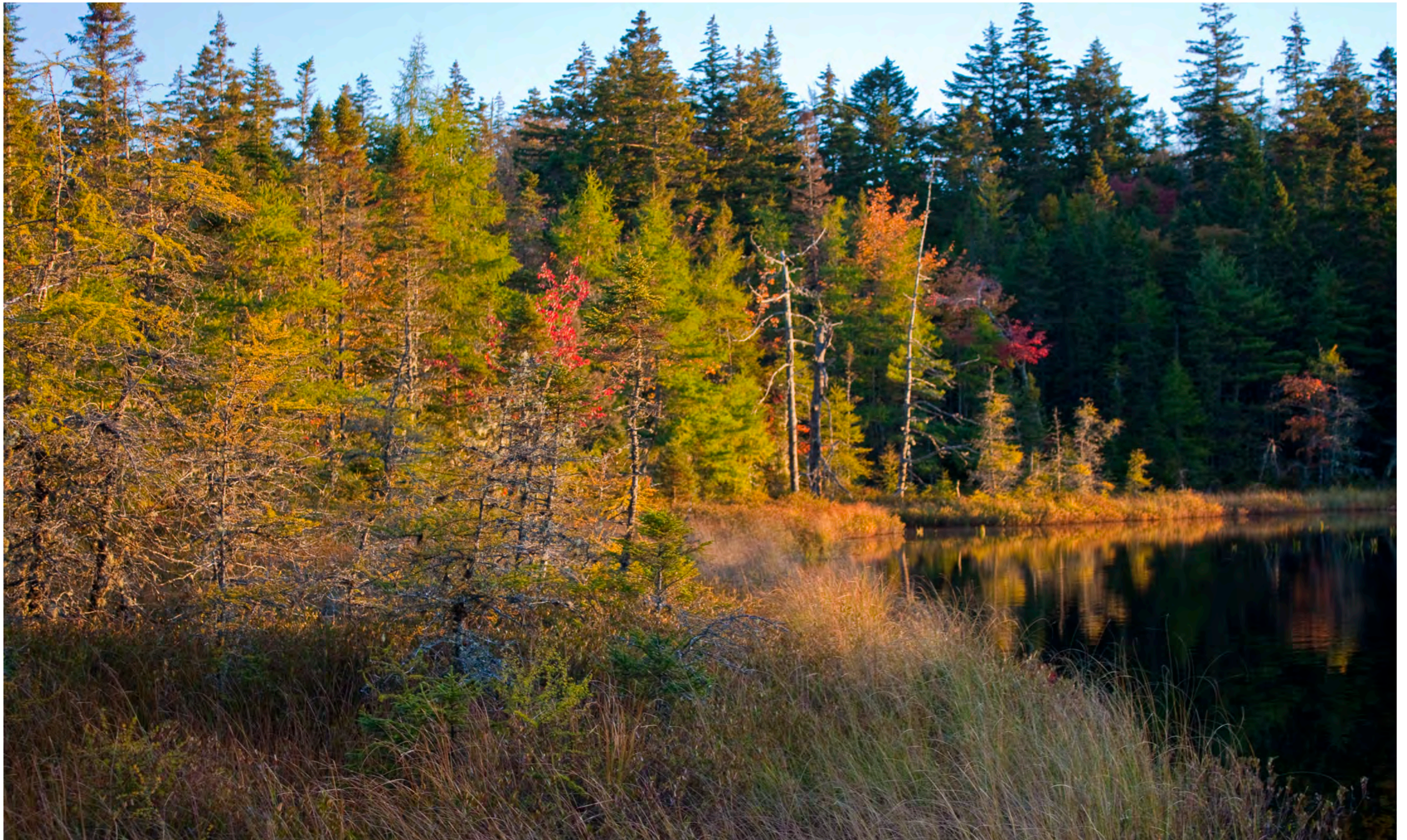
Dwarf Woody Species (9 species)

- Bakeapple (*Rubus chamaemorus*)
- Bunchberry (*Cornus canadensis*)
- Creeping snowberry (*Gaultheria hispidula*)
- Dewberry (*Rubus hispidus*)
- Dwarf raspberry (*Rubus pubescens*)
- Foxberry (cowberry) (*Vaccinium vitis-idaea*)
- Mayflower (*Epigaea repens*)
- Teaberry (*Gaultheria procumbens*)
- Twinflower (*Linnaea borealis*)

Early Colonial Species (3 species)

- Rose
- Apple
- Black Locust





CATCHMENT AREA TOURISM DEVELOPMENT POTENTIAL

Mini Arboretums

There are many places within the catchment area where a paved road bisects Crown Land, which creates the possibility for “mini arboretums” scattered throughout the whole area where visitors can see stands of various trees in the wild.

These mini arboretums could be created at relatively little cost, consisting of an area where up to three cars could pull off the highway close to the specific trees, with such trees identified using tags. There are also a number of existing sites, such as trailheads and small parks, that could fulfil the same function.

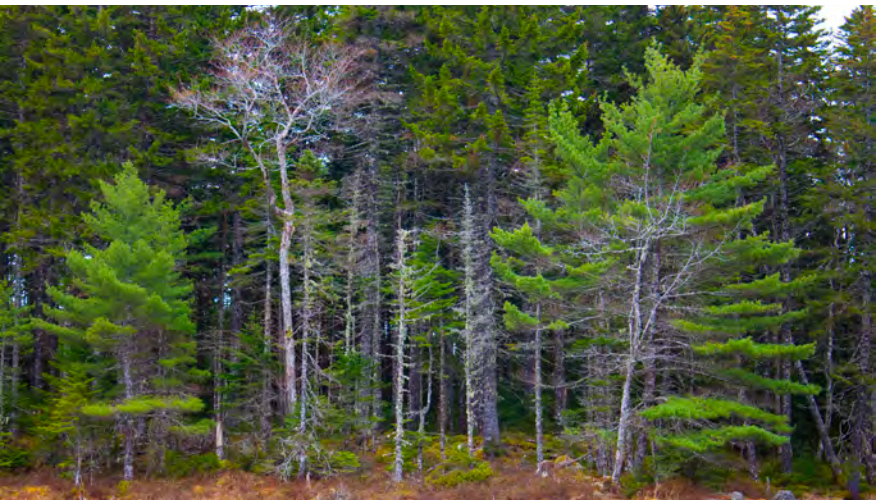
Otter Ponds Demonstration Forest

The existing Otter Ponds Demonstration Forest within the catchment area (Otter Ponds) demonstrates the philosophy, science, and practice of uneven-aged management in the sustainable forestry of the Acadian Forest. It produces timber for market using the best forest practices presently known, while protecting wildlife habitat and the Tangier River watershed, respecting the ecosystem services provided by the parcel, and enhancing the social and cultural value of the forest.

Atlantic Coast Tree Safaris

Memory Lane is centrally located with access to the catchment area in many directions via paved roads and could serve as the visitor entry and info point for proposed Atlantic Coast Tree Safaris, which could be self- guided with a free brochure or guided via bus tour company or personal guide, similar to how the Memory Lane currently operates its Clam Harbour Clam Digging Adventures.

Note: The development of the arboretum catchment area as outlined above is not part of the development plan for the arboretum itself and would be pursued after the arboretum is fully established.



Pines at Otter Ponds



Autumn ferns at Otter Ponds



Otter Ponds huckleberry in autumn





4. ARBORETUM VISITOR EXPERIENCE PLAN



VISITOR EXPERIENCE INTERPRETIVE PLAN

Interpretive Plan Goal

Physically represent, interpret and communicate the arboretum catchment area’s arboreal history and its interrelationship with the cultural heritage of the same area, utilizing the landscape, buildings, and artifacts of Memory Lane Heritage Village.

Visitor Takeaway Goal

Visitors will leave knowing that, in Canada, there are essentially two kinds of native trees, those with leaves and those with needles; that trees of all kinds have long been important to both the Mi’kmaq and settlers; and that trees help us respond to climate change in many important ways.





INTERPRETIVE THEMES

Main Interpretive Theme

Trees — the biggest plants on Earth — are vital to all life, providing oxygen to breathe, storing carbon, and stabilizing soils, all while providing wildlife with habitat and people with shelter and livelihoods.

Sub-theme 1

Trees connect us to the past (50-75%*)

The trees in the arboretum are living organisms whose ancestors provided almost all the wood needed to make Memory Lane’s wooden buildings, boats, buoys, benches, baskets, tools, toys, fences, furniture, and firewood.

Sub-theme 2

Trees help make us healthier (12.5-25%*)

There is growing scientific evidence that spending time surrounded by trees has positive physical and psychological benefits. Historically, beech nuts, serviceberries and teas made from many of our tree species with their high vitamin C content, enabled the Mi’kmaq and settlers to better survive winter.

Sub-theme 3

Trees help us, we help them (12.5-25%*)

Trees are crucial for Canada’s future, acting as essential nature-based solutions to combat climate change by sequestering carbon, regulating water levels, and protecting biodiversity. "Forests provide clean drinking water to just under 50% of Canadians, support clean air for all, and provide jobs for hundreds of thousands of Canadians.

** Indicates the range for the proportion of the total interpretation content to be allocated to each of the three sub-themes.*

ARBORETUM TREE ZONES

There are different conceptual options for deciding what the fundamental interpretive principles should be in terms of guiding the physical development of the arboretum site. The chosen approach responds to the visitor takeaway goal – that visitors understand the fundamental difference between deciduous and coniferous trees by having them physically separated. This separation is a guiding principle and does not necessarily mean that any of the zones must be exclusively one kind of tree or another, but a significant majority would be.

Deciduous/Hardwood Zone

Located within this zone are two buildings with connections to deciduous trees, the Cookhouse and the Schoolhouse. The design of the Memory Lane Cookhouse is reminiscent of the cookhouses that were part of local industrial enterprises, such as the peg factory at Ship Harbour, which produced a variety of wooden products from locally harvested birch and beech trees. Although there are hardwood school desks in the schoolhouse that were not produced locally, the catchment area included at least one local hardwood chair manufacturer (the Sibley family of Wittenburg).

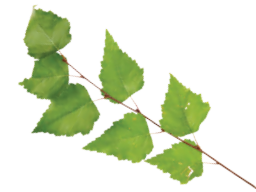
Coniferous/Softwood Zone

Examples of things made from local softwoods abound within this zone, including ten buildings built primarily with spruce, together with a wide range of wooden artifacts, especially in the Boatshop, Fisherman’s Store, Barn, and Woodworking Shop.

Shrubs and Dwarf Woody Plants Zone

This zone is dispersed throughout the arboretum site. While small standalone areas include the roadside boulders, fence lines, and understory areas, the central focus is the large blueberry patch cultivated for decades by the Webber family.

VISITOR EXPERIENCE TREE ZONES



Deciduous/Hardwood Zone

Trees that have leaves



Coniferous/Softwood Zone

Trees that have needles



Shrubs & Dwarf Woody Plants Zone



Natural Regeneration Zone

Adjacent landowner



Phase 2 Fernery & Nursery Zone



VISITOR EXPERIENCE COMMUNICATION CHANNELS

A visitor communication channel is a specific way in which information can be communicated to Arboretum visitors. Factors to be taken into account in determining which communication channel(s) to use for specific messages, include in order of priority, the ease with which a visitor can access the information and understand it, the durability and reliability of the channel, and the channel cost (initial and ongoing).

Animators

This is the best overall channel because of the personal connection between the visitor and the animator, and the animator’s flexibility to respond to people of differing ages and interests. However, because it is impossible to ensure that there will always be enough animators to service visitors properly, the overall communication plan will be designed to function even in the absence of animators.

Tree Identification Tags

These tags will be embossed metal. Likely made of copper for longevity, they will develop a patina that will not clash with their natural surroundings. Each tag will have a number and name for the tree, possibly multilingually. The number will allow visitors to use their phones to connect to the arboretum website for access to a full biography of the tree. These tags can be produced in-house with a commercial level embossing machine, ensuring that ongoing costs associated with new tags are minimal. The low cost of the tag means that more than one tree or shrub can be identified, including trees at the site of any “mini arboretum” elsewhere within the catchment area.

Free Printed Visitor Guide

The guide will be 8 ½” x 14”, double sided, full colour, and fourfold, with Memory Lane on one side, Atlantic Coast

Arboretum on the other, and a QR code and website link for more information. Separated also by side will be a map of Memory Lane and a tree zone map. The guide will note the unique buoy collection in the Clam Factory and the wooden artifact collection in the Artifact Storage Facility that can be viewed via a White Glove Tour. It will be produced in English, French and German.

Atlantic Coast Arboretum Website

Visitors to the Atlantic Coast Arboretum website are given three choices: Atlantic Coast Arboretum Visitor Guide; Atlantic Coast Arboretum Catchment Area - Natural History; and Atlantic Coast Arboretum Catchment Area - Forestry History. The website is the source for in-depth information.

Mobile Media Access to Atlantic Coast Arboretum Website

The QR code and/or browser will be clearly noted on the printed visitor guide.

Traditional Artifacts and Interpretive Panel

Located only in the Cookhouse and Clam Factory, these elements will be clearly noted on the printed visitor guide.

Tour-Mate Solar Eco-post

One Tour-Mate solar eco-post (an off-grid, solar-powered listening station) will be featured for “Netukulimk – the Mi’kmaw forest,” located near white birch trees with a clear view of Dufferin Pond.

Drone Tour

This will be viewed by visitors to the Memory Lane and Atlantic Coast Arboretum websites, serving as a ‘hook’.

White Glove Tours

White glove tours are pre-booked group tours of the Artifact Storage Facility for visitors interested in looking closely at, and learning more about, locally-made wooden artifacts and products.

Tree Detective Tours

Tree detective tours will be developed in collaboration with local educators as a "treasure hunt" experience, wherein visiting students search for specific trees and self-record their identifications, possibly competing against their peers.



SUB-THEME COMPONENTS AND THEIR VISITOR COMMUNICATION CHANNEL(S)

Sub-theme 1: Trees Connect Us To The Past

Component 1 Website-based Atlantic Coast Arboretum Visitor Guide

Visitors to the website are given three choices:

- Atlantic Coast Arboretum Visitor Guide
- Atlantic Coast Arboretum Catchment Area - Natural History
- Atlantic Coast Arboretum Catchment Area - Forestry History

If visitors choose the visitor guide option, there will be a drop-down menu as listed below.

Drone Tour

One minute “Drone Tour”: The drone tour will serve as an intro to both Memory Lane and the Atlantic Coast Arboretum and can be interchangeably used by both entities.

Visitor Communication Channel(s): Memory Lane and the Atlantic Coast Arboretum websites.

Visitor Guide Map

This will provide essentially the same information contained within the Arboretum map section of the printed Memory Lane/ Atlantic Coast Arboretum visitor guide.

Visitor Communication Channel(s): Memory Lane and the Atlantic Coast Arboretum websites.

Identifying Nova Scotia’s Native Trees

Short intro about the definition of what makes a plant a tree; trees with leaves or needles and the tamarack exception; numerical key that provides a biography, including usage by both the Mi’kmaq and settlers of all of the trees found within the arboretum catchment area and identifying the trees currently found within the arboretum itself. It may be possible to collaboratively use the interactive guide to the trees of Nova Scotia produced by the Department of Natural Resources.

Visitor Communication Channel(s): Atlantic Coast Arboretum website, Visitor Guide component, accessed via Memory Lane website; QR code and/or browser via printed visitor guide; Tree identification tags; Tree Detective Tours.

How Trees Grow

Most life on Earth depends upon photosynthesis, a process whereby plants convert sunlight into growth. Trees are also plants, which, in Nova Scotia, can reach 40 metres in height and live as long as 500 years. A simple graphic may be used to illustrate these facts proportional to a person.

Visitor Communication Channel(s): Atlantic Coast Arboretum website, Visitor Guide component, accessed via Memory Lane website, QR code and/or browser via printed visitor guide; printed visitor guide.

Component 2
“Netukulimk” the Mi’kmaw Forest

In traditional Mi’kmaw culture the forest is a source of life, not a resource to be exploited for profit. In nature, everything is seen as being connected. Historically, forests were a big part of the home, food supply, tool provision, pharmacy, and classroom. Harvesting was, and still is, done following the principal of Netukulimk: taking only what is needed for sustenance and, therefore, protecting the environment’s health, diversity, and future.

Note: The exhibit associated with this component is a proposed conceptual approach that will not be implemented without the approval of appropriate Mi’kmaw representatives. We envisage an exterior, visitor activated recording played near white birch trees, and provided in Mi’kmaw, English, and French, with separate buttons.

Visitor Communication Channel(s): Tour-Mate Solar Eco-post; Atlantic Coast Arboretum website, Visitor Guide component (audio).

Component 3
Wood: Yesterday’s Plastic

Introduce the wood/plastic concept and produce a list with accompanying photo of every wooden artifact, including buildings, that can be found in the Lake Charlotte Area Heritage Society’s collection. Add a few more wooden artifacts to the Cookhouse as appropriate, respecting conservation and functionality of the space for events, including weddings.

In addition to artifacts, include a selection of common woods to show typical grain pattern on uniformly sized panels, each with the name of the tree they came from. The Cookhouse and Clam Factory are the only buildings within Memory Lane that have an interior heritage ambiance rather than an authentic heritage interior, allowing for a traditional artifact/text panel approach.

Visitor Communication Channel(s): Traditional artifacts and interpretive panel in the Cookhouse; mention in visitor guide map; Artifact Storage Facility White Glove tour.





Component 4

Wood on Water: Traditional Wooden Fishing Buoys of the Eastern Shore

Utilize the brochure already created for this exhibit to produce a traditional interpretive panel that can be suspended from the ceiling in the Clam Factory, so it can be easily moved when special events are being held inside the building. The Cookhouse and Clam Factory are the only buildings within Memory Lane that have an interior heritage ambiance rather than an authentic heritage interior.

Visitor Communication Channel(s): Traditional artifacts and interpretive panel in the Clam Factory; mention in visitor guide map.

Component 5

Atlantic Coast Arboretum Catchment Area Natural History Storymap

The Storymap includes the following sections:

- Introduction
- Geology
- Watershed
- Rivers
- Lakes
- Ecodistricts
- Arboreal profiles
- Hurricanes
- Climate change

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; Memory Lane website; QR code and/or browser via printed visitor guide.

Component 6

Atlantic Coast Arboretum Catchment Area Forestry History Storymap

The Storymap includes the following sections:

- Introduction
- Forestry history map
- Mapping forestry history
- Comparing forest conditions
- Logging routes
- Forest fires
- Image search

A new component will be added to the existing storymap — ‘Woods — the settler forest’, connecting the colloquial use of the word “woods” (for example “back in the woods” or “worked in the woods all winter”) with as many local images as possible, showing people in the woods not just working but also engaging in recreational activity.

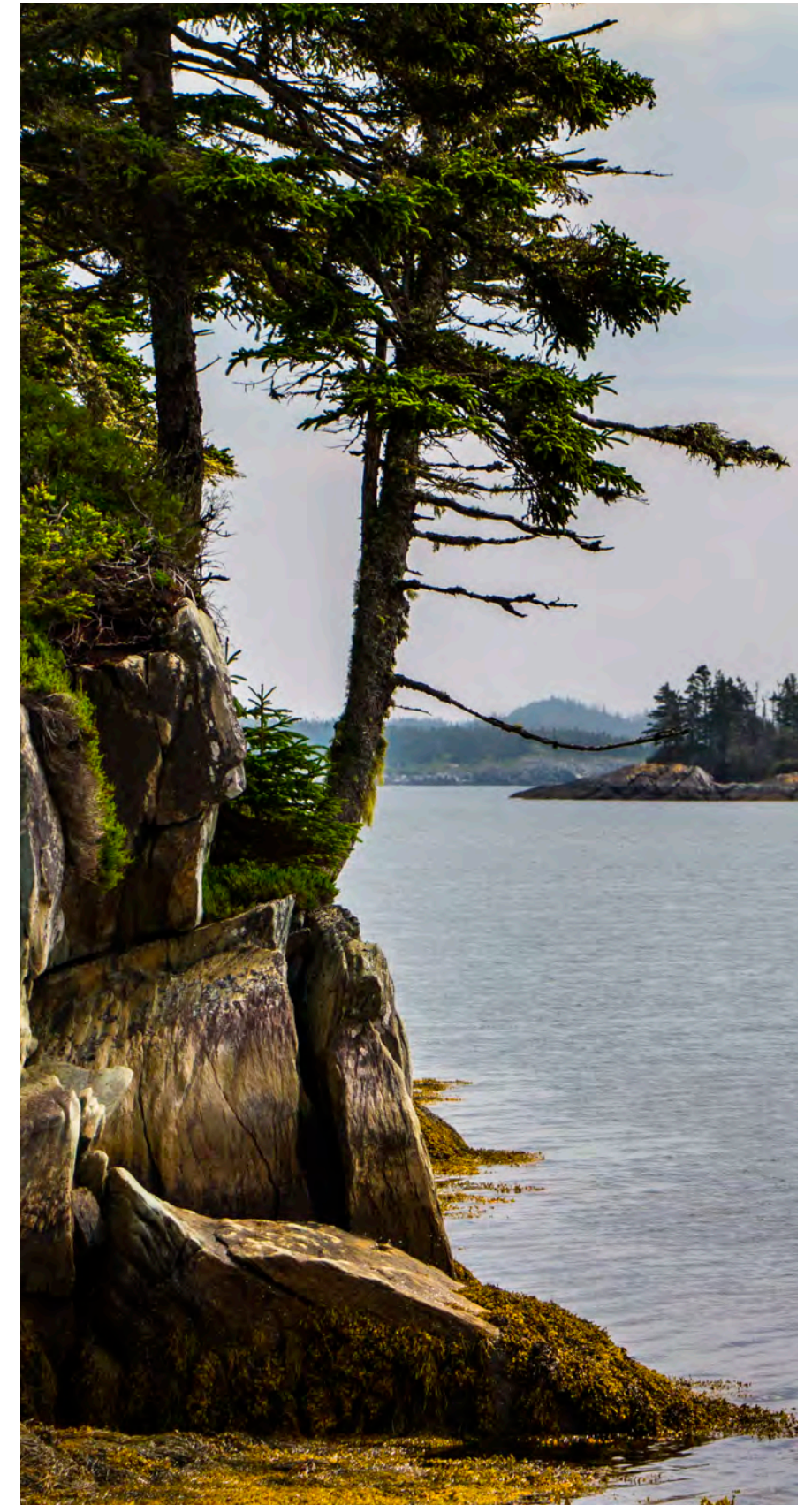
Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; Memory Lane website; QR code and/or browser via printed visitor guide.

Component 7

Atlantic Coast Arboretum Catchment Area Travel Guide

This travel guide will be developed as the Arboretum nears completion and field work has been carried out to determine potential mini arboreta sites, including reaching an agreement with DNR for their development. It will also encompass researching and identifying visitor service options throughout the area and its various routes. The goal is a printed travel guide that can be distributed free of charge to visitors throughout the catchment area.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; Memory Lane website; printed visitor guide.



Sub-theme 2: Trees Help Make Us Healthier

Component 1 Food from Trees

The 80 or so woody plant species native to Nova Scotia include not only the familiar hardwoods and softwoods, but also various smaller trees, shrubs and woody plants, such as blueberries, foxberries and cranberries — all three of which have a high vitamin C content and were historically used by both the Mi’kmaq and settlers to better survive long winters.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; printed visitor guide.

Component 2 Medicine from Trees

Perhaps the most widely known source of medicine from a tree is salicylic acid, the active ingredient in a concoction of leaves and bark from the white willow, which was first recommended as a pain reliever 3,500 years ago in an Egyptian document. Salicylic acid was then synthesised by the Bayer Company in 1897 as acetylsalicylic acid, commonly known as Aspirin.

Oral and written history indicates the Mi’kmaq used the bark, leaves, and sap of trees in many ways to treat various illnesses and conditions, as did settlers, who also brought apothecary remedies from Europe that sometimes overlapped or complemented those of the Mi’kmaq.

A more recent example of a medicine derived from a tree is paclitaxel, a potent anti-cancer treatment first extracted from the bark and foliates of the Pacific yew and then from the Canada yew, found from Manitoba to Newfoundland and Labrador.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; printed visitor guide.

Component 3 Wood - Forest Bathing

There are no rigorous scientific studies to conclusively show that spending time in a forest is a cure for physical or mental health concerns, but proponents of forest bathing point out that forests have high levels of oxygen, which can support proper oxygenation of a person’s blood, and phytoncides, which may benefit the immune system and contribute to stress reduction.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; printed visitor guide.

Sub-theme 3: Trees Help Us, We Help Them

Component 1 Trees Helping People

Trees are crucial for Canada’s future, acting as essential nature-based solutions to combat climate change by sequestering carbon, shading buildings, mitigating the impact of high winds, regulating water levels, and protecting biodiversity. They support the economy through the forestry sector, provide clean air and water for nearly 50% of Canadians, and enhance overall community resilience against extreme weather.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; printed visitor guide.

Component 2 People Helping Trees

As a coastal peninsula, Nova Scotia is a hotspot for severe shifting climate conditions, including intense wind storms and warmer, drier summers that can lead to increasingly severe combustible conditions that, in turn, make trees very susceptible to pests and diseases. Invasive species present some of the most immediate and fatal risks to the province’s signature tree species, including the hemlock woolly adelgid, emerald ash borer, and beech bark disease. Combating these and other threats to Nova Scotia’s forests requires awareness, monitoring, management, and action.

Visitor Communication Channel(s): Accessed via Atlantic Coast Arboretum website; printed visitor guide.







5. ARBORETUM MARKETING PLAN



ARBORETA VISITOR PROFILES AND DEMOGRAPHICS

Arboreta attract a diverse range of visitors, primarily driven by nature appreciation, recreation, mental well-being and desire for education. Tourists and day trippers from outside the region visiting arboreta result in significant “spill over spending” that benefits the broader community. Visitors generally include families, nature lovers, local residents, passionate gardeners and educational groups.

Destination Canada Market Profiles¹

Purpose Driven Families

This conscientious traveler seeks for their entire family to learn about the world through culture. They value family focused attractions, cultural and nature experiences.

Simplicity Lovers

These travellers seek peace, relaxation in their journeys, preferring easy and affordable destinations with a small-town feel. Prioritizing dining and nature experiences, they value simplicity and serenity.

Outdoor Explorers

This daring explorer craves the thrill of unknown landscapes and loves to overcome challenges. They embrace both short getaways and longer holidays, relishing in nature-related experiences.

Culture Seekers

These sociable, free-spirited individuals seek unique, authentic experiences. They thrive on immersing themselves in local culture and making connections.

Arboreta Visitor Demographics²

- Age: 49-64
- Gender: 60% female
- Household: 50% live in two-adult household, 70% have no children
- 46% college educated
- Garden enthusiasts and hobbyists, families and school groups, tourists

Surveyed visitors consistently described arboreta as:

- Calm, peaceful, therapeutic venues
- A place for mental wellbeing, reflection and a connection to nature
- Immediate visitor outcomes of stress relief and learning
- Improved quality of life, enjoyment and meaning

Detailed arboreta visitor demographics, profiles and sources can be found in Appendix 2.2.

¹ Destination Canada Segmentation Market Profile
² Published Arboreta Characteristics – Various Sources

2025 MEMORY LANE VISITOR CHARACTERISTICS³

Information Gathering Channels

Sales are captured and cross referenced by both digital payment system daily reports and cash register daily sales, plus reservation lists (for events). Special event data is either collected through the purchase of admission or, where admission is not charged, by clicker-counting arrivals at the front door.

Demographics and place of origin/marketing data rely on hand tallied information gathered through verbal communications and surveys with visitors including:

- Where do our visitors come from?
- How did our visitors hear about us?

Information Gathering Results

Memory Lane Heritage Village attracts a variety of visitors ranging from school groups, heritage hunters (local and travellers), weekend family explorers, local volunteers, older adults/retirees, and event seekers.

- Special events accounted for 47% of the total visitation to Memory Lane in 2025.
- August was the highest visitation month.
- 40% of visitors are from out of province, 37% from Metro Halifax, and 23% are local.

Annual Attendance

- 13,294 visitors (includes all visitor categories).

³ *Appendix 2.3 – 2025 Memory Lane Visitor Statistics*



Attendance by Visitor Category

- Special events: 6,220
- General Village Attendance: 2,931
- Group Tours: 1,598
- Special Programming: 1,570
- Rental or Meeting: 1,091

Where do the visitors come from?

- Halifax/Dartmouth/Sackville/Bedford: 37%
- Eastern Shore: 23%
- Ontario: 9%
- Europe: 7%
- Western Canada: 5%
- Other parts of Nova Scotia: 5%
- Other U.S: 4%
- New Brunswick: 4%
- Quebec: 3%
- Newfoundland: 1%
- New England: 1%
- Other: 1%
- Prince Edward Island: 0%

How did our visitors hear about Memory Lane?

- Been before: 41%
- Word of Mouth: 26%
- Road Signs and Sandwich Boards: 18%
- Memory Lane Heritage Village Website: 6%
- Social Media: 5%
- Visitor Information Centres: 2%
- Seaside Tourism Business Association Map: 1%
- Travel Guides (i.e. Lonely Planet) 1%

Detailed Memory Lane Heritage Village visitor characteristics can be found in Appendix 2.3.

MEMORY LANE HERITAGE VILLAGE CURRENT MARKETING STRATEGY⁴

Memory Lane Heritage Village positions itself in the marketplace as an immersive 1940s experience rather than a static museum. It actively markets a ‘lived experience of a coastal rural 1940s Nova Scotia’ packaged through nostalgia/emotional connection, hands-on participation, and community storytelling. The marketing department uses a hybrid heritage tourism marketing strategy.

Detailed Memory Lane Heritage Village marketing strategy can be found in Appendix 2.4



⁴ Appendix 3.4 – Memory Lane Heritage Village Current Marketing Strategy

PROPOSED MEMORY LANE/ATLANTIC COAST ARBORETUM MARKETING STRATEGY

OLD BRAND: 2000 - 2014



CURRENT BRAND: 2015 - PRESENT



Marketing Strategy Teamwork

The Atlantic Coast Arboretum implementation marketing team worked with the Memory Lane marketing team to capitalize on the opportunity to create a unique pairing of an existing successful cultural heritage attraction with a new natural heritage attraction, to enhance the long-term sustainability of both, further benefitting all Eastern Shore tourism industry service providers.

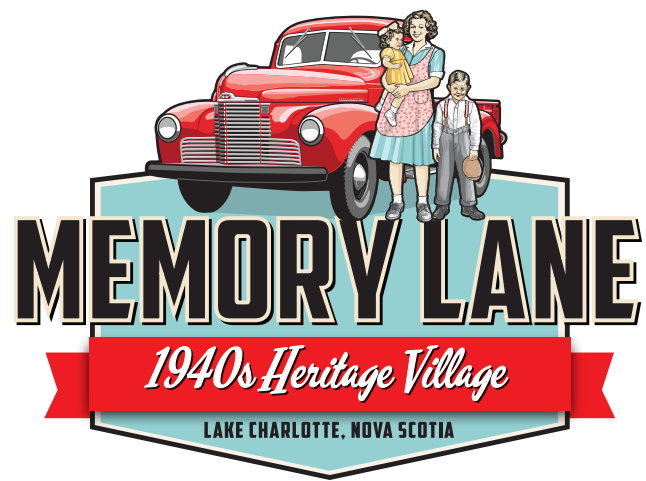
Brand Identity and Rebranding Strategy

A Memory Lane Heritage Village logo and identity rebranding exercise was carried out by the marketing team in 2015. This rebrand was an effective change with proven increase in site visitation and roadside referrals.

The arboretum planning team have been tasked with exploring options for the Atlantic Coast Arboretum branding and started by first reviewing the current Memory Lane 'house of brands' architecture and then exploring the desirability of a move towards a recommended 'master brand' architecture. This is a significant step in the evolution of the marketing of Memory Lane Heritage Village, and thus it is recommended that implementation of the proposed changes not proceed without a thorough arms-length, focus group/marketing strategy review. This will be the first step in the rebranding implementation process.

1. Master Brand

Brand Identifier



2. Category Brand

Atlantic Coast
Arboretum
(Logo TBC)



3. Event Logo

Event Identifier



Corporate Structure



Current Memory Lane ‘House of Brands’ Architecture

Currently, Memory Lane has an effective visual identity that communicates Memory Lane as a destination. Additional visual identities for the Eastern Shore Archives, Eastern Shore Cold Waters Seafood Festival, and Nova Scotia Forest Festival have also been developed since the Memory Lane rebranding exercise in 2016. The Atlantic Coast Arboretum will also require a visual identity.

In addition, there are a number of other Memory Lane events that do not have a distinct visual identity, but are clearly marketed as Memory Lane events:

- Fathers’ Day Antique Car Show
- Dominion Day ‘Old Time’ Village Fair
- Women’s Heritage Celebration
- Memory Lane Fibre Arts Festival
- Traditional 1940s Christmas Dinner
- Walk Through Christmas Past

There are also a number of other visitor experience initiatives that could have their own visual identity:

- Heritage Spotlight Lectures
- White Glove Tours
- Atlantic Coast Tree Safaris
- Heritage Ambiance Weddings

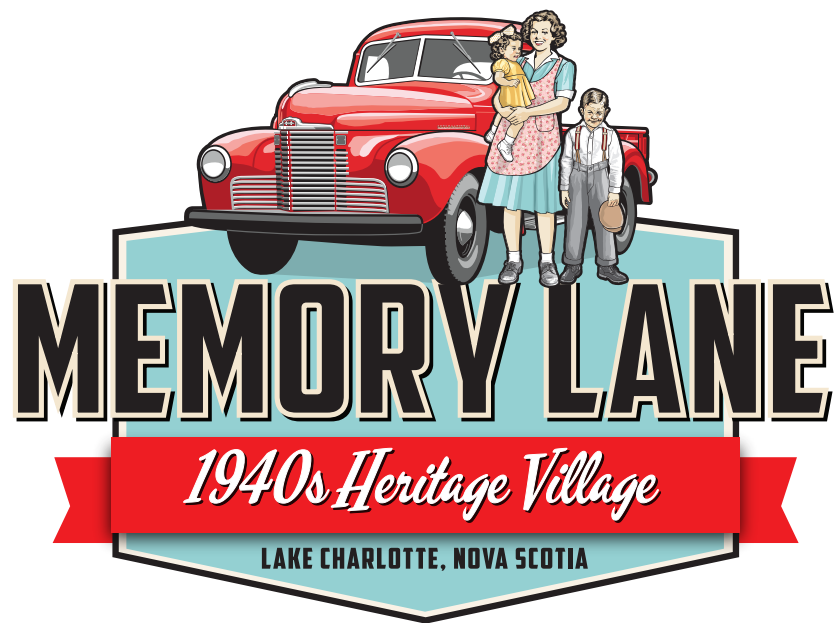


Proposed Memory Lane ‘Master Brand’ Architecture

Currently Memory Lane has standalone visual identities for specific events and for the Archives that do not incorporate or reference the visual identity of Memory Lane Heritage Village. With the significant addition of an Atlantic Coast Arboretum to the existing, successful, Memory Lane Heritage Village heritage tourism destination product, the arboretum marketing planning team propose a pivotal change to a master brand marketing architecture that considers the relationships of events and offerings, and strives to present a cohesive identity while still allowing for individuality among the events and offerings such as the Archives and Arboretum.

The complexity of a rebranding exercise as outlined in sketch form below could take into consideration fonts, colours, accessibility, shield, ribbon, and illustrative style/profiles.

For example, the logo below, at right, has been changed subtly to make the “1940s Heritage Village” easier to read than the script font on the existing logo and changing Lake Charlotte, Nova Scotia to Nova Scotia so that the size of the lettering is larger and implies more of a province-wide entity.



Similarly, it is possible to consider different ways in which the existing logo could be changed for different purposes.



Further assessment of options for the arboretum logo produced design parameters that will connect the Atlantic Coast Arboretum logo to the Memory Lane logo:

- The iconic 1940s pale blue iconic chevron shape with its white and black border cannot be changed.
- The iconic uppercase 'MEMORY LANE' typography and colouration and positioning in relationship to the chevron cannot be changed.
- The typography, positioning and colouration of 'NOVA SCOTIA' cannot be changed.
- The shape and typography of banner cannot be changed, but the colour of the banner and the words within it can be.
- The illustrative component (the 1940s truck and family group in the Memory Lane logo) should be changed to visually portray the specific event using the same illustrative style

The proposed logo approach for the Atlantic Coast Arboretum, following these design parameters, is shown below. As part of the implementation process the logo would be subjected to a marketing review which could lead to minor modifications within the design parameters.



There are many possible rebranding directions that will need to be fully explored should implementation funding be secured. The examples on the preceding pages are included to show the general approach to arriving at the best possible master brand solution.

A master brand architecture will offer faster customer recognition by leveraging a single, strong master brand, allowing any further new events or offerings to gain customer trust immediately and lead to faster adoption.

If adopted as proposed, the rebranding strategy for the Atlantic Coast Arboretum, Eastern Shore Archives, Cold Waters Seafood Festival and Nova Scotia Forest Festival will:

- Create new master brand identities under the Memory Lane Heritage Village master brand architecture.
- Develop new visual elements (logo, colour schemes, fonts and messaging) that reflect the updated master brand architecture, while maintaining visitor recognition of established brands and events.
- Update relevant print collateral, websites, digital assets and road signage to reflect new branding.
- Plan and execute a structured, phased rollout rather than an overnight change to manage the transition smoothly.
- Launch, communicate, and explain the changes through marketing channels to ensure audience understanding.

Note: the rebranding strategy does not include a brand refresh to the Memory Lane Heritage Village core brand as the results of the rebranding exercise for Memory Lane have proven effective and brand recognition and appreciation for the Memory Lane core brand is very strong.



Wayfinding Signage Upgrades

Planned new directional signage and upgrades to existing signage will include:

- Installing a Major Tourism Attraction sign at the 107 Musquodoboit Harbour exit.
- Installing four standard blue “museum key” signs on the #7 Highway.
- Adding changeable event signage to the Westphal sign and strengthen support structure.
- Upgrading existing signage to make seasonal and event signage changes more efficient.
- Install road ArbNet signage on the #7 and 107 and strategically promote the ArbNet accreditation to attract visitors.

Digital Marketing Strategy

Websites:

- A user-friendly website will be developed to include site map, natural history and forest history storymaps, tree and shrub directory and visitor information. It will be integrated as a sub-site within the Memory Lane Heritage Village website framework.
- Relevant tourism platforms including novascotia.com, Discover Halifax and Coastal Nova Scotia will list the arboretum on their sites and print media. Novascotia.com receives over 10 million unique visits annually.
- Arbnnet.org will feature the Atlantic Coast Arboretum on the comprehensive and growing database (the Morton register of arboreta) of tree-focused organizations and sites around the world.
- Search Engine Optimization: The accredited arboretum will appear in local directory searches and map applications.
- Platforms: Instagram, YouTube, Facebook, and Google will showcase stunning visuals and video of the arboretum and its visitors.

Programming and Community Engagement

- Guided and self-guided Atlantic Coast Tree Safari tours will be developed, offering Memory Lane Heritage Village as the entry and information point to the arboretum catchment area. Visitors will be encouraged to explore the forests within the larger catchment area and ecodistricts with either a tour guide or by purchasing a physical map or accessing a digitally available map for self-guided touring.
- The arboretum will expand the current visitor season with year-round access to the Memory Lane Heritage Village grounds.
- Unique arboretum events will diversify event programming, such as seeing autumn leaves, birding, plant/tree sales, forest bathing/yoga, and horticultural/silvicultural workshops.
- Heritage Spotlight Talk & Cookhouse Supper series: The addition of horticultural/silvicultural/birding experts will add appeal to a broader audience at this already popular series held at Memory Lane.
- A five-year development plan will continue to build on the current success of the Nova Scotia Forest Festival and enhance the visitor experience by promoting visitation to the arboretum year round.
- School field trips to Memory Lane Heritage Village will have an extended season and a broader variety of learning opportunities engaging with natural and cultural educational curriculum.

Strategic Partnerships

- Formal accreditation with ArbNet is underway. ArbNet is the world’s only international accreditation program specific to arboreta. There are 2,673 arboreta worldwide; 49 in Canada are listed on the ArbNet register. The Harriet Irving Botanical Gardens in Wolfville, Nova Scotia is listed on the register but is not an accredited Arboretum. When approved, the Atlantic Coast Arboretum will be the first accredited arboretum in Nova Scotia listed on their register.
- The YMCA of Greater Halifax is opening a new 72-space child-care center on the site of Webbers General Store in Lake Charlotte in the summer of 2026. This facility sits adjacent to the Atlantic Coast Arboretum. Conversations are planned with the YMCA to discuss the possibility of educational programming at the arboretum and partnership opportunities.
- Tourism Nova Scotia has indicated that when the arboretum is open they will help to develop an experience with the Atlantic Coast Arboretum through their RADIATE Tourism Program. This program targets the Maritime & Atlantic traveller market in late fall, winter and year-round.
- Local influencer Jolanta Grossman of Terroir and Wild Ecotours is in discussions with Memory Lane to develop a unique experiential package with the Atlantic Coast Arboretum once opened.
- Ayomikun Bus Charters have expressed interest in meeting with Memory Lane Heritage Village to offer a ‘Clam Harbour Beach and Atlantic Coast Arboretum’ package from the metro Halifax area.





Print Marketing Strategy

- A combined Memory Lane Heritage Village and Atlantic Coast Arboretum Visitor Map will be developed alongside rack cards and other relevant print materials.
- Advertisements will be strategically placed in tourism print publications.

Merchandising

- Arboreta gift shops typically sell a mix of nature-themed, botanical and branded merchandise. There are a number of avenues the Atlantic Coast Arboretum are pursuing; one example is branded arboretum bottles for Lemmon Hill Maple Syrup from Upper Musquodoboit, one of Memory Lane's regular Forest Festival attendees.

Earned Income Strategies

- Weddings: The Atlantic Coast Arboretum conceptual design includes a 'wedding bower' and arched canopy area for couples to stand under or as a backdrop during their ceremony. The additional natural landscaping of the arboretum will transform the current unique wedding site into a higher-value, rentable venue.
- Venue rental: The Atlantic Coast Arboretum will actively market the site especially during peak spring/fall seasons to host corporate events and public/private activities and capitalize on its scenic, natural landscape and quieter months.
- Memorial donations: The site of the arboretum sits on the aptly named Memory Lane Heritage Village. Popular amongst other arboreta and botanical gardens are memorial donations for trees, benches and ongoing operational costs. This could be a fundraising direction the museum pursues.



6. ARBORETUM IMPLEMENTATION BUDGET AND SCHEDULE



ARBORETUM IMPLEMENTATION BUDGET

In project management, implementation costs can be identified as Class D, which are indicative of cost with few or any specifics identified, in the range of 25% to 50% accurate. Class C budgets, where the project becomes more defined in terms of major components, have an accuracy range of 15% to 20%. In the case of the Class C budget below, there are four components – site development, interpretive development, marketing development and near-term maintenance, totalling \$410,000. Class B budget estimates are generally considered to have a range of 10% to 15% accuracy and should be detailed enough to show how the total budget cost has been determined.

The Lake Charlotte Area Heritage Society has completed many improvement projects over the last 25 years with all projects fully completed on time and on budget.



Atlantic Coast Arboretum Master Development Plan Implementation Budget as of: June 15, 2026

Implementation Tasks	'Class C' Budget	'Class B' Budget	Notes
Site Development Component			
1. Site Development Project Manager* 6 months @ \$1,400/wk. incl MERCS <i>*See note on page 65</i>		36,400	Responsible for the management of contractors and all site-development implementation components listed below, on-budget and on-time
2. Secure all necessary permits and project insurance		1,500	As required. TBD.
3. Remove and grind all existing stumps left from hurricane-downed trees		3,250	Grinder 2 days, Excavator 3 days @ \$650, external contractor
4. Fell, remove/grind all existing trees as per implementation plan		3,250	Arborist & shredder 5 days @ \$650
5. Prune all trees as needed, temporarily relocate specimens as required		3,850	Arborist and helper 7 days @ \$550
5. Remove all perimeter fencing (note property lines)		2,500	Contract labour cost plus equivalent volunteer labour
6. Grade/compact/enrich entire site as per implementation plan		8,550	Excavator/compactor, 7 days @ \$650, 8 Truckloads Local fill, topsoil, \$500/load, contract labour
7. Build boulder walls as per plan.		12,000	Source boulders locally, ideally glacial origin, contractor & project manager
8. Build maintenance shed and associated fencing		15,000	Integrate existing lumber storage shed with arboretum maintenance shed annex, external contractor
9. Build all ground-based structures/walkways/flagpole		9,500	40ft. anodized aluminum pole, external contractor
10. Install deer-deterrent perimeter fencing		32,500	6ft. powder coated black, chain-link fencing, external contractor
11.Re-install all period fencing incl. materials		11,000	Materials \$4,000, labour 20 days @ \$350 external contractor
12. Seed disturbed areas		3,500	Seed and labour, external contractor
13. Purchase, deliver and plant new specimens		19,125	10/large caliper, 50 woody shrubs, 20 medium caliper, underplanting, hedges, project manager, external contractor
14. Purchase and install planting protection		2,750	Ideally, utilize sections of original, lower height, fencing, Contract labour cost plus equivalent volunteer labour
15. Supply and install tree identification markers		4,950	Purchase embossing machine and non-rustable metal tags, project manager
16. Final cleanup and compaction, seated areas & new pathways		6,000	Labour, 20 days @ \$300, external labour
18. Miscellaneous lumber, galvanized fastenings, professional tools etc.		5,500	Details to be determined, external supplier
19. Contingency		5,000	
Site Development Component Total	\$133,000	\$186,125	

Implementation Tasks	'Class C' Budget	'Class B' Budget	Notes
Interpretive Development Component			
1. Interpretive Development Project Manager* 4 months @ \$1,400/wk. incl MERCS <i>*See note on page 65</i>		23,800	Responsible for the completion of all interpretive development component implementation, on budget and on time
2. Conduct arms-length focus group/interpretive content/channel review		10,000	Review goals & proposed framework, impartial testing and modify as needed, project manager and external specialist as and when required
3. Add ACA comprehensive visitor guide section to ACA website		23,775	Drone tour, visitor guide map, Tree ID, how trees grow, sub-themes 2&3 etc, project manager and exterior website designer.
4. Upgrade Clam Factory exhibit (Wood on Water: Traditional Wooden Fishing Buoys of the Eastern Shore)		3,000	Includes design, production and installation, project manager, internal branding/marketing team and exterior suppliers as needed.
5. Create Cookhouse exhibit (Wood: Yesterday's Plastic)		9,500	Includes design, production and installation, project manager, internal branding/marketing team and exterior suppliers as needed.
6. Install Eco post for Mi'kmaq Forest exhibit		12,000	Includes script, recording fee, hardware and installation, project manager and internal branding/marketing team.
7. Develop 'White Glove' tour focused on local wooden artifacts		4,500	Includes research, script, planning, testing, and modification, project manager.
8. Develop 'Tree Detective' treasure hunt format for school audiences		2,000	Includes consultation, development, and testing, project manager.
9. Contingency		5,000	
Interpretive Development Component Total	\$137,000	\$93,575	

Implementation Tasks	'Class C' Budget	'Class B' Budget	Notes
Marketing Development Component			
1. Marketing Development Project Manager* 4 months @ \$1,400/wk. incl MERCS <i>*See note below</i>		23,800	Responsible for the completion of all marketing development component implementation, on-budget and on-time
2. Conduct arms-length focus group/marketing strategy review		5,000	Potentially Dr. Peter Vlachos from Greenwich University, England.
3. Create new brand identities and communications plan based on review		5,500	Project manager, internal branding/marketing committee with exterior consultants as needed
4. Develop full suite of visual elements for all media		3,000	Project manager, internal branding/marketing committee with exterior consultants as needed
5. Design, translate, print tri-lingual Memory Lane/arboretum guide		15,000	Project manager, internal branding/marketing committee with exterior consultants as needed
6. Upgrade Memory Lane/Arboretum websites, separate but connected		7,500	Project manager, existing design/marketing/communications sub-contractor
7. Upgrade all road signage in accordance with overall media plan		20,000	Project manager, existing design/marketing/communications sub-contractor plus sign companies
8. Secure Arbnet Level 1 accreditation		1,500	Project manager and existing staff
9. Place test advertising, all media, to attract arboretum-interested visitors		4,500	Project manager, internal branding/marketing committee with exterior suppliers as needed
10. Prepare Merchandising plan, purchase sample supply of products		4,000	Project manager plus existing staff (10% equivalent)
11. Prepare five-year Forest Festival development plan		2,500	Project manager plus existing staff (20% equivalent)
12. Prepare development plan for Atlantic Coast Arboretum catchment area		3,000	Project manager plus existing staff (15% equivalent)
13. Contingency		5,000	
Marketing Development Component Total	\$51,749	\$100,300	

* Overall, project ownership and coordination will be provided pro bono by Gordon Hammond, a retired museum professional, reporting to the Executive Director of the heritage society. Day-to-day project management of the three components will be the responsibility of each component project manager recognizing that one person could be hired as the project manager for two components.

Implementation Tasks	'Class C' Budget	'Class B' Budget	Notes
Three-year Maintenance Plan Component*			
Forest professional consultation services for three years		21,000	Arboreal professional 7 days per year for 3 years @ \$1,000/day
Silviculture services for three years (with volunteer assistance)		3,000	Silviculturist 2 days per year for 3 years @ \$500/day
Repair, restoration, replanting for three years (with volunteer assistance)		6,000	Allowance: \$3,000 year 1, \$2,000 year 2, \$1,000 year 3
Three-year Maintenance Plan Component Total	\$88,250	\$30,000	

*Although this component extends three years into the future, the capital expenditure for implementation cannot be considered completed until a few years (3) have elapsed from the original planting to be certain that all specimens are well established and thriving.

Budget Summary	'Class C' Budget	'Class B' Budget
Site Development Component	\$133,000	\$186,125
Interpretive Development Component	\$137,000	\$93,575
Marketing Development Component	\$51,750	\$100,300
Three-year Maintenance Plan Component	\$88,250	\$30,000
Overall Implementation Total	\$410,000	\$410,000

ARBORETUM IMPLEMENTATION SCHEDULE

As indicated in the implementation schedule on the following page, implementation can be fully completed in 32 consecutive weeks. However, this schedule does not take into account the time of year when the implementation commences, with the winter months making site development work and signage work difficult. The schedule also does not take into account Memory Lane’s operating season, which will restrict when much of the site implementation can be carried out. The optimum start date would be September 1, 2026 with a target completion date of June 1, 2027. This is 10 months, or 43 weeks, which indicates, based on the schedule below, that this start and completion date is achievable.





ATLANTIC COAST ARBORETUM IMPLEMENTATION SCHEDULE AS OF: June 15, 2026																																
Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Site Development																																
Staff hiring																																
Permits/insurance																																
Remove unwanted trees																																
Remove all old fencing																																
Grade site as needed																																
Build all infrastructure																																
Install all new fencing																																
Seed and finesse																																
Plant new trees/shrubs																																
Tree, identification tags																																
Clean up, fine tune																																
Site furniture installed																																
Interpretive Development																																
Staff hiring																																
Interpretive testing																																
All website components																																
Clam Factory exhibit																																
Cookhouse exhibit																																
Mi'kmaq exhibit																																
White Glove tour																																
"Tree Detective"																																
Interim management plan*																																
Marketing Development																																
Staff hiring																																
Marketing testing																																
Create new brand																																
Communications plan																																
All media visual identity																																
Tri-lingual Visitor Guide																																
Website integration																																
Branded signage																																
Advertising test																																
Merchandising plan																																
Forest Festival plan																																
Catchment area plan																																
ArbNet accreditation																																

* Note that the interpretive development schedule includes the development of an interim (Years 1-3) management plan for the management of watering, mulching, weeding, pest monitoring, replacement of failed plantings, storm damage response, and path/signage upkeep etc., which will bridge the three-year maintenance gap between the completion of the installation and the commencement of the long-term management plan.





7. COMMUNITY CONSULTATION, SUPPORT, AND ROI



COMMUNITY CONSULTATION

Community consultation has always been an essential part of the Heritage Society’s planning and development process. Community is who we are. Since its inception, Memory Lane Heritage Village has utilized more than 150 active volunteers to carry out its core functions, special events and programming. These events and activities are often conceived of, or led by, volunteers working with staff and community partners. They reflect the values of the immediate community: preservation and demonstration of heritage skills and assets, as well as the support of community goals and priorities. For example, the Eastern Shore Archive’s community photo database integrates historical photo scanning in the field with core archival preservation goals to produce an annual Eastern Shore Heritage Calendar that supports both the Lake Charlotte and Sheet Harbour Heritage Societies. Similarly, the Cold Waters Seafood Festival and the Nova Scotia Forest Festival bring a multitude of vendors and presenters together on the Memory Lane grounds to highlight the importance of our ocean and forest resources.

Similar to other undertakings by Heritage Society, the proposed Atlantic Coast Arboretum was presented to the Heritage Society membership and staff, as well as the local community, at three stakeholder sessions held in mid-April 2026. An earlier, preliminary engagement session was held at the Forest Festival in October 2025, where the proposal was received with enthusiasm. We now have three new volunteers who are very interested in helping with the day-to-day maintenance work related to the arboretum!

STAKEHOLDER MEETINGS

The community planning process began with identifying a group of stakeholders who would work together to establish a shared vision for the arboretum master plan.

Stakeholder Session #1

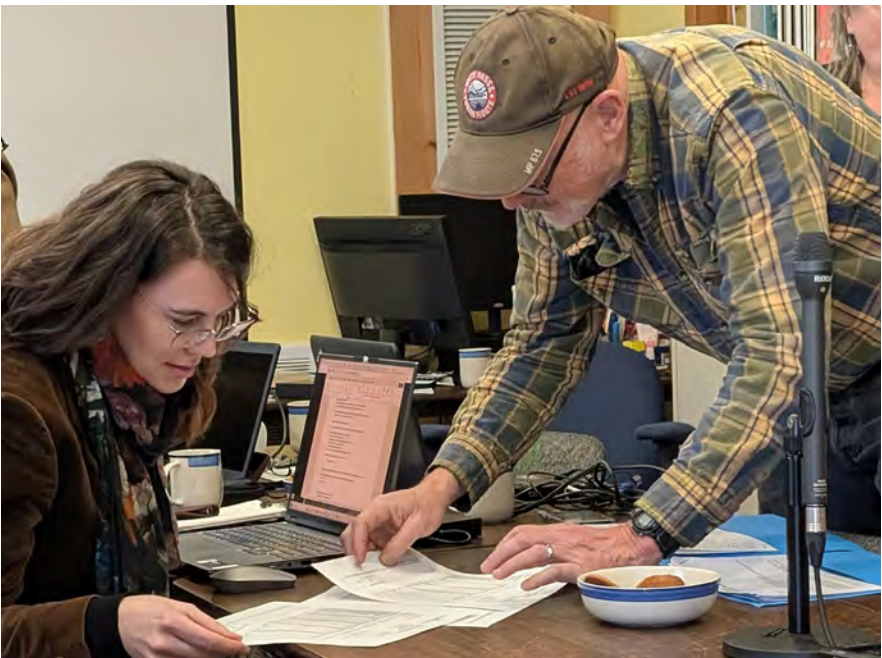
March 9, 2026

Our first stakeholder workshop took place in the Lake Charlotte Area Heritage Society Archive building at Memory Lane Heritage Village. Lake Charlotte Area Heritage Society Board Members, Atlantic Coast Arboretum Project Planning team and a Halifax Urban Forestry representative gathered for a ‘big picture’ visioning session. We began by discussing the answer to the question: "Why we are here?" This was followed by discussions on the catchment area, SWOT analysis and Arboreta case study analysis. The project team answered questions and the session generated ideas for what might be possible with the Atlantic Coast Arboretum.

Case Studies included:

- Fryfogel Tavern and Arboretum (Shakespeare, Ontario)
- Sharlot Hall Museum and Arboretum (Prescott, Arizona)

The full case studies and SWOT analysis can be found in Appendix 2.5 of this master plan.



Stakeholder Session #1 March 9, 2026



Stakeholder Session #1 April 18, 2026

Stakeholder Session #2

April 18, 2026, 10:00 am – 12:00 pm

Our second stakeholder meeting occurred in the Memory Lane Heritage Village Cookhouse. We invited local businesses, politicians and entrepreneurs to learn about and engage with our plans to create an Arboretum within the Memory Lane Heritage Village.

We reviewed the master plan status report and introduced site development analysis, thematic designs, site survey, as well as functional and thematic concepts to share our progress and seek input. Feedback was very positive for the work that had been done and the potential for local business partnerships.

Stakeholder Session #3

April 18, 2026, 2:00 pm – 4:00 pm

Our third stakeholder meeting occurred in the Memory Lane Heritage Village Cookhouse. We conducted an open house to introduce the project to the public, volunteers and members, share our progress and seek input.

The event was very well attended and yielded some valuable input and ideas that we were able to incorporate into our next phases of work. Feedback was very positive, and the audience were excited by the potential an arboretum would bring to the Village.



Stakeholder Session #2 April 18, 2026, 10:00 am – 12:00 pm



Stakeholder Session #3 April 18, 2026, 2:00 pm – 4:00 pm

COMMUNITY SUPPORT

Evidence of community support is demonstrated not just by the community at large saying they support the proposed arboretum. The Society has also requested letters of support from local organizations and businesses, asking them to describe in their own words the relationship they have with Memory Lane and its activities. From experience we know that the number of letters actually received is at the very best 50% of those who have said they will write a letter of support. While the support is there, having to write a letter of support takes time out from the lives of very busy small businesses and non-profits. Those we have received to date are included on the following pages.



LETTERS OF SUPPORT



May 9th, 2026

Memory Lane Heritage Village
Attention: Aaron Zinck, Chair of the Lake Charlotte Area Heritage Society

Dear Aaron,

On behalf of the Musquodoboit Harbour Chamber of Commerce and Civic Affairs, I am writing to express our strong support for establishing an Atlantic Coast Arboretum at the Memory Lane Heritage Village.

As a focal point for our community, the village plays an essential role in welcoming visitors and supporting the growing number of local events, an arboretum will support the goals of community knowledge and as a tourism focal point for the growing need to develop ecotourism.

The Chamber has been actively involved in promoting tourism and supporting a wide range of community initiatives, all of which continue to grow at an exceptional pace. Alongside other community partners, HRM, and provincial event organizers, we rely on Memory Lane Village as a central point of support.

Please know that the Chamber stands ready to support you in any way we can. If there is anything further, we can do to assist or advocate on your behalf, do not hesitate to reach out.

Mike McKinnon
902-802-4171
mmckinnon@mhacc.ca





The Old No.7 Restaurant and Sports Bar
8990 Highway #7
Jeddore, Nova Scotia
B0J 1P0

Good day,

My name is William Gilligan, and I am the owner of The Old No.7 Restaurant and Sports Bar in Jeddore, Nova Scotia.

I am writing this letter in strong support of Memory Lane Heritage Village and their proposed expansion to add a "tree museum," or Arboretum, to the grounds of Memory Lane.

Memory Lane is one of the true anchor attractions in our community. It is more than just a heritage site — it is a place where people can step back in time, reconnect with the history of the Eastern Shore, and experience what life was like for generations before us. For those of us who live here, it is something we are proud to have in our own backyard.

Memory Lane plays an important role in preserving and sharing our local history. During a meeting there, I learned that they have yearbooks from district high schools in their archives. That kind of resource is incredibly valuable. It gives former students, families, locals, and visitors a reason to come back, explore their roots, and connect with the community in a meaningful way.

The staff and volunteers at Memory Lane do an outstanding job promoting the site and creating events that bring people to the Eastern Shore. From car shows and quilt shows to Christmas events, theatre, community gatherings, weddings, and other special events, they are constantly working to keep the attraction active, relevant, and welcoming.

As a local business owner, I see firsthand the economic benefit Memory Lane brings to our community. Their events drive traffic to my restaurant. When people attend events at Memory Lane, many of them stop at The Old No.7 before or after. That benefits not only my business, but also my staff, suppliers, and the broader local economy.

One example that stands out was last November, on a rainy Sunday evening, when Memory Lane hosted their Christmas event. After the event, we saw a major increase in customers at the restaurant. In fact, it turned into our busiest Sunday ever in the middle of November — a time of year that is normally much quieter for restaurants. Their Father's Day car show and other seasonal events have had the same kind of positive impact, bringing people into the area and helping local businesses thrive.

Memory Lane is also a beautiful and unique venue for weddings and private events. I have had the privilege of attending weddings there and even catering one. It is a special place, and it adds real value to the Eastern Shore as both a cultural attraction and an event destination.

The proposed Arboretum would be a wonderful addition to Memory Lane. It would enhance the visitor experience, create another reason for people to visit, and add an educational and environmental component to an already important community attraction. It would also help strengthen Memory Lane's role as a destination that supports tourism, local history, community pride, and economic activity.

I fully support this project and believe it would be a meaningful benefit to Memory Lane, the Eastern Shore, and the surrounding business community.

Sincerely,
William Gilligan, Owner



03 June 2026

Aaron Zink, Chair,
Lake Charlotte Area Heritage Society,
5435 Clam Harbour Road, Lake Charlotte,
Nova Scotia, B0J 2L0
Canada

Dear Mr Zink

re: Atlantic Coast Arboretum

I am writing to offer my support for your aspirations to construct the "Atlantic Coast Arboretum" in conjunction with the Memory Lane heritage site.

Over the past nine months, I have been conducting research into tourism in the Eastern Shore region and I have witnessed first hand the pivotal role that Memory Lane plays in attracting visitors and tourists to the area. I am currently supporting Memory Lane, and other tourism operators in the area, to quantify the economic impacts of visitors and tourists in the region.

The social impacts of Memory Lane heritage site also cannot be under-estimated. Memory Lane provides programmes and activities, and a physical space, to bring together the local and wider communities, younger and older across generational lines, newcomers to the area as well as long-time residents.

As an ex-pat Canadian, every time I return home to Canada, I am reminded of the our collective responsibility as stewards of a vast geographic territory and ecosystem. The addition of the 'Atlantic Coast Arboretum' will be a significant addition to your body of work. This initiative will have not only local, but also national and international significance, in alignment with the United Nations Sustainability Goals.

I wish you every success in achieving this ambition, and lend you my whole-hearted support.

Sincerely

Dr Peter Vlachos, PhD
Tourism and Marketing Research Centre
School of Management and Marketing
University of Greenwich

University of Greenwich
Old Royal Naval College
Park Row, Greenwich
London SE10 9LS
United Kingdom

Ryan Murphy
CEO/President
Murphy's Wild Islands Escapes,
formerly Murphy's Camping on the Ocean
308 Murphys Rd
Murphy Cove, Nova Scotia B0J 3H0
ryan@murphyscamping.ca • 902-222-3463



May 25, 2026

Attn. Aaron Zink, Chair
Lake Charlotte Area Heritage Society
5435 Clam Harbour Road
Lake Charlotte, Nova Scotia
B0J 2L0

Dear Mr. Zink,

I am writing to express my strong support for the proposed Atlantic Coast Arboretum at Memory Lane Heritage Village.

As the operator of Murphy's Wild Islands Escapes, formerly Murphy's Camping on the Ocean, I have seen first-hand how Memory Lane functions as the anchor heritage attraction for this section of the Eastern Shore. Many of our guests already list Memory Lane as one of the reasons they visit the area, and several visit specifically to attend its festivals, events, and programs. This consistent draw contributes directly to our occupancy, encourages repeat visitation, and supports the overall tourism economy of our region.

From our own business experience, Memory Lane's activities already provide a clear and measurable benefit. For this reason, we believe that developing the Atlantic Coast Arboretum will only strengthen that positive impact. The arboretum's focus on coastal forest ecology, climate resilience, and the connection between natural and cultural heritage will provide a unique experience not currently available elsewhere in the region. It will give visitors new reasons to spend more time exploring the Eastern Shore—particularly in the shoulder seasons when interest in fall colours, nature walks, photography, and educational outdoor experiences is at its peak. It pairs very well with the opening of our own 400 metre coastal hiking trail with interpretive paneling (September 2025) and upcoming ocean science education day camps (July 2026).

I fully expect that our campground would experience a corresponding rise in overnight stays due to the initiative, though the exact figure would be difficult to predict. The increase would certainly help stabilize seasonal revenue, support the sustainability of our business, and contribute to the vitality of the broader tourism and service economy in our community.

The Atlantic Coast Arboretum represents a meaningful and forward-looking investment. It advances environmental education, connects our cultural and natural heritage, and helps build a stronger, more resilient Eastern Shore economy. I encourage funding agencies to support this project and help bring this vision to life.

Thank you for the opportunity to comment. Please feel free to contact me if additional details would be helpful.

Sincerely,

Ryan Murphy, P.Eng.
CEO/President
Murphy's Wild Islands Escapes
formerly Murphy's Camping on the Ocean

May 19, 2026



Attn. Aaron Zink, Chair
Lake Charlotte Area Heritage Society
5435 Clam Harbour Road
Lake Charlotte, Nova Scotia B0J 2L0

Re: Letter of Support for Memory Lane Arboretum

Dear Mr. Zink,

On behalf of the Eastern Shore Musquodoboit Community Health Board, we are pleased to offer our strong support for Memory Lane Heritage Village's proposed Arboretum.

Our role is to work alongside communities to improve health and well-being by making the healthy choice the easy choice. From that perspective, the Arboretum is exactly the kind of project that supports multiple community health priorities at once—particularly social connection, active living, and overall mental well-being.

We know that social connection is a critical determinant of health. Current research shows that 1 in 6 people experience loneliness, which is linked to increased risks of depression, chronic disease, and early death. At the same time, strong social connections help people live longer and healthier lives. Spaces like the proposed Arboretum create simple, accessible opportunities for people to gather, learn, and connect—with each other and with their community. In rural areas especially, these kinds of shared spaces play an important role in reducing isolation and strengthening a sense of belonging.

The Arboretum will also provide important access to nature-based experiences, which are well known to support mental health. Time spent in natural environments has been shown to reduce stress, improve mood, and support overall well-being—even with relatively short periods of exposure. Canadian research has also found that people living near green space were up to 20% less likely to develop depression. Creating a space that connects people to local trees, landscapes, and stories will have lasting benefits for both residents and visitors.

Beyond health impacts, we also recognize the Arboretum as a strong local economic development opportunity. Memory Lane already contributes to the vitality of the Eastern Shore by drawing visitors through its events, festivals, and rentals. Cultural and heritage tourism is a proven way to support rural economies—bringing visitors who spend locally on food, accommodation, services, and helping sustain small businesses. A projected 20% increase in visitation will further strengthen these benefits, contributing to local income and overall community resilience.

As a Community Health Board, we see these economic impacts as directly connected to health outcomes. Strong local economies improve access to housing, food, transportation, and opportunities for participation in community life.

In our view, the Memory Lane Arboretum is a practical, community-driven project that brings together natural history, cultural heritage, and community well-being in a meaningful and lasting way. It reflects the strengths of the Eastern Shore while helping build a healthier, more connected future.

We fully support this initiative and encourage funding partners to recognize the broad return on investment this project will bring to our communities.

Sincerely,

Anne MacNeil and Amanda Julien, Co-Chairs
Eastern Shore Musquodoboit Community Health Board

Eastern Shore Musquodoboit Community Health Board
12280 Highway #224 PO Box 25 Middle Musquodoboit, B0N 1X0
Tel (902) 891-0372 denise.vanwychen@nshealth.ca

Letter of Support for Atlantic Coast Arboretum Initiative

Dear Thea,

Thank you for reaching out and for sharing the plans for the Atlantic Coast Arboretum project at Memory Lane Heritage Village. I think this is a wonderful initiative and I fully support the idea and the positive impact it could have on the Eastern Shore.

As the manager of Webbers's Lake Charlotte Motel, located directly beside Memory Lane Heritage Village, I see firsthand how important the village is to the local tourism economy. Many guests choose to stay in the area because of Memory Lane, and it acts as an anchor attraction that brings visitors to the region each year.

The approximately 13,000 annual visitors to Memory Lane help support surrounding businesses, including accommodations, restaurants, local shops, and other tourism operators. Attractions like Memory Lane encourage people to spend more time exploring the Eastern Shore, which benefits the wider community and local economy.

I believe the addition of an accredited arboretum would further strengthen the area's appeal by attracting visitors interested in nature, sustainability, education, and environmental initiatives. It would add another unique experience to the region while supporting climate-focused tourism and community growth.

I am pleased to support your applications to foundations and government funding agencies and believe this project would be a valuable investment in the future of our area.

Wishing you the best of luck with the initiative, and I look forward to seeing it grow.

Sincerely,

Holly Gould
Webbers's Lake Charlotte Motel
<https://webberssmotel.com>

25 May 2026

Attn: Aaron Zink
Chair, Lake Charlotte Area Heritage Society
5435 Clam Harbour Road, Lake Charlotte
Nova Scotia, B0J 2L0



Dear Mr Zink,

This letter is an expression of support by Otter Ponds Demonstration Forest for the Atlantic Coast Arboretum.

Operated as a division of the Nova Scotia Woodlot Owners and Operators Association since 2010, Otter Ponds Demonstration Forest (OPDF) is a 500-hectare parcel of Crown forestland located in Mooseland, about 45 minutes east of Memory Lane Heritage Village. OPDF is managed by a partnership of four non-profit organizations (Nova Scotia Woodlot Owners and Operators Association, Eastern Shore Forest Watch, Ecology Action Centre, and Mooseland and Area Community Association), and the Nova Scotia Department of Natural Resources and Renewables (DNRR), and Northern Pulp Nova Scotia Corp.

The mandate of OPDF is to demonstrate ecologically and economically sustainable forestry in the Wabanaki-Acadian Forest by balancing timber production with the protection of forest values of wildlife habitat, species-at-risk conservation, soil health, water quality, carbon storage, recreation and education.

The directors of OPDF are excited about the prospect of an arboretum on the Eastern Shore. We believe the Atlantic Coast Arboretum will be an important asset for forestry education in Nova Scotia. Given the reduced investment in education by DNRR, the arboretum project could not come at a better time. Furthermore, given the proximity to Halifax/Dartmouth and its established record of high visitor volume, we believe that Memory Lane Heritage Village is an ideal location for an educational arboretum.

The arboretum's location is roughly half way to OPDF from Halifax/Dartmouth, therefore we anticipate that the arboretum will increase visitation to our events. A visit to both the Atlantic Coast Arboretum and Otter Ponds Demonstration Forest would be a full day excursion from the city and more viable for many people. Such day trips would have economic benefits for the Eastern Shore by increasing visits to the many small businesses along the way.

Given the educational and economic benefits of the Atlantic Coast Arboretum, the Directors of Otter Ponds Demonstration Forest strongly support and welcome the Atlantic Coast Arboretum project.

Daniel Hutt
Daniel Hutt
Chair/OPDF Board
daniel.h.hutt@gmail.com



Full Circle Wood Products

12320 Highway 7
Ship Harbour, NS B0J 2L0
admin@fullcirclewood.ca | 902-830-1439
April 27, 2026

Attn: Aaron Zink, Chair
Lake Charlotte Area Heritage Society
5435 Clam Harbour Road
Lake Charlotte, NS
B0J 2L0

Re: Letter of Support – Atlantic Coast Arboretum Project

Dear Mr. Zink and Members of the Lake Charlotte Area Heritage Society,

On behalf of Full Circle Wood Products, I am pleased to offer our strong support for the proposed Atlantic Coast Arboretum project at Memory Lane Heritage Village.

As a Nova Scotia-based company specializing in sustainably sourced and locally processed wood products, our work is directly connected to the relationship between forests, materials, and the cultural and economic life of our region. The vision of the Atlantic Coast Arboretum—to link living tree species with the historic wooden artifacts and industries they supported—represents a meaningful and forward-thinking approach to interpreting both our natural and cultural heritage.

Projects like this play an important role in strengthening the regional economy. Memory Lane Heritage Village already attracts visitors who are interested in traditional skills, materials, and craftsmanship. These are the same audiences who value locally sourced wood products, sustainable forestry practices, and high-quality, value-added manufacturing. Increasing visitation to the site will further expand awareness of and demand for businesses operating within this ecosystem.

From our perspective, the proposed arboretum has clear potential to contribute to local economic development. Increased visitation—particularly the projected growth over the first three years—will help drive broader engagement with the region, benefiting local suppliers, trades, tourism operators, and manufacturers. It also creates opportunities for deeper public understanding of how raw forest resources are transformed into finished products, reinforcing the importance of keeping that

value-added work within Nova Scotia.

Equally important is the project's alignment with long-term sustainability goals. By connecting forest ecology, historical use, and modern application, the arboretum will help foster a more informed and resilient relationship with our forest resources—something that is essential for both environmental stewardship and the future of our industry.

Full Circle Wood Products strongly supports the development of the Atlantic Coast Arboretum and recognizes its potential to generate lasting cultural, educational, and economic benefits for the Eastern Shore and the province as a whole.

Sincerely,

Gordon Power 
Owner
Full Circle Wood Products

Dear Aaron Zinck,

Please accept this letter of support for the Arboretum Project being developed by the Lake Charlotte Area Heritage Society and Memory Lane Heritage Village.

As the owners of HardyWares Preserves, we have seen firsthand the important role that Memory Lane plays in supporting tourism, economic development, and community connection throughout the Eastern Shore region. Memory Lane is much more than a heritage site — it is a destination that draws visitors to experience the history, culture, and natural beauty of rural Nova Scotia.

Projects such as the proposed Arboretum have tremendous potential to strengthen the connection between the interior communities and the coast of Eastern HRM, encouraging visitors to explore the broader region and extending both the economic and cultural benefits across multiple communities. We believe this type of thoughtful, place-based tourism aligns strongly with the interests of travellers seeking authentic experiences rooted in heritage, nature, food, and local storytelling.

From our perspective as a local food producer, we recognize the value that destinations like Memory Lane bring to surrounding businesses, artisans, accommodations, restaurants, retailers, and producers throughout the region. Visitors who are drawn to one attraction often discover many others along the way, creating wider economic impact and helping sustain rural communities.

We are pleased to support this initiative and wish you every success as you move forward with planning and funding applications.

Sincerely,

Margaret and Larry Hardy
HardyWares Preserves

Attn. Aaron Zink, Chair,
Lake Charlotte Area Heritage Society
5435 Clam Harbour Road
Lake Charlotte,
Nova Scotia, B0J 2L0

To whom it may concern,

For the past 30 years I have lived and worked in Nova Scotia as a wildlife illustrator and author of over 40 books related to nature in the Atlantic Canada region. I have been fortunate enough to walk the many trails throughout the unique landscape of forests and meadow and very few people really fully understand their value. I have always felt there is a need to create a local arboretum that reflects the native plants of this region, especially the trees and shrubs. That is why I am fully supporting this project to create a local arboretum of Forest and Heritage of the Eastern Shore of Nova Scotia.

During research for my nature books I have worked closely with multiple arboreta in Canada such as The Arboretum - University of Guelph, Jardin botanique de Montréal, The Royal Botanical Gardens Ontario, and Niagara Parks Botanical Gardens. All these experiences have shown me how important these national treasures are by creating a learning environment that has changed the way people look at the remaining wild places in our country. They are all inspirations to protect what is left.

The Wabanaki Forest, translates to "dawnland", in Atlantic Canada. The unique conditions of this coastal habitat, with humid summers and cold winters, gives growth to a unique mixed forest of northern hardwoods and boreal forest species which is now recognized as one of North America's most endangered forests. This threat is real and by creating a local arboretum highlighting native species, the public will connect to cultural and arboreal history of the area and its importance in preserving the remaining wild places.

Jeffrey C. Domm

Author/Illustrator

Best-selling book titles include East Coast Trees and Shrubs, Ontario Trees, Nova Scotia Birds, & East Coast Mushrooms.





RETURN ON INVESTMENT (ROI)

Return on investment (ROI) is a core financial metric used to measure the profitability of an investment. It compares the net profit generated against the initial cost of the investment.

However, in principle, ROI can be used more generally to identify the planned, potential or probable result of an investment; not just by direct monetary profit. For example, the Lake Charlotte Area Heritage Society for many years offered a special event, the Atlantic Canada Harmonica Festival, which was widely lauded by the Atlantic Canada harmonica community. But, despite many efforts to increase attendance and/or sponsorship, at the end of the day the event could not be staged without direct expenses exceeding direct income, and so it was reluctantly dropped. Nevertheless, if this event was assessed on a wider basis that took into account the full economic return, such as harmonica performers and event attendees spending locally on accommodations and meals, the return on investment might be seen as an overall positive.

This wider view of ROI is well recognized in many studies strongly suggesting rural tourism has a significant positive economic impact by providing benefits such as job creation, supporting local businesses, and generating revenue for communities.

Nevertheless, it is very difficult to prove conclusively that this is true without a comprehensive, rigid and expensive analysis. Therefore, the Lake Charlotte Area Heritage Society has chosen to help identify the probable return on investment for public sector funders of the proposed Atlantic Coast Arboretum by asking local tourism industry providers and community organizations if Memory Lane and its events have a direct economic and/or community benefit. The results of the survey can be found in the community support segment of this report (pages 76 to 82).



A photograph of a natural landscape. In the foreground, there is a large pile of weathered driftwood on a dark, moist ground. To the right of the driftwood, there are green plants with small purple flowers. In the middle ground, a dead, bleached tree trunk stands prominently. The background features a dense forest of evergreen and deciduous trees under a clear sky. A body of water is visible in the distance on the left.

8. ARBORETUM LONG-TERM MANAGEMENT PLAN



ARBORETUM LONG-TERM MANAGEMENT PLAN

The Atlantic Coast Arboretum will require a long-term management plan. This is currently scheduled to be fully completed in the third year of full operation. The implementation plan schedule and budget includes development for an interim management plan (Year 1-3) to oversee maintenance for the first three years of operation as part of the implementation so that the arboretum is well established before preparing a long-term management plan. This interim plan will bridge the gap before the long-term plan commences and will outline management of watering, mulching, weeding, pest monitoring, replacement of failed plantings, storm damage response, and path/signage upkeep.

Discussions are currently underway with Halifax Regional Municipality to secure a commitment from the municipality to provide forest professional consultation services for the next three years, which will include assistance with preparing a long-term management plan.

Typically, an arboretum long-term management plan will identify the procedures and practices that are of critical importance to establish, protect and manage the arboretum's trees and shrubs as they grow over the longer term, including:

- Establishing a clear mission/mandate that will explain how decisions are made regarding arboreal collection development and define who has ultimate authority over those decisions.
- Establishing ethical guidelines for plant acquisition, disposition, accessioning and deaccessioning
- Identify management responsibilities for both the board and staff
- Prepare and review every 2 to 3 years a maintenance plan with calendar or timeline
- Disease and predation protection
- Planting guidelines
- Pruning techniques
- Watering, mulching and fertilization
- Tree risk evaluation, removal and replacement
- Tree damage assessment guidelines
- Storm response and recovery
- Prohibited practices







9. APPENDICES

APPENDIX 1: SITE ANALYSIS - ATLANTIC COAST ARBORETUM

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Lake Charlotte Context

The Mi'kmaw name for Lake Charlotte is We'kwask, meaning "End of the bay".¹ Lake Charlotte and its connected watershed of lakes and rivers was an inland waterway for the Mi'kmaw people travelling from the Shubenacadie area to coastal summer fishing grounds. Important aspects of these Mi'kmaw inland routes include the Jeddore Carry.

The earliest English name for Lake Charlotte was "The Great Lake," perhaps derived from an unknown Mi'kmaw name. The lake has also been called Ship Harbour Lake or Ship Harbour Great Lake into the 19th century, although it was officially renamed Lake Charlotte in 1818 in honour of Princess Charlotte Augusta of Wales, heir to George IV, who died in 1817. Communities along the lake include Lakeville (ca. 1814) and Lake Charlotte (ca. 1818).

Anthony Lockwood's 1818 book "A brief description of Nova Scotia" described the lands surrounding Lake Charlotte as being "clothed with wood of a superior growth," including birch, beech, maple, pine, spruce, hemlock, and ash. The pine and spruce apparently measured 12'6" in circumference, with the hemlock even larger.² This would equate to a tree diameter of about 1.21 m.

The grant on which Memory Lane Heritage Village and the arboretum is to be located was issued to John Webber. The year of this grant is not known, but the adjacent grant, where Webber's Store and the Lake Charlotte Motel are currently located, was issued to Andrew Webber in 1854.

Lake Charlotte's development as a village occurred along two axes. First, its position along the road from Jeddore to Ship Harbour made it a potential resting place for overland travel, although at least one traveller in 1859 described the roads as "back waggon roads," suitable mainly for oxen and sled travel, and during the warmer months most locals travelled by boat – and, indeed, for most of the 19th century the road ended at Ship Harbour.³ The A.G. Church map of 1865 shows a hotel near the crossroads, owned by D. Webber. The second axis was the north-south axis from Clam Harbour/Clam Bay up to the head of Lake Charlotte. From the 1830s onwards, grants of land, usually about 100 to 200 acres, were regularly issued to the families who first settled in Clam Harbour and Clam Bay for land further north, situated between Clam Harbour and Lake Charlotte. By the 1850s to 1870s, grants were being issued on the west and east sides of the entire length of Lake Charlotte. Industry in Ship Harbour – the first mills, boatbuilding, and so on – was intimately tied to the Lake Charlotte/Fish River watershed, and

¹ <https://placenames.mapdev.ca/> Accessed 22 April 2026

² Lockwood, p. 27. <https://www.canadiana.ca/view/oocihm.21045/38>

³ John S. Thompson, *The eastern shore : Report, To a committee of the Grand Division, S of T. (Sons of Temperance), of Nova Scotia*, p. 12

the names of these initial grantees were usually already local to the area and engaged in forestry and milling.

The search for mineral resources marked another period in Lake Charlotte’s history, especially in light of gold mining occurring in Waverly, Mineville, Chezzetcook, Tangier, and Moose River. The 1897 Geological Survey of Canada map identified both prospected and unprospected quartz veins and deposits in the area. In 1929, R.A. Logan discovered gold, arsenopyrite and magnetite in the area, and in 1934 prospecting and trenching was done in the area. Prasac Limited operated from 1936-1939, carrying out prospecting and sinking shafts to look for gold and tungsten. From 1939-1940 Guysborough Mines Ltd. continued to investigate the potential gold deposits, and this was the last of the larger scale efforts to mine gold from the Lake Charlotte area, though gold exploration continued throughout the years since.⁴

In addition to lumbering and mining, leisure has been a historically important aspect of Lake Charlotte’s development. From early guided hunting and fishing trips, Lake Charlotte and Lakeville also became a sort of summer resort for locals, especially those who lived on the cool, foggy coast. Fog on the Eastern Shore is frequent in the summer, when warmer air reaches the cold ocean water. This coastal fog can extend inland some kilometres. The dividing line where the coastal breeze is countered by warm inland air can be remarkably consistent, and Lake Charlotte camps and cottages were usually above it, beyond the fog line. Webbers Store, which in the mid-century period also had a restaurant and gas station, was a hub for tourism and vacationers.

Soil and Geology

The geology of the arboretum catchment area is primarily defined by a large area of terminal moraine, a relic of the last glaciation, and a band of granite bedrock with thin soils and exposed stone that stretches roughly south-west to north-west from Waverly to Mushaboom/Grand Lake.

Within the catchment there are also regions of drumlin – though not as common as on the South Shore of the province – and rarer still, eskers, glacial alluvial deposits, and floodplain.

The arboretum site is situated within a larger area of glaciofluvial deposits stretching from Upper Lakeville south to the Abbiecombec marshes of approximately 2 km width. The mound on which the arboretum is located is a kame delta; it formed when glacial meltwater became ponded along the edge of what is now Lake Charlotte. The Shingle Lakes south of the site are

⁴ M.P. Cullen, *Report on 2003 Exploration Program on the Strikezone Minerals (Canada) Ltd. Lake Charlotte Property*, 6-9

probably a kettle, a shallow lake formed by the melting of buried ice, these usually appear associated with kames.

To the west and east of the site are areas of ground moraine and streamlined drift. Ground moraine/streamlined drift is the most common surficial geology of the entire catchment area. The term refers to a blanket deposit of soil from under a glacier or ice field, moved there by the scouring and pushing of the glacial ice sheet, not from a flow of water moving the material. Glaciofluvial deposits, on the other hand, are created by flowing glacial meltwater that deposits rocky, sandy material. Compared to ground moraine they are less likely to contain clay and silt particles due to the sedimentation processes. This means they are fast-draining and low fertility, making them useful for pasture but not agriculture.

Eskers are a serpentine ridge of stratified sand and gravel that accumulates in glacier channels, often collecting in fissures in the ice surface. Because their morphology and composition may be strongly differentiated from the surrounding soil types, they often support niche habitat requirements of flora and fauna that would not otherwise be found in the vicinity. Eskers are rare in the arboretum catchment area: there are only five primary eskers identified by the Nova Scotia Department of Natural Resources. Four eskers are found in the vicinity of the coast (West Porters Lake, Lake Charlotte, East River Sheet Harbour, and Moser River), with the fifth esker in the Governor Lake area. The Lake Charlotte glacio-fluvial deposit includes an esker feature that runs S-SE from Shingle Lakes to end halfway between Abbiecombec Lake and Grassy Lake. Eskers are a winding ridge of gravel and sand deposited by meltwater from a retreating glacier.

Drumlins are found just beyond the Lake Charlotte glaciofluvial deposit but still within the arboretum neighbourhood. Near Bull Lake to the west of the site there is a drumlin, while due east of the site, in the area south of Highway #7 defined by Clam Harbour Road and West Ship Harbour Road, is a concentrated area of drumlins. All of these drumlins are within a general height of about 50 to 98 m in elevation (lower elevations along the coast) and are the highest points of land in the arboretum neighbourhood.

Soil within the catchment area tends to have low buffering capacity, which makes it susceptible to acidification. This is because the thin soil originates from quartzite, slate and granite bedrock. The soil on drumlins can have better buffering capability than surrounding soils when calcareous bedrock components are in the transported material. Thus, the drumlins within the catchment as a whole and the arboretum neighbourhood often support different forest species than the surrounding terminal moraine due to their soil depth, fertility, and moisture levels.

Hydrology

Lake Charlotte is a 15 km long lake that runs roughly north from Highway #7 in the south to Ship Harbour Long Lake in the north. Like Porters Lake to the west, this long lake was shaped by glaciation and the movement of glaciers southwards across the landscape. The lake reaches a maximum depth of 48 metres. Lake Charlotte is part of the Fish River watershed and flows via Second Lake and Weeks Lake to the Atlantic Ocean at Ship Harbour.

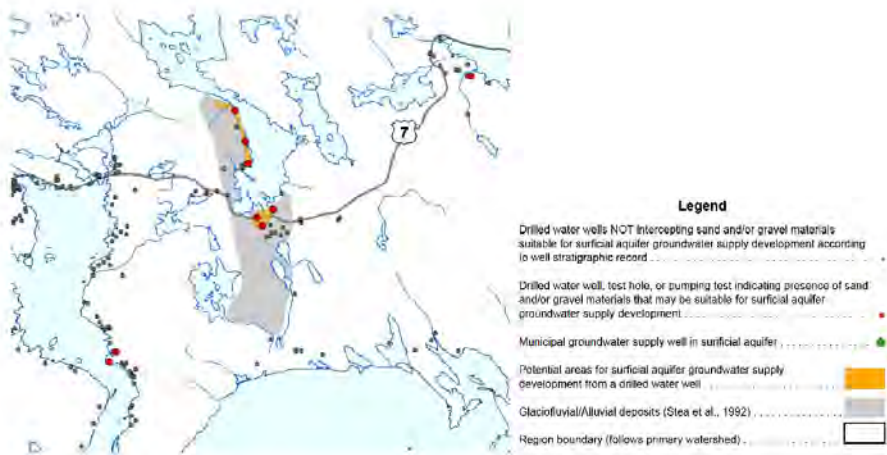
The arboretum site is located on the drainage divide between Lake Charlotte and Clam Bay. This refers to the high ground between every watershed that defines its drainage basin. On the Memory Lane Heritage Village site, this defining line reaches from the Archives building down north side of Dufferin Pond and then across Clam Harbour Road. From the pond south and east, the water runs through the Shingle Lakes, then to Muskrat Lake, Grassy Lake, and out to Clam Bay. From about the main path in front of the Clam Factory, surface water would run north towards Lake Charlotte. The small pond to the north of the site also runs to Lake Charlotte. It is a man-made pond created in the 1960’s to serve as a trout pond for customers of the motel and restaurant, so they could fish for their supper and have the restaurant prepare it. The pond was created by building up land on the west side of a pre-existing low-lying area. This is still visible in LIDAR imagery.

The site is within the vicinity of culturally significant Eastern Shore inland water routes. Fish River/Lake Charlotte connects to the Salmon River (Jeddore) watershed via a historically important portage called the Jeddore Carry that is five kilometres from the site. The Jeddore Carry provides easier access between Ship Harbour and Jeddore Harbour, respectively. From the bottom of Lake Charlotte, the roughly 350 metre-wide glaciofluvial deposit that the arboretum sits on is the overland portage that connects Lake Charlotte to the rich Abbacombec marshes and clam flats of Clam Harbour.

Finally, the glaciofluvial deposit that the site sits on has been identified by the Province of Nova Scotia as a potential Surficial Aquifer.⁵ Surficial aquifers occur where unconsolidated aggregate material like sand, gravel, or shells are enclosed by layers of clay or bedrock. These can be excellent sources of groundwater but they are sensitive to surface contamination.

Excavations on the adjacent Webbers Store site, done years ago to investigate a potential gas leak from the former store’s gas station reached the water table about 30 feet down.⁶

⁵ G.W. Kennedy “Potential Surficial Aquifers for the Central Region of Nova Scotia”. Halifax, NS 2014. Nova Scotia Department of Natural Resources Mineral Resources Branch.
⁶ Interview with Ted Webber,



Climate

Lake Charlotte reflects Nova Scotia’s typical modified continental climate. The arboretum falls within the Atlantic Coastal climate zone. The upper limit of Lake Charlotte is in the Eastern climate zone. This climate zone has mild winters, slow and cool springs, moderate summer temperatures and mild autumns. Between 2001-2025, total precipitation averaged 1347 mm/year. Mean high temperature in the summer is 22°C and summer lows are 13°C. Mean winter highs and lows are 0°C and -6°C respectively.⁷ Lake Charlotte has an average of 181 frost-free days and 1856.8 growing degree-days (Base 5°C, 1991-2020) – a figure likely to change in the coming decades.⁸

The arboretum is located in Plant Hardiness Zone 6b. This zone indicates a mean extreme winter low of -20.6°C to -17.8°C.⁹

⁷ https://climate.weather.gc.ca/climate_normals/ 1991-2020 for Halifax (Shearwater), June-August and Dec-Feb.
⁸ <https://climateatlas.ca>. There can be variation depending on coastal effects. Growing degree days (5° C) for Shearwater, NS was 2,073 in 2025, and at Halifax Stanfield Airport, 2,014 GGD. Sheet Harbour had 1,739 GGD in 2025. (weatherstats.ca – data from Environment and Climate Change Canada). Change can already be seen: normals from 1976-2005 date range averaged 1713 growing degree-days (Base 5°C).
⁹ Natural Resources Canada Plant Hardiness Map 2025 based on 1991-2020 data. <https://planthardiness.gc.ca/>. Plant hardiness zones are not determined solely by minimum winter temperature. The mathematical formula for calculating hardiness zones includes “mean minimum temperature of the coldest month, frost free period in days, rainfall June through November, mean maximum temperature of the warmest month, rainfall in January, mean maximum snow depth and maximum wind gust in 30 years,” and elevation. In “Getting into the Zone,” Frontline Technical Note No. 103 (pdf), Dan McKenney and Kathy Campbell, <https://planthardiness.gc.ca/?m=14&lang=en>.

The climate values above are the present-day calculations. The climate data model for the future arboretum site indicates that for the 1951-1980 period, the average winter temperature was -3.8°C. For the current calculated period (1991-2020) that winter average is now one degree warmer (-2.8°C), and the model predicts a possible increase to 0.1°C by mid-century (2041-2070). This trend towards a warmer climate is also indicated by frost days: from 150 frost days historically, to 136 in the recent past, to as few as 98 frost days by mid-century reflects a serious change to the climate and growing conditions of forests of the Eastern Shore.

Anecdotal observations from the last 25 years of museum operations confirms this changing climate too. For instance, the timing and depth of ice cover on Dufferin Pond has been less reliable for ice-cutting activities. Heat waves have changed visitor meal preferences, while Cookhouse, Clam Factory, and Artifact Storage facility has required additional summer climate control. Finally, visitors have noted an apparent increase in the frequency and intensity of wind storms.

Solar Exposure

On the summer solstice, the sun rises at 55 degrees NE and sets at 305 degrees NW, with a day length of 15 hours 35 minutes. On the winter solstice, the sun rises at 123 degrees ESE and sets at 237 degrees WSW. The day length is 8 hours 47 minutes.



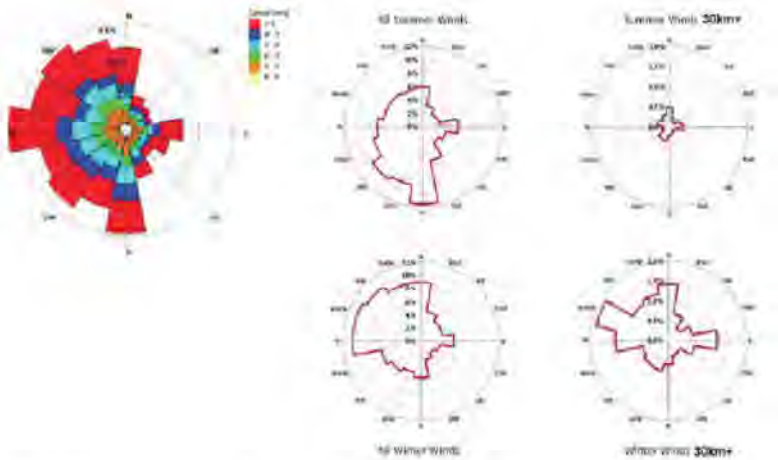
Wind

Normal daily wind speeds can be as low as 10.5 km/hr (July) and as high as 16.7 km/hr (March).¹⁰ The most frequent wind direction is northwest and west from October through March, and then south and southwest from April through September.

Extreme wind speeds in the region tend to arrive from the east, south, southeast or southwest. Extreme gusts are usually out of the south, southwest, and east.

The arboretum site falls within the “moderately exposed” wind exposure class. 53.2% of the Eastern Shore EcoDistrict (820) falls within this class and 14.2% has extreme exposure. In contrast, only 6.4% of the Eastern Interior EcoDistrict (440) and 8.9% of Eastern Granite Uplands (430) are moderately exposed, and 0.2% and 4.0% extreme, respectively. Between moderately exposed and exposed classification, the Eastern Shore district is among the most exposed EcoDistricts on mainland Nova Scotia, matched only by the Tusket Islands and South Shore

¹⁰ Using Halifax (Shearwater) weather station as an analog for Lake Charlotte.



EcoDistricts.¹¹ The average for the province as a whole is 73% moderate (neutral), and the overall provincial average for moderately exposed and exposed is 22%.

Regarding the anecdotal observations about wind storm frequency, increased wind speed is not the only concern for tree canopy on the arboretum property: If the wind direction of a severe storm is atypical, the existing tree cover may not be hardened against them. This was the case with Fiona, where wind direction tended from NW to NNW. While fall and winter winds in Lake Charlotte can normally blow from these directions, they are not the usual direction of extreme wind speeds or extreme wind gusts.

A final wind consideration for the arboretum site is local wind effect, separate from topography (which is already included in the wind exposure rating). Lake Charlotte to the north of the site should be sufficiently large to have a local effect on wind speed, particularly winds out of the north, which can gain speed over large water surfaces, and be funnelled by localized relief.

¹¹ Digital Wind Exposure Map for Nova Scotia, NS Department of Natural Resources, 2017. The most exposed EcoDistricts in the province are on Cape Breton Island.
https://novascotia.ca/natr/library/forestry/reports/Wind_map_FRR_99.pdf

1991 to 2020 Canadian Climate Normals Data													
Wind Extremes (Normal Period)													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Code
Extreme Speed (km/h)	70	76	70	59	57	65	54	48	95	65	65	72	
Date (yyyy/dd)	1995/ 07	1995/ 05	1993/ 14	1995/ 05	2005/ 08	1993/ 23	1996/ 14	1995/ 25	2003/ 29	2002/ 27	1993/ 12	2010/ 06	
Direction of Extreme Speed	SW	E	SW	W	NE	N	NW	N	S	N	SW	S	
Extreme Gust Speed (km/h)	98	104	119	85	78	95	76	74	132	95	96	107	
Date (yyyy/dd)	2018/ 05	1995/ 05	1993/ 14	1992/ 06	1994/ 05	1993/ 23	2014/ 05	2009/ 30	2003/ 28	1991/ 29	1993/ 12	2010/ 06	
Direction of Extreme Gust Speed	S	E	SW	N	SE	N	S	S	S	N	SW	S	

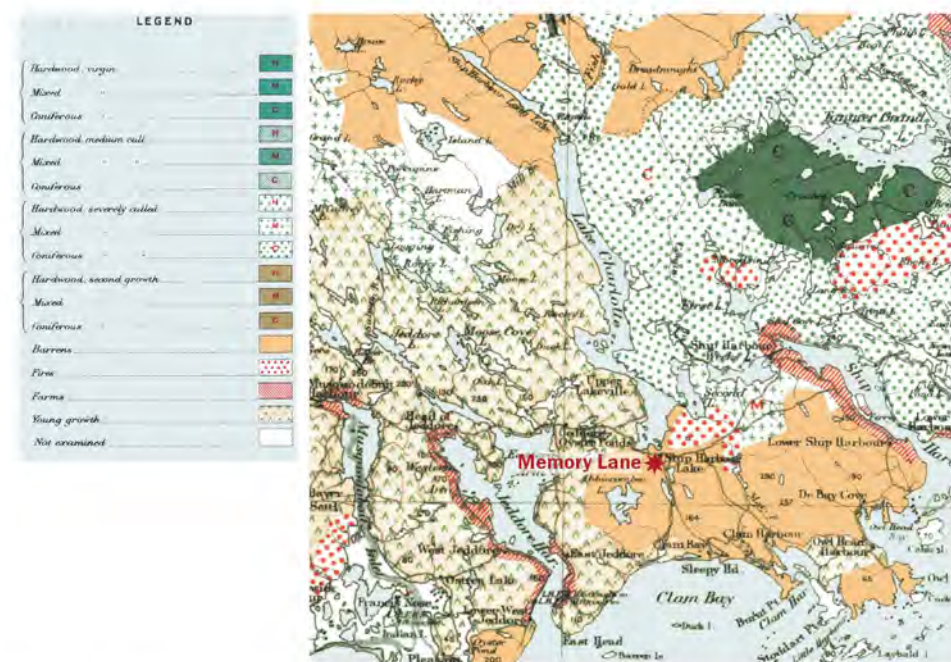
Forest Cover (Historical)

Anthony Lockwood’s 1818 book “A brief description of Nova Scotia” described the lands surrounding Lake Charlotte as being “clothed with wood of a superior growth,” including birch, beech, maple, pine, spruce, hemlock, and ash. The pine and spruce apparently measured 12’6” in circumference, with the hemlock even larger.¹² This would equate to a tree diameter of about 1.21 m.

Throughout the 19th century, much of this mature forest would have been harvested, in addition to the forest change caused by non-human succession. Both the outlets of Ship Harbour River (Little River) and Weeks Lake were mill sites. The mill at Little River was built some time before 1865, and while the earliest date for mills at both rivers is unknown, it is very possible both rivers were used for milling in earlier times. There were also mills in Clam Harbour on the Mary’s River and in Owl’s Head. From 1922 to 1945, the John Lewis Peg Factory at Lower Ship Harbour used white and yellow birch to make tongue depressors, wooden spoons, and sucker sticks. These species would have become more abundant in the area following the harvesting of longer-lived timber species: White birch is a shade-intolerant early successional forest species, and yellow birch can live in deep shade as a small understory tree of mature forests for decades, until wind, disease, or human forestry thins the canopy. The abundance of birch trees in the area may therefore be an indicator of forest disturbance.

The 1912 “Forest Conditions of Nova Scotia” report by B.E. Fernow showed that according to their field surveys and informants, the entire west shore of Lake Charlotte was dominated by “young growth” forest while the eastern side was “Severely culled coniferous,” where “second

¹² Lockwood, p. 27. <https://www.canadiana.ca/view/oocihm.21045/38>



growth prevails in alternating patches of pure coniferous, mixed, and pure hardwood stands.”¹³ Midway up the lake, roughly corresponding with the Eastern Granite Uplands (see “Ecological Land Classification” below) was barrens, as was the area from the current Highway 7 down to Clam Bay and Clam Harbour, which includes the arboretum site. There was also a pocket of forest fire barren roughly corresponding to current-day Lake Charlotte Provincial Park (reserve), and an area of severely culled hardwood between Beech Hill and Ship Harbour.

The Fernow report was clear about the amount of disturbed forest in this part of Halifax County. Above the area of Granite bedrock, which corresponds at Lake Charlotte to the middle of the lake and above to Ship Harbour Long Lake, the area was “approximately one-half barren of commercial forest, made so by nature and by man.”¹⁴ The report describes the “low narrow ridges... bare of soil and bare of trees” with pockets of pine, balsam fir, and black spruce stands in between, while on all the larger rises of land, hardwood and mixed forest stands were mostly “now in a severely culled or second growth condition.” Interestingly, the report also describes how in this area of Halifax County “the slow-moving streams are bordered by broad swampy areas in which fir and red maple form two-thirds of the stand, the other third being made up of

¹³ Fernow, 1912, p. 50.

¹⁴ Fernow, 1912, 58-59.

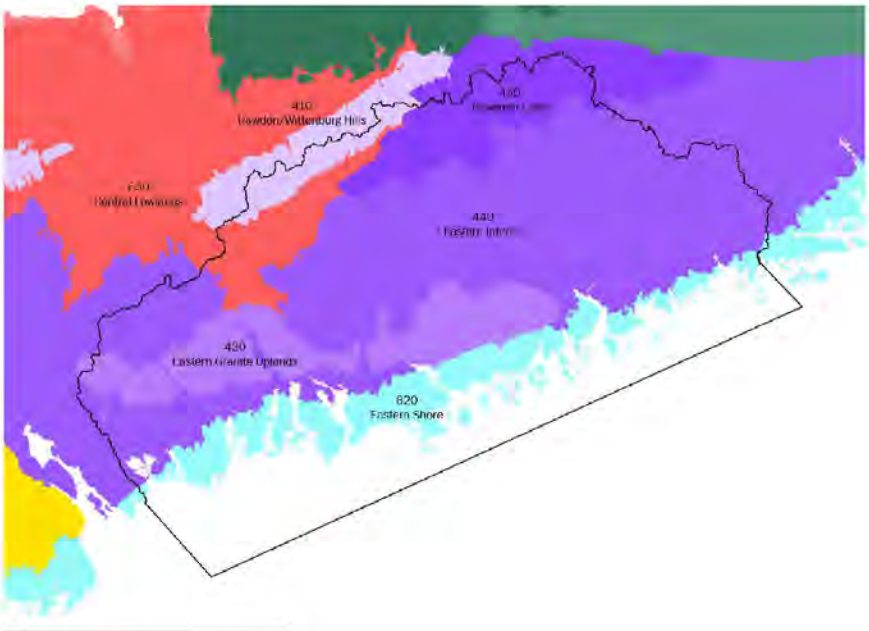
black spruce, yellow birch and black ash in about equal proportions.”¹⁵ If accurate, this observation by Fernow indicates that black ash could at one time have been more widely dispersed in the arboretum catchment area than it now is.

Forest Cover (Present)

Ecological Land Classification

The arboretum catchment area is composed primarily of three of the nine defined EcoRegions per the Province of Nova Scotia’s Ecological Land Classification: Atlantic Coastal (800), Eastern (400), and Valley and Central Lowlands (600). Within those EcoRegions, the arboretum catchment area is composed primarily of three EcoDistricts: Eastern Shore (820), Eastern Interior (420), and Eastern Granite Uplands (430), along with a small portion of Central Lowlands (630) and Governor Lake (450).

The arboretum site sits near the border between the Eastern Shore and Eastern Interior EcoRegions. It is also located about 5 kilometres south of the Eastern Granite Uplands EcoDistrict, an area of relatively higher terrain with frequent outcroppings of exposed bedrock that stretches from Waverley to Sheet Harbour.



¹⁵ Fernow, 1912, 58-59.

Forest species in the Eastern Interior EcoRegion is heavily influenced by soil conditions. On thinner soils and areas with frequent fires, red maple, white birch, grey birch and red oak, with some black spruce and red oak dominate. Where the soil is deeper and well drained, stands of red spruce thrive, while on the highest areas (such as the crests of drumlins) tolerant hardwood forests appear. When soil is not well drained, black spruce, tamarack and red maple dominate.¹⁶

The primary natural causes of forest stand disturbances in the arboretum catchment are fire, wind storms and hurricanes. Human disturbance such as forestry and urban development is another cause. Pests and disease have also played a role in forest disturbance, and this type of disturbance is sometimes precipitated by another cause – for instance, mature red spruce forests are more susceptible to pests after receiving hurricane damage.¹⁷

Provincial Forest Inventory

The provincial forest inventory identifies individual stands within the larger forest based on shared characteristics: species, height, tree diameter, etc. Each stand can be identified by its leading species (the most common tree in the stand) and its second, third, and fourth most commonly appearing species. Within the immediate environs of the site are stands where the most common tree species is Red Maple (60%), Balsam fir (50-60%), and White Spruce (60%+). While these species are typical leading species for Eastern Shore forests, within this same area there are also stands where 50-70% of the trees are sugar maple. The sugar maple-dominated stands appear directly adjacent to the arboretum site on its western edge, and also occur to the east of the site between Beech Hill and Ship Harbour.¹⁸ These stands of sugar maple are unusual for the Eastern Shore coastal EcoDistrict, and it is in fact the closest sugar maple grows to the Atlantic coast in the entire catchment area. The soil type is almost certainly a factor in this higher frequency of sugar maple, as both the alluvial soil around the arboretum site and the distribution of drumlins to the east of the site correspond with these sugar maple stands. Opposite the east side of the site, across the Clam Harbour Road, a remaining (unquarried) ridge of the original alluvial deposit supports white pine and hemlock.

Another interesting aspect of the Lake Charlotte forests are that they support a higher concentration of forest units containing ash than exists anywhere else in the catchment area outside of the Musquodoboit Valley. The stands in the vicinity of Lake Charlotte and the Fish River are 10 – 30% ash (likely white ash, *Fraxinus americana*). There are also concentrations of Red oak and large, mature Yellow birch stands as one proceeds up the lake. The forest species

¹⁶ *Ecological Land Classification for Nova Scotia*, Nova Scotia Department of Natural Resources, 2017, p. 123.

¹⁷ *Ecological Land Classification*, 112.

¹⁸ With a few areas of sugar maple appearing in East Ship Harbour as well

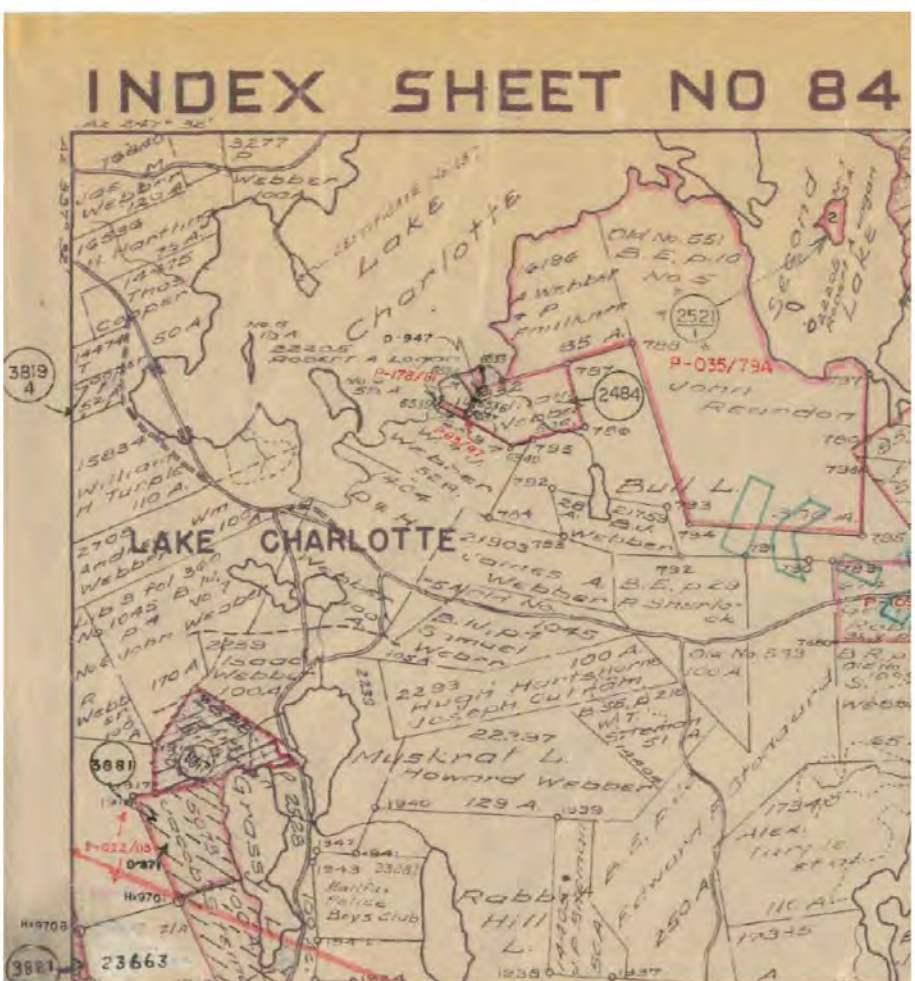


diversity within the Lake Charlotte and Clam Harbour watersheds provides additional meaning to the arboretum's location as well as additional opportunities to explore these culturally significant tree species close beyond the immediate borders of the site.

Site Context (Historical)

The Arboretum property sits on a ridge of glacio-fluvial deposit that historically ran roughly east-west from the back corner of the property to the road. Portions of this original deposit remain at more or less the same historical levels – from the Webber House up to the Archives building and then south to Dufferin Pond, the ground level has not been changed to a significant degree.

The properties on which the Heritage Village and Webber's Store are located were issued as separate grants in the 19th century, but by the twentieth century, they were owned by a single Webber family. The local post office was situated on the



Webber property from at least 1897 (per the Geological Survey of Canada map) until 1996.¹⁹ In the 1930s, “Ned” and “Babe” Webber built a dance hall and canteen at the corner of Highway 7 and the Clam Harbour Road. Gas pumps were added and the dance hall became a general store. Holiday cottages were built in the field behind the store (the “Cumbac” cabins), which were eventually replaced with the Lake Charlotte Motel. During this time period the arboretum site,

¹⁹ Postal service started in the community in 1868 (David Webber, Postmaster), followed by Sarah Webber 1882-1887, but it is not clear where the post office was located. John W. Webber (b. 1855) served as Postmaster until 1941, on the current Webber Store property. Ford Webber was postmaster until at least 1973. <https://central.bac-lac.gc.ca/?app=posoffposmas&id=8715&lang=eng>. Webber's Store hosted the post office until 1996, and served as a postal outlet until 2012.



also owned by the family, served as pasture and blueberry barren to the Webber family. Aerial photography from the early 1970's shows a small copse of conifer with the remainder of the site as open field, blueberry barren, and wet area.

In the 1950s and again in the early 1970s, the glacial deposits in the area were heavily quarried and reshaped by heavy equipment, mostly for the purposes of road-building. Thus, while the Webber House and Archives sit on the original ground level, they were not the highest point on the site – that may have been closer to the Clam Harbour Road, which used to climb over the alluvial ridge before descending towards the Shingle Lakes. While the property owners on the Memory Lane site excavated to the existing road level, the property across the road from the Memory Lane site continued to be an important local source of aggregate, and its current elevation is below that of the existing road level. A ridge of the original alluvial deposit was maintained as a buffer between the quarry and the property next door, south of the quarry and east of the proposed arboretum.



A historical easement exists for Nova Scotia Power across the south edge of the property. This easement originally held a 69,000 kV transmission line for power originating from Cape Breton. This easement was used until about 1980 when a larger transmission system was created, and the



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power lines crossing the site were decommissioned. The easement is centred on the south property line.

Starting in 1999, the Lake Charlotte Area Historical Society began salvaging, transporting and reassembling buildings on the existing museum/arboretum property, which had been acquired from the Webber family. They also added new buildings based on designs from existing heritage buildings in the area.



OCT 99 NEW SITE
MEMORY LANE

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Site Context (Present)

Highways

The Arboretum site is located 175 metres from Highway #7 in Lake Charlotte. This is the primary highway serving the arboretum catchment from Musquodoboit Harbour to Ecum Secum. From Musquodoboit Harbour to Preston/Cherrybrook at the western limit of the catchment area, Highway #107 is the primary commuter route bringing people to the urban core. The arboretum site faces onto Clam Harbour Road. This road proceeds south from Lake Charlotte, passing through Clam Harbour and Clam Bay, then turns into the West Ship Harbour Road, known locally as ‘the loop’.²⁰

Four roads link the interior of the catchment area and the Musquodoboit River Valley to the coast: Highway 357 from Elderbank to Musquodoboit Harbour, The Mooseland Road - Moose River Road from Elmsvale through to Tangier, Highway 224 from Upper Musquodoboit to Sheet Harbour, and finally Highway 374 which, originating in New Glasgow, reaches from Trafalgar to emerge at the East River of Sheet Harbour.



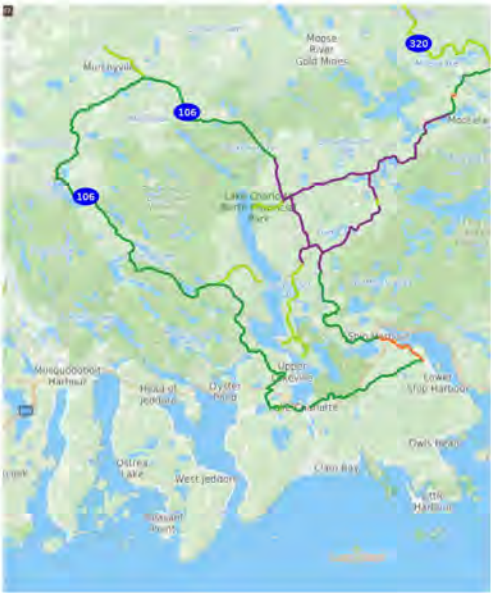
²⁰ Based on early grant surveys, at one point the road to Clam Bay may have travelled along the east side of grassy lake rather than passing between Grassy Lake and Muskrat Lake – perhaps using the ridge of dry sandy esker.

Trails

Off-road: The Lake Charlotte ATV Association maintains a 98 km-long ATV trail that circuits Lake Charlotte and the Ship Harbour Long Lake Wilderness Area.²¹ A portion of this trail crosses properties adjacent to the arboretum site.

Cycling: The #7 Highway is part of planned Blue Route cycling network for Nova Scotia. The road and trail routes along the Eastern Shore are currently “under review”.

Hiking: The trailhead of the Musquodoboit Trailway is 17 km from the arboretum. This converted railway bed trail follows the Musquodoboit River as far as Gibraltar and connects to a few different hiking paths in the White Lake Wilderness Area. The forests along this trail are in mostly early and late mature forest and multi-aged forest.



Businesses and Amenities

Adjacent to the arboretum property off Highway 7 is the Lake Charlotte Motel and Webber’s Café and General Store. Webber’s offers basic groceries and sit-down and takeaway meals. A daycare will operate out of the rear of the Webbers Store building (Spring/Summer 2026).

E & F Webber Lakeside Park in Upper Lakeville is a family-run campground first opened in 1972, located 6 km from the arboretum. It provides sites for RV and tent camping as well as cabin and cottage rentals. As well as tourists, it has a steady clientele of locals who use it as their summer camper location. There are two additional camping/RV locations in the area to the east. Norse Cove Camping & Kayaking is 21 km from the arboretum site, while, Murphy’s Camping is 23 km. Both campgrounds offer opportunities to explore the 100 Wild Islands.

Further tourist accommodations in the area include Salmon River Country Inn and Jeddore Lodge and Cabins. Additionally, short-term guest homes area found in the area and are listed on the usual short-term rental sites.

²¹ <https://atvans.evtrails.com/#>

The local Primary – Grade 12 school is Oyster Pond Academy is 4.5 km from the arboretum site.

Parks and Recreation

The Lake Charlotte Boat Launch is a municipally owned public boat launch just 300 m from the arboretum site. Lake Charlotte Provincial Park (reserve) is 917 ha of land fronting the south-east end of Lake Charlotte, the eastern side of Second Lake, and part of the southern shore of Weeks Lake. Clam Harbour Beach Provincial Park is 10 km from the arboretum site, and Owls Head Provincial Park 16 km away (site of broom crowberry coastal barren). Taylor Head Provincial Park is 43 km away and contains black crowberry coastal dune. Musquodoboit Valley Provincial Park is 60 km away: the Musquodoboit Valley was known by locals for its white elm and black ash.

Site Conditions

Municipal Planning

The zoning of the museum/arboretum site and of Lake Charlotte in general is Multi Use (MU). The nearby Lake Charlotte Provincial Park is zoned Regional Park Zone (RPK). The Lake Charlotte Boat Launch is municipally owned park open space that is also zoned MU.

MU permitted usages include institutional, open space, and recreational. Arboretum design plans that pertain to the open space uses of the site and do not include the addition of any structures would not require a development permit as required as per 6.14 Exemption: Open Space Uses. The addition of a maintenance building may require a development permit if it is over 300 square feet (27.9 m²) gross floor area.

Memory Lane Heritage Village is a registered heritage property with Halifax Regional Municipality under the Heritage Property Act. The designation extends to the village and the land it occupies. Character-Defining Elements include:

- combination of historic and new industrial, religious and residential buildings with 1940s-era features;
- all original building elements including framing, floors, trim and form;
- period signage, equipment and flags;
- mix of common local architecture, including Gothic Revival (the church) Late Victorian Plain (the general store and homestead), and Vernacular (manager's cabin, barns and outbuildings).



Circulation

Site circulation is primarily via the crushed gravel drive (using locally common greywacke). This drive is used for occasional motor vehicle use, maintenance, pedestrian, and special occasions traffic (such as wagon rides). While a private drive gives access to the rear of the site near the archives building, this is not used. Additionally, there are some short, generally informal footpaths on site. These paths are not identified on visitor map and are not identified with wayfinding, but other than the access to the swing set behind the schoolhouse, they are not essential aspects of visitor movement on site. These informal paths are not surfaced. In places where use is frequent enough, when the organic surface is worn away the underlying sand and gravel soil is revealed. One of the goals of the arboretum design will be to link up the pedestrian-only paths on site so the arboretum can be walked as a circuit.



Parking

Visitor parking is at the main entrance off Clam Harbour Road. There is room for approximately 30 single occupancy vehicles. During festivals and large events, overflow parking utilizes a nearby off-road parking area with room for approximately 50 vehicles. For many larger events vehicles will park on the gravel shoulder on both sides of the road.

Buildings and Utilities

There are 18 buildings on site, a mix of relocated heritage buildings and new construction built to emulate past uses. The buildings have been restored with materials appropriate to 1940's coastal Nova Scotia. Some of these materials, such as asphalt roll roofing and InsulBrick, are vulnerable to excess moisture and shade. Considering the rarity of replacement material, care must be taken that any added trees, shrubs, and herbaceous plants do not create conditions that would be detrimental to the buildings. This extends to even the modern construction buildings, as even modern asphalt roof shingles are damaged by excess shade, moisture, and tree detritus.



In 2019, Memory Lane Heritage Village became the first 100% solar-powered museum in Nova Scotia. The site is powered by a large solar installation on the Artifact Storage Facility. There are also three electricity meters on site which connect the site to the electrical grid at the Cookhouse, the Eastern Shore Archives, and the Wood & Metal Workshop. The remainder of the electrified buildings are powered via buried utilities within the driveway. In 2018 a Tesla and Level II Electric Vehicle Public Charging Station were added at the Artifact Storage Facility as well.



Water is provided via two drilled wells on site. The main lawn area is the location of the septic holding tanks and septic field. These receive wastewater from the Cookhouse and Hosking General Store. There are multiple outdoor taps connected to the water supply: at the east side of the vegetable garden, the Icehouse, the rear side of Hosking General Store, and the rear north-facing side of the Cookhouse. Waste is managed via a septic field and holding tanks, located under the central lawn.

The planned maintenance shed for arboretum equipment may require an additional electricity hook-up.

Landscape

Soil

Soil was sampled at multiple points on site and testing completed by the Nova Scotia Department of Agriculture Laboratory Services. The soil on site tends to be strongly acidic, although is relatively easily buffered with lime. The soil is also relatively low in nutrient availability, including phosphorus, potassium, and calcium. The acidity on site is perfect for blueberries, but it makes it more difficult for some tree species to convert available nutrients.



Parameter	1	2	3	4	5	6	7	8	9	10	11	
pH	5.16	5.17	5.21	5.67	4.79	5.07	4.19	4.51	4.65	5.69	6.82	
Buffer pH	7.81	7.26	7.33	7.41	7.34	7.21	7.25	6.9	7.21	7.67	7.78	
Organic matter (%)	2.2	7	5.7	7.3	6.1	7.9	6.8	8.7	4.8	2.5	7.8	
P2O5 (kg/ha)	155	59	65	209	44	112	22	38	23	160	1289	
K2O (kg/ha)	70	80	153	206	164	101	47	68	43	159	55	
Calcium (kg/ha)	513	293	491	1686	668	689	122	162	56	949	7804	
Magnesium (kg/ha)	84	68	74	230	130	86	82	68	40	104	356	
Sodium (kg/ha)	21	16	24	29	18	16	22	17	25	59	20	
Sulfur (kg/ha)	15	33	34	30	16	45	24	52	43	22	39	
Aluminum (ppm)	1573	1908	2168	1796	1223	2044	1348	1918	2074	1389	1297	
Boron (ppm)	<0.50	<0.50	<0.50	<0.50	<0.05	<0.05	<0.50	<0.5	<0.50	<0.5	3.82	
Copper (ppm)	1.07	0.66	0.63	1.03	0.62	0.78	<0.20	0.32	0.27	3.17	2.76	
Iron (ppm)	129	137	92	118	211	125	379	239	221	186	219	
Manganese (ppm)	31	11	7	11	20	11	<5	<5	<5	83	15	
Zinc (ppm)	1.17	2.09	2.16	7.33	18.41	4.62	1.17	3.37	0.64	1.48	18.37	
CEC (meq/100g)	3.3	7.1	7.1	10.2	7.7	8.5	6.7	9.6	6.7	5.7	22.9	
Base sat K (%)	2.3	1.2	2.3	2.1	2.3	1.2	0.7	0.7	0.7	2.9	0.3	
Base sat Ca (%)	39.2	10.4	17.3	41.4	21.7	20.2	4.5	4.2	2.1	41.3	85.4	
Base sat Mg (%)	10.7	4	4.4	9.4	7	4.2	5.1	2.9	2.5	7.5	6.5	
Base sat Na (%)	1.4	0.5	0.7	0.6	0.5	0.04	0.7	0.4	0.8	2.3	0.2	
Base sat H (%)	46.5	83.9	75.4	46.4	68.5	74	89	91.7	94	46	7.7	
LR CaCO3 (t/ha to pH 1)	2	9	8	6	9	10	12	17	12	3	-	



The area of highest fertility is in the existing vegetable garden, though it also has very high aluminum values – an inhibitor to plant growth. To maintain the long-term health of species on site that usually require higher fertility (generally the tolerant hardwoods), the arboretum installation and site design may need to include plans for soil amendment and enrichment as required upon planting and periodically into the future. Conditioning the soil with lime (to adjust pH) or gypsum (to make nutrients more easily taken up) may be an ongoing maintenance requirement.



Site Hydrology

The Dufferin Pond was created by excavating an existing marshy area to deepen and expand it for museum uses. The pond covers approximately 1,200 square metres (0.3 acres). The pond is used for the annual winter ice harvest which is then stored in the Icehouse and used in the Webber House. Museum visitors are also able to use a canoe to explore the pond. The vegetation along the pond's edge is cut short or removed to maintain water access, and submerged



the naturally occurring/self-established tree species on site are not considered windfirm.

Additional risk to the tree canopy on site includes the natural aging of field-grown white spruce. As most of the site was naturally re-vegetated over the last 60 years from open pasture, the life expectancy of the white spruce, balsam fir and white birch will likely be shortened, meaning succession planning must be done to prepare for their potential loss.²² Indeed, within the last year, one of the largest white spruce trees on site has died.

Adjacent properties

Properties on all sides of the arboretum site were affected by Hurricane Fiona and suffered extensive tree loss. Some of these properties are highly visible from the site, such as the motel, store, and private residence to the north. The motel and private residence both lost large mature trees in Fiona. The loss of tree cover affects the landscape experience of museum visitors, and simultaneously increases the impression of being overlooked by the museum visitors from these other properties. In addition, the laneway/ATV trail immediately adjacent to this northern property line could potentially be disruptive on days when there are competing uses – for instance, a trail ride in Lake Charlotte and a wedding held at the Heritage Village and arboretum on the same day. Completely screening the museum and these properties from



²² Although the history of the site as pasture (as well as gravel quarry and berry barren) might infer the existence of an Old Field ecotype on site, that is not the case. First, the soil on site has not been enriched sufficiently via tillage or grass cover. Secondly, the forest canopy is not dominated by conifer with sparse understory. This difference appears to be the result of a small persistent area of tree cover that remained on site even during its use as pasture and gravel quarry, which maintains more 'natural' microtopography, more variety in understory, and (since Fiona) is tending towards a mixed age planting. The trees mentioned above established in the quarried areas of the site at some point after the early 1950's, but they do not form a forest canopy.

each other may not be preferable or even possible, but there are opportunities to use shrubs and focal point trees to draw the eye and mitigate sound issues.

On the southwest side of the site, an estimated 50% of tree cover was lost in Fiona, mostly spruce, balsam fir and red maple, which are still lying and hung up where they fell. The property is now growing up in balsam and red maple, which, being species vulnerable to windthrow, could meet the same fate again in the coming years.

Information and Wayfinding

The Memory Lane Heritage Museum aims to create an immersive experience on site. As a result, signage within the site is minimized. Buildings are numbered and their identification is made through interpreters, inference (e.g. the boat-building shed has boat-building activity in the interior) and via the visitor map, where the building numbers and a site map explain the significance of the building feature. Large display panels with textual and graphic content do not appear within the site landscape. To maintain consistency with this interpretive approach, a balance will need to be reached so that arboretum specimens are identified in an unobtrusive manner, but still meet basic arboretum labelling requirements.

During the summer season, visitors enter the museum through the front of the Hosking General Store and then proceed out of the back of the building. As the arboretum will be open year-round, some type of wayfinding may be needed to indicate the preferred entrance point for arboretum visitors during the museum off-season, either via the vehicle gate at the north side of the store or through the pedestrian path between the store and the cookhouse.



APPENDIX 2: MARKETING STRATEGY

2.1 The Arboretum Visitor Profiles and Demographics Destination Canada Market Profiles

1. Purpose Driven Families

This conscientious traveler seeks for their entire family to learn about the world through culture. They value inclusivity, history, and learning. Skew middle-age and younger with a mid to high income. They are busy with work and family, prioritize family-focused activities, and are committed to minimizing their environmental impact during their travels.

Travel activities

- Family Focused Attractions
- Cultural Experiences /Attractions
- Nature Experiences

Top Social Platforms:

YouTube 61%, Facebook 61%, Instagram 49%

Top Travel Platforms:

Expedia 17%, Booking.com 15%, Airbnb 19%

2. Simplicity Lovers

These travellers seek peace, relaxation, and familiarity in their journeys, preferring easy and affordable destinations with a small-town feel. Prioritizing dining and nature experiences, they value simplicity and serenity. Loyal to regular destinations, they appreciate safety and ease of travel, and while they enjoy new cultures, they often stay within their comfort zone.

Travel activities

- Local Cuisine
- Nature Experiences
- Health & Wellness

Top Social Platforms:

Facebook 62%, YouTube 55%, Instagram 31%

Top Travel Platforms:

Expedia 8%, Booking.com 4%, Airbnb 4%

3. Outdoor Explorers

This daring explorer craves the thrill of unknown landscapes and loves to overcome challenges. They embrace both short getaways and longer holidays, relishing in nature-related experiences. Adventure travel allows them to grow, learn new skills, and establish personal traditions. They often seek adrenaline through physical activities, engaging with locals, and ensuring a positive impact.

Travel activities

- Nature Experiences
- Water-Based Sports
- Winter Sports

Top Social Platforms:

YouTube 64%, Facebook 60%, Instagram 42%

Top Travel Platforms:

Expedia 14%, Booking.com 12%, Airbnb 11%

4. Culture Seekers

These sociable, free-spirited individuals seek unique, authentic experiences. They thrive on immersing themselves in new perspectives, local culture, making connections. They prefer vibrant city life, dynamic arts scenes, and culturally rich destinations.

Travel activities

- Cultural experiences, museums or attractions
- Local cuisine
- Festivals and events

Top Social Platforms:

YouTube 60%, Facebook 60%, Instagram 42%

Top Travel Platforms:

Expedia 16%, Booking.com 11%, Airbnb 9%

2.2 Arboreta Visitor Characteristics

2023 StatsCAN data revealed:

66% of Canadian households reported that they visited a park or green space that was over 10 minutes away from their home, with 8% reporting that the only park or green space they visited was over 10 minutes away from their home.

Published in American Society for Horticultural Science (2010) a detailed survey of visitors and community members near The Scott Arboretum shows typical public arboretum visitor demographics as:

Public Visitor Demographics:

Age: 49-64
Gender: 60% female
Household: 50% live in two-adult household, 70% have no children
46% college educated
Garden enthusiasts & hobbyists, families and school groups, tourists

Member Demographics:

Female: 80%
Age: 44.6% are 49-64, 44.8% ages 65+
Household: 56% two adults. 82.5% no children
Education: 37% bachelor's, 51.6% masters or higher

Program Participants:

Slightly higher engagement from women in hands-on workshops and educational materials.
Participation varies by income in events like wine tastings and concerts.

Volunteers and Horticulture Audience:

Skews toward adults with interest in horticulture, sustainability and education.
Amateur gardeners
Students in environmental or botanical fields
Community volunteers

Modern research on arboreta and botanical gardens is much more focused on 'experience, emotion or behavioral impact' rather than just demographic analytics to understand their audiences.

Westonbirt Arboretum Visitor Experience Evaluation Survey (UK, 2018) key findings:

Visitors consistently described the arboretum as being:

- Calm, peaceful, therapeutic
- A place for; mental wellbeing, reflection and a connection to nature

The Rewards of Public Botanic Garden Visitation (2022) key findings:

- Immediate visitor outcomes: Stress relief, learning, new experiences
- Deeper visitor impacts: Improved quality of life, enjoyment and meaning

Washington Park Arboretum (Seattle region) visitor survey research (Washington Park Arboretum report 2023) key findings:

Age: 18-34
Mix of frequent locals, occasional and broader regional visitors
Broader mix of visitors, including families
Activities: Viewing/enjoying plants, trees and landscapes, walking, programmed events, engagement in online content related to the arboretum, plant sales

Core motivations for visiting:

- Nature/escape
- Physical activity
- Social interaction
- Learning and education

Visitor profile and experience at Ataturk Arboretum (2023) MDPI core findings:

Visitors often come for:

- Photography
- Leisure

Potential Arboretum Target Market Profiles

Family with Young Children (aged 4-12)

This family has been planning in advance for a long weekend in the Metro Halifax region to visit friends/ family. Their travel aligns with children’s school vacations. They have or rent/rideshare a car and drive to a local attraction within an hour’s drive from Halifax. They want their children to have fun outside while learning about the local culture. They are looking to find a safe outdoor environment with an educational angle. Walking on short interpretive trails with free roaming farm animals will keep the children engaged. Somewhere to have a picnic or food on site is preferable.

Eco-Tourist Couple

A young professional couple without children are looking to experience the Eastern Shore of Nova Scotia and get to know the locals or disengage from the hustle of modern life. They like travel to include visiting natural and cultural sites and explore local habitats. They enjoy self-guided travel while exploring the region and are looking for novel and off-the-beaten path access to wildlife and landscapes. Photography of trees and landscapes are often shared on social media or environmental networks. They would view experiencing an arboretum as part of eco-tourism travel.

Senior Naturalists and Birders aged 65-70

Two brothers who have been lifelong hiking and nature chasing partners are planning their next excursion. They love exploring national parks with the comfort of a ‘home on wheels’ to return to. Immersive experiences are top of their list and they enjoy learning adventures with nature trips. A week-long stay at a peaceful lake or campground, with well-maintained trails for daily nature walks, birdwatching sessions and cooking meals together is a priority. They are no longer breaking personal hiking records, enjoying a slower paced walk in nature to feel calmer and discover birds to add to their Merlin app. ‘Life List’.

Appendix 2.3 - Memory Lane Visitor Statistics



Memory Lane Heritage Village 2025 Visitor Statistics Summary Report December 2025

Data Collection Process

In 2025 all daily sales were transitioned into the Shopify platform. This meant that the tallied counts taken by the storekeeper could be accurately cross referenced with cash register daily sales through Shopify, as well as reservation lists (for evening events).

Special event data is either collected through the purchase of admission or, where admission is not charged, by clicker-counting arrivals at the front door. Eventbrite Check-in data is used for Walk Through Christmas Past.

All hand tallied data relating to admissions is cross referenced with sales data, but demographics and place of origin / marketing data still relies on hand tallied information gathered through verbal communications with visitors, and therefore the catchment of information for these charts is lower and relies on person-to-person interactions giving it a higher statistical margin of error.

2025 Visitation Indicators & Impacts

Memory Lane Heritage Village celebrated 25 years in 2025 and a number of anniversary events and special projects were launched to celebrate. These would primarily affect the categories of Special Programming, Special Events, as well as some general visitation, though verifiable impact is hard to confirm for general attendance numbers.

Nova Scotia Tourism's provincial visitor stats report results:

"Year to date September 2025, Nova Scotia welcomed 1.7 million visitors, up 1% (15,000 more visitors) compared with the first nine months of 2024. After a slow start to the year, the province has seen strong growth in visitation in July (+3%), August (+8%), and September (+17%) compared with 2024."

An international trade war between the United States of America and many countries, including Canada, may have impacted 2025 visitation.

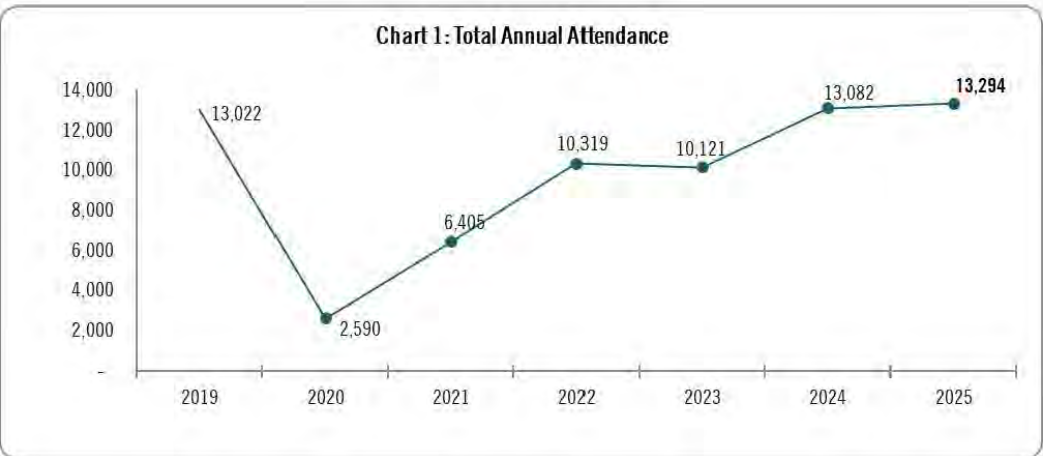
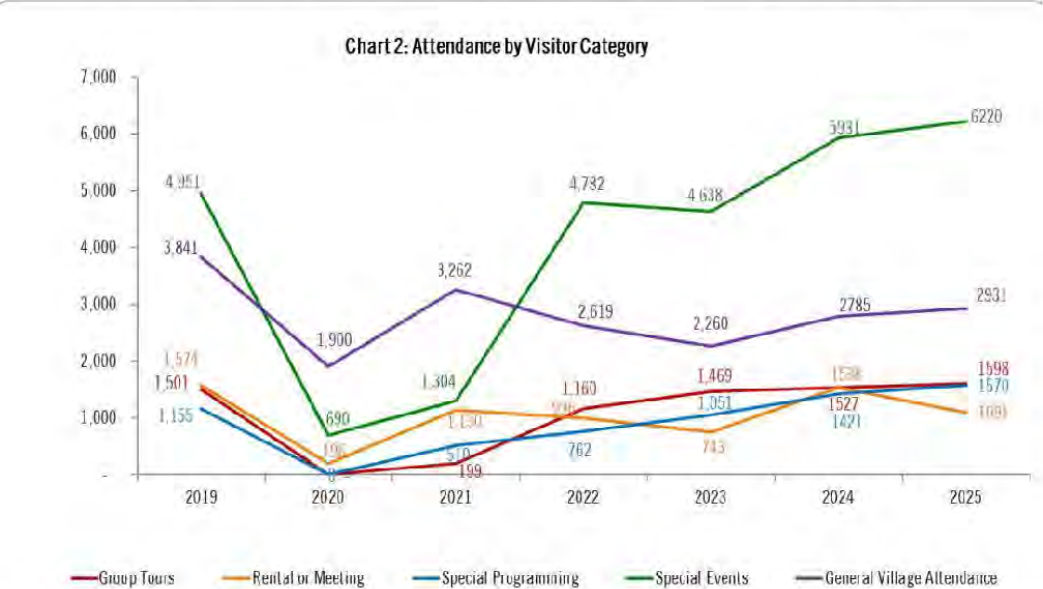


Chart 1 shows overall visitation (ie. Includes every category of visitor entering the Village) for the entire operational year of 2025. While we have reached on par with pre-pandemic visitation numbers, Chart 2 shows that the categories of visitation are still very different, and recovery in full, with a return of out-of-province tourists entering the Village as "general admission" has still not been realized.

Chart 2 shows a breakdown of visitation by category of attendance. This chart clearly shows how the recovery in visitation numbers was achieved. The seven regularly scheduled Special Events (shown in Chart 4) account for 47% of the total visitation to the Village for 2025. In 2019, events accounted for 38%. Special events continue to be a significant driver of visitation which means weather impacts also continue to be a major concern as to the success of these events and end of year numbers.



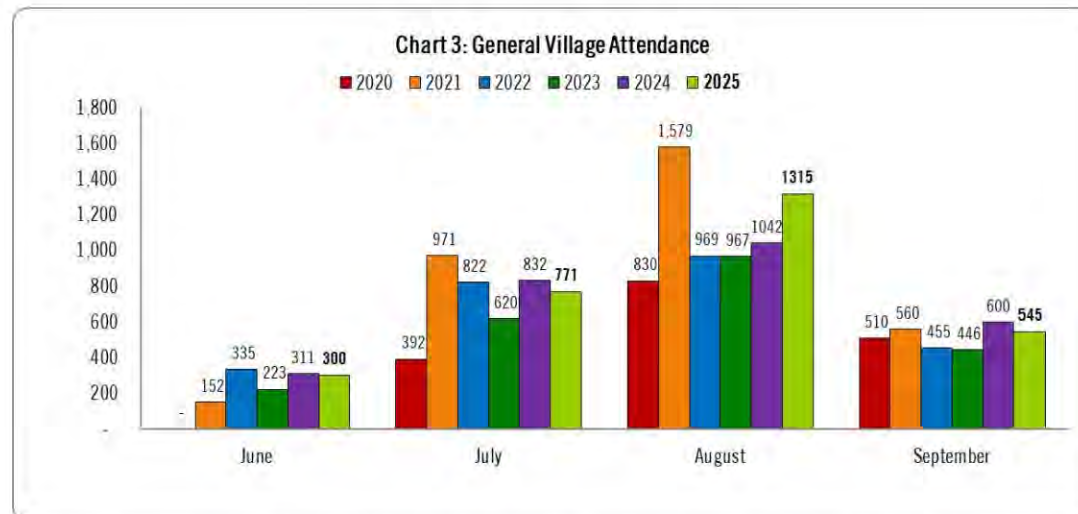


Chart 3 shows General Village Attendance by month. Most months are down just slightly from 2024 but fairly consistent within the context of the past three years. August is the outlier with a large jump for 2025. The reason for this increase is unclear, but social media engagement was very high throughout August and may have contributed to a general Village awareness as well as the communication around being the 25th anniversary in 2025.

Chart 4 shows the seven regularly scheduled Special Events, which account for 47% of the total visitation to the Village for 2025. Attendance had mixed results, primarily due to weather impact. That said, the Christmas Walk increased attendance yet again and saw the highest attendance since it began, even with the unexpected pouring rain on the Saturday evening. This event has room for growth with the major limiting factor being parking.

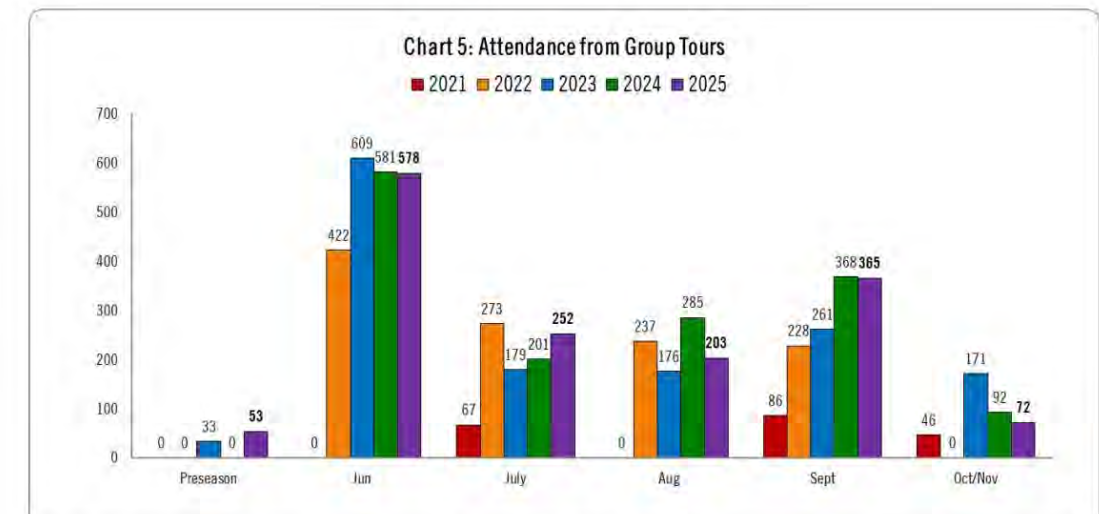
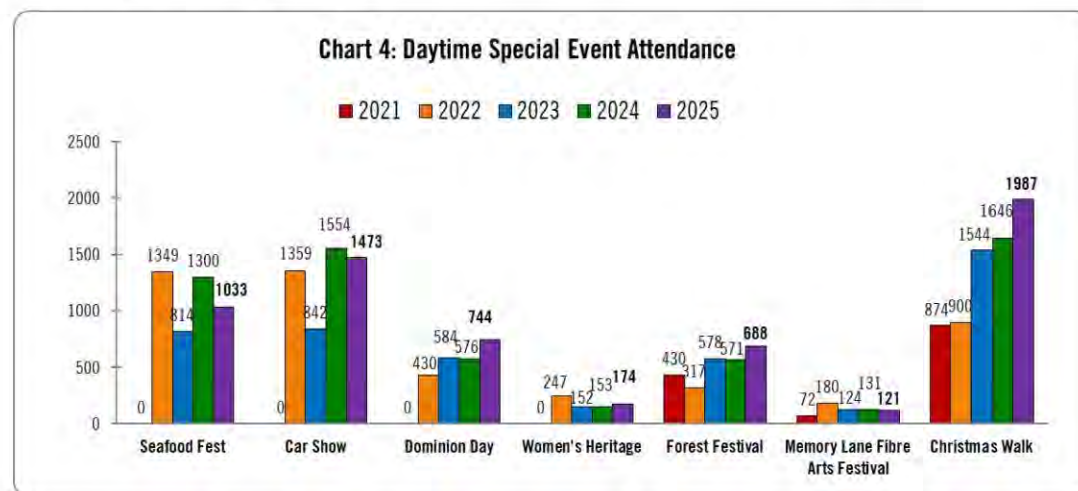
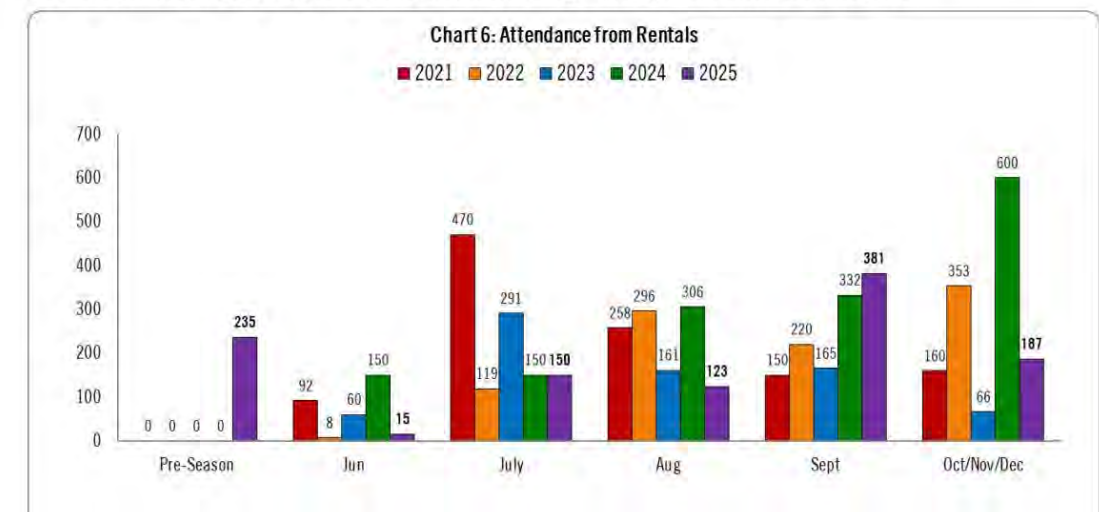


Chart 5 shows Attendance from Group Tours which have been fairly consistent over the past few years with a few minor ups and downs as bus companies adjust their schedules. Towards the end of the season, Tauck Tours, which makes up the bulk of these numbers, notified Thea that they were ending their route through Cape Breton in 2026. This also means that they will no longer be stopping at Memory Lane approximately 3 times a week in 2026 which will significantly impact these numbers moving forward if another tour option doesn't fill this gap. They were very clear the decision was a result of route changes unrelated to the Memory Lane experience.

Chart 6 shows Attendance from Rentals which are very clearly down in August and the autumn months. This is almost completely due to no weddings being hosted in 2025. This should return to previous years numbers in 2026 as there are multiple weddings already scheduled for next year.



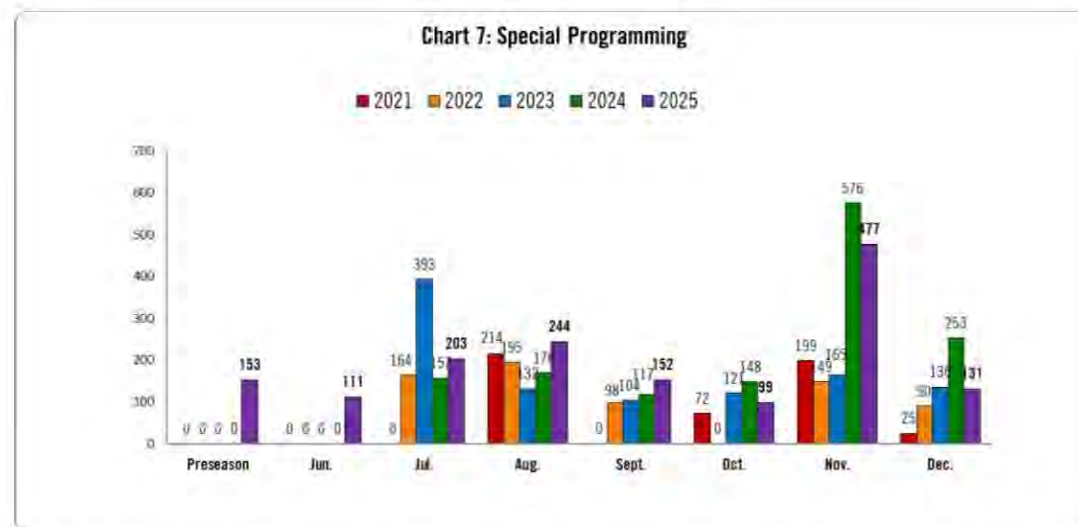
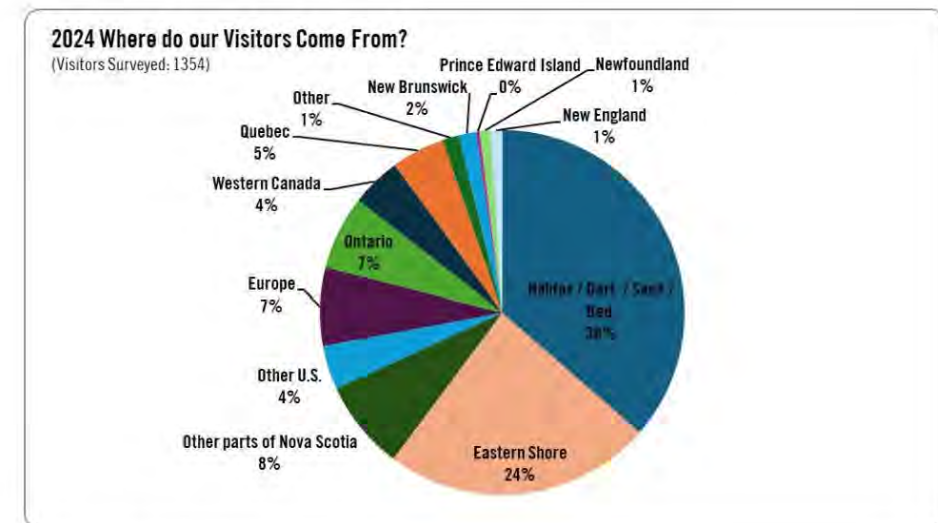


Chart 7 shows Special Programming, which includes all events held outside of regular visitor hours that aren't already included in the primary Special Events, as well as any 25th Anniversary event or activity that was separate from any existing special event (i.e. Village Champions Homecoming vs the ribbon cutting re-creation that was held as part of the annual Dominion Day "Old Time" Village Fair.)

Most of the 25th anniversary celebrations were hosted between May and the beginning of July, with 1940s "Costume Magic" Fashion Gala taking place in August.

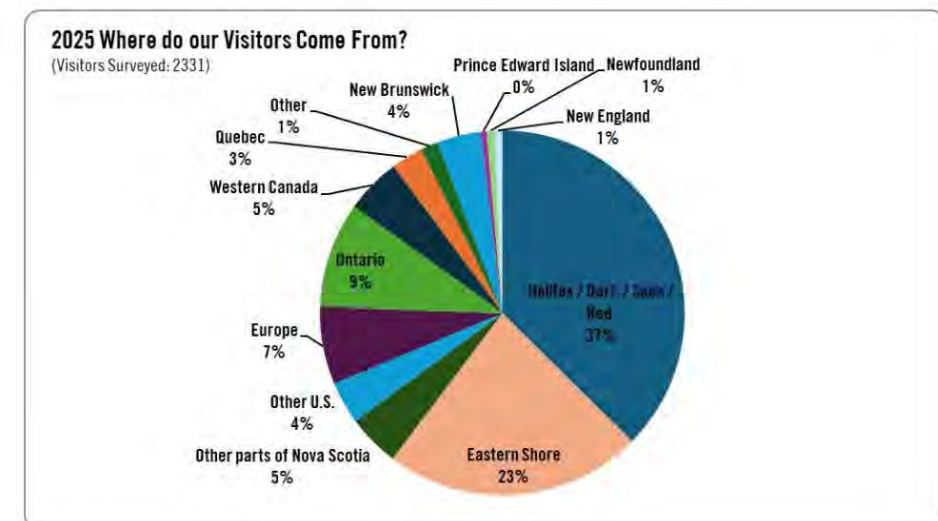
Special Programming includes the Thursday Evening Heritage Spotlight Talks & Cookhouse Suppers.

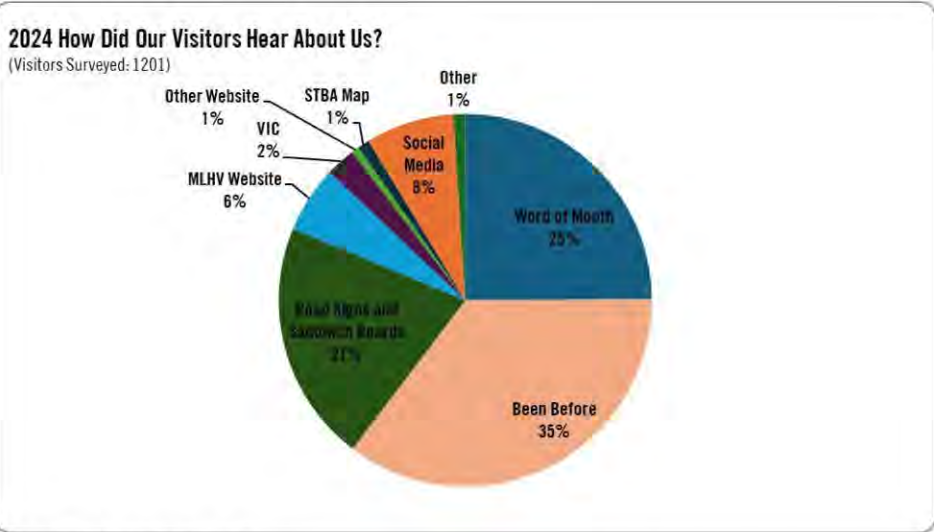
Eastern Shore Players performances account for the high numbers in November over the past two years.



Where do visitors come from?

In 2025 the collected responses for this data increased significantly due to diligent storekeepers who asked and documented more regularly than in past years. If all collected responses are from the 2,931 general admissions, the vast majority of them were surveyed for demographics and referral information. In general the percentage breakdown of where people come from has changed very little over the years. When compared to 2019, the most notable difference is the percentage from the Eastern Shore - it is up from 15% in 2019 to 24% in 2024. Visitation from Europe, USA, Quebec and Ontario have all declined since 2019.

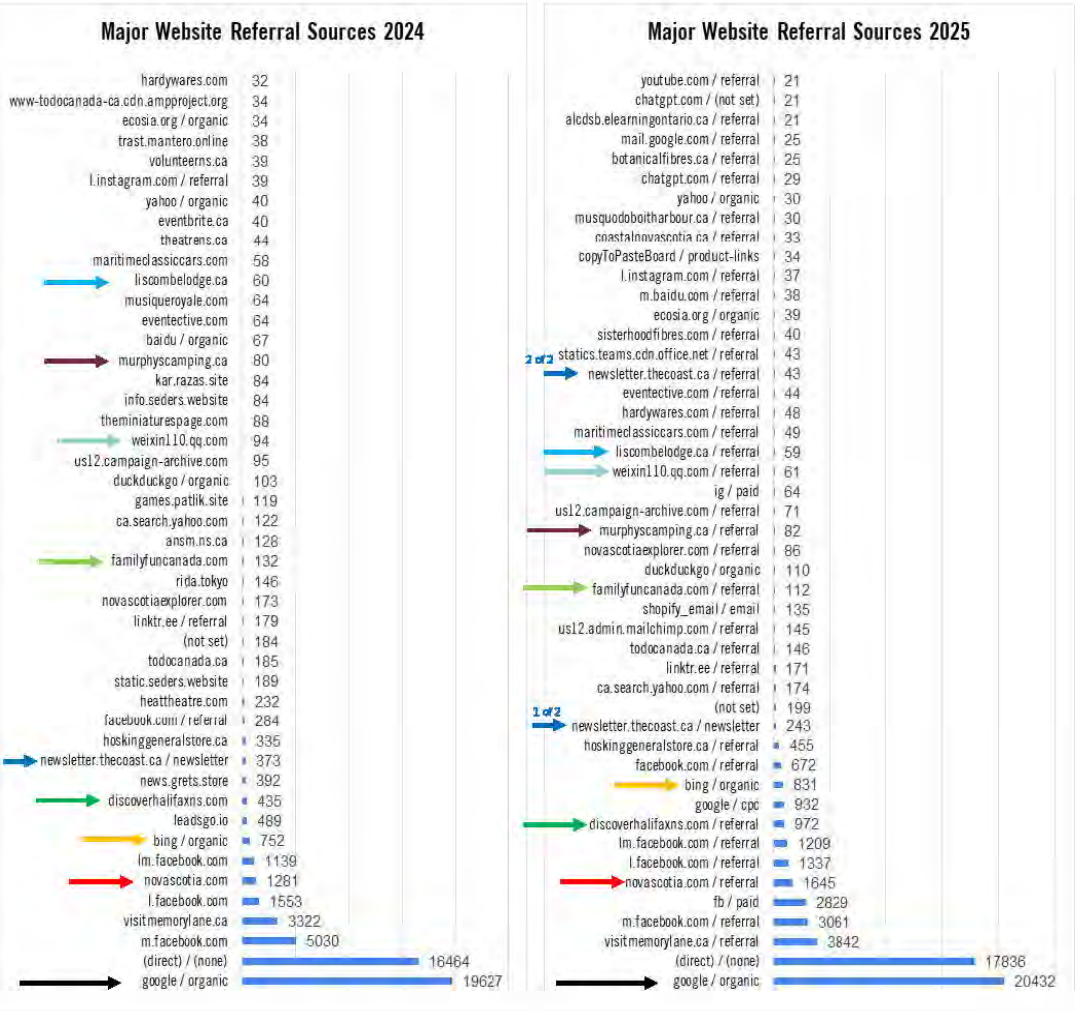
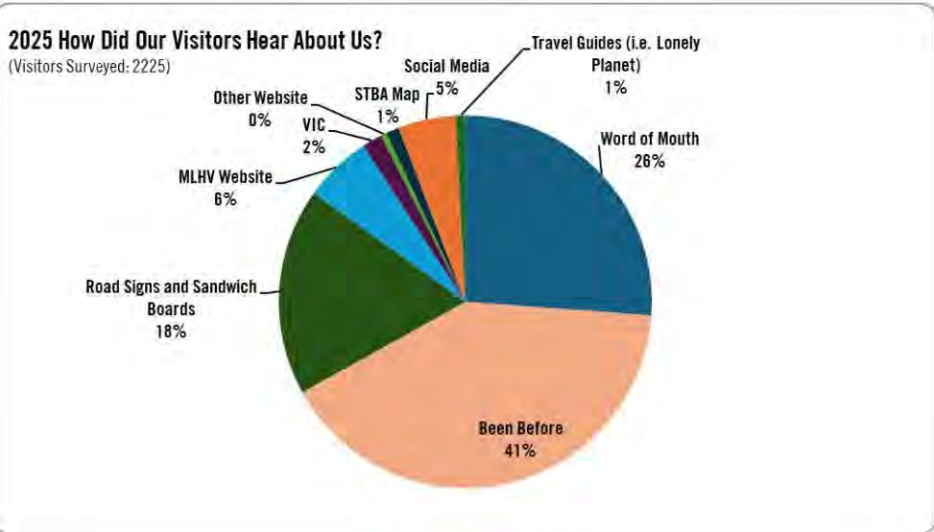




How did visitors hear about us?

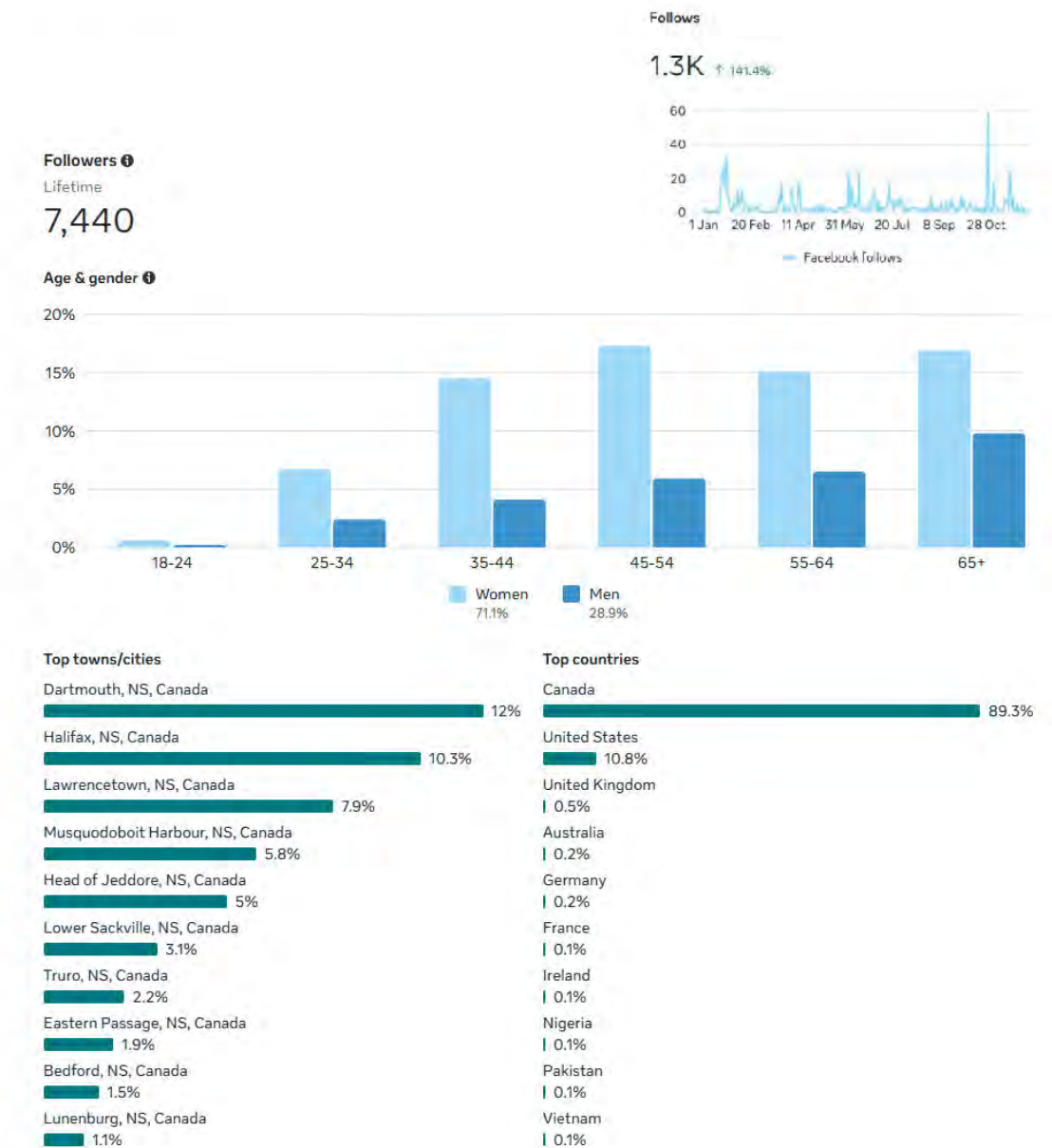
In terms of how people hear about the Heritage Village there has been minimal proportional change over the years. “Been Before” continues to be the highest proportion of visitors which continues to suggest that once they come visit once, they return and likely bring others with them in future visits.

Road Signs continue to be the highest rate of referral after Word of Mouth and Been Before. The larger sample size of data combined with the 25th anniversary season bringing former visitors back to the Village is likely why social media is a lower proportion and Been Before has taken up the extra proportional percentage points.

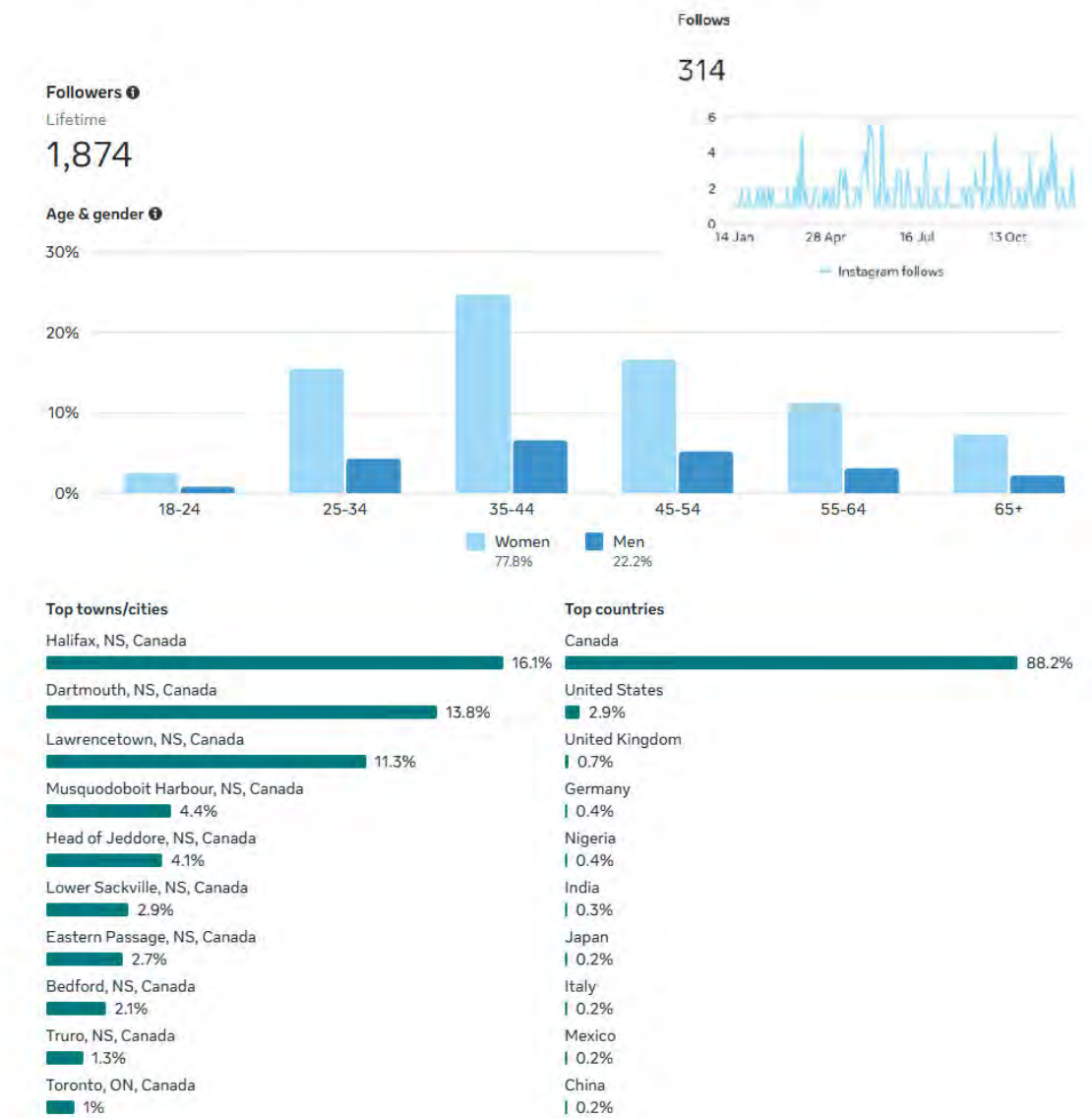


Facebook Demographics - as of December 12, 2025

2025 Primary Communications Goal - Communicate messaging for 25th anniversary events, activities, and celebrations.



Instagram Demographics - as of December 12, 2025



Top 10 Facebook/ Social Media Posts (2025) - Reach

Post Message	Type	Date Posted	People Reached	Post	Impressions	Total Clicks
				Engagements (Likes/Comments/ Shares)		
It's been a familiar sound on the Maritime coast for generations. These make and break engines were used for decades	Video	01/17/2025 14:12	86684	1353	81695	2758
We've got some more Eastern Shore heritage for you! In this video, Mr. Boutillier talks about making 'killick' anchors...	Video	01/23/2025 14:10	43849	1018	44275	1500
For some folks on the Eastern Shore, their very first ride in a motor vehicle was in this very car!...	Video	04/11/2025 13:53	43616	975	43723	784
Lights, Camera, Action! Sleepy Bear Productions has been back on site all week filming for their upcoming True Crime series for Bell Media and Bell FibeTV...	Photos	04/04/2025 07:01	38512	1145	62628	3568
Subscribe to our Newsletter for early release ticket details. Ticket reservations for "Walk Through Christmas Past" will open in Early November 2025...	Photo	10/29/2025 14:59	33138	260	52137	2048
Clam factories used to dot the shorelines of Nova Scotia's Eastern Shore in the 1940s. And while we prepare for the Cold Waters Seafood Festival...	Video	05/01/2025 14:19	31010	516	35494	532
"Let's make some sawdust" In 2018 Memory Lane Heritage Village received the donation of a traditional wooden dory ...	Video	03/21/2025 08:48	30745	602	28639	802
Holy mackerel! Get ready to dive in and 'fill yer boots' at the Cold Waters Seafood Festival, June 7th & 8th...	Video	05/28/2025 12:19	29784	112	48929	942
Norman is back to feature another of the stationary engines here at the Heritage Village. This one is an International Harvester Corporation - Model LB...	Video	02/05/2025 13:48	27212	866	25986	594
Did you end up with extra tickets for Walk Through Christmas Past? Please cancel your extras so others can attend and make unforgettable memories this holiday season at Memory Lane...	Photo	11/17/2025 14:58	19207	153	28632	1697

Top 10 Facebook/ Social Media Posts (2025) - Engagement

Post Message	Type	Date Posted	People Reached	Post	Impressions	Total Clicks
				Interactions (Likes/Comments/ Shares/Saves)		
It's been a familiar sound on the Maritime coast for generations. These make and break engines were used for decades by fishermen of the Eastern Shore...	Videos	01/17/2025 14:12	86684	1353	81695	2758
Lights, Camera, Action! Sleepy Bear Productions has been back on site all week filming for their upcoming True Crime series for Bell Media and Bell FibeTV...	Photos	04/04/2025 07:01	38512	1145	62628	3568
We've got some more Eastern Shore heritage for you! In this video, Mr. Boutillier talks about making 'killick' anchors...	Videos	01/23/2025 14:10	43849	1018	44275	1500
For some folks on the Eastern Shore, their very first ride in a motor vehicle was in this very car!...	Videos	04/11/2025 13:53	43616	975	43723	784
Norman is back to feature another of the stationary engines here at the Heritage Village...	Videos	02/05/2025 13:48	27212	866	25986	594
"Let's make some sawdust" In 2018 Memory Lane Heritage Village received the donation of a traditional wooden dory...	Videos	03/21/2025 08:48	30745	602	28639	802
Local chainsaw-carver Tiffany Stevens will be at the Nova Scotia Forest Festival on Saturday, October 4th...	Photos	10/01/2025 08:13	11078	562	15973	1780
Clam factories used to dot the shorelines of Nova Scotia's Eastern Shore in the 1940s. And while we prepare for the Cold Waters Seafood Festival...	Videos	05/01/2025 14:19	31010	516	35494	532
1940s "Costume Magic" Fashion Gala will see life-size projections of vintage photos come alive...	Links	07/29/2025 07:00	9606	511	16617	971
Grab Your Plaid and Head for Memory Lane! The Nova Scotia Forest Festival returns on Saturday, October 4th...	Links	09/16/2025 14:56	14714	403	23744	1191

Boosted Meta Ads and Posts - 2025

Post Message	Date Campaign Ends	Ad Budget	Results	Reach	Views	Cost Per Result
2025 Summer Jobs. Looking for a fun, engaging summer job?...	3 Apr 2025	\$43.87	152 link clicks	9847	17515	\$0.29
Unforgettable & Intimate. Memory Lane Heritage Village offer a unique backdrop for your wedding or event. As a...	14 Apr 2025	41.79	373 link clicks	7120	4873	0.11
Join Our Team. Do you know a student who might be a good fit? We've extended the application deadline...	15 May 2025	41.87	165 link clicks	8751	13939	0.25
Memory Lane Heritage Village. Holy mackerel! Get ready to dive in and 'fill yer boots' at the Cold Waters Seafood...	7 Jun 2025	70.09	7139 ThruPlays	26893	50412	0.01
Coming up on Father's Day this weekend...	15 Jun 2025	19.85	354	6529	9395	0.06
Eastern Shore Players presents a Heritage Variety Show...	22 Jun 2025	46.95	(see views) (incorrectly assigned to messages)	4080	4643	7.83 per message
Announcing a Heritage Variety Show "World Premiere"	28 Jun 2025	43.98	262 engagements	5367	10387	0.17
Costume Magic presents a runway of 1940s fashion, as historic photographs from the Eastern Shore come alive...	30 Jul 2025	39.97	498 engagements	6816	11016	0.08
1940s "Costume Magic" Fashion Gala will see life-size projections of vintage photos come...	8 Aug 2025	41.81	541 engagements	n/a	10146	0.08
Blue Engine String Quartet, who performed the very first Musique Royale concert...	29 Aug 2025	33.68	320 engagements	n/a	12125	0.11
We're thrilled to be supporting classical music on the Eastern Shore...	10 Sep 2025	35.90	173 clicks	n/a	15230	0.21
Grab Your Plaid and Head for Memory Lane...	24 Sep 2025	35.96	539 engagements	n/a	13935	0.07
Local chainsaw-carver Tiffany Stevens will be at the Nova Scotia Forest Festival on...	4 Oct 2025	59.93	902 link clicks	n/a	19886	0.07
Did you work at a lumber camp or mill, or know something about them? Come to the Nova Scotia Forest Festival...	4 Oct 2025	59.97	418 link clicks	n/a	20297	0.14
Join us in celebrating the colourful world of fibre arts at the Memory Lane Fibre Arts... (vendor list)	16 Oct 2025	34.86	374 landing page views	n/a	14332	0.09
What happens when a grouchy old man wants to reunite with his estranged dysfunctional...	2 Nov 2025	23.90	110 landing page views	n/a	6559	0.22

2.4 Memory Lane Heritage Village Current Marketing Strategy

Memory Lane Heritage Village positions itself in the marketplace as an immersive 1940s experience rather than a static museum. It actively markets a 'lived experience of a coastal rural 1940s Nova Scotia' packaged through nostalgia/emotional connection, hands-on participation, and community storytelling. The marketing department uses a hybrid heritage tourism marketing strategy.

Key mechanisms for Memory Lane Heritage Village marketing are:

1. Experiential tourism selling participation, not just observation.
 - Step back in time to the 1940s living history museum on the Nova Scotian's Eastern Shore
 - Costumed interpreters 'Villagers'
 - Hands-on interaction with touchable artifacts and open buildings
 - No ropes or barriers between visitors and the past
 - Live animals and sensory environments
 - A curated living history experience for all 5 senses
2. Authenticity and heritage storytelling providing credibility and emotional nostalgia.
 - Restored historic buildings (church, schoolhouse, boat shop, Webber House, general store)
 - Real Eastern Shore 1940s industries (fishing, forestry, mining, woodworking, store keeping, boat building)
 - Promoting a family-friendly interactive attraction which positions the site as multi-generational, educational and entertaining.
3. Farm animals (lambs, kittens, chicks)
 - Heritage hunt (activity game)
 - Hands-on experiences (school house, hand washing, water pumps, lawn mowing, stilt walking)
 - Safe environment, casual walking village layout
 - Value-added re-creations of nostalgic daily 1940s activities (i.e. truck rides)
4. Food and sensory experiences using taste, smell and nostalgia to deepen visitor's immersion.
 - 1940s-style Cookhouse and meals
 - Picnic style dining
 - Gingerbread, brown bread, baked beans, soups
 - Free samples of heritage recipes during events and interpretation days
5. Special event-based tourism strategy which drives repeat visits and reduces dependence on peak summer tourism. The following events are held annually at the Village:
 - Cold Waters Seafood Festival
 - Nova Scotia Forest Festival
 - Father's Day Antique Car Show
 - Dominion Day 'Old Time' Village Fair
 - Women's Heritage Celebration
 - Musique Royale Concert and "Inspired by Music" Dinner
 - Memory Lane Fibre Arts Festival

- Traditional 1940s Christmas Dinner
- Walk Through Christmas Past: Illuminated Scenes of a 1940s Christmas
- Eastern Shore Players Theatrical Performances (locally written & produced)
- Heritage Spotlight Talks & Cookhouse Suppers series

6. Leveraging authenticity through community ownership and volunteer.
 - Community owned heritage organization/museum
 - Operated by the Lake Charlotte Heritage Society
 - 150+ volunteers
 - Village Champions, storytelling approach
7. Eastern Shore identity, regional tourism positioning. Key messages are:
 - Day-trip distance from Halifax (within 1-hour drive)
 - Coastal scenic drive
 - ‘Hidden gem’ positioning in tourism listings
8. Sustainability and modernization reframes the Village as traditional heritage with the addition of sustainability leadership. Recent communications emphasize:
 - “Preserving the past while looking to the future”
 - “A 1940s museum with modern values”
 - Waste-free/ festivals and events
 - Nova Scotia’s first 100% solar powered museum
 - Climate Reality Infrastructure Mitigation Project building upgrades to include insulation, heat pumps and additional solar panels
 - E.V. Charging stations
 - Improved sales, ticketing, and digital presence
9. Digital and fundraising strategy which builds recurring community financial support.
 - Online donation campaigns
 - Membership programs
 - Newsletter and seasonal announcements
 - Online shop
 - Summer heritage craft raffles & community-focused fundraisers with live-streamed video draws

2.5 SWOT Analysis for the Atlantic Coast Arboretum

Strengths

- The site of the arboretum sits on a well-established Eastern Shore tourist destination -Memory Lane Heritage Village. The team at the Village are a successful, award-winning experienced team of tourism professionals.
- Uniquely positioned with limited competition in region and existing arboreta.
- Authentically grounded in Nova Scotia’s rich cultural and natural heritage.
- Timely - tourists are open to visiting places off the beaten path and looking for exposure to nature, exploring the outdoors, and immersing in culture.
- Proximity to Halifax and centrally located to the Eastern Shore catchment area.
- 150 committed Memory Lane Heritage Village volunteers.
- Regional tourism organizations tend to focus their promotions of the Eastern Shore on trails, nature, and beaches so the arboretum will fit well into this strategy.

Weaknesses

- Limited public understanding of what an arboretum is.
- Tendency of people to mispronounce “arboretum”.
- Challenging economic and political climate.
- Catchment area species may not thrive on site due to soil conditions, moisture and aspect.

Opportunities

- A broader mandate and marketplace available to the current Memory Lane Heritage Village experiences and events.
- Building from one season to 365 days per year. The arboretum will be open to visitors 365 days a year.
- Local community residents will have new reasons to revisit the site, and potentially return repeatedly in a season, bringing family and friends.
- Multiple new partnerships and stronger collaboration between local tourism businesses.
- Boosting rural tourism and stimulating local economy by encouraging travel throughout the Eastern Shore catchment area.

Threats

- Limited availability of native understory species.
- Predation by native animals; beaver, porcupine and free roaming museum livestock, sheep, chickens.
- Memory Lane Heritage Village operational overload.
- Staffing outside of the summer season (student job funding).

Appendix 2.6 - Arboreta Worldwide

Fryfogel Tavern & Arboretum

Location: Shakespeare, Ontario

Overview

Founded: 2010
Area: 5 acres
Entrance Fee: Donation basis
ArbNet accredited: Level 1 accreditation
Hardiness Zone: Canadian 6a
Open all year round: Yes
fryfogeltavern.com



Fryfogel Arboretum is located in Shakespeare, Ontario, population: 1,000 - 1,500. It was established on the historic site of Fryfogel Tavern and Inn built between 1844 and 1845.

Fryfogel Tavern is the last standing inn commissioned by the Canada Company a 19th century stagecoach stop and resting place for incoming settlers to the Canadian Huron tract.

The Arboretum hosts trees, shrubs and plants found locally now or in the past, together with those from the Carolinian Forest and elsewhere in southwest Ontario. It provides a snapshot into what the natural world looked like before the arrival of European settlers reflecting a time before land was cleared and farmed upon. Tree species range from conifers, deciduous hardwoods, nut-bearing tree and native shrubs.

The Tavern and Inn host a variety of special events such as \$5.00 tea parties, educational programs \$2.00 per student, ghost tours.



Summary points

Located in rural location
Historic buildings and venue
Community owned and operated by Stratford Perth Heritage Foundation
Arboretum plantings show a historical environmental connection

Buildings

Adjacent to the arboretum the Fryfogel Tavern & Inn museum which is open to the public and community members from June through to August.

The grounds include:

- outhouses
- a commemorative stone cairn
- family gravestones.



Sharlot Hall Museum

Location: Prescott, Arizona

Overview

Founded: 1926
Area: 4 acres
Entrance Fee: Adults \$17.00, Seniors \$15.00, Students \$9.00, Children under 9 free
ArbNet accredited: Level 1 accreditation
Hardiness Zone: USDA 7
Open all year round: Yes
sharlothallmuseum.org

Sharlot Hall Museum Arboretum is located in Prescott, Arizona, population: over 48,000 as of July 2024. It is named after its founder, Sharlot Mabridth Hall (1870-1943) who saw the need to save Arizona’s history and opened the Gubernatorial Mansion Museum which after her death in 1943 was renamed in her honor.

The founder proposed “to make of the grounds a little park of northern Arizona trees, shrubs and flowers”.

The Arboretum is an urban oasis featuring 89 species of trees and woody plants. Among and alongside them are the Yavpé Ethnobotanical Garden, which was developed in collaboration with the Yavapai-Prescott Indian Tribe, and the Territorial Women’s Memorial Rose Garden with 180 historic rose varieties.

As the museum nears its centennial in 2028, staff and volunteers continue to plant and nurture trees, shrubs, and perennials that are either native to the region or are descended from those cultivated by pioneer farmers, families, and ranchers. Of particular interest are two apple trees and a London plane tree that may have been planted by Sharlot Hall herself.

Sharlot Hall Museum and arboretum host a variety of special events such as the annual 2-day Prescott Indian Market, Sharlot’s Cellar wine event \$125 and Frontier Christmas walkthrough \$5.



Summary points

On site archive open to public.
Historic buildings and venue
Community owned and operated by Sharlot Hall Historical Society
Dedicated volunteer base and animators.

Buildings

Sharlot Hall Museum hosts a lush campus of 11 buildings – eight of which are historic, with one included on the National Register of Historic places.



Historic Rittenhouse Town Arboretum

Location: Philadelphia, Pennsylvania

Overview

Founded: 1690
Area: 20 acres
Entrance Fee: Grounds are free. Seasonal tours \$20.00 per person.
ArbNet accredited: Level 1 accreditation
Hardiness Zone: USDA 7
Open all year round: Yes
rittenhousetown.org/about/arboretum



Historic Rittenhouse Town Arboretum is located in the heart of Philadelphia, Pennsylvania, nestled within Wissahickon Valley Park. Owned by the City of Philadelphia and managed by Non-profit Friends of Historic Rittenhouse Town.

Historic Rittenhouse Town is the site of the first paper mill in America, an early 19th century industrial site and the 1707 Homestead of the Rittenhouse family, it is a National Historic Landmark.

The arboretum features two unique collections of cherry trees and magnolias. The Magnolia Grove is dedicated to Dr. Jack Fogg, who received his PhD in Botany from Harvard University in 1929, his many accolades include the cofounding the American Magnolia Society. The cherry collection runs alongside the Monoshone/ Paper Mill Run which powered the early water wheels on site. In addition, the arboretum is home to over 80 species of trees and shrubs.

Historic Rittenhouse Town and arboretum hold regular events, including the annual Town Fair, Tavern nights, Talk and Tasting events and Hearth Week.



Summary points

Nature hikes focus on the interplay between nature and industry.
Historic buildings and venue.
Dedicated to informing the public about the life and times of an early industrial village.

Buildings

Rittenhouse Town includes six historic buildings and the area also includes archaeological industrial remains of some of the mill buildings.



Reeves-Reed Arboretum

Location: Summit, New Jersey

Overview

Founded: 1889
Area: 13.5 acres
Entrance Fee: Free with suggested donation of \$10.
ArbNet accredited: Level 2 accreditation
Hardiness Zone: USDA 6b
Open all year round: Yes
reeves-reedarboretum.org



The Reeves-Reed Arboretum is located at 165 Hobart Avenue in Summit, New Jersey. It is the only arboretum in Union County, population: approximately 22,705. It was established on the historic site of Wisner House, a Colonial revival home built in 1889.

Once a country estate, Reeves-Reed arboretum is now a public garden listed on the National and State registers of Historic Places. Its estate and gardens represent design trends by prominent late 19th and early 20th century landscape architects, including Calvert Vaux, a partner of Frederick Law Olmsted.

The arboretum landscapes include natural woodlands, open vistas and more formal gardens that exemplify the Country Place movement of the early 20th century. It hosts a diverse collection of trees and shrubs, ranging from hardwood forests to cultivated, ornamental species.

Reeves-Reed arboretum hosts a variety of environmental education, cultural and private events, including annual festivals; Daffodil Day \$10, Celebrate Fall, The Sounds of a Summer Night concert series \$10 and fundraiser ART in the Garden.



Summary points

500 members and 1000 active volunteers.
Historic buildings and venue.
The City of Summit owns the property, but Reeves-Reed Arboretum is a separate, non-profit corporation, operating as an educational institution without city funding or services.
Arboretum plantings maintains their historic footprint, though climate adaptation has occurred.

Buildings

Reeves-Reed arboretum hosts several key buildings, the primary structures are the historic Wisner House, the Stackhouse education center, Greenhouses, Amphitheater and a historic carriage house.



