



Landscape of Grand Pré Incorporated Annual Report 2023-2024



Above photo: John Robichaud

Cover photo: Jamie Robertson

Landscape of Grand Pré Incorporated Annual Report iscal year April 1, 2022 to March 31, 2023

Message from the Chair	3
Background	4
Mission and Vision	4
Membership	5
Board of Directors.....	5
Standing Committees of the Board.....	5
Statement of Financial Activity	7
Outlook for the future – Executive Director ...	8



unesco

World Heritage site
Site du patrimoine mondial



Message from the Chair

I would like to share some of the activities Landscape of Grand Pré Inc. (LGPI) was engaged in over the past year.

Ongoing partner and stakeholder engagement and public relations

From creating strategic alliances among levels of government through to program planning and Board administration, the active office of LGPI in engaging and communicating with the many interests in the Landscape continues to build public appreciation and understanding of the UNESCO inscription and its challenges and opportunities. The ongoing work of our Executive Director, and influence of our Board of Directors, has resulted in a higher profile and unique identity of the Landscape within our respective organizations, Acadia University, the Town of Wolfville, Birds Canada, and many business, tourism and conservation interests. As well, the increased LGPI presence on social media engages communities not only close by but around the world. The land of Mi'kma'ki and Southwestern Nova Scotia is a dynamic milieu with changing populations, climate and more. Ongoing relationship building continues to be critical to achieve our mandate.

Community BBQ and Agricultural Safety Program

Our annual community BBQ was held on August 25, 2023, in conjunction with an agricultural safety program provided by Margaret Ells, Training and Awareness Coordinator, Nova Scotia Federation of Agriculture. Also, as a promotional activity recommended by the Education and Marketing Committee, t-shirts featuring the Landscape logo were produced locally and offered to volunteers and participants at the Landscape event.

History course on the Landscape of Grand Pré

At the suggestion of the Corporation, Acadia University organized a first-year history course focusing on the Landscape of Grand Pré in an effort to get first-year history students to start thinking about how to communicate history to the public and whether that process can be commercialized without corrupting the stories. This initiative was part of “engaging youth” and collaborating with the community close to the Landscape.

Corporation's Strategic Plan Review and Financial Sustainability

A consultant has been retained to help the Board of Directors review and update LGPI's strategic plan, which was last prepared in 2018. Workshops with the consultants are being held this September, and stakeholders will be invited to provide comments through a survey.

The Board of Directors has considered the issue of financial sustainability, and the Finance and Audit Committee has presented options to the Board. The Board has decided that the review of the strategic plan would inform decisions that will need to be made to ensure that the Corporation has the resources necessary to achieve its mandate. It should be noted

that the Corporation has been conscious of limiting its spending. Twelve years after the Province of Nova Scotia allocated \$2.5M for the management of the Landscape of Grand Pré World Heritage Site, more than 75% of the original amount is retained by LGPI as investments. This shows that the Corporation's activities have been financed mainly through income generated by judicious investments.

Devour Food Film Fest

As part of the 2023 Devour Food Film Fest, the Executive Director and I welcomed the “Meet Your Farmer Tour” at the View Park on October 27. On October 28, the Executive Director welcomed some 125 participants in the “Le Tour de l'Acadie” bike ride at the View Park.

Unveiling of a Landscape of Grand Pré Tapestry

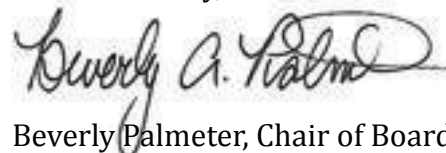
A tapestry depicting the Landscape of Grand Pré was unveiled at the Grand-Pré National Historic Site Visitor Centre on October 5, 2023. The tapestry symbolizes the link between the Prehistoric Caves of Yagul and Mitla World Heritage Site, located in the semi-arid highlands of southern Mexico, and the Landscape of Grand Pré. Drawing on work by Marcel Morin, master cartographer from Grand Pré, the tapestry is the work of renowned Zapotec weavers Isaac and Jeronimo Vásquez of Oaxaca. The corn grown in Nova Scotia and in the Landscape of Grand Pré has its ancient origins in Oaxaca.

At the 2023 Annual Meeting of Members held on September 22, four new directors were elected to the Board by the membership: we welcomed Neil Boucher, nominated by the Société Promotion Grand-Pré; Cyrdila Poirier, nominated by the Société National de l'Acadie; and Beverly Boyd and René Gallant, directors at large nominated by the Board. On behalf of the Board, I would like to thank Gérald Boudreau, Yvon Fontaine and Ernest Thibodeau for their services over the past few years.

Another successful initiative that we are pleased to support is the archaeological initiative put in place in 2021 to support the protection of the archaeological heritage of the Landscape and its buffer zone. This initiative has been very successful and continues to be in place. Please reach out to our Executive Director for further details about how we can assist landowners in having an archaeological resources impact assessment done for a development project on their property.

Finally, I would like to thank the Board of Directors and standing committee members for their valued contributions to advance the mandate of Landscape of Grand Pré Inc.

Yours sincerely,



Beverly Palmeter, Chair of Board of Directors

Background

The Landscape of Grand Pré became Canada's 16th World Heritage Site, inscribed by the United Nations Educational, Scientific and Cultural Organization (UNESCO), on June 30, 2012. The 13-square-kilometre site is located on the Bay of Fundy's Minas Basin in Nova Scotia's Annapolis Valley, which is part of the Mi'kmaw people's unceded homeland of Mi'kma'ki. UNESCO World Heritage Sites are recognized for their "Outstanding Universal Value" for humanity as a whole, having cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations throughout the world.

For the Landscape of Grand Pré, the elements of Outstanding Universal Value were identified under two criteria:

Criterion (v) "An outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change":

The cultural landscape of Grand Pré bears exceptional testimony to a traditional farming settlement created in the 17th century by the Acadians in a coastal zone with tides that are among the highest in the world. The polderisation used traditional techniques of dykes, aboiteaux and a drainage network, as well as a community-based management system still in use today. The resultant rich alluvial soil enabled continuous and sustainable agricultural development.

Criterion (vi) "Directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance":

Grand Pré is the iconic place of remembrance of the Acadian diaspora, dispersed by the Grand Dérangement, in the second half of the 18th century. Its polder landscape and archaeological remains are testimony to the values of a culture of pioneers able to create their own territory, whilst living in harmony with the native Mi'kmaw people. Its memorial constructions form the centre of the symbolic re-appropriation of the land of their origins by the Acadians, in the 20th century, in a spirit of peace and cultural sharing with the local area community.

Mission and Vision

Landscape of Grand Pré Incorporated was created in 2016 under the Canada Not-for-profit Corporations Act. The purpose of the Corporation is

- a) to protect and preserve the Landscape of Grand Pré UNESCO World Heritage Site, in Grand Pré, Nova Scotia; and
- b) to educate the public and increase its appreciation and awareness of the Landscape of Grand Pré UNESCO World Heritage Site and its history.

MISSION

To protect, preserve and promote the Landscape of Grand Pré UNESCO World Heritage Site.

VISION

Our communities and partners work collaboratively and proudly to protect and champion the living cultural and agricultural landscape of Grand Pré for the world to appreciate.



Commemoration of the 100th anniversary of the Deportation Cross

Membership

The eight-member organizations are composed of the following:

Class A Voting Member Organizations

1. Glooscap First Nation
2. Grand Pré & Area Community Association
3. Grand Pre Marsh Body
4. Municipality of the County of Kings
5. Parks Canada Agency
6. Société Nationale de l'Acadie
7. Société Promotion Grand-Pré

Class B Non-Voting Member Organizations

8. Province of Nova Scotia represented by the Department of Communities, Culture, Tourism and Heritage

Board of Directors and committees

The Board of Directors is the core governance body of the Corporation. It meets regularly throughout the year and is made up of directors nominated by the member organizations and by the Board. The nominated directors are elected by the member organizations. The 2023/2024 Board consisted of 10 directors (officer positions as noted):

- Géraldine Arsenault, Secretary
- Mark Bannerman

- Neil Boucher
- Beverly Boyd
- René Gallant, Vice-Chair
- Cally Jordan, Treasurer
- Emily Lutz
- Beverly Palmeter, Chair
- Marilyn Perkins
- Cyrilda Poirier

Standing Committees of the Board

The Board's standing committees are key to the Corporation achieving its mandate. Their combined work is crucial to achieving the Corporation's strategic plan. Five standing committees have been established:

Education and Marketing (chaired by Amy MacDonald, with Neil Boucher, Beverly Boyd, Stéphanie Comeau, Marilyn Perkins and Cyrilda Poirier as members and with the Board Chair and the Executive Director as ex-officio members). The Committee played a vital role in the adaptation of a visitor experience concept as well as supporting the review of the dykelands awareness initiative and providing input for the development of a video on the Landscape.

Executive (chaired by Beverly Palmeter, with Géraldine Arsenault, René Gallant and Cally Jordan as members and with the Executive Director as ex-officio member).

The Committee acts on behalf of the full Board regarding matters that require the immediate attention of the Corporation or which would cause missed opportunities and/or cause serious damage to the Corporation. All decisions of the Committee must be confirmed by the full Board at its next meeting.

Finance and Audit (chaired by Emily Lutz, with Mark Bannerman and Cyrilda Poirier as members and with the Executive Director as ex-officio member). The Committee has been supporting the work of the Corporation in fulfilling its oversight responsibilities relating to corporate auditing and reporting, financial and accounting policies, financial risk management and relevant financial initiatives and milestones identified in the Corporation’s strategic plan. The Committee also monitors the Corporation’s investments with RBC Dominion Securities and has made recommendations to the Board regarding the financial sustainability of the Corporation.

Governance and Nominating (chaired by Cally Jordan, with René Gallant and Beverly Palmetter as members and with the Executive Director as ex-officio member). Over the past year, the Committee has undertaken the review of all corporate policies as well as the by-laws of the Corporation. The Committee also recommended the membership of the Board’s standing committees and nominees for directors at large.

Technical and Advisory (chaired by Beverly Boyd, with Tony Bowron, Catherine Cottreau-Robins, Heather MacLeod-Leslie, Laura Mosher and David Smith as members and with the Board Chair and the Executive Director as ex-officio members). The Committee has been engaged in reviewing and providing input into the Nova Scotia Department of Agriculture’s initiative to protect the dykelands in the province, including the Grand Pré dykelands. The Committee continued its efforts to update the strategy for the protection and management of the archaeological heritage in the Landscape and its buffer zone.



Photo: Tami McEvoy

Unveiling of the Landscape tapestry

Statement of financial activity

(from the audited financial statements)

LANDSCAPE OF GRAND PRÉ INCORPORATED | YEAR ENDED MARCH 31, 2024

	31/03/2024	31/03/2023
Revenues		
Grand Pré UNESCO investments.....	\$ 176,479	\$ 187,062
Other.....	58,912	15,766
Grants and contributions	--	47,238
Gain (loss) on disposal of investments	<u>(7,231)</u>	<u>--</u>
Total	228,160	250,066
Expenditures		
Board expenses.....	4,072	10,075
Communication and marketing	46,813	32,320
General operating expenses.....	25,379	23,222
Staff expenses	93,185	100,031
Strategic projects and technical projects.....	30,867	61,385
Support services.....	27,844	15,092
	<u>228,160</u>	<u>242,125</u>
Excess of Revenue over Expenditures	<u>—</u>	<u>\$ 7,941</u>
Net Assets At Beginning Of Year Excluding Unrealized Gain.....	\$ 38,011	40,803
Cumulative Unrealized Gain In Investments.....	97,130	(10,733)
Excess of Revenues Over Expenditures.....	<u>—</u>	<u>7,941</u>
Net Assets At End Of Year	\$ 135,141	\$ 38,011

Outlook for the future – Executive Director

The review and update of the Corporation's strategic plan, which is currently underway, will be guiding the work of Landscape of Grand Pré Inc. over the next few years. This is a pivotal exercise for the Corporation, and the Board of Directors will be fully engaged in the process. Member organizations and stakeholders are encouraged to provide ideas and suggestions through an online survey.

The Corporation has spent considerable energy over the past few years to explore opportunities for the development of an immersive visitor experience regarding the Landscape of Grand Pré World Heritage Site. At some point, it seemed that it would be possible to expand the existing Grand-Pré National Historic Site Visitor Centre, but it was finally determined that this would not be possible. The Board has agreed that over the next few months, additional outdoor interpretive and orientation panels would be developed to provide increased opportunities for visitors to discover and appreciate the World Heritage Site. The Municipality of the County of Kings has provided part of the funding for this project.

The Corporation will be supporting the extension of the Harvest Moon Trailway from Grand Pré to Hortonville through an investment of \$30,000 approved by the Board of Directors. LGPI will continue to provide input regarding the Province of Nova Scotia's initiative to improve the protection of the dykelands. LGPI will also be working with the Grand Pré & Area Community Association and the Grand Pre Marsh Body in an effort to improve road safety in the Landscape of Grand Pré.

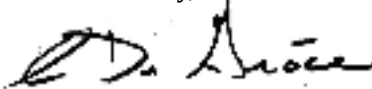
While participating at the 2024 Congrès mondial acadien (CMA) held recently in Clare/Argyle Nova Scotia, I had an opportunity to share the Outstanding Universal Value of the Landscape with many people from Nova Scotia, other parts of Canada, and elsewhere in the world. I was proud to tell people that the inscription of the Landscape

of Grand Pré on UNESCO's World Heritage List had brought different communities to work together for a common purpose. The CMA 2024 was a great success, with some 30,000 people attending the 9-day event. It is estimated that the economic benefit for the province is about \$20M. The event also generated an estimated increase of 4,000 visitors to Grand-Pré National Historic Site and the Landscape.

When I returned to Grand Pré on August 18 for an event at Horton Landing to mark the 100th anniversary of the Deportation Cross, I was reminded of the warm welcome Betty Curry had extended to Acadians visiting the site over the years. I was also pleased to see that the warm hospitality had been transmitted to family members, as they had installed a sign at the entrance to the lane leading to the site of the Cross to facilitate access and came over to offer welcoming remarks to visitors who had gathered for the commemorative event.

Before the inscription of the Landscape of Grand Pré on UNESCO's World Heritage List in 2012, the two main partners involved with Grand-Pré National Historic Site were Parks Canada and the Acadian community. With the inscription, the dialogue has been expanded to include the Mi'kmaq, the Acadians, the local community, the agricultural community, and all three levels of government. It is my hope that review of the Corporation's strategic plan will build on the inclusive approach developed over the years for protecting, celebrating, and sharing the timeless cultural and agricultural significance of the Landscape of Grand Pré World Heritage Site.

Yours sincerely,



Claude DeGrâce
Executive Director
Landscape of Grand Pré Incorporated
www.landscapeofgrandpre.ca