

Lieutenant Governor Community Spirit Award Entry Form

Thank you for taking the time to tell your community's stories and what makes it so special.

- Please fill out the following information and then continue to complete your nomination by adding extra pages to this word document so that it will arrive in one single attachment.
- Please save your file by community name.
- All entries should be in Microsoft Word format and, if appropriate, in video format (avi or mpg only) as a second attachment.
- **All completed entry forms and submissions must be emailed to submissions@communityspiritaward.ca by midnight, January 31, 2011.**

Community Name: **Town of New Glasgow**

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Names of Groups within the community who have joined together to put forward this nomination:

- 1. New Glasgow Development Commission**
- 2. Pictou Regional Development Agency**
- 3. Pictou County Tourist Association**
- 4. New Glasgow Communities in Bloom Committee**
- 5. New Glasgow Heritage Committee**

By submitting your nomination you are agreeing to allow the Lieutenant Governor's Community Spirit Award to post your stories on the Award's website and to share these stories online with the Award's media partners.

THE TOWN OF NEW GLASGOW

Signature Events & A Community Spirit that Flourishes - New Glasgow is a town with a special spirit of community volunteerism, enterprise, entrepreneurship. As the commercial service centre for northern Nova Scotia and the largest town in Pictou County, life in New Glasgow offers a refreshing combination of rural charm with urban amenities and the people here demonstrate not only a great sense of community, but also a strong social conscience. Citizens show great support and care for each other,

their families, their neighbours and their town. This sense of community is extended beyond the town to a regional level with citizens from all communities in Pictou County coming together for the common good and also demonstrating great pride in their county as well as their hometowns. Given the amount of volunteer effort and corporate sponsorship needed to make such events and projects happen, one might expect the well to run dry but the citizens of New Glasgow and of Pictou County continue to give generously of their time talents and finances for the betterment of the community as a whole time and time again.

The town has a diverse cultural mosaic and strong traditions of athletic, art, and cultural excellence. New Glasgow has thriving service clubs, non profit organizations and charities and is also home to an extraordinary amount of festivals and events, all led by community volunteers and supported by local business and often hold events to raise funds for local charities or special causes such as the Haiti earthquake Relief Fund. From annual signature festivals to community run events such as the North End Chocolate Festival, the Westside Winter Carnival, the Ward One Winter Fest, as well as an annual Community Litter Pick-Up and Go Clean Get Green – New Glasgow has Community Spirit!

Brand - New Glasgow's brand representation encompasses the energy and potential of its community members, and their ability to succeed and grow – to flourish.

The brand is rooted in the richness of the town's heritage, and draws inspiration from the traditional Scottish coat of arms. The reference to the lion, a symbol of pride, directs the focus to the positive attributes of the town, and the need to reflect on its attributes and accomplishments.

The tagline – flourish – is a positive, energizing command. It evokes positivity and enthusiasm. It speaks of growth, change, success and happiness. It is what you wish for your children. It is what you dream of for yourself. It is what the town of New Glasgow can do for its citizens – provide a supportive environment in which they can live and learn and grow together to help each other reach their full potential.

A safe and solid place to raise a family is a valuable commodity. Finding a place where you know your children can flourish is key. Finding a place where you can flourish with them is even better. New Glasgow continues to provide a strong, nurturing and edifying environment for families. Its schools, afterschool activities, music, drama and sports achievements are exemplary of the opportunities the town provides for its youth – and their parents to flourish.

Our connections to others are what keep us grounded, balanced and bring us true happiness. **New Glasgow's unique community spirit provides countless opportunities to connect with others in a meaningful way. From sports and recreation to fundraisers and community programs, the town is bustling with activity – with people who care about each other and their community.**

New Glasgow reflects the spirits of its people and the region. It is a vibrant, friendly place to work, live and visit.

NSCAD Partnership - In the spring of 2009, discussions between staff and NSCAD representatives resulted in a partnership. The President's Strategic Plan for NSCAD University includes a mandate for the School of Extended Studies to focus on building strong connections with local and rural communities across Nova Scotia. The desire is to bring NSCAD into the community and the community into NSCAD. The goal is to deepen NSCAD's relationship with Nova Scotians and directly impact the economic growth, community development and enrichment of this province. A partnership with the Town of New Glasgow provides mutually beneficial collaborations for both the local and university communities. Harnessing the expertise, energy and critical and creative thinking of NSCAD faculty, alumni, students and staff, coupled with the dynamic community of New Glasgow, creates a fabulous recipe for successfully building capacity and strengthening the impact on the creative economy. The Community Studio Residency Program will have a studio space for residents to develop their art practice, a Community Public Lecture Series, Public Workshops, School Workshops, Exhibits and Open Houses and NSCAD Alumni outreach. It will be a three-pronged programming approach – non-credit courses, public workshops and credit courses.

Farmers Market - Over the past number of years, the Town of New Glasgow and The Pictou Regional Development Agency, in partnership with municipal and industry representatives from across Pictou County, and with support from the Nova Scotia Department of Agriculture, have worked together to create a Farmers Market in Pictou County. Since the summer of 2008 it has continued to grow and flourish. The Farmers Market specializes and focuses on locally grown products, providing a diverse mix of fresh produce, meat, dairy and other unique local delicacies. In 2009 the market formed a not for profit cooperative and registered as the New Glasgow Riverfront Farmers Market. Since then it has continued to grow and develop.

The New Glasgow Farmers' Market Cooperative Limited (NGFMC) is a not-for-profit cooperative whose mandate is to support local growers, producers and artisans by providing a low risk venue that will help promote their products and give exposure for their businesses. The New Glasgow Farmers Market is committed to an agriculturally based market, aiming at having at least 60% of its space rented to agriculture producers and up to 40% of its space rented to artisans.

The Town of New Glasgow was committed to providing the Cooperative with a permanent location in the downtown core. The town received letters from neighboring municipal units supporting a New Glasgow permanent location.

With funding from the Department of Agriculture, the Office of Economic Development and the New Glasgow Development Commission, the Town constructed a 60X60 dome that will accommodate upwards of 38 vendors inside the structure and allow for open public space.

Each Saturday the Market has hosted more than 1,000 visitors and during special events that number increases. It is a wonderful community gathering spot and is filled with local talent, local food and community spirit.

Integrated Community Sustainability Plan - The path to sustainability in Pictou County received a boost in the summer of 2006. The Town of New Glasgow partnered with Clean Nova Scotia, the Nova Scotia Department of Energy and the federal EcoAction program on the Financial Savings and the Future of Energy project.

When the rural Municipality of Pictou County (population 21,982) joined with New Glasgow on the Energy Conservation and Sustainability in Pictou County project in April 2007, 68 per cent of the county's population was represented; Conserve Nova Scotia and the NS Department of Energy were provincial partners. The addition of Pictou (population 3,813) and Westville (population 3,805) to Sustainable Pictou County in April 2008 means the project represents 84 per cent of the county's population.

Downtown Revitalization Phase 1 -Through the course of the development of a Master Plan, Ekistics Design, together with Town of New Glasgow staff, CAO Lisa MacDonald and project co-chairs Geralyn MacDonald and Bob Funke, arranged numerous meetings with representatives of the Downtown Development Corporation, Council for the Town of New Glasgow, and various interested target groups, to develop a comprehensive plan for the next twenty years. Ekistics reported directly to a steering committee, comprised of community leaders and businesses within the Downtown Development Corporation. Once approved by the steering committee, the plan was presented at a public meeting, and ratified by Council for the Town of New Glasgow.

The project showcases the Downtown's unique architectural appeal through restoring the historical character of the business district through an aesthetic framework. A community driven revitalization plan built on the assets of the Downtown core.

The Master Plan was developed with numerous Town Hall and coffee shop meetings to seek input. The Town also arranged meetings with representatives of the Downtown Development Commission and various community and business groups, including an open invitation to all residents and businesses.

Total cost was \$3,753,800.00. Volunteers as well as Town Council and staff supported the project and worked countless hours to ensure its success. These new investments, together with the volunteer efforts and the donated assets, have added tremendous value to the Town.

One of the major strategies to the plan was the Facade Program. Thirty-two applications from businesses were completed for a total of \$971,500.00 in direct facade improvements. Several property owners and developers also did extensive renovations to their buildings creating over 40,000 square feet of additional office space and 12 new residential units within the Downtown. This resulted in new businesses, new tenants and increased traffic to our Town.

NEW GLASGOW RECEIVES NATIONAL COMMUNITY OF GARDENERS COMMUNITIES IN BLOOM AWARD FOR QUALITY WORK IN BOTH PRIVATE AND PUBLIC SPACES -

The Town of New Glasgow came away with a national outstanding achievement award in the criteria category of "Community of Gardeners" at the national Communities in Bloom Awards Ceremony held Sunday afternoon at the Rebecca Cohen Theatre in Halifax. This special criteria award is given for outstanding achievement in both private and public green spaces and recognizes commitment to greening and beautification **as well as community spirit.**

"Many people deserve credit for this honour as the residents of New Glasgow take tremendous pride in their homes and properties," says Mayor MacMillan. "We are also very proud of the work of our strong CIB volunteers, corporate sponsors and our grounds crew. This is a significant achievement of which our town can be very proud. To be recognized among so many outstanding towns in the **Community of Gardeners Criteria** category is a celebration of great teamwork by our community and our municipality. For New Glasgow to be singled out is indeed special- not every day does this kind of national acknowledgment come to small town Nova Scotia. It was an honour as mayor to accept this award on behalf of our community, the Communities in Bloom Committee and Town Council.

In the 7,501- 10,000 community population category, New Glasgow received its third five bloom national rating and a score of 87.8 out of 100 for categories that included tidiness, environmental action, urban forestry, heritage conservation, landscaping, floral displays, turf and ground cover. Community involvement was judged in all categories and special mention was given to New Glasgow for community involvement in tidiness and for the impact of the County wide initiative, Go Clean Get Green Community Litter Clean Up.

Marathon of Respect and Equality (MORE) - Henderson Paris began the *Run Against Racism* two decades ago as a way to promote equality in the county. On May 6, 2010, the new Marathon of Respect and Equality took place as Henderson passed the torch on to a new event with the same goal, to promote respect and equality for all. Runners of all ages pass through each town in Pictou County before finishing up in New Glasgow.

Johnny Miles Running Event Weekend - The Johnny Miles Race Event Weekend is one of Atlantic Canada's premiere running events, named in honour of one of Canada's greatest runners of all time - Johnny Miles. Held each summer in New Glasgow, the

Johnny Miles Marathon is a qualifying event for the Boston Marathon - an event won twice by Johnny Miles - 1926 and 1929. The late Dr. John Miles Williston, named after the great marathon runner, was a well known physician and community leader of New Glasgow, who began the New Glasgow event in 1975 and established a legacy that has grown over the years beyond a single Marathon Race into fun-filled weekend for all to enjoy. The event offers a prestigious running competition that inspires personal bests and a recreational event that engages the whole community. Both competitive and recreational runners enjoy the support of hundreds of spectators who gather to cheer on the participants. The community supports the event at every level, from amazing volunteers and outstanding corporate support to families and friends challenging and supporting each other achieve a healthier lifestyle.

This year's event will prove to be bigger and better than ever. Over the past number of years it has grown from a one day event with about 200 participants to a two day event and over 2700 participants. www.johnnymiles.ca

Town of New Glasgow Pre-Canada Day Kickoff - The Town of New Glasgow hosts a Canada Day warm up party on June 30th, with a variety of events for all ages the entire day. From a Mayor's Tea, flag raising ceremony and children's activities, to an evening of music and finally a spectacular fireworks display on the East River, this has become an annual tradition as we gear up to celebrate Canada's birthday.

New Glasgow Riverfront Jubilee - This award winning Signature Nova Scotia music festival has attracted some of the biggest names in the east coast and Canadian music scenes. A three-day event set on the banks of the East River, the Jubilee is staged on the exterior stage of the Glasgow Square Theatre. In 2010, the Jubilee featured Canadian roots-rock legends Blue Rodeo, as well as The Trews and Sloan, among others, and drew about 15,000 people over the three days. The 2011 Jubilee takes place July 29, 30 and 31. www.jubilee.ns.ca

Race On the River – Dragon Boat Festival - This event has become one of the most significant annual fundraisers in Pictou County, in addition to having such an important purpose it offers participants and spectators a great time. The main objective of this event is to promote healthy living. Over 40 teams raise pledges and then paddle and race in dragon boats along the East River. The event kicks off with opening ceremonies and exciting entertainment, races begin at 8 am the following morning and live entertainment, concessions, good-spirited competition and zany team costumes are all part of the spectacle. To date this event has raised over half of a million dollars for the Women Alike Breast Cancer Support Group, Highland-Central region of Nova Scotia Special Olympics, Nova Scotia Amateur Sport Fund and Pictou County Prostate Cancer Support Association. www.raceontheriver.com

Festival of the Tartans - Highland Spirit will be evident as the roots and traditions of our region's Scottish ancestors are celebrated during New Glasgow's Festival of the Tartans,

which has taken place for more than 50 years. Traditional Highland games, award winning Highland dancers and pipe bands will perform and impress. Activities include Piping and Drumming competitions, Highland Dancing Competitions, Scottish Heavy Event Competition, Genealogical Workshops, Mayor's Tea, Haggis Luncheon, Parade, Massed Bands, Concert under the Stars, Ceilidhs, Garden Party, Milling Frolic, Historic Walking Tours and Kirkin O the Tartans. Golfers may take part in the Kilted Golf Tournament at Glen Lovat Golf Course, on Fraser's Mountain.

www.festivalofthetartans.ca

New Glasgow Christmas Parade - The Christmas Parade has become a family tradition for Pictou County residents and it is wonderful to see the community come out and celebrate the Christmas season together as family, neighbours, colleagues and friends. Filled with costumes, floats and the Jolly Old Elf himself, the Parade lines the streets with bundled up families enjoying a kick off to the festive season.

Christmas Tree Lightup Ceremony - The Christmas Tree Lightup ceremony, held on the outside stage of Glasgow Square Theatre, features performances by school choirs and local performers. There are also free horse and wagon rides, free hot chocolate and eggnog, glow sticks for the children and a special visit from Santa who arrives on one of the New Glasgow Fire Department's vintage LeFrance fire truck.

1ST NEW GLASGOW CHRISTMAS NIGHT OF LIGHTS GUIDED BUS TOURS DECEMBER 10 & DECEMBER 13, 2010 - The beauty of Christmas lights and the rich history of New Glasgow will be showcased during the first ever "Night of Christmas Lights" Guided Bus Tours hosted by the New Glasgow Communities in Bloom Committee in partnership with the Town of New Glasgow on December 10 & 13.

The evenings will begin with the bus departing from Glasgow Square parking lot at 6:30pm where guests will begin the tour with an official greeting by New Glasgow Town Crier Jim Stewart. Along the route tour guides will offer interesting vignettes on many historical properties and view landmarks such as the LeFrance 1917 fire truck, the Town bell, Carmichael Stewart Museum, and much more. There will be carollers, a bell choir and church bells ringing along the way.

Upon return to the New Glasgow Town Hall, there will be a guided tour of the town hall historic paintings by noted artist David MacIntosh and the decorated Town Council Chambers. An open reception hosted by Mayor Barrie MacMillan and Town Council will follow for tour participants with entertainment provided by Emma Lee Stewart and Eric MacNeil as well as hot chocolate, hot apple cider, egg nog and Christmas cookies served. Members of the Pictou County Multicultural Association will be on hand to share some other holiday customs including a Japanese origami tree.

"Our inaugural tour is shaping up to be a wonderful celebration of our community and the joy of being with family, friends and neighbours during this festive time of year. It

also offers an opportunity to those who are new to our area to experience the sights and sounds of this holiday season. We welcome one and all,” offered CIB Co-Chair Lesley Anne Sobey.

Music Shapes New Glasgow: Subscription Concert Series at The Circle and The Square -

This spring, 2011 two of New Glasgow’s premier performing arts spaces, the well-established Glasgow Square and the newly opened Celtic Circle Performing Arts Center, collaborate to present the Music Shapes New Glasgow Subscription Concert Series. Lineup will be unveiled in February.

With an eye on cultural development, community partnership, and economic growth in conjunction with New Glasgow’s downtown revitalization initiatives, the concert series represents an unprecedented effort to unite the town’s arts community and provide audiences an affordable opportunity to enjoy some of Nova Scotia’s finest entertainers. The series is also supported by Music Nova Scotia’s “Bringin’ It Home” community presenter’s funding program.

Glasgow Square is located at 155 Glasgow Street in Downtown New Glasgow, and is well known for presenting quality entertainment year round. The Celtic Circle is a newly opened performing arts centre located at 195 Forbes Street in Downtown New Glasgow. Originally a church built in 1896, it has been completely renovated to include a 200-capacity live performance space, a 150-capacity banquet space and an on-site professional kitchen and catering service.

Voter Turnout – During the last municipal election in October, 2008 New Glasgow saw a voter turnout of approximately 40-45% in all three wards.

Model Volunteer Community Award – Recreation Nova Scotia recognizes a community that has shown ongoing support for volunteers who have worked together as a community on a project or projects to enhance the lives of its residents, and managed, through the support of volunteers, to make their community a better place in which to live. The Town of New Glasgow was named Model Volunteer Community in 2009.

BEAT THE HEAT IN DOWNTOWN NEW GLASGOW AT THE FIRST-EVER CELEBRATE SUMMER DOWNTOWN FAIR & STREET DANCE - On Saturday, July 24, 2010 Downtown New Glasgow will transform into a neighbourhood-wide fair and street dance that will celebrate summer in New Glasgow and Pictou County.

The first-ever Celebrate Summer Downtown Fair and Street Dance will see special events and activities take place throughout the day on Provost, Archimedes and Jury Streets.

Beginning at 8:30 am and running until 9 pm, visitors can enjoy a ‘best pie’ contest at the New Glasgow Farmers Market, Communities in Bloom herbal recipe and planting demonstrations, sidewalk sales, ice cream and lemonade stands, live music, face

painting, kids' activities, a tug-of-war competition, buskers with students of Fleur Mainville, multicultural displays, a Mother-Daughter Fashion Show, tarot card readings and much more.

The day concludes with a live outdoor concert by local band Alamo, up-and-coming New Glasgow performers who blend together pop rock and country music to create a unique sound that captures the unique feeling of summer in New Glasgow.

All activities are family oriented and intended to bring residents, cottagers, downtown business merchants and other visitors together to enjoy the seasonal summer weather, summer products and community spirit.

The New Glasgow Development Commission is the lead organization with partnership from the Town of New Glasgow, Pictou County Tourist Association and the Pictou Regional Development Commission.

"It's a really fun event and it fits in well with the farmers' market and is in keeping with an old-fashioned fair feel. The inspiration for the theme is the feel of a state fair with lots of things happening at once from home grown musical performances to lemonade and ice cream stands to summer sales," she said. "It's a chance to come together and truly celebrate summer."

TOWN TO RE-DEDICATE REFURBISHED HISTORIC TOWN BELL ON CORNER OF ARCHIMEDES AND DALHOUSIE STREETS - A public ceremony to mark the re-dedication of the historic New Glasgow town bell will take place on December 18, 2009 at the corner of Archimedes and Dalhousie Streets. The ceremony will be a community event with a Christmas theme and an opportunity for celebration of this historic artifact. There will be the formal re dedication of the bell by New Glasgow Mayor MacMillan and Chair of the New Glasgow Heritage Committee Councillor Clyde Fraser, the ringing of church bells by several New Glasgow churches that are near the downtown core, entertainment by local talent, a historical vignette by Judge Clyde MacDonald, as well as a reception that will feature vintage New Glasgow fire trucks such as the Lulan and the LeFrance, free horse and wagon rides, hot apple cider, hot chocolate and Christmas cookies. "Heritage is very important to our community," says Mayor MacMillan. "I was not satisfied with the way the bell was being displayed so I brought forth this idea for consideration by the Heritage Committee and Town Council. It was fully supported and incorporated into the Downtown plan. Not every town has such a bell. It is similar in size to the Liberty Bell and it is magnificent. I expect people will come from far and wide to see the bell now that it is being displayed so prominently. Its location adds to improvements on Archimedes Street and its close proximity to the New Glasgow Library and the Pictou County Roots Society is a natural fit. Also to have it so close to the New Glasgow Fire Station for which it tolled so well for many years makes it come full circle. It was a treasure waiting to be rediscovered."

Garnering Provincial/ National Attention - New Glasgow garnered special provincial and national recognition during the past year. In addition to being named the Model Volunteer Community of the Year in Nova Scotia, the community of New Glasgow received a five bloom out of five bloom rating by the national edition of Communities in Bloom and also increased its numerical evaluation score over the previous year. The town received good ratings in all categories: Tidiness, Community Involvement, Heritage, across all population categories: Tidiness, Environmental Awareness, Community Involvement, Heritage conservation, Urban forest Management, Landscaped areas, Floral displays, Turf and Groundcovers. New Glasgow was also honoured to be selected one of three finalists of the Community of Gardeners Criteria Awards across all population categories and received similar hours the year before in Environmental Stewardship. New Glasgow is also among a select number of municipalities across Canada to reach the 4th milestone in the Federation of Canadian Municipalities Partners for Climate Protection and has been an active participant in Earth Hour and International Development Week as well as a supporter of a national tree planting challenge.

