

2023

NSARB 2023-001

Nova Scotia Aquaculture Review Board

Between:

**KELLY COVE SALMON LTD.**

APPLICANT

- and -

**MINISTER OF NOVA SCOTIA DEPARTMENT OF FISHERIES AND  
AQUACULTURE**

PARTY

- and -

**KWILMU'KW MAW-KLUSUAQN NEGOTIATION OFFICE,  
QUEENS RECREATIONAL BOATING ASSOCIATION, 23  
FISHERMEN OF LIVERPOOL BAY, REGION OF QUEENS  
MUNICIPALITY, and PROTECT LIVERPOOL BAY  
ASSOCIATION.**

INTERVENORS

**BOOK OF EXHIBITS OF THE REGION OF QUEEN'S MUNICIPALITY**

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1	Branding Expenses 2019-2024	1-14
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# TAB 1

Summary total for each year

	Branding related	total dept.
2019-20	[REDACTED]	[REDACTED]
2020-21	[REDACTED]	[REDACTED]
2021-22	[REDACTED]	[REDACTED]
2022-23	[REDACTED]	[REDACTED]
2023-24	[REDACTED]	[REDACTED]
Total:	[REDACTED]	[REDACTED]

Posting Date	Cost Element	Cost Center	Ref. document number
7/31/2019	7010	TOURDSP	1900142164
	7010	TOURDSP	
	7075	TOURPUB/AD	
	7075	TOURPUB/AD	
6/25/2019	6155	EDEV	1900141448
6/28/2019	6155	EDEV	1900141533
6/30/2019	6155	EDEV	1900141637
6/30/2019	6155	EDEV	1900141699
7/9/2019	6155	EDEV	1900141730
7/17/2019	6155	EDEV	1900141879
7/17/2019	6155	EDEV	1900141914
7/23/2019	6155	EDEV	1900141926
7/24/2019	6155	EDEV	1900142001
7/24/2019	6155	EDEV	1900142002
8/31/2019	6155	EDEV	1900142814
9/23/2019	6155	EDEV	1900143080
10/18/2019	6155	EDEV	1900143633
11/20/2019	6155	EDEV	1900144087
3/18/2020	6155	EDEV	1900146087
	6155	EDEV	

Name	Val.in rep.cur.	User Name
89665 PO QUEENS VISITOR GUIDES #QCC62153	5,744.22	SWOLFE
	0.00	
	0.00	
89652 PO PROF. FEES-NEW QUEENS BRANDING #080210	6,538.73	SWOLFE
88823 PO COLOR POSTERS RE: QUEENS BRANDING #24830	26.07	SWOLFE
89653 PO MEETING ROOM RENTAL & COFFEE-BRANDING MTG	55.00	SWOLFE
87498 PO QCCR RADIO ADS FOR QUEENS BRANDING #1737	182.50	SWOLFE
88820 PO DISCOUNT MINIVAN RENTAL ON VISA	114.95	SWOLFE
89656 PO QUEENS BRANDING MTG AD #400394273	317.03	SWOLFE
89658 PO W.Q. HALL RENTAL-BRANDING MTG #31760	50.00	SWOLFE
89660 PO PROGRESS INV#2-QUEENS BRANDING #080524	8,664.60	SWOLFE
89662 PO RADIO ADS-QUEENS BRANDING MTGS #20354	215.25	SWOLFE
89662 PO RADIO ADS-QUEENS BRANDING MTGS #13814	182.71	SWOLFE
89671 PO BRANDING ENGMNT SESS&COMMENT BOX #080849	231.64	SWOLFE
90676 PO QUEENS AWARENESS PHONE SURVEY #081019	1,095.00	SWOLFE
90685 PO PROF. FEES RE: BRANDING #081308	5,089.16	SWOLFE
90695 PO PROF FEES RE: RQM BRANDING #081728	9,177.17	SWOLFE
PO#91724, Branding Professional Fees, Inv #082828	10,407.74	RROWTER

Year total:

Posting Date	Cost Element	Cost Center	Ref. document number
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8/31/2020 7010            TOURDSP            1900148750  
9/29/2020 7010            TOURDSP            1900149153  
9/30/2020 7010            TOURDSP            1900149242  
11/24/2020 7010            TOURDSP            1900150148  
12/31/2020 7010            TOURDSP            1900150858

	7010	TOURDSP	
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11/17/2020 7070            TOURPUB/AD        100052530

	7070	TOURPUB/AD	
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5/19/2020 7075            TOURPUB/AD        1900147103  
7/31/2020 7075            TOURPUB/AD        1900148348  
8/31/2020 7075            TOURPUB/AD        1900148748  
9/15/2020 7075            TOURPUB/AD        1900149048  
10/6/2020 7075            TOURPUB/AD        1900149359  
10/23/2020 7075            TOURPUB/AD        1900149661  
12/15/2020 7075            TOURPUB/AD        1900150550  
12/16/2020 7075            TOURPUB/AD        1900150641  
1/31/2021 7075            TOURPUB/AD        1900151390  
2/28/2021 7075            TOURPUB/AD        1900151879  
10/23/2020 7075            TOURPUB/AD        100053147  
3/31/2021 7075            TOURPUB/AD        1900152304

	7075	TOURPUB/AD	
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5/19/2020 6155            EDEV                1900147102  
10/23/2020 6155            EDEV                1900149662  
3/24/2021 6155            EDEV                1900152137  
3/31/2021 6155            EDEV                1900152276

	6155	EDEV	
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Name	Val.in rep.cur.	User Name
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92499 PO VISITOR GUIDE PUBLICATIONS #QCG63616	2,607.15	SWOLFE
92500 PO VISITOR QUITE PRINTING #QCC63851	2,544.26	SWOLFE
92244 PO L.H./BEACH MAP BROCHURE WORK INV#2015	3,879.44	SWOLFE
94303 PO LIGHTHOUSE & BEACHES FOLDED MAP #481497	1,818.75	SWOLFE
94318 PO PROD/PRINT FEES-QUEENS X-MAS BOOK#QC64228	4,534.17	SWOLFE

QP Room Rental Nov 17/2020	119.93	RROWTER
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92479 PO 2020 MARKETING CAMPAIGN #083404	3,170.29	SWOLFE
92490 PO YOU TUBE VIDEO-QUEENS COAST #084092	236.13	SWOLFE
92497 PO YOUTUBE VIDEO-RQM BRANDING #084585	285.30	SWOLFE
91860 PO FACEBOOK ADS-TOP STAYCATIONS IN Q.C.	85.49	SWOLFE
91860 PO FACEBOOK ADS FOR NEW QUEENS COAST BRAND	64.51	SWOLFE
92246 PO POP UP BANNERS #085133	931.95	SWOLFE
94312 PO 2/9 PAGE VERTICAL SALTSCAPES AD #235444	728.96	SWOLFE
94316 PO VIDEO PROD.-SCTING/CAST CALL EXP #085841	977.94	SWOLFE
94568 PO RELOCATE TO QUEENS COAST FACEBOOK ADS	650.67	SWOLFE
94568 PO RELOCATE TO QUEENS FACEBOOK ADS-VISA	394.54	SWOLFE
92246 PO CREATIVE DEV. FOR AD CAMPAIGN #085132	4,129.73	SWOLFE
94973 PO CREATIVE DEV-AD CAMPAIGN CLAIM#2 #086924	5,214.30	SWOLFE

92479 PO FINAL BRANDING PROF. FEES #083401	10,605.89	SWOLFE
92246 PO CREATIVE DEVELOPMENT #085132	4,129.73	SWOLFE
94965 PO LIVERPOOL STREET BANNERS (20) #295750	2,113.19	SWOLFE
95277 PO PORT MEDWAY LIGHTHOUSE PARK SIGNAGE #2104	3,754.30	SWOLFE

Year total:



Posting Date	Cost Element	Cost Center	Ref. document number
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4/30/2021 7010 TOURDSP 1900152928  
7/31/2021 7010 TOURDSP 1900154209  
12/8/2021 7010 TOURDSP 1900156236

	7010	TOURDSP	
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6/16/2021 7070 TOURPUB/AD 1900153501  
1/31/2022 7070 TOURPUB/AD 1900157069  
3/16/2022 7070 TOURPUB/AD 1900157633  
3/16/2022 7070 TOURPUB/AD 1900157634  
3/16/2022 7070 TOURPUB/AD 1900157642  
3/30/2022 7070 TOURPUB/AD 1900157993  
3/30/2022 7070 TOURPUB/AD 1900157999  
3/31/2022 7070 TOURPUB/AD 1900158043  
3/31/2022 7070 TOURPUB/AD 1900158162

	7070	TOURPUB/AD	
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10/20/2021 7075 TOURPUB/AD 1900155536  
10/31/2021 7075 TOURPUB/AD 1900155671  
12/31/2021 7075 TOURPUB/AD 1900156573  
12/31/2021 7075 TOURPUB/AD 1900156653  
3/17/2022 7075 TOURPUB/AD 1900157676  
3/23/2022 7075 TOURPUB/AD 1900157721  
3/24/2022 7075 TOURPUB/AD 1900157797  
3/30/2022 7075 TOURPUB/AD 1900158010  
3/31/2022 7075 TOURPUB/AD 1900158057

	7075	TOURPUB/AD	
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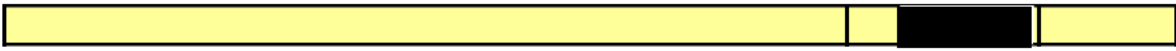
3/16/2022 6155 EDEV

	6155	EDEV	
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8/18/2021 7070 EDEV 1900154539  
9/22/2021 7070 EDEV 1900155103  
10/15/2021 7070 EDEV 1900155438  
10/25/2021 7070 EDEV 1900155562  
10/27/2021 7070 EDEV 1900155648  
11/16/2021 7070 EDEV 1900155890  
11/16/2021 7070 EDEV 1900155891  
12/21/2021 7070 EDEV 1900156370  
12/21/2021 7070 EDEV 1900156371  
12/21/2021 7070 EDEV 1900156372  
12/22/2021 7070 EDEV 1900156419  
1/27/2022 7070 EDEV 1900156826  
2/16/2022 7070 EDEV 1900157319  
3/17/2022 7070 EDEV 1900157673

	7070	EDEV	
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Name	Val.in rep.cur.	User Name
95286 PO QUEENS COAST SUMMER GUIDE COVER#DD-21-052	106.37	SWOLFE
96379 PO 2021 VISITOR GUIDES LESS ADV. REBATE#2215	4,439.46	SWOLFE
96398 PO QC WISHBOOK (3000 COPIES) #3057	5,343.55	SWOLFE
95291 PO PORT MEDWAY LIGHTHOUSE SIGN #1937	1,241.00	SWOLFE
97834 PO CREATIVE DEV-SECONDARY HWY SIGNAGE#090591	521.43	SWOLFE
97842 PO POINTS OFINTEREST MAP & PRINT #DD-22-014	638.23	SWOLFE
97842 PO CHANGES TO SHOP LOCAL BANNERS #DD-22-015	131.40	SWOLFE
97841 PO QUEENS COAST ENTRY POINT SIGNS #3597	1,460.00	SWOLFE
98502 PO SIGNES #3766	3,047.25	SWOLFE
98503 PO S. & N. HWY 8 QUEENS COAST SIGNAGE	917.72	SWOLFE
98505 PO CAL. GATEWAY&HWY 8 DIRECTIONAL SIGNS#3826	1,053.29	SWOLFE
98504 PO 2 INTRPRTV PANELS INSTALLED-THACC #22-071	3,373.65	SWOLFE
96694 PO QUEENS COAST IN ICE LOGOS(4) #116031	344.59	SWOLFE
95529 PO 2 BANNER & STANDS FOR LBDC #2812	448.43	SWOLFE
96399 PO QUEENS COAST AD-EAST COAST LIVING#247259	1,001.15	SWOLFE
97828 PO Q.C. WISHBOOK AD #IN32435	406.72	SWOLFE
97320 PO 2 STYRENE QUEENS COAST SIGNS #26538	438.00	SWOLFE
97845 PO Q.C. MAGNETS 1050(SURFER/RIVER)#10425	562.99	SWOLFE
97850 PO 1000 QUEENS COAST STICKERS/DECALS #3717	521.43	SWOLFE
97843 PO 1000 FOLDING TOTE IN A POUCH FOR QC #2201	4,152.67	SWOLFE
98501 PO 5 HOODIES (S.S PRINT) ON M/C	187.66	SWOLFE
	0.00	
	0.00	
96381PO MRKTNG CMPGN DIST.-FACEBOOK/GOOGLE #088445	8,465.52	SWOLFE
96384 PO MRKTNG CMPGN-DIGITAL/ONLINE MEDIA #088687	17,665.96	SWOLFE
96387 PO MARKETING CAMPAIGN DISBURSEMENTS #089049	1,191.68	SWOLFE
96388 PO 2 EACH-WELCOME LIVERPOOL/QNS COAST SIGNS	47,155.41	SWOLFE
96389 PO MTG ROOM RENTAL RE: FILM SHOOT #032651	50.00	SWOLFE
96394 PO MARKETING CAMPAIGN-DIGITAL MEDIA #089477	256.48	SWOLFE
96394 PO PROG. INV#3 PROF. FEES/TRAVEL EXP #089476	3,639.07	SWOLFE
96400 PO MARKETING CAMPAIGN PROF. FEES #089904	2,085.72	SWOLFE
96400 PO CREATIVE DEV. PROF. FEES INV#089905	3,128.58	SWOLFE
96400 PO MARKETING CAMPAIGN DISBURSEMENTS #089906	264.57	SWOLFE
97827 PO MARKETING CAMPAIGN DISBURSEMENTS #090093	17,728.62	SWOLFE
97831 PO MARKETING CAMPAIGN DISBURSEMENTS #090457	839.19	SWOLFE
97837 PO MARKET CAMPAIGN-DIGITAL MEDIA #090910	875.38	SWOLFE
97847 PO MARKETING CAMPAIGN DISBURSEMENTS #091388	3,877.65	SWOLFE



Year total:

Posting Date	Cost Element	Cost Center	Ref. document number
4/21/2022	7010	TOURDSP	1900158288
12/31/2022	7010	TOURDSP	1900162339
3/31/2023	7010	TOURDSP	1900163974
	7010	TOURDSP	
12/16/2022	7070	TOURPUB/AD	1900162129
	7070	TOURPUB/AD	
4/30/2022	7075	TOURPUB/AD	1900158671
4/30/2022	7075	TOURPUB/AD	1900158672
5/25/2022	7075	TOURPUB/AD	1900158872
6/29/2022	7075	TOURPUB/AD	1900159462
7/26/2022	7075	TOURPUB/AD	1900159860
8/18/2022	7075	TOURPUB/AD	1900160309
8/31/2022	7075	TOURPUB/AD	1900160562
9/30/2022	7075	TOURPUB/AD	1900161183
11/30/2022	7075	TOURPUB/AD	1900161688
11/30/2022	7075	TOURPUB/AD	1900162067
	7075	TOURPUB/AD	
	6155	EDEV	
	6155	EDEV	
	7070	EDEV	
	7070	EDEV	

Name	Val.in rep.cur.	User Name
98509 PO 2022 VISTOR GUIDES #3997	4,394.88	SWOLFE
99874 PO WISH PRODUCTION & 3000 COPIES #5420	5,681.50	SWOLFE
101686 PO 5000 LIGHTHOUSES/BEACHES BROCHURES #9718	2,346.43	SWOLFE
99873 PO PARK&COMMUNITY SIGNS W/ANTI GRAFITTI#5387	2,036.18	SWOLFE
98510 PO DIGITAL ADS-HOTELS BRIDGEWATER #210656	516.22	SWOLFE
98510 PO DIGITAL ADS-BEST WESTERN #210657	411.93	SWOLFE
WHITE POINT GOLF CLUB TEE HOLE SIGNAGE SPONSORSHIP	521.43	SWOLFE
98517 PO TOURISM/POPULATN ATTRACTION CMPGN #092493	14,303.94	SWOLFE
98523 PO TOURISM/POPULATN ATTRACTION CMPGN #092871	7,052.35	SWOLFE
99851 PO TOURISM/POPULATN ATTRACTION CMPN #093230	8,397.60	SWOLFE
99858 PO TOURISM/POP ATTRACTION CAMPAIGN #093673	8,744.91	SWOLFE
99864 PO TOUR/POPULATION ATTRACTION PJCT #094014	16,082.56	SWOLFE
99869 PO TOURISM/POP ATTRACTION CAMPAIGN #094378	9,034.61	SWOLFE
99872 PO FINAL TRSM&POP. ATTRACTION CMPGN #094882	3,648.49	SWOLFE
	0.00	
	0.00	
	0.00	
	0.00	
Year total:		

Posting Date	Cost Element	Cost Center	Ref. document number
7/11/2023	7010	TOURDSP	1900165666
12/13/2023	7010	TOURDSP	1900168125
	7010	TOURDSP	
12/31/2023	7070	TOURPUB/AD	1900168360
	7070	TOURPUB/AD	
5/29/2023	7075	TOURPUB/AD	1900164938
5/29/2023	7075	TOURPUB/AD	1900164939
8/31/2023	7075	TOURPUB/AD	1900166855
	7075	TOURPUB/AD	
	6155	EDEV	
	6155	EDEV	
	7070	EDEV	
	7070	EDEV	

Name	Val.in rep.cur.	User Name
104054 PO VISITOR GUIDE PRINT & PRODUCTION #6280	1,464.37	SWOLFE
104071 PO 2023 WISHBOOK PRODUCTION #6872	6,354.15	SWOLFE
104068 PO BANNER BRACKETS FOR UTLTY POLES#AR026439	6,342.42	SWOLFE
101698 PO BRIDGWTR IN-HOTEL DIGITAL PRES. #211793	516.22	SWOLFE
101698 PO LIVERPOOL IN-HOTEL DIGITAL PRES. #211816	516.22	SWOLFE
104058 PO BOOK MARKS FOR SUMMER/FALL EVENTS #12032	572.66	SWOLFE
	0.00	
	0.00	
	0.00	
	0.00	

Year total:



# TAB 2



# TAB 3

