



Dear Mr. Renaud, Mayor, and Members of Council,

I hope this message finds you well.

On behalf of the Chocolate Museum, I am writing to formally request additional financial support in the amount of \$2,000 from the MDSS. As a valued partner and part owner of the Chocolate Museum, your continued support plays a critical role in ensuring the sustainability and success of this important cultural and tourism asset.

Over the past year, the Museum has experienced a significant decline in admissions revenue. The most notable contributing factor has been the sharp reduction in cross-border traffic, which has decreased by approximately 48%. This decline has had a direct and substantial impact on visitor numbers and overall operating income.

Looking ahead, we do not anticipate a significant improvement in the upcoming season. Continued challenges, including elevated gas prices and ongoing reductions in cross-border travel, are expected to further impact visitation levels.

Despite these challenges, we remain committed to maintaining the quality of the visitor experience and preserving the Museum as a key attraction for the region. We are fortunate that Ganong, our other ownership partner, has recognized the importance of this institution and has committed an additional \$14,000 to help offset operating expenses, particularly related to rent.

We have also reached out to our federal and provincial Members of Parliament, as well as the Minister of Tourism, Heritage, and Culture, to seek additional support.

While these efforts are ongoing, there remains a shortfall that we are unable to fully absorb without additional assistance. The requested \$2,000 from the Town and MDSS would help bridge this gap and allow us to continue operating effectively while we work toward rebuilding visitation levels.

The Chocolate Museum is not only a celebration of our community's rich heritage, but also an important driver of tourism and economic activity in St. Stephen and Charlotte County area. Your support will help ensure that it continues to serve residents and visitors alike.

Thank you for your consideration of this request. I would be pleased to provide any additional information or discuss this further at your convenience.

Sincerely,  
Jeff McShane  
Director, Chocolate Museum