

THE
AUGUST
HOUSE

RE-ZONING:
PORTION OF 494 KING STREET
(FORMERLY 523 ALBERT)

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AUGUST
HOUSE

- 494 King Street (corner of King and Albert Streets)
- 11-room boutique inn
- 65-person gathering space
- Individual stays, corporate/team retreats, daytime meetings, yoga and wellness retreats, weddings
- Opened in October 2022



A VALUES-DRIVEN APPROACH

We are committed to delivering an elevated hospitality experience for guests and raising the bar for West Hants.

We exist to connect people to life's goodness
(and the goodness of this area)



We take good care

We honour the place (and
neighbourhood) where we
do business

We're committed to the
growth and economic
strengthening of this area

We ensure kindness leads
the way

TAKE GOOD CARE

THE BRICKS AND MORTAR INVESTMENT

- Complete renovation of the 10,000 sq. ft. building.
- Back to the joists and studs throughout; complete modernization and investment in an historically important site and building
- Maintained as much of the historical architecture as possible.





OUR COMMUNITY IMPACT

2000 visitors in 2023

- UK, Germany, Israel, Norway, Sweden, Switzerland, Italy, Mexico, Australia, all over NA

Average Length of Stay: 2 nights in peak season

Support of community organizations:

- The Judy Fund (levy 2% every room night)
- WTBA
- Pride
- Windsor Elms
- Dykeland
- Rotary
- Flood Relief



DRIVING TOURISM GROWTH



- Give guests 4-6 hours of something to do (encourage them to stay in the area longer).
- Flatten the curve across the whole year.
- Appeal to corporate groups/retreats (particularly off-season).
- Increase number of weddings (currently at 11 weddings in 2024).
- Increase individual length-of-stay in off season to 2 nights (currently it's 1).

CONTINUOUS IMPROVEMENT & INVESTMENT: THE MOON LAWN

- Built to support guest experience and encourage folks to stay longer
- Provides the outdoor/nature aspect that many guests are craving
- Gives groups somewhere to be together outside
- Outdoor ceremony location for weddings
- Alignment with Martock in off-season
- Primarily see it as an opportunity to drive lower season multi-night stays for groups and individuals

Timber-framed
outdoor gathering
space

Two, 6-person saunas

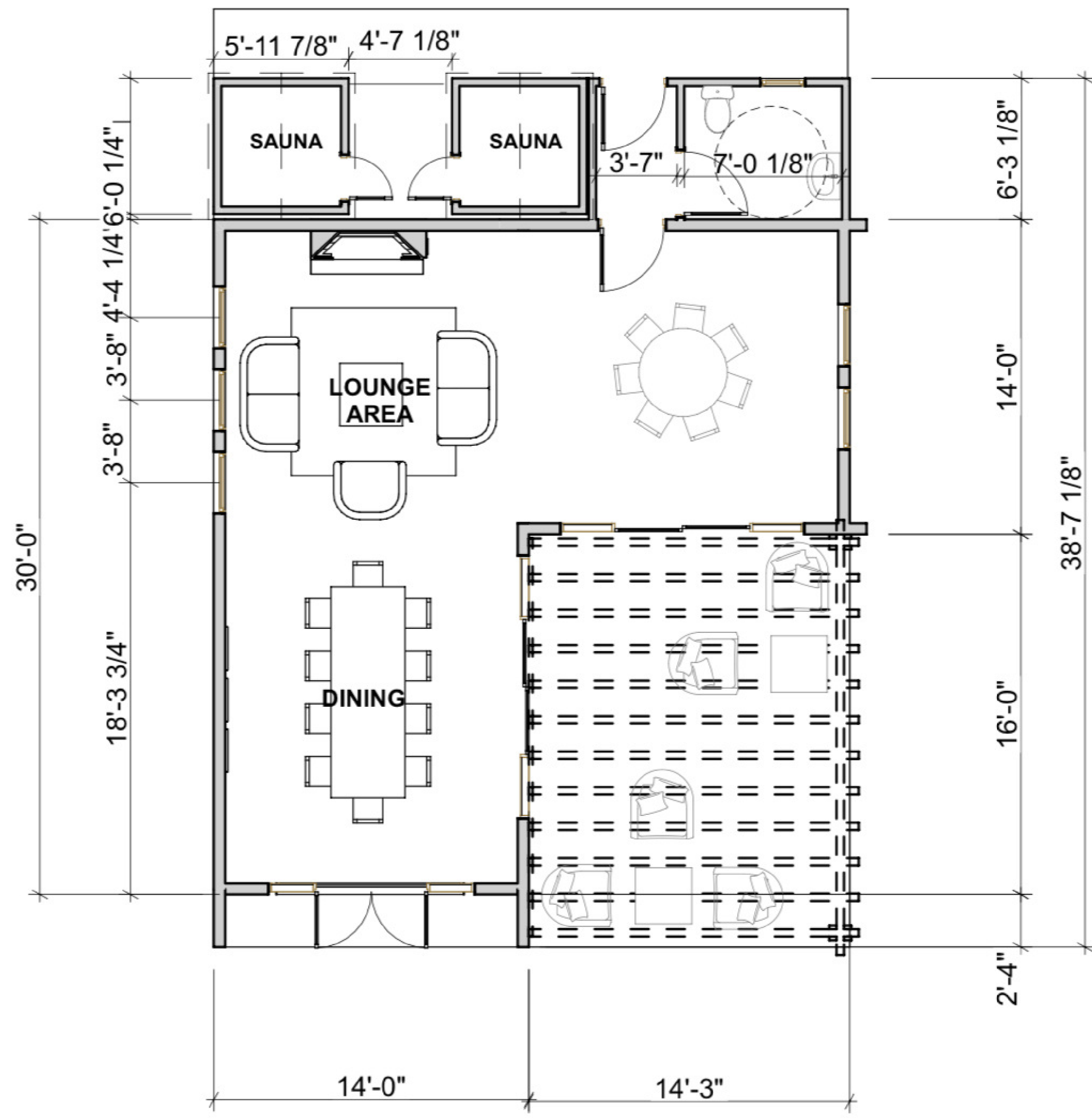
Firepits and
Adirondack chairs

Fenced in,
contained offering

Stained glass from
church (historical
connection)







THE MOON LAWN: GUEST EXPERIENCE & OUR COMMUNITY

- Ceremonies for weddings (not receptions; unless it's daytime)
- Lounging space for guests
- Breakfast for guests
- Community events



THE MOON LAWN POLICIES:

Respecting our Neighbours

- Largely meant for daytime/early evening use
- Full adherence to sound by-laws
- Licensed only for special events
- Closed daily by 9/9:30pm (including for special events)

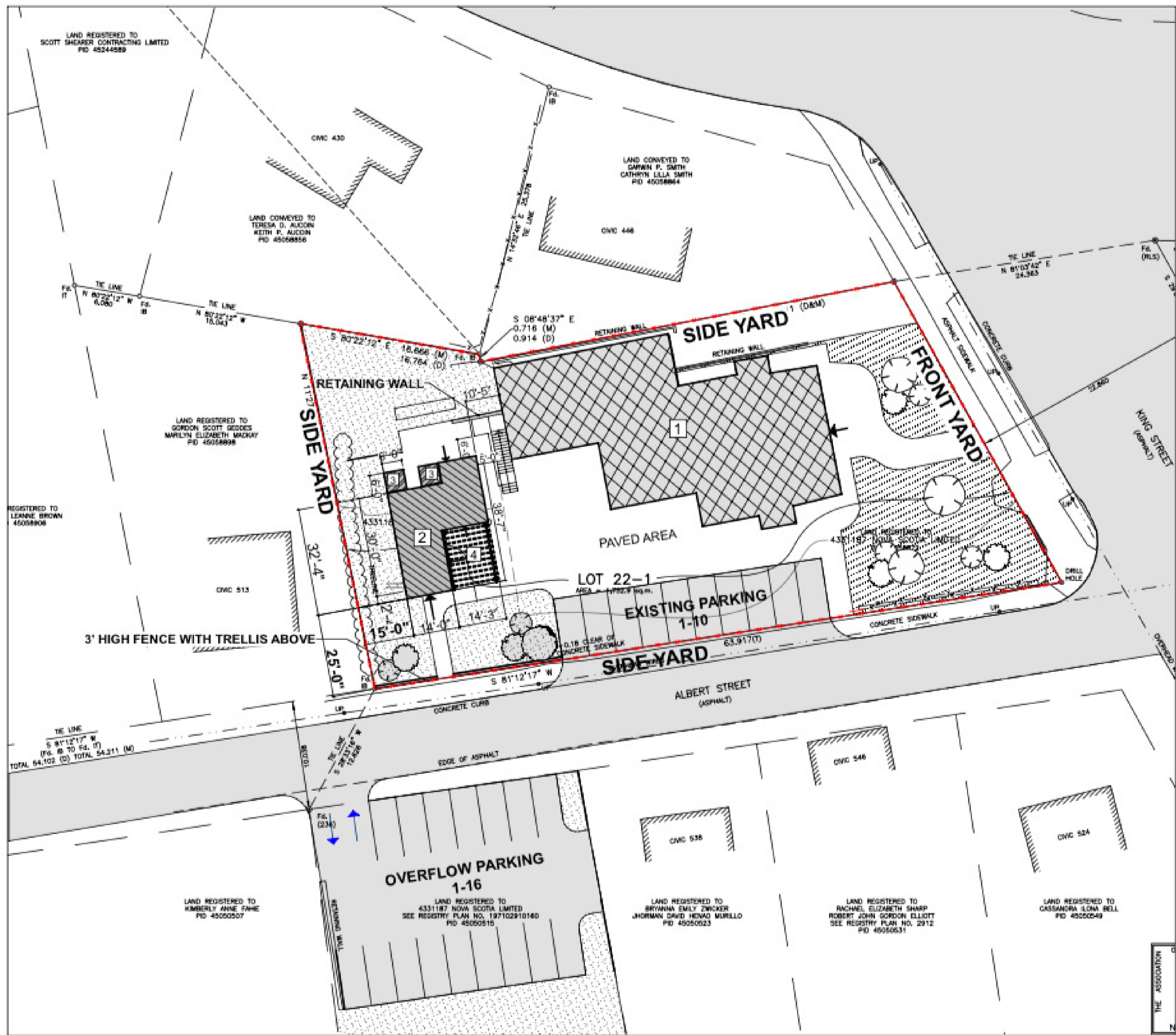
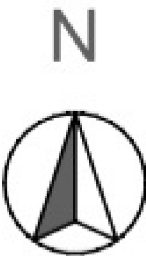


THE MECHANICS: Rezoning

- Traditionally taxed commercial
- Used as an accessory building to commercial operations (Cocoa Pesto)
- Formalizing a historical norm



SCALE 1:500



"The August house is straight out of a magazine. The owners thought of every single impeccable detail. The rooms are huge, the beds are super comfortable, and the atmosphere is a delight at every turn. It has everything you'd need for a romantic getaway, family adventure or a work retreat. We stayed with our 7 and 8 year old who loved exploring, the board games and Windsor! We highly recommend a stay here



QUESTIONS?

"Our group of 5 stayed for two nights and it was an amazing experience! The rooms are absolutely beautiful with such care put into all the small details. The meeting space was bright, spacious, and very comfortable with fresh coffee ready each morning. To top it all off, the hospitality is out of this world! They really go the extra mile to make your stay feel special. Highly recommend August House and will definitely be back!"

"Couldn't have been happier with the perfectly-curated amenities and personable, helpful staff at August House. These folks are tuned in. We only stayed one night, but may come back to the area just to experience their hospitality again. This would be a great special-occasion venue, too."

"First off, the home was absolutely stunning. I could feel the love and care in every detail. Our world has changed so much in the last few years, and it's been hard to not lose faith in the greater good. It seems as though everything costs more and you get less than ever, both physically and in energy/care. Like I said, the love and attention and little details at the August House reminded me of what it feels like to care about and for one another. Thank you for such a beautiful stay. I will absolutely be back."

"The house is beautifully renovated, quiet, and serene. The owners are welcoming and incredibly friendly. And the homemade breakfast was delicious! Whether you're heading out to a winery, for some local shopping, or to the nearby ski hill, this location is perfect."

