
TO: Mayor Kogon and Members of Council

SUBMITTED BY: Shelley Rector, CPA, CMA – CFO

DATE: July 9, 2019

SUBJECT: **Review of Terms of Reference and Approval of Funding for Tourism Strategy**

ORIGIN: The Cumberland County Tourism Strategy

LEGISLATIVE AUTHORITY: MGA section 65.

RECOMMENDATION: That Council forward approval of the funding of \$29,489 to be paid out of reserves in the amount of \$22,117 in 2019/20 and \$7,372 in 2020/21 to the July 9, 2019 Special Council meeting for approval and that Council approve the Terms of Reference for the Tourism Advisory Committee with the following adjustments:

1. That representation by the three municipalities be 3-2-1 which is consistent with existing agreements like REMO and CJSMA.
2. Minor grammatical adjustments as needed

BACKGROUND: At the May 25, 2019 meeting of Council they approved the Cumberland Region Tourism Strategy and indicated that once they had a chance to review the Terms of Reference, they would approve the funding for the project which would be taken from reserves (Reserve-Economic Development).

DISCUSSION: The project is dependent on project funding from other levels of Government. For that funding to be forthcoming, they require a funding commitment from the municipality for the project.

FINANCIAL IMPLICATIONS: The funding for this is coming from the Economic Development Reserve and require a funding amount of \$22,117 for the current fiscal year and \$7,372 for the 2020/21 fiscal year.

COMMUNITY ENGAGEMENT: Any communication would be through social media summaries of Council meeting and decisions.

ENVIRONMENTAL IMPLICATIONS: None

SOCIAL JUSTICE IMPLICATIONS: None



ALTERNATIVES:

1. Do not approve the spending of the funds. This may risk the Town not being involved in the project going forward.
2. Approve the funds and request additional changes to the Terms of Reference.

ATTACHMENTS: None

Report prepared by: Shelley Rector, CPA,CMA - CFO
Report and Financial approved by: