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**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**

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**ORIGIN:** The Cumberland Region Tourism Strategy

**LEGISLATIVE AUTHORITY:** MGA section 65.

**RECOMMENDATION:** That Council approve 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 for the Cumberland Region Tourism Strategy and that Council direct 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

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