

TO: Administration & Finance Executive Committee

FROM: Dawn Galusha, Treasurer

DATE: September 17, 2020

SUBJECT: Northwest Ontario's Sunset Country Travel Association

BACKGROUND

At the September 14, 2020 Council Meeting, the annual per capita marketing contribution request received from Northwest Ontario's Sunset Country Travel Association was referred to the Administration & Finance Executive Committee for their recommendation.

The Northwest Ontario's Sunset Country Travel Association annual membership supports tourism marketing and promotional advertising activities funded through per capita membership contributions. The Town of Fort Frances has supported their marketing activities through per capita membership contributions since 2005. The 2020/21 membership request is for \$0.22 per capita for a total of \$1,750.10 plus HST based on the 2018 Ontario Municipal Directory population of 7,955. The group has reduced the request by 20% this year due to COVID-19 pressures.