

TO: Administration & Finance Executive Committee
FROM: Dawn Galusha, Treasurer
DATE: August 27, 2019
SUBJECT: Northwest Ontario's Sunset Country Travel Association

BACKGROUND

At the August 12, 2019 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 2018/19 membership request is for \$0.275 per capita for a total of \$2,187.63 plus HST based on the 2018 Ontario Municipal Directory population of 7,955.