



Report to EDAC Municipal Accommodation Tax Committee

Date: Jan. 30 2019

From: Tannis Drysdale, Economic Development Consultant

Beginning Jan 1 2019, the Town of Fort Frances introduced created a a Municipal Accommodation Tax (MAT) on January 1, 2018 which implements a four percent (4%) tax on all accommodation that is less than 30 days in the Town of Fort Frances.

- Council designated the Rainy River Future Development Corporation as the Town's partner as the Designated Marketing Organization. These funds will be used to support tourism promotion for Fort Frances.

To this end the Town and the RRFDC will enter into an agreement, which will be similar to other agreements with the RRFDC.

EDAC is being asked to provide input into the preferred make up of the committee. This committee will guide the spending of the DMF funds. The RRFDC has established separate accounts for the DMF funds and those accounts will be audited with the RRFDC annual audit.

Suggested committee makeup:

1. **One** appointed member of Fort Frances Council
2. Up to **One** each designate of each tourism/accommodation providing business with more than 10 rooms in Fort Frances
3. Up to **Four** total representatives of Fort Frances based community festival, event or sport organizations.
4. **One** designated representative from the Fort Frances Museum
5. **One** designated representative of the Fort Frances BIA.
6. **One** designated representative of the Fort Frances Chamber.

The RRFDC will apply for funds in early 2019 from the Ontario Heritage Fund and/or Tourism Ontario to access the assistance of a marketing agency who will develop a five-year promotion plan for the committee. This plan will include a product review, a target market review and a suggested detailed promotional budget with goals.

The RRFDC will apply for funds to leverage funds to maximize effectiveness.

The Agreement will be silent as to how the RRFDC will appoint volunteers to the board.

The Agreement will require an annual financial and written report to Council. The Agreement will require the RRFDC to comply with all requirements outlined in the current MAT legislation and any changes or updates to that legislation.