

**STAFF REPORT: Administration**



**REPORT TO: Finance and Administration  
Committee**

**MEETING DATE: June 24, 2008**

**REPORT NO.: CAO.08.10**

**SUBJECT: Georgian Triangle Tourist  
Association Funding**

**PREPARED BY: Lisa Kidd**

#### **A. Recommendations**

THAT Council receive staff report CAO.08.10 entitled, "Georgian Triangle Tourist Association Funding" for their information; and

THAT Council authorize Staff to forward additional funds in the amount \$10,000 to the Georgian Triangle Tourist Association to continue quality destination marketing of the Region.

#### **B. Background**

On February 20, 2008, Council adopted the 2008 Budget. This Budget included support in the amount of \$25,000 for the Georgian Triangle Tourist Association (GTTA) and an additional \$10,000 available to the GTTA pending further consideration by Council.

The \$25,000 payment has already been advanced to the GTTA.

On June 9, 2008, Ms. Simpson, Executive Director of the GTTA made a presentation to Council, requesting additional support from the Town in the amount of \$10,000.

Ms. Simpson noted that it is the goal of the GTTA to promote the area as a recreation destination icon, noting the GTTA office is open 364 days of the year.

She also indicated that the funding request to the Town has not increased for several years and increased funding is sought in 2008 to continue quality destination marketing.

Councillor Martin requested that the Finance and Administration Committee consider the funding request.

### **C. The Blue Mountains' Strategic Plan**

1.0 Managing growth to ensure the ongoing health and prosperity of the community.

### **D. Environmental Impacts**

None.

### **E. Budget Impact**

The budget impact is \$10,000 and is included as part of the 2008 Communications and Economic Development Budget.

### **F. Attached**

None.

Respectfully submitted,

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Signature

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