

Town of Riverview COUNCIL REPORT FORM

Presented to: Colin Smith, CAO

Department: Finance

Date: September 18, 2017



Agenda Item:

Meeting Date:

For use by Office of the Town Clerk only

Subject: Regional Service Commission – Regional Destination Marketing Organization -Tourism Marketing Opportunity

BACKGROUND *Use this section to provide a synopsis of the issue.*

The purpose of this document is to provide information to assist Council in making the decision to participate in this proposed Southeast Regional Service Commission (RSC) initiative and include it as an increase to the 2018 Economic Development operating budget. The RSC has been exploring several opportunities designed to enhance collaboration among the fifteen (15) municipalities plus the Local Service Districts (LSD) including the creation of a **Regional Destination Marketing Organization (RDMO)**.

At an earlier meeting the members of the RSC had voted to pursue creation of a tourism promotion organization. Given the subsequent announcement of the freeze in property tax assessments, affordability of this initiative has become a factor for some municipalities (see attached newspaper article).

Attached to this Council Report Form please find a Summary prepared by the RSC outlining this initiative, an RSC 2018 Budget Proposal as well as the recent newspaper article surrounding this initiative.

CONSIDERATIONS *Use this section to outline applicable areas that will be affected.*

Legal: *Outline any legal implications that may be caused by the initiative.*

N/A

Financial: *Outline the financial implications of the initiative.*

RSC has suggested some options for your review on a summary page. These include

- i) paying full amount of \$21,649 in 2018

- ii) spreading over next 2 years
- iii) spreading over next 3 years; and,
- iv) deferring until 2019
- v) not participating at all.

The overall budget for this initiative is \$225,000 in 2018 with the Town of Riverview share being approximately 10%.

It is predicated on the fact that this initiative will only proceed if all RSC members are in agreement. It would not be equitable if the initiative proceeded with certain municipalities not participating financially but potentially reaping benefits from the RDMO.

If the Town does participate this would be considered an addition to the property tax rate unless Council reduces another line item in the general operating budget. The amount of \$21,649 represents about 1/7 of one cent on the Town property tax rate.

Policy: *Outline any current policies that would affect the initiative and how they would affect it.*

N/A

Stakeholders: *List any stakeholders that would be affected by the initiative.*

Town Council, staff and rate payers and RSC.

Strategic Plan: *List any goals that the initiative will be addressing.*

This initiative is consistent with the Town's Strategic Plan pillars including i) a safe and welcoming community ii) planning for the future and iii) smart and sustainable growth.

Interdepartmental Consultation: *Outline any collaboration that has or will take place between departments.*

Reviewed with the CAO and Director of Economic Development who both believe this initiative is a positive step and is consistent with efforts toward collaboration with our Fundy area partners in trail development, promoting an active lifestyle and tourism development.

Communication Plan: *If the initiative requires public notification, outline how and when this will happen.*

Discussion between Town staff and RSC staff occurs annually when Town staff meet with the RSC to review their proposed Budget 2018.

OPTIONS *Provide 2/3 options for Council to consider.*

- i) Participate – may be able to spread cost over 1 to 3 years
- ii) Do not participate in 2018

RECOMMENDATION FROM STAFF *Provide your recommendation to Council.*

Staff recommends participation in this initiative.

Prepared by: Robert Higson, CPA, CA

CAO Approval: _____

Date of Approval: _____

Report Approval Details

Document Title:	Council Report Form - RSC - Tourism Marketing Opportunity.docx
Attachments:	
Final Approval Date:	Sep 20, 2017

This report and all of its attachments were approved and signed as outlined below:

Colin Smith - Sep 20, 2017 - 3:51 PM