



Municipality of the District of Argyle

Item: Financial request – YASTA
Travel Media Association of
Canada

Date: January 28, 2020

VISION

We see Argyle as home to a healthy and thriving rural population. Our municipality promotes and supports economic and social opportunities for the region and engages in the active expression of our unique Acadian heritage. We are a place of choice for rural living and are widely recognized for our warm hospitality and joie de vivre. Surrounded by fresh air and cool ocean breezes, we work and play in the great outdoors. People choose to live in Argyle because of our commitment to each other, to our community and to our neighbors. Argyle is a place we are proud to call home.

Background:

YASTA is requesting financial support and a support letter for the hosting of the Travel Media Association of Canada's annual conference. An annual conference of this nature would bring many travel media professionals to our region, bringing a tremendous amount of media coverage. The total projected budget for an event of this size is included and amounts to \$268,000. If accurate, the ask of \$10,000 represents 3.8% of the total project. Based on the room night estimate of 500 and being a 4 day event, this represents about 175 participants in the area.

Based on information from YASTA, it appears that many municipalities will be asked to participate financially, as the impact of this event will be beyond the YASTA region of Yarmouth County. Each municipality benefitting from this large event shall be asked to contribute \$10,000. The moneys shall be used to support local tourism operators in their goal to provide familiarization tours. So while the amount is being requested by YASTA for coordination purposes, it is my understanding that most of the funds will be used to support Argyle tourism operators.

MGA considerations:

Investing in an intermunicipal organization for tourism is an allowable Municipal expense.

CAO's Recommendation:

Recommend that Argyle fund this event in the amount of \$10,000, which can be funded over multiple years if required, and that council approve a letter supporting the application.

Suggested motion:

Move to provide a letter of support for the application to host the TMAC's annual conference, and that a \$10,000 commitment be made to support our application, payable over two fiscal years, being 2020-21 and 2021-22 conditional on a successful application.