



# DRYDEN



## TERMS OF REFERENCE

1. Background and Mandate

- 1.1. Conduct business according to the *Agreement Between The Corporation of the City of Dryden and Dryden District Chamber of Commerce (Nov 1, 2020)* henceforth referred to as “the Agreement”.
- 1.2. The DTTA shall use Municipal Accommodation Tax (MAT) funds to advance the City of Dryden (henceforth referred to as “the City”) as a tourist destination by supporting and promoting local events, initiatives and infrastructure that bring people to the City.

2. Authority

- 2.1. Granted as per the Agreement.

3. 3. Scope

- 3.1. DTTA will develop an annual MAT plan by November of each year (Attachment 1).
- 3.2. Funds can be used directly, as part of a matched contribution or be leveraged.
- 3.3. Funds where possible will complement the efforts of the City in strategic direction and branding vision.
- 3.4. DTTA will complete an annual summary report with an overview of accomplishments by September 30 annually.
- 3.5. Funds will be accessible to community organizations, event organizers and businesses whose ideas are consistent with the DTTA mandate and subject to funding consideration criteria (see Attachment 1) and the annual MAT plan.

4. Procedure

- 4.1. No fewer than four (4) regular meetings will be held annually with a schedule subject to committee work and place in the annual planning cycle (Attachment 2).
- 4.2. All sitting members vote on motions including the Chair.
- 4.3. Quorum is met with four (4) voting members.
- 4.4. Annual General Meeting (AGM) to be held in March of every year

5. Conflict of Interest

- 5.1. Members shall avoid conflicts of interest.
- 5.2. Members shall take proactive steps to mitigate conflicts of interest in order to maintain public confidence in the DTTA and its members.
- 5.3. Members are encouraged to seek guidance from the committee as a whole when they become aware that they may have a conflict between their responsibilities to the public as a Member and any other interest.
- 5.4. All members have the duty to advise of any conflict of interest with respect to all matters before the committee. Members should decline to participate in the disposal of a matter where a real or apparent conflict is present.
  - 5.4.1. If a member has any conflict of interest on any matter and is present at a meeting at which the matter is the subject of consideration, the member:
    - 5.4.1.1. Should, prior to any consideration of the matter at the meeting, disclose the interest and the general nature thereof;
    - 5.4.1.2. Should not take part in the discussion of any question in respect of the matter; and
    - 5.4.1.3. Should not attempt in any way whether before, during or after the meeting to influence the discussion of the application.

## **Attachment 1 - Annual MAT Tax Plan**

To be developed by DTTA committee and motioned and passed by a quorum. Funds can be allocated directly, via matched contribution or as part of a leveraged application.

To be paid first:

1. Any/all pre-existing funding commitments
2. Reserve funds (suggestion to keep 10% annually in reserve to be contributed directly to long-term goal)
3. Administrative costs (10-15%)

In the areas of supporting and promoting:

- Local events (one-time festivals, concerts, etc)
- Local initiatives (on-going, seasonal or promotional)
- Local infrastructure (tourism and physical)

Funding decisions subject to the following considerations:

- MAT Tax Plan
- Tourism Strategy
- Strategic Direction and Branding Vision
- Long term and short term goals of the committee and community
- “Tried and True” event vs. novel idea
- Seasonality
- Local taxpayer vs. non

Data we want from applicants:

- Completed budget
- Attendee numbers
- Qualitative assessment of success
- Any challenges to the event’s success we should know about

MAT Tax Plan - IDEAS 2021/22

- Partner with City Of Dryden in funding a tourism strategy for Dryden (necessary for government grants, to give direction to funding decisions, to give framework for event or infrastructure planners)
- Create a DTTA Website and email
- Elevating current events or infrastructure

## **Attachment 2 – Annual Planning Cycle**

### Year-Round

- Receive and score applications for funding support, announce successful applicants.
- Funding decisions made as per Annual MAT Tax Plan and funding decision criteria.
- Support projects, manage/compile data and metrics, keep updated for final report in June.

### October

- Use information to develop the following year's MAT Plan.

### November

- Complete Annual MAT Plan.
- Know what the year's goals are to support the MAT Plan and use this to develop funding allocation strategies.
- (For years with one-time funding opportunities) Develop funding application packages for public projects.

### December

- Pull together compiled funding data and metrics for Summary Report of Accomplishments to the Public.
- Present/public release of Summary Report of Accomplishments
- Announce funding opportunities for the following year.

### June

- Year-end – report to the City due 180 days past.