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**TOWN OF HIGH LEVEL****POLICY NO. 237-11**

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Authority: Council  
Council Motion: 507-11  
Date Approved: December 12, 2011

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**Purpose of Policy**

Council adopted the High Level Tourism Development Strategy by Resolution 232-11 on May 24, 2011 for the purpose of creating economic development through tourism. To advance the strategy and support current tourism operations, Council believes it would be advantageous to partially fund this through a Tourism Improvement Fee.

**Goal**

To achieve the goals and objectives of the Tourism Development Strategy by working cooperatively with the tourism and hospitality industry of High Level.

**Procedures**

1. The Town will meet with the owners of hotels, motels and other accommodation businesses to explain the purpose and goals of the tourism strategy, this policy and the Tourism Improvement fee.
2. Participation in the Tourism Improvement Fee program shall be completely voluntary
3. Participants in the Tourism Improvement Fee will be required to enter into the Tourism Improvement Fee Agreement as set out in Schedule A for a three year term.

**Fund Usage**

4. The Town shall establish a separate Reserve for the fees collected under the Tourism Improvement Fee Agreements. The Town will use the Tourism Improvement Fees to:
  - a. advance the High Level Tourism Development Strategy; and
  - b. support current tourism operations or operations created through the Tourism Development Strategy.
5. In the initial phases of the Tourism Development Strategy, the Town recognizes that a majority of the fees collected will be required to establish and implement the Tourism Development Strategy. As the goals set out in the Tourism Development Strategy are met, the fees will be required to maintain the initiatives. In the initial phases, the Town will utilize no less than 70% of the fees received to advance the Tourism Development Strategy with the remaining fees used for current operations. Council will review how the Tourism Improvement fees are used annually.
6. The Town will provide a written report every February to the Participants identifying how the Tourism Improvement fees were utilized in the previous year. In each year of the program, the Town will place the Tourism Improvement fees collected in the Reserve for use in the subsequent year. The Town will not use the Tourism Improvement fees until the start of the second year of the program.
7. The Town realizes collecting and submitting the Tourism Improvement fee places additional administrative duties on the Participants. To compensate for this additional operational cost, the Participant may retain 5% of the Tourism Improvement fee. The Participant may deduct the 5% from the monthly payment for the Tourism Improvement Fee and remit the balance to the Town. The deduction shall be shown on the Tourism Improvement Fee Return form as identified in Schedule A of the Tourism Improvement Fee Agreement.

**Participant Benefits**

8. The Town believes that an increase in tourism will directly benefit the Participants by increased business. The Town is also aware that this is a voluntary program and all accommodation businesses may not participate, but would also benefit from increased tourism. To further benefit the Participants for being in the program, the Town will promote the Participant's businesses as per Clauses 9.
9. The Town will promote the Participants;
  - a. on the Town's website as a "Partner in Tourism" on a specific webpage that will show the Participant's logo and a direct link to the Participant's website;

- b. on any Town tourism brochure as a “Partner in Tourism” by displaying the Participant’s logo and contact information; and
- c. at the Town of High Level Airport and the Visitor Information Centre as a “Partner in Tourism” by displaying the Participant’s logo and contact information.

	RESOLUTION	DATE
Adopted	507-11	December 12, 2011
Amended		

**Schedule A**

**Tourism Improvement Fee Agreement**

**Schedule B**

**High Level Tourism Development Strategy, May 2011**