

**DATE:** June 13, 2017

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Rob Whitwham, General Manager, Community Services

**SUBJECT:** City of Prince George/Tourism Prince George Society Agreement

**ATTACHMENT(S):** Agreement Between City of Prince George and Tourism Prince George Society

**RECOMMENDATION(S):**

That Council:

1. APPROVE the Agreement between the City of Prince George and Tourism Prince George Society as attached to the report dated June 13, 2017 from the General Manager of Community Services titled “City of Prince George/Tourism Prince George Society Agreement”; and
2. AUTHORIZE the General Manager of Community Services and the Corporate Officer to sign the agreement on behalf of the City.

**PURPOSE:**

The purpose of this report is to seek Council approval of a new agreement between the City of Prince George and Tourism Prince George Society. The new agreement will replace the existing agreement and reflects the change to a 3% Municipal and Regional District Tax.

**STRATEGIC PRIORITIES:**

This matter relates to Council’s goals of an economy that is both diversified and vibrant.

**BACKGROUND:**

Council adopted “Municipal and Regional District Tax Bylaw No. 8785, 2016” that provides that funds paid to the City under the Designated Accommodation Area Tax Regulation shall be allocated to Tourism Prince George Society for the purposes of tourism marketing and promotion. Bylaw No. 8785, 2016 also sought a Provincial regulation change that would impose a tax of 3% of the purchase price of accommodation purchased within the City of Prince George.

B.C. Reg. 41/2017 amended the Designated Accommodation Area Tax Regulation for the City of Prince George to 3% effective July 1, 2017.

Given the changes noted above, it is necessary to have the agreement between the City and Tourism Prince George Society reflect the regulatory changes. The agreement that will come into effect on July 1, 2017 is the same as the existing agreement, with the exception of the regulatory changes noted above.

**SUMMARY AND CONCLUSION:**

Replacing the existing agreement between the City of Prince George and Tourism Prince George Society with a new agreement is required so that the new agreement is consistent with City bylaw and Provincial regulation changes. Council approval of the new agreement is the final step in implementing the 3% Designated Accommodation Area Tax Regulation on July 1, 2017.

**RESPECTFULLY SUBMITTED:**



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Rob Whitwham, General Manager, Community Services

**APPROVED:**



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Kathleen Soltis, City Manager  
Meeting date: June 26, 2017