



**TOURISM ACCOMMODATION LEVY FUND
COUNCIL POLICY FOR USE AND DISTRIBUTION
TOWN OF SAINT ANDREWS**

BY-LAW NO. 19-06, A BY-LAW RELATING TO A TOURISM ACCOMMODATION LEVY IN THE TOWN OF SAINT ANDREWS was established in April of 2020 for guests to pay a levy on the purchase price of tourism accommodation in Saint Andrews. As part of the By-Law, the Town of Saint Andrews retains 32% of the levy to be administered and managed towards Tourism Development initiatives. As defined under By-Law 19-06, Tourism Development means:

“Planning and implementation of strategies, infrastructure, or other projects deemed appropriate by the Council to support tourism with the objective of developing the tourism sector to increase the attractiveness of a destination and thereby attract more tourists.”

The Town will hold the Tourism Development funds in a reserve to be spent at Council's discretion regarding local community tourism initiatives. Note that fund levels change from year to year based on the Tourism Accommodation Levy.

Council's Process for Spending TAL Funds

Council has the right to spend the Tourism Development Funds on desirable community projects on a year-to-year basis. For large-scale tourism projects, Council should consult with the Tourism Accommodation Levy Board (ExploreStAndrews) to attain feedback and support. In addition, Council earmarks funds each year to a reserve fund for a specific future project. Council can spend funds on planning and implementation of strategies, infrastructure, maintenance, or other projects deemed appropriate.

Public Applications to TAL Funds

Any group from the community can submit for funding to the Town that is in relation to a Tourism Development initiative on an ongoing basis for consideration. The application must contain:

- Formal letter to Council requesting the funds.
- Outline of Plan, approvals received, and request for funds.
- Quotes for the project to be completed.
- Confirmation to cover up to a minimum of 50% of the cost of the project.

Council can provide up to 50% of the project funds requested from the Tourism Development Fund. Funds will only be distributed to a group once the project is complete, and an invoice submitted to the Town for 50% of the final cost of the project. If through the project, funds spent exceed the original request to Council, then the group must come back during the project and provide Council with an explanation of the additional costs. Council can decide to further support the project at that time.

Applications must be received a minimum of 30 days before requested in order for proper review and deliberation.

Funding for events shall be made to ExploreStAndrews as this is outside the intended scope of the municipal funds.

This Policy was established on the 22nd day of February 2022.



Brad Henderson, Mayor



Paul Nopper, Clerk - Senior Administrator

