

STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | www.princegeorge.ca

DATE: April 11, 2022

TO: MAYOR AND COUNCIL

NAME AND TITLE: Andy Beesley, Director of Recreation and Events

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

ATTACHMENT(S): Schedule A: City of Prince George/Tourism Prince George Society Agreement
Schedule B: Province of BC, Designated Accommodation Area Tax Regulation, B.C. Reg. 47/2022

RECOMMENDATIONS:

That Council APPROVES the Agreement between the City of Prince George and Tourism Prince George Society attached as Appendix A to the report dated April 11, 2022 from the Director of Recreation and Events titled "City of Prince George/Tourism Prince George Society Agreement" and AUTHORIZES the Director of Recreation and Events 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, attached as Schedule A, will replace the existing agreement and reflects the updated Province of BC Designated Accommodation Area Tax Regulation. The current agreement was a five year term that commenced on July 1, 2017 and expires on July 1, 2022. The new agreement would commence on July 1, 2022 and expire on July 1, 2027.

BACKGROUND:

Council adopted "Municipal and Regional District Tax Bylaw No. 8785, 2016" in August of 2016. It 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 imposed a tax of 3% on the purchase price of accommodation made by consumers for stays within the City of Prince George.

The Designated Accommodation Area Tax Regulation for the City of Prince George, as amended by B.C. Reg. 47/2022 (the "Designated Accommodation Area Tax Regulation", attached as Schedule B), changes the end date from the year 2022 to the year 2027. It also provides that a tax of 3% under the *Provincial Sales Tax Act* is payable in respect of accommodation purchased within Prince George, and that the city may spend the revenue arising from such tax for tourism marketing, programs and projects.

Given the information noted above, it is necessary to renew the agreement between the City and Tourism Prince George Society to reflect the new term of the agreement along with the regulatory changes.

The agreement that will come into effect on July 1, 2022 is the same as the existing agreement, with the exception of the above noted items, and two additional revisions as follows:

Section 3: Refining the makeup of the Prince George Tourism Society Board of Directors;
Section 9: Outlining how the Society may maintain an operational contingency fund.

STRATEGIC PRIORITIES:

This matter relates to Council's goals of an economy that is both diversified and vibrant, and will contribute to the focus area of Enhancing Prince George's attractiveness to visitors, including for meetings/conferences and sporting events.

SUMMARY AND CONCLUSION:

Replacing the existing agreement between the City of Prince George and Tourism Prince George Society with a new agreement is required to reflect the expiration date of the existing agreement along with the Designated Accommodation Area Tax Regulation update.

RESPECTFULLY SUBMITTED:

Andy Beesley, Director of Recreation and Events

APPROVED:

Adam Davey, Acting City Manager

Meeting Date: [2022/04/11]