



**FREDERICTON
CHAMBER
OF COMMERCE**

— The Voice of Business —

364 York Street, Suite 200
Fredericton, NB
E3B 3P7



17 October 2017

Dan Myers, Chair
Tourism Industry Association of New Brunswick
500 Beaverbrook Court, Suite 300
Fredericton, New Brunswick E3B 5X4

Dear Dan:

Re: Fredericton Chamber of Commerce Support for Tourism Marketing Fund

On behalf of the Fredericton Chamber of Commerce's board of directors, we are pleased to support the Tourism Industry Association of New Brunswick's ("TIANB") call for enabling legislation from the provincial government for the collection of a Tourism Marketing Fee ("TMF"). Our organization agrees with the parameters for such a fee and related fund that are suggested by TIANB's white paper on the subject, dated 15 December 2015.

We believe that New Brunswick's tourism industry has significant room for growth, which would have a substantial impact on our economy as a whole. We are in agreement with the proposed regional approach to the TMF - i.e. that funds collected in one of the 12 regions would stay in that region, except for agreements and partnerships between regions. We hope that all levels of government would not see this fee as a replacement for public funding of tourism marketing of New Brunswick, but rather an opportunity for supplemental, targeted marketing.

Should you require further clarification on the Fredericton chamber's position, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keir Clark'.

Keir Clark
Scotia Wealth Management
President, Fredericton Chamber of Commerce

A handwritten signature in blue ink, appearing to read 'Krista Ross'.

Krista Ross, CEO
Fredericton Chamber of Commerce

cc: Hon. John B. Ames, Minister, Tourism, Heritage and Culture, Province of New Brunswick
cc: Ron Drisdelle, President & CEO, Tourism Industry Association of New Brunswick