



**FREDERICTON
CHAMBER
OF COMMERCE**
— The Voice of Business —

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



25 March 2019

Hon. Jeff Carr, Minister of Environment and Local Government
Marysville Place
P. O. Box 6000
Fredericton, NB E3B 5H1

VIA Email: jeff.carr@gnb.ca

RE: Bill 13 – *An Act to Amend the Local Governance Act* – Destination Marketing Levy

Dear Minister Carr,

I am writing today to express the Fredericton Chamber of Commerce's support for the introduction of enabling legislation to allow municipalities to charge a destination marketing levy through Bill 13 – *An Act to Amend the Local Governance Act*.

We have advocated for a destination marketing levy since 2014 – including most recently in a letter to Minister Gauvin and a list of 'quick' items that we provided your government, both in December 2018. We had also written to the previous Minister of tourism in April 2018 and the former premier in December 2017 about the issue. Additionally, we've advocated for the levy at both the provincial and federal level in policy briefs and verbally during meetings.

We are also aware that the Tourism Industry Association of New Brunswick has been asking for this legislation for many years as most other jurisdictions in North America have a similar levy, meaning that New Brunswick tourism has been at a self-imposed disadvantage. Industry experts have clearly and convincingly stated that this levy is need in order to compete in the highly-competitive tourism market. Because levies are collected and used regionally – the funds will be used by local operators and industry experts – meaning that those that know their area best will determine how best to market it.

With returns estimated at around \$3.19 per dollar spent on marketing, the money collected is put to good use - an actual investment providing a quantifiable return. This means that the collection and use of a destination marketing levy should not be viewed as a replacement for tourism-support funding at any level of government – otherwise New Brunswick isn't eliminating this competitiveness disadvantage, it's merely shifting the source of funding.

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We are hopeful that all parties in the legislature will see the value in enabling a destination marketing levy throughout the province and vote in favour of Bill 13.

Sincerely,

Krista Ross, CEO
Fredericton Chamber of Commerce

cc: Hon. Blaine Higgs, Premier
cc: Hon. Ernie Steeves, Minister of Finance
cc: Hon. Robert Gauvin, Minister of Tourism, Heritage and Culture
cc: Denis Landry, Leader, Liberal Party of New Brunswick
cc: Kris Austin, Leader, People's Alliance of New Brunswick
cc: David Coon, Leader, Green Party of New Brunswick
cc: Dan Myers, Chair, Tourism Industry Association of New Brunswick
cc: Carol Alderdice, CEO, Tourism Industry Association of New Brunswick
cc: David Seabrook, Assistant Director, Growth and Community Services, City of Fredericton