



Timmins Economic Development Corporation (TEDC) Municipal Accommodations Tax Tourism Subcommittee (MATTS) Terms of Reference

MANDATE

The Municipal Accommodations Tax Tourism Subcommittee (MATTS) works as a Subcommittee of the Timmins Economic Development Corporation Board. Their role is to provide advice, recommendations, information and expertise in regard to Municipal Accommodations Tax (MAT) tourism investments. The MATTS will review the applications submitted to the MAT Fund and make recommendations to the TEDC board for projects that are aligned with a yearly work plan and Tourism Development Strategy developed by Tourism Timmins.

The MATTS is responsible for:

- Reviewing business plans and applications;
- Ensuring a scoring matrix is completed for each project;
- Ensuring that decisions are made based on the feasibility of the plan and on the calibre of the group/person asking for the investment;
- Recommending whether or not applications will be funded;
- Recommending the amount of the funding contribution;
- Waiving the requirement for a cash contribution when justified by exceptional circumstances;
- Recommending suitable milestones to trigger holdback payments;
- Recommending when milestones have been achieved and holdback payments may be disbursed;
- Ensuring investments are directed towards projects that align with Tourism Timmins' Tourism Development Strategy and their Annual Work Plan;
- Advising on tourism product development investments in alignment with municipal, regional and/or provincial tourism strategies;
- Ensuring that all conflict of interest guidelines are observed and implemented within the MATTS meetings;



The MATTS can exercise a variety of granting methods:

- Approval, the Sub Committee approves and recommends the plan as presented
- Conditional Approval, the Sub Committee approves the plan but requires further information, defined cost categories, further market research etc.
- Deferral, the plan is not approved at this time, but applicants can reapply after implementing committee recommendations
- Decline, the plan is not approved, and the project does not have the opportunity to reapply

The MATTS meet once a month as a group to discuss applications and make recommendations on which projects will receive MAT funds. The MATTS committee members will receive the applications ten working days in advance of meeting, to ensure adequate time for review prior to the committee meeting.

OBJECTIVE

The primary objective for the investment of the net proceeds of the MAT fund is to increase hotel occupancy rates and bring more visitors to the city.

Other objectives to guide investment of the MAT Fund are to enhance the local tourism economy by:

1. Increasing visitation to the City of Timmins;
2. Extending the length of stay of visitors;
3. Extending the economic yield per visitor to the City of Timmins;
4. Enhancing event and conference tourism bid and hosting;
5. Supporting new product development and capital in alignment with the Tourism Development Strategy;
6. Support a culture of service excellence within the tourism sector and the broader business community;
7. Communicate the importance of the tourism industry as an economic and social driver within the City of Timmins.

MEMBERSHIP

The MATTS will consist of:

- One member of the Timmins Accommodations Group (TAG);
- One member of the Chamber staff;
- One member of the TEDC Board of Directors;
- One member representing the Venture Centre;
- One member representing the BIA;
- Two non-voting members – Manager of Tourism & Culture they will take all minutes and prepare reports needed for TEDC board and Director of Community Economic Development.

VOTING DECISION MAKING

The MATTS will require three (3) out of five (5) committee members in favour of a decision to move forward to make recommendations to the TEDC Board.

Staff Role

The MATTS will work with TEDC Community Economic Development staff throughout the entire process. Applicants will also work with Community Economic Development staff to ensure forms are properly completed so they can be evaluated by the MATTS.

The Manager of Culture and Tourism will provide the recommendations from the MATTS and appropriate reports to the TEDC CEO five days in advance of the TEDC board meetings.

TEDC Board Role

The role of the TEDC board will be to provide oversight, to review the findings and recommendations of the MATTS and to disperse funds from the MAT.

Investment recommendations will be presented to the TEDC Board in the form of a motion or motions which will be accompanied by a report which includes sufficient detail to allow the Board to maintain oversight on the proposed activities and to be able to verify the success of the initiatives through appropriate measures.

At the start of each new calendar year the TEDC board; through the CEO, will inform the MATTS how much funding can be recommended from the fund for the year.

CHAIR

The MATTs is to be chaired by the TEDC Board member. The appointed Chair is responsible for the conduct of meetings, ensuring fair and equitable opportunities for views and opinions to be voiced and discussed by the MATTs. The Chair will also be responsible for reporting the activities of the Subcommittee to the full board.

NOMINATION PROCESS

Appointments to the MATTs will be made by the TEDC Board based on nominations from the Timmins Accommodations Group (TAG), Venture Centre and BIA.

TIME COMMITMENT

The MATTs will meet monthly if required:

- To review new and emerging opportunities such as event bids;
- To review submissions for Event Support that may be required;
- To evaluate the previous year's results;
- To provide a mid-term review of impact of fund on tourism objectives

REPORTING

Reporting will be provided quarterly on strategies, work plans, activities and results, with an annual summary report presented to the TEDC Board and City of Timmins Council. This report will be prepared by the Manager of Tourism and Culture.

TERMS

The *initial* term of each member shall be such that:

- (a) MATTs TAG members will serve a one-year term
- (b) Chamber Staff will serve a two-year term
- (c) TEDC rep will serve a two-year term
- (d) Venture Centre rep will serve a two-year term
- (e) BIA rep will serve a one-year term

and thereafter, the length of the term of each person appointed by virtue of his or her role with an organization (e.g. TEDC) shall be varied and alternated such that the successor of a member appointed to a one (1) year term shall be appointed to a two (2) year term, and the successor of a person appointed to a two (2) year term shall be appointed for a one (1) year term.

For certainty, the term of a succeeding member shall be determined with reference only to the length of appointment of its predecessor, without regard to the period for which such processor has served.

Vacation of Office

A member shall be automatically be removed from the MATTS upon such member:

- (a) Becoming bankrupt or being declared insolvent;
- (b) Being declared mentally incompetent (by a person or body legally empowered to do so);
- (c) Being convicted of any criminal offence;
- (d) Providing notice in writing to the CEO of the TEDC of such member's resignation;
- (e) Missing three (3) subcommittee meetings in a calendar year without explanation satisfactory to the MATTS;
- (f) Upon the board of directors of the TEDC determining, by majority vote, that such member has violated a policy or code of conduct applicable to MATTS members, or committed an act, or acted in a manner that has undermined, or could substantially undermine. the confidence of the public in the integrity of the member's role with the MATTS, or the MATTS itself; and/or
- (g) Ceasing to hold a substantive role with the organization appointed by it (e.g. the Chamber of Commerce, the TEDC).