



Yarmouth and Acadian Shores
Tourism Association
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January 21st, 2020

The Municipality of Barrington
2447 Highway 3,
P.O. Box 100,
Barrington, Nova Scotia
BOW 1E00

Warden Nickerson and Council,

I am writing you today to request a letter of support and a financial commitment to host the **2021 Travel Media Association of Canada annual conference and AGM.**

What is TMAC? TMAC is a four-day national conference that usually occurs between March and June. Hosting a TMAC conference event would see travel media professionals from throughout Canada visit and experience our region. During the event, media tours are offered prior to and/or after the conference. These tours feature local experiences, attractions, and tourism product. These experiences and attractions are then featured in articles, online blogs and through photography, video and on social media channels. Every year YASTA invests in travel media marketing and has had past successes but the opportunity to host a TMAC conference would generate greater results and much greater media value.

TMAC was held in Cape Breton in 2016 and produced excellent results for Cape Breton Tourism. When asked about the value of hosting TMAC, Mary Tulle, past Executive Director for Destination Cape Breton stated, "This was the best thing we ever did". The opportunity to host TMAC is an opportunity for all of us in Southwest Nova Scotia and one that I hope you seriously consider. A similar event (Go Media) was held in Halifax and surrounding regions in 2017 and generated millions in marketing/media value.

By hosting TMAC's Conference and AGM, we will have the opportunity to:

- Showcase our destination to Canada's best and most active professional travel writers, broadcasters, editors, bloggers, online influencers, publishers and photographers.
- Receive extensive Canadian, U.S. and international editorial coverage — both short-term and long-term — in print and online media outlets, social media channels, and radio and tv broadcasters all created by leading travel journalists and online influencers.
- Develop our own one-on-one contacts with travel media professionals
- See our destination highlighted on the TMAC website and through our registration pages.
- Experience a social media buzz with custom hashtags before, during and after the event itself
- TMAC and its delegates will also be investing in our destination as well with meals, accommodations (500+ room nights) and purchases during their stay.

Many partners are required to host this event. We're currently forging partnerships with ACOA, Tourism Nova Scotia, Communities Culture & Heritage and Parks Canada. Municipal partners are also needed to deliver this event and so we'll be partnering with municipalities in Southwest Nova Scotia too. Private sector partners such as Bay Ferries, Rodd Hotels and Resorts and Pacrim Hospitality have all expressed an interest in being partners for this event. Unfortunately, this **bid is due on February 27th 2020**. In order to make this deadline we need our partners to confirm support before this date. We realize this is challenging but if we are successful in our bid the results will be measurable and significant.

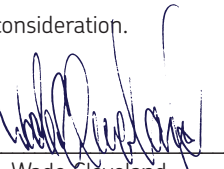
YASTA formally requests the following:

1. A letter confirming the Municipality of Barrington's support for YASTA's bid for the 2021 TMAC Conference and AGM.
2. Confirmation of funding support in the amount of \$10,000 dollars for the TMAC Conference and AGM to be held in June 2021. These funds would only be required in fiscal 2021-2022.

Thank you for your time and consideration.

Sincerely


Neil MacKenzie
Executive Director
Yarmouth & Acadian
Tourism Association


Wade Cleveland
Board Chair
Yarmouth & Acadian
Tourism Association

cc: Chris Frotten
Suzy Attwood

Draft - TMAC 2021 Budget				
	Budget			
REVENUES				
ACOA	\$25,000.00			
Tourism Nova Scotia	\$28,000.00			
NS Communities, Culture and Heritag	\$25,000.00			
Municipal Partners	\$110,000.00			
Other Cash Sponsorships	\$10,000.00			
YASTA	\$70,000.00	Note: To be budgeted over two fiscals.		
Total Revenues	\$268,000.00			
EXPENSES				
Events Expenses	\$110,000.00			
Pre, Post and Local Tour Expense	\$110,000.00			
Miscellaneous Expenses	\$48,000.00			
Total Expenses	\$268,000.00			
NET	0.00			