



*Naturally Adventurous*

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March 19, 2014

Dear Minister Chan,

As Chair of the Board of Directors for Explorer's Edge (RTO12), I am writing on behalf of the Executive to express our concern regarding the new reporting requirements introduced by the Ministry for all the RTOs (pertaining to the 2014-2015 Operational Year and beyond).

While we certainly agree that, as a tax-payer funded entity, it is very important that all our expenditures be accounted for and strategically allotted in order to increase tourism spending in our region (particularly as it relates to increasing "heads in beds"), we are concerned that the latest spreadsheets requiring minute details (everything but economic measurement) is an overly-time consuming distraction for our staff – and for our area operators. It appears we are now being asked to report on what we do and who we support – rather than what we achieve for the tourism operators in our area and in our efforts to help the Ministry double tourism receipts by 2020.

With the current, intensified reporting the Ministry has requested, it will not be possible for Explorers' Edge to complete the documentation without adding more staff – which will incur more administrative costs for us, rather than allowing us to focus our funds on revenue-building initiatives in our area.

On behalf of the Explorers' Edge board of directors, I respectfully request that you replace these spreadsheets with a simple reporting mechanism that could be made available through the Ontario Ministry of Finance. Our economic impact can be measured independently of anything we tell you by requesting HST results earned for the tourism operators in our region. As the majority of businesses in the Explorers' Edge region are associated with tourism in some way, for our region in particular your Ministry might just request that number for all businesses here. In this manner, you will know if things are improving – or not – for the tourism operators and industry stakeholders.

I respectfully request that you replace the spreadsheets with one number – reported monthly and in comparison year over year. As a volunteer, operator-driven organization, we would prefer to be measured by the increase in business to our area – only.

I thank you for taking time to consider this request and I look forward to your response.

Yours truly,

Donald J. MacKay FCPA, Chairman, Explorers' Edge