

P.O. Box 216  
Waskesiu Lake, SK  
S0J 2Y0

Dear Business Community Member:

**Re: Membership in Prince Albert National Park & Area Destination Marketing Organization<sup>1</sup>**

A number of organizations (Tourism Saskatchewan, Parks Canada, Waskesiu Chamber of Commerce, Big River Chamber of Commerce, and the Rural Municipality of Lakeland) and local tour operators are collaborating to increase tourism to the area. In the fall of 2009, a destination marketing organization (DMO) was incorporated and has been operating under the direction of an interim board of directors. The objective of the DMO is to collaborate with its members to promote tourism products, experiences, and services in the region. By working with partners and focusing on the unique attributes and selling features of the area, we are best positioned to increase tourism and generate economic benefit year-round for all participants. To date, the DMO's strategic direction and marketing plans have been completed.

The following organizations are committed to contributing financially to this organization<sup>2</sup>: Prince Albert National Park; Waskesiu Chamber of Commerce; the Rural Municipality of Lakeland; and the Big River Chamber of Commerce. As well, Tourism Saskatchewan committed substantial funds to date and is committed to funding for the next two years to support this project. North Central Enterprise Region has also supported the planning activities with substantial funds.

***We are now recruiting members to help guide the organization at this crucial stage. As a vital part of the tourism industry, we ask you to consider becoming a member of this group.***

As you know Tourism is a highly competitive marketplace and many tourism areas currently use a collaborative marketing strategy to compete (see attached examples). The strength of this approach is an obvious one, grouping together means more resources. Without the ability to compete, an individual operator will continue to fall behind others who choose to work collaboratively. This is your opportunity to join your colleagues in meeting the challenges of today's tourism marketplace. The DMO will be launching a state of the art website to introduce a new brand to targeted markets. This website will be the portal for all things Tourism in the area and an important source of business for the tourism members of the DMO.

Please find attached the membership application form and guide. It provides the information necessary for considering the opportunity of becoming a member in the organization.

Membership is by way of a 1% levy on your company's annual revenue base (Membership Guide – Appendix A). This mechanism is used very successfully in other jurisdictions which collect levies of this nature. The levy is traditionally added to all invoices and pooled separately to be remitted quarterly. In

<sup>1</sup> Interim name- a new representative brand will be created as a next step

<sup>2</sup> financial statements are available on request

the interest of confidentiality all remittances are made to an independent accounting agency which aggregates the funds and forward only lump sums to the DMO. At no time is individual member's information released to anyone in the organization.

In the near future, someone will be contacting you to discuss this opportunity further. If you wish to get more information immediately please contact: Robyn Hufnagel @ [robyn.hufnagel@pc.gc.ca](mailto:robyn.hufnagel@pc.gc.ca)

Please direct any further questions you may have to any of the board of directors listed below.

We look forward to working with you in the future to help strengthen the business community in the Prince Albert National Park and the surrounding area.

#### The Board of the PANP & Area DMO

Tim Ouellette	Tourism Saskatchewan	(306)933-6111
Lawrence Minshull	Sunset Bay Resorts	(306) 982-3111
George Wilson	Waskesiu Chamber of Commerce	(306) 960-6282
Carla Flaman	Parks Canada	(306) 663-4565
Morris McLachlan	Waskesiu Marina Adventure Centre	morris.mclachlan@siast.sk.ca
John Ondrusek	North Central Enterprise Region	(306) 953-4032
Shirley Gange	R.M. of Lakeland	(306) 982-3311
Paula Stalwick	Northern Saskatchewan Tourism Inc	(306) 989-2014
Gord Vaadeland	Sturgeon River Ranch	(306) 469-2356
Brandon Moore	Elk Ridge Resort	(306) 663-4653
Jackson Wiebe	Evergreen Coffee & Food	(306) 291-1774
Brent Hamel	Boreal Activity Centre	bkhamel@sasktel.net
Roy Stanoffsky	Jewel of the North	(306) 982-3662

1 Interim name- a new representative brand will be created as a next step

2 financial statements are available on request

## Membership Application 2011

Business / Company / Entity / Community name:

### CONTACT INFORMATION

Designated Representative (to act on behalf of the business eg. voting at AGM):

Administrative Contact (if different from above):

Street Address:

Mailing Address:

City/Town:

Postal Code:

Telephone:

Fax:

Contact's Email:

Website:

Would you like your email and phone number available for public viewing on our website?

YES, please make it available to the general public

NO, my contact information is private and for PANP DMO business use only

### ACTIVE MEMBERS – INDUSTRY CLASSIFICATION

Please identify the nature of your business/entity. (eg. rental cabins, hotel, annual event, boat tour operator, restaurant, gas bar)  
(This may also be used for identification of your business/entity within the website and/or guides.)

Accomm – less than 30 rooms:

Accomm – more than 30 rooms:

Accomm – private campground:

Accomm – provincial or regional park:

Food and Beverage, Retail:

Attractions and Activities:

Real Estate, Development, Construction, Trades, Transportation:

Banking, Professional Services:

### Signature:

Active Members: A membership levy is payable by you in an amount equal to one percent (1%) of your company's annual revenue base.

### ASSOCIATE MEMBERS – CLASSIFICATION

Please describe your organization/entity. (eg. non-profit membership-based)

Active Members are voting members who carry on a tourism business or who carry on a business that services the tourism industry in the DMO area.

Associate Members are non-voting members representing an organization, partnership, government authority, corporation or association. For example, any non-profit membership-based tourism organization.

For further information and to send application:

Prince Albert National Park and Area Destination Marketing Organization

P.O. Box 262, Waskesiu Lake, SK, S0J 2Y0

(306) 663-5410

GST # 846668663RT-0001

## Appendix A

### Prince Albert National Park and Area DMO\* Membership Fee

A membership levy is payable by you in an amount equal to one percent (1%) of your company's annual revenue base.

1. Prior to becoming a member you must submit one (1) year of copies of your previous GST remittance forms to the accountant for the purpose of forecasting our membership revenues.
2. There is an ongoing obligation to provide copies of your regular quarterly GST remittance forms to the accountant's office so that they can determine your membership fees based upon your earnings.
3. All documentation provided to the accountant is treated in the strictest confidence and shall not be used for any purpose other than determining your membership levies. No information provided to them is shared with any other business or entity. Aggregated levies are remitted to the DMO on a quarterly basis.
4. An organization should indicate the appropriate membership sector(s)<sup>3</sup> it would like to participate in.
5. The levies are used to augment other moneys contributed to joint initiatives of the DMO.
6. As a participating member, you have the opportunity to direct 25% of your membership dues to specific programs of your choice offered by the DMO.
7. The membership year runs from January 1<sup>st</sup> to December 31<sup>st</sup>.
8. Membership for an upcoming year must be committed prior to November 1<sup>st</sup> of the preceding year.
9. The AGM for the organization is held annually in November. At that time, you have the opportunity to choose a representative for your sector to guide the activities of the DMO.