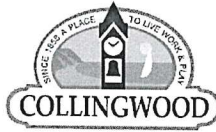


**BY-LAW No. 2025-031
OF THE
CORPORATION OF THE TOWN OF COLLINGWOOD**



**BEING A BY-LAW DIRECTING ESTABLISHMENT OF
A MUNICIPAL SERVICES CORPORATION**

WHEREAS section 203 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended, authorizes municipalities to establish corporations for the provision of municipal services;

AND WHEREAS the The Corporation of the Town of Collingwood (the “**Town**”) recognizes the importance of promoting tourism as a vital sector to the local economy and community well-being;

AND WHEREAS the Town seeks to establish a Municipal Services Corporation for the purpose of enhancing the promotion of tourism, supporting the development and management of tourism initiatives, and improving the tourism experience within the municipality;

NOW THEREFORE COUNCIL OF THE CORPORATION OF THE TOWN OF COLLINGWOOD ENACTS AS FOLLOWS:

1. Establishment of Municipal Services Corporation

- 1.1. Council adopts the Business Case Study, dated February 24, 2025, proposing establishment of a municipal services corporation with the purpose of promoting tourism in the Town of Collingwood and carrying out related tourism initiatives (the “**Corporation**”).
- 1.2. Council authorizes and directs the Director of Growth and Development (the “**Director**”) in consultation with the Town Solicitor, to prepare and file articles of incorporation for the Corporation.
- 1.3. The Corporation shall be named Tourism Collingwood, or such other name as may be determined by the Corporation’s Board of Directors, subject to the approval of the Director.
- 1.4. Council directs the Clerk to proceed with appointment of the following directors to the interim board of the Corporation in accordance with the applicable policies and procedures of the Town:
 - a) the Chief Administration Officer (CAO) of the Town;
 - b) up to two additional Town staff members as appointed by the CAO;
 - c) a minimum of one member of the Council of the Town; and
 - d) up to three members of the local tourism industry.
- 1.5. Council directs the Director in consultation with the Town Solicitor to prepare the following documents relating to the Corporation:
 - a) one or more initial By-laws for the Corporation, including at minimum the requirements set out in Schedule “A”;
 - b) an Operating/Funding Agreement between the Town and the Corporation, including at minimum the requirements set out in Schedule “B”; and

- c) any related ancillary agreements or incorporation documents that Director and Town Solicitor deem reasonably required for the creation or operation of the Corporation, with the advice of the Town Solicitor.
- 1.6. Council further directs the Director in consultation with the Town Solicitor to undertake the following:
- a) delegation of authority to execute the necessary incorporation documents and undertake associated incorporation processes, as an alternative to further Council review; and
 - b) repeal of any specific conflicting by-laws.
- 1.7. If any section, clause, or provision of this by-law is found to be invalid by a court of competent jurisdiction, it shall not affect the validity of the remaining sections, clauses, or provisions of this by-law.
- 1.8. This by-law shall come into force and effect on the date it is passed by the Council of the Town.

ENACTED AND PASSED this 14th day of April, 2025



MAYOR



CLERK

Schedule "A"

Corporate By-law Requirements

1. The governance of the Corporation shall be vested in a Board of Directors (the "Board") consisting of not fewer than seven (7) members, to be appointed initially by the Town in an interim capacity.
2. The members of the Board shall serve for terms of 3 years, to be staggered for continuity, and may be reappointed. The composition of the Board shall aim to reflect a diversity of experience and knowledge relevant to tourism, business, marketing, and community development. The interim Board shall serve for a maximum term of 18 months and a minimum term until the first meeting of the interim Board is held after incorporation.
3. The Board shall have the authority to set policies, procedures, and strategic goals for the Corporation, provided that such policies and strategies align with the Town's overall goals and objectives for tourism.

Schedule "B"

Operating Agreement Requirements

1. **Purpose and Objectives** The purpose of the Corporation is to promote tourism within the Town of Collingwood, with the following objectives:
 - a) To develop and implement marketing and promotional strategies to attract tourists to the Town of Collingwood.
 - b) To support and promote local attractions, events, festivals, and cultural initiatives.
 - c) To enhance the visitor experience by collaborating with tourism-related businesses, local communities, and stakeholders.
 - d) To develop, manage, and oversee tourism-related projects and initiatives that support the sustainable growth of the tourism industry.
 - e) To foster partnerships and collaboration with regional, provincial, and national tourism organizations as appropriate.
2. **Powers and Authorities:** The Corporation shall have the power to undertake the following, with actions outlined in sub-sections b) through f) being in accordance with any applicable contracts or agreements referred to in sub-section a):
 - a) Enter into contracts, agreements, and partnerships for the purpose of advancing tourism within the Town of Collingwood.
 - b) Manage funds and resources allocated by the Town, as well as any other funds raised by the Corporation through sponsorships, donations, or other revenue-generating activities.
 - c) Establish and implement marketing campaigns and promotional initiatives to enhance tourism.
 - d) Hire and retain staff, consultants, and contractors as necessary to carry out its activities.
 - e) Apply for grants, funding, or other financial assistance to support tourism initiatives.
 - f) Carry out any other activities or initiatives that are consistent with the purpose and objectives of the Corporation.
3. **Reporting and Accountability:** The Corporation shall provide an annual report to the Town that includes at minimum the following in accordance with any applicable contract or agreement:
 - a) A summary of the Corporation's activities, achievements, and financial status.
 - b) Recommendations for future tourism development.
 - c) An audited financial statement for the previous fiscal year.
4. The Corporation shall comply with all applicable Town policies in accordance with section 203 of the *Municipal Act, 2001*, including but not limited to, transparency and procurement policies.
5. **Funding and Financial Contributions:**
 - 3.2. The Town will provide a minimum of 50% of the proceeds of the Town's Municipal Accommodation Tax revenues to the Corporation to support its tourism promotion efforts, subject to budgetary approval by the Town.

- 3.3. The Corporation shall manage any municipal funds or grants in accordance with the Town's applicable policies, procedures, contracts, and/or agreements.
- 3.4. The Corporation may also seek other funding sources, including sponsorships, grants, donations, and revenues from tourism-related activities, in order to further its mandate.
- 3.5. The Town shall work with the Board to ensure the orderly transition of tourism-related responsibilities and functions to the Corporation.
- 3.6. The Corporation may request such further support and resources as are reasonable and necessary for the Corporation to effectively carry out its mandate and achieve its objectives. For greater clarity, the Corporation will retain an ability to hire and retain staff, consultants, and contractors as necessary to carry out its activities in accordance with section 2 of this Schedule.