

The Banff/Lake Louise Tourism Bureau

Standing Tourism Improvement Fee (TIF) Policy V1

A. STANDING TIF POLICY PURPOSE AND INTENT

This Policy is intended to:

1. Maintain a standing policy with respect to the Tourism Improvement Fee (TIF) and administration thereof, subject to the Bureau By-laws, addressing:
 - a. the inclusion or exclusion of fees, services or other revenues in the computation of Room Revenue, and,
 - b. exemptions or similar relaxations, temporary or permanent, to the TIF Funding Program; if any, and
 - c. anything else the Board and Resident Lodging Sector Members determine prudent and necessary for determination and administration of TIF.
2. Maintain TIF at 2% of Room Revenue, unless amended in accordance with rules and processes set forth in Article 7 of Schedule "A" to the Bureau By-Laws;
3. Provide clarity, guidance and direction to Resident Lodging Sector Members, the Third-Party Agent, the License Inspector, the Board of Directors, and employees of the Bureau on TIF Funding Program administration;
4. Ensure uniformity and equality throughout the Lodging Sector Membership on standards and methods of determining and reporting Room Revenue for the purposes of calculating TIF Payable.

This Policy is not intended to:

5. Override or conflict with Schedule "A" to the By-laws. By-laws prevail over policy in all respects.
6. Override or conflict with the intent of the TIF Funding Program, or the principles, guidelines, commonalities, practices and procedures which may have been established prior to this Policy coming into effect, for the purposes of calculating TIF Payable by a Resident Lodging Sector Member, excepting only the base amount on which TIF is calculated as described in this Policy which should not fundamentally effect TIF Payable.

B. ROOM REVENUE

1. **"Room Revenue"** means the actual monetary consideration received by a Resident Lodging Sector Member for overnight Lodging excluding:
 - a. GST;
 - b. Alberta Tourism Levy; and,
 - c. all other goods or services not attributable to Lodging alone.

C. FEES, SERVICES AND OTHER REVENUES

1. For greater certainty, TIF is applicable and shall be calculated on the same base amount as the Resident Lodging Sector Member calculated the amount of ATL on which TIF was payable **prior** to October 1, 2024;
2. In the event of uncertainty as to whether fees, services and other revenues should be included in the computation of Room Revenue, the Resident Lodging Sector Member shall make such determination in accordance with standards for calculating Purchase Price of Accommodation, as set in the Tourism Levy Act R.S.A. 2000, c. T-5.5, and corresponding Regulations, as amended or replaced, but excluding:
 - a. complimentary rooms where the actual monetary consideration received for overnight Lodging is less than prevailing market rate for that overnight Lodging.

D. PROCEDURES

1. The Third-Party Agent and employees of the Bureau shall refer to this policy when administering the TIF Funding Program.

E. AMENDMENTS TO POLICY

1. This Policy may be amended from time to time following the order of approvals as follows:
 - a. Firstly, approved by the Resident Lodging Sector Members voting in favor of the resolution passed at a meeting limited to the Resident Lodging Sector Members that carries a 65% vote in favor of the resolution of all Resident Lodging Sector Members present and upon a 65% of the Weighted Vote of all Resident Lodging Sector Members present, in favor of the resolution;
 - b. Secondly, approved by resolution of the Board;

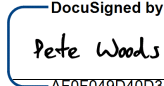
F. GENERAL

1. The Standing TIF Policy may reference and incorporate commonly accepted tourism industry standards, or may reference and incorporate regulatory standards. In the event of a conflict between the TIF Standing Policy and the By-laws, the By-laws shall prevail.
2. All capitalized terms herein shall have the same meaning as ascribed to those terms in the By-laws unless otherwise specifically defined herein.
3. This Policy is provided with headings and is divided into Sections and sub-Sections for convenience of reference only and such shall not affect its construction or interpretation.

THIS STANDING TOURISM IMPROVEMENT FEE (TIF) POLICY V1 was duly passed by a motion of the Board of the Banff/Lake Louise Tourism Bureau on June 20, 2025 and is in full force and effect as at that date.

Signed by:

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Chairperson: Shawn Birch

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Secretary: Pete Woods