



## County of Haliburton

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February 3, 2020

All Ontario Municipalities

Dear Sir/Madame:

Re: Tourism Oriented Destination Signage Fee Increases

Haliburton County and our local municipalities recently became aware of a significant increase in fees being charged to businesses by Canadian Tourism Oriented Destination Signage Limited. In a time when every effort is being made to remove barriers to prosperity, this change will take money directly from the "bottom line" of small and medium sized businesses and not-for-profits across the Province.

At their most recent meeting, Haliburton County Council passed the following resolution:

***Whereas the Ministry of Heritage, Sport, Tourism, and Culture and the Ministry of Transportation supervise the delivery and maintenance of tourism oriented destination signage through a third party – Canadian TODS Limited;***  
***And Whereas our tourism stakeholders and other enterprises rely heavily on this signage to direct customers to their businesses;***  
***And Whereas Canadian TODS Limited recently advised their customers that fees will be doubling, beginning in 2020;***  
***And Whereas this will result in significant financial hardship for those business owners:***  
***Now therefore, be it resolved that the Haliburton County Tourism Committee and Haliburton County Council request that the Minister of Tourism, Culture and Sport and the Minister of Transportation reconsider or phase in this fee increase, allowing an appropriate amount of time for businesses to adjust;***  
***And finally that those municipalities that support the resolution be requested to advise the Ministers noted above and their local MPP of their support.***

All of the municipalities in the County of Haliburton recognize the value of this signage and the need for cost increases to meet inflation; however, we are asking that this fee increase be reconsidered and phased in to ease the burden on our stakeholders.

Thank you for your consideration of our request.

Yours truly,

Liz Danielsen  
Warden