

BUTTER TARTS & BUGGIES: EXPLORE THE SIMPLER LIFE



AGREEMENT

BETWEEN:

**THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH**

hereinafter called "Wellington North" of the First Part;

And

THE CORPORATION OF THE TOWNSHIP OF SOUTHGATE

hereinafter called "Southgate" of the Second Part;

And

THE CORPORATION OF THE TOWN OF MINTO

hereinafter called "Minto" of the Third Part;

And

THE CORPORATION OF THE TOWNSHIP OF MAPLETON

hereinafter called "Mapleton" of the Fourth Part;

And

THE CORPORATION OF THE MUNICIPALITY OF WEST GREY

hereinafter called "West Grey" of the Fifth Part;

WHEREAS each of the Parties hereto wishes to clarify its obligations to the other Party with respect to the "Butter Tart & Buggies: Explore the Simpler Life" Tourism Promotion providing a unified approach to attracting visitors to the region by clustering our assets as they relate to the promotion of local food and accommodations, promotion of butter tarts and butter tart themed products, hand crafters and the horse and buggy culture related businesses and equine industry;

NOW THEREFORE THIS AGREEMENT WITNESSETH that in consideration of the mutual covenants of each Party, the one with the other, the Parties hereto covenant and agree as follows:

1. The creation of the Butter Tarts & Buggies promotion shall be jointly organized, facilitated and promoted by the parties hereto with all parties to have equal rights, and shall be under the management and control of the Economic Development Representatives of Wellington North, Southgate, Minto, Mapleton & West Grey.

2. It is agreed that a Steering Committee shall be created to direct development of the promotion and associated budget that shall be comprised of party representatives from the five municipalities.
3. It is agreed that Wellington North, Southgate, Minto, Mapleton and West Grey will each make a \$2,500.00 annual contribution to the creation and ongoing delivery of the promotion; unless otherwise agreed upon.
4. Wellington North shall act as the accountant, including all banking tasks, for the “Butter Tarts & Buggies: Explore the Simpler Life” promotion, on behalf of all partners and will provide semi-annual updates to the Steering Committee.
5. In the case of actual “Butter Tarts & Buggies: Explore the Simpler Life” expenditures being under- or over-budget, the Parties shall mutually agree on how to handle the situation.
6. Minto shall be the lead for the overall Marketing and Promotions of “Butter Tarts & Buggies: Explore the Simpler Life” and coordinate all Social Media, web-site and general communications on behalf of the parties. Each municipality will be responsible to provide Minto with information to share on the web-site, etc.
7. It is agreed that criteria shall be developed as a pre-requisite for businesses to be featured in the promotion. The credibility and sustainability of the promotion will depend on businesses being able to deliver an exceptional experience that is compelling and authentic to the region.
8. It is agreed that a membership fee will not be applied to participating business members for inclusion in the promotion. It is also agreed that each municipality should have equal representation, (10) in the promotion and that only businesses that meet the above-mentioned criteria will be allowed. If there is a disagreement amongst the parties on whether or not a business meets the criteria a majority vote will rule.
9. Should the Steering Committee agree that a business from outside of the participating area be allowed into the promotion an annual membership fee of \$300.00 will be charged. It is agreed that only businesses “bordering” one of the party’s would be eligible for participation. Any disagreement will be subject to a majority vote.
10. It is agreed that this agreement shall be for a period of 2 years commencing March 1st 2018 and expiring on February 29th, 2020. At that time the agreement will be reviewed and may be extended by agreement of all parties.
11. The parties agree that this agreement may be amended at any time by the mutual consent of the parties, after the party desiring the amendment(s) gives the other party a minimum of thirty (30) days written notice of the proposed amendment(s).

12. It is further agreed that should a party request not to continue their participation in the promotion, the promotion will not dissolve from that geographic area until review of the agreement on the identified date. In this circumstance, it is agreed that the identified participating business members will incur the \$300.00 membership fee to continue their participation.

13. The following performance measures will determine the success of the program:

- Increased visits
- Increased visitor spend
- Impressions and click through rates for social and digital advertising
- Circulation statistics for print advertising
- Discounts or special gifts redeemed by visitors who have presented the Butter Tarts & Buggies guide at the participating business
- Media mentions
- Google Analytics
- Social media metrics
 - Hashtag shares, photos uploaded by consumers
- Feedback from participating businesses and consumers

IN WITNESS WHEREOF each of the parties hereto affixed its corporate seal as attested to by the proper officers duly authorized in that behalf;

SIGNED and sealed _____, 2018

THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH

Andy Lennox, Mayor

Michael Givens, Chief Administrative Officer

SIGNED and sealed _____, 2018

THE CORPORATION OF THE TOWNSHIP OF SOUTHGATE

Anna-Marie Fosbrooke, Mayor

Dave Milliner, Chief Administrative Officer

SIGNED and sealed _____, 2018

THE CORPORATION OF THE TOWN OF MINTO

George Bridge, Mayor

Bill White, Chief Administrative Officer / Clerk

SIGNED and sealed _____, 2018

THE CORPORATION OF THE TOWNSHIP OF MAPLETON

Neil Driscoll, Mayor

Manny Baron, Chief Administrative Officer

SIGNED and sealed _____, 2018

THE CORPORATION OF THE MUNICIPALITY OF WEST GREY

Kevin Eccles, Mayor

Laura Johnston, Chief Administrative Officer