

Alberta's Lakeland Destination Marketing Organization



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April 11, 2011

County of St. Paul Council
5015 – 49 Avenue
St. Paul, Alberta
T0A 3A4

Re: Payroll Contract for Alberta's Lakeland Destination Marketing Organization

Dear Council Members,

Alberta's Lakeland DMO is a non-profit organization whose primary role is to develop and implement tourism-marketing initiatives within the province of Alberta, with input from industry stakeholders, and for a specific destination or region, which is defined by geographic characteristics or travel routes.

The DMO hires one person full time in the capacity of marketing and coordination and, in the past, we have struggled to retain persons of quality; usually because they find a better paying job or one with benefits. We have a person in this position now who has been working for us for over just over a year. Becky Paul and her husband live in the County of St. Paul. She is enjoying her job, we are very satisfied with her work and we would like to be able to offer her a benefit package.

Would the County of St. Paul be open to entering into a payroll contract with Alberta's Lakeland DMO which would give us an opportunity to compete in today's environment and puts us in a better position to retain good quality staff? We would expect to be invoiced on a monthly basis for the entire costs associated with the benefit plan.

Thank you in advance for your consideration and if you need any further information or have questions, please don't hesitate to contact me.

Best Regards,

Marianne Price
General Manager
Alberta's Lakeland Destination Marketing Organization