

Exhibit B – Financial Terms Worksheet

Explanation of charges can be attached to this worksheet (i.e. estimated hours, hourly charge, any additional expenses for data etc.) with totals for each research area listed on this worksheet

	<u>Annual Estimate</u>
4.1 <u>Annual Research</u>	\$ _____
4.1.1 Return on Investment	
4.1.2 Joint Promotional Program	
4.1.3 Travel Volume Evaluation	
4.1.4 Visitor Estimates	
4.1.5 Forecasts	
4.2 <u>Periodic Research</u>	\$ _____
4.2.1 Seasonal Visitor Profiles	
4.2.2 Tourism Satellite Account Analysis	
4.2.3 Conversion Studies	
4.3 <u>Other Market Studies</u>	\$ _____
4.3.1 Canadian Travelers	
4.3.2 Group/Motorcoach	
4.3.3 Meetings/Business Travel	
4.4 <u>Industry/Community Training</u>	\$ _____
4.4.1 Development/attendance at development workshops	
4.4.2 Marketing workshops	
4.5 <u>Secondary Research</u>	\$ _____
4.5.1 Three written reports	
4.5.2 Written assessment of secondary research tools DTTD should acquire/license Acquisition/Licensing fees (range)	
<u>Other</u> (Please explain and/or describe below) i.e travel costs, hourly rate to attend meetings, administration costs Explanation/Description:	\$ _____
ANNUAL TOTAL	\$ _____