

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Finn Partners, Inc.	2. Registration Number 6212
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3. Name of Foreign Principal
Travel Alberta

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. What is the date of the contract or agreement with the foreign principal? 01/01/2024
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Public relations activities to promote tourism in Alberta Canada and increase visitors to the province.

9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See Appendix for Response

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

11. Prior to the date of registration² for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes No N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register³ for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes No N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
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13. During the period beginning 60 days prior to the obligation to register⁴ for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value
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¹ "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

^{2,3,4} Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.


EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
01/09/2024	Martin Ettlemyer	/s/Martin Ettlemyer
_____	_____	_____
_____	_____	_____
_____	_____	_____

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
January 9, 2024	Martin Ettlemyer	
_____	_____	_____
_____	_____	_____
_____	_____	_____

Appendix

Response to Item 9

Item 9: Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

- Public relations strategy
- Media relations, traditional print media and social media
- Media events (virtual and in person when appropriate)
- Social media influencer relations
- Press release writing and distribution
- Development of press materials
- Crisis preparedness and communication

2024 DEDICATED PR PROGRAM FOR NORTHSTAR DMO PARTNERS**Service Request: #3**

This is a Service Request to the following General Services Contract with Travel Alberta, an Alberta Crown Corporation.

Contractor Name:	Finn Partners, Inc.
Date General Services Agreement Signed:	August 8, 2023
Title of Base Agreement:	General Services Contract# 23-00617

The following terms shall apply in addition to the terms of the Agreement:

PROPOSED ACTIVITY AND STATEMENT OF WORK:**EARNED MEDIA SUPPORT FOR DEDICATED DMO INITIATIVES**

To better and more thoroughly support the NorthStar DMO partners, FINN will work with Travel Alberta and the primary DMO contact to activate on DMO-specific priority initiatives.

Activity:

Each DMO will have a dedicated account team that functions as an extension of the Travel Alberta core team. The PR program for each partner will be determined on the investment level, as follows:

Tier 1 – Tourism Canmore Kananaskis

- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- Potential for 1 proactive pitch theme per month, pending number of inbound requests

Tier 2 – Tourism Calgary

- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- 2 proactive pitch themes per month
- Press trip support (may require dropping to 1 proactive pitch theme per month, depending on monthly priorities)

Tier 3 – Explore Edmonton + Banff Lake Louise Tourism

- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- 3 proactive pitch themes per month
- Press trip support (1 per quarter) OR 2 trips per year + increase pitch themes to 4
- Briefing books/prep materials for media appointments at trade shows/industry events

TERM

January 1, 2024 – March 31, 2025

BUDGET AND FEE PAYMENT SCHEDULE

The budget has been designated as follows:

FY2023:

- \$20,250 USD allocated for Travel Alberta, billed \$6,750 USD monthly Jan. 2024-March 2024
- \$5,250 USD allocated for Tourism Calgary, billed \$1,750 USD monthly Jan. 2024-March 2024
- \$7,500 USD allocated for Banff Lake Loise Tourism, billed \$2,500 USD monthly Jan. 2024-March 2024
- \$7,500 USD allocated for Explore Edmonton; this has already been invoiced fully

January will be invoiced upon execution of the Service Request, with remaining months billed on the first of the month. Payment is due within 30 days of invoice receipt.

FY 2024:

- \$72,750 USD allocated for Travel Alberta, billed \$7,750 USD monthly April 2024-Dec. 2024, and \$1,000 USD monthly Jan. 2025-March 2025.
- \$15,750 USD allocated for Tourism Calgary, billed \$1,750 USD monthly April 2024-Dec. 2024
- \$22,500 USD allocated for Banff Lake Louise Tourism, billed \$2,500 USD monthly April 2024-Dec.

2024

- \$12,000 USD allocated for Tourism Canmore Kananaskis, billed \$1,000 USD monthly April 2024-March 2025
- \$22,500 USD allocated for Explore Edmonton; this has already been fully invoiced

FINN will track hours for each NorthStar DMO partner using the contracted blended hourly rate.

The fee does not include any expenses related to travel for media/influencers/agency representatives, media entertainment, mailings, or media gifts. Any expenses will be approved by DMO partner in writing ahead of expenditures.

SPECIAL TERMS

Both parties acknowledge that the NorthStar DMO partners: Tourism Calgary, Explore Edmonton, Banff Lake Louise Tourism and Tourism Canmore Kananaskis are separate entities from Travel Alberta and for the purposes of this Scope of Work, shall be liable for the specific monthly fee as noted above. Agency shall bill such partners separately and agree that Travel Alberta shall have no liability and shall not be responsible for the failure of one of these partners to perform its payment obligations. Notwithstanding the foregoing, should one of the partners fails to make timely payment, Travel Alberta does agree to assist Agency in collection of any past due amounts in its capacity as coordinator of the overall scope of work.

Travel Alberta

Michelle Gaudet

Michelle Gaudet (Dec 20, 2023 08:25 MST)

Name: Michelle Bender

Title: Manager

Date: Dec 20, 2023

FINN Partners, Inc.

Martin Ettlemyer
box5:GN 18LQZ5P1-4L28LYRQ

Martin Ettlemyer

CFO

Date: Dec 20, 2023

