

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? 06/01/2024
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.

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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

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10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act<sup>1</sup>.

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.

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11. Prior to the date of registration<sup>2</sup> 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 register<sup>3</sup> 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 register<sup>4</sup> 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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<sup>1</sup> "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.

<sup>2,3,4</sup> 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
06/25/2024	Martin Ettlemyer	Sign /s/Martin Ettlemyer
_____	_____	Sign _____
_____	_____	Sign _____
_____	_____	Sign _____

**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
June 25, 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 ECONOMIC DEVELOPMENT STORYTELLING PROGRAM****Service Request: #4**

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

<b>Contractor Name:</b>	Finn Partners, Inc.
<b>Date General Services Agreement Signed:</b>	August 8, 2023
<b>Title of Base Agreement:</b>	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 ECONOMIC DEVELOPMENT AND DESTINATION MANAGEMENT  
STORYTELLING**

Alberta's shift to destination management, paired with the ongoing investment in tourism product development, creates an opportunity to target news and business media about the evolution of Alberta's tourism economy. An economic development-focused communications strategy will generate long-term interest and awareness for Alberta, tied to the province's robust strategic growth plan. Outreach will focus on generating a few high-quality placements over the course of the engagement.

**Potential Storytelling Themes:**

- Alberta's Bootstrap case study – Success of MAP Approach
- Investing in Indigenous-led tourism/hospitality experiences
- Price elasticity analysis
- Re-inventing and differentiating an all-season destination in a competitive market

**Tactical Approach**

- Target international news sources to talk about the business of the business
  - o Targets include: Associated Press, Business Insider, The Economist, CBC, Financial Post, Harvard Business Review, Report on Business, USA Today, and others
- Pursue in-depth interviews on top-tier international podcasts
  - o Targets include: Bloomberg BusinessWeek, Develop This! Podcast, The Business of Travel, Unpacked by AFAR, The World Ahead by The Economist, and others
- Develop ad place contributed content, targeting publications including: Economist Impact, Harvard Business Review, The Economic Times – Hospitality World, and others

**TERM**

June 1, 2024-December 31, 2024


**BUDGET AND FEE PAYMENT SCHEDULE**

A budget of \$35,000 USD has been designated for the project period. The fee will be invoiced monthly, in 7 equal installments of \$5,000 (17 hours/month). The June installment will be billed immediately upon execution of this Service Request, with invoices billed on the first of each month moving forward.



The fee does not include any expenses related to travel for media/influencers/agency representatives, media entertainment, mailings, purchasing copies of press coverage, or membership costs. Any expenses will be approved by Travel Alberta in writing ahead of expenditures.

Travel Alberta

  
Tannis Gaffney (May 24, 2024 12:20 MDT)

Name: Tannis Gaffney

Title: SVP & CMO

Date: 24/05/24

FINN Partners, Inc.

  
boxSIGN 18LQZ6P1-4LRY59FX

Martin Ettlemeyer

CFO

Date: May 29, 2024

