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OMB No. 1124-0004; Expires July 31, 2023

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	2. Registration Number
Finn Partners, Inc.	6212

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? 05/01/2019

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

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

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 registration[2] 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

12. During the period beginning 60 days prior to the obligation to register[3] 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

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the 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 and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount

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.

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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
08/29/2022	Martin Ettlemyer	/s/Martin Ettlemyer

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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
August 29, 2022	Martin Ettlemyer	

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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

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Travel Alberta
Canada

AMENDING AGREEMENT #1

THIS AMENDING AGREEMENT is made as of **May 21, 2020**

RE: TRAVEL ALBERTA CONTRACT NUMBER: **TAVPA 1294**

PARTIES:

TRAVEL ALBERTA, an Alberta Crown Corporation, having an office at 400, 1601 9 Avenue SE, Calgary, Alberta T2G 0H4 ("**Corporation**") Attention: **Emily Cheng-So**

- and -

FINN PARTNERS, INC., a corporation having an office at 301 East 57th Street, New York, New York 1002 ("**Contractor**") Attention: **Laura Anderson**

BACKGROUND TO AMENDMENT:

A. On May 1, 2019 the Corporation and the Contractor entered into an agreement (the "**Original Agreement**") whereby the Contractor agreed to provide certain services to the Corporation, as set out in the Original Agreement and schedule(s) attached to the Original Agreement.

B. The Corporation and the Contractor wish to enter into this first amending agreement (the "**Amending Agreement #1**") to amend the Original Agreement, including in certain circumstances, provisions in the schedules to the Original Agreement.

AMENDMENT(S):

The parties agree as follows:

1. The following provisions in the Original Agreement are hereby amended and / or deleted and replaced, as follows:

(a) <u>Schedule 1 – Revised Scope of Services</u>

Finn Partners, Inc. will provide the following revised scope of work to replace the existing scope and corresponding retainer fee during the time period from June 1, 2020 to March 31, 2021.

Media Relations

- **Reactive:** Vet and evaluate in-bound media requests and inquiries from US journalists who reach out directly to Travel Alberta; handle relevant opportunities through from lead to placement.

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- **Opportunistic:** Share relevant media opportunities from journalists the team is working with on various other initiatives; handle opportunities through from lead to placement.

Media Trends

- Provide weekly roundups of relevant travel landscape industry coverage; share major announcements in real time.
- Updates to include: insights on key trends; progression in coverage; intel about what journalists are looking to coverage, and when they are going to be ready to travel.

Market Intelligence / Research

Ongoing sharing of consumer data, with a focus on:

- Behavior
- Intent to travel (concerns, plans)
- U.S. metrics, and other regions as relevant and available

Strategic Planning

- Utilize media coverage trends and market intelligence to evolve US external communications strategies on an ongoing basis. Planning phase to include thoughtful messaging, nimble implementation timelines, and maintenance of targeted media lists that reflect the changing media landscape.

(b) <u>Schedule 1, Section 3.1 – Payments</u>

The annual retainer payment to be paid out on this contract agreement as per following:

- $110,000 USD (May 1, 2019 to March 31, 2020)
- $80,000 USD (April 1, 2020 to March 31, 2021)

**** Travel Alberta and FINN Partners will review fee and scope bi-monthly and also alongside evolving travel restriction regulations. Additional budget is required to resume proactive PR efforts.***

***** Payment for April 1, 2021 to March 31, 2022 will be determined prior to March 1, 2021.***

2. Except as amended by this Amending Agreement, the Original Agreement shall remain in full force and effect in accordance with the terms thereof.

3. This Amending Agreement will be governed by and construed in accordance with the laws of the Province of Alberta and the laws of Canada applicable in Alberta and will be treated in all respects as an Alberta contract.

4. This Amending Agreement is of force and effect as of the date first written above.

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5. This Amending Agreement may be executed in counterparts, each of which, when executed by a party to this Amending Agreement, will be deemed to be an original and those counterparts will together constitute one and the same instrument. Counterparts may be delivered by facsimile, pdf transmission or other means of electronic communication.

IN WITNESS WHEREOF the parties hereto have duly executed this Amending Agreement.

TRAVEL ALBERTA

Per: Chris Heseltine

Chris Heseltine
Name of Authorized Officer (print)

Acting CEO
Title of Officer Authorized to bind the Corporation

FINN PARTNERS, INC.

Per: 

Martin Ettlemyer
Name of authorized person (print)

Chief Financial Officer
Title of authorized person

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