



**Date:** 26/01/2022

**To:** Chair and Directors, Cariboo Regional District Board

**And To:** John MacLean, Chief Administrative Officer

**From:** Alice Johnston, Manager of Corporate Services/Deputy CAO

**Date of Meeting:** Cariboo Regional District Board\_Feb04\_2022

**File:** 400-01

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## Short Summary:

Information from the CCCTA Regarding Municipal and Regional District Tax Renewal

## Voting:

Corporate Vote - Unweighted

## Memorandum:

Sydney Redpath, Director of Marketing at the Cariboo Chilcotin Coast Tourism Marketing Association, has provided the following message by email to the Cariboo Regional District:

*As you know, Cariboo Chilcotin Coast Tourism has been collecting the 3% Municipal & Regional District Tax (MRDT) since May 2018 for the purposes of regional tourism marketing on behalf of our communities and regional districts. The process to renew MRDT collection happens every 5 years and requires the majority support of eligible accommodators and local governments within our region.*

*The entirety of the Cariboo Regional District is included within this regional program.*

*We are due to submit our first application for regional MRDT renewal by August 1, 2022. The benefits of this regional program for tourism businesses, communities and rural areas has been undeniable since 2018 and especially throughout COVID-19.*

*Linked [here](#) is a quick backgrounder and draft 2023-2028 strategies that will be the basis for signature collection from tourism businesses and requests for letters of support from our local governments. There is also more historical information on the regional program available [here](#). For your ongoing information prior to requesting letters of support, a timeline of the next 8 months is also included below.*

## Timelines for Renewal:

- Annual Public Feedback Sessions on Regional MRDT Program – DONE
- Continuous & Dedicated Monthly Communications on Marketing Results – ONGOING
- Dedicated Key Stakeholder Consultations for 2023-28 Strategy – DONE

- *Validation of Proposed Strategy with Key Stakeholders – DONE*
- *Debut & Request for Feedback of Proposed Strategy During 2021 AGM – DONE*
- *Stakeholder Signature Collection Starts – LATE JAN 2022*
- *Requesting Municipality and Indigenous Letters of Support Process – MARCH/APRIL 2022*
- *Requesting Regional District Letters of Support Process – JUNE/JULY 2022*
- *Submission of Renewal Application – AUG 1, 2022*

*If you have any questions about the attached information, please do not hesitate to give me a call or shoot me an email.*

This information is provided for the information of the Board at this time; in future we may be asked for a resolution of support.

### **Attachments:**

None

### **Financial Implications:**

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### **Policy Implications:**

None

### **Alignment with Strategic Plan:**

- ☐ **Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.
- ☐ **Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.
- ☐ **Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- ☐ **Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

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### **CAO Comments:**

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### **Options:**

- 1) Receipt
- 2) Receipt and further action

### **Recommendation:**

That the agenda item summary from Alice Johnston, Manager of Corporate Services/Deputy CAO, dated January 26, 2022, regarding information from the Cariboo Chilcotin Coast Tourism Marketing Association pertaining to the renewal process for their Municipal and Regional District Tax, be received.