



**REGULAR MEETING OF COUNCIL
Tuesday, June 11, 2019 @ 2:30 PM
George Fraser Room, Ucluelet Community Centre,
500 Matterson Drive, Ucluelet**

AGENDA

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Council would like to acknowledge the Yuulu?i?at? First Nations on whose traditional territories the District of Ucluelet operates.	
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Mark Boysen, Chief Administrative Officer

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13. OTHER BUSINESS

- Additional matters and new items for information purposes

14. QUESTION PERIOD

15. CLOSED SESSION

15.1. Procedural Motion to Move In-Camera

THAT the meeting be closed to the public in order to address agenda items under Section 90(1)(a), (g), (i), and (j) of the Community Charter.

16. ADJOURNMENT

DISTRICT OF UCLUELET
MINUTES OF THE REGULAR COUNCIL MEETING
HELD IN THE GEORGE FRASER ROOM, 500 MATTERSON DRIVE
Tuesday, May 14, 2019 at 2:30 PM

Present: **Chair:** Mayor Noël
 Council: Councillors Cole (teleconference), Hoar, Kemps, and McEwen
 Staff: Mark Boysen, Chief Administrative Officer
 Marlene Lagoa, Manager of Corporate Services
 Donna Monteith, Director of Finance
 Abigail Fortune, Manager of Parks and Recreation
 Bruce Greig, Manager of Community Planning
 John Towgood, Planner 1
 Brent Ashton, Bylaw Officer

Regrets:

1. CALL TO ORDER

1.1 Mayor Noël called the meeting to order at 2:30 PM.

2. ACKNOWLEDGEMENT OF FIRST NATIONS TERRITORY

2.1 Council acknowledged the Yuułu?it?ath First Nations on whose traditional territories the District of Ucluelet operates.

3. ADDITIONS TO AGENDA

3.1 Addition of Agenda Item No. 16. Closed Session

Procedural Motion to Move In-Camera:

THAT the meeting be closed to the public in order to address agenda items under Section 90 (1)(g) and 90 (1)(i) of the Community Charter.

4. APPROVAL OF AGENDA

4.1 May 14, 2019 Regular Agenda

2017-001 **It was moved by Councillor McEwen and seconded by Councillor Kemps**

THAT Council approve the May 14, 2019 Regular Agenda as amended.

CARRIED.

5. ADOPTION OF MINUTES

5.1 April 9, 2019 Regular Minutes

2017-002 **It was moved by Councillor McEwen and seconded by Councillor Kemps**

THAT Council approve the April 9, 2019 Regular Minutes as presented.

CARRIED.

5.2 April 30, 2019 Public Hearing Minutes

2017-003

It was moved by Councillor McEwen and seconded by Councillor Kemps

THAT Council approve the April 30, 2019 Public Hearing Minutes as presented.

CARRIED.

6. UNFINISHED BUSINESS

6.1 There was no unfinished business.

7. MAYOR'S ANNOUNCEMENTS

7.1 Congratulated Yuułu?iŋ?ath Government on their recent elections.

8. PUBLIC INPUT, DELEGATIONS & PETITIONS

8.1 Public Input

J. Gray, wished to speak. Mayor Noël stated that no additional information can be received for items that were the subject of a public hearing.

8.2 Delegations

**D.C. Mark Fortune, Ucluelet Volunteer Fire Brigade
Re: Fire Chief**

- Welcomed new Chief Rick Geddes to the new full-time role with the District.
- Thanked retiring Chief Ted Eeftink for his 35 years with the fire brigade and for his 11 years as Fire Chief.
- Thanked Captain Alan Anderson who served as a part-time contractor during the recent department transition.

**Cpt. Alan Anderson, Ucluelet Emergency Program
Re: High Ground Hike**

- Invited the community to participate in the Ucluelet Emergency Program's High Ground Hike happening Thursday, May 16, 2019 at 12:30 PM.
- Participants will include Grades 3 to 8 and EMBC will be in attendance.
- Student assignment will be to prepare a home preparedness plan.

Shaye Draper, Telus
Re: Telus Services for the District of Ucluelet

- Shaye Draper, General Manager, and Ben Bajaj, Director of Local Government Relations, gave a PowerPoint presentation to Council. Highlights included:
 - Busy moving customers from copper network to PureFibre since 2013.
 - Ucluelet was early in the program with the build completed in two months by June 2016.
 - There are 1,300 Telus customers in Ucluelet.
 - There are a number of Telus technicians that live in the community.
 - Cost of installing cellular services along Highway 4 would be very expensive.
 - Telus has partnered with different levels of government to invest in infrastructure (e.g. Taylor River Rest Stop).
 - Provided an overview of the Babylon by Telus Health App. Other App options are baby care and seniors protection.
 - The Babylon App has a smart interactive symptom tracker and allows you to book slots for virtual appointments with a doctor and get prescriptions and referrals.
 - The service is fully covered under the medical services plan and being delivered in partnership with Health BC.

- Council comments and questions included:
 - Is the connect BC program just in British Columbia? Mr. Draper, responded yes, most of the decisions were made by the government in terms of priority. It is Network BC who is influencing the decisions on that program.
 - Taylor River Rest Stop has Wi-Fi, can we have Wi-Fi at Kennedy Lake during road construction? The Province said they had talked to Telus and there was really no cost associated with it. Kennedy Lake is going to have a large rest area so we would like it to be a priority area now. Is there a possibility of having wireless for the travelling public there? Mr. Draper said he will come back and follow-up on this request. There has been nothing confirmed. He will take it away and they will re-engage and re-initiate the conversation.

- There was some communication months ago about emergency phones throughout Highway 4. Was that brought to you as well? Mr. Draper, I have not been personally engaged in the discussion. We generally have not had examples where we install or implement them. It is also costly and there are other solutions. If you have someone that wants to connect with Telus we can have a conversation.
 - What are some of the other examples you would use other than an emergency? Mr. Draper noted the Taylor River Rest Stop had fibre that ran out there and put in a small cell that gives you that capability. It is more costly than an emergency phone but it is a more robust solution.
- Shaye Draper suggested that the District recommend key areas for connectivity due to safety reasons.
 - Mayor Noël invited the public to ask questions.
 - C. Scott, recommended areas for connectivity are the top of Sutton Pass, rest area at end of Kennedy River where it runs into Kennedy Lake and there is a picnic spot, and the top of Kennedy Lake Hill.
 - R. Oliwa, what was the cost of the Taylor River install? Mr. Draper, said it was completed through a partnership and he does not have that information on hand.
 - J. Gray, said that if only one spot is available she would pick the rest stop that is at Kennedy River right before the four lanes.

9. CORRESPONDENCE

9.1 Invitation to the Ucluelet Secondary School Commencement Ceremony Ucluelet Secondary School

- Mayor Noël noted he will attend the ceremony.

9.2 Invitation to the Cultural Heritage Festival Ceremony Pacific Rim Arts Society

9.3 Affordable Housing Funding Options Ministry of Municipal Affairs & Housing

2017-004 **It was moved by Councillor McEwen and seconded by Councillor Hoar**
THAT a link to the BC Housing website on housing partners funding opportunities be put on the District website.

CARRIED.

10. INFORMATION ITEMS**10.1 Hwy 4 Kennedy Hill Safety Improvements Traffic Interruptions Update**

Emil Anderson Construction (EAC) Inc.

**10.2 Recycle Right at Home
Alberni-Clayoquot Regional District**

2017-005 **It was moved by Councillor McEwen and seconded by Councillor Hoar**
THAT a link to the Recycle Right at Home videos series be posted on the District website.

CARRIED.

**10.3 Upcoming Service Canada Visit
Service Canada/Government of Canada****11. COUNCIL COMMITTEE REPORTS**

11.1 Councillor Rachelle Cole
Deputy Mayor October - December 2019

11.2 Councillor Marilyn McEwen
Deputy Mayor November 2018 - March 2019

- **April 24 had the Grade 2/3 classes come in to meet with Council and ask some tough questions. The amenity the students wanted to see was an ice area.**
- **April 26 met with all the non-profit groups.**

11.3 Councillor Lara Kemps
Deputy Mayor April - June 2019

11.4 Councillor Jennifer Hoar
Deputy Mayor July - September 2019

- **Attended the Wild Pacific Trail Society meeting and there are a few updates:**
 - **Broom Bust on May 26 at 11 AM. Cut it while it is in bloom.**
 - **AGM on May 26 at 3 PM at the Ucluelet Community Centre and open to everyone.**
 - **20th Anniversary on September 28.**
- **Attended Aquarium Society meeting.**

- **World Oceans Day is June 8th.**
- **The octopus and several rock fish will be released.**
- **There will be a plastic free market on June 8th.**
- **Received a grant to put in a public access water fountain.**

11.5 Mayor Mayco Noël

- **Reported on the Societies Meeting and noted he is happy with the way they are engaging with each other and that we are all getting the same messages.**
- **Tourism Ucluelet had its strategic planning last week.**
- **Tourism Minister Lisa Beare visited Ucluelet to report out on RMI projects.**
- **Grade 2/3 class visit was fantastic and looking forward to more youth engagement.**

12. REPORTS

12.1 Cheque Listing - April 2019

Marlene Lagoa, Manager of Corporate Services

12.2 Quarterly Projects Update - 1st Quarter 2019

Mark Boysen, Chief Administrative Officer

- **Mark Boysen, CAO, presented the quarterly projects report, highlights included:**
 - Updated format for 2019.
 - Now includes funding sources.
 - Projects will stay on the list even after they've been completed.
- **Council would like to see celebration of projects when they come to completion.**

12.3 Road Closure - Cultural Heritage Fair

Abby Fortune, Manager of Parks & Recreation

2017-006

It was moved by Councillor Hoar and seconded by Councillor McEwen

THAT Council approve recommendation 1 of report item, "Road Closure - Cultural Heritage Fair" which states:

1. *THAT Council approve the road closure in front of Fraser Lane (in front of the Village Green) from 10:00 am – 4:00 pm on Sunday, May 26, 2019 for the Culture Heritage Fair – Taiko Drummers Performance.*

CARRIED.

12.4 Temporary Use Permit for Employee Housing - UHS

Bruce Greig, Manager of Community Planning

- Bruce Greig, Manager of Community Planning, presented the Ucluelet Harbour Seafood (UHS) application for up to 25 employee housing units on a temporary basis for up to 3 years. Highlights included:
 - UHS want to have the application in order to attract staff especially during the busy season.
 - If Council wants to move it forward, staff would bring it back for Council's consideration as an acceptable use, subject to public comment.
 - Note on the application that it would be subject to bylaw inspection.
 - We could stipulate quiet hours on the permit as well.
- Council comments and questions included:
 - Will UHS buy the recreation vehicles? Mr. Greig responded, yes, they are purchasing and managing these.
 - Will the employee housing be year-round? Mr. Greig noted they do shut down typically. This is a seasonal need for UHS.
 - Noted the site plan in the application only shows 20 RVs and does not see room for 5 more. Staff noted they are trying to get more information from the applicant.
 - Is the landowner aware of what UHS wants to do with the land? Yes, we require the owner to authorize development applications.
 - Mayor and CAO met with the applicant and encouraged him to apply for a TUP for his employee housing needs.
 - It is a good idea to add a condition of noise and permits.

2017-007

It was moved by Councillor McEwen and seconded by Councillor Hoar

THAT Council approve recommendation 1 of report item, "Temporary Use Permit for Employee Housing - UHS" which states:

1. *THAT Council direct staff to give notice of Council's intent to consider issuing a Temporary Use Permit for seasonal employee housing in up to 25 RV's on the property at 1970 Harbour Crescent, subject to receipt of more detailed plans showing:*
 - a. *Detailed, dimensioned site layout clearly showing fire access lane and areas for vehicle parking, bicycle parking, garbage and recycling, screening along the south side, and amenity spaces (e.g., picnic table, recreation area, etc.);*
 - b. *Engineer or Registered Onsite Wastewater Practitioner report for proposal to collect and pump wastewater, to Island Health standards;*
 - c. *Engineer's plans confirming adequate services (water, power); and,*

d. *Confirming dates of seasonal operation.*

CARRIED.

12.5 Temporary Use Permit Housing - 651 Rainforest Drive
Bruce Greig, Manager of Community Planning

- Bruce Greig, Manager of Community Planning, presented the application for a TUP to allow two RVs at 651 Rainforest Drive for seasonal renters.
- Council comments included:
 - Noted they were comfortable knowing that Mr. Harkin will be resident caretaker to manage the site.
 - Appreciate that he is going through the process to apply for a temporary use permit.
 - District should look at water metering as there are more commercial uses in residential areas.

2017-008

It was moved by Councillor Hoar and seconded by Councillor McEwen

THAT Council approve recommendation 1 of report item, "Temporary Use Permit for Housing - 651 Rainforest Drive" which states:

1. *THAT Council direct staff to give notice of Council's intent to consider issuing a Temporary Use Permit for seasonal accommodation for up to 2 RV / Trailers spaces on the property at 651 Rainforest Drive.*

CARRIED.

12.6 Temporary Use Permit for Staff Housing - 1992 Peninsula Road
Bruce Greig, Manager of Community Planning

- Bruce Greig, Manager of Community Planning, presented Howler's Restaurant application for a TUP to allow one RV for seasonal employee housing. Highlights included:
 - The RV has been parked there for some time and the permit would bring it into conformance.
 - There is no water or sewer hook-ups to the RV. The employee would use the washroom facilities at the Howler's Restaurant and the West Coast Motel.

2017-009

It was moved by Councillor Kemps and seconded by Councillor Hoar

THAT Council approve recommendation 1 of report item, "Temporary Use Permit for Staff Housing - 1992 Peninsula Road" which states:

1. *THAT Council direct staff to give notice of Council's intent to consider issuing a Temporary Use Permit for seasonal accommodation for up to 1 Trailer space on the property at 1992 Peninsula Road.*

CARRIED.

13. LEGISLATION

13.1 Zoning Bylaw Amendment (VR-2) - 3rd Reading

Marlene Lagoa, Manager of Corporate Services

- Council comments included:
 - This is an important bylaw for Council to pass to cleanup VR-2 zoning so it does not allow 100% vacation rental use of a home.

2017-010

It was moved by Councillor McEwen and seconded by Councillor Hoar THAT Council approve recommendation 1 of legislation item, “Zoning Bylaw Amendment (VR-2) - 3rd Reading” which states:

1. *THAT the “District of Ucluelet Zoning Bylaw Amendment Bylaw No. 1241, 2019” be given third reading.*

CARRIED.

**13.2 Zoning Bylaw Amendment (506 Marine Drive) - 3rd Reading
Marlene Lagoa, Manager of Corporate Services**

- Council comments included:
 - We know there is an equal number of people in favour and opposed, but feels the location is perfect for VR-2.
 - The decision should not be directly based on the application but looking 20 years into the future. At this time does not agree with VR-2 or at least not until the updated OCP is adopted.
 - The decision has nothing to do with the applicant and everything to do with rezoning a residential property site.
 - Likes the option of the applicant potentially applying for a TUP.
 - Does not believe there will be complaints from neighbours due to the owner being on-site to manage the rental.
 - It is a struggle looking at how to support the applicant and the District’s land use. On one hand people say the neighbourhood is well-suited for the use. The concern is that other neighbours will apply, and the vacation rental use will continue down the street and into other neighbourhoods. When you walk down Marine Drive now there is a sense of community along that road.
 - Noted that Council made a stance against rezoning to allow vacation rentals with the recent application from properties located on Odyssey Lane.

2017-011

It was moved by Councillor McEwen and seconded by Councillor Kemps THAT Council approve recommendation 1 of legislation item, “Zoning Bylaw Amendment (506 Marine Drive) - 3rd Reading” which states:

1. *THAT the “District of Ucluelet Zoning Bylaw Amendment Bylaw No. 1242, 2019” be given third reading.*

DEFEATED.

13.3 Single-Use Plastics Bylaw - 3rd Reading *Marlene Lagoa, Manager of Corporate Services*

- Marlene Lagoa, Manager of Corporate Services, provided an overview of the bylaw and noted:
 - The draft bylaw is also being considered by Tofino.
 - Noted that the public should be given an opportunity to provide feedback to Council on the bylaw.
- Veronika Sanchez, Surfrider Pacific Rim, shared the following:
 - The group received questions and suggestions from businesses and there is interest in expanding the bylaw.
 - Did receive a question about use of wholesale plastic bags. This would be a double-use disposable bag. We trust businesses to collect those plastics from wholesalers and return it to the depot for recycling. There is a concern that customers would not do the same.
 - Other concern is bubble tea and plastic straws. We recognize it is harder to find an alternative, so we are going to work with that business to find a better solution.
 - Montreal is eliminating single-use plastics, EU is eliminating all single-use plastics by 2025. There are several coastal states and countries that are eliminating single-use plastics as it is the only way to keep the community clean.
 - Highly encouraged Council to support the bylaw.
 - If people are having a difficult time finding alternatives, Surfrider is available to help.

J. Bekker, asked if the District is going to address single-use foam products like the one used by the CO-OP meat department. Veronika, Surfrider Pacific Rim, said she knows that up until now they have not found a way to recycle it. They are actively testing out different types of materials and they are trying to work with Far West Foods to find something that is compostable or recyclable.

P. Timmermans, can balloons be included? They become plastic trash at Big Beach after a birthday party.

2017-012

It was moved by Councillor Hoar and seconded by Councillor McEwen

THAT Council approve recommendation 1 of legislation item, "Single-Use Plastics Bylaw - 3rd Reading" which states:

1. *THAT the "District of Ucluelet Single-use Plastic Regulation Bylaw No. 1247, 2019" be given third reading.*

CARRIED.

13.4 Zoning Amendment, Housing Agreement & DVP (354 Forbes Road)

Marlene Lagoa, Manager of Corporate Services

- Bruce Greig, Manager of Community Planning, noted there could be a lag between third reading and adoption of the bylaw as there are some requirements concerning the construction and renovation of the building prior to receiving occupancy.

2017-013

It was moved by Councillor Cole and seconded by Councillor McEwen

THAT Council approve recommendation 1 of legislation item, “Zoning Amendment, Housing Agreement & DVP (354 Forbes Road)” which states:

1. *THAT Council, with regard to the proposal to renovate the building on Lot 17, District Lot 281, Clayoquot District, Plan VIP76147 (354 Forbes Road) and request for zoning amendments to permit commercial tourist accommodation on the property:*
 - a. *give third reading to the “District of Ucluelet Zoning Bylaw Amendment Bylaw No. 1248, 2019”;*
 - b. *give third reading to the “Ucluelet Housing Agreement Bylaw No. 1249, 2019”; and*
 - c. *issue Development Variance Permit DVP19-03 to vary the following aspects of the Eco-Industrial Park (CD-1) zoning regulations for the existing building:*
 - i. *reduce the side yard setback per CD-1.6.1(3) on the south side from a minimum of 5m to 1.22m;*
 - ii. *reduce the rear yard setback per CD-1.6.1(3) from a minimum of 6m to 4.05m;*
 - iii. *reduce the parking setback per 503.2(1) from a minimum of 3m to 1.5m, subject to the owner installing the proposed landscaped screening within the reduced setback area;*
 - iv. *increase the permitted building height per CD-1.5.1(4) from a maximum of 12m to 12.95m; and,*
 - v. *waive the requirement per 602.1(1) for screening of waste and recycling bins, located at the rear of the building;*

CARRIED.

14. OTHER BUSINESS

14.1 There was no other business.

15. QUESTION PERIOD

15.1 G. Kaczmar, shared he once asked for permission to use excavating equipment to remove Scotch Broom from the District property behind his property on Forbes Road. He tried to hydroseed his property and the District Lot but it came back stronger.

- **Councillor Hoar recommended that Scotch Broom be cut as**

close to the base as possible and when it is in bloom.

P. Timmermans, asked about the District's status on dealing with Japanese Knotweed. Ms. Fortune, shared the District is now on the third year of eradicating Japanese Knotweed at Big Beach and Alder Park. There were bits and pieces coming up on the Wild Pacific Trail and Lighthouse property that have been dealt with. Mr. Timmermans noted there are more locations in town, by Pacific Rim Motel, Barry's Drug Mart, and by the Japanese Boat Basin.

R. Oliwa, shared the following comments and questions:

- There has been an RV sitting on Rupert Road for a long time.
- There seems to have been a shift on bylaw enforcement with some positive and proactive enforcement with the boarding houses.
 - Mr. Boysen, responded that there are a range of steps that must be taken during bylaw enforcement. Mr. Greig, added that it comes down to health and safety, quality of life, and neighbour complaints. Also that bylaw complaints take some time to deal with.
- Port Alberni has switched from complaint driven to active bylaw enforcement and would like to see the District do the same.
 - Mr. Boysen, responded that the District has taken a pro-active step in bylaw enforcement with the Host Compliance software on nightly rentals.
- Asked if Council was planning on ramping up the seasonal bylaw enforcement through the Bylaw Ambassador position.
 - Mr. Boysen confirmed that a seasonal bylaw ambassador will be hired.
- Concerned with the commercialization of residential neighbourhoods.
- Thanked council for the decision they made today, knows it was not easy.

16. CLOSED SESSION

16.1 Procedural Motion to Move In-Camera

2017-014

It was moved by Councillor Hoar and seconded by Councillor McEwen
THAT the meeting be closed to the public in order to address agenda items under Section 90 (1)(g) and 90 (1)(i) of the Community Charter.

CARRIED.

16.2 Mayor Noël suspended the regular meeting at 4:24 PM and moved in-camera at 4:38 PM.

16.3 Mayor Noël adjourned the in-camera meeting at 4:50 PM and resumed the open meeting.

17. ADJOURNMENT

17.1 Mayor Noël adjourned the meeting at 4:50 PM.

CERTIFIED CORRECT: Minutes of the Regular Council Meeting held on Tuesday, May 14, 2019 at 2:30 pm in the George Fraser Room, Ucluelet Community Centre, 500 Matterson Road, Ucluelet, BC.

Mayco Noël
Mayor

Mark Boysen
CAO



STAFF REPORT TO COUNCIL

Council Meeting: JUNE 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: MARLENE LAGOA, MANAGER OF CORPORATE SERVICES

FILE NO: 6630-20 STR

SUBJECT: DEFERRED RECOMMENDATIONS ON SHORT-TERM RENTALS

REPORT NO: 19-71

ATTACHMENT(S): APPENDIX A – STAFF REPORT NO. 19-48 FROM APRIL 23, 2019

RECOMMENDATION(S):

Following the April 30 Public Hearing, Council may now consider the following recommendations:

2. **THAT** Council consider a policy of general non-support for rezoning existing residential properties for the purpose of increasing commercial short-term rental use at this time.
3. **THAT** Council direct staff to prioritize other development applications until the updated OCP has been adopted and the District has made headway on reviewing its residential zones and appropriate options for supportive accessory uses.

PURPOSE:

The purpose of this report is for Council to consider two recommendations from the April 23, 2019 staff report following the April 30th public hearing.

BACKGROUND:

A staff report on the ongoing demand for short-term vacation rentals in existing residential neighbourhoods and its effect on residential housing affordability was presented at the April 23, 2019 Regular Council Meeting (see Appendix A).

The following resolutions were passed at the meeting:

1. *THAT Council receive this report for information and reference in the ongoing process of considering bylaw changes for residential properties, including the upcoming public hearing processes for individual properties seeking rezoning for increased short-term rental uses; and*
2. *Defer recommendations 2 & 3 to the May 14th Regular Council Meeting following the April 30 Public Hearing.*

Respectfully submitted: Marlene Lagoa, Manager of Corporate Services
Bruce Greig, Manager of Community Planning
Mark Boysen, Chief Administrative Officer



STAFF REPORT TO COUNCIL

Council Meeting: April 23, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: BRUCE GREIG, MANAGER OF COMMUNITY PLANNING

FILE NO: 6630-20-STR

SUBJECT: SHORT-TERM RENTALS - ACCESSORY RESIDENTIAL VS. COMMERCIAL USE

REPORT NO: 19-48

ATTACHMENT(S): NONE

RECOMMENDATION:

1. **THAT** Council receive this report for information and reference in the ongoing process of considering bylaw changes for residential properties, including the upcoming public hearing processes for individual properties seeking rezoning for increased short-term rental uses;
2. **THAT** Council consider a policy of general non-support for rezoning existing residential properties for the purpose of increasing commercial short-term rental use at this time;
3. **THAT** Council direct staff to prioritize other development applications until the updated OCP has been adopted and the District has made headway on reviewing its residential zones and appropriate options for supportive accessory uses.

PURPOSE:

This discussion paper provides Council with further background on the ongoing demand for short-term vacation rentals (STR) and its effect on residential housing affordability. The report is intended to provide context for decisions on applications which are requesting increased levels of short-term rental use on existing residential properties.

BACKGROUND:

A staff report received by Council at its March 26, 2019, meeting titled *The Residential Tax Classification of Commercial Short-Term Rentals* provided some context on the financial impacts of short-term rentals on both housing prices and municipal taxes. Correspondence received as a result of that report, and the ensuing discussion, raise a number of points which deserve clarification as the topic of housing affordability and potential bylaw changes progress with community input.

A number of current and pending applications are seeking zoning amendments to expand the short-term vacation rental use in existing residential neighbourhoods. Staff do not consider individual applications for changing the zoning on specific properties as the best setting for resolving this community-wide issue. Each site-specific rezoning or development application should be considered, however, in the broader community context.

DISCUSSION:

Ucluelet is at a point in its evolution where housing is a constant topic of conversation in the community. The following points are offered to further the community dialogue and inform the discussion and public input which Council ultimately considers when making its decisions.

increasing Short-Term Rental uses within Residential zones

“This incremental impact on housing affordability raises concerns for Ucluelet’s existing residential housing stock becoming more commercialized. Staff are therefore not supportive of permanently changing the zoning designation of the subject property...” (from staff report March 26, 2019)

Both the existing and draft Ucluelet Official Community Plans (OCPs) describe a desire to strike a balance between a vibrant and diverse local economy, a clean and robust natural environment, and a resilient uniquely west coast sense of community. While the patrons of short-term rentals support many local businesses, and provide added income to many current property owners, the reliance on short-term rentals and *the further expansion of short-term rentals in residential areas* threaten that balance. Fueling the speculation for more short-term rentals may allow some property owners to cash in on a hot real-estate opportunity, but at the cost of community resiliency, character and well-being.

estimating income from STR units

It was stated in the report of March 26, 2019, that *“some units achieve incomes over \$100,000 annually”*. A letter was submitted stating this was misleading, and requesting proof of this situation. The income number stated above is based on limited research. The following are examples of that research:

- a 2-bedroom unit at *The Ridge* complex was fully booked out last year (as described by the owner directly to staff) - at its advertised lower weekly rate the unit would gross approximately \$85,000 annually;
- a 3-bedroom B&B on Marine Drive, renting at 75% occupancy at current rates as advertised would gross approximately \$185,000 annually;
- a 3-bedroom B&B on Pass of Melfort, renting at 75% occupancy at current rates as advertised would gross approximately \$197,000 annually; and,
- the *Blackrock Beach House* offers a similar location, size and views to the proposed VR-2 use at 506 Marine Drive and Odyssey Lane. Owned by an investment corporation, the main house is advertised for short-term rental year-round. At its advertised discounted weekly rate, fully booked the property would gross approximately \$210,000 annually.

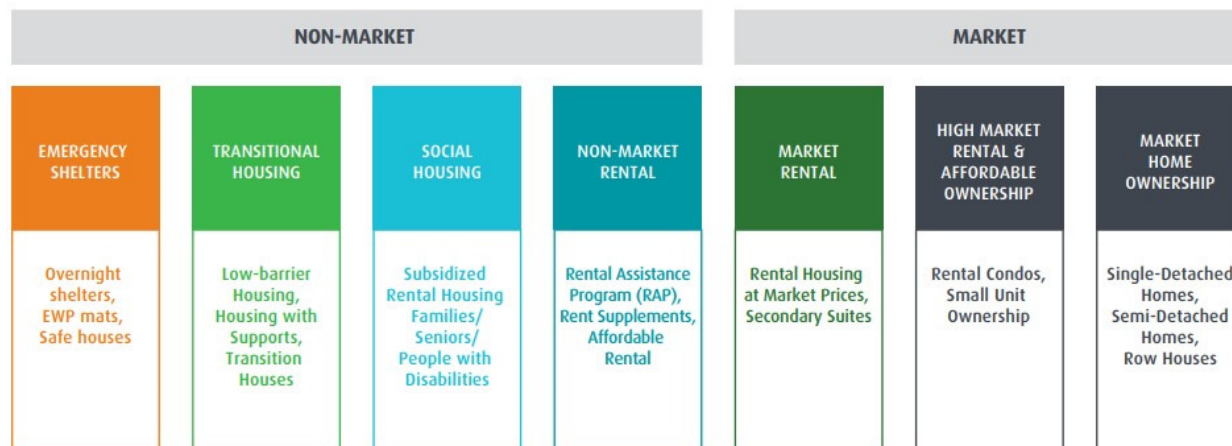
These income estimates are not highlighted to imply that every STR rental makes over \$100,000 but to relay that significant income can occur at these STR properties in what are meant to be residential zones. This income potential makes the VR-2 use and whole-house rentals an attractive investment opportunity, pricing out the intended residential use.

large houses and waterfront properties are already expensive, therefore this is not an affordable housing issue

All residential properties are part of Ucluelet’s housing continuum; long-term housing at the higher end of the spectrum serves a segment of the community as much as mid- and low-end housing. Rezoning high-end homes for more commercial uses based on an assumption that an average household already cannot afford to buy or rent these homes is not in the community’s best interest.

If a home is not selling or cannot be rented, then the market will eventually dictate a lower price or lower rent. Rezoning a property to add increased commercial uses and make it more sellable at the desired price props up the non-housing value of the property and makes it less affordable. Less affordable properties, regardless of value (high end to low end), is an affordable housing issue and has an effect on all properties in the community.

Figure 4: The Housing/Shelter Spectrum



the Marine Drive area is already commercial

Except for the Blackrock Resort, this area is intended to be residential with only modest accessory STR rental elements. The 24-unit Ridge complex now operates almost exclusively as commercial STR, but that was not the original intent. The complex was meant to be 12 units of residential and 12 units of resort commercial, but due to some ambiguous bylaw wording, maintaining the 12 units as residential is all but lost. The use as a whole-house rental of the Blackrock Beach House was similarly not the original intent at its rezoning; the VR-1 zoning bylaw at the time was not fully considered and was later changed to restrict the area of STR use, potentially leaving the property lawfully non-conforming.

Previous Councils, in creating comprehensive development areas, intended that these areas provided a range of uses that were prominently residential with defined commercial elements. The whole-house rental was something that Council and the community rejected at the time with similar reasoning as expressed in this report.

bylaw enforcement efforts are working and we are seeing more homes built with fully-compliant B&B units

While this statement is true, it actually points to a policy failure. Because of their success and desirability, fully-compliant separate entry “B&B” units which are being built in new houses are displacing what would have been a long-term rental secondary suite. Enforcement of current bylaws is the first phase of addressing the impacts of short-term rentals (see separate *STR Update Report* dated April 23, 2019), but there remains a need to look with a critical eye at updating the bylaws to reflect the current land use pressures brought about by online bookings and changing travel trends.

many families simply could not continue to live here if their opportunity to supplement their income were taken away from them

No suggestion has been made to roll back authorization of existing licensed STR units. Different opportunities to supplement incomes have existed in Ucluelet’s zoning for many years, including accessory uses such as *home occupation*, *secondary suite* and *B&B*. There is a place for different forms of “mortgage helper” which can contribute to community housing affordability and diversity of the local economy. There is a risk, however, when the scale, duration and intensity of the use tips beyond what was formerly an incidental, accessory use.

Scale of impacts of Short-Term Vacation Rentals on residential properties:

	residential	commercial
timeframe	periodic	regular
use	secondary	primary
scale	minor	majority

community resiliency & the mortgage helper

The dilemma of the “mortgage helper” is that it can push people to take on a larger mortgage than they could otherwise afford. As STR uses place more investment and commercial value on residential properties, home prices rise. For many Ucluelet residents, the additional income from STR units enables them to afford mortgage payments on their home. Housing markets, and tourism travel patterns, do fluctuate and are affected by many local and international factors. An over-reliance on STR income may place residential property owners at risk when the market eventually hits a downturn and/or travel demands change. The upward pressure of STR uses on property values also makes it increasingly difficult for first-time buyers to enter the housing market.

Although not completely in the control of Ucluelet’s local government, the resiliency of the community is an important consideration. The Ucluelet OCP seeks a balance of uses that support the economic, social and environmental sustainability of the community. An important part of this balance is to have stable and affordable residential housing options, varied in affordability to reach the different socio-economic segments of the population. Keeping the community’s existing residential housing stock as predominantly *residential* is important to the long-term affordability and resiliency of Ucluelet.

a mix of situations and desire for flexibility

One area which makes investigation and compliance of STR units more complicated is that in many residential zones, short-term rental is a conditional use; the vacation rental use is permitted **IF** the

owner / manager is a present, full-time resident on the property. This zoning requirement is quite black-and-white, while Staff encounter a spectrum of residency, ranging as follows:

- a. present, full-time resident owners;
- b. owners who travel occasionally for work or pleasure and wish to rent out their home when absent;
- c. owners who are resident on a seasonal basis who rent out their units when absent; and,
- d. owners who are not resident, who rent their investment property on a short-term basis either with or without a local property manager.

In the situation a.) above, the short-term rental could comply with the zoning. In the situation c.) and d.), the short-term rental would clearly not comply with the zoning regulations; these units could be rented out on a long-term basis, however, and provide much-needed rental housing stock for local residents and workers.

In the situation b.), staff have encountered cases where the occasional short-term rental of an otherwise residential property may be reasonable. Staff have encountered business owners who regularly come to town to manage or check in on their business, but wish to rent out their unit when they are absent. We have also seen the inverse, where a resident is required to travel for their work and wishes to rent out their home periodically when they are absent. In these cases, Staff have explained to the owners the options for seeking authorization for their intended use. This could take the form of an application for a site-specific zoning amendment, or for a Temporary Use Permit. These processes can allow for some flexibility in applying zoning regulations in response to individual circumstances.

A number of current and pending rezoning applications are seeking to expand STR uses on residential properties. Although each application is considered on its own merits, a consistent approach is desirable. In the last month, staff have received serious inquiries from both current owners and prospective purchasers of properties on Marine Drive, Rainforest Drive, St. Jacques Boulevard and Victoria Drive – all looking to rezone for whole-house rentals or VR-2 use.

Staff have no doubt that many individual owners are genuinely seeking flexibility to allow occasional whole-house or main-house short term rental to suit their personal situations. Once a property is rezoned, however, its re-sale will be valued (and marketed) for its income potential. Zoning is a blunt tool, and the permanent rezoning of these properties is perhaps not the best answer for the community in the long run. If Council supports property owners' desires for the periodic short-term rental of their main house, staff recommend that a conditional approval (by Temporary Use Permit) would be a better approach and would lessen the speculative impact on the cost of housing.

As noted previously, the entire spectrum of bylaw provisions for short-term rentals is due for a regulatory update to better manage the impact of these changing uses on Ucluelet. Staff will be bringing forward further analysis and proposed bylaw amendments to address the changing community housing needs and opportunities, including exploring options such as:

- recognizing currently operating and properly licensed short-term rentals in a *Residential B&B* zoning designation;
- increasing long-term rental options such as allowing for *accessory dwelling units* in the form of a detached cottage on larger residential properties;

- minimum standards, guidelines and an annual intake process for considering permits for seasonal housing in RV's;
- guidelines and an annual intake process for considering permits for periodic, accessory short-term rentals on existing residential properties.

CONCLUSION:

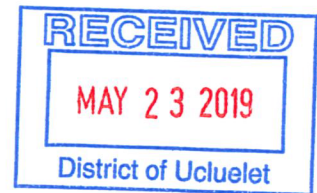
Ucluelet is not alone in wrestling with the housing impacts of an expanding visitor economy and the popularity of online bookings for short-term vacation rentals in residential areas. A healthy community dialogue is an important part of finding solutions which will best fit this community. This report is presented with the aim of further informing that dialogue, while acknowledging that these are complex issues affecting all corners of the community.

Respectfully submitted: Bruce Greig, Manager of Planning
John Towgood, Planner 1
Mark Boysen, Chief Administrative Officer



DISTRICT OF UCLUELET

Request to Appear as a Delegation



All delegations requesting permission to appear before Council are required to submit a written request or complete this form and submit all information or documentation by 11:00 a.m. the Wednesday preceding the subsequent Council meeting. Applicants should include the topic of discussion and outline the action they wish Council to undertake.

All correspondence submitted to the District of Ucluelet in response to this notice will form part of the public record and will be published in a meeting agenda. Delegations shall limit their presentation to ten minutes, except by prior arrangement or resolution of Council.

Please arrive 10 minutes early and be prepared for the Council meeting. The Mayor (or Acting Mayor) is the chairperson and all comments are to be directed to the chairperson. It is important to address the chairperson as Your Worship or Mayor Noël.

The District Office will advise you of which Council meeting you will be scheduled for if you cannot be accommodated on your requested date. For more information contact the District Office at 250-726-7744 or email info@ucluelet.ca.

Requested Council Meeting Date: June 11/2019

Organization Name: ROTARY CLUB OF UCLUELET

Name of person(s) to make presentation: DEBBIE VANCE & DAVE SCHOFIELD

Topic: PROPOSED: Ucluelet Cemetery ENHANCEMENT PROJECT / ROTARY SIGN Request.

Purpose of Presentation:

Information only

Requesting a letter of support

Other (provide details below)

Please describe:

THE ROTARY CLUB OF UCLUELET would like to work with the District of Ucluelet to create a plan to enhance/revitalize the Ucluelet Cemetery.

ADDITIONALLY we are looking for a place to locate/display our Rotary Sign.

Contact person (if different from above): DEBBIE VANCE.

Telephone Number and Email: [REDACTED]

Will you be providing supporting documentation? Yes No

If yes, what are you providing?

Handout(s)

PowerPoint Presentation

Note: Any presentations requiring a computer and projector/screen must be provided prior to your appearance date. The District cannot accommodate personal laptops.

From: Marcie DeWitt <acrdchildcareplanning@gmail.com>
Sent: May 31, 2019 11:14 AM
To: ACRDchildcareplanning@gmail.com
Subject: Child Care Space Planning Project Launches!
Attachments: Childcare Planning Across The Alberni Clayoquot Project Summary.pdf; Child Care Parent Survey Poster.pdf

On the heels of Child Care Month, it is with great excitement that we are sending you this email on behalf of the Alberni Clayoquot Regional District (ACRD) to launch into co-creating a Child Care Space Action Plan with YOU!

Finally! Child care is getting some much needed time in the spotlight! The Province of BC has announced expanded investment in the child care sector totalling more than \$1 billion over three years. Plus, our region was successful in receiving funds to **make a plan** for sustainable growth of quality child care. Strong planning at the community level will ensure that investments create child care spaces in ways that meet the greatest needs and are informed by the diversity of families with young children.

You are a critical voice in this conversation and we need both your input and your support in reaching parents and other caregivers.

LIVE now until July 31st - we have a PARENT SURVEY
at <https://www.surveymonkey.com/r/ACRDChildCare>
(also available in a paper version - contact us for the paper version.)

Plus an online survey specific to CHILD CARE PROVIDERS is coming soon.

Both will be promoted widely - please help us spread the word by forwarding them and sharing on social media. Here's a **[link to a FACEBOOK post - please share!!](#)**

We are happy to drop off and pick up paper copies of the parent survey at any location, just let us know! Attached to this email you will find a PARENT SURVEY POSTER as well as a project backgrounder.

We will keep you informed throughout this process, so watch for email updates.

With our deep gratitude for all you do to support children and families,
Marcie DeWitt, Maggie Hodge Kwan & Tracy Smyth
ACRDchildcareplanning@gmail.com

P.S. Looking ahead to the fall, we will be conducting a series of focus groups and hosting an OPEN HOUSE to share what we are learning and have fun together designing child care space action strategies that make sense in each of the communities within the region. An invite will be coming to you later this summer so keep an eye out.

CHILDCARE PLANNING ACROSS THE ALBERNI CLAYOQUOT PROJECT SUMMARY

PROJECT BACKGROUND

The provincial government recently announced a \$3 billion investment in the child care sector over the next three years. Funding for the creation of new child care spaces is underway and will continue until 22,000 new spaces have been created.

In order to ensure that community needs are met, the Community Child Care Planning Program is underway in tandem. The Planning Program supports local governments and child care stakeholders in understanding their current and upcoming child care needs.

Key project activities:

- Inventory current child care spaces
- Develop methodology for data collection (i.e. utilizing existing information, stakeholder survey, community consultation)
- Define mechanisms for stakeholder engagement
- Synthesize data and community input
- Write community child care space creation action plan

The information gathered through these plans will be shared with the BC Ministry of Children and Family Development, and may inform future provincial investments in child care space creation. For efficiency and knowledge sharing in the ACRD region's closely connected communities and network of child care providers, the ACRD has engaged a team of experienced consultants to conduct a regional approach to undertake this work for ACRD communities.

PROJECT TEAM

The Childcare Planning Across the Alberni Clayoquot project team is made up of three local consultants with backgrounds in supporting healthy child, family and community development in the Alberni Clayoquot region. Please do not hesitate to get in touch with any questions or opportunities to collaborate.

Marcie DeWitt
250-726-5019
marcie_dewitt@hotmail.com

Maggie Hodge Kwan
250-240-1272
Maggie.hodgekwan@gmail.com

Tracy Smyth
250-731-6241
tracy.smyth@shaw.ca

A project specific email has been created for media, community feedback and inquiries:
ACRDchildcareplanning@gmail.com.

PROJECT MILESTONES

Project Milestone and Major Tasks	To be completed by	Deliverables
Project inception	May 15, 2019	NA
Background/Communications <ul style="list-style-type: none"> • Confirm stakeholder engagement strategies • Develop stakeholder engagement tools (ie survey, focus group questions, FAQ/one-pager, poster) 	May 30, 2019	Surveys, focus group questions, any formal public communications
Inventory/Policy Analysis <ul style="list-style-type: none"> • Completed mandatory inventory spreadsheet • Analysis of existing relevant policies from across the region 	July 1, 2019	Inventory spreadsheet; Summary of existing policies and plans for the “Plan, Bylaw, and Policy Review” portion of Action Plan
Community Engagement <ul style="list-style-type: none"> • Childcare provider surveys • Parent surveys • Childcare provider/community open house • Parent focus groups (marginalized groups) 	September 15, 2019	Summary of community engagement activities; “Current State of Child Care” and “Interpreting Trends” portions of Action Plan
Completion of final report, including space creation targets and short-term, medium-term, and long-term targets	October 15, 2019	Draft final report (for ACRD review before submitting to UBCM?)
Project completion	October 31, 2019	Final report

We want to hear
about your
child care needs!

CHILD CARE SURVEY

Calling all parents & caregivers!
Help build a community plan for
accessible, affordable, quality
child care and enter to **win** a
FAMILY FUN PACK.

Take the online survey at
<https://www.surveymonkey.com/r/ACRDChildCare>
or ask your child care provider.



Be an Early Bird. Register NOW for the 2019 Economic Summit.

[View in your browser](#)



Announcing
Export Development Canada - Premier Sponsor -
13th 'State of the Island' Economic Summit

Vancouver Island is 'on the map' for international trade and export. Our Foreign Trade Zone designation (**FTZVI**) is increasing global awareness of Vancouver Island as a source of export products and as a destination for **foreign direct investment**. And **EDC** has recently opened an office in Victoria.

Find out more at the 2019 **Economic Summit**, October 23/24 at the **Vancouver Island Conference Centre**.

Be an Early Bird. Register NOW and save!

Growing Business beyond our borders can be risky. That's where EDC comes in.

Each year, **Export Development Canada** (EDC) helps thousands of Canadian companies conduct trade and investment in nearly 200 countries. From finding new customers to

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As a Crown corporation serving Canadians since 1944, EDC offers market intelligence and support international sales and investments through a mix of financial and insurance solutions.

Join thousands of Canadian exporters already working with EDC to help finance their international operations.

'Given the trade challenges evident in today's global economic markets and VIEA's achievement of Foreign Trade Zone designation for Vancouver Island, I can't think of a more pertinent subject for thoughtful consideration. We are excited to have Peter Hall of EDC speaking at this year's Economic Summit.' - Bret Torok-Both, Chair, VIEA

Register for the 2019 Summit as an Early Bird.

And watch for regular **Summit program** updates...



Did you know that the food and beverages served at the annual Economic Summit are now **Island Good?**

Island Good, a VIEA brand, is all about increasing market share for Island products. **Licensing is available.**



EMIL ANDERSON CONSTRUCTION (EAC) INC.

May 30th, 2019

**Re: Hwy 4 Kennedy Hill Safety Improvements
Traffic Interruptions Update**

Dear Highway 4 travelers,

Attached is a copy of the May 31st, 2019 to July 1st, 2019 closure schedule. You can find a copy of the schedule on our *EAC Hwy 4 Kennedy Hill Project Updates* Facebook page at facebook.com/eac.bc.ca.kennedy.hill/

There is also a traffic advisory hotline which will provide detailed and up-to-date information to help plan your trip. The number is: **1-855-451-7152**.

Information will also be posted on electronic message boards at either ends of the project and along the Hwy 4 corridor between the west coast and Hwy 19 as well as information posted to DriveBC.ca. For your own safety, it is imperative you respect all construction signage, and stay well clear of any equipment.

We apologize for any inconveniences as a result of this project, but hope you understand that we are working towards a safer highway for all of us.

Further project information is available on the Ministry's project website at gov.bc.ca/highway4kennedyhill. Should you have any questions or concerns, you can leave a message on the traffic advisory hotline at 1 855 451-7152.

Sincerely,

EMIL ANDERSON CONSTRUCTION (EAC) INC.

Erin Pomeroy
EAC Project Coordinator



31-May	Friday	Road CLOSED between the following times: -1AM to 4AM -5AM to 7AM
1- June	Saturday	No Closures
2 - June	Sunday	
3 - June	Monday	
4- June	Tuesday**	Road CLOSED between the following times: -1AM to 4AM -5AM to 7AM -12PM to 1PM -4PM to 5PM -10PM to 12AM except on Fridays Expect up to 30-minute delays at all other times, day and night. ** Tuesday – No 1AM to 4AM and 5AM to 7AM closure ** Friday – No 12PM to 1PM and 4PM to 5PM closure
5 - June	Wednesday	
6 - June	Thursday	
7 - June	Friday	
8 - June	Saturday	
9 - June	Sunday	
10 - June	Monday	
11 - June	Tuesday	
12 - June	Wednesday	
13 - June	Thursday	
14 - June	Friday**	No Closures
15 - June	Saturday	
16 - June	Sunday	
17 - June	Monday	Road CLOSED between the following times: -1AM to 4AM -5AM to 7AM -10PM to 12AM except on Fridays Expect up to 30-minute delays at all other times, day and night. ** Tuesday – No 1AM to 4AM and 5AM to 7AM closure
18 - June	Tuesday**	
19 - June	Wednesday	
20 - June	Thursday	
21 - June	Friday	
22 - June	Saturday	
23 - June	Sunday	
24 - June	Monday	
25 - June	Tuesday	
26 - June	Wednesday	
27 - June	Thursday	Road CLOSED between the following times: -1AM to 4AM -5AM to 7AM
28 - June	Friday	
29 - June	Saturday	No Closures
30 - June	Sunday	
1- July	Monday	

 Find us on
Facebook
[@eac.bc.ca.kennedy.hill](https://www.facebook.com/eac.bc.ca.kennedy.hill)

FIRST ANNUAL FATHERS DAY

FIVE ALARM CHILI COMPETITION

1708 peninsula road

11:30-2:00

**SUNDAY
JUNE 16TH**

**WINNERS
ANNOUNCED
AT 1:45**

*\$10/10
sample
coupons*

**ALL
PROCEEDS
BENEFIT THE**

*real
live
fire
truck
onsite!*

*with
celebrity
judges*

*brought
to you by*



unit 293

&

*Ucluelet
Culinary Club*





Pacific Rim
National Park Reserve

Free Adventures Every Day! June 2019

Guided Walks

Prop Talks

Theatre Shows

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Rainforest Walk 11:00 am K ^w isitits Visitor Centre	ShorelineExplore Walk 11:00 am K ^w isitits Visitor Centre	Rainforest Walk 11:00 am K ^w isitits Visitor Centre	Tracking the Wild 11:00 am K ^w isitits Visitor Centre	Sand Dunes Walk 11:00 am K ^w isitits Visitor Centre	Coastal Creatures 11:00 am K ^w isitits Visitor Centre	ShorelineExplore Walk 11:00 am K ^w isitits Visitor Centre
Sharks & Bats 2:00 pm K ^w isitits Visitor Centre	Touch Table: Jaws, Paws & Claws 2:00 pm K ^w isitits Visitor Centre	Carnivore Snapshots 2:00 pm K ^w isitits Visitor Centre	Touch Tank with the Ucluelet Aquarium 2:00 pm K ^w isitits Visitor Centre	Touch Table: Jaws, Paws & Claws 2:00 pm K ^w isitits Visitor Centre	Slugs 2:00 pm K ^w isitits Visitor Centre	Sea Otters 2:00 pm K ^w isitits Visitor Centre

Programs start
Sunday June 2nd

Hippies, Pioneers & Outcasts 8:00 pm Green Point Theatre	Bears, Wolves & Cougars 8:00 pm Green Point Theatre
----------------------------------------------------------------	-----------------------------------------------------------

GUIDED WALKS take approximately 90 minutes. DOGS ARE NOT PERMITTED. No recording devices. Arrive early, parking may be limited.

THEATRE SHOWS are presented at Green Point Campground Theatre. Doors open at 7:45 pm. No unattended children for any events.

For more information contact: Pacific Rim Visitor Centre (250-726-4212)

PLEASE NOTE: Events may be subject to change without notice.

Follow us!



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Parks
Canada





Pacific Rim Interpretive Programs June 2019

Guided Walks

On Various Trails

Shoreline Explore: A guided tour of the fascinating world that exists where land and sea meet.

Coastal Creatures: Search for signs of the exciting animals that call the rainforest, ocean, and beaches their home. Towering whale spouts, crawling banana slugs, what will we find today?

Rainforest Walk: Experience the sights, sounds, and scents of an old growth rainforest .

Tracking the Wild: Come search for the tracks of Bears, Wolves and Cougars, on the beach and in the dunes.

Sand Dunes Walk: Walk the slopes and crests of windblown sand. Discover a world that is not beach or forest, but a strange and disappearing blend of both.

Theatre Shows

At Green Point Campground Theatre

Hippies, Pioneers & Outcasts: The West Coast has long been known for its free spirits and eclectic culture. Hear stories from characters, past and present, who call the end of the road home.

Bears, Wolves, Cougars: Discover what happens when bears, wolves and cougars try to share this place with the people who live and visit here.

Prop Talks

At Kw'isitit Visitor Centre

Fun, hands-on activities for everyone – young and old! Ask a staff member what's happening today!



Réserve de parc national
Pacific Rim

Des aventures gratuites! Juin 2019

Promenades guidées

Présentations avec accessoires

Spectacles au théâtre

dimanche	lundi	mardi	mercredi	jeudi	vendredi	samedi
Promenade dans la forêt pluviale 11 h Centre d'accueil Kw'istis	Exploration du littoral 11 h Centre d'accueil Kw'istis	Promenade dans la forêt pluviale 11 h Centre d'accueil Kw'istis	Sur la trace de la faune 11 h Centre d'accueil Kw'istis	Promenade dans les dunes sableuses 11 h Centre d'accueil Kw'istis	Créatures côtières 11 h Centre d'accueil Kw'istis	Exploration du littoral 11 h Centre d'accueil Kw'istis
Requins et chauves-souris 14 h Centre d'accueil Kw'istis	Pattes, griffes et mâchoires 14 h Centre d'accueil Kw'istis	Pris sur le vif 14 h Centre d'accueil Kw'istis	Table tactile: Aquarium de Ucluelet 14 h Centre d'accueil Kw'istis	Pattes, griffes et mâchoires 14 h Centre d'accueil Kw'istis	Limaces terrestres 14 h Centre d'accueil Kw'istis	Loutres de mer 14 h Centre d'accueil Kw'istis
<p>Les programmes commencent le 2 juin</p>						
<p>Hippies, pionniers et Bannis 20 h Théâtre de la pointe Green</p>						
<p>Ours, loups, couguars 20 h Théâtre de la pointe Green</p>						

Les promenades guidées durent environ 90 minutes. Les chiens sont interdits. Pas d'appareils d'enregistrement. ARRIVEZ TÔT, LE STATIONNEMENT EST LIMITE.

Les spectacles au théâtre sont présentés au Théâtre de la pointe Green. Les portes ouvrent à 19h45. Aucun enfants sans surveillance n'est permis durant les spectacles

Pour tout renseignement:
Contactez le centre d'accueil Pacific Rim (250-726-4212)

NB: Les événements peuvent changer sans préavis.

Suivez-nous!



CoastSmart.ca



Parks Canada





Programmes d'interprétation de Pacific Rim - Juin 2019

Promenades guidées

Sur divers sentiers

Exploration du littoral: Visite guidée du monde fascinant qui se cache entre terre et mer.

Créatures côtières: Soyez à l'affût des animaux sensationnels qui habitent dans la forêt pluviale, l'océan et les plages. Imposants jets d'eau de baleines, grandes limaces terrestres, qu'allons-nous voir ou trouver aujourd'hui?

Promenade dans la forêt pluviale: Regardez, écoutez et sentez la forêt pluviale durant cette promenade.

Sur la trace de la faune: Venez chercher des empreintes d'ours, de loups et de couguars le long du rivage.

Promenade sur les dunes : Promenez vous sur les pentes et les crêtes de sable façonnées par le vent et découvrez un monde qui n'est ni une forêt ni une plage, mais un curieux et éphémère mélange des deux.

Spectacles au théâtre

Au Théâtre de la pointe-Green

Hippies, pionniers et bannis: La côte Ouest est reconnue depuis longtemps pour ses esprits libres et sa culture éclectique. Écoutez des histoires de personnages passés et présents qui vivent au bout de la route.

Ours, loups, couguars : Découvrez ce qui se passe quand des ours, des loups et des couguars essaient de partager cette région avec les résidents et les visiteurs.

Présentations avec accessoires

Au Centre d'accueil K^wisitit

Des activités amusantes qui plairont à tous - jeunes et moins jeunes!

From: Southern Resident Killer Whales / Épaulards residents du Sud (TC) <TC.SRKW-ERS.TC@tc.gc.ca>
Sent: May 31, 2019 5:51 PM
To: Southern Resident Killer Whales / Épaulards residents du Sud (TC)
Subject: Whales Initiative: Protecting the Southern Resident Killer Whale
Attachments: publication_whale_handout_final.pdf

Hello,

The Government of Canada is taking important steps to protect and recover the Southern Resident Killer Whale (SRKW) population. The SRKW is a vital component of the local marine ecosystem and has cultural significance for Indigenous peoples and coastal communities in British Columbia. The Government of Canada recognizes that SRKW face imminent threats to their survival and recovery, and that immediate action is required.

On May 10, 2019, the Government of Canada announced [2019 SRKW recovery measures](#). New measures for vessels to follow include:

Effective June 1 – October 31, 2019:

- A mandatory 400 metre approach distance for all killer whales throughout SRKW critical habitat, with the ability of the Minister of Transport to authorize commercial whale watching companies to approach other killer whale ecotypes to 200 metres, subject to certain conditions.
- Mandatory interim sanctuaries with restrictions on fishing and vessel activity in [Swiftsure Bank](#), south [Saturna Island](#) and west of [Pender Island](#).

Effective August 1 – October 31, 2019:

- Mandatory area-based [fisheries closures](#) for recreational and commercial salmon in key foraging areas.

Other actions to take while SRKW are present in BC waters in greater numbers:

- A voluntary go slow and fishery avoidance zone, asking boaters to reduce their speed to less than 7 knots and avoid fishing when within 1,000 metres of a whale in the [Enhanced Management Areas](#) that have been identified through the Gulf Islands, the Strait of Juan de Fuca and the Mouth of the Fraser River.
- Voluntary measures asking vessel operators to reduce noise by turning echo sounders off when not in use and turning their engines to neutral idle when within 400 metres of a whale.

We are seeking your help in getting information on these measures out to those who are operating vessels in the area. Attached you will find a 2019 SRKW recovery measures education brochure. We encourage you to print this document for reference and share it broadly. To request printed copies to share in your community, please contact TC.SRKW-ERS.TC@tc.gc.ca.

For more information on the 2019 measures and how the Government of Canada is keeping its promise to protect and support the recovery of this endangered, iconic whale population, please follow these links:

[Interim Order for the Protection of Killer Whales](#)
[Frequently Asked Questions: Interim Order](#)

Whales Initiative: Protecting the Southern Resident Killer Whale

Protecting species at risk is a responsibility shared by all Canadians and the federal government is committed to working with Indigenous people, provincial and territorial governments, and relevant industry stakeholders to achieve this goal.

Thank you,

Justin Huntley Smith

Projects Officer & Coordinator – Marine Safety and Security
Transport Canada/ Government of Canada

Boating Around Killer Whales South Coast of BC · 2019



Boaters need to be aware when boating around killer whales. Always slow down when killer whales are near, if safe to do so.

Rules that apply year-round:

- Keep **200 metres** away from all killer whale populations in B.C. and the Pacific Ocean.

Rules from June 1 until October 31 in critical habitat:

- **Keep 400 metres** away when you see any killer whales.
- **No fishing or boating** around certain sections of Swifsure Bank, off the east coast of Saturna Island and south-west of North Pender Island.

Additional ways you can help:

- Go Slow! **Reduce your speed** to less than 7 knots and avoid fishing when you're within 1,000 metres of a killer whale. Areas to be aware of include Gulf Islands, the Strait of Juan de Fuca and the Mouth of the Fraser River.
- **Reduce noise** from boats by turning off your echo sounders when not in use, and engines to neutral idle when within 400 metres of a killer whale.

Please help protect Southern Resident Killer Whales! They live in the southern coast of British Columbia and are endangered.



KEEP 400 METRES AWAY

When you see any killer whales. It's the law!

(around 4 footballs fields)

AVOID WHALE SANCTUARY

No fishing or boating around Swifsure Bank, east coast of Saturna Island and south-west of North Pender Island. It's the law!

REDUCE SPEED & AVOID FISHING

Reduce your speed to less than 7 knots and avoid fishing when you're within 1,000 metres of a killer whale.

turn over for detailed map

REDUCE VESSEL NOISE

Turn off echo sounders when not in use, and engines to neutral idle when within approach distance of a killer whale.

Check out some additional resources:

Oceans Protection Plan
<https://www.canada.ca/protecting-our-coasts>

Protecting Canada's Endangered Whales
<https://www.tc.gc.ca/en/campaigns/working-together/protecting-endangered-whales.html>

Transport Canada's Interim Order (detailed information)
<http://www.tc.gc.ca/eng/mediaroom/interim-order-protection-killer-whales-waters-southern-british-columbia.html>

Transport Canada's Interim Order (Questions and Answers, and maps)
<https://www.tc.gc.ca/eng/mediaroom/frequently-asked-questions-io-protection-killer-whales-waters-southern-british-columbia.html>

Vancouver Fraser Port Authority's ECHO Program
<http://www.portvancouver.com/echo>

Fisheries and Oceans Canada
<http://dfo-mpo.gc.ca/campaign-campagne/protecting-whales-protogerbaieles/index-eng.html>

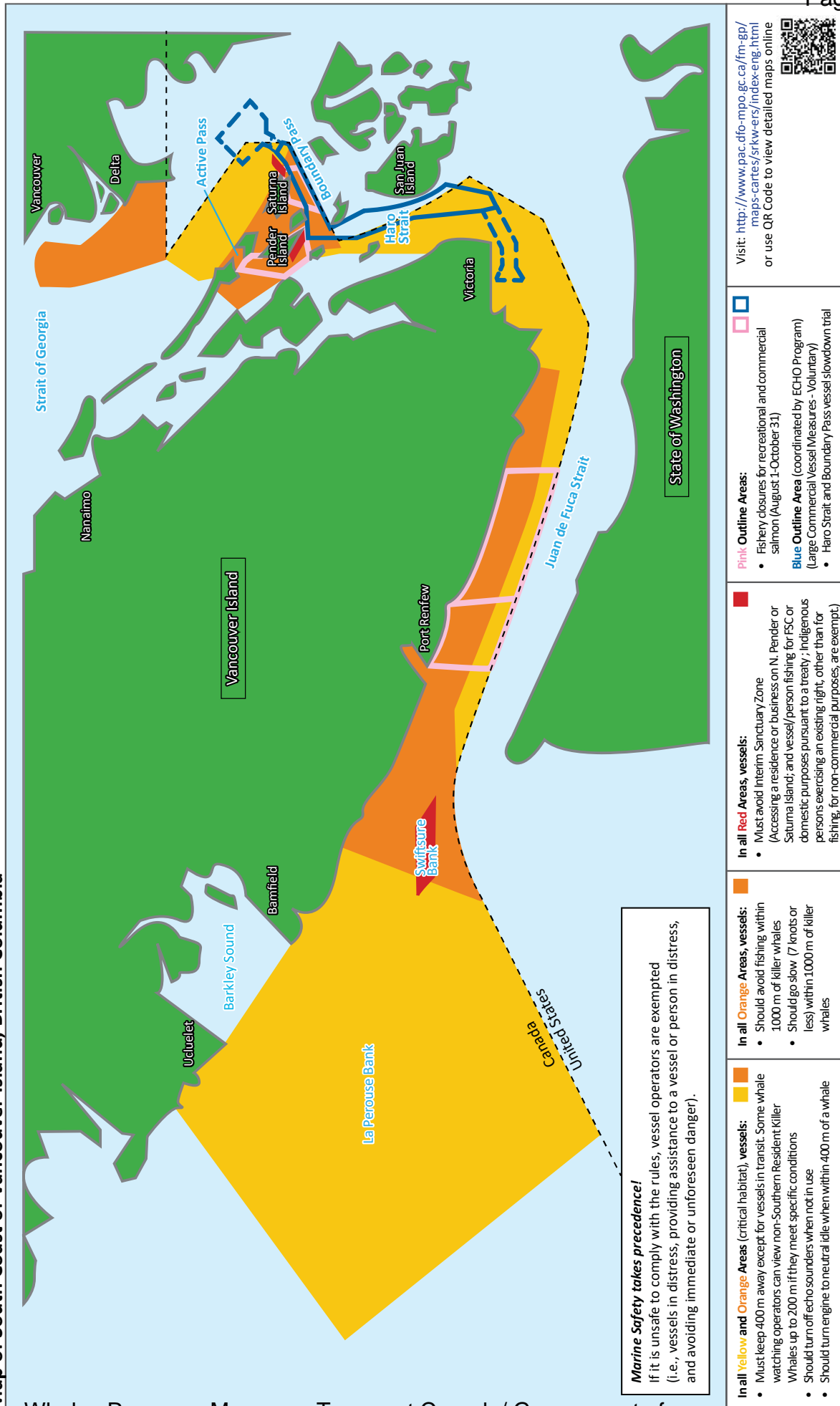
Be Whale Wise
[Bewhalewise.org](http://www.bewhalewise.org)

Report violators to Fisheries and Oceans Canada: 1-800-465-4336

If you have any questions about the Interim Order, please contact Transport Canada at:
TC.SRKW-ERS.TC@tc.gc.ca

If you have any questions about fishery closures or boating around whales, please contact Fisheries and Oceans Canada at:
DFO.SRKW-ERS.MPO@dfo-mpo.gc.ca

Map of South Coast of Vancouver Island, British Columbia



Marine Safety takes precedence!
 If it is unsafe to comply with the rules, vessel operators are exempted (i.e., vessels in distress, providing assistance to a vessel or person in distress, and avoiding immediate or unforeseen danger).


- In all Yellow and Orange Areas (critical habitat), vessels:**
- Must keep 400m away except for vessels in transit. Some whale watching operators can view non-Southern Resident Killer Whales up to 200 m if they meet specific conditions
 - Should turn off echo sounders when not in use
 - Should turn engine to neutral idle when within 400 m of a whale

- In all Orange Areas, vessels:**
- Should avoid fishing within 1000 m of killer whales
 - Should go slow (7 knots or less) within 1000 m of killer whales

- In all Red Areas, vessels:**
- Must avoid Interim Sanctuary Zone (Accessing a residence or business on N. Pender or Saturna Island; and vessel/person fishing for FSC or domestic purposes pursuant to a treaty; indigenous persons exercising an existing right, other than for fishing, for non-commercial purposes, are exempt.)

- Pink Outline Areas:**
- Fishery closures for recreational and commercial salmon (August 1-October 31)
- Blue Outline Area (coordinated by ECHO Program) (Large Commercial Vessel Measures - Voluntary)**
- Haro Strait and Boundary Pass vessel slowdown trial

Visit: <http://www.pac.dfo-mpo.gc.ca/fm-go/maps-cartes/srkw-ers/index-eng.html> or use QR Code to view detailed maps online



GRAND OPENING

TOQUAHT NATION SECRET BEACH MARINA

Ribbon cutting and Cake

June 21, 2019 2:00 PM - 4:00 PM

**Secret Beach Marina &
Campground**



SECRET BEACH

CAMPGROUND & KAYAK LAUNCH



'tuk^waa?ath

TRADITION TRANSCENDING TIME

Grand Opening of the Toquaht Nation Secret Beach Marina & Campground

From: Cathy Peters
Sent: May 30, 2019 11:43 AM
Subject: new Canadian Human trafficking hotline number
Importance: High

Dear BC Mayors and City Councillors,
The Canadian Human trafficking hotline number was announced yesterday on National media: 1-833-900-1010 or:
canadianhumantraffickinghotline.ca

Please alert all of your community service providers, frontline service providers, educators, health practitioners, law enforcement and constituents of this number.

BC Council for Families asked me to write an article on how to stop Child Sex Trafficking in BC.
Please see attached document and share with your contacts.

ASK: Please email me if you support my work and advocacy to stop sexual exploitation/human sex trafficking/child sex trafficking in BC.

Sincerely, Cathy Peters

BC anti-human trafficking educator, speaker, advocate

Preventing Child Sex Trafficking in BC

Buying and selling children for sex is one of the fastest growing crimes in Canada, and it is happening in communities across BC.

Globalization, unregulated technology, lack of law enforcement and inadequate prevention education is allowing this crime to grow globally.

Human sex trafficking (HT) involves the recruitment, transportation or harbouring of people for the purpose of exploitation through the use of force, coercion, fraud, deception or threats against the victim or person known to them. It is known as modern day slavery. According to the US State department's annual global report on trafficking in persons (TIP), Canada is a source, transit and destination for sex trafficking. (<https://www.state.gov/j/tip/rls/>)

Child sex trafficking is a lucrative crime. It has low costs and huge profits; a trafficker can make \$280,000 per victim, per year. The average age of entry into prostitution in Canada is 12-14 years of age, although traffickers are known to target younger children. Traffickers seek young victims both to service the demand for sex with those who look young, and because these victims are easier to manipulate and control.

The biggest problem in Canada is that people do not know there is a problem; therefore, child sex trafficking is expanding in the dark. Every child can be a target and a potential victim, but learning about this issue is the first step.

Five things that parents can do to help prevent their children from being lured into sex trafficking:

1. Set a high standard of love within your home

The way you define and express love shapes your children's self-image, confidence and opinions of future relationships. Treat them the way you want their future partners to treat them. Help them to distinguish between real love and empty promises or cheap gifts.

2. Talk to your children about sexual abuse

According to the US Department of Justice, someone in the US is sexually assaulted every two minutes, of which 29% are between the ages of 12-17. Let your children know that if anyone has or ever does hurt them, they can talk to you. This is the most important thing you can say. Don't assume they have not been hurt by sexual violence before. Leave the door open for your child to talk about past circumstances that they haven't shared with you.

3. Talk to your children about sex trafficking

Discuss ways children and teens are targeted for sex trafficking. Let them know that traffickers specifically try to woo young girls and boys with promises of a better life – whether it's promises of love and attention, or promises of nice things and trips. Traffickers can be male or female, even classmates. Traffickers may even use kids to recruit other kids.

4. Talk to your children about the dangers of social media

It is important to provide practical safety tips, such as: don't share personal information on the internet; don't accept Facebook requests from unknown people; NEVER share naked photos of yourself with anyone; and tell a parent or a trusted adult if you feel threatened or uncomfortable online. Children also need help defining friendships. Teach them that a friend is not someone you met yesterday and that a "friend" on Facebook is not the same thing as a friendship.

5. Pay attention to your children

New Canadian Human Trafficking Hotline Number Cathy Peters, BC Anti-Huma...

Monitor your children's social media accounts. Look for ways to meet their friends, their friends' parents and those they hang out with. Be alert to boyfriends who are much older, or friendships that tend to isolate your child from other friends or family. Notice if your child has new clothing items, makeup products, cell phone or other items and ask how they acquired them.

Resources and Links:

- Covenant House (crises program for ages 16-24): info@covenanthousebc.org, 604-685-7474
- Internet Safety Tips: www.Cybertip.ca
- Fraser Health Forensic Nurse Service
- Kids Help Phone: 1-800-668-6868
- Office to Combat Trafficking in Persons (OCTIP): 1-888-712-7974 (24/7 interpretation available), 604-660-5199, octip@gov.bc.ca
- Plea Community Services Society (assisting youth 24/7): onyx@plea.bc.ca, 604-708-2647
- Vancouver Rape Relief and Women's Shelter (24/7): 604-872-8212, info@rapereliefshelter.bc.ca
- RCMP: Victims of Human Trafficking National Headquarters (24 hours): 1-866-677-7267
- Trafficking Resource Centre (USA): www.traffickingresourcecenter.org
- VictimLinkBC (24/7): 1-800-563-0808 Ministry of Public Safety, BC
- Youth Against Violence (24/7): info@youthagainstviolenceline.com, 1-800-680-4264

Authorities Contacts:

- RCMP: www.rcmp-grc.gc.ca; 1-855-850-4640 OR 1-800-771-5401
- Ministry of Child Protection Services: 1-800-663-9122 or 604-660-4927 (24 hours) or 310-1234 if a child is in danger to reach Ministry of Child and Family Development
- Crime Stoppers : 1-800-222-TIPS (8477)

National Human Trafficking Crisis Hotline Number: 1-866-528-7109

About the Author:

Cathy Peters raises awareness of Child Sex Trafficking to all three levels of government in British Columbia, police agencies and the public. She is a former inner city high school teacher and has volunteered for two Members of Parliament (John Weston/BC, Joy Smith/Manitoba). She has made hundreds of presentations, including to City Councils, School Boards, Police Boards, high schools, universities and law enforcement agencies.

For information about her prevention education presentations, please contact Cathy Peters at ca.peters@telus.net

Additional Resources:

Children of the Street Society (Coquitlam) provides prevention education in BC schools; 25,000 students last school year Grades 3-12. They have an excellent website with tools/resources listed for every community in BC:

<https://www.childrenofthestreet.com/>

Joy Smith Foundation (Manitoba) provides prevention education, resources and an overview of human sex trafficking Canada: <http://www.joysmithfoundation.com/>

Shared Hope International (Washington State) sponsors The JuST (Juvenile Sex Trafficking) Conference in the USA; an event that spotlights the most pressing issues in the anti-trafficking field. Visit: www.justconference.org for more information.

A MODERN EQUAL SOCIETY DOES NOT BUY AND SELL WOMEN AND CHILDREN.



STAFF REPORT TO COUNCIL

Council Meeting: JUNE 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: JOSEPH ROTENBERG, CORPORATE CLERK

FILE NO: 1630-01

SUBJECT: CHEQUE LISTING – MAY 2019

REPORT NO: 19-72

ATTACHMENT(S): APPENDIX A – MAY 2019 CHEQUE LISTING

RECOMMENDATION(S):

There is no recommendation. This report is provided for information only.

PURPOSE:

The purpose of this report is to provide Council with a regular update on disbursed cheques.

BACKGROUND:

Finance staff have provided a detailed list of last month's cheque run attached as Appendix A.

POLICY OR LEGISLATIVE IMPACTS:

The cheque listing has been reviewed to ensure compliance with the *Freedom of Information and Protection of Privacy Act*. The names of individual's shown on the cheque listing are either employed with the District or contracted for the delivery of goods and services.

OPTIONS REVIEW:

1. There is no recommendation. This report is provided for information only.
(Recommended)
2. **THAT** Council provide alternative direction to staff.

Respectfully submitted:

Joseph Rotenberg, Corporate Clerk
Marlene Lagoa, Manager of Corporate Services
Mark Boysen, Chief Administrative Officer

APPENDIX A

District of Ucluelet
AP Cheque Listing
May 2019

Cheque #	Bank	Pay Date	Vendor #	Vendor Name	Invoice #	Description	Invoice Amount	Hold Amount	Paid Amount	Void
028620	2	2003-05-19	ACE92	ACE COURIER SERVICES	14250258	ANDREW SHERET	222.95		222.95	
028621	2	2003-05-19	AGS11	AGS BUSINESS SYSTEMS INC	51699	03/29/19-04/29	766.32		766.32	
028622	2	2003-05-19	AEL78	ALBION ELECTRIC LTD	749185 749152 749158 749188	52 STEPS-ELECTRICAL WORK REC HALL-EXTERIOR LIGHT UCC FOYER LIGHTS UAC HALL ELECTRICAL UPGRADE	1,814.01 276.26 845.48 292.93		3,228.68	
028623	2	2003-05-19	AHI01	ALLES HOLDINGS INC	23	APR 8-19/19 CONTRACT SERVICES	1,008.00		1,008.00	
028624	2	2003-05-19	AE500	ASSOCIATED ENGINEERING (B.C.) (LTD)	2017-2163.000	PROJ 2017-2163 KENNEDY LK	3,197.27		3,197.27	
028625	2	2003-05-19	BCF01	BC FIRE TRAINING OFFICERS ASSOCIATION	3497	ANDERSON-BCFTOA CONFERENCE	924.00		924.00	
028626	2	2003-05-19	BDC01	BD CARRUTHERS AND ASSOCIATES	01-19DU	STRATEGIC PLANNING	10,813.64		10,813.64	
028627	2	2003-05-19	BRI02	BRIGHTEST DAYS PAINTING AND MAINTENANCE	1380	ST.JACQUES LINE PAINTING	735.00		735.00	
028628	2	2003-05-19	CN411	CITY OF NANAIMO	122672	UVFB-EXAM #9	120.75		120.75	
028629	2	2003-05-19	45R27	CONNECT ROCKET COMMUNICATIONS INC.	3022 2870	MAY/19 MONTHLY SUBSCRIPTION MAR/19 MONTHLY SUBSCRIPTION	220.95 219.02		439.97	
028630	2	2003-05-19	CCL88	CORLAZZOLI CONTRACTING LTD	0012-A	LAGOON-TREE CLEARING	2,887.50		2,887.50	
028631	2	2003-05-19	CUPE1	CUPE LOCAL #118	04/19	APRIL/CUPE DUES	1,284.21		1,284.21	
028632	2	2003-05-19	FA898	FORTUNE ABBY	122674	UCC HAABC CONFERENCE COFFEE	104.76		104.76	
028633	2	2003-05-19	F9134	FORTUNE, MARK	122676	IAAI BC CHAPTER 15 SEMINAR	359.31		359.31	
028634	2	2003-05-19	FS004	FOUR STAR WATERWORKS LTD.	54642	BAY ST STRAINER SCREEN	201.17		201.17	
028635	2	2003-05-19	GIC90	GUILLEVIN INTERNATIONAL CO	0428-528102	SCBA TESTING/REPAIRS-UVFB	1,168.71		1,168.71	
028636	2	2003-05-19	PD199	HARBOURVIEW DRUGSTORE	91333 88927 88938 91310	BEELEY-TWINRIX VACCINE GALLOWAY-TWINRIX VACCINE MCDIARMID-TWINRIX VACCINE GALLOWAY-TWINRIX VACCINE	69.80 69.80 69.80 69.80		279.20	
028637	2	2003-05-19	HN100	HENDERSON NICHOLAS	122671	HENDERSON-MILEAGE DEC-MAR 2019	104.76		104.76	
028638	2	2003-05-19	HS002	HOGAN, SARAH	122681	DANCE FIT APR/19	112.37		112.37	
028639	2	2003-05-19	IB275	ISLAND BUSINESS PRINT GROUP LTD	169517 169584	2019 TAX NOTICES 2019 TAX ENVELOPES	1,036.00 375.20		1,411.20	
028640	2	2003-05-19	CK608	KASSLYN CONTRACTING	D665 D666	D665 D666	1,036.45 2,528.57		3,565.02	
028641	2	2003-05-19	KL923	KERDMAN LINDSAY	122682	GYM PYMT A SPRING/19	3,173.20		3,173.20	
028642	2	2003-05-19	KA001	KOERS & ASSOCIATES ENGINEERING LTD.	1756-010 1750-003 1762-017 1863-005	1756 KENNEDY LK WATER SUPPLY 1750 BAY ST SANITARY SEWER 1762 BAY ST SIMPLEX P/S REPLACEMENT 1863 SANITARY MASTER PLAN	90.96 493.37 11,520.10 4,093.04		16,197.47	
028643	2	2003-05-19	LS100	L'HOMME SOPHIE	122679	PYMT A CHOIR SPRING/19	2,376.00		2,376.00	
028644	2	2003-05-19	MA952	MAXXAM ANALYTICS	VA1228309 VA1229935	WATER TESTING B928686 WATER TESTING B930260	324.19 324.19		648.38	
028645	2	2003-05-19	MEC01	MEC PROJECTS LTD	1605 1616 1601	LAGOON ELECTRICAL UPGRADES STREET LIGHT REPAIRS FLOAT REPAIR-LAGOON	14,859.35 3,183.18 357.00		18,399.53	
028646	2	2003-05-19	M9412	MONTEITH DONNA	122677	MIABC CONFERENCE-VANCOUVER	318.00		318.00	
028647	2	2003-05-19	N9371	NOEL MAYCO	122673	NOEL-FCM CONFERENCE	1,035.17		1,035.17	
028648	2	2003-05-19	PBX12	PBX ENGINEERING LTD	6457	SCADA PROJECT 14282-01	4,449.38		4,449.38	
028649	2	2003-05-19	PC285	PETTY CASH - LYVIER RIVERA	04/19	APR/19 PETTY CASH	126.61		126.61	
028650	2	2003-05-19	PI110	PUROLATOR INC	441192467	MAXXAM	44.70		44.70	
028651	2	2003-05-19	RL068	RIVERA LYVIER	122678	LATIN CARDIO-APR/19	272.92		272.92	
028652	2	2003-05-19	SI604	SHU IAN	122680	PURPLE DRAGON PYMT 1 SPRING/19	2,288.00		2,288.00	
028653	2	2003-05-19	SS419	SOLIDARITY SNACKS	135	NEW FIRE CHIEF MEETING	74.55		74.55	
028654	2	2003-05-19	SUN02	SUN LIFE ASSURANCE COMPANY OF CANADA	59423	MAY/19 EAP PROGRAM	106.58		106.58	
028655	2	2003-05-19	T9267	TARON BRENT	27972913	TARON-WORK BOOTS	230.99		230.99	
028656	2	2003-05-19	U0148	UBCM	UBCM-548	2020 DOG TAGS (QTY 150)	109.72		109.72	
028657	2	2003-05-19	UR849	UCLUELET RENT-IT CENTER LTD	33204 33038 32961	BLADE FOR GAS AXE DEEP WELL PUMPS-PARKS & REC APR/19 PORTABLES	215.04 504.00 1,545.60		2,264.64	

APPENDIX A

District of Ucluelet
AP Cheque Listing
May 2019

Cheque #	Bank	Pay Date	Vendor #	Vendor Name	Invoice #	Description	Invoice Amount	Hold Amount	Paid Amount	Void
028658	2	2003-05-19	VT001	VANCOUVER ISLAND FIREFIGHTERS' ASSN.	2019	UVFB ANNUAL DUES/19	78.00		78.00	
028659	2	2003-05-19	CVI1	VANCOUVER ISLAND HEALTH AUTHORITY	54147-5 55629-5	ANNUAL WATER LICENSE UCC-ANNUAL FOOD HEALTH PERMIT	250.00 150.00		400.00	
028660	2	2003-05-19	VIPS2	VANCOUVER ISLAND POTTERS' SUPPLY	15580	ORTEN KILN VENT-UCC	850.08		850.08	
028661	2	2003-05-19	WP166	WINDSOR PLYWOOD - UCLUELET DIV.	83638A 83668A 83682A 83684A 83893A 84268A 84416A 84781A 84801A 84885A 85825A	EMERGENCY KIOSK SIGN INSTALL MARINE DR LIFT STATION HOOK TOILET REPAIR-LYCHE LIFT STATION PAINT SUPPLIES GROUT MIX PARKS-BUILDING MATERIALS WHISKEY DOCK-REPAIR MATERIALS PARKS SUPPLIES LYCHE RD BENCH CONSTRUCTION LAMINATE FILE PICNIC TABLES	41.49 25.56 21.23 27.11 14.84 38.98 95.04 61.55 249.21 24.11 866.88		1,466.00	
028662	2	2003-05-19	WP166	WINDSOR PLYWOOD - UCLUELET DIV.	85844A 85990A	SCHOOL SIGN/BRACKETS LYCHE RD BENCH	134.88 63.70		198.58	
028663	2	2003-05-19	WC345	WURTH CANADA LTD	23489640	SAFETY GLOVES-PARKS	75.54		75.54	
028664	2	2003-05-19	ZW172	ZONE WEST ENTERPRISES LTD	59228	GEDDES-COLLAR DOGS/EPAULETTES	222.60		222.60	
028665	2	2003-05-19	SLE01	SLEGG BUILDING MATERIALS	IN2115507 CR184192 IN2106735 CR184188	ST.JACQUES PARK-BUILDING MATERIAL ST.JACQUES PARK-BUILDING MATERIAL RTRN ST.JACQUES PARK-BUILDING MATERIAL ST.JACQUES PARK-BUILDING MATERIAL RTRN	1,291.32 141.93 1,169.91 540.96		1,778.34	
028666	2	2003-05-19	KL001	KEMPS, LARA	122686	KEMPS-AVICC-POWELL RIVER	304.88		304.88	
028667	2	2003-05-19	N9371	NOEL MAYCO	122684 122675	ANDREW HANSEN MEETING NOEL-AVICC-POWELL RIVER	45.16 1,681.48		1,726.64	
028668	2	2003-05-19	T9345	TOWGOOD JOHN	122683	TOWGOOD-50% TUITION REIMBURSEMENT	1,068.33		1,068.33	
29707702	2	2003-05-19	BC017	BC HYDRO	400003124457	MAR/19	31,691.11		31,691.11	
028675	2	2017-05-19	BUS01	BUSTON, TONI	122692	APR/19 YOUTH CONTRACT	1,276.70		1,276.70	
028674	2	2017-05-19	B9413	BEELEY PHIL	122697	APR/19 MILEAGE-JANITORIAL WORK	56.81		56.81	
028673	2	2017-05-19	AA211	ANDERSON, ALAN	122698	HIGH GROUND HIKE EVENT	57.30		57.30	
028672	2	2017-05-19	AHI01	ALLES HOLDINGS INC	24	APR 22-MAY 3/19 CONTRACT SERVICES	1,008.00		1,008.00	
028671	2	2017-05-19	RD205	ACRD	SRV1903007	LATE PYMT FEE-INV 7642	4.32		4.32	
028670	2	2017-05-19	AS311	ACME SUPPLIES	851568-2 851568-1 855809 855432 855437	HAND SOAP-UCC HAND SOAP/PAPER-UCC FLOOR FINISH-UCC/HUB FLOOR FINISH-UCC/HUB FLOOR FINISH-UCC/HUB	83.24 78.33 226.41 49.06 55.48		492.52	
028669	2	2017-05-19	ACE92	ACE COURIER SERVICES	11207988	TRAN SIGN	802.74		802.74	
028676	2	2017-05-19	CN411	CITY OF NANAIMO	122696	FIRST RESPONDER CONTRACT 2019-20	131.25		131.25	
028677	2	2017-05-19	CN038	COLYNS NURSERY & GARDEN CENTRE	22691 22692	BEAUTIFICATION-FLOWER BASKETS BEAUTIFICATION-FLOWERS	412.74 119.45		532.19	
028678	2	2017-05-19	CS334	CONTROL SOLUTIONS	C003074	UCC HEAT MNTC-2ND QRTLRY BILL	878.22		878.22	
028679	2	2017-05-19	CCL88	CORLAZZOLI CONTRACTING LTD	0011	DANGER TREES REMOVAL	315.00		315.00	
028680	2	2017-05-19	EL048	ERIK LARSEN DIESEL CO. LTD.	716852	UVFB VEHICLE INSPECTIONS/MAINTENANCE	2,451.88		2,451.88	
028681	2	2017-05-19	FW050	FAR WEST DISTRIBUTORS LTD	326398 326511	GRBGE BAGS/TOILET PAPER-UCC CLEAN SWEEP SUPPLIES-PARKS	498.78 367.29		866.07	
028682	2	2017-05-19	FSC10	FOUR STAR COMMUNICATIONS INC	50380	APR/19	149.95		149.95	
028683	2	2017-05-19	FS004	FOUR STAR WATERWORKS LTD.	54680 54682	WATER METER BOXES/LIDS CLEAN TUBING	153.78 189.28		343.06	
028684	2	2017-05-19	GHL01	GHL CONSULTANTS LTD	53372	BUILDING CODE CONSULTING	131.25		131.25	
028685	2	2017-05-19	GB059	GIBSON BROS. CONTRACTING LTD.	20686	SEAPLANE BASE BOAT LAUNCH-GRAVEL	280.00		280.00	
028686	2	2017-05-19	GPC25	GREATPACIFIC CONSULTING LTD	895	PROJECT REM2019 1005-007	6,017.94		6,017.94	
028687	2	2017-05-19	GB948	GREIG BRUCE	122690	GREIG-BCSLA CONFERENCE-VANCOUVER	368.28		368.28	
028688	2	2017-05-19	PD199	HARBOURVIEW DRUGSTORE	92429	BEELEY-TWINRIX VACCINE	69.80		69.80	
028689	2	2017-05-19	IC130	INFOSAT COMMUNICATIONS	385992	MAY/19 SAT PHONE	65.13		65.13	
028690	2	2017-05-19	JR381	J. ROBBINS CONSTRUCTION LTD	3640 3649	SPRING COVE-SOIL/SAND PEA GRAVEL-PARKS	394.67 408.29		802.96	
028691	2	2017-05-19	CK608	KASSLYN CONTRACTING	D667	D667	4,344.14		11,136.68	

Cheque Listing - May 2019 Marlene Lagoa, Manager of Corporate Services

Cheque Listing - May 2019 Joseph Rotenberg, Corporate Clerk

APPENDIX A

District of Ucluelet
AP Cheque Listing
May 2019

Cheque #	Bank	Pay Date	Vendor #	Vendor Name	Invoice #	Description	Invoice Amount	Hold Amount	Paid Amount	Void
					D668	D668	6,792.54			
028692	2	2017-05-19	KPMG4	KPMG LLP	8002521732	2018 AUDIT-FIRST INTERIM BILLING	21,000.00		21,000.00	
028693	2	2017-05-19	LB002	LB WOODCHOPPERS LTD.	323121	PRESSURE WASHER-PARKS	3,340.41		3,340.41	
028694	2	2017-05-19	MA952	MAXXAM ANALYTICS	VA1231647	WATER TESTING B932444	263.55		263.55	
028695	2	2017-05-19	MISC	MIDLANE, MARCEL	122695	MIDLANE-UVFB QUAD TRAINING	131.25		131.25	
028696	2	2017-05-19	MISC		BP18-55	BP18-55 DMG DEP RETURN	1,000.00		1,000.00	
028697	2	2017-05-19	MISC		BP18-56	BP18-56 DMG DEP RETURN	1,000.00		1,000.00	
028698	2	2017-05-19	MISC		RZ18-09	RZ18-09 PUBLIC HEARING RETURN	1,200.00		1,200.00	
028699	2	2017-05-19	MITC1	MITCHELL, CALI	9	APR16-MAY12/19 CONTRACT SERVICES	1,815.00		1,815.00	
028700	2	2017-05-19	PR725	PACIFIC RIM MARINE SEARCH & RESCUE SOC	SRF 04/19	D662-D666	689.14		689.14	
028701	2	2017-05-19	PBX12	PBX ENGINEERING LTD	6630	16331-05 LAGOON SCADA POWER METER	9,410.63		9,410.63	
028702	2	2017-05-19	PB104	PIONEER BOAT WORKS	78058 78050	ANCHOR CHAIN-WHISKEY DOCK LIFEJACKETS-SCH	728.00 874.13		1,602.13	
028703	2	2017-05-19	P0106	PLACE TV	9270 9319	CLOTHES DRYER-SCH DISHWASHER-LYCHE	1,791.99 1,053.49		2,845.48	
028704	2	2017-05-19	PI110	PURULATOR INC	441238642 441298733 441361835	VIERA/MAXXAM MAXXAM MAXXAM	74.42 96.65 46.08		217.15	
028705	2	2017-05-19	MS170	REVENUE SERVICES OF BC	05/19	MAY/19 MSP	1,312.50		1,312.50	
028706	2	2017-05-19	RID01	RIDGELINE MECHANICAL LTD	390151954	MARINE DR WALKWAY PYMT #1	122,020.12		122,020.12	
028707	2	2017-05-19	RK179		REF914/19	REFUND BL OVERPYMT 2017	75.00		75.00	
028708	2	2017-05-19	R9348	ROPER RUSSEL	122691	ROPER-PARKS TRAINING	384.08		384.08	
028709	2	2017-05-19	SS419	SOLIDARITY SNACKS	141	SOCIETIES MEETING	143.59		143.59	
028710	2	2017-05-19	SBR01	SONBIRD REFUSE & RECYCLING LTD.	35462 35463 35464 35465 35466 35467 35468	APR/19 RECYCLING TRANSFER FEE LYCHE APR/19 GARBAGE SCH APR/19 GARBAGE 52 STEPS APR/19 GARBAGE WHISKEY DOCK APR/19 GARBAGE PW APR/19 GARBAGE UCC APR/19 GARBAGE UVFB & UAC	86.36 1,408.20 338.02 312.30 697.03 196.38 81.32		3,119.61	
028711	2	2017-05-19	SK010	STRICKLAND KARLA	122694	CLAY SCULPTING	840.00		840.00	
028712	2	2017-05-19	TP542	TASHII PADDLE SCHOOL	122693	STAY HOME ALONE/BABYSITTING	1,017.60		1,017.60	
028713	2	2017-05-19	HI715	TERRAPURE	92936345	WASTE OIL REMOVAL-SCH	173.60		173.60	
028714	2	2017-05-19	TU428	TOURISM UCLUELET	01/19 02/19	JAN/19 MRDT FEB/19 MRDT	12,492.95 14,410.74		26,903.69	
028715	2	2017-05-19	TSC19	TRANSPARENT SOLUTIONS CORP	10444	CLEARMAIL JUN/19	20.95		20.95	
028716	2	2017-05-19	LEASE	UCLUELET CONSUMERS CO-OPERATIVE ASSN	06/19	JUN/19 LEASE	250.00		250.00	
028717	2	2017-05-19	UR849	UCLUELET RENT-IT CENTER LTD	33113 33374 33325	SMALL MACHINE SUPPLIES SEWER PUMPOUTS BRUSHCUTTERS(WEEDEATERS)	403.63 2,139.20 1,805.86		4,348.69	
028718	2	2017-05-19	VTS70	VALLEY TRAFFIC SYSTEMS	316702	TRAFFIC SIGNS	786.87		786.87	
028719	2	2017-05-19	ECO77	WATERWORTH	INV-0207	APR1/19-MAR31/20 WATERWORTH SOFTWARE	5,484.15		5,484.15	
028720	2	2017-05-19	WF001	WFR WHOLESALE FIRE & RESCUE LTD.	115589	UVFB-HELMETS	2,724.31		2,724.31	
028721	2	2017-05-19	WC345	WURTH CANADA LTD	23512844	CUTTING DISC/WASH/VESTS	550.06		550.06	
028722	2	2017-05-19	XC300	XPLORNET COMMUNICATIONS INC	INV26622681	MAY/19	61.59		61.59	
028723	2	2017-05-19	LY001	YOUNG ANDERSON	113173 113174 113175 113176 113177 113178 113179 113180	1190040 1190080 1190095 1190134 1190158 1190165 1190167 1190168	333.16 917.40 312.42 1,743.21 3,731.96 105.90 2,914.48 1,832.04		11,890.57	
028724	2	2017-05-19	ZW172	ZONE WEST ENTERPRISES LTD	59412	UVFB SHIRTS/GEDDES NAMETAGS	525.00		525.00	
028725	2	2017-05-19	LG003	LGMA	E-1672	BOYSEN/LAGOA-CORPORATE OFFICERS BOOTCAMP	2,835.00		2,835.00	



STAFF REPORT TO COUNCIL

Council Meeting: June 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: MARK BOYSEN, CHIEF ADMINISTRATIVE OFFICER

FILE NO: 6430-01

SUBJECT: DRAFT UCLUELET STRATEGIC PLAN 2019-2012

REPORT NO: 19-73

ATTACHMENT(S): APPENDIX A – DRAFT UCLUELET STRATEGIC PLAN 2019-2022

RECOMMENDATION(S):

1. **THAT** Council approve the draft Ucluelet Strategic Plan 2019-2022.

PURPOSE:

The purpose of this report is to request Council's approval of Ucluelet Strategic Plan 2019-2022.

BACKGROUND:

The 2019-2022 Strategic Plan informs and focuses the decisions and policies of Council during their term of office. Although the strategic plan provides focus for the four-year term, it considers a long term vision for the community and reflects the goals and policies of the District's Official Community Plan.

DISCUSSION:

This new Strategic Plan consists of four Focus Areas which comprises of 11 Strategies and 28 Activities (actions) with specific timelines. The four Focus Area are:

1. Managing Growth and Maintaining Quality of Life.
2. Community Development and Well-Being.
3. Asset and Infrastructure Management.
4. Partnerships and Collaboration.

The strategic plan is executed through annual budget allocations and departmental workplans. This plan is a living document and Council will update the plan as necessary to address emerging issues or changing priorities. Quarterly reports to Council and the District's Annual Report will provide an opportunity for Council and staff to regularly review and communicate progress in achieving Council's goals.

FINANCIAL IMPLICATIONS:

The cost for the development of this Strategic Plan was \$20,000, which was included in the 2019 Annual Budget.

OPTIONS REVIEW:

1. **THAT** Council approve the Draft Ucluelet Strategic Plan 2019-2022. **(Recommended)**
2. **THAT** Council provide alternative direction to staff.

Respectfully submitted: Mark Boysen, Chief Administrative Officer

2019 > 2022

DISTRICT OF UCLUELET

STRATEGIC PLAN



DISTRICT OF
UCLUELET

DISTRICT OF UCLUELET

STRATEGIC PLAN

DISTRICT OF UCLUELET OVERVIEW

OUR COMMUNITY, OUR FUTURE

The District of Ucluelet is a self-contained community located on the rugged west coast of Vancouver Island within the traditional lands of the Yuułu?i?ath First Nation. Ucluelet has the benefit of a range of assets and amenities relative to its size and although considered to be remote, enjoys excellent physical and digital access to the rest of the world. The community is defined by a deep appreciation for the natural environment and a culture of creativity and resilience. With a strong sense of community, residents rely on one another and take pride in their spirit of partnership and volunteerism. Despite fluctuations in the economy and local industries over time, Ucluelet has always adapted and thrived.

We see a bright future for our community with quality, sustainable infrastructure and services to support a population of all ages, from young families to active retirees who choose to call Ucluelet home. As our community faces demands for growth, we will strive to preserve our quality of life and our natural assets while ensuring that future development is aligned with our community's values.

OUR ROLE

The District of Ucluelet provides leadership in the community with emphasis on inclusive and strategic planning for the future. We play a role in unifying the community towards a common vision and communicating with our residents on issues that are important to them and the District. We collaborate with our neighbors to enhance our collective provision of services and to ensure effective advocacy on issues that affect our region. Ultimately, our role is to pursue the aspirations of our community and leave a legacy for future generations.

OUR COMMITMENT

- » LEAD BY EXAMPLE
- » OWN OUR DECISIONS and the OUTCOMES
- » BE PREPARED AND INFORMED AS WE MAKE DECISIONS
- » BE COLLABORATIVE WITH OUR PARTNERS
- » HAVE AN OPEN MIND
- » BE CONSISTENT

STRATEGIC PLANNING CONTINUUM

The 2019-22 Strategic Plan informs and focuses the decisions and policies of Council during their term of office. Although the strategic plan provides focus for the four-year term, it considers a long term vision for the community and reflects the goals and policies of the District's Official Community Plan. The strategic plan is executed through annual budget allocations and departmental workplans.

This plan is a living document and Council will update the plan as necessary to address emerging issues or changing priorities. Quarterly reports to Council and the District's Annual Report will provide an opportunity for Council and staff to regularly review and communicate progress in achieving Council's goals.



MESSAGE

FROM THE MAYOR

I have the great honour of leading Council for the next four years. Our first step is to produce a Strategic Plan that we created and will guide the District for the course of our term. Born and raised in the area, I understand our sense of community and the need to protect what we have going forward. We are at a unique moment in Ucluelet's history as we have never had so many opportunities to advance our community. Having a clear plan and a strong commitment to our word will keep our group focused on our goals this term.

Our Strategic Plan is about goals, actions and prioritizing improvements in both communication and community engagement. This council is committed to listening to our residents and we have set actions based on what we have heard and to improve municipal processes.

I look forward to working with our staff to ensure our residents and businesses are put first in our decisions and policies. Our residents define the character of our community and Ucluelet is still a place where community spirit thrives.

Thank you.
Mayor Mayco Noël



COUNCILLORS

- RACHELLE COLE
- JENNIFER HOAR
- LARA KEMPS
- MARILYN MCEWEN

STRATEGIC FOCUS AREAS

1. MANAGING GROWTH & MAINTAINING QUALITY OF LIFE

2. COMMUNITY DEVELOPMENT AND WELLBEING



4. PARTNERSHIPS & COLLABORATION

3. ASSET & INFRASTRUCTURE MANAGEMENT



PHOTO: DOUGLAS LUDWIG

STRATEGIC FOCUS AREA 1



MANAGING GROWTH & MAINTAINING QUALITY OF LIFE

GOAL

To maintain the character and liveability of our community and ensure we can meet the future needs of our residents while managing the impacts of increasing visitation and development.

WHY?

Our residents enjoy a high quality of life and a unique sense of community surrounded by a striking natural environment. An increasing demand for housing and development driven by a thriving tourism industry has the potential to diminish the character and liveability of our community if not properly planned and managed.

Development bylaw/policy enhancement and modernization Modernize development bylaws and policies to ensure they are current and effective in addressing community objectives.	• Complete bylaw/policy gap analysis	2019
	• Update or develop new bylaws/policies to address gaps	2020/2021
Housing affordability strategy Identify actions and policies necessary to maintain housing affordability in the community.	• Complete housing need/demand assessment	2020
	• Develop comprehensive housing strategy	2021



STRATEGIC FOCUS AREA 2



COMMUNITY DEVELOPMENT

GOAL

To have a complete and balanced community by ensuring our amenities and services support liveability and accessibility for all ages, foster and promote economic development opportunities, and accommodate future growth.

WHY?

We have a diverse community with diverse needs, from young families to retirees. It is important that our community has the amenities and services that support all our citizens and the environment, and avoid residents having to leave the community as their needs change.

<p>Development of Health Centre Develop a facility to provide appropriate space for a range of medical services.</p>	<ul style="list-style-type: none"> Conduct feasibility study/business case with Island Health Finalize plan and funding for the Health Centre Initiate construction of the Health Centre 	<p>2019</p> <p>2020</p> <p>2021-22</p>
<p>Acquire Amphitrite Lands Secure ownership of lighthouse, residence and Coast Guard facility for the benefit of the community</p>	<ul style="list-style-type: none"> Pursue grant for lighthouse/residence Finalize operations agreement for lighthouse/residence Pursue transfer of Coast Guard facility from DFO 	<p>2019</p> <p>2019</p> <p>2020</p>
<p>Complete Harbour Master Plan Develop long term strategy to guide future development and management of Ucluelet Harbour</p>	<ul style="list-style-type: none"> Finalize and adopt HMP Implement HMP 	<p>2019</p> <p>2020-22</p>
<p>Develop Beautification Plan Identify opportunities to enhance the appearance of the community and its amenities.</p>	<ul style="list-style-type: none"> Village Centre and Peninsula Road revitalization projects Develop Beautification Plan 	<p>2021</p> <p>2021</p>



STRATEGIC FOCUS AREA 3



ASSET & INFRASTRUCTURE MANAGEMENT

GOAL

To adequately maintain our existing infrastructure, while planning for and developing appropriate infrastructure to accommodate future growth.

WHY?

Ucluelet has a significant investment in municipal infrastructure that sustains our community. We are responsible to current and future citizens to proactively and cost-effectively plan for and manage our assets to prevent deterioration and failure and ensure capacity to serve future needs.

<p>Complete Asset Management Program Develop a comprehensive program to guide management of the District's infrastructure.</p>	<ul style="list-style-type: none"> Conduct facility and fleet review Complete all condition assessments Integrate into Annual Reporting Process Sustainable infrastructure funding plan for water, sewer, and roads. 	<p>2019 2020 2020 2022</p>
<p>Develop Peninsula Road Corridor and Infrastructure Strategy Establish a vision and strategy for future enhancements to the Corridor.</p>	<ul style="list-style-type: none"> Consultation with Ministry of Transportation and Infrastructure Public planning and engagement program Master Plan completed 	<p>2019 2019 2020</p>
<p>Alignment of Utility Master Plans Coordinate future utility requirements and funding models.</p>	<ul style="list-style-type: none"> Development Cost Charges review Complete Subdivision Bylaw update Complete storm and sewer Master Plans 	<p>2019 2019 2020</p>



PHOTO: TRACEY EFTINK

STRATEGIC FOCUS AREA 4



PARTNERSHIPS & COLLABORATION

GOAL

To enhance the effectiveness of our services and our advocacy efforts by fostering strategic collaboration and partnerships with our neighboring communities.

WHY?

We are stronger together. There are many advantages and efficiencies to be achieved through sharing our respective aspirations and collaborating with our neighbors for the greater good of our communities. Shared resources and expertise can reduce costs and enhance productivity while a strong, collective voice on important issues in our area can positively influence decisions and policies of government. It is also important to advocate for our community through these discussions.

<p>Alignment of Strategic Plans Identify opportunities for local governments and First Nations to align their strategic actions.</p>	<ul style="list-style-type: none"> Formally share Strategic Plan with neighboring ACRD members and First Nations Host engagement event to highlight Strategic Plan alignments 	<p>2019</p> <p>2020</p>
<p>Pursue and develop Collaboration Model Develop a formal structure to support collaboration between neighboring communities and First Nations</p>	<ul style="list-style-type: none"> Host collaboration scoping event with Mayors, Director, Chiefs and CAOs, eye an annual process for cooperation Develop collaboration plan for West Coast services including Regional Planning, Water, Protective Services, and Transportation. 	<p>2020</p> <p>2021</p>

ADMINISTRATION OFFICE

200 Main Street, Ucluelet, BC, V0R 3A0

PH 250-726-7744

FAX 250-726-7335

EMAIL info@ucluelet.ca

2019 > 2022





STAFF REPORT TO COUNCIL

Council Meeting: June 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: MARK BOYSEN, CHIEF ADMINISTRATIVE OFFICER

FILE NO: 1280-01

SUBJECT: 2019 PURCHASE OF VEHICLES USING EQUIPMENT RESERVE FUND

REPORT NO: 19-74

ATTACHMENT(S): APPENDIX A – DISTRICT OF UCLUELET 2019 PRELIMINARY FLEET INVENTORY PLAN

RECOMMENDATION(S):

1. **THAT** Council approve the allocation of \$123,000 from the Ucluelet Capital Works, Machinery, and Equipment Reserve Fund to enable the purchase of vehicles for the 2019 budget year.

PURPOSE:

The purpose of this report is to provide Council with a preliminary Fleet Inventory Plan and to request approval for the purchase of three fleet vehicles.

BACKGROUND:

District staff have been implementing asset management systems into District processes over the last two years. Staff have started to assess the current and future vehicle needs of each department and this has resulted in the attached 2019 Preliminary Fleet Inventory Plan (Appendix A). The Plan lays out proposed vehicle purchases for 2019 and proposed replacements for the future. The Plan will be further developed in time for the 2020 annual budgeting process.

DISCUSSION:

The Fleet Inventory Plan recommends the following vehicles be purchased for departments in 2019 (and estimated costs for each):

1. Public Works - Ford F-550 (\$90,000)
2. Parks and Recreation - Ford Ranger (\$40,000)
3. Fire - Ford Ranger or equivalent (\$40,000)

Staff would also like to request \$2,000 for the purchase of an e-bike for Bylaw Staff use.

FINANCIAL IMPLICATIONS:

There are currently three sources of funding for the purchase of fleet vehicles:

1. 2019 fleet budget allocation of \$30,000.
2. Fire Truck Reserve which currently holds \$24,769.
3. *Capital Works, Machinery and Equipment Fund Bylaw No. 696, 1996* which currently holds \$123,180.

Total available funds for the purchase of vehicles equals \$177,949. The total funds required for the 2019 proposed purchases is \$172,000.

Staff currently have the authority to utilize funds from sources 1 and 2. Funding source 3 requires approval from Council as per Reserve *Bylaw No. 696, 1996*.

OPTION(S):

1. **THAT** Council approve the allocation of \$123,000 from the Ucluelet Capital Works, Machinery, and Equipment Reserve Fund (Bylaw 696) to enable the purchase of vehicles for the 2019 budget year. **(Recommended)**
2. **THAT** Council provide alternative direction to staff.

Respectfully submitted: Mark Boysen, Chief Administrative Officer

Appendix A: District of Ucluelet Preliminary Fleet Inventory Plan

Vehicle	Age	Proposed Replacement Year	Proposed Replacement (Cost)
Public Works Department			
GMC Mini Pumper	1986	TBD	TBD
GMC Cube Van (inactive)	1995	2019	Ford F-550 (\$90,000)
Chevrolet Silverado Truck	2002	2020	TBD
Ford Dump Truck	2001	2020	TBD
<i>Proposed</i> Bucket Truck	-	2020	TBD
GMC Canyon Truck	2008	2021	TBD
International Dump Truck	1991	2021	TBD
Caterpillar Backhoe Loader	1998	2020	TBD
Bobcat	2000	TBD	TBD
Ford F150 Truck	2012	2021	TBD
Parks Department			
Chevrolet Pickup Truck	1998	2019	Ford Ranger (\$40,000)
Kubota Tractor	2004	TBD	TBD
GMC Sierra Truck	2008	2020	TBD
Canadian Electric Vehicle 1	2011	TBD	TBD
Canadian Electric Vehicle 2	2012	TBD	TBD
Bylaw			
Ford Ranger Truck	2008	2020	TBD
Fire Department			
Fire Chief Truck	-	2019	Ford Ranger (\$40,000)
Volvo Engine 2	1992	TBD	TBD
Freightliner Engine 1	2001	TBD	TBD
Freightliner Rescue 1	2007	TBD	TBD



STAFF REPORT TO COUNCIL

Council Meeting: JUNE 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: MARK BOYSEN, CHIEF ADMINISTRATIVE OFFICER

FILE NO: 0540-01

SUBJECT: DISTRICT COMMUNITY ENGAGEMENT UPDATE

REPORT NO: 19-75

ATTACHMENT(S): NONE

RECOMMENDATION(S):

1. **THAT** Council request staff plan a Community Town Hall with a focus on engagement for the Fall of 2019; and
2. **THAT** Council direct staff to discontinue the Harbour Advisory Commission and the Parks and Recreation Commission.

PURPOSE:

The purpose of this report is to provide background on current District engagement practices and summarize some discussion points for future considerations.

BACKGROUND:

Since 2017, the District of Ucluelet has looked to improve its engagement with the community regarding current and proposed initiatives. Several existing methods of garnering community input were in place but required some improvements and increased resources.

The following is a list of methods currently used by the District to receive input from, and provide updates to, the Ucluelet community.

1. **Correspondence to Mayor and Council** – Local residents, businesses, and associations regularly provide input via letters, or email (info@ucluelet.ca), addressing Mayor and Council. This correspondence is shared directly with Council and most items are placed on the next Council agenda for discussion, as needed.
2. **Email Group** – The District manages an email listserv (Ukee Mail) that currently has 794 subscribers. Regular notices of events, disruptions, and input requests are sent through this email group.
3. **Social Media** – The Ucluelet Community is very active on social media, particularly Facebook. The District manages its own Facebook page which currently has 1,470 followers. In addition, there is also an active community page (Ucluelet Community Board) that currently has over 1,500 followers and shares District information.
4. **Project Based Engagement** – Online and open house engagement methods are used to gather feedback on specific projects or plans throughout the year. Some recent example includes the

Official Community Plan development in 2018, the annual budgeting process, and partnering with BC Transit with a dual open house on April 4, 2019.

5. **Council Liaisons** – Prior to 2019, Council members were assigned as liaisons for more than 30 community organizations and societies. This practice has been discontinued and Council now encourages these societies to come and speak directly with Council regarding updates or requests from their organizations. Council has also held two all-societies meetings since the start of their term. The District has also looked to improve communication with, and between, societies by establishing a centralized email list that allows community groups to provide updates with each other and Council.
6. **Advisory Committees** – The District currently has two committees of Council, the Harbour Advisory Commission and the Parks and Recreation Commission. These committees both meet to discuss specific issues but also have different formats from each other. The Harbour Advisory Commission reviews current issues related to the harbour and provides comment to the Harbour Authority (Council). The Parks and Recreation Committee reviews current issues for their area, but also have previously been allocated funds to initiate and lead projects. The committees have not met in 2019.

DISCUSSION:

There are several items worthy of discussion to improve engagement at the District. The ability for staff to effectively deliver improved engagement service is directly related to the availability of resources. Effective communication with the community must be clear, accurate, and with purpose. To achieve this for the spectrum of communication methods listed above, substantial amounts of staff time is required. Staff proposes that a Community Town Hall meeting in the Fall of 2019 to update the public on the status of current projects and provide an opportunity to comment on engagement practices provided in the Background of this report.

At this time, based on the observations in 2018, Staff are recommending that the benefits of the advisory committees to the District can be achieved in other ways. Staff believe that encouraging direct engagement with Council and the Harbour Authority is a much more effective use of resident, Staff, and Council time and resources. These committees also require additional staff time in the form of meeting planning, agenda setting, minute taking, and 2-3 staff members attending meetings. If needed, select committees (temporary) can be appointed by Council to discuss specific initiatives.

One potential consideration for the District is to conduct a satisfaction survey regarding District services. A public survey was used to gather community feedback on how the Barkley Community Forest funds should be spent. The District received 181 responses which is a very high level of feedback. Community surveying is a tool that the District could consider using more frequently.

OPTIONS REVIEW:

1. **THAT** Council request staff plan a Community Town Hall with a focus on engagement for the Fall of 2019. **(Recommended)**
2. **THAT** Council direct staff to discontinue the Harbour Advisory Commission and the Parks and Recreation Commission. **(Recommended)**
3. **THAT** Council provide alternative direction to staff.

Respectfully submitted: Mark Boysen, Chief Administrative Officer



STAFF REPORT TO COUNCIL

Council Meeting: JUNE 11, 2019
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: MARK BOYSEN, CHIEF ADMINISTRATIVE OFFICER **FILE NO:** 2240-20
SUBJECT: UCLUELET TOURISM ASSOCIATION AGREEMENT RENEWAL **REPORT NO:** 19-76
ATTACHMENT(S): 2019-2023 UCLUELET TOURISM ASSOCIATION TOURISM PROMOTION AGREEMENT DRAFT

RECOMMENDATION(S):

1. **THAT** Council approve the 2019-2023 Ucluelet Tourism Association Tourism Promotion Agreement between the Ucluelet Tourism Association and the District of Ucluelet.
2. **THAT** Council appoint the Chief Administrative Officer as a non-voting member representative to the Ucluelet Tourism Association Board.

PURPOSE:

The purpose of this report is to request that Council consider renewing the Ucluelet Tourism Association (UTA) Tourism Promotion Agreement with the District of Ucluelet for a four-year period from to June 1, 2019 to May 31, 2023.

BACKGROUND:

The District has held agreements with the UTA to provide tourism marketing, programs, and projects utilizing funds enabled through the Municipal and Regional District Tax (MRDT) and Section 123 of the *Provincial Sales Tax Act*.

Last year, an existing agreement was extended for one year. Staff recommends a four-year agreement to align with the elected Council terms and with the following changes:

1. Updated Sections 3.3 and 5.5 to align dates with current practices and Provincial reporting requirements; and
2. Added Section 3.6 to include new, Council approved, Online Accommodation Platform (OAP) MRDT Revenue.

TIME REQUIREMENTS – STAFF & ELECTED OFFICIALS:

The Chief Administrative Officer (CAO) is currently responsible for the District's economic development initiatives and tourism is an important component of that work.

UTA Bylaw 4.01.5 states:

“The District of Ucluelet, the Ucluelet Chamber of Commerce, and the Pacific Rim National Park Reserve shall be entitled, but not obligated to appoint an ad hoc, non-voting representative to the Board.”

Staff are recommending that Council appoint the CAO as a non-voting representative on the UTA Board to ensure there is consistent communication and cooperation between the District and the UTA.

FINANCIAL IMPACTS:

The financial impacts of this Agreement are limited as it permits the District of Ucluelet to retain \$1,000.00 each year to cover the administrative costs associated with performing the Agreement.

POLICY OR LEGISLATIVE IMPACTS:

There are no additional policy or legislative impacts as this is a renewal of an existing agreement.

OPTIONS REVIEW:

1. **THAT** Council approve the 2019-2023 Ucluelet Tourism Association Tourism Promotion Agreement between the Ucluelet Tourism Association and the District of Ucluelet. **(Recommended)**
2. **THAT** Council appoint the Chief Administrative Officer as a non-voting member representative to the Ucluelet Tourism Association Board. **(Recommended)**
3. **THAT** Council provide alternative direction to staff.

Respectfully submitted: Mark Boysen, Chief Administrative Officer



District of Ucluelet and Ucluelet Tourism Association Tourism Promotion Agreement

File: 2240-20 TU

Term: June 1, 2019 - May 31, 2023

THIS AGREEMENT dated for reference the **12th day of June, 2019.**

BETWEEN:

DISTRICT OF UCLUELET, a municipality having its offices at 200 Main Street, P.O. Box 999, Ucluelet, British Columbia, V0R 3A0 (telephone: 250-726-7744; facsimile: 250-726-7335)

(the "District")

OF THE FIRST PART

AND:

UCLUELET TOURISM ASSOCIATION, an independent entity, with a mailing address of P.O. Box 698, Ucluelet, British Columbia, V0R 3A0 (email: info@discoverucluelet.com)

(the "UTA")

OF THE SECOND PART

WHEREAS:

- A.** The Municipal and Regional District Tax (MRDT) is a program enabled by Section 123 of the *Provincial Sales Tax Act*, which imposes a tax of up to three percent on the purchase price of accommodation in a designated accommodation area on behalf of a municipality, regional district, or eligible entity (designated recipient);
- B.** The District is recognized by the Ministry of Jobs, Tourism and Skills Training as a MRDT participating municipality;
- C.** The UTA has agreed to provide tourism marketing, programs or projects under the MRDT to contribute to increasing tourism revenue, visitation, and economic benefits in and on behalf of the District;
- D.** The UTA has agreed to provide tourism marketing, programs, and projects in a manner authorized by the *Designated Accommodation Area Tax Regulation*;

NOW THEREFORE, in consideration of the premises and the terms, conditions, consideration, warranties, and representations contained herein, the parties hereto covenant and agree with each other as follows:

1. TERM

1.1 Commencing on the 1st day of June, 2019, to and including the 31st day of May, 2023, the UTA shall provide tourism marketing, programs and projects on behalf of the District pursuant to the terms of this Agreement.

2. FUNDING CONDITIONS

2.1 The District will forward to the UTA funds received under the MRDT program, which is in effect for the period of June 1, 2019 to May 31, 2023.

2.2 The District will retain \$1,000 each year to cover administration costs associated with this Agreement.

2.3 The UTA agrees to receive MRDT funds from the District in accordance with this Agreement.

2.4 The UTA shall use MRDT funds provided by the District for the purpose of providing tourism marketing, programs and projects for the District in keeping with the approved budget and tactical plan (Appendix D).

2.5 The UTA shall keep all undisbursed MRDT funds in a separate interest-bearing account. All interest earned on the MRDT funds shall form part of the MRDT funds for the purpose of providing tourism marketing, programs and projects.

2.6 The UTA shall keep adequate accounting records each year of all MRDT-related expenditures and maintain those records for seven years. These records shall be made available to the District upon request.

2.7 Revenues earned from activities and projects financed by the MRDT funds shall form part of the MRDT funds for the purpose of providing tourism marketing, programs and projects in keeping with the approved budget and tactical plan (Appendix D).

2.8 The UTA and District shall not, without prior written consent of the other party, incur any expense in the name of or for which the other party shall be required to reimburse the other, or for which the other party in any other way shall be liable to any other person, excepting pursuant to the terms of this Agreement. Neither party shall have authority to contract or incur any liability in the name of the other party.

2.9 The UTA shall expend all MRDT funds by May 1st, 2023, and shall not incur any liability for which the MRDT funds are to be utilized beyond May 31st, 2023. Any MRDT funds unspent at that time shall be remitted to the District.

3. BUDGET

- 3.1** The District acknowledges that the UTA fiscal period is January 1 - December 31.
- 3.2** Upon signing of this Agreement, the UTA shall submit to the District an annual budget, approved by resolution of the Board of the UTA for the current fiscal year relating to the expenditure of the MRDT funds. The budget shall outline the sources of revenue and nature of operating and *pre-approved* capital expenditures (*provided by the Province during renewal*) to be financed by the MRDT funds.
- 3.3** *By October 15th of each year (prior to the November 30th Provincial reporting deadline) of the term of this Agreement,* the UTA shall submit to the District an annual budget, approved by resolution of the Board of the UTA for the current fiscal year relating to the expenditure of the MRDT funds. The budget shall outline the sources of revenue and nature of operating and capital expenditures to be financed by the MRDT funds.
- 3.4** The District shall within 45 days of receipt of the proposed budget submitted by the UTA pursuant to Sections 3.2 or 3.3 of this Agreement, notify the UTA in writing as to whether the budget is approved, or whether the District requests changes to the budget. In the event that the UTA and the District are unable to agree upon a budget, then the provisions of Section 10 of this Agreement shall apply. The UTA acknowledges and agrees that it shall only expend monies from the MRDT funds in accordance with a budget, as approved or determined pursuant to this Section.
- 3.5** The parties acknowledge and agree that the MRDT funds will be a variable amount, and any budget will be based upon an estimate of MRDT funds to be received by the UTA. In the event that the MRDT funds in any fiscal year are less than estimated, the UTA may reduce its expenditure on any particular approved budget item or items, in its sole discretion. In the event that the MRDT funds in any fiscal year are greater than estimated, the UTA may, with the written consent of the District, where such consent is not to be unreasonably withheld, expend such excess funds on any particular budgeted item or items in the fiscal year, or alternatively, utilize such excess funds in a future fiscal year.
- 3.6** *That only the portion collected through Online Accommodation Platform (OAP) MRDT Revenue can be used towards affordable housing. Should the funds not be required for affordable housing projects, funds would be released to UTA to contribute towards the approved annual tactical plan. All other forms of MRDT collection contribute to the UTA annual budget.*

4. PAYMENT

4.1 The District shall transfer the MRDT funds received from the Province of British Columbia to the UTA within 21 days of receipt of the MRDT funds by the District with the first transfer of MRDT funds being within 15 days of receipt of the signed Agreement. The District shall, on the request of the UTA, provide an accounting of the MRDT funds received from the Province of British Columbia.

5. REPORTING

5.1 The UTA shall provide to the District an annual report by *May 31st*, for the 12 month period ending December 31st, in each year and a final report by December 31, 2018 detailing the manner in which the MRDT funds were spent in regards to tourism marketing, programs and projects, including unaudited financial statements of such revenue and expenditures as per Appendix B of this Agreement.

6. COMPLIANCE WITH REGULATIONS

6.1 The UTA shall in all respects abide by and comply with all applicable lawful rules, regulations and bylaws of the federal, provincial, local governments, or any other governing body whatsoever, in any manner affecting the MRDT funds.

7. ACCESS

7.1 A representative of the District may, upon notice to the UTA, inspect the books of account and records during normal business hours to review, copy or audit the same and such representative shall be provided with access to all accounts and records related to this Agreement.

8. INSURANCE AND INDEMNITY

8.1 The UTA covenants to obtain and keep in force during the term of this Agreement at its sole expense, insurance satisfactory to the District protecting the District and the UTA (without any rights of cross-claim or subrogation against the District) against claims for personal injury, death, property damage, or third party or public liability claims arising out of, in connection with, or in any way related to works undertaken pursuant to this Agreement, in an amount not less than \$5,000,000 and with the District named as additional insured.

8.2 The UTA shall indemnify and save harmless the District from and against all claims, demands, losses, costs, damages, actions, suits, or proceedings by whomever made, brought or prosecuted and in any manner based upon, arising out of, related to, occasioned by or attributed to any breach of any provision of this Agreement to be performed by the

UTA and the officials, servants, employees, members, agents, and contractors of the UTA.

- 8.3** The UTA shall submit such policy or policies or certified copies thereof and any renewals thereof to the District for review and approval together with proof of payment of premiums thereof. Every policy shall contain a provision that written 30-day notice of cancellation shall be given to the District.

9. DEFAULT AND TERMINATION

- 9.1** The parties hereto agree that either party may terminate this Agreement by giving the other party 90 days written notice of its intention to do so provided that in the event that the UTA has incurred a contractual obligation or other liability pursuant to an approved budget extending more than 90 days past the date that any such written notice is received by the UTA from the District, then in such an event, the District shall continue to provide MRDT funds for the purposes of such contractual obligation or other liability and the provisions of this Agreement shall continue to apply with respect to such contractual obligation or other liability.
- 9.2** Subject to Section 9.1, the District may terminate this Agreement if at any time, in the opinion of the District, acting reasonably, the UTA has used or dispersed MRDT funds in a manner contrary to the MRDT program and such expenditure was not authorized pursuant to an approved budget.
- 9.3** Subject to Section 9.1, upon termination of this Agreement, any unspent MRDT funds received shall be returned to the District.

10. DISPUTE RESOLUTION

- 10.1** The parties will endeavour to resolve any disputes by negotiations; however, if a dispute is not resolved by negotiation within 10 days of commencing negotiations, the UTA and District will forthwith submit the dispute to a mediator who is acceptable to both parties and whose expenses will be shared equally by them. If both parties cannot agree on a mediator, a mediator will be appointed by the British Columbia International Commercial Arbitration Centre.
- 10.2** If mediation pursuant to Section 10.1 does not result in a resolution of the dispute within 10 days of the commencement of mediation, the parties will forthwith submit the dispute to arbitration by a single arbitrator who is acceptable to both parties and whose expenses will be shared equally by them. If both parties cannot agree on an arbitrator, an arbitrator will be appointed by the British Columbia International Commercial Arbitration Center. The determination of the arbitrator will be conclusive and binding

on the parties. The B.C. *International Commercial Arbitration Act* or successor legislation will apply to the arbitration.

11. NOTICES

11.1 Any notice or other writing required or permitted to any of the parties shall be sufficiently given if delivered personally, by courier or if transmitted by facsimile or email to the addresses or facsimile numbers specified on Page 1 of this Agreement. Such addresses, emails, and facsimile numbers may be changed from time to time by either party giving notice as above provided.

12. ASSIGNMENT

12.1 This Agreement shall not be assigned by either party without prior written approval of the other.

13. ENTIRE AGREEMENT

13.1 This Agreement shall be deemed to constitute the entire Agreement between the District and the UTA hereto with respect to the subject matter hereof and shall supersede all previous negotiations, representations, and documents in relation hereto made by any party to this Agreement.

14. SEVERANCE

14.1 If any portion of this Agreement is held to be illegal or invalid by a court of competent jurisdiction, the illegal or invalid portion must be severed and the decision that it is illegal or invalid does not affect the validity of the remainder of this Agreement.

15. INTERPRETATION

15.1 Headings are inserted in this Agreement for convenience only and shall not be construed as affecting the meaning of this Agreement.

15.2 This Agreement constitutes the entire Agreement amongst the parties and there are no terms, conditions, representations, or warranties, expressed or implied, statutory or otherwise, except for those expressly set forth herein.

15.3 Whenever the singular or masculine is used herein, the same shall be construed as meaning the plural or feminine or body politic or corporate where the context of the parties hereto so require.

15.4 This Agreement shall inure to the benefit of and be binding upon the parties hereto and their permitted successors and assigns.

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This Agreement takes effect upon being signed by a duly authorized representative from each of the parties.

For the DISTRICT OF UCLUELET:

Mayor of Ucluelet
Mayco Noel

Chief Administrative Officer
Mark Boysen

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For the UCLUELET TOURISM ASSOCIATION:

Chair - Ucluelet Tourism Association
Dianne St. Jacques

Executive Director
Denise Stys-Norman

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APPENDICES

Appendix A - MRDT Program Requirements

Appendix B - Annual Financial Report

Appendix C - Annual Performance Report

Appendix D - Annual Tactical Plan

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APPENDIX A



Municipal and Regional District Tax Program Requirements

Summer 2018

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1. Overview

The purpose of this document is to outline the requirements for the Municipal, Regional, and District Tax Program (“MRDT program”) and provide guidance and assistance to municipalities, regional districts, and eligible entities (“designated recipients”) applying for or renewing the Municipal and Regional District Tax (“the tax”) within their communities. This document includes application materials and other forms and templates to assist with application, renewal, and reporting requirements.

Designated Recipient: *The municipality, regional district or eligible entity that receives the revenue from the tax in a designated accommodation area.*

In *Budget 2018*, the government announced that the eligible uses of MRDT revenues would be expanded to include affordable housing initiatives. At the same time it was announced that online accommodation platforms located outside of BC would be enabled to register to collect provincial sales tax and MRDT on purchases of accommodation through their platform.

In keeping with these announcements, the MRDT Program Requirements have been updated to reflect the changes. In particular, the revised Program Requirements include the following clarifications:

1. MRDT revenues from online accommodation platforms can be used for affordable housing initiatives;
2. General MRDT revenues cannot be used for affordable housing initiatives unless the designated recipient can demonstrate support of tourism stakeholders and accommodation providers; and
3. The requirement to demonstrate accommodation provider support will remain unchanged. Individual hosts that only list on online accommodation platforms will not need to be consulted.

Please see the revised details in Sections 7 and 8 and Appendix 1.8 and 2.4.

Moving forward, the Province will provide existing designated recipients with information on two types of MRDT revenue: revenues from multi-jurisdictional online accommodation platforms (OAP), which are based outside of BC but operate within the designated accommodation area; and revenues from general accommodation providers (general MRDT revenues), such as hotels, motels, etc. This is to support designated recipients’ affordable housing spending (refer to Section 8 for details).

2. Enabling Legislation

Section 123 of the *Provincial Sales Tax Act* (refer to http://www.bclaws.ca/civix/document/id/complete/statreg/12035_00)

imposes a tax of up to three percent on the purchase price of accommodation in a specified geographic area of the province (“designated accommodation area”) on behalf of a designated recipient.

Designated Accommodation Area: *A specified geographic area of the province in which the tax will be applied on behalf of a designated recipient.*

3. Program Purpose

The purpose of the MRDT program is to assist designated recipients to fund tourism marketing, programs and projects. Affordable housing was added as a permissible use of funds in *Budget 2018*.

The MRDT program is jointly administered by the Ministry of Finance, the Ministry Tourism, Arts and Culture, and Destination British Columbia.

The MRDT program is one of a number of supports available to enhance tourism marketing in BC. The MRDT program is intended to help grow BC revenues, visitation and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace. To promote a coordinated and efficient use of funds, the following **MRDT program principles** have been adopted:

- Effective tourism marketing, programs and projects;
- Effective local-level stakeholder support, and inter-community collaboration;
- Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics; and
- Fiscal prudence and accountability.

Affordable housing was added as a permissible use of funds in *Budget 2018* to help address local housing needs. Designated recipients have the flexibility to define, identify, and fund affordable housing initiatives that they deem appropriate to meet local needs. Affordable housing funding must be consistent with fiscal prudence and accountability, and will be subject to additional reporting requirements. Further detail, including stakeholder consultation and support requirements, can be found in Section 8.

4. Eligible Use of Funds

The *Designated Accommodation Area Tax Regulation* (refer to http://www.bclaws.ca/civix/document/id/complete/statreg/93_2013) sets out the authorized purposes for funds collected under the MRDT program. Authorized purposes are tourism marketing, programs and projects, initiatives respecting affordable housing, and any other prescribed purposes as set out in the regulation.

The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and must be supported by both local governments and tourism industry stakeholders. MRDT for affordable housing is intended to provide flexibility to communities to address their local housing needs.

Funds from the MRDT program should augment current funding and cannot be used to replace existing sources of tourism funding in a community.

As the MRDT program is intended to primarily fund tourism marketing, programs and projects, consideration will only be given in special circumstances to the financing of capital expenditures (other than affordable housing) such as new tourism facilities or infrastructure. Proposals for capital spending must be included in the designated recipient's Five-Year Strategic Business Plan, and must demonstrate strong local stakeholder support in order to be considered as an authorized use of MRDT program funds. A business case must be provided, including budget, for each capital project and all capital projects must be completed within the current Five-Year Strategic Business Plan time period. These proposals will be approved on a case-by-case basis by the Province of British Columbia ("the Province".)

Applicants must contact Destination British Columbia program staff prior to submitting an application including capital expenditures (refer to Section 13: Further Information). Refer to Section 8 for information required for affordable housing initiatives.

Designated recipients are expected to effectively manage administrative costs related to MRDT projects. Administration costs, where applicable, include:

- Management and staff unrelated to program implementation
- Finance staff
- Human Resources staff
- Board of Directors costs
- Employee-related information technology costs (i.e. computers, telephone, support, network connections)
- Office lease/rent
- General office expenses

Considerable scrutiny will be applied to ensure that MRDT program funds are used for authorized purposes.

5. Eligible Applicants

5.1 Designated Recipients

The following are eligible to be a designated recipient under the MRDT program:

- Municipalities;
- Regional districts; and
- Eligible entities.

Under the *Provincial Sales Tax Act*, to qualify as an eligible entity, an applicant must:

- Be a not-for-profit business association (e.g. a society incorporated under the *Society Act*; entities incorporated under the *Business Corporations Act* are not eligible). Note that a not-for-profit society whose specific purpose is tourism marketing is preferred.
- Have a place of business in the designated accommodation area
- Be actively engaged in tourism marketing, programs or projects in the designated accommodation area.

5.2 Designated Accommodation Area

The designated accommodation area may be:

- A whole municipality, but not a portion of a municipality
- A whole regional district or a portion of a regional district
- A combination of municipalities and portions of regional districts.

The tax may be levied in more than one municipality or regional district on behalf of a single designated recipient.

There can be no overlap with any other designated accommodation area in which the tax applies.

Generally, an electoral area is the smallest portion of a regional district that may be prescribed as a designated accommodation area.

5.3 Delegation of Administration

Municipalities and regional districts may either administer the MRDT program directly or delegate administration to a service provider (such as a destination marketing organization). The municipality or regional district remains the designated recipient and remains fully responsible for compliance with all MRDT program requirements.

Eligible entities are not permitted to delegate the administration of the MRDT program to a service provider.

The Province does **not** mediate disputes between municipalities or regional districts and their service providers. A service agreement that details the deliverables and conflict resolution procedure is strongly recommended.

6. MRDT Program Overview

6.1 How the MRDT Program Works

Applicants may apply to request that the Province levy the tax on their behalf in a designated accommodation area.

The tax applies to purchases of taxable accommodation within the designated accommodation area. The tax is collected by the Province on behalf of the designated recipient.

Funds equal to the tax collected in the designated accommodation area minus an administration fee are forwarded to the designated recipient on a monthly basis. OAP revenues will be forwarded to the designated recipient on a quarterly basis.

For new and renewal applications, the tax will be implemented for a period of five years. To extend the tax for an additional five-year period, a designated recipient must re-apply. There is no restriction on the number of times a designated recipient can apply to renew the tax.

Under the *Provincial Sales Tax Act*, **all** designated recipients must account annually to the Province on how MRDT program funds are spent (refer to Section 11: Annual Performance Management and Reporting Requirements).

6.2 Three Percent Rate

The *Provincial Sales Tax Act* was amended in 2015 to increase the maximum tax rate on the purchase of accommodation that may be imposed in a designated accommodation area from two percent to three percent of the purchase price of the accommodation.

Increasing the rate of tax is optional. A designated recipient may request a change in the rate of the tax to three percent of the purchase price of the accommodation prior to their renewal date by submitting a complete application containing all requirements listed in Section 7: Application Requirements. If approved, the tax will be renewed at the new rate for another five-year period. Designated recipients not subject to renewal requirements will be required to submit a complete application for the new rate one time only.

It is intended that designated recipients implementing a rate of three percent will sponsor and contribute to a provincial Tourism Events Program. Under this program, 0.2 percentage points of the incremental one percent of the tax will contribute to a provincially-led program to support tourism events that are expected to increase tourism to or within British Columbia.

Designated recipients with a three percent tax rate will be subject to enhanced reporting requirements (refer to Appendix 2.2 for further details).

6.3 Key Timelines

New applications for the tax, applications for rate changes, and applications that include affordable housing must be submitted at least **nine** months in advance of the desired effective date of the tax.

Renewal applications at the two percent rate must be submitted at least **six** months in advance of the end of the five-year term of the tax (“repeal date”).

Under extraordinary circumstances, designated recipients may make a written request to the Minister of Finance for an extension of the application deadline.

Failure to submit a completed application by the deadline may result in the tax ceasing to apply in a particular designated accommodation area.

7. Application Requirements

New applications, rate changes, and renewal application requirements include consultation and support from local governments, tourism industry stakeholders and accommodation providers. The application must include **all** of the following information and be submitted as a single complete package:

- A completed application form (refer to Appendix 1.1) signed by an authorized signing authority of the municipality, regional district or eligible entity that confirms that all program requirements have been met and all required documents are included in the application package.
- A Five-Year Strategic Business Plan with first year tactical details that meets all the requirements set out in Appendix 1.2. The applicant is required to make its Five-year Strategic Business Plan available to tourism industry stakeholders and accommodation providers as part of the industry consultation and accommodation support requirements on page 7.
- Evidence that the funds from the tax are incremental to existing sources of tourism funds. The funds from the tax are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community. An applicant must note any additional funding sources that will be available to support the Five-Year Strategic Business Plan.
- Evidence of consultation and support from local governments.
 - **If a municipality is applying**, the municipality must provide evidence that the regional district has been consulted and indicate whether the regional district supports or opposes the imposition of the tax in the municipality. Evidence could be in the form of a letter from the regional district’s Board of Directors.
 - **If a regional district is applying**, the regional district must provide evidence that all municipalities within the regional district have been consulted and agree with the tax being imposed in the regional district. Evidence must be in the form of letters of support from the municipality(ies).
 - **If an eligible entity is applying**, the entity must provide evidence that all municipalities and regional districts within the designated accommodation area have been consulted and agree with the tax being imposed in the designated accommodation area on behalf of the eligible

- entity. Evidence must be in the form of letters of support from the municipality(ies) and regional district(s).
- In the case of a conflict between a municipality, regional district or eligible entity about who the designated recipient is for an application or whether the tax should be imposed in a municipality, priority will be given to the position of the municipality.
 - Evidence of authority and request to impose the tax.
 - **If a municipality is applying**, the municipality must pass a bylaw that requests the Province levy the tax on its behalf and provide a copy of the bylaw with the application.
 - **If a regional district is applying**, the regional district must pass a resolution that requests the province levy the tax on its behalf and provide a copy of the resolution with the application. The regional district must also provide evidence of its authority to use funds for the intended purpose either through letters patent or statutory authority.
 - **If an eligible entity is applying**, the eligible entity must submit a letter that requests the province levy the tax on its behalf. The eligible entity must also provide evidence of its authority to use funds for the intended purpose by submitting copies of its certificate of incorporation, articles of incorporation, constitution and bylaws.
 - The bylaw, resolution or letter must contain the following information:
 - Rate of tax to be imposed
 - Description of the geographic area in which the tax is to be imposed
 - Purpose for the funds
 - Desired effective date of the tax.
 - Documentation on how the MRDT program, including revenue, will be administered (e.g. directly by the designated recipient or through a service provider). If a municipality or regional district is proposing to delegate administration of the program to a service provider, the name and address of the service provider must be included.
 - Evidence of consultation with tourism industry stakeholders. The applicant must provide detailed evidence that the applicant has consulted with and received broad support from tourism industry stakeholders within the designated accommodation area in respect of the application. The applicant is required to make its Five-year Strategic Business Plan available to tourism industry stakeholders and provide an opportunity for input. Examples of consultation activities could include presentations at town hall meetings, annual general meetings and information sessions, etc. Letters of support from individual tourism industry businesses or organizations can also be provided.

Tourism industry stakeholders: Examples may include, but are not limited to, the following within the designated accommodation area:

- Accommodation providers;
- Attractions, sightseeing, activities and other primary tourism businesses;
- Restaurants, retail and other tourism related businesses;
- Regional and local tourism associations;
- Product Sector organizations;
- Parks and recreation;
- Visitor Centres; and
- Other government agencies and organizations that have programs and services that relate to tourism.

- An Accommodation Directory Form that lists all of the accommodation providers who offer accommodation that is taxable under the *Provincial Sales Tax Act* within the designated accommodation area, and the number of units each accommodation provider offers within the designated accommodation area (refer to Appendix 1.3). While the Province is able to provide an applicant with the names and addresses of registrants under the *Provincial Sales Tax Act*, it remains the responsibility of the designated recipient to ensure the accommodation directory is a complete and accurate list. The designated recipient is not required to identify and consult individual hosts who list on an online accommodation platform (see below). For further information on taxable and exempt accommodation, please see PST Bulletin 120 Accommodation (refer to http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf).

For more information on taxable or exempt accommodation refer to PST Bulletin 120 Accommodation http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf.

- An Accommodation Sector in Support of MRDT Form (refer to Appendix 1.4) that provides evidence that an applicant has sufficient support from accommodation providers who offer taxable accommodation within the designated accommodation area. The minimum required level of support is at least 51 percent of the accommodation providers representing at least 51 percent of the total number of units of accommodation offered by those accommodation providers in the designated accommodation area. Higher support from accommodation providers will increase the likelihood that an application will be approved, providing all other requirements are met. The applicant is required to make its Five-year Strategic Business Plan available to accommodation providers. The applicant is also required to indicate on the Accommodation Sector in Support of MRDT Form if they wish to use general MRDT revenues for affordable housing.

Online accommodation platforms located outside of BC have been enabled to register to collect tax on purchases of accommodation through their platforms. These are online marketplaces that facilitate transactions for renting short-term accommodations (many of which operate across jurisdictions) and typically list basement suites, individual rooms, or other forms of accommodation (such as trailers or motor homes). Their hosts may not regularly offer accommodation, may not be readily identifiable and accessible, and their accommodation units may not be on record with the Province.

This will not affect the way that applicants have consulted accommodation providers in the past. Applicants are not required to identify and consult individual hosts who only list on registered online accommodation platforms. Designated recipients are only required to consult those accommodation providers who are registered under the *Provincial Sales Tax Act* and who physically provide taxable accommodation; whose owners/property managers are readily identifiable; and whose addresses and total number of accommodation units are on record with the Province. This includes hotels and motels, bed and breakfasts, and vacation rental reservation systems that list properties with verifiable property managers.

For clarification, the Province is able to provide the names and addresses of registrants to assist applicants in identifying which accommodation providers to consult.

- Confirmation that Destination British Columbia has been consulted to ensure that proposed spending is coordinated and does not duplicate Destination British Columbia's broader promotional programs and is complementary to provincial marketing strategies and tactics.
- Third Party Authorization Form. If the designated recipient wishes the Province to discuss the application with their service provider the designated recipient must sign and submit the Third Party Authorization Form (refer to Appendix 1.5).
- Disclosure of Information Authorization Form. Applicants must authorize the Ministry of Finance to share information about the designated recipient in respect to the MRDT program with Destination British Columbia and the Ministry of Jobs, Tourism and Skills Training for the purpose of program administration and evaluation, and development of provincial tourism policy (refer to Appendix 1.6).
- A signed Tourism Events Program Sponsorship Undertaking if the application is for a three percent tax rate (refer to Appendix 1.7).
- Affordable Housing Requirements and Documentation, if applicable (see Section 8).

8. Application Requirements for Affordable Housing

8.1 Parameters for Spending on Affordable Housing

Designated recipients have the flexibility to define, identify, and fund affordable housing initiatives that they deem appropriate to meet local needs. Designated recipients may use MRDT revenues for the following purposes for spending on affordable housing initiatives:

- Acquiring, constructing, maintaining or renovating housing or shelter;
- Acquiring or improving land used for, or intended to be used for, housing or shelter;
- Supporting the acquisition, construction, maintenance, renovation or retention of housing or shelter or the acquisition or improvement of land intended to be used for housing or shelter;
- Supporting housing, rental or shelter programs; or
- Paying expenses related to the administration or disposal of housing, shelter or land acquired with money paid out of MRDT revenues.

Documentation and plans for affordable housing (Appendix 1.8 and 2.4) will be forwarded to the Ministry of Municipal Affairs and Housing (MAH) for assessment. Destination BC will remain the initial point of contact for discussions on applications. An updated Appendix 1.6 (Disclosure of Information Authorization Form) is also required for the first time that a designated recipient wishes to use MRDT for affordable housing, regardless of the revenue source.

8.2 Using Revenues from Online Accommodation Platforms (OAP) on Affordable Housing

Designated recipients are able to use OAP revenues on affordable housing initiatives without submitting a new five-year strategic business plan or application package. If a designated recipient chooses to only spend this amount on affordable housing, the following information

on affordable housing will be required prior to implementation and due on November 30 of each year to outline spending in the upcoming year (see Appendix 1.8 and 2.4):

- Project name and address;
- Project rationale and details (what is the need, issue, or demand);
- MRDT contribution;
- Housing provider/Project owner;
- Funding partners (if applicable);
- Funding partners' contribution (if applicable);
- Estimated completion date;
- Estimated number of housing units (number of housing units acquired, completed, maintained, or renovated); and
- Evidence of support on using MRDT revenues for affordable housing from applicable local government(s) (only if the designated recipient is not a municipality).

Designated recipients that have committed to using OAP revenues for purposes other than affordable housing in their tactical plan cannot redirect those revenues to affordable housing midway through the year; they must wait until the submission of the next tactical plan.

8.3 Using General MRDT Revenues on Affordable Housing

For designated recipients that wish to use general MRDT revenues (meaning revenues beyond OAP revenues), they can submit a new application at any time during the five-year tax lifecycle, but the package must include all of the documentation required for a renewal or rate increase application outlined in Section 7, including:

- A completed application form;
- A Five-Year Strategic Business Plan with first year tactical details;
- Evidence that the funds from the tax are incremental to existing sources of tourism funds;
- Evidence of authority and request to impose the tax;
- Evidence of consultation with tourism industry stakeholders;
- An Accommodation Directory Form;
- An Accommodation Sector in Support of MRDT Form (which demonstrates support from 51 per cent of accommodation providers representing 51 per cent of accommodation units);
- Confirmation that Destination British Columbia has been consulted;
- Third Party Authorization Form (if applicable);
- Disclosure of Information Authorization Form;
- A signed Tourism Events Program Sponsorship Undertaking (if applicable); and
- An Affordable Housing MRDT Plan (Appendix 1.8).

Designated recipients not subject to the renewal application requirements that would like to use MRDT revenues on affordable housing initiatives must submit a complete application as outlined above.

9. Application Procedure

Complete application packages must be submitted in PDF format by email to Destination British Columbia (MRDT@destinationbc.ca). The applicant will receive an email from Destination British

Columbia confirming receipt of the application package.

Applicants may be contacted to provide additional information.

Failure to provide complete and accurate information may result in the application being delayed, returned or rejected.

Applicants can find more information about application timelines in Section 6.3.

10. Upon Approval of Application

If the application is approved by Cabinet, the Designated Accommodation Area Tax Regulation will be amended to prescribe the designated recipient, the designated accommodation area, the rate of tax, the effective date of the tax, the repeal date of the tax if applicable, and the approved uses of the revenue from the tax for a five-year period.

The applicant will be informed by the Ministry of Finance when the amendment to the Designated Accommodation Area Tax Regulation has been made and will be given information on when the tax will come into effect.

For new applications, the tax will be implemented effective the first day of the month that is three full months after the month in which the tax was approved. For example, if Cabinet approves the tax in May, the tax will be implemented in the designated accommodation area beginning September 1. This provides sufficient time for accommodation providers to prepare to collect the tax.

For rate changes, the new tax rate will be implemented effective the first day of the month that is one full month after the month in which the tax was approved. For example, if Cabinet approves the tax in May, the new tax rate will be implemented in the designated accommodation area beginning July 1.

The Consumer Taxation Programs Branch of the Ministry of Finance will provide information on the procedures for collecting and remitting the tax to all accommodation providers required to collect and remit the tax. Accommodation providers may also refer to PST Bulletin 120 *Accommodation* (refer to http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf).

11. Annual Performance Management and Reporting Requirements

Under the *Provincial Sales Tax Act*, all designated recipients must account annually to the Province for how money received from the tax has been spent. Therefore, **all designated recipients** must submit an **Annual Performance Report**, a **Financial Report**, and a **One-Year Tactical Plan**, signed by the authorized signing authority of the designated recipient, annually to the Province (email to MRDT@destinationbc.ca).

Annual Performance Report:

- Designated recipients must report on performance metrics related to the four MRDT program principles.
- Designated recipients with a three percent tax rate or

who wish to spend on affordable housing initiatives will be subject to additional reporting requirements.

- The Annual Performance Report must also include a summary of the tactics, activities and key outputs and outcomes.
- A template for the Annual Performance Report is provided in Appendix 2.2.
- **The Annual Performance Report must be submitted by May 31 of each year.**

The MRDT program principles are:

- *Effective tourism marketing, programs and projects*
- *Effective local-level stakeholder support, and inter-community collaboration*
- *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
- *Fiscal prudence and accountability.*

Financial Report:

- The Financial Report must include a detailed budget for the year ending and the year ahead. The Financial Report must show how all of the money received from the tax was spent and certify that all of the money received from the tax was used solely for approved purposes.
- The Financial Report must show that spending of money received from the tax was consistent with the Five-Year Strategic Business Plan.
- The Financial Report must also show the amounts, sources, and uses of all other tourism revenues.
- A template for the Financial Report is provided in Appendix 2.1
- **The Financial Report must be submitted by May 31 of each year.**

Annual Affordable Housing MRDT Report (if applicable):

Designated recipients that spend MRDT revenues on affordable housing, regardless of whether from OAP revenues or from general MRDT revenues, must submit an **Annual Affordable Housing MRDT Report by May 31 of each year** (see Appendix 2.4).

One-Year Tactical Plan:

- The One-Year Tactical Plan must include:
 - A brief overview of the strategic direction from the Five-Year Strategic Business Plan.
 - Key strategies for the year, if different from the Five-Year Strategic Business Plan, and key target markets.
 - Detailed tactics for the next year, including details about tactics and activities, as well as a proposed budget for the next year.
 - Performance measures for next year, including expected outputs, outcomes, and performance metrics. The performance measures must relate to the MRDT program principles (as outlined in Appendix 2.2).
- The One-Year Tactical Plan should be made available to tourism industry stakeholders.
- A suggested template for the One-Year Tactical Plan is provided in Appendix 2.3.
- **The One-Year Tactical Plan must be submitted by November 30 of each year.** If plans are available earlier, please submit as they become available.

Affordable Housing MRDT Plan:

Designated recipients must provide the following information (see Appendix 1.8):

- Project name and address;
- Project rationale and details (what is the need, issue, or demand);
- MRDT contribution;
- Housing provider/Project owner;
- Funding partners (if applicable);
- Funding partners' contribution (if applicable);
- Estimated completion date;
- Estimated number of housing units (how many rooms or beds that would be available for

individual dwelling); and

- Evidence of consultation on using MRDT revenues for affordable housing from applicable local government(s) (only if the designated recipient is not a municipality).

Designated recipients that wish to use general MRDT revenues for affordable housing must provide the above information in their Five-Year Strategic Business Plan, One Year Tactical Plan, and must demonstrate strong local stakeholder support as part of a full application.

Designated recipients that wish to use OAP revenues for affordable housing do not need to provide a Five-Year Strategic Business Plan or One Year Tactical Plan; however, Appendix 1.8 is required and must be submitted prior to implementation of affordable housing initiatives.

The Affordable Housing MRDT Plan (Appendix 1.8) is required for:

- Renewal/new MRDT applications that include affordable housing **regardless of the revenue source**;
- A full application package submitted midway through a five-year tax term if designated recipients wish to use general MRDT revenues on affordable housing; and
- If designated recipients wish to use any OAP revenues on affordable housing in the next year, **due November 30** prior to implementation.

Please note:

- Designated recipients from larger communities (those that have the capacity for ongoing multi-year planning and reporting) may be asked to provide their multi-year rolling business plans annually for the purpose of program administration and evaluation.
- Designated recipients not subject to the renewal application requirements must submit a Five-Year Strategic Business Plan every five years. The first Five-year Strategic Business Plan must be submitted to the Province **by November 30 of each year**.

12. Amendments

The Designated Accommodation Area Tax Regulation sets out the designated recipient, the designated accommodation area, the rate of the tax, the repeal date of the tax, and the approved uses of the revenue from the tax for a five-year period. Any other use of the revenue is prohibited.

Requests for interim changes to the designated recipient or the designated accommodation area will not be considered. Changes to the designated recipient or the designated accommodation area can only be made in a renewal application.

Proposed changes in the use of revenue from the tax by the designated recipient that require amendments to the Designated Accommodation Area Tax Regulation will generally be considered with renewal applications, for example, a proposal to use revenue from the tax for capital projects

Plans to only use OAP revenues for affordable housing are not required to submit a new application; however, information on affordable housing is required as outlined in Section 11.

Requests to use general MRDT revenues for affordable housing will be considered only once a designated recipient or applicant submits a new application (at any time during the five year tax lifecycle). The package must include all documentation required for a renewal or rate increase application outlined in Sections 7 and 8.

Designated recipients that have committed to using OAP revenues for purposes other than affordable housing in their tactical plan cannot redirect those revenues to affordable housing midway through the year; they must wait until the submission of the next tactical plan.

Designated recipients do not require approval from the Province for changes in marketing tactics previously submitted in their one-year Tactical Plan (as part of their application package or submitted with the annual review), as long as the tactics are consistent with the overall approved five-year Strategic Business Plan.

Any other material changes, that are significant shifts in the direction set out in either the One-Year Tactical Plan or the Five-Year Strategic Business Plan, must be submitted to Destination British Columbia for approval in advance of the change being implemented.

13. Monitoring, Compliance, and Termination

Designated recipients are required to comply with all MRDT program requirements, including eligible use of funds and annual reporting requirements. The Minister of Finance may terminate the tax in a designated accommodation area if the designated recipient is found to be in non-compliance with MRDT program requirements, and the non-compliance is not corrected in a timely manner.

The Ministry of Finance undertakes various compliance related activities as part of the administration of provincial consumption taxes, including the MRDT program, to ensure that all amounts due are remitted. The tax is levied under the *Provincial Sales Tax Act*. Any compliance activities undertaken in relation to the tax are carried out as part of those conducted for the Provincial Sales Tax (“PST”) according to the schedules and guidelines established for PST.

The Ministry of Finance will review specific lead information provided (for example, a hotel operating without collecting applicable taxes) and will make a determination as to whether any additional follow up may be necessary. The Ministry may conduct any further investigation deemed warranted.

A designated recipient may make a written request to the Minister of Finance to have the tax cease before the scheduled repeal date.

If the tax ceases in a designated accommodation area for any reason (e.g. failure to submit a completed renewal application on time, written request for early termination, or termination for non-compliance) a new application to impose the tax in that designated accommodation area would be required and it would be subject to the normal processing time associated with new applications.

14. Further Information

Applicants can request further **information about the MRDT program** by contacting Destination British Columbia by email at MRDT@destinationbc.ca or by phone at 604-660-6391.

For information on the **administration and enforcement of the tax**, please contact the Ministry of Finance:

Toll-free from anywhere in Canada call:

1-877-388-4440 Fax: 250-356-2195

E-mail: CTBTaxQuestions@gov.bc.ca

Please complete all MRDT application requirements and send to MRDT@destinationbc.ca in **one complete package** in PDF format.

Appendix 1.1 Municipal and Regional District Tax Application Form

Legal Name of Applicant: _____
Designated Accommodation Area: _____
Rate of Tax (up to 3%): _____
Implementation or Renewal Date: _____

Check when completed	Requirement
<input type="checkbox"/>	<i>Five-year Strategic Business Plan (Appendix 1.2)</i>
<input type="checkbox"/>	<i>Evidence that funds from the tax are incremental to existing sources of tourism funds</i>
<input type="checkbox"/>	<i>Evidence of consultation and support, as applicable, from local governments</i>
<input type="checkbox"/>	<i>Evidence of authority and request to impose the tax (e.g. Bylaw, resolution or letter requesting tax)</i>
<input type="checkbox"/>	<i>Certificate of incorporation, copies of articles of incorporation, constitution, and bylaws (eligible entities only)</i>
<input type="checkbox"/>	<i>Documentation of how the MRDT program, including revenue, will be administered (where applicable)</i>
<input type="checkbox"/>	<i>Evidence of consultation with tourism industry stakeholders</i>
<input type="checkbox"/>	<i>Accommodation Directory Form (Appendix 1.3)</i>
<input type="checkbox"/>	<i>Accommodation Sector in Support of Municipal and Regional District Tax Form (Appendix 1.4)</i>
<input type="checkbox"/>	<i>Confirmation of consultation with Destination British Columbia</i>
<input type="checkbox"/>	<i>Third party Authorization Form (Appendix 1.5, where applicable)</i>
<input type="checkbox"/>	<i>Disclosure of Information Authorization Form (Appendix 1.6)</i>
<input type="checkbox"/>	<i>Tourism Events Program Sponsorship Undertaking (3% applicants only) (Appendix 1.7)</i>
<input type="checkbox"/>	<i>Affordable Housing Plan (Appendix 1.8, where applicable)</i>

By signing this application form, you certify that the information included in the application package is accurate, that all Municipal and Regional District Tax program requirements have been met, and that all required documents have been included in the application package.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature

Appendix 1.2 Five-Year Strategic Business Plan

A municipality, regional district or eligible entity interested in applying for the Municipal and Regional District Tax or a renewal of the Municipal and Regional District Tax must submit an application as set out in the MRDT Program Requirements. A Five-Year Strategic Business Plan is required **at time of application**. This Five-Year Strategic Business Plan must include a detailed One-Year Tactical Plan for the first year of program implementation. Each year (years two through five of the program), the One-Year Tactical Plan must be updated and resubmitted (by November 30th) to reflect current marketing activities for the year as part of the annual reporting obligations. A separate template has been provided to guide the development of these year two through five plans (refer to Appendix 2.3).

The Five-Year Strategic Business Plan must encompass the five-year period covered by the application and it **must** include the following elements:

Section 1: Five-year strategic overview with identified targets and actions for the five year period

Section 2: One-Year Tactical Plan with performance measures, and

Section 3: Detailed Budget for Year One

Your Five-Year Strategic Business Plan must adhere to the MRDT program principles.

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. The applicant and designated recipients not subject to renewal applications are required to make their Five-year Strategic Business Plan available to tourism industry stakeholders and accommodation providers as part of the industry consultation and accommodation support requirements.

Your Five-Year Strategic Business Plan must identify marketing strategies, key markets and targets that the community will focus on to build its tourism business and the steps it needs to take to achieve desired results.

Your Five-year Strategic Business Plan should answer the following key questions:

- What business objectives related to tourism does your community expect to achieve?
- What type of growth does your community want to achieve (in the short and long term)?
- How will your community achieve these objectives?
- What type of tourism products will you need?
- What type of visitor are you hoping to attract?

Please contact Destination British Columbia at MRDT@destinationbc.ca for any questions.

For more information on tourism business planning, please visit Destination British Columbia's website (refer to www.destinationbc.ca/Resources/Developing-a-Tourism-Plan.aspx).

Quick Reference Guide

(from the MRDT Program Requirements):

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs and projects. Affordable housing was added as a permissible use of funds in Budget 2018.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

The MRDT program principles are:

- *Effective tourism marketing, programs and projects*
- *Effective local-level stakeholder support, and inter-community collaboration*
- *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
- *Fiscal prudence and accountability.*

Five-Year Strategic Business Plan Template

Designated Recipient: _____
Community Name: _____
Date Prepared: _____
MRDT Term Expiry Date: _____
Five Year Period: _____

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Five-Year Strategic Business Plan may be developed specific to your community needs and resources, but must include all required sections of the Five-Year Strategic Business Plan listed below.** If using this template, please delete the grey text and provide your response accordingly.

Section 1: Five-Year Strategic Overview	
Vision and Mission	<ul style="list-style-type: none"> • <i>The Vision is future focused, something to be pursued, a destination, inspirational, and verifiable.</i> • <i>The Mission is present focused, reason for being, a roadmap, concrete, and measurable.</i>
Strategic Context	<ul style="list-style-type: none"> • <i>The Strategic Context will be developed by conducting a situation analysis. The situation analysis is an integral part of this Five-Year Strategic Business Plan and should include current trends, forecasts and areas of priority to address the following:</i> <ul style="list-style-type: none"> ○ <i>What are the current economic and tourism conditions?</i> ○ <i>What challenges and opportunities exist?</i> ○ <i>Key learnings.</i>
Overall Goals, Objectives and Targets	<ul style="list-style-type: none"> • <i>Goals and Objectives are the quantifiable results the recipient expects to achieve over the five year period. Goals should be realistic, achievable, yet challenging and should include a timeline.</i> • <i>Example objectives include amount of MRDT revenue, visitation levels, or visitor revenue desired by a certain date. If an objective is difficult to measure, indicators can be used; for example, the increase in visitors to a sample of operators or the number of enquiries at a website or visitor center could be indicators for overall visitation levels.</i> • <i>Targets should be identified for all Objectives for the five year period.</i>
Strategies - Key Actions	<ul style="list-style-type: none"> • <i>Strategies describe the broad direction the community will take to achieve the stated goals and objectives.</i> • <i>Strategies look longer term and may not change from year to year while tactics are short-term actions to achieve the implementation of a strategy.</i> • <i>Strategies could include but are not limited to promotional strategies as well as relevant Destination development and Product experience and visitor services strategies:</i> <ul style="list-style-type: none"> ○ <i>Examples of promotional strategies are social media, media</i>

Section 1: Five-Year Strategic Overview	
	<p><i>relations, advertising, joint or levered promotions, or consumer shows.</i></p> <ul style="list-style-type: none"> ○ <i>Destination development and product experience strategies may include those addressing infrastructure and policy issues, or products for tourism development.</i> ○ <i>Visitor services strategies may include approaches to satisfy visitor information needs.</i> <ul style="list-style-type: none"> ● <i>Applicants should provide a description of the overall resource allocation by major category</i> ● <i>Applicants should list key actions for each year of the five year period with more detail in the first three years.</i>
Brand Positioning	<p><i>Please provide the following:</i></p> <ul style="list-style-type: none"> ● <i>A statement that clearly defines how the community will be positioned and the rationale.</i> ● <i>This positioning statement should provide direction for product development and promotional activities.</i> ● <i>Brand positioning may include other communities clustered within a larger area.</i>
Target Markets	<p><i>Please provide:</i></p> <ul style="list-style-type: none"> ● <i>The types of visitors that are priorities for the community, stating primary and secondary target markets.</i> ● <i>Geographic target markets, demographic, and activity-based target groups.</i>
Management, Governance, and Administration	<p><i>Please provide:</i></p> <ul style="list-style-type: none"> ● <i>A description of the proposed management, governance and administration process for the activities and funds.</i> ● <i>For example, whether the applicant will be carrying out the proposed activities or, in the case of a municipality or regional district, whether a service provider such as a local tourism association or other organization will be responsible for carrying out the proposed activities.</i> ● <i>The applicant remains responsible for monitoring and reporting on the use of funds, even where the activities are delegated.</i>
Sources of Funding	<ul style="list-style-type: none"> ● <i>Please indicate other available sources of funding to fund tourism marketing, programs and projects in addition to the MRDT.</i> ● <i>Funds from the MRDT must be incremental to existing sources of funding.</i> ● <i>The funds from the MRDT must not replace existing sources of tourism funding in the community.</i>

Affordable Housing (if applicable)

- *Please provide an overview of what your affordable housing plans seek to achieve over the five-year period (what are the intent and end state).*
- *Specific details are to be included in Appendix 1.8.*

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach. Please note that Destination BC may share relevant tactical information with applicable Destination BC program areas to facilitate increased collaboration and alignment.

1. The **major category** of the activity. Examples could include marketing, destination and product experience management, visitor services, etc.

Marketing, which may include:

- Media Advertising and Production (for example: print, radio, television, out-of-home, paper direct mail, email marketing, search engine marketing, paid social media, display, and native advertising)
- Website - Hosting, Development, Maintenance
- Social Media Management Platforms and Tools (i.e. Hootsuite)
- Consumer Shows and Events
- Collateral production and distribution
- Travel Media Relations (for example: story idea creation, media and influencer FAM hosting/support, attendance at media marketplaces, etc.)
- Travel Trade (for example: trade and FAM hosting/support, etc.)
- Consumer-focused asset development (for example: curation or production of written content, photography, videography)
- Other.

Destination and Product Experience Management, which may include:

- Industry Development and Training - Enhancing Education and Knowledge (for example: market readiness, digital readiness, industry conferences, packaging and tourism-related industry workshops, etc.)
- Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
- Research, Evaluation and Analytics
- Other.

Visitor Services, which may include:

- Visitor Services Activities (for example: staff wage and benefits, visitor services via social media, digital tools, including mobile apps, kiosks, beacons, etc, roving/mobile visitor services, ambassador programs, FAMs)
- Other.

Meetings, Conventions, Events and Sport:

- Examples could include conferences, events, sales, sport, grant programs, etc.

Affordable Housing, which may include:

- Details on affordable housing projects (project description and rationale, authorizing documents, budget and applicable funding partners)
- Please complete and attach Appendix 1.8.

Other:

- Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.

2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.
4. Please outline the **performance measures, expected outputs and outcomes**. Note, designated recipients receiving a tax rate of 3% are subject to additional reporting requirements. Please refer to Appendix 2.2 for more information about annual reporting of performance measures.

Project Plan Template

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Project Plan may be developed specific to your community needs and resources. If using this template, please delete the grey text and provide your response accordingly.**

Major Category: <i>(e.g., Marketing - Travel Trade; Visitor Services – Mobile Apps; Conferences)</i>
Activity Title: <i>Please provide the title of activity.</i>
Tactics: <i>Please list and describe the tactics to be used to achieve the strategies outlined in Section 1 of the Strategic Business Plan. There may be several tactics for each activity.</i>
Implementation Plan: <i>For each activity, an implementation plan should include the following information:</i> Short Description: Quantifiable Objectives: Rationale: Action Steps: Potential Partnerships: Resources: Sources of Funding: Timeframe: <i>(when will the tactic begin and end or is it ongoing?)</i> Budget:

Performance Measures:

- *Please review the tactics listed above and identify expected outcomes and outputs for each.*
- *Report out annually on the performance measures (refer to Appendix 2.2).*
- *The performance measures must align with the four MRDT Program Principles:*
 - *Effective tourism marketing, programs and projects*
 - *Effective local-level stakeholder support, and inter-community collaboration*
 - *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
 - *Fiscal prudence and accountability.*
- *Consider the following definitions when preparing the output and outcome measures:*
 - *Outputs - measure the level of service provided by a project or provides information about what was done. They define "what you did", e.g., hosted four media familiarization trips.*
 - *Outcomes - measures on the achievement of broader goals such as increasing average visitor yield or enhancing the customer experience.*

• *Examples only:*Output Measures:

- *Types of marketing activities*
- *Number of event campaigns and results*
- *Description of social media activities and outcomes*
- *Number of media placements*
- *Number of conventions and meeting sales*
- *Webpage visits*
- *Visitor inquiries/calls*

Outcome Measures:

- *Visitor volume*
- *Visitor nights & visitor spending*
- *Visitor revenues*
- *Average length of stay*
- *Accommodation revenues*
- *Number of new tourism businesses*

Section 3: MRDT Budget for Year One

Designated recipients **must** complete the budget table as provided below.

Revenues		Budget \$
Carry-forward from previous calendar year		
MRDT		
MRDT from online accommodation platforms		
	MRDT Subtotal	
Local government contribution		
Stakeholder contributions (i.e. membership dues)		
Co-op funds received (e.g. DBC Coop; DMO-led projects)		
Grants – Federal		
Grants – Provincial		
Grants/Fee for Service - Municipal		
Retail Sales		
Interest		
Other		
	Total Revenues	
Expenses		Budget \$
Marketing		
Marketing staff – wage and benefits		
Media advertising and production		
Website - hosting, development, maintenance		
Social media		
Consumer shows and events		
Collateral production and distribution		
Travel media relations		
Travel trade		
Consumer-focused asset development (imagery, video, written content)		
Other (please describe)		
	Subtotal	
Destination & Product Experience Management		
Destination & Product Experience Management Staff – wage and benefits		
Industry development and training		
Product experience enhancement and training		
Research, evaluation, analytics		
Other (please describe)		
	Subtotal	
Visitor Services		
Visitor services activities		
Other (please describe)		
	Subtotal	
Meetings, Conventions, Events and Sport		
Meetings, conferences, conventions, sales, events, sport, and grant programs, etc.		
	Subtotal	
Administration		
Management and staff unrelated to program implementation – wages and benefits		
Finance staff – wages and benefits		
Human Resources staff – wages and benefits		
Board of Directors costs		

	Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	
	Office lease/rent	
Expenses		Budget \$
	General office expenses	
	<i>Subtotal</i>	
Affordable Housing		
	General MRDT revenues	
	Revenues from online accommodation platforms	
	<i>Subtotal</i>	
Other		
	All other wages and benefits not included above	
	Other activities not included above (please describe)	
	<i>Subtotal</i>	
	Total Expenses:	
Balance or Carry Forward		

Projected Spend by Market (*broad estimate*)

Add more rows as needed.

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		
Alberta		
Ontario		
Other Canada (<i>please specify</i>)		
Washington State		
California		
Other USA (<i>please specify</i>)		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International (<i>Please specify</i>)		
Total		



Appendix 1.3 Accommodation Directory Form

Please list **ALL** the accommodation providers who offer accommodation that is taxable under the *Provincial Sales Tax Act* within the designated accommodation area, and the number of units each accommodation provider offers within the designated accommodation area. Applicants are not required to list individual hosts who only list on an online accommodation platform.

Please ensure the information provided is complete and accurate. Failure to provide complete and accurate information may result in your application being delayed, returned or rejected. Thank you for your cooperation. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Legal Name of Applicant: _____

Property Name	Address	Number of Units	Phone Number	Owner/Manager



Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form

Legal Name of Applicant: _____ Rate of Tax (2% or 3%): _____

Applicants, please check the following, if applicable:

Does the designated recipient plan on using general MRDT revenues (meaning revenues beyond Online Accommodation Platform revenues) for affordable housing initiatives and are these activities included as part of the Five-Year Business Plan and One-Year Tactical Plan (including Appendix 1.8)?

YES NO

The Municipal and Regional District Tax (MRDT) is being proposed or is up for renewal in your municipality/region. The MRDT is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, **as outlined in the applicant’s Five-Year Strategic Business Plan**. Affordable housing initiatives are also included as a permissible use of revenues. Accommodation providers may request a copy of the Five-Year Strategic Business Plan from the applicant. The MRDT will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. **The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.**

BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date

Freedom of Information and Protection of Privacy Act (FOIPPA). The personal information on this form is collected for the purpose of administering the Municipal and Regional District Tax program under the authority of the *Provincial Sales Tax Act* and section 26 of FOIPPA. Questions about the collection or use of this information can be directed to Destination British Columbia at MRDT@destinationbc.ca.

Appendix 1.5 Third Party Authorization Form

As part of our commitment to protect your privacy and confidentiality you can use this form to authorize Destination British Columbia to communicate and exchange information regarding the Municipal and Regional District Tax program with your representative. If you wish to cancel or change any part of this authorization please advise Destination British Columbia by email at MRDT@destinationbc.ca.

This authorization does not change your responsibilities and obligations under the Municipal and Regional District Tax Program.

Section 1: Applicant Information

Name: _____

Address: _____

Name and Title of Authorized Signing Authority: _____

Section 2: Authorization of a Third Party Representative

I authorize Destination British Columbia to communicate with my representative named below on the Municipal and Regional District Tax program.

Name of Representative: _____

Organization: _____

Address: _____

Phone Number: _____ Fax Number: _____ Email: _____

Section 3: Applicant Signature

By signing this form, you acknowledge that Destination British Columbia is authorized to communicate with your representative named above but that you remain fully responsible for fulfilling all obligations under the Municipal and Regional District Tax program.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature

Freedom of Information and Protection of Privacy Act (FOIPPA). The personal information on this form is collected for the purpose of administering the Municipal and Regional District Tax program under the authority of the *Provincial Sales Tax Act* and section 26 of FOIPPA. Questions about the collection or use of this information can be directed to Destination British Columbia at MRDT@destinationbc.ca.

Appendix 1.6 Disclosure of Information Authorization Form

Confidentiality restrictions under the *Provincial Sales Tax Act* prevent the Ministry of Finance from disclosing tax information collected under the Act except under limited circumstances. Administration of the Municipal and Regional District Tax program requires the Ministry of Finance to share information with the Ministry of Municipal Affairs and Housing (Appendix 1.8 and 2.4 only, as applicable), Ministry of Tourism, Arts and Culture, and with Destination British Columbia for the purpose of program administration and evaluation, and development of provincial tourism policy.

Signing this form will allow the Ministry of Finance to share information about the applicant with respect to the MRDT program with the Ministry of Tourism, Arts and Culture and Destination British Columbia for the above purposes.

If you wish to cancel or change any part of this authorization please advise Destination British Columbia by email at MRDT@destinationbc.ca.

This authorization does not change your responsibilities and obligations under the Municipal and Regional District Tax program.

Section 1: Applicant Information

Name: _____

Address: _____

Name and Title of Authorized Signing Authority: _____

Section 2: Authorization

I authorize the Ministry of Finance to share information about the applicant with respect to the Municipal and Regional District Tax program with the Ministry of Tourism, Arts and Culture and Destination British Columbia for the purpose of program administration and evaluation, and development of provincial tourism policy.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature

Appendix 1.7 Tourism Events Program Sponsorship Undertaking For 3% Applications Only

Name: _____
Address: _____
Fax Number: _____
Designated Recipients: _____
Designated Accommodation Area: _____

In support of its application to introduce or increase the Municipal and Regional District Tax rate under section 123 of the *Provincial Sales Tax Act* at or to 3% ("3% MRDT"), the Applicant agrees that, subject to approval of its application and implementation of the 3% MRDT, the Applicant will sponsor the administration and implementation of the provincial Tourism Events Program as further described in Schedule A as may be amended by the Province from time to time, as long as the 3% MRDT applies and the Tourism Events Program is continued. In particular, the Applicant consents upon becoming a Designated Recipient with a 3% MRDT in the Designated Recipient's Designated Accommodation Area to:

- Make Sponsorship Payments to the Her Majesty the Queen in the Right of the Province of British Columbia (the "Province") in relation to the provincial Tourism Events Program, equal to 2/30 of the Net Distributable 3% MRDT Collections (as defined in Schedule B hereto) collected in the Designated Recipient's Designated Accommodation Area; and
- The Province retaining a portion of the 3% MRDT it collects as agent of the Designated Recipient by way of set-off in respect of the money the Designated Recipient owes to the Province, in accordance with Schedule B hereto.

For purposes of this undertaking, "Sponsorship Payments" means monthly payments to the Province by the Designated Recipient, to be used for sponsoring the provincial Tourism Events Program so long as it continues, from Net Distributable 3% MRDT Collections in accordance with Schedule B.

Applicant's Authorized Signing Representative Name	Applicant's Authorized Signing Representative Title
Date	Applicant's Authorized Signing Representative Signature

Schedule A

Tourism Events Program Overview

British Columbia is an internationally renowned destination with an excellent reputation for maximizing its world-class infrastructure to deliver remarkable experiences for travellers. As a result, BC's tourism sector is a key economic driver, helping to create jobs and keep the province's economy diverse, strong and growing.

Understanding that tourism is one of the world's most competitive industries, the Province launched the **Tourism Events Program (TEP)** to support the delivery of events that have a high tourism value: events that will increase the volume of visitors to British Columbia, and/or increase global recognition for the province.

The TEP is an application-based program, with two application intakes per year with corresponding event windows (March 1 to April 30 and September 1 to October 31).

TEP funding is open to all organizations and communities across British Columbia.

TEP provides incremental funding to eligible events to support their marketing or promotional activities in order to increase and broaden the impact of the event.

Applications must demonstrate how eligible events:

- Raise awareness nationally and internationally of British Columbia's tourism brands;
- Motivate Canadians and people from around the world to experience British Columbia's natural beauty, diverse activities and world-class infrastructure; and
- Offer the greatest incremental tourism and economic impact to the host community and the surrounding region.

For more information, please visit the TEP webpage at: <http://www.destinationbc.ca/BC-Tourism-Industry/Municipal-and-Regional-District-Tax-Program/Tourism-Events-Program.aspx>

Schedule B
Sponsorship Payments and Payments to the Designated Recipient
Of 3% MRDT Revenue

Provincial Payment to the Designated Recipient

The following table illustrates how the Province will calculate the monthly payments it makes to the Designated Recipient in accordance with the *Provincial Sales Tax Act* and with this undertaking to sponsor the provincial Tourism Events Program, as may be amended from time to time by the Province.

Monthly Payments to Designated Recipient

Adjustment/ Result	
	Monthly gross collections of the 3% MRDT [tax collected under sections 123, 123.2(3) and 123.3(3) of the <i>Provincial Sales Tax Act</i>]
Plus or Less:	Ministry of Finance collection/audit assessment adjustments in respect of previous periods
Less:	MRDT collection/administration fee [set by the Ministry of Finance from time to time]
Equals:	Net Distributable 3% MRDT Collections
Less:	Sum of all Sponsorship Payments in a month [i.e., Net Distributable 3% MRDT Collections multiplied by 2/30]
Equals:	Total Payment to Designated Recipient in a month

Appendix 1.8 Affordable Housing MRDT Plan

The following table **must** be completed if the designated recipient wishes to use MRDT revenues on affordable housing initiatives, regardless of whether revenues are solely from online accommodation platforms or from general MRDT revenues.

Project Name and Address
Project Goals, Rationale and Details
<ul style="list-style-type: none">• How does this project respond to affordable housing needs in your community?• What is the need, issue, or demand?• What kind of project are you spending on (such as acquiring or constructing buildings, providing funding to an existing housing project or towards a rental or social housing program, or entering into a partnership agreement)?• What documentation do you have authorizing the project to proceed (such as a contribution agreement or contract, or permits or schematics)? Submit the documents with your report.• How will you measure success on the housing project?
MRDT Contribution
<ul style="list-style-type: none">• Also indicate if the contribution is from OAP or general MRDT revenues.
Housing Provider/Project Owners/Project Lead

Funding Partner(s)
Contribution from Funding Partner(s)
Estimated Completion Date
Estimated Number of Housing Units Completed
<ul style="list-style-type: none">• The number of housing units (such as rooms available for individual dwelling) acquired, completed, maintained, or renovated.
Evidence of Consultation with Local Governments for Affordable Housing (if applicable)
<ul style="list-style-type: none">• If the designated recipient is not a municipality, provide evidence of consultation (such as support letters) from the applicable local government(s) in your area in regards to using MRDT revenues for affordable housing.• If your affordable housing spending has already been approved through the submission of a Five-Year Strategic Plan, this section is not required.

Appendix 2.1 Financial Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually in the form of a Financial Report **by May 31 of each year.**

The Financial Report must show how all of the money received from the tax was spent and certify that all of the money received from the tax was used solely for approved purposes. The Financial Report must show that spending of money received from the tax was consistent with the Five-Year Strategic Business Plan. The Financial Report must also show the amounts, sources, and uses of all other tourism revenues.

Designated Recipient: _____

Designated Accommodation Area: _____

Date Prepared: _____

MRDT Repeal Date (if applicable): _____

Total MRDT Funds Received: _____

Year Ending: _____

Section 1: Actual Spending by Market

Add more rows as needed.

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		
Alberta		
Ontario		
Other Canada <i>(please specify)</i>		
Washington State		
California		
Other USA <i>(please specify)</i>		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International <i>(Please specify)</i>		
Total		

Section 1: MRDT Budget Variance Report

Designated recipients **must** complete the table as provided below. Refer to Appendix 2.3 for further expense line item descriptions.

Revenues		Current Year		
		Budget \$	Actual \$	Variance
	Carry forward from previous calendar year			
	MRDT			
	MRDT, online accommodation platforms			
	Local government contribution			
	Stakeholder contributions (i.e. membership fees)			
	Co-op funds received (e.g. DBC coop, DMO-led projects)			
	Grants - Federal			
	Grants - Provincial			
	Grants/Fee for Service - Municipal			
	Retail Sales			
	Interest			
	Other			
	Total Revenues			
Expenses		Budget \$	Actual \$	Variance
	Marketing			
	Marketing staff – wage and benefits			
	Media advertising and production			
	Website - hosting, development, maintenance			
	Social media			
	Consumer shows and events			
	Collateral production and distribution			
	Travel media relations			
	Travel trade			
	Consumer-focused asset development (imagery, video, written content)			
	Other			
	<i>Subtotal</i>			
	Destination & Product Experience Management			
	Destination and product experience management staff – wage and benefits			
	Industry development and training			
	Product experience enhancement and training			
	Research, evaluation, analytics,			
	Other			
	<i>Subtotal</i>			
	Visitor Services			
	Visitor Services activities			
	Other (please describe)			
	<i>Subtotal</i>			

Expenses	Budget \$	Actual \$	Variance
Meetings, Conventions, Events and Sport			
Meetings, conventions, conferences, sales, events, sport, grant programs etc.			
<i>Subtotal</i>			
Administration			
Management and staff unrelated to program implementation - wages and benefits			
Finance staff – wages and benefits			
Human Resources staff – wages and benefits			
Board of Directors costs			
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)			
Office lease/rent			
General office expenses			
<i>Subtotal</i>			
Affordable Housing			
General MRDT revenues			
Revenues from online accommodation platforms			
<i>Subtotal</i>			
Other			
All other wages and benefits not included above			
Other activities not included above (please describe)			
<i>Subtotal</i>			
Total Expenses			
Balance or Carry Forward			

By signing this form, you certify that the above information is an accurate representation of the actual tourism related expenditures for the jurisdiction defined under the terms of the Municipal and Regional District Tax.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient’s service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year**.

All designated recipients are required to fill in the sections below.

Only those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instructions pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

Designated Recipient: _____ **Report Completed:** dd-mm-yr _____

Designated Accommodation Area: _____ **Reporting period: Jan 1- Dec 31 – yr***
 *or for first year of term, indicate accordingly

1. Effective tourism marketing, programs and projects			
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.			
Mandatory Metric	Designated Recipient Response		
MRDT Revenue	<i>Report on the total annual MRDT revenue received by the Designated Recipient. The period should be between January 1 to December 31 of the reporting year (or portion thereof in the first year of reporting).</i>		
MRDT activities, tactics, investment efforts and outcomes (as per your One-Year Tactical Plan)	<p><i>Report on the MRDT activities, tactics, investment efforts and resulting outputs achieved in the reporting period indicated above.</i></p> <p><i>Metrics will vary by tactic. Example metrics include:</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>OUTPUT MEASURES</u></p> <ul style="list-style-type: none"> • Types of marketing activities • Number of event campaigns and results • Description of social media activities and outcomes • Number of media placements • Number of conventions and meeting sales • Webpage visits • Visitor inquiries/calls. </td> <td style="width: 50%; vertical-align: top;"> <p><u>OUTCOME MEASURES</u></p> <ul style="list-style-type: none"> • Visitor volume • Visitor nights and visitor spending • Visitor revenues • Average length of stay • Accommodation revenues • Number of new tourism businesses. </td> </tr> </table>	<p><u>OUTPUT MEASURES</u></p> <ul style="list-style-type: none"> • Types of marketing activities • Number of event campaigns and results • Description of social media activities and outcomes • Number of media placements • Number of conventions and meeting sales • Webpage visits • Visitor inquiries/calls. 	<p><u>OUTCOME MEASURES</u></p> <ul style="list-style-type: none"> • Visitor volume • Visitor nights and visitor spending • Visitor revenues • Average length of stay • Accommodation revenues • Number of new tourism businesses.
<p><u>OUTPUT MEASURES</u></p> <ul style="list-style-type: none"> • Types of marketing activities • Number of event campaigns and results • Description of social media activities and outcomes • Number of media placements • Number of conventions and meeting sales • Webpage visits • Visitor inquiries/calls. 	<p><u>OUTCOME MEASURES</u></p> <ul style="list-style-type: none"> • Visitor volume • Visitor nights and visitor spending • Visitor revenues • Average length of stay • Accommodation revenues • Number of new tourism businesses. 		
Key Learnings	<i>Please provide an assessment of effectiveness of tactics, describe what worked, what didn't and lessons learned.</i>		

2. Effective local-level stakeholder support and inter-community collaboration Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.	
Mandatory Metric	Designated Recipient Response
Extent of Local-level Stakeholder Engagement	<p><i>Report on the engagement activities they have undertaken annually to ensure stakeholders are informed and have the ability to provide input on direction. Metrics will vary by tactic.</i></p> <p><i>Example of metrics include the number and descriptions of:</i></p> <ul style="list-style-type: none"> • <i>Outreach communications (such as newsletters, marketing plans and annual reports)</i> • <i>Conferences, engagement sessions, or annual general meetings.</i>
Stakeholder Satisfaction	<p><i>Only for designated recipients collecting 3% tax:</i> <i>The designated recipient must conduct an annual stakeholder survey to:</i></p> <ul style="list-style-type: none"> • <i>Assess the level of awareness of tourism marketing activities in the community (region)</i> • <i>Assess the level of satisfaction with the use of MRDT funds.</i> <p><i>Examples of tourism industry stakeholders may include, but are not limited to, the following within the designated accommodation area:</i></p> <ul style="list-style-type: none"> • <i>accommodation providers;</i> • <i>attractions, sightseeing, activities and other primary tourism businesses;</i> • <i>restaurants, retail and other tourism related businesses;</i> • <i>Regional and local tourism associations;</i> • <i>Product Sector organizations;</i> • <i>Parks and recreation;</i> • <i>Visitor Centres; and</i> • <i>Other government agencies and organizations that have programs and services that relate to tourism.</i> <p><i>The designated recipient must append a copy of the survey (list of questions asked), list of respondents and aggregated results to this report.</i></p> <p><i>The designated recipient must seek Destination British Columbia's feedback on the methodology, defining the survey questions and survey audience prior to issuing the survey.</i></p>
Community Collaboration	<p><i>Only for designated recipients collecting 3% tax:</i> <i>Report on the collaborative activities and outcomes to demonstrate partnerships and alignment within and across communities on tourism marketing activities and with provincial or federal tourism-related agencies as appropriate.</i></p>

Mandatory Metric	Designated Recipient Response
Community Collaboration	<p><i>Examples of collaborative activities include:</i></p> <ul style="list-style-type: none"> • <i>Meetings and discussions with other designated recipients or Destination Marketing Organizations in other designated accommodation areas</i> • <i>Meetings and discussions with other tourism industry stakeholders on shared interests and goals</i> • <i>Integrated planning</i> • <i>Sharing of resources on content and asset development</i> • <i>Aligned product development</i> <p><i>Cooperative and or partnered marketing campaigns/initiatives</i></p>
<p>3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics: Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.</p>	
Mandatory Metric	Designated Recipient Response
Provincial Alignment	<p><i>Report on actions taken to verify that proposed activities are in complimentary and support Destination BC, regional, community and/or other available tourism strategic and/or marketing plans as part of the completion of One-Year Tactical Plan.</i></p> <p><i>Examples of actions taken could include:</i></p> <ul style="list-style-type: none"> • <i>Refer to Destination British Columbia's strategic plan and regional plans</i> • <i>Liaise/consult with regional and/or provincial staff during strategic/tactical plan development</i> • <i>Provincial or regional staff attendance at community AGM, planning sessions or marketing showcases</i> • <i>Attendance at provincial marketing and/or planning sessions</i> • <i>Attendance at regional marketing and/or planning sessions</i> • <i>Attendance at regional annual conferences/marketing presentations.</i>
Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities	<p><i>Only for designated recipients collecting 3% tax:</i> <i>Report on actions taken to ensure travel trade and travel media activities are coordinated with Destination BC's overarching marketing plan, and similar activities undertaken by other designated recipients.</i></p> <p><i>The designated recipient should also report on any outcomes of trade show and travel trade activities.</i></p>

4. Fiscal prudence and accountability All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.	
Mandatory Metric	Designated Recipient Response
Effective Financial Management	<i>The designated recipient must provide a completed Financial Report (refer to Appendix 2.1) that shows how MRDT funds were spent consistent with the designated recipient's Five-Year Strategic Business Plan and certify that all of the revenue was used solely for purposes as approved in their One-Year Tactical Plan.</i>
Streamlined Administrative Costs	<i>The designated recipient must identify and include all administrative costs as outlined in Appendix 2.1 and in accordance to the definition provided in the MRDT Program Requirements (Section 4: Eligible Use of Funds).</i>
Leveraging of Other Marketing Funds	<i>The designated recipient must provide details (in this space) regarding what steps they undertook to leverage funding over the year.</i> <i>Additionally, the designated recipient must provide the amount(s) and source(s) of marketing funds leveraged from other sources in the Financial Report (refer to Appendix 2.1).</i>

By signing this form, you certify the accuracy and completeness of the information provided above.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

Appendix 2.3 One-Year Tactical Plan

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report to the Province annually. As such all designated recipients (or the designated recipient's service provider), are required to complete the following One-year Tactical Plan **no later than November 30th each year for years two through five**. If plans are available earlier, please submit as they become available. A Five-year Strategic Business Plan is required in year 1.

The One-year Tactical Plan must be consistent with the Five-year Strategic Business Plan and be based on the calendar year.

A sample Tactical Plan template has been provided below. However, the format of the Tactical Plan may be developed specific to your community needs and resources.

Similar to the Five-year Strategic Business Plan, the One-year Tactical Plan must adhere to the MRDT program principles (see box).

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. Additionally, designated recipients should make their One-year Tactical Plans available to tourism industry stakeholders.

If you wish to make material modifications to the Five-year goals, strategies or targets, the changes must be identified in the One-year Tactical Plan and may require approval from the Province (see Section 11: Amendments in Program Requirements).

Your One-year Tactical Plan must contain the following information:

- An overview of the strategic direction from the Five-Year Strategic Business Plan
- Key learning and conclusions from the previous year
- Details about activities and tactics for the upcoming year
- Expected outcomes
- Availability of revenue from other sources to fund projects in addition to the funds from the tax (Reminder: funds from the tax must be incremental to existing sources of funding. The funds from the tax must not replace existing sources of tourism funding in a community)
- A proposed budget for the year ahead

For questions, please contact Destination British Columbia at MRDT@destinationbc.ca.

Quick Reference Guide

(from the MRDT Program Requirements):

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs and projects.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

The MRDT program principles are:

- *Effective tourism marketing, programs and projects*
- *Effective local-level stakeholder support, and inter-community collaboration*
- *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
- *Fiscal prudence and accountability.*

One-Year Tactical Plan Template

Designated Recipient: _____
Designated Accommodation Area: _____
Date Prepared: _____
MRDT Repeal Date: _____
Five Year Period: _____

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your One-Year Tactical Plan may be developed specific to your community needs and resources.** If using this template, please delete the blue text and provide your response accordingly. If using your own report template, please ensure it includes the following sections:

Section 1: Overview and Update to Five-year Strategic Context	
Heading	Description
Strategic Direction	<ul style="list-style-type: none"> A brief overview of the strategic direction from the Five-Year Strategic Business Plan, which may include an articulation of the Vision, Mission, Goals and Objectives from the Five-Year Strategic Business Plan.
Key Learnings and Conclusions	<ul style="list-style-type: none"> Key learnings and conclusions from a situation analysis or annual review that will inform your One-Year Tactical Plan. Provide an update on progress to date for current year activities.
Overall Goals, and Objectives	<ul style="list-style-type: none"> Overall Goals, Objectives and Targets, if different from the Five-year Strategic Business Plan.
Strategies	<ul style="list-style-type: none"> Key Strategies for the year, if different from the Five-Year Strategic Business Plan. If any change in Key Strategies is deemed to be material or a substantial shift from original direction set, then approval from Destination British Columbia will be required before implementation. Identify your key content themes for the year (i.e. wilderness, touring, ski, etc.)
Target Markets	<ul style="list-style-type: none"> The types of visitors that are priorities for your community for the next year, stating primary and secondary target markets. Include geographic target markets, demographic, and activity-based target groups. The desired length of stay that your community is seeking from the target markets, from day visits or overnight getaways to longer vacations.

Section 2: One-Year Tactical Plan with Performance Measures

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach. Please note that Destination BC may share relevant tactical information with applicable Destination BC program areas to facilitate increased collaboration and alignment.

1. The **major category** of the activity. Examples could include marketing, destination and product experience management, visitor services, etc.

Marketing, which may include:

- Media Advertising and Production (for example: print, radio, television, out-of-home, paper direct mail, email marketing, search engine marketing, paid social media, display, and native advertising)
- Website - Hosting, Development, Maintenance
- Social Media Management Platforms and Tools (i.e. Hootsuite)
- Consumer Shows and Events
- Collateral production and distribution
- Travel Media Relations (for example: story idea creation, media and influencer FAM hosting/support, attendance at media marketplaces, etc.)
- Travel Trade (for example: trade FAM hosting/support, etc.)
- Consumer-focused asset development (for example: curation or production of written content, photography, videography, etc.)
- Other.

Destination and Product Experience Management, which may include:

- Industry Development and Training - Enhancing Education and Knowledge (for example: market readiness, digital readiness, industry conferences, packaging and other tourism-related Industry Workshops)
- Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
- Research, Evaluation, and Analytics
- Other.

Visitor Services, which may include:

- Visitor Services Activities (for example: staff wage and benefits, visitor services via social media, digital tools, including mobile apps, kiosks, beacons, etc., , roving/mobile visitor services, ambassador programs, , FAMs)
- Other.

Meetings, Conventions, Events and Sport:

- Examples could include conferences, events, sales, sport, grant programs, etc.

Affordable Housing, which may include:

- Details on affordable housing projects (project description and rationale, authorizing documents, budget and applicable funding partners).
- Please complete and attach Appendix 1.8.

Other:

- Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.

2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.

Project Plan Template

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Project Plan may be developed specific to your community needs and resources. If using this template, please delete the grey text and provide your response accordingly.**

Major Category: <i>(e.g., Marketing - Travel Trade; Visitor Services – Mobile Apps; Conferences)</i>
Activity Title: <i>Please provide the title of activity.</i>
Tactics: <i>Please list and describe the tactics to be used to achieve the strategies outlined in Section 1 of the Strategic Business Plan. There may be several tactics for each activity.</i>
Implementation Plan: <i>For each activity, an implementation plan should include the following information:</i> Short Description: Quantifiable Objectives: Rationale: Action Steps: Potential Partnerships: Resources: Sources of Funding: Timeframe: <i>(when will the tactic begin and end or is it ongoing?)</i> Budget:

Performance Measures:

- *Please review the tactics listed above and identify expected outcomes and outputs for each.*
- *Report out annually on the performance measures (refer to Appendix 2.2).*
- *The performance measures must align with the four MRDT Program Principles:*
 - *Effective tourism marketing, programs and projects*
 - *Effective local-level stakeholder support, and inter-community collaboration*
 - *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
 - *Fiscal prudence and accountability.*
- *Consider the following definitions when preparing the output and outcome measures:*
 - *Outputs - measure the level of service provided by a project or provides information about what was done. They define "what you did", e.g., hosted four media familiarization trips.*
 - *Outcomes - measures on the achievement of broader goals such as increasing average visitor yield or enhancing the customer experience.*

• *Examples only:*Output Measures:

- *Types of marketing activities*
- *Number of event campaigns and results*
- *Description of social media activities and outcomes*
- *Number of media placements*
- *Number of conventions and meeting sales*
- *Webpage visits*
- *Visitor inquiries/calls*

Outcome Measures:

- *Visitor volume*
- *Visitor nights & visitor spending*
- *Visitor revenues*
- *Average length of stay*
- *Accommodation revenues*
- *Number of new tourism businesses*

Section 3: MRDT Budget for One-Year Tactical Plan

Designated recipients **must** complete the budget table as provided below.

Revenues		Budget \$
Carry-forward from previous calendar year		
MRDT		
MRDT from online accommodation platforms		
MRDT Subtotal		
Local government contribution		
Stakeholder contributions (i.e. membership dues)		
Co-op funds received (e.g. DBC Coop; DMO-led projects)		
Grants – Federal		
Grants – Provincial		
Grants/Fee for Service - Municipal		
Retail Sales		
Interest		
Other		
Total Revenues		
Expenses		Budget \$
Marketing		
Marketing staff – wage and benefits		
Media advertising and production		
Website - hosting, development, maintenance		
Social media		
Consumer Shows, events		
Collateral production, and distribution		
Travel media relations		
Travel trade		
Consumer-focused asset development (imagery, video, written content)		
Other (please describe)		
Subtotal		
Destination & Product Experience Management		
Destination & Product Experience Management Staff – wage and benefits		
Industry development and training		
Product experience enhancement and training		
Research, evaluation and analytics		
Other (please describe)		
Subtotal		
Visitor Services		
Visitor Services activities		
Other (please describe)		
Subtotal		
Meetings Conventions, Events & Sport		
Meetings, conventions, conferences, events, sport, grant programs, etc.		
Subtotal		
Administration		
Management and staff unrelated to program implementation – wages and benefits		
Finance staff – wages and benefits		
Human Resources staff – wages and benefits		
Board of Directors costs		

	Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	
	Office lease/rent	
Expenses		Budget \$
	General office expenses	
	<i>Subtotal</i>	
Affordable Housing		
	General MRDT revenues	
	Revenues from online accommodation platforms	
	<i>Subtotal</i>	
Other		
	All other wages and benefits not included above	
	Other activities not included above (please describe)	
	<i>Subtotal</i>	
	Total Expenses:	
Balance or Carry Forward		

Projected Spend by Market (*broad estimate*)

Add more rows as needed.

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		
Alberta		
Ontario		
Other Canada (<i>please specify</i>)		
Washington State		
California		
Other USA (<i>please specify</i>)		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International (<i>Please specify</i>)		
Total		

Appendix 2.4 Annual Affordable Housing MRDT Report

The following table must be completed if the designated recipient wishes to use MRDT revenues on affordable housing initiatives, regardless of whether revenues are solely from online accommodation platforms or from general MRDT revenues. If you have submitted a previous report through your annual reporting requirements, only provide details on changes in the categories below. This report must be submitted by May 31 of every year.

Project Name and Address
Project Rationale and Details
<ul style="list-style-type: none">• Have there been any changes to the project?• What progress/milestones have been made on the measurements of success outlined in your Affordable Housing MRDT Plan?
MRDT Contribution
<ul style="list-style-type: none">• Has your MRDT contribution changed since your last report?
Housing Provider/Project Owners/Project Lead
Funding Partner(s)

Contribution from Funding Partner(s)**Estimated Completion Date**

- Has the estimated completion date changed? If so, provide some reasons.

Number of Housing Units Completed

- The number of housing units (such as rooms available for individual dwelling) acquired, completed, maintained, or renovated.

Appendix 2.1 Financial Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually in the form of a Financial Report **by May 31 of each year.**

The Financial Report must show how all of the money received from the tax was spent and certify that all of the money received from the tax was used solely for approved purposes. The Financial Report must show that spending of money received from the tax was consistent with the Five-Year Strategic Business Plan. The Financial Report must also show the amounts, sources, and uses of all other tourism revenues.

Designated Recipient: _____

Designated Accommodation Area: _____

Date Prepared: _____

MRDT Repeal Date (if applicable): _____

Total MRDT Funds Received: _____

Year Ending: _____

Section 1: Actual Spending by Market

Add more rows as needed.

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		
Alberta		
Ontario		
Other Canada <i>(please specify)</i>		
Washington State		
California		
Other USA <i>(please specify)</i>		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International <i>(Please specify)</i>		
Total		

Section 1: MRDT Budget Variance Report

Designated recipients **must** complete the table as provided below. Refer to Appendix 2.3 for further expense line item descriptions.

Revenues		Current Year		
		Budget \$	Actual \$	Variance
	Carry forward from previous calendar year			
	MRDT			
	MRDT, online accommodation platforms			
	Local government contribution			
	Stakeholder contributions (i.e. membership fees)			
	Co-op funds received (e.g. DBC coop, DMO-led projects)			
	Grants - Federal			
	Grants - Provincial			
	Grants/Fee for Service - Municipal			
	Retail Sales			
	Interest			
	Other			
	Total Revenues			
Expenses		Budget \$	Actual \$	Variance
	Marketing			
	Marketing staff – wage and benefits			
	Media advertising and production			
	Website - hosting, development, maintenance			
	Social media			
	Consumer shows and events			
	Collateral production and distribution			
	Travel media relations			
	Travel trade			
	Consumer-focused asset development (imagery, video, written content)			
	Other			
	<i>Subtotal</i>			
	Destination & Product Experience Management			
	Destination and product experience management staff – wage and benefits			
	Industry development and training			
	Product experience enhancement and training			
	Research, evaluation, analytics,			
	Other			
	<i>Subtotal</i>			
	Visitor Services			
	Visitor Services activities			
	Other (please describe)			
	<i>Subtotal</i>			

Expenses		Budget \$	Actual \$	Variance
Meetings, Conventions, Events and Sport				
Meetings, conventions, conferences, sales, events, sport, grant programs etc.				
<i>Subtotal</i>				
Administration				
Management and staff unrelated to program implementation - wages and benefits				
Finance staff – wages and benefits				
Human Resources staff – wages and benefits				
Board of Directors costs				
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)				
Office lease/rent				
General office expenses				
<i>Subtotal</i>				
Affordable Housing				
General MRDT revenues				
Revenues from online accommodation platforms				
<i>Subtotal</i>				
Other				
All other wages and benefits not included above				
Other activities not included above (please describe)				
<i>Subtotal</i>				
Total Expenses				
Balance or Carry Forward				

By signing this form, you certify that the above information is an accurate representation of the actual tourism related expenditures for the jurisdiction defined under the terms of the Municipal and Regional District Tax.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient’s service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year.**

All designated recipients are required to fill in the sections below.

Only those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instructions pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

Designated Recipient: _____ **Report Completed:** dd-mm-yr _____
Designated Accommodation Area: _____ **Reporting period: Jan 1- Dec 31 – yr*** _____
 *or for first year of term, indicate accordingly

1. Effective tourism marketing, programs and projects	
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.	
Mandatory Metric	Designated Recipient Response
MRDT Revenue	<i>Report on the total annual MRDT revenue received by the Designated Recipient. The period should be between January 1 to December 31 of the reporting year (or portion thereof in the first year of reporting).</i>
MRDT activities, tactics, investment efforts and outcomes (as per your One-Year Tactical Plan)	<i>Report on the MRDT activities, tactics, investment efforts and resulting outputs achieved in the reporting period indicated above.</i> <i>Metrics will vary by tactic. Example metrics include:</i> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>OUTPUT MEASURES</u></p> <ul style="list-style-type: none"> • Types of marketing activities • Number of event campaigns and results • Description of social media activities and outcomes • Number of media placements • Number of conventions and meeting sales • Webpage visits • Visitor inquiries/calls. </div> <div style="width: 45%;"> <p><u>OUTCOME MEASURES</u></p> <ul style="list-style-type: none"> • Visitor volume • Visitor nights and visitor spending • Visitor revenues • Average length of stay • Accommodation revenues • Number of new tourism businesses. </div> </div>
Key Learnings	<i>Please provide an assessment of effectiveness of tactics, describe what worked, what didn't and lessons learned.</i>

2. Effective local-level stakeholder support and inter-community collaboration Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.	
Mandatory Metric	Designated Recipient Response
Extent of Local-level Stakeholder Engagement	<p><i>Report on the engagement activities they have undertaken annually to ensure stakeholders are informed and have the ability to provide input on direction. Metrics will vary by tactic.</i></p> <p><i>Example of metrics include the number and descriptions of:</i></p> <ul style="list-style-type: none"> • <i>Outreach communications (such as newsletters, marketing plans and annual reports)</i> • <i>Conferences, engagement sessions, or annual general meetings.</i>
Stakeholder Satisfaction	<p><i>Only for designated recipients collecting 3% tax:</i> <i>The designated recipient must conduct an annual stakeholder survey to:</i></p> <ul style="list-style-type: none"> • <i>Assess the level of awareness of tourism marketing activities in the community (region)</i> • <i>Assess the level of satisfaction with the use of MRDT funds.</i> <p><i>Examples of tourism industry stakeholders may include, but are not limited to, the following within the designated accommodation area:</i></p> <ul style="list-style-type: none"> • <i>accommodation providers;</i> • <i>attractions, sightseeing, activities and other primary tourism businesses;</i> • <i>restaurants, retail and other tourism related businesses;</i> • <i>Regional and local tourism associations;</i> • <i>Product Sector organizations;</i> • <i>Parks and recreation;</i> • <i>Visitor Centres; and</i> • <i>Other government agencies and organizations that have programs and services that relate to tourism.</i> <p><i>The designated recipient must append a copy of the survey (list of questions asked), list of respondents and aggregated results to this report.</i></p> <p><i>The designated recipient must seek Destination British Columbia’s feedback on the methodology, defining the survey questions and survey audience prior to issuing the survey.</i></p>
Community Collaboration	<p><i>Only for designated recipients collecting 3% tax:</i> <i>Report on the collaborative activities and outcomes to demonstrate partnerships and alignment within and across communities on tourism marketing activities and with provincial or federal tourism-related agencies as appropriate.</i></p>

Mandatory Metric	Designated Recipient Response
Community Collaboration	<p><i>Examples of collaborative activities include:</i></p> <ul style="list-style-type: none"> • <i>Meetings and discussions with other designated recipients or Destination Marketing Organizations in other designated accommodation areas</i> • <i>Meetings and discussions with other tourism industry stakeholders on shared interests and goals</i> • <i>Integrated planning</i> • <i>Sharing of resources on content and asset development</i> • <i>Aligned product development</i> <p><i>Cooperative and or partnered marketing campaigns/initiatives</i></p>
<p>3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics: Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.</p>	
Mandatory Metric	Designated Recipient Response
Provincial Alignment	<p><i>Report on actions taken to verify that proposed activities are in complimentary and support Destination BC, regional, community and/or other available tourism strategic and/or marketing plans as part of the completion of One-Year Tactical Plan.</i></p> <p><i>Examples of actions taken could include:</i></p> <ul style="list-style-type: none"> • <i>Refer to Destination British Columbia's strategic plan and regional plans</i> • <i>Liaise/consult with regional and/or provincial staff during strategic/tactical plan development</i> • <i>Provincial or regional staff attendance at community AGM, planning sessions or marketing showcases</i> • <i>Attendance at provincial marketing and/or planning sessions</i> • <i>Attendance at regional marketing and/or planning sessions</i> • <i>Attendance at regional annual conferences/marketing presentations.</i>
Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities	<p><i>Only for designated recipients collecting 3% tax:</i> <i>Report on actions taken to ensure travel trade and travel media activities are coordinated with Destination BC's overarching marketing plan, and similar activities undertaken by other designated recipients.</i></p> <p><i>The designated recipient should also report on any outcomes of trade show and travel trade activities.</i></p>

4. Fiscal prudence and accountability All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.	
Mandatory Metric	Designated Recipient Response
Effective Financial Management	<i>The designated recipient must provide a completed Financial Report (refer to Appendix 2.1) that shows how MRDT funds were spent consistent with the designated recipient's Five-Year Strategic Business Plan and certify that all of the revenue was used solely for purposes as approved in their One-Year Tactical Plan.</i>
Streamlined Administrative Costs	<i>The designated recipient must identify and include all administrative costs as outlined in Appendix 2.1 and in accordance to the definition provided in the MRDT Program Requirements (Section 4: Eligible Use of Funds).</i>
Leveraging of Other Marketing Funds	<i>The designated recipient must provide details (in this space) regarding what steps they undertook to leverage funding over the year.</i> <i>Additionally, the designated recipient must provide the amount(s) and source(s) of marketing funds leveraged from other sources in the Financial Report (refer to Appendix 2.1).</i>

By signing this form, you certify the accuracy and completeness of the information provided above.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

Appendix 2.3 One-Year Tactical Plan

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report to the Province annually. As such all designated recipients (or the designated recipient's service provider), are required to complete the following One-year Tactical Plan **no later than November 30th each year for years two through five**. If plans are available earlier, please submit as they become available. A Five-year Strategic Business Plan is required in year 1.

The One-year Tactical Plan must be consistent with the Five-year Strategic Business Plan and be based on the calendar year.

A sample Tactical Plan template has been provided below. However, the format of the Tactical Plan may be developed specific to your community needs and resources.

Similar to the Five-year Strategic Business Plan, the One-year Tactical Plan must adhere to the MRDT program principles (see box).

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. Additionally, designated recipients should make their One-year Tactical Plans available to tourism industry stakeholders.

If you wish to make material modifications to the Five-year goals, strategies or targets, the changes must be identified in the One-year Tactical Plan and may require approval from the Province (see Section 11: Amendments in Program Requirements).

Your One-year Tactical Plan must contain the following information:

- An overview of the strategic direction from the Five-Year Strategic Business Plan
- Key learning and conclusions from the previous year
- Details about activities and tactics for the upcoming year
- Expected outcomes
- Availability of revenue from other sources to fund projects in addition to the funds from the tax (Reminder: funds from the tax must be incremental to existing sources of funding. The funds from the tax must not replace existing sources of tourism funding in a community)
- A proposed budget for the year ahead

For questions, please contact Destination British Columbia at MRDT@destinationbc.ca.

Quick Reference Guide

(from the MRDT Program Requirements):

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs and projects.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

The MRDT program principles are:

- *Effective tourism marketing, programs and projects*
- *Effective local-level stakeholder support, and inter-community collaboration*
- *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
- *Fiscal prudence and accountability.*

One-Year Tactical Plan Template

Designated Recipient: _____
Designated Accommodation Area: _____
Date Prepared: _____
MRDT Repeal Date: _____
Five Year Period: _____

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your One-Year Tactical Plan may be developed specific to your community needs and resources.** If using this template, please delete the blue text and provide your response accordingly. If using your own report template, please ensure it includes the following sections:

Section 1: Overview and Update to Five-year Strategic Context	
Heading	Description
Strategic Direction	<ul style="list-style-type: none"> A brief overview of the strategic direction from the Five-Year Strategic Business Plan, which may include an articulation of the Vision, Mission, Goals and Objectives from the Five-Year Strategic Business Plan.
Key Learnings and Conclusions	<ul style="list-style-type: none"> Key learnings and conclusions from a situation analysis or annual review that will inform your One-Year Tactical Plan. Provide an update on progress to date for current year activities.
Overall Goals, and Objectives	<ul style="list-style-type: none"> Overall Goals, Objectives and Targets, if different from the Five-year Strategic Business Plan.
Strategies	<ul style="list-style-type: none"> Key Strategies for the year, if different from the Five-Year Strategic Business Plan. If any change in Key Strategies is deemed to be material or a substantial shift from original direction set, then approval from Destination British Columbia will be required before implementation. Identify your key content themes for the year (i.e. wilderness, touring, ski, etc.)
Target Markets	<ul style="list-style-type: none"> The types of visitors that are priorities for your community for the next year, stating primary and secondary target markets. Include geographic target markets, demographic, and activity-based target groups. The desired length of stay that your community is seeking from the target markets, from day visits or overnight getaways to longer vacations.

Section 2: One-Year Tactical Plan with Performance Measures

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach. Please note that Destination BC may share relevant tactical information with applicable Destination BC program areas to facilitate increased collaboration and alignment.

1. The **major category** of the activity. Examples could include marketing, destination and product experience management, visitor services, etc.

Marketing, which may include:

- Media Advertising and Production (for example: print, radio, television, out-of-home, paper direct mail, email marketing, search engine marketing, paid social media, display, and native advertising)
- Website - Hosting, Development, Maintenance
- Social Media Management Platforms and Tools (i.e. Hootsuite)
- Consumer Shows and Events
- Collateral production and distribution
- Travel Media Relations (for example: story idea creation, media and influencer FAM hosting/support, attendance at media marketplaces, etc.)
- Travel Trade (for example: trade FAM hosting/support, etc.)
- Consumer-focused asset development (for example: curation or production of written content, photography, videography, etc.)
- Other.

Destination and Product Experience Management, which may include:

- Industry Development and Training - Enhancing Education and Knowledge (for example: market readiness, digital readiness, industry conferences, packaging and other tourism-related Industry Workshops)
- Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
- Research, Evaluation, and Analytics
- Other.

Visitor Services, which may include:

- Visitor Services Activities (for example: staff wage and benefits, visitor services via social media, digital tools, including mobile apps, kiosks, beacons, etc., , roving/mobile visitor services, ambassador programs, , FAMs)
- Other.

Meetings, Conventions, Events and Sport:

- Examples could include conferences, events, sales, sport, grant programs, etc.

Affordable Housing, which may include:

- Details on affordable housing projects (project description and rationale, authorizing documents, budget and applicable funding partners).
- Please complete and attach Appendix 1.8.

Other:

- Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.

2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.

Project Plan Template

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Project Plan may be developed specific to your community needs and resources. If using this template, please delete the grey text and provide your response accordingly.**

Major Category: <i>(e.g., Marketing - Travel Trade; Visitor Services – Mobile Apps; Conferences)</i>
Activity Title: <i>Please provide the title of activity.</i>
Tactics: <i>Please list and describe the tactics to be used to achieve the strategies outlined in Section 1 of the Strategic Business Plan. There may be several tactics for each activity.</i>
Implementation Plan: <i>For each activity, an implementation plan should include the following information:</i> Short Description: Quantifiable Objectives: Rationale: Action Steps: Potential Partnerships: Resources: Sources of Funding: Timeframe: <i>(when will the tactic begin and end or is it ongoing?)</i> Budget:

Performance Measures:

- *Please review the tactics listed above and identify expected outcomes and outputs for each.*
- *Report out annually on the performance measures (refer to Appendix 2.2).*
- *The performance measures must align with the four MRDT Program Principles:*
 - *Effective tourism marketing, programs and projects*
 - *Effective local-level stakeholder support, and inter-community collaboration*
 - *Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics*
 - *Fiscal prudence and accountability.*
- *Consider the following definitions when preparing the output and outcome measures:*
 - *Outputs - measure the level of service provided by a project or provides information about what was done. They define "what you did", e.g., hosted four media familiarization trips.*
 - *Outcomes - measures on the achievement of broader goals such as increasing average visitor yield or enhancing the customer experience.*

• *Examples only:**Output Measures:*

- *Types of marketing activities*
- *Number of event campaigns and results*
- *Description of social media activities and outcomes*
- *Number of media placements*
- *Number of conventions and meeting sales*
- *Webpage visits*
- *Visitor inquiries/calls*

Outcome Measures:

- *Visitor volume*
- *Visitor nights & visitor spending*
- *Visitor revenues*
- *Average length of stay*
- *Accommodation revenues*
- *Number of new tourism businesses*

Section 3: MRDT Budget for One-Year Tactical Plan

Designated recipients **must** complete the budget table as provided below.

Revenues		Budget \$
Carry-forward from previous calendar year		
MRDT		
MRDT from online accommodation platforms		
	MRDT Subtotal	
Local government contribution		
Stakeholder contributions (i.e. membership dues)		
Co-op funds received (e.g. DBC Coop; DMO-led projects)		
Grants – Federal		
Grants – Provincial		
Grants/Fee for Service - Municipal		
Retail Sales		
Interest		
Other		
	Total Revenues	
Expenses		Budget \$
Marketing		
Marketing staff – wage and benefits		
Media advertising and production		
Website - hosting, development, maintenance		
Social media		
Consumer Shows, events		
Collateral production, and distribution		
Travel media relations		
Travel trade		
Consumer-focused asset development (imagery, video, written content)		
Other (please describe)		
	Subtotal	
Destination & Product Experience Management		
Destination & Product Experience Management Staff – wage and benefits		
Industry development and training		
Product experience enhancement and training		
Research, evaluation and analytics		
Other (please describe)		
	Subtotal	
Visitor Services		
Visitor Services activities		
Other (please describe)		
	Subtotal	
Meetings Conventions, Events & Sport		
Meetings, conventions, conferences, events, sport, grant programs, etc.		
	Subtotal	
Administration		
Management and staff unrelated to program implementation – wages and benefits		
Finance staff – wages and benefits		
Human Resources staff – wages and benefits		
Board of Directors costs		

	Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	
	Office lease/rent	
Expenses		Budget \$
	General office expenses	
	<i>Subtotal</i>	
Affordable Housing		
	General MRDT revenues	
	Revenues from online accommodation platforms	
	<i>Subtotal</i>	
Other		
	All other wages and benefits not included above	
	Other activities not included above (please describe)	
	<i>Subtotal</i>	
	Total Expenses:	
Balance or Carry Forward		

Projected Spend by Market (*broad estimate*)

Add more rows as needed.

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		
Alberta		
Ontario		
Other Canada (<i>please specify</i>)		
Washington State		
California		
Other USA (<i>please specify</i>)		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International (<i>Please specify</i>)		
Total		