



Alberni Valley Tourism

Municipal and Regional District Tax

City of Port Alberni, ACRD Electoral Areas B, D, E and F



Presentation Overview

- 1 | MRDT Program Overview
- 2 | Alberni Valley Tourism MRDT Process
- 3 | MRDT Strategic Business Plan Highlights
- 4 | Next Steps



MRDT Program Overview

- Visitor funded provincial tax program established in the 1980s to support the growth and management of tourism
- Currently in place in most areas of Vancouver Island and British Columbia
- Tax rate of either 2% or 3% levied on fixed roof accommodation properties
 - Applying for a 2% tax rate
- MRDT must be renewed every 5 years and a renewal requires the support of the accommodation sector and local government

Alberni Valley MRDT Process



Governance

- Engaged partners and industry on a new governance model for Alberni Valley Tourism that includes representatives from across tourism sub-sectors
- **Status** - New board membership and bylaws in progress



Partner and Industry Engagement

- Engaged industry and partners to understand tourism priorities and inform the strategic plan
- **Status** - Complete



Strategic Business Plan

- Developed 5-Year Strategic plan and 1-Year Tactical Plan
- **Status** - Complete



Industry Support

- Secured support from fixed roof accommodation properties with 4 or more rooms
- **Status** - Complete



Local Government Support

- Secure resolutions in support of MRDT collection in the City of Port Alberni and ACRD electoral areas B, D, E and F
- **Status** - in progress



Submit Application

- Submit MRDT application in full to Destination BC and the Ministry of Finance
- **Status** - Aim to submit prior to end of May



MRDT Strategy Highlights

AVTA will develop, promote and market the Alberni Valley as a year-round visitor destination by representing accommodations and tourism partners in promoting and marketing the region to attract more visitors and increase overnight stays.



Goal 1

- Increase tourism related spending and revenues



Goal 2

- Diversify seasonality and markets



Goal 3

- Research-based decision making



Goal 4

- Visitor Services

Tactical Plan Highlights



1 Traditional Marketing

- Print, broadcast and collateral

2 Digital Marketing

- Website, social media,

3 Travel Media and Trade Relations

- Working with travel trade, journalists and influencers

4 Asset Development

- Photo and b-roll to support promotional activities

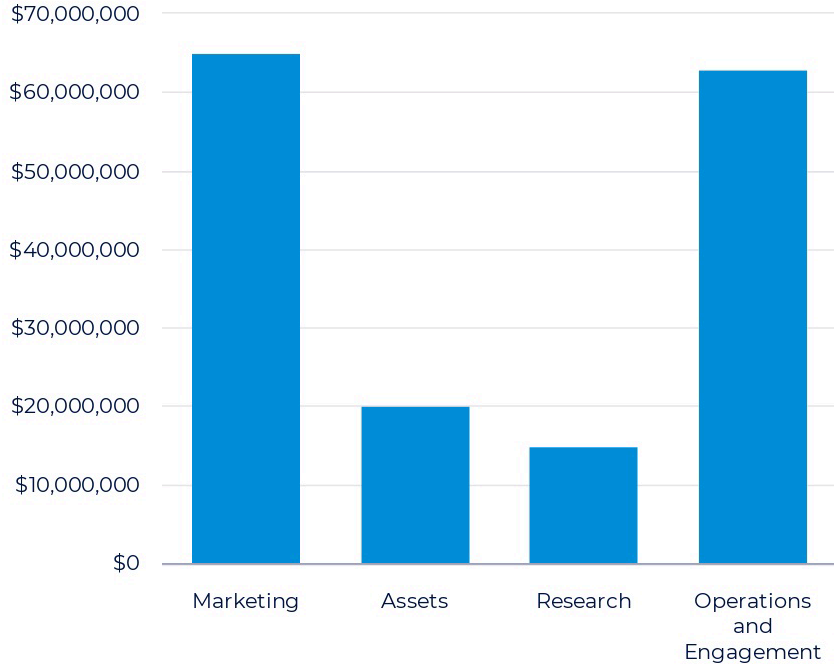
5 Research

- Understanding our target markets and increasing cost effectiveness of marketing

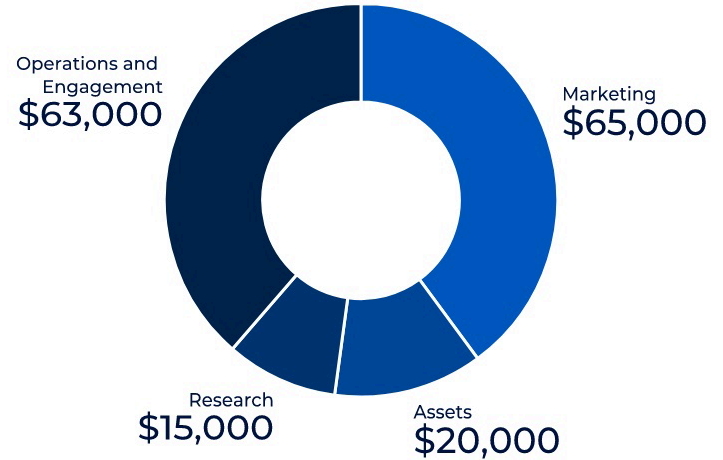
Budget Highlights

Conservative Revenue Estimates for Year-1

Breakdown by Activity



Breakdown of Revenue \$163,000



1 **Securing Letters of Support and Resolutions**

- ACRD
- City of Port Alberni

2 **Submit Application**

- Application to be received by the Ministry of Finance and Destination BC

3 **Await Approval**

- Await approval of application by Cabinet 4-6 months

4 **Strategy Launch**

- Anticipated start in winter/spring 2023

