



ALBERNI-CLAYOQUOT REGIONAL DISTRICT

Alberni Valley Committee Meeting

AGENDA

**Tuesday, January 10, 2012
Regional District Board Room
3008 Fifth Avenue, Port Alberni, BC**

PAGE #

1. **Call to Order:** 1:30 pm
2. **Delegation:**
 - a. Johnathan Cross, Chair, Alberni Valley Tourism
Re: 2% Hotel Tax
3. **Correspondence:**
 - a. Emails – Cross/Dyson/Erin Scraba
Re: 2% Hotel Tax..... 1-3
4. **Reports:**
5. **Other Business:**
6. **New Business:**
7. **Adjourn:**



From: Jonathan Cross [mailto:jcross@hospitalityinnportalberni.com]
Sent: Tuesday, January 03, 2012 2:51 PM
To: 'Scraba, Erin H JTI:EX'; 'Russell Dyson'
Cc: 'peter@bestwesternbarclay.com'
Subject: RE: possible to receive the following info for January 3?

Hi Erin and Russell,

We have canvassed the majority of the Hotels in The Alberni Valley (approx 305 of the 390 available hotel rooms).

There is unanimous agreement that we cannot continue with the current structure, governance and funding model of the AHRT organization, we believe to do so would not be in the best interests of our industry or the Tax Payer.

We intend to work to get the necessary support to create a new viable Destination Marketing Organization which will be industry led and formula funded, this will not be possible to complete in the timeframe that has recently presented itself, therefore we will need to make a new application once we have the support to do so.

Thank you for your patience,

Jonathan Cross
Chair Alberni Valley Tourism

From: Scraba, Erin H JTI:EX [mailto:Erin.Scraba@gov.bc.ca]
Sent: Thursday, December 22, 2011 5:00 PM
To: 'Russell Dyson'
Subject: possible to receive the following info for January 3?

Hi Russell,

Would it be possible to receive the following information from the Regional District for January 3rd/4th?

1. Confirmation of timelines ACRD would like the regulation to be in place for (we discussed a shorter timeframe; can you please confirm what that would be)
2. Confirmation of the intended purpose of the tax (e.g. tourism marketing programs and projects)
3. Indication of support you expect to receive from the hotelier / accommodation sector (e.g. have you been able to talk to X/YY accommodation providers and expect that there is sufficient support from the sector that this will meet the threshold).

Thank-you in advance,
Erin

Erin Scraba
Manager, Tourism Policy and Legislation
Tourism Division
Ministry of Jobs, Tourism and Innovation
(t): 250-356-7861 (c): 250-213-8718 (f): 250-356-2842

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Russell Dyson

From: Scraba, Erin H JTI:EX [Erin.Scraba@gov.bc.ca]
Sent: Monday, December 12, 2011 1:02 PM
To: 'Russell Dyson'
Cc: Foy, Anne FIN:EX; 'Jonathan Cross'; 'Wendy Thomson'; 'Teri Fong'; Harrison, Peter JTI:EX; Porges, Richard JTI:EX
Subject: RE: renewal of 2% Municipal and Regional District Hotel Tax

Unfortunately, we cannot extend the repeal date of the regulation.

What we can do is work with you to move quickly on processing a renewal application on the assumption of moving forward with a business case that is very similar to the one you are currently operating within.

I'm not clear if the pursuit of alternative funding opportunities will mean that the business case will have significantly different marketing tactics and projects; there could be an opportunity to amend the plan in the future if the need is identified.

To ensure no interruption in authority to collect the tax, we will need to receive the following from the Regional District by the first week of January:

1. Resolution from the Regional District board that requests continuation of the tax at the same rate and in the same geographic area as the current tax (continue with status quo).
2. Statement that business plan will be generally consistent with previous business plans (could be part of the resolution or a separate letter from the Regional District).
 - A complete business plan could be submitted by February 1 2012 subject to the review (for coordination opportunities) by Tourism Division staff in the Ministry of Jobs, Tourism and Innovation.
3. Evidence that municipalities in the RD support the continuation of the tax (letters or emails from the mayors would be sufficient)
4. Evidence that the hotel operators in the RD support the continuation of the tax (you need to achieve a minimum of 51% of operators representing 51% of units).
 - You could submit the final hard copy accommodation support form and directory by February 1 if you can canvass a minimum of operators within the next 3 weeks.

Erin

From: Russell Dyson [mailto:rdyson@acrd.bc.ca]
Sent: Thursday, December 8, 2011 3:57 PM
To: Scraba, Erin H JTI:EX
Cc: Foy, Anne FIN:EX; 'Jonathan Cross'; Wendy Thomson; Teri Fong
Subject: RE: renewal of 2% Municipal and Regional District Hotel Tax

Erin, I have reviewed this with the Alberni Valley Tourism Chair, Jonathan Cross. We were both under the impression that the extension until June applied to us, but we see now the error. Had information to this effect been sent out previously we were not in receipt of it. There is a proposal for AV Tourism to have alternative funding sources in addition to the hotel tax. Ideally there would be more time for this to be considered. Is there any way to allow for an extension until April? Given the recent local government election resulting in 6 of 10 Regional Board members being

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brand new, time would be an asset. I understand if these are hard and fast deadlines but your assistance and insight would be appreciated. Thank you.

From: Scraba, Erin H JTI:EX [mailto:Erin.Scraba@gov.bc.ca]
Sent: Monday, December 05, 2011 2:59 PM
To: 'rdyson@acrd.bc.ca'
Cc: Foy, Anne FIN:EX
Subject: renewal of 2% Municipal and Regional District Hotel Tax

Dear Mr. Dyson,

Is the Regional District of Alberni-Clayoquot intending on applying to have the province continue to levy the 2% Municipal and Regional District Hotel Room Tax in the City of Port Alberni and in Electoral Areas B, D, E and F?

The current authorization will expire February 1, 2012:
http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/30_322_2006

If the Regional District does wish to continue this program, a business case, along with a letter of support from the City of Port Alberni, and signatures of accommodation providers (representing 51% of the rooms and 51% of properties) will need to be submitted this month. Please contact me if you have any questions about the application process.

Sincerely,

Erin Scraba
Manager, Tourism Policy and Legislation
Tourism Division
Ministry of Jobs, Tourism and Innovation
(t): 250-356-7861 (c): 250-213-8718 (f): 250-356-2842

