



Cariboo Chilcotin Coast Tourism Marketing Association APPLICATION FOR MRDT FUNDING

(April 2022 – March 2023)

Application Deadline: November 9, 2021

What is MRDT?

The Municipal and Regional District Tax (MRDT) is a 3% consumer tax on all fixed-roof, short-term room rentals from accommodation providers and on online accommodation provider bookings (AirBnB, Vrbo). The Cariboo Chilcotin Coast region has been collecting MRDT since May 2018 for the permissible uses of tourism marketing, programs, and projects under the [BC Provincial Sales Tax Act](#).

What can MRDT be used for?

Authorized purposes of MRDT revenue for all designated recipients are tourism marketing, programs and projects. Any proposed projects must also be aligned with the [Cariboo Chilcotin Coast Tourism Marketing Association's 5 Year Tourism Plan](#).

What can MRDT NOT be used for?

- Infrastructure investments (building construction or renovations, community beautification, public services/amenities, signage)
- Customer service staff wages
- Travel trade activities or shows

Are you applying for funding to attend a consumer show?

We have a separate program for that! Please see our [Services](#) page for the Consumer Show program guidelines and applications.

How will successful funding requests be determined?

Eligible funding requests must meet all requirements cited above. Annual MRDT budget allocations are approved by a representative Marketing Committee made up of tourism business owners, operators, and managers. All applications must be received by November 9, 2021 to be included in annual budget proposals to the Marketing Committee for their 2022-23 budget meeting on November 23, 2021.

Where can I access other funding sources?

[Subscribe to our industry e-newsletters](#) for information on new projects and funding announcements from local, provincial, and federal bodies.

Please submit all applications and inquiries to... Sydney Redpath, Director of Marketing
T: 250-392-2226 ex. 208 TF: 1-800-663-5885 E: sydney@landwithoutlimits.com

Name of Business/Organization: _____

Contact Person: _____

Phone: _____

Email: _____

Address: _____

City: _____

Postal Code: _____

Name of Project: _____

Project Location: _____

1. Please provide a short description of the proposed project:

2. Please outline what aspects of the project MRDT funding would be used for:

3. Please provide a project budget with other funding source, or attach a separate Excel workbook:

4. Please attach with your application a sample of a past marketing project from your organization (digital advertisement, video campaign, social media campaign etc.):

Authorized Contact Person Signature

Date
