



Cariboo Chilcotin Coast Tourism Marketing Association

APPLICATION FOR MRDT MARKETING FUNDING

(April 2023 – March 2024)

Application Deadline: July 31, 2023

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

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 July 31, 2023, to be included in annual budget proposals to the Marketing Committee for our 2023-24 budget meeting.

Are you applying for funding to attend a consumer show?

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

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.

How does the Marketing Funding work?

CCCTMA Marketing Funding is a dollar matching marketing program, aiming to increase awareness and conversation for our partners, with two categories you can opt from (please check the program you would like to run). Final intake deadline is July 31, 2023, **OR** until budget is committed.

- Buy-in – CCCTMA will build the campaign in partnership with you, run, and report results (fill out **area 1** and **sign** the form)
What's your investment? - \$ _____
- Funded – you will build, run, and report campaign results (fill out **all** areas and **sign** the form)

Please submit all applications and inquiries to Rodrigo Landim, Director of Marketing
T: 250-392-2226 ex. 208 TF: 1-800-663-5885 e-mail: marketing@landwithoutlimits.com



Cariboo Chilcotin Coast Tourism Marketing Association

APPLICATION FOR MRDT MARKETING FUNDING

(April 2023 – March 2024)

Application Deadline: July 31, 2023

Area 1 – Partner Information

Name of Business/Organization			
Contact Person			
Phone			
Email			
Address			
City		Postal Code	

Name of Project	
Project Location	

Area 2 - Marketing Project Tactics (for Funded projects only)

Item	Brief project description	
Website		\$
Social Media		\$
Paid Advertising Digital, social & printed media		\$
Printed Materials Brochures, guides & maps		\$
Video & Photography		\$

Project Budget	\$
Proponent	\$
CCCTMA	\$
Other sources	\$

Target Markets	100%
BC	%
AB	%
USA	%

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

Authorized Contact Person Signature

Date
