

# MRDT Renewal & Tourism Partnership

July 26, 2021

# Agreements

## MRDT Service Agreement

Approved by Council Dec. 5 2016 / amended Mar. 20 2019

Annual reporting documentation requirements

New agreement

Five-year term aligned with MRDT term

MRDT reporting requirements, annual City funding and reporting, collaborative principles and strategic themes

City of Kelowna

# Five-year agreement

Tourism services

Tourism Master Plan and Destination Management

MRDT reporting

Annual operating grant

Annual reporting



# Destination Master Plan

'Although not everything depends on tourism, tourism depends on almost everything.'

## Tourism Master Plan / Destination Management

Transition to destination management model

Multiple touchpoints for holistic planning

Interdependency between supply and demand roles and community

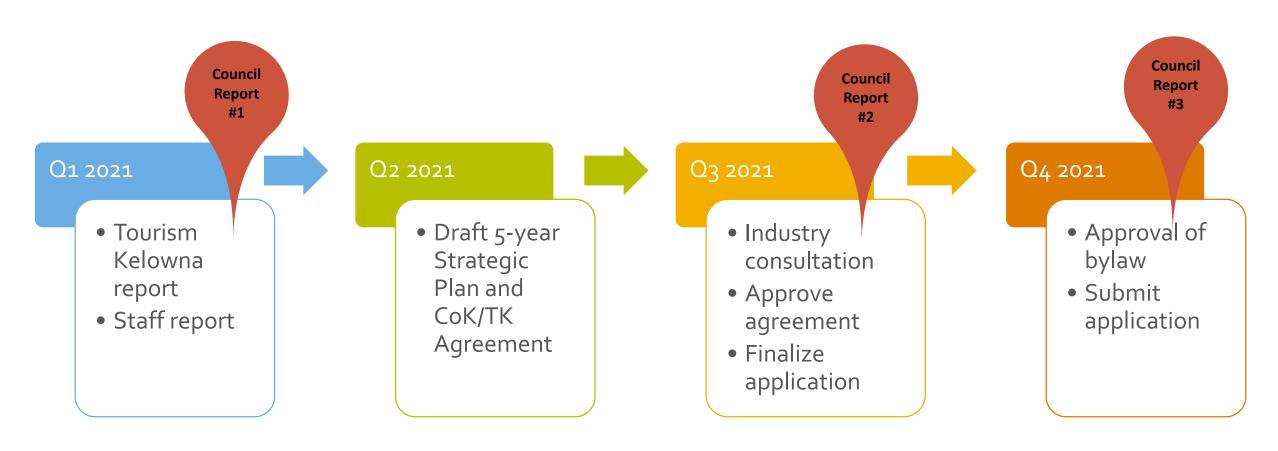
City of Kelowna

### MRDT Renewal



- Application to Province every 5 years
- ► Includes 5-year Strategic Plan, 1-year Tactical Plan and budget, approval of City bylaw, letter of support from RDCO
- ➤ Consultation and evidence of support from the accommodation sector

## Timeline





### Questions?

For more information, visit kelowna.ca.