



MRDT Renewal

October 25, 2021



- Background
- Current context
- Five Year Plan
- Next steps



MRDT in Kelowna

2004 / 2009 /
2014
2%

2017 / 2022
3%

MRDT revenue streams

MRDT

- Remitted by hotels/motels
- For Tourism Kelowna
- 100% used for marketing

OAP

- Remitted by Online Platform hosts
- For City of Kelowna
- 100% used for affordable housing

MRDT Program Principles



Effective tourism marketing, programs and projects



Effective local-level stakeholder support, and inter-community collaboration



Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics



Fiscal prudence and accountability

MRDT Context

65% of Tourism Kelowna's annual budget

2021 projection: \$1.5M ++

2022 forecast: \$2.63M

Supported by 77% of Units and 58% of properties

Strategic Pillars



Increase high
value
visitation



Grow in-
destination
spending



Manage
sustainable
growth



Ensure value
proposition

Five year outlook

Change and
transition

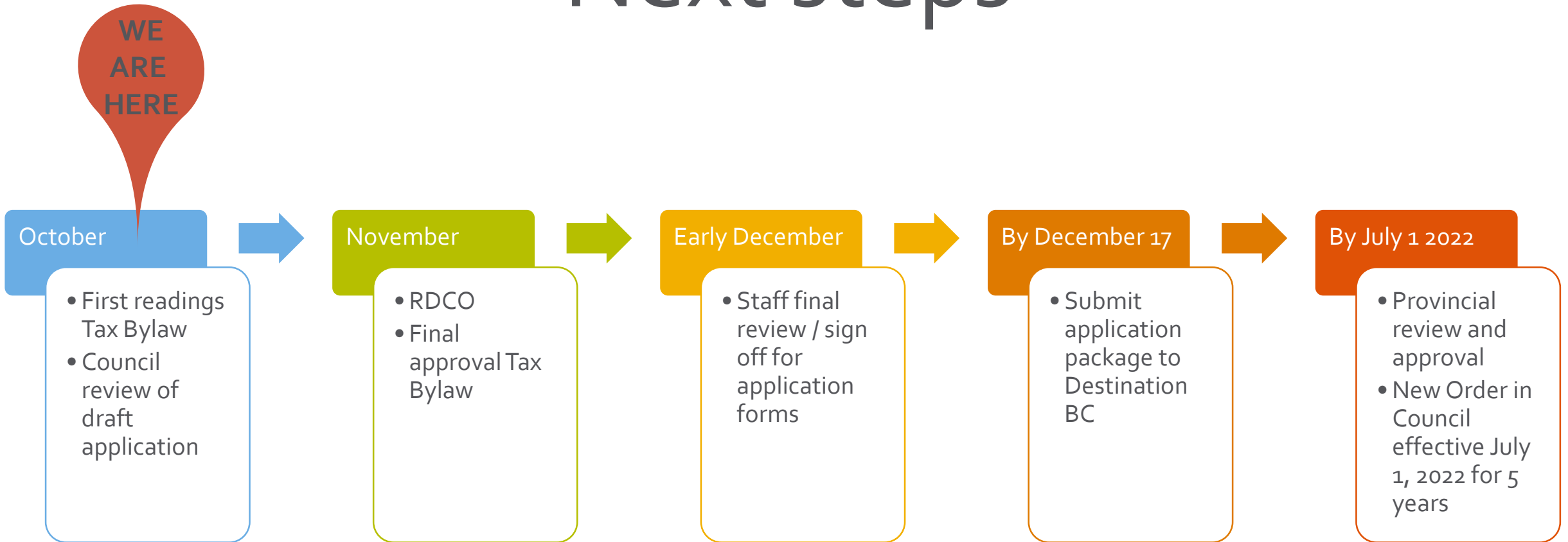
Recovery

Education and
engagement

Local focus

Dispersion

Next steps



Recommendations

- ▶ THAT Council supports an application to renew 3% MRDT
- ▶ THAT the Division Director, Financial Services, is authorized to sign the application documents
- ▶ THAT MRDT Tax Bylaw 12290 be forwarded for reading consideration



Questions?

For more information, visit kelowna.ca.