

October 18, 2017

To Her Worship and Council,

Over the course of the preparation of the MRDT renewal document, Tourism Ucluelet opened a dialog with all the Hoteliers who collect the MRDT Tax; all were invited to a round table discussion.

The meeting was to review and provide feedback on the results of a survey that was distributed to all tourism businesses in Ucluelet regarding the priorities and direction of the 5-year strategy. Tourism Ucluelet further communicated via email to the collecting group of Hoteliers status updates of the document, requested feedback on the 1-year tactical plan as well as 5-year strategy, and most importantly, should the tax move to 3%.

In an email sent to all 22 collecting properties, the question was posed "Would you consider moving to the 3% or stay at 2% in the next collection period? Yes/No and provide your reasons." Of the 22 emails that were sent out, 15 replied. All Hoteliers, wanted to stay at the 2% for a multitude of reasons, but the primary comments were:

- \* the illegal nightly rental problem be addressed,
- \* Advocate to the Province to amend regulation 78 1(b) which would require any accommodation provider that has a short term nightly rental to collect 2% Hotel tax, even if the property has one nightly unit;
- \* Develop a strategy which includes smaller accommodation providers contribute to TU funding base

In the end, 71% of the of the 22 agreed to stay at the 2%, which also equated to 90% of the room. The province asks to have a minimum of 51% of the properties and 51% of the room count. The remaining 7 did not respond to the email for final feedback.

Over the course of the next 6 weeks Tourism Ucluelet will be going to all of the Hoteliers to sign to stay at the 2% hotel tax. This will be completed in time to submit with the all the documents at the end of November.

If Council has any questions pertaining to the strategy and budget, please do not hesitate to contact Tourism Ucluelet.

We thank you for your time and consideration.

Sincerely,



Denise Stys-Norman  
Executive Director  
For Tourism Ucluelet Board of Directors