



Cariboo Chilcotin Coast Tourism Marketing Association APPLICATION FOR MRDT FUNDING

(April 2020 – March 2021)

Application Deadline: September 1, 2020

What is MRDT?

The Municipal and Regional District Tax (MRDT) is a 3% consumer tax on all short-term room rentals from accommodation providers that list 4 or more physical rooms, 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 or marketing for a festival/event?

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

Name of Business/Organization: _____

Contact Information:

Name: _____ Phone: _____ Email: _____

Address: _____ City: _____

Postal Code: _____

Name of Project: _____ **Location:** _____

Please submit all applications and inquiries to...

Sydney Redpath-Power, CCCTMA Marketing Director

T: 250-392-2226 ex. 203 TF: 1-800-663-5885 E: sydney@landwithoutlimits.com

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 sources, 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:

Application Date:
