



Electoral Area & Municipal Regional District Tax  
Director's Committee

**MEETING AGENDA**

February 16, 2021 – 11:00 am  
RDMW Office – 2044 McNeill Road, Port McNeill, BC

**Page 1 CALL TO ORDER**

- 1**      **1. Approval of Agenda** – Agenda (February 16, 2021)
- 2. Delegations**
- 2-3**      A. Vancouver Island Tourism, MRDT Consultation Session Brief  
              Presented by Calum Matthews
- 4-6**      **3. Approval of Minutes** – EA & MRDT Committee Minutes (January 19, 2021)
- 4. Reports - None**
- 5. Correspondence – None**
- 6. Next Meeting – To be announced**
- 7. ADJOURN**



# MRDT Consultation Session Brief

## Investment Considerations & Projections

February 5, 2021

In December 2020, a resolution was passed by the RDMW Board of Directors stating that Electoral Areas A, B, C, D & Port Alice would increase their Municipal Regional District Tax (MRDT) collection rate from 2% to 3% for the joint MRDT application being submitted in 2021.

This document provides information on eligible uses of MRDT funds and projections for MRDT revenues during the renewal term of July 1, 2022 to June 30, 2027.

### MRDT PROGRAM PURPOSE

To assist designated recipients to fund **tourism marketing, programs and projects**. Intended to help grow local tourism revenues, visitation and economic benefits, and amplify BC's tourism marketing efforts.

#### PROGRAM PRINCIPLES:

- Effective tourism marketing, programs and projects
- Effective local-level stakeholder support and inter-community collaboration
- Coordinated and complimentary efforts to provincial marketing strategies and tactics
- Fiscal prudence and accountability

### ELIGIBLE USE OF FUNDS

Media advertising & production  
Website development  
Social media management  
Consumer shows & events  
Collateral production & distribution  
Travel trade & media relations  
Consumer-focused asset development  
Industry development & training  
Product experience enhancement & training  
Research & evaluation  
Defined destination development projects  
Visitor Services  
Meetings, Conventions, Events & Sport



**EXAMPLES**

- Cultural guides
- Adventure guides
- Trail maps
- Cooperative marketing partnerships with BC sector associations (Fishing BC, Mountain Biking BC, BC Ocean Boating)
- Park and trail ambassador program
- Community/village ambassador program
- Themed weekly blog series
- Festival and event development, management and promotion
- Cultivating relationships with influencers and travel journalists, coordinating media trips
- Iconic attractions campaign
- Amazing Places (Canadian Biosphere Reserves Association) designation and campaign
- Shoulder season campaign
- Educational tourism campaign
- Sustainable tourism campaign
- Park and trail amenity enhancements (upon approval)

**REVENUE FORECAST**

	2022 ( from July 1)	2023	2024	2025	2026
Year Over Year	+18.8% <sup>1</sup>	+8.39%	+10.12%	+7.18%	+7.18%
2% Rate	\$45,753	\$49,592	\$54,611	\$58,532	\$62,734
3% Rate	\$68,630 <sup>2</sup>	\$74,388	\$81,916	\$87,798	\$94,102
20% Retained	\$12,696	\$14,878	\$16,383	\$17,560	\$18,820
20% + 1% Retained <sup>3</sup>	\$29,583	\$34,665	\$38,173	\$40,914	\$43,851

<sup>1</sup> 2022 shows as up 18.8% from 2021 which is forecast to be up by 32.47% from 2020 but still down by 29.84% from 2019  
<sup>2</sup> Adjusted for 2% collection from January to June and 3% collection from July to December  
<sup>3</sup> All Designated Recipients that collect at a 3% rate are required to contribute 0.07% of the additional 1% to a Provincial Tourism Events Program fund



## Electoral Area Director's & RTAG Committee

### MINUTES

January 19, 2021

RDMW Office – 2044 McNeill Road, Port McNeill, BC

**CALL TO ORDER: 12:10 pm**

#### Attendance:

EA/PA Directors: Chair Andrew Hory, Rod Sherrell (Zoom), Kevin Cameron (Zoom)  
Sandra Daniels (Zoom), James Furney (Zoom)

Other Directors: Gaby Wickstrom (Zoom)

Staff: Greg Fletcher, Administrator; Patrick Donaghy, Operations Manager;  
Gerry Little, Arena Manager; Nicole McDowell, Recording Secretary

#### Agenda

*Chair apologized for missing the last meeting.*

21-01

It was moved and seconded, that the agenda dated January 19, 2021 be approved.

**CARRIED**

#### Delegation

- A.** Strathcona Regional District Connected Coast Request to RDMW  
Presented by David Leitch, CAO  
(Reconsideration of Motion 20-51; brought back to the Committee by the Chair)

##### *Also noted:*

- *Strathcona Regional District CAO screen shared the Power Point presentation (copy available on request)*
- *Connected Coast project was initiated by Strathcona Regional District (SRD) because of connectivity issues that grew into something more significant*
- *Prior to 2016, could not continuously stream videos (from services like Netflix)*
- *50/10 is still the minimum today but it is a dated number*
- *Fully funded Phase 1 will involve providing a sub-sea fibre optic cable backbone as follows: 1a) From Prince Rupert to Port Hardy, 1b) Port Hardy to Campbell River, and 1c) From Campbell River to Vancouver are expected to start in the spring/summer of 2021*
- *Landing details are shown for Winter Harbour, Port Alice & Sointula (proposed Phase 1 connections at BC Ferries terminal, Post Office, and school)*
- *The backbone Phase 1 network will provide capacity to provide Last Mile connection; trying to take the lead on this and provide communities with a turn key solution to get connected*
- *There is an opportunity to also look at funding programs for Last Mile connections:*
  - *Looking at all communities that are under-served (communities that are not getting the benchmark for connectivity of 50 Mbps download/10 upload, which is the minimum standard for business, health, and education sectors).*
  - *SRD would make an application on behalf of the RDMW for funding to connect communities to provide for last mile services*
  - *75%-25% cost share for UBF program, with other funding opportunities the communities' share should be 10% or less;*
  - *Gigabit service (1000 Mbps both upload & download will be available*
  - *Application closing date is February 15<sup>th</sup>; all projects to be completed by 2026*

*Slide presentation over; moved into discussion:*

- *Area B Director in full support recognizing that this is fully in line with official RDMW policy advocating connectivity as a cornerstone of economic development*
- *Port Alice Director was initially opposed but with the additional information provided, fully supports the project*
  - *Port Alice has a number of landing sites and SRD would love to make application on behalf of the Village of Port Alice*
  - *Will not over-build an area; if funding already there, cannot ask for more funding*
  - *With fibre landings, fibre TV and phone would be also be available*

*Q: Does this align with 5G?*

- *The delivery of from fibre is the most advanced you can get; 5G bandwidth would be supplied from the fibre backbone*

*Q: What is the difference from satellite service compared to undersea fibre cable?*

- *Satellite signals are inhibited by weather, etc.*
- *Satellite best suited for very remote or isolated communities*
- *Fibre offers much faster speed and carrying capacity bandwidth performance*

- *Area C Director comment: Should start talking Starlink, as this is a costly pipedream. There is a cost to us as Canadian Taxpayers*
  - *Phase 1 is an already awarded contract;*
  - *Completion is slated for 2023, RDMW though will be complete in 2021*
  - *Starlink is not intended to replace fibre tech, it's a tech to plug a gap in rural communities - not provide all the service – still 1000s of satellites away.*

*Q: Is Telegraph Cove (Area D) on the first drop?*

- *Will follow up on that.*

*Q: Would Sointula and Mitchell Bay be on the same drop?*

- *Sointula has a landing site at the Post Office and connectivity to the school is paid for within the program.*
- *Mitchell Bay would be a separate site and Last Mile would make an application for Mitchell Bay for fibre to the homes....so would go from those landing sites to every home to give GB connectivity*

21-02

**THAT** *the Regional District of Mount Waddington approve a letter of support for the Strathcona Regional District and the Connected Coast project for their efforts to secure all necessary permits within the RDMW including identification of best sites, design and tenure agreements for landings, Points of Presence, and ROWs, as well as permissive tax exemptions*

**CARRIED (2 opposed)**

21-03

**THAT** *the Chair write a letter in support of the CityWest applications to the UBF and ERI programs for construction of last mile fibre to the home projects in the communities of Malcolm Island (Mitchell Bay and Sointula), Rumble Beach (including Port Alice), Holberg, Winter Harbour, Telegraph Cove, and Mahatta River with the understanding that funding beyond the 90% threshold will be provided by the communities to be served by last mile projects.*

**CARRIED**

*It was noted the Community costs for last mile funding proposals would have to come back to the Committee for approval.*

21-04

**Minutes**

It was moved and seconded, that the minutes dated December 15, 2020, be adopted.

**CARRIED**

**Reports - None**

**Correspondence - None**

**Next Meeting** – To be announced

**Adjournment:** The meeting adjourned at 12:54 pm

***CERTIFIED CORRECT***

\_\_\_\_\_  
SECRETARY

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CHAIR

DRAFT