

Mayor and Council
City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

Re: Industry Support for Municipal and Regional District Tax Renewal

Dear Sir/Madam,

The marketing investments made by the Tourism Kelowna Society with the revenue generated from the Municipal and Regional District Tax (MRDT) have resulted in significant increases in overnight tourist visits since the MRDT implementation. Visitation has grown from an estimated 1.2 million visitors in 2006 to over 1.8 million visitors in 2019.

With tourism being one of the hardest hit industries during the global pandemic we must ensure that the Tourism Kelowna Society has funding to attract high-quality visitors for economic recovery of our community. I am aware and support Tourism Kelowna Society's five-year strategic business plan.

I support the renewal of the City of Kelowna's 3% Municipal and Regional District Tax for the renewal period of July 1, 2022 – July 1, 2027, with the understanding that all general MRDT funds received by the City of Kelowna from the Province of BC will be provided to the Tourism Kelowna Society for the purpose of destination marketing.

Regards,

Signature of Owner or Manager: _____

Name of Owner or Manager (please print): _____

Name of property/company: _____

Property Address: _____

Date Signed: _____