

**CORPORATION OF THE CITY OF COURTENAY  
COUNCIL MEETING AGENDA**

**DATE:** August 21, 2017  
**PLACE:** City Hall Council Chambers  
**TIME:** 4:00 p.m.

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**1.00 ADOPTION OF MINUTES**

1. Adopt August 8<sup>th</sup>, 2017 Regular Council meeting minutes

**2.00 INTRODUCTION OF LATE ITEMS**

**3.00 DELEGATIONS**

**4.00 STAFF REPORTS/PRESENTATIONS**

**(a) Development Services**

- 1 1. OCP Amendment Bylaw No. 2881 and Zoning Amendment Bylaw No. 2892 -  
Habitat for Humanity at 1330 Lake Trail Road
- 29 2. Development Variance Permit No. 1703 – 1290 Crown Isle Drive
- 39 3. Development Permit with Variances No. 1711 – 993 Prestwick Place
- 59 4. Zoning Amendment Bylaw No. 2891 – 2500 Mission Road

**(b) Financial Services**

- 75 5. Municipal and Regional District Tax (Hotel Room Tax)
- 155 6. Consideration of 2018 Permissive Property Tax Exemptions and Permissive  
Property Tax Exemption Policy Revision

**5.00 EXTERNAL REPORTS AND CORRESPONDENCE FOR INFORMATION**

**6.00 INTERNAL REPORTS AND CORRESPONDENCE FOR INFORMATION**

**7.00 REPORTS/UPDATES FROM COUNCIL MEMBERS INCLUDING REPORTS  
FROM COMMITTEES**

**8.00 RESOLUTIONS OF COUNCIL**

1. Cancel September 25, 2017 Committee of the Whole for UBCM

**Recommendation:** That the Committee of the Whole meeting scheduled for September 25, 2017 be cancelled.

**9.00 UNFINISHED BUSINESS**

**10.00 NOTICE OF MOTION**

**11.00 NEW BUSINESS**

- 175 1. Correspondence received from Jennifer Hedican requesting Council support of International Overdose Awareness Day, Prevention and Awareness August 31, 2017

**12.00 BYLAWS**

**For First and Second Reading**

- 179 1. "Official Community Plan Amendment Bylaw No. 2881, 2017"  
(To change land use designation from Urban Residential to Multi Residential, 1330 Lake Trail Road - Habitat for Humanity)
- 181 2. "Zoning Amendment Bylaw No. 2892, 2017"  
(To rezone from Residential Two Zone (R-2) to Residential Three Zone (R-3), 1330 Lake Trail Road – Habitat for Humanity)

**For Third Reading**

- 183 1. "Zoning Amendment Bylaw No. 2870, 2017"  
(To rezone properties located on Cliffe Avenue near 29<sup>th</sup> Street)

**For Final Adoption**

- 185 1. "Headquarters/Pebernat Road Sanitary Sewer Service Area Parcel Tax Bylaw No. 2887, 2017"  
(A bylaw to impose a Parcel Tax on Property in the Glacier/Chapman Sanitary Sewer Service Area)
- 187 2. "Police Contingency Reserve Bylaw No. 2890, 2017."  
(A Bylaw to establish a Police Contingency Reserve)

**13.00 ADJOURNMENT**



THE CORPORATION OF THE CITY OF COURTENAY

## STAFF REPORT

**To:** Council

**File No.:** 3360-20-1705

**From:** Deputy Chief Administrative Officer

**Date:** August 21, 2017

**Subject:** OCP Amendment Bylaw No. 2881 and Zoning Amendment Bylaw No. 2892 – Habitat for Humanity at 1330 Lake Trail Road

### PURPOSE:

The purpose of this report is for Council to consider an OCP and Zoning Amendment application to change the land use designation and rezone the property legally described as Lot 1, District Lot 96, Comox District, Plan 40243 (1330 Lake Trail Road). The proposed amendments will change the land use designation from Urban Residential to Multi Residential and rezone the property from Residential Two (R-2) to Residential Three (R-3) to allow a Habitat for Humanity multi residential development.

### CAO RECOMMENDATIONS:

That based on the August 21, 2017 staff report 'OCP Amendment Bylaw No. 2881 and Zoning Amendment Bylaw No. 2892 – Habitat for Humanity at 1330 Lake Trail Road' Council approve Option No. 1 and proceed to First and Second Readings of OCP Amendment Bylaw No. 2881, 2017 and Zoning Amendment Bylaw No. 2892, 2017;

That Council direct staff to schedule and advertise a statutory public hearing with respect to the above-referenced Bylaws on September 5<sup>th</sup> 2017 at 5:00 p.m. in City Hall Council Chambers; and

That Council not request amenity contributions from Habitat for Humanity related to the zoning amendment application.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

### BACKGROUND:

The subject property is located southwest of the corner of Lake Trail Road and Willemar Avenue across from Lake Trail Middle School. It is currently zoned Residential Two (R-2) and has been vacant for the last few years.

Land uses in surrounding properties are mostly R-2 with a few exceptions. A property to the immediate south is



Figure 1. Location of the subject property

zoned R-3A, where a multi-family strata development is located. Two lots along Willemar Avenue located southeast of the subject property is zoned C-3, where a convenience store is located. Several multi-family developments already exist in the neighbourhood. From the greater neighbourhood perspective, the development is not an uncommon proposal in terms of land use.

The owner, Habitat for Humanity Vancouver Island North, is proposing to construct a multi residential affordable housing project at the subject property. A total of ten units consisting of two 4-bedroom units and eight 3-bedroom units are planned in four construction phases (Attachment No. 3).

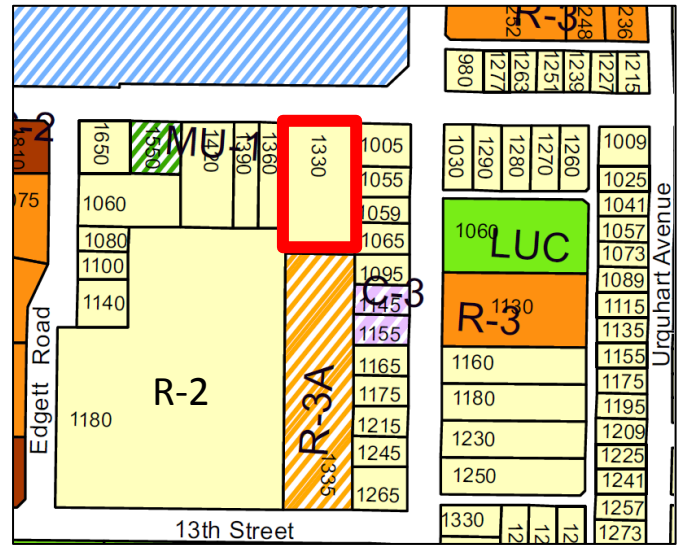


Figure 2. Adjacent Land Uses

**DISCUSSION:**

**Official Community Plan Review**

The subject property is designated Urban Residential in the *Official Community Plan (OCP)*. The Urban Residential designation is for single family and duplex residential development with a broad range of fully serviced subdivisions and the provision for a variety of lot sizes in a neighbourhood. In order for the owner to carry out the proposed multi-family development project, the OCP’s land designation for this property needs to be amended to the multi residential designation.

The OCP generally supports the multi residential designation where the project is consistent with the policies under section 4.4.3. In the case of the proposed development it demonstrates; provision of affordable housing, sufficient amenity spaces for its residence, close proximity to neighbourhood amenities including schools, adequate buffer from roads and adjacent properties and the redevelopment of an existing site. In addition, OCP policy encourages the provision of non-profit housing as means of increasing the supply of affordable housing. Accordingly, staff support the application to amend the OCP land use designation.

**Affordable Housing Policy**

The City of Courtenay adopted the *Affordable Housing Policy* in November 2007. One of the strategies is to provide housing diversity and affordability for residents through application of inclusionary zoning. The policy encourages the City to work with organizations like Habitat for Humanity to help facilitate affordable housing projects.

**Zoning Review**

As noted, the owner proposes to rezone the property to the Residential Three zone (R-3). The future development of the site will be subject to all the regulations that are applicable for this zone.

The proposed development outlined in Attachment No. 2 is generally consistent with the R-3 regulations and meets the intent of the zone. However, the owner is anticipating that a few variances will need to be granted in order to accommodate the project. One relates to the setback requirement and another relates to the required number of parking spaces. Note that this rezoning application is to reclassify zoning of the subject property, not to consider variances. If the owner decides to apply for variances, they will be required to apply for a development permit with variance following final rezoning approval. The attached development plan is still considered draft and the final layout may appear different from what is proposed.

As outlined in the OCP review section, there are a number of OCP policy statements that support the proposed project and the multi residential land use designation. The R-3 zone is a low density multi residential zone consistent with this designation. The proposed R-3 zone is also consistent with the surrounding land uses and fits well with the neighbourhood context. For these reasons staff is supportive of the zoning amendment.

**FINANCIAL IMPLICATIONS:**

There are no direct financial implications related to the processing of this rezoning application as the fees are designed to offset the administrative costs.

In accordance with section 2.A.8 of the *Affordable Housing Policy*, the OCP and Zoning amendment fees were reduced by fifty percent (50%). The development will be subject to development cost charges, which will be determined at time of Building Permit application stage.

The City normally requires developers to provide amenity contributions through the rezoning process when there is an increase in density. However, in this instance the project is being developed by Habitat for Humanity, a non-profit organization that supports home ownership in an affordable way for families who need a hand up. In an effort to help keep the project as affordable as possible, staff recommend that amenity contributions not be considered for this application.

**ADMINISTRATIVE IMPLICATIONS:**

Processing OCP and zoning bylaw amendments is a statutory component of the corporate work plan. Staff have spent 40 hours processing and reviewing this application. Should the proposed bylaws receive First and Second Readings, staff will spend an additional 3 hours in preparation for the public hearing, final readings, and updating the bylaws and maps.

**ASSET MANAGEMENT IMPLICATIONS:**

Street improvements in front of the property are part of a DCC eligible project (R9708 – Lake Trail Road from Willemar Avenue to City Limit). These improvements will be undertaken by the City in the future in accordance with the roads asset management registry.

**STRATEGIC PRIORITIES REFERENCE:**

Development applications fall within Council's area of control and specifically align with the strategic priorities to support meeting the fundamental corporate and statutory obligations of the City and to support densification aligned with community input and the regional growth strategy.

**We focus on organizational and governance excellence**

- We support meeting the fundamental corporate and statutory obligations

**We support diversity in housing and reasoned land use planning**

- Support densification aligned with community input and regional growth strategy



- **Area of Control**  
The policy, works and programming matters that fall within Council’s jurisdictional authority to act.
- ▲ **Area of Influence**  
Matters that fall within shared or agreed jurisdiction between Council and another government or party.
- **Area of Concern**  
Matters of interest outside Council’s jurisdictional authority to act.

**OFFICIAL COMMUNITY PLAN REFERENCE:**

**Residential Goals and Policy:**

4.4.2 (4) Ensure the provision of and integration of special needs and affordable housing

4.4.2 (5) Encourage housing opportunities and convenient community services for individuals having special housing requirements.

4.4.3 Densities (5) City supports the designation of multi residential housing in a variety of locations to avoid large concentrations of the same type of housing in one area and to help provide more diversity within neighbourhoods.

4.4.3 Densities (6) The provision of non-profit housing as a means of increasing the supply of rental housing is strongly encouraged. Preference is for affordable and social housing to be dispersed throughout the City and not concentrated in one area.

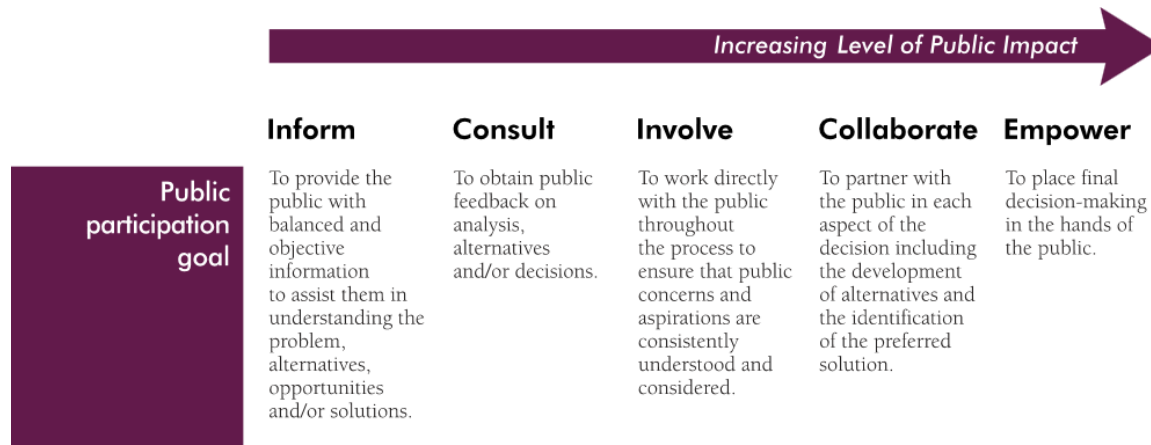
**REGIONAL GROWTH STRATEGY REFERENCE:**

The proposed development is consistent with the following Regional Growth Strategy policies: locating housing close to existing services, directing new residential development to Core Settlement Areas; directing higher density developments to Municipal Areas and increasing housing opportunities within existing residential areas in Core Settlement Areas by encouraging multi-family infill developments.

**CITIZEN/PUBLIC ENGAGEMENT:**

Staff would **consult** the public based on the IAP2 Spectrum of Public Participation:

[http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum\\_vertical.pdf](http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf)




Should OCP Amendment Bylaw No. 2881, 2017 and Zoning Amendment Bylaw No. 2892, 2017 receive First and Second Readings, a statutory public hearing will be held to obtain public opinion in accordance with the *Local Government Act*.

Prior to this application proceeding to Council, the applicant held a public information meeting on May 29, 2017 between 7:00 and 8:30 pm at Lake Trail Middle School. Property owners and occupiers within 100 metres of the subject property were invited to attend the meeting. A summary of the public information meeting and supporting documents have been included as Attachment No.6. According to the applicant report, seven people attended the meeting. In addition, the owner submitted supporting letters from community groups and organizations for consideration. These letters are also attached in in the attachment.

**OPTIONS:**

- OPTION 1:** That based on the August 21, 2017 staff report ‘OCP Amendment Bylaw No. 2881 and Zoning Amendment Bylaw No. 2892 – Habitat for Humanity at 1330 Lake Trail Road’ Council approve Option No. 1 and proceed to First and Second Readings of OCP Amendment Bylaw No. 2881, 2017 and Zoning Amendment Bylaw No. 2892, 2017;  
That Council direct staff to schedule and advertise a statutory public hearing with respect to the above-referenced Bylaws on September 5, 2017 at 5:00 p.m. in City Hall Council Chambers; and  
That Council not request amenity contributions from Habitat for Humanity related to Zoning Amendment Bylaw No. 2892, 2017 (recommended).
- OPTION 2:** That Council postpone consideration of Bylaws 2881 and 2892 with a request for more information.
- OPTION 3:** That Council not proceed with Bylaws 2881 and 2892.

Prepared by:



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Tatsuyuki Setta, MCIP, RPP  
Manager of Planning

Approved by:



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Ian Buck, MCIP, RPP  
Director of Development Services

*Attachments:*

1. *Applicant's Written Project Description*
2. *Site Plan*
3. *Building Elevations*
4. *Landscape Plan*
5. *Public Information Meeting Summary Report & Public Correspondence*



ATTACHMENT No. 1 1/5  
Written Project Description



March 14, 2017

Our File: 2211-47424-00

Ian Buck, MCIP, RPP, Director of Development Services

City of Courtenay

Planning Department

830 Cliffe Ave.

Courtenay, BC V9N 2J7

Dear Mr. Buck

**LOT 1, DISTRICT LOT 96, COMOX DISTRICT, PLAN 40243 – 1330 LAKE TRAIL ROAD**

**DEVELOPMENT SYNOPSIS**

The following development synopsis has been prepared on behalf of Habitat for Humanity, Vancouver Island North, in support of Rezoning, Development Permit and Development Variance Permit applications for the above noted property.

**1.0 GENERAL**

The subject property, legally described above, is located at 1330 Lake Trail Road, Courtenay and zoned Residential Two (R-2). This 0.32 ha site fronts Lake Trail Road near Willemar Avenue (refer to MCSL drawing DP-1, entitled General Site Plan, overleaf).

*Page 1 of 5*

495 Sixth St  
Courtenay BC  
Canada V9N 6V4

Tel 250 338 5495  
Fax 250 407 3895  
mcelhanney.com



March 14, 2017

City of Courtenay

47424 Development Synopsis

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This strata development proposed will provide five, two-story duplexes containing a mix of three and four bedroom units. The project continues Habitat for Humanity's work within the community to promote human dignity, diversity and inclusiveness through safe, decent and affordable housing. The property previously contained a single-family dwelling which was demolished by Habitat several years ago. The land is currently vacant, generally slopes from north to south, and is covered with grasses and trees.

## 2.0 LAND USE

The subject property requires rezoning to Residential Three (R-3) and OCP designation change to Multi-Residential to support the proposed development. This development proposal reflects the City's land use policies and priorities as follows:

- Utilizes Habitat's unique building model which ensures affordability and strong homeowner engagement.
- Develops a greater sense of community amongst residents and project participants.
- Supplies higher density housing proximal to downtown businesses and services, as well as educational and recreational destinations.
- Expands to, and adds to diversity of, multi-family housing options within the neighbourhood.
- Represents an infill development utilizing existing City roads, water, storm and sanitary infrastructure.
- Promotes alternate transportation with BC Transit and cycling available at Willemar Ave and Lake Trail Road.
- Proximal to Lake Trail School, Roy Morrison, Woodcote and Tarling Parks.
- Revitalizes an aged neighbourhood with newly built homes using modern finishes and landscaping.

*Page 2 of 5*



ATTACHMENT No. 1 3/5  
Written Project Description

March 14, 2017

City of Courtenay

47424 Development Synopsis

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The project will require zoning variances that will accompany the Development Permit application:

- Reduce the front yard setback from 7.5m to 5.5m.
- Reduce the parking stall requirement from 15 stalls to 14 stalls.
- Proposed perimeter fence height to be 2.0m high.

### 3.0 SUSTAINABILITY

The proposed development includes several elements to create and support a sustainable community including:

- The application complies with the City's OCP policies and priorities per Section 2.0 above.
- Increasing density from a single-family property to 10 multi-family dwellings
- Supporting diverse family housing needs with four 3-bedroom and one 4-bedroom two-story duplexes.
- Incorporating energy efficient materials and the latest building techniques to provide reliable, long lasting housing.
- Featuring permeable parking surfaces to improve groundwater infiltration and reduce run-off. All in accordance with the City's Water Balance Model policy.
- Providing private amenity space.
- Building layout promotes Crime Prevention Through Environmental Design principles.
- All fixtures will carry low flow designation.
- All dwelling units will be constructed to Built Green BC Bronze level or equivalent.
- The proposed development does not impact the communities existing environmentally sensitive area inventory.

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ATTACHMENT No. 1 4/5  
Written Project Description

March 14, 2017

City of Courtenay

47424 Development Synopsis

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#### 4.0 AFFORDABLE HOUSING

Habitat for Humanity's non-profit development model uniquely addresses the issues of rising housing costs. A core organization value beholds that safe, decent and affordable housing is a basic human right. This project, similar to previous Habitat projects, continues this mission.

Housing is created using volunteer materials and labour, drastically reducing construction costs. Mortgages to program participants are structured with "sweat equity" requirements in lieu of down payment and no-interest. These features increase the affordability and ability for families to provide their housing. Families move from being renters, sending hard-earned money into other's pockets, to owners, building equity in their future.

This project complements the City's Affordable Housing strategy further:

- Infill development replacing a single-family house with higher density
- Proximal to major destinations in the City and transportation

#### 5.0 PERMIT AND APPLICATION FEES RELIEF

This project is targeted to provide affordable housing developed by a registered non-profit organization. We request further discussion with the City to provide relief from:

- Rezoning Application Fees
- Development Permit and Variance Application Fees
- Building Permit Fees
- Development Cost Charges
- Parks, Recreational, Cultural And Seniors Facilities Amenity Reserve Fund (OCP Sect 7.7.5)
- Affordable Housing Amenity Reserve Fund (OCP Sect 7.7.6)

Yours truly,

Page 4 of 5

ATTACHMENT No. 1 5/5  
Written Project Description



March 14, 2017

City of Courtenay

47424 Development Synopsis

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MCELHANNEY CONSULTING SERVICES LTD.

QMS Reviewed by:

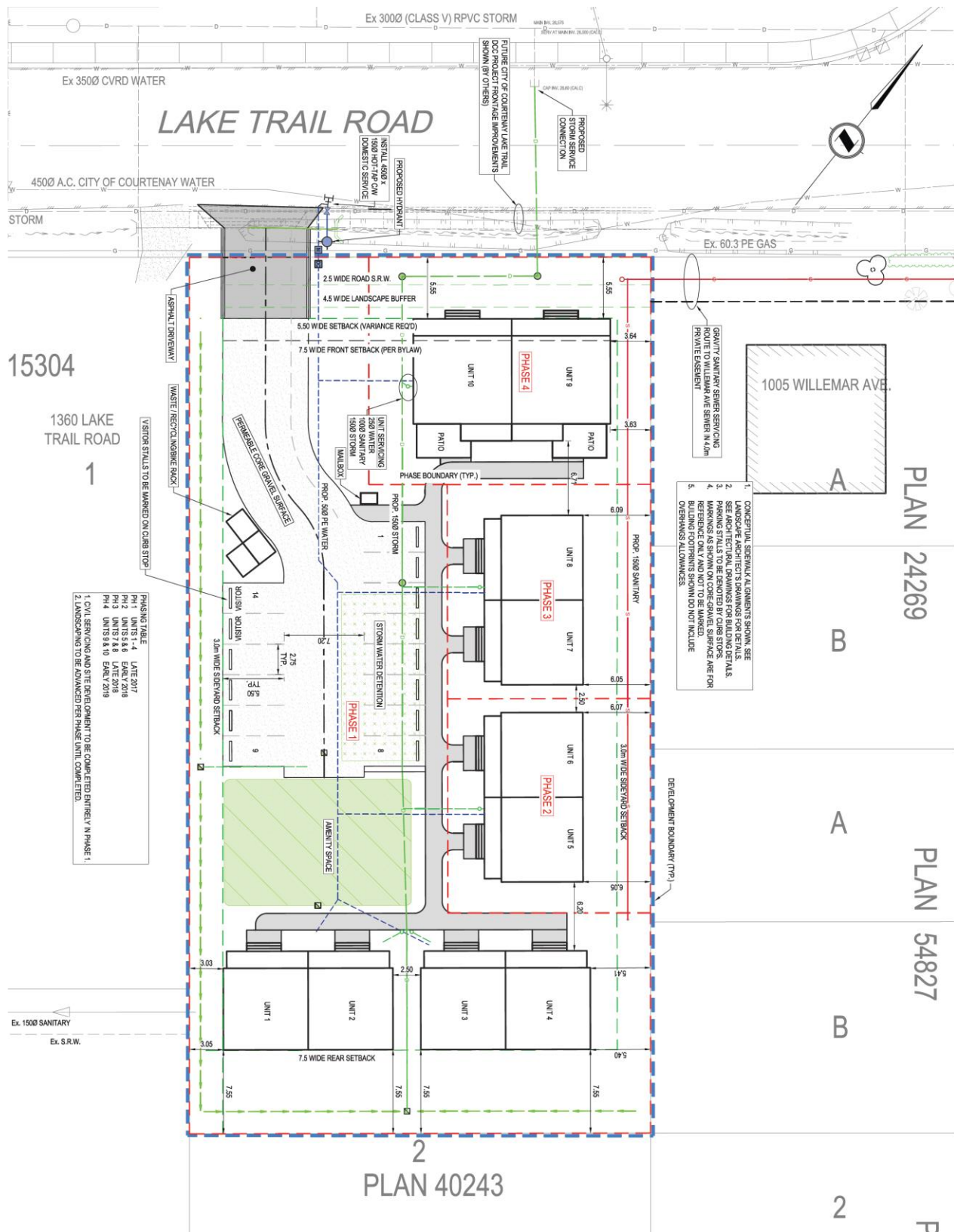
Matt Sanderson, ASCT

Randy Watson, P.Eng.

Enclosure

MS/njg

**ATTACHMENT No. 2  
Proposed Site Plan**



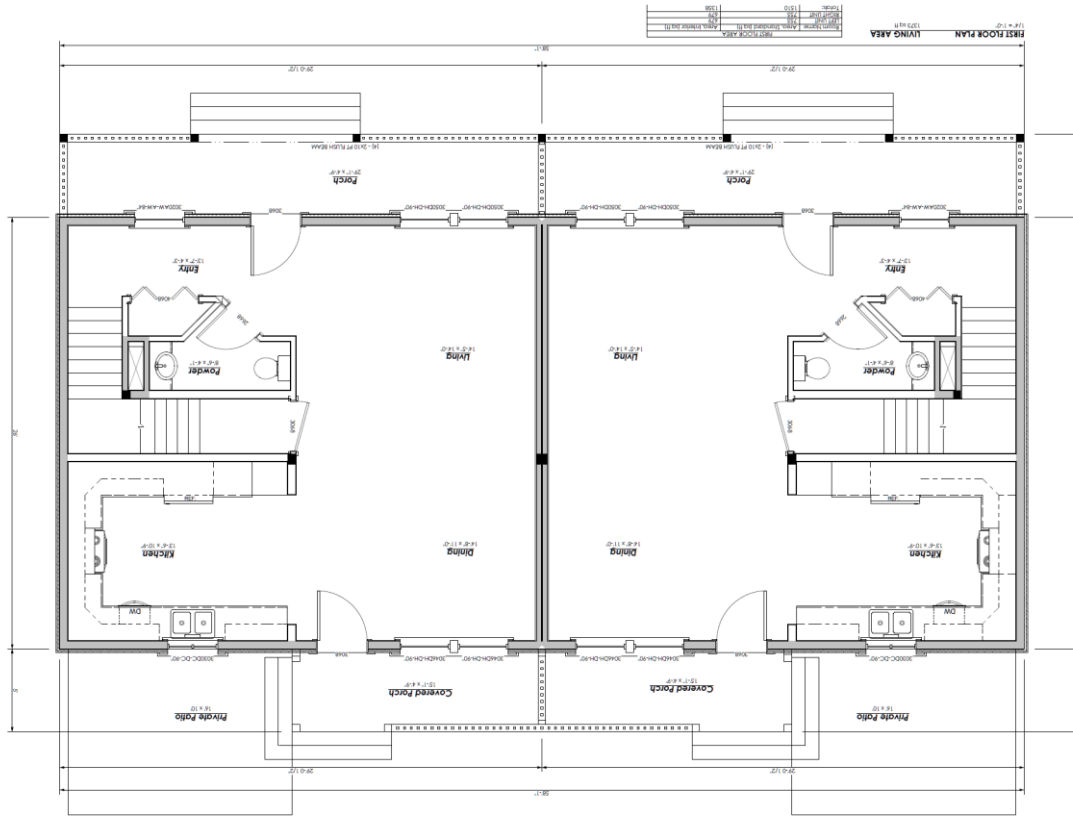
ATTACHMENT No. 3  
Unit 9&10 Elevations &  
Floor Plan (4BD Type)



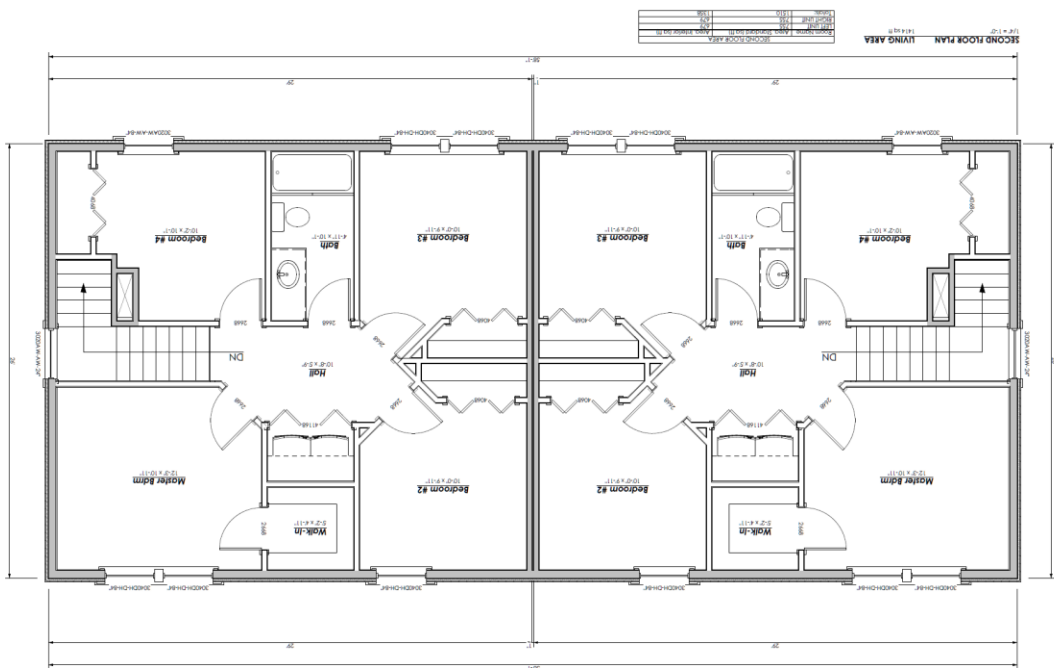
***Building Frontage (view from Lake Trail Road)***



***Rear building façade***



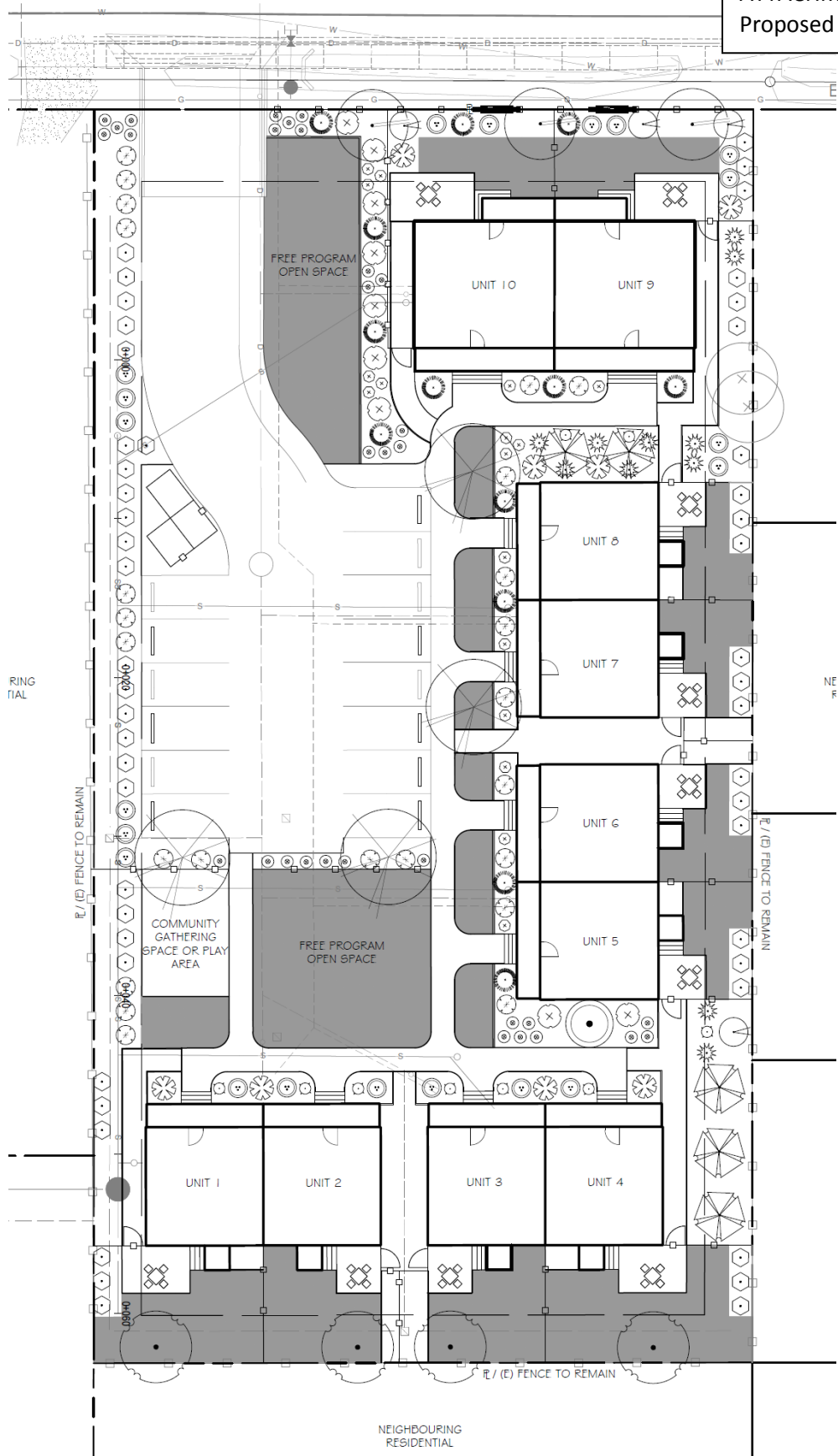
**Floor Plan (Main)**



**Floor Plan (2<sup>nd</sup> Floor)**



ATTACHMENT No. 4  
Proposed Landscape Plan





ATTACHMENT No. 5  
Sewage Connection Agreement with  
the owner of 1005 Willemar Ave.

March 14, 2017

Our File: 2211-47424

██████████ Landowner  
1005 Willemar Ave  
Courtenay, BC V9N 3M1

Dear Mr. ██████████

**HABITAT FOR HUMANITY VI NORTH – SEWER SERVICING AGREEMENT**

Further to our discussion, McElhanney (MCSL) has been retained by the Habitat for Humanity Vancouver Island North (Habitat) to oversee a proposed multi-family development at 1330 Lake Trail Road, adjacent to your property at 1005 Willemar Avenue.

Several options have been explored to upgrade the property’s sanitary service. The preferred option routes a 150mm PVC sanitary gravity sewer through your property, per the attached sketch, connecting to an existing sewer on Willemar Avenue.

An easement would be established on your property to permit the sewer’s occupation, at no cost to you. Granting this 4m wide easement will have no impact to the existing shape of the property, or on any future development plans, as it is fully contained within the zoning’s side yard setback.

Construction is scheduled for Summer 2017. Habitat will coordinate all work on your property with the rental tenants. Generally, the restoration efforts will follow similar lines, grades, thicknesses, and materials, etc. as the existing condition. Grass will be restored with 150mm thick topsoil and seeded in lawn areas. Small structures such as fences and sheds will be temporarily moved and returned to original locations.

Other restoration/conditions specific to your property will be as follows:

1. Remove existing yellow cedar and ornamental cherry tree (photos attached).  
Compensation: \$750.
2. Tunnel the new pipe under the existing cedar hedge on the Willemar Ave frontage.
3. Compensation for granting land rights (25% of assessed land value): \$5,850.

All post-construction maintenance of restored landscaped areas including mowing, irrigation and weeding shall become the responsibility of the landowner/tenant upon restoration. Hard surface restoration work and/or structures including driveways, curbs and wood or metal fencing include a one year warranty by Habitat.

Page 1 of 2



We would appreciate your consideration of this matter and, assuming you are in agreement, if you could please sign in the space noted below and email your consent back to us. Upon receipt of your acknowledgement, we will attend to notification of Habitat's solicitor and surveyor to prepare the necessary documents, etc. Please supply your complete contact information to facilitate the above.

Please contact the undersigned at 250-338-5495 should you have any questions.

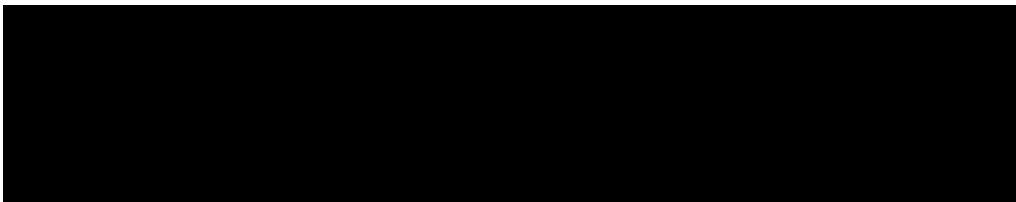
Yours truly,

MCELHANNEY CONSULTING SERVICES LTD.

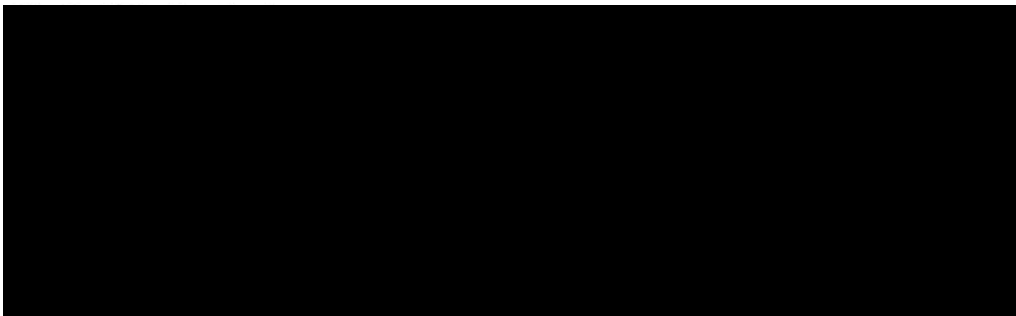
Matt Sanderson, ASCT  
Engineering Technologist

Enclosures

Cc: Habitat VI North, Pat McKenna  
MCSL, Bob Hudson, P.Eng.



Signature



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<p>ATTACHMENT No. 6 1/11 Public Information Meeting -Invitation letter to the residents</p>
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We build strength, stability, self-reliance and shelter.

May 8th, 2017

Dear Lake Trail Community Member:

**This is your invitation to join us for a community information meeting on May 29<sup>th</sup>.**

If you have driven by the corner of Lake Trail Road and Willemar Avenue lately you may have noticed the blue rezoning sign that Habitat for Humanity Vancouver Island North (VIN) has erected at 1330 Lake Trail Road. We have submitted an application to The City of Courtenay to rezone this large lot from R2 to R3, to allow us to build a 10 home strata development, and we would like to invite you to learn more about it.

This letter is your invitation to join our community meeting, to see what the project is about and ask us any questions you might have. Members of our Build, Volunteer Recruitment and Family Selection Committees will be on hand to answer your questions. An RSVP is not required.

**WHO:** Habitat for Humanity Vancouver Island North  
**WHAT:** Community Information Meeting re: Lake Trail Build  
**WHERE:** Lake Trail Middle School, 805 Willemar Avenue, Courtenay  
**WHEN:** Monday, May 29, 2017 from 7:00 – 8:30 p.m.  
**WHY:** To learn about building, volunteering & family selection for the Lake Trail Property

#### **ABOUT HABITAT FOR HUMANITY**

At Habitat for Humanity our mission is to give deserving families a hand up, and not a hand out. We do not give away homes for free. Each one of our future homeowners must put in 500 hours of sweat equity volunteering at the ReStore and on our build site as their down payment. We then sell them the homes, with a no-interest mortgage that is set at no more than 30% of their monthly income.

Habitat takes great pride in building simple, safe and affordable energy-efficient homes that meet the highest quality construction standards. We include such things as wastewater heat recovery, heat recovery ventilation systems, low demand heating lighting systems, a low-flow irrigation system, and complete low water demand landscaping. The goal is to build a good home that is easy and economical for our homeowners to maintain.

All of this done with the help of hundreds of volunteers and dozens of community partners. From the people who pound the nails, to the groups that donate lunches, to the volunteers who work in the Restore, we are a community group of volunteers working to give others hope.

**Learn more about Habitat for Humanity VIN at: [www.HabitatNorthIsland.com](http://www.HabitatNorthIsland.com)**

Affiliate Office | 1755 13th Street, Courtenay, BC V9N 7B6 tel (250) 334-3777 fax (250) 334-2528 info@habitatnorthisland.com HabitatNorthIsland.com

Campbell River ReStore | 1725B Willow Street, Campbell River, BC V9W 3M8 tel (250) 830-1493 restorecr@habitatnorthisland.com

Comox Valley ReStore | 1755 13th Street, Courtenay, BC V9N 7B6 tel (250) 334-3784 restorecv@habitatnorthisland.com

ATTACHMENT No. 6 2/11  
Public Information Meeting  
-Sign-up sheet

**PUBLIC INFORMATION MEETING**  
**Mon., May 29/17**  
**SIGN IN SHEET**  
FOR  
1130 Lake Trail Road, Courtenay, BC

NAME (Please Print)	ADDRESS
[REDACTED]	#16-1335-13 <sup>th</sup> St. Courtenay
[REDACTED]	#24-1335-13 <sup>th</sup> ST. COURTENAY
[REDACTED] 00	4742 McLaughlin Pl., Courtenay
[REDACTED]	1231B Joshua Place, Ctnay
[REDACTED]	#5-791 Brantwood rd Courtenay B.C
[REDACTED]	1711 England ave Courtenay BC
[REDACTED]	1060 Willemor.

ATTACHMENT No. 6 3/11  
Public Information Meeting  
-Meeting Summary Report

**Habitat for Humanity Vancouver Island North  
May 29th, 2017, Public Information Meeting for  
1330 Lake Trail Road, Courtenay, BC**

**MEETING SUMMARY REPORT**

As per The City of Courtenay guidelines for applicants for Official Community Plan Amendments, Zoning Bylaw Amendments, Temporary Use Permits or Development Variance Permits applications, Habitat for Humanity Vancouver Island North (VIN) held a Public Information Meeting on Monday, May 29th, 2017 from 7:00 to 8:30 p.m. at Lake Trail School, 805 Willemar Avenue, Courtenay, BC. (The school graciously allowed us the use of a meeting room at no charge.)

To advertise this meeting, letters were both hand delivered and mailed (if hand delivery was not possible) to all businesses and homeowners/occupants located within 100 metres perimeter of the proposed build site. The distribution list was provided to us by The City of Courtenay and we followed the guidelines for distribution. The letter contained an invitation to the Public Information Meeting, a brief description of the rezoning application and proposed build project, and an explanation of Habitat for Humanity VIN's affordable housing strategy and building model. These letters were delivered between May 1 and 15th, 2017.

The meeting was attended by the following representatives from Habitat VIN:

- Pat McKenna - Executive Director
- Peter Sanderson - Build Coordinator
- John Newman - Chairman of the Board
- Terri Perrin - Volunteer Manager
- Matt Sanderson, ASCT, Engineering Technologist McElhanney Consulting Services Ltd.

Detailed site, landscaping and floor plans and elevation maps were on display for public viewing. Copies of related consultant studies (i.e. arborist's report), were also available. Letters of support were displayed.

The meeting was attended by eight members of the public (see attached list).

Overall feedback was enthusiastic and positive, with many questions being raised about how people could become engaged with the project. Two of the attendees were future Habitat homeowners.

ATTACHMENT No. 6 4/11  
Public Information Meeting  
-Meeting Summary Report

One attendee, whose property borders across the back of this .83-acre lot, expressed some concerns about the removal of cherry trees that have grown up through a dilapidated fence, as well as the loss of the very old walnut and apple trees. The results of the arborist's report were explained to him. He also expressed some concerns about the possibility of noise from his prospective new neighbours, having enjoyed the peace and privacy of living next to a vacant lot for many years.

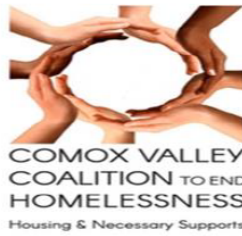
Another neighbour, from the same complex as the above-mentioned gentleman, was very positive and expressed her excitement about the development and the need for affordable housing. A member of the school board communicated her support of the project and the resultant community improvement, and offered the use of the school facilities and kitchen during the construction.

Discussion ensued about the benefits of multi-family housing and how this development would help to revitalize the area, by bringing in new families with young children and a renewed sense of pride to an area of the city that is undergoing a demographic shift.

No written comments were received following this meeting.

Respectfully submitted by  
Terri Perrin  
Volunteer Manager  
Habitat for Humanity VIN

ATTACHMENT No. 6 5/11  
Public Information Meeting  
Support Letter (1)



www.cvhousing.ca  
comoxvalleyhousing@gmail.com



May 24<sup>th</sup>, 2017

To Whom It May Concern,

The Comox Valley Coalition to End Homelessness (CVCEH) is made up of 19 community agencies, many advisors and supporters who together, collaborate, plan and implement community responses to homelessness.

The member agencies of the Coalition agreed to create a comprehensive vision based on the principle of "Housing & Necessary Supports" and have developed a 5-year plan with specific goals to reduce homelessness and its impacts locally.

Affordable housing has long been identified as lacking in our Valley. A 0.5% rental vacancy rate and rapidly rising housing costs mean that increasing the stock of affordable housing is more important now than ever. Therefore, the Coalition chooses to support Habitat for Humanity North Island in their construction of 10 homes at 1330 Lake Trail Rd, Courtenay, to be sold to families in a home ownership model. We believe this project represents the priority needs identified by the Coalition along the continuum of housing.

Habitat for Humanity has a proven track record in our community and successfully brings together members of the community from intended future home-owners, community agencies, nonprofits, business owners, church organizations and municipal government.

The Coalition's shared objectives and commitment is to actively support and promote initiatives such as the Habitat for Humanity Lake Trail Road construction, and we are pleased to support this important project.

Thank you,

Leadership Team of CV Coalition to End Homelessness



ATTACHMENT No. 6 6/11  
Public Information Meeting  
Support Letter (2)



Unit 6C - 821 Shamrock Place, Comox, BC Canada V9M 4G4

To Whom it May Concern

Habitat for Humanity Lake Trail Project

The Comox Valley faces an acute shortage of a broad range of affordable housing. As a consequence, housing prices have risen considerably over the past two years, making it even more difficult than normal for families with limited incomes to have a safe, secure place to call home.

Habitat for Humanity has wonderful model that enables lower income families with sweat equity on their part and that of fellow citizens to build a modest home of which they can take pride of ownership. Around the world, Habitat for Humanity homes are known to be some of the best built homes in the community. The proven designs and professionally managed volunteer teams have built thousands of homes that help build the larger community.

Habitat for Humanity's Lake Trail project will result in 10 new modest owner- occupied family homes that will help meet the overwhelming need for such. As a provider of transition housing for the homeless in our community, Dawn to Dawn very much welcomes this initiative. This additional housing is in and of itself very important, but as well, additional families in the Lake Trail community will help support the call to maintain the continued operation of Lake Trail school. So a real win-win!

Dawn to Dawn fully supports this wonderful initiative.

Sincerely

A handwritten signature in black ink, appearing to read "Richard Clarke".

Richard Clarke

President

ATTACHMENT No. 6 7/11  
Public Information Meeting  
Support Letter (3)



**S.D.P. HOLDINGS INC.**  
**445 10TH Street**  
**Courtenay, BC V9N 1P7**  
**Ph: 250-338-0955**  
**Fax: 250 338-0980**  
**Www.grainsbakery.ca**  
**Email: info@grainsbakery.ca**

May 11th, 2017

On behalf of Vancouver Island North Build Project, Habitat For Humanity

To the Reader,

I am honoured to pen this letter of support to Habitat for Humanity in our valley. For the past ten years I have been engaged in several support roles targeting the establishment of affordable housing and the vitally needed supportive services for the most vulnerable of our local population.

Since beginning their first Community build several years ago Habitat has engaged our community in "real time" solutions to meet the local housing crisis. They have deeply encouraged both the intended future home-owners and a wide array of fellow business owners, church organizations, non-profit support groups and all four levels of local government to serve this need most effectively, together.

In their pursuit of a vision/mandate to meet the crisis they have helped populate local committees, municipal task forces and several fundraising campaigns in concert with other well defined non profits focussing in this area.

Unique to Habitat has been their achievement in ensuring that the "bricks and mortar" have become a reality. Their leadership in this area continues to fuel the planning in motion for some local church groups, the Salvation Army and Dawn to Dawn, Action on Homelessness; the last of which I serve in as a Director.

As for our part as a "local" business operating here for 40+years we have supplied baked goods, personnel and donated finances when called upon to the best of our ability.

We quietly campaign amongst our customers both in retail and the over 125 food service facilities we service daily. Our hearts are encouraged by Habitat for Humanity and its stalwart Team in Action.

Thank you for being called upon to share our keen support to these folks and their strong vision.

Sincerely yours,

Michael Pitcher ,  
owner Grains Bakery  
Director Dawn to Dawn, Action on Homelessness Society  
Past Member: Mayor's TaskForce on Homelessness - Comox Valley  
Chairman: Vancouver Island Dream Center Society, Northgate Foursquare Church  
Volunteer - as needed

ATTACHMENT No. 6 8/11  
Public Information Meeting  
Support Letter (4)



## Lake Trail Neighbourhood Connections

*Community Building with Lake Trail School at the heart of the Neighbourhood*

Lake Trail School  
805 Willemar Avenue  
Phone 250-650-7459  
Message 250-334-3168  
[laketraillvision@gmail.com](mailto:laketraillvision@gmail.com)  
[www.laketraillconnect.ca](http://www.laketraillconnect.ca)

May 25, 2017

Re: Lake Trail Build, Habitat for Humanity Vancouver Island North

Lake Trail Community Education Society (Lake Trail Neighbourhood Connections) is pleased to support the Habitat for Humanity home-building project on Lake Trail Road.

LTNC is a non-profit community organization with a mandate to “contribute to a safe, healthy and sustainable neighbourhood that supports the success of students, families and community members by increasing the links between school and community.” We offer volunteer programs in the school, such as after-school activities and a weekly fresh salad bar, as well as adult education workshops, a monthly community dinner and the community-school garden. As residents of the area, we consider it an excellent community to live in - close to nature along the Puntledge River watershed and to downtown amenities. As other areas become unaffordable, the Lake Trail area becomes a significant opportunity for infill and upgrading to meet family affordable housing demands.

We have come to know the importance of support for families of the children attending Lake Trail School. Lake Trail is an excellent school that serves an area of relatively low income status and other risk factors for children. Many hardworking families struggle to maintain affordable housing, which has direct impact on the lifelong academic success of students. The Habitat for Humanity project will bring much needed stable housing for our community members.

LTNC has collaborated with Habitat for Humanity/ Restore on several projects at the school and in our community. We look forward to helping with the build over the next few years with opportunities for student participation and community events.

We encourage the City of Courtenay to approve and support the project.

Sincerely

Board of Directors  
LT Neighbourhood Connections  
[laketraillvision@gmail.com](mailto:laketraillvision@gmail.com)

ATTACHMENT No. 6 9/11  
Public Information Meeting  
Support Letter (5)



LAKE TRAIL MIDDLE SCHOOL

May 23, 2017

To whom it may concern:

As the principal of Lake Trail Middle School I am very supportive of what I understand of the plans for Habitat for Humanity's build across from our school. Our school serves a very at-risk, high needs community and programs that help to support families in need are very important to our community and to our students. Habitat for Humanity has a long history of providing affordable housing for high needs families and we support this.

Another reason for our support is the opportunities it could afford our students to connect in not only philanthropic work, but also practical applications and hands on learning. We are hopeful to work with Habitat for Humanity to find opportunities for our students to engage meaningfully with this project.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerald Fussell".

Gerald Fussell,  
Principal.

ATTACHMENT No. 6 10/11  
Public Information Meeting  
Support Letter (6)



*Rachel Blaney*

Member of Parliament  
North Island-Powell River

May 16, 2017  
Ottawa, ON

Habitat for Humanity  
1725B Willow St  
Campbell River BC, V9W 3M8

**RE: Support for project on 1330 Lake Trail School**

This is further to your request for support for Habitat for Humanity's project located at 1330 Trail School. I would like to take this opportunity to raise the importance Habitat for Humanity plays in our communities.

Communities across Canada are currently facing housing shortages and affordable housing in the Comox Valley has reached a crisis.

Habitat for Humanity mobilizes volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty. Habitat has been increasing its activity in the riding and has been a key player in working towards addressing the needs of our communities.

The project on 1330 Lake Trail School aims to build 10 homes over a 3 year period. These homes will be sold to families, 4 of whom have already been chosen through their family selection process. Furthermore, an additional 11 homes will be built in Campbell River.

I have met with Habitat staff on several occasions to discuss their ongoing work in the North Island. I am very supportive of their work and applaud them for their commitment.

With this, I lend my full support for this important project.

Sincerely,

*R. Blaney*  
Rachel Blaney MP  
North Island-Powell River

*Ottawa*  
318 Confederation Building  
House of Commons  
Tel. 613.992.2503

*Campbell River Office*  
908 Highway Island  
Campbell River, BC V9W 4B2  
Toll free: 1 (800) 667.8404

*Powell River Office*  
469/ Marine Avenue  
Powell River, BC V8A 2L2  
Toll free: 1 (800) 667.8404

Rachel.Blaney@parl.gc.ca

ATTACHMENT No. 6 11/11  
Public Information Meeting  
Support Letter (7)



## WACHIAY FRIENDSHIP CENTRE

May 10, 2017

Habitat for Humanity  
Vancouver Island North  
1755- 13<sup>th</sup> Street  
Courtenay, BC  
V9N 7B6

via email: [pat@habitatnorthisland.com](mailto:pat@habitatnorthisland.com)

Dear Mr. McKenna:

Wachiay Friendship Centre is in support of Habitat for Humanity (VIN) rezoning application with the City of Courtenay for the development of 10 housing units at 1330 Lake Trail Road.

This proposed housing will help to address the wide spectrum of affordable housing needs in Courtenay, and the Comox Valley as a whole.

Wachiay/ M'akola's Braidwood Project is another example of building to address the affordable housing crisis in our community. This crisis will only be addressed by a variety of housing through the continuum of housing.

In friendship,

A handwritten signature in black ink, appearing to read "R. Kishi". The signature is fluid and cursive.

Roger Kishi  
Director- Homelessness & Housing Programs

cc: Michael Colclough- Executive Director

### *Our Mission*

*To build a strong community rooted in the philosophy and cultures of our peoples.*

1625 McPhee Avenue, Courtenay, BC, V9N 3A6  
Phone (250)338-7793 Fax (250)338-7287 email: [roger@wachiay.com](mailto:roger@wachiay.com)



THE CORPORATION OF THE CITY OF COURTENAY

## STAFF REPORT

**To:** Council

**File No.:** 3090-20-1703

**From:** Deputy Chief Administrative Officer

**Date:** August 21, 2017

**Subject:** Development Variance Permit No. 1703 – 1290 Crown Isle Drive

### PURPOSE:

The purpose of this report is for Council to consider a Development Variance Permit to allow a reduction in the required rear yard setback for two building envelopes located in Crown Isle's Hampton Gate bare land strata subdivision.

### CAO RECOMMENDATIONS:

That based on the August 21, 2017 staff report "Development Variance Permit No. 1703 – 1290 Crown Isle Drive" Council approve Option 1 and Development Variance Permit No. 1703.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

### BACKGROUND:

The subject properties are vacant serviced lots located in Phase Two of the Hampton Gate bare land strata subdivision at 1290 Crown Isle Drive. The properties are situated South of Royal Vista Way between Dover Place and Malahat Drive. Surrounding land uses include single family residential dwellings, golf course and undeveloped lands zoned for single family use.

The subject lots were originally created as part of a larger bare land strata subdivision. Phase One was completed in 2013 and involved the creation of 20 serviced strata lots. Phase Two was completed in early 2017 and involved the creation of an additional 25 serviced lots.



**Figure No. 1:** Strata Lots 32 and 33 hatched in red  
Phase 2 -outlined in Red  
Phase 1 -outlined in Blue

During phase one a Development Variance Permit (DVP) request was approved by Council to allow all the 45 building envelopes in the subdivision to be setback 6.0 metres from the front property line and 7.5 metres from the rear property line. The variance was approved to provide flexibility in building design because the strata lots were slightly smaller than typical Crown Isle residential lots.

**DISCUSSION:**

An application has been received to reduce the required rear yard setbacks on two of the Phase 2 lots; strata lots 32 and 33. Both parcels are mixed use residential and are zoned Area B of Comprehensive Development One Zone (CD-1 Zone).

Section 8.32.9 (1) of the Zoning Bylaw regulates the required property line setbacks which largely determine available building envelopes. The requested variances have been referenced in Figure No. 3 and listed in Table No. 1 below.

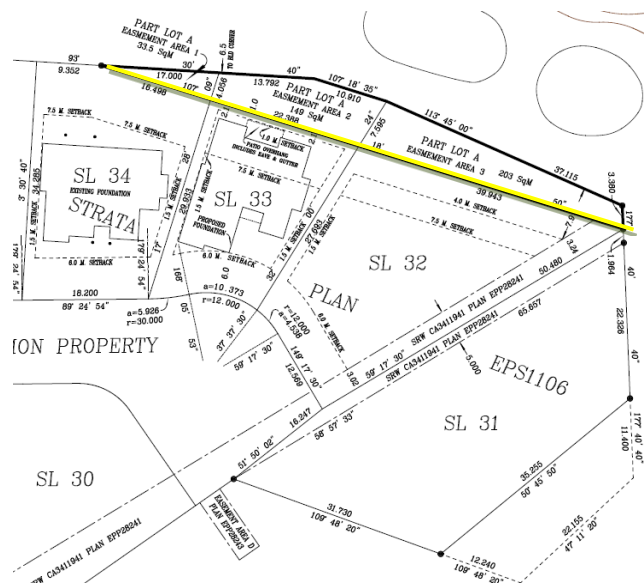
Both parcels are irregularly shaped with their front yards being narrower than their rear yards. This is in part due to the location and shape of the common property access road which has resulted in more challenging building envelopes.

Each parcel meets the minimum lot size in the CD-1B Zone (lot 32 is 958 m<sup>2</sup> and Lot 33 is 514 m<sup>2</sup>). Both parcels are smaller than typical Crown Isle lots. Lots that are smaller than the average size typically have less buildable area.

The intent of each variance is to reduce setbacks to provide more flexibility in building design by providing averaged sized building envelopes. If the requested variances are approved the building envelope on Strata Lot 32 will be located 4.0 metres from the rear property line and the building envelope on Strata lot 33 will be 1.0 metre from the rear property line.



**Figure No. 2:** Hampton Gate Phased Bare Land Strata Plan (Phases 1 and 2)



**Figure No. 3:** Survey Plan Illustrating Requested Variances (rear property line outlined in yellow)

**Table No. 1:** Requested Variances

Type of Variance	Required	Requested by Applicant
Rear Yard Setback on Lot 32	7.5 metres	4.0 metres
Rear Yard Setback on Lot 33	7.5 metres	1.0 metre



If the variances are granted the applicant will be registering an easement in favour of the property owners of Strata lots 32, 33 and 34 for the owners use and enjoyment and for landscaping purposes. This enables future property owners to have access to more useable rear yard. Figure No. 3 shows the shape, size and dimensions of the proposed easement areas. The size of the easement areas are highlighted in Table 2 below.

**Table No. 2:** Easement Area in Square Metres

	<b>Strata Lot 32</b>	<b>Strata Lot 33</b>	<b>Strata Lot 34</b>
<b>Size of Easement Area (m<sup>2</sup>)</b>	203 m <sup>2</sup>	149 m <sup>2</sup>	33.5 m <sup>2</sup>

During the application referral process it was noted that the subject lots are outside the 10 minute Fire Department response time. The building department noted, because of current BC Building Code regulation; the dwelling's rear elevation on Lot 32 is only permitted to have 8-12 percent glazing (i.e. window/glass areas) and the elevation on SL 33 would not be permitted to have any glazing. This is because of the proposed building envelope's close proximity to the rear property lines.

The applicant wishes to maintain as much flexibility in building design as possible and will be addressing this concern through the registration of a no build covenant in favour of the City. This covenant would not permit any buildings and structures to be built on the easement areas. The no build covenant will be registered over Part A (Easement Areas 1 through 3) as shown in Figure No. 3. The applicant will be responsible for all costs associated the preparation and registration of this covenant.

As an alternative to the variances being requested the applicant considered a subdivision application to adjust the boundaries of the subject lots. However, as the lots are within a bare land strata, the process of adjusting strata boundaries is far more onerous than a typical fee simple boundary adjustment and they determined this approach would be easier.

Notwithstanding the unusual nature of the request staff feel the proposal will not impact adjacent property owners as the rear yards back onto the golf course. The legal documents required will also be developed and reviewed by the City solicitor to ensure they meet the needs of the City. Should Council have a concern with the proposed variances the boundary adjustment application remains an option.

The City sent out notification letters to all property owners and occupiers within a 30 metre radius of the subject property. To date the City has not received any complaints or concerns from surrounding property owners regarding the proposed variances.

**FINANCIAL IMPLICATIONS:**

The application fee for a development variance permit is \$1,000. Should Development Variance Permit No. 1703 be approved, the applicant would be required to apply for a building permit. Building permit fees are \$7.50 for every \$1,000.00 of construction value. The City will collect utility fees for water, sewer and waste collection for each of the dwellings.

**ADMINISTRATIVE IMPLICATIONS:**

The processing of development applications is included in the current work plan as a statutory component. Staff has spent 12 hours processing this application including planning review and managing referrals and notifications. Should this application be approved, there will be approximately one additional hour of staff time required to prepare the notice of permit, have it registered on title and close the file.

Additional staff time will be required for the review of the building permit application for each lot.

**ASSET MANAGEMENT IMPLICATIONS:**

There are no direct asset management implications related to this application.

**STRATEGIC PRIORITIES REFERENCE:**

Development applications fall within Council’s area of control and specifically aligns with the strategic priorities to support meeting the fundamental corporate and statutory obligations of the City and to support densification aligned with community input and the regional growth strategy.

We focus on organizational and governance excellence

- We support meeting the fundamental corporate and statutory obligations

We support diversity in housing and reasoned land use planning

- Support densification aligned with community input and regional growth strategy



- **Area of Control**  
The policy, works and programming matters that falls within Council’s jurisdictional authority to act.
- ▲ **Area of Influence**  
Matters that fall within shared or agreed jurisdiction between Council and another government or party.
- **Area of Concern**  
Matters of interest outside Council’s jurisdictional authority to act.

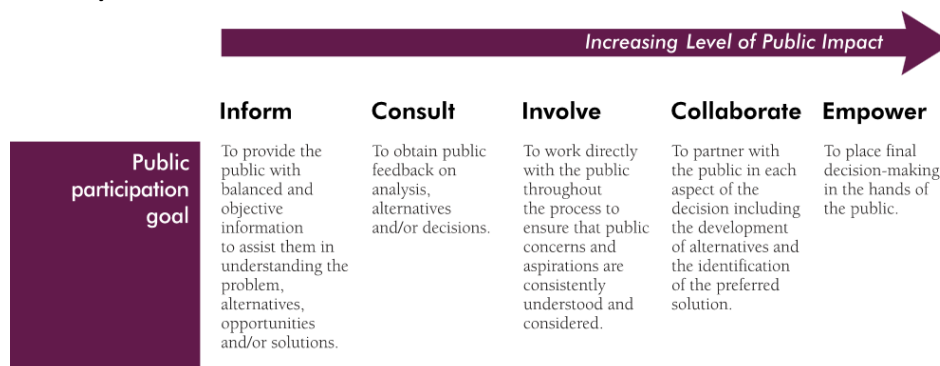
**OFFICIAL COMMUNITY PLAN REFERENCE:**

The proposed project is consistent with the following OCP Policy: ensure redevelopment projects preserve the character of existing residential areas (Policy 4.4.2 (7)).

**REGIONAL GROWTH STRATEGY REFERENCE:**

The proposed development is consistent with the RGS goals and objectives to ensure a diversity of housing options to meet evolving demographics and to locate housing in core settlement areas close to existing services.

**CITIZEN/PUBLIC ENGAGEMENT:**



The level of public input is “Consult”. The applicant held a public information meeting on June 23, 2017. Three residents attended the meeting and none of the attendees provided written comments. Two attendees signed comment sheets. The minutes of the meeting indicate no one expressed concerns regarding the impact of the variances on their properties or homes. A copy of the public information summary report is included in this report as **Attachment No. 3**.

In accordance with the *Local Government Act*, the City also has notified property owners and occupants within 30 metres of the subject property of the requested variance. To date, staff has received no responses.

**OPTIONS:**

- OPTION 1:** That Council approve Development Variance Permit No. 1703 (recommended).
- OPTION 2:** That Council Defer consideration of Development Variance Permit No. 1703 pending receipt of further information.
- OPTION 3:** That Council not approve Development Variance Permit No. 1703.

Prepared by:

Dana Beatson, MCIP, RPP  
Planner 1

Reviewed by:

Ian Buck, MCIP, RPP  
Director of Development Services

**Attachments:**

1. *Attachment No. 1: Draft Development Variance Permit*
2. *Attachment No. 2: Applicant’s Submissions*
3. *Attachment No. 3: Summary of Public Information Meeting, June 23, 2017*

**THE CORPORATION OF THE CITY OF COURTENAY**

**Attachment No. 1:**  
Draft Development  
Variance Permit

**Permit No.** 3060-20-1703

**DEVELOPMENT VARIANCE PERMIT**

August 21, 2017

**To issue a Development Permit with Variances**

**To:** Name: Silverado Land Corporation Inc. No. BC1080472  
Address: 201-467 Cumberland Road  
Courtenay, British Columbia  
V9N 2C5

**Properties to which permit refers:**

Legal(s): STRATA LOT 32 BLOCK 72 COMOX DISTRICT PLAN EPS1106 TOGETHER WITH AN INTEREST IN THE COMMON PROPERTY IN PROPORTION TO THE UNIT ENTITLEMENT OF THE STRATA LOT AS SHOWN ON FORM V.

STRATA LOT 33 BLOCK 72 COMOX DISTRICT PLAN EPS1106 TOGETHER WITH AN INTEREST IN THE COMMON PROPERTY IN PROPORTION TO THE UNIT ENTITLEMENT OF THE STRATA LOT AS SHOWN ON FORM V.

**Conditions of Permit:**

Permit issued to vary *Section 8.32.9 (1)* of the *City of Courtenay Zoning Bylaw No. 2500, 2007* by reducing the required rear yard setback on Strata Lot 32 from 7.5 metres to 4.0 metres for the construction of a single family dwelling and reducing the rear yard setback on Strata Lot 33 from 7.5 metres to 1.0 metre for the construction of a single family dwelling, subject to the following conditions:

- a) Development must be in conformance with the plans contained in **Schedule No. 1**;
- b) Registration of an easement in favor of Strata Lots 32, 33, and 34, Strata Plan EPS1106 (Phase 2) must be completed prior to the issuance of a building permit; and
- c) Registration of a no build covenant over Part Lot A, Plan EPP72141 (Easement Areas 1 through 3) must be completed prior to the issuance of a building permit.

**Time Schedule of Development and Lapse of Permit**

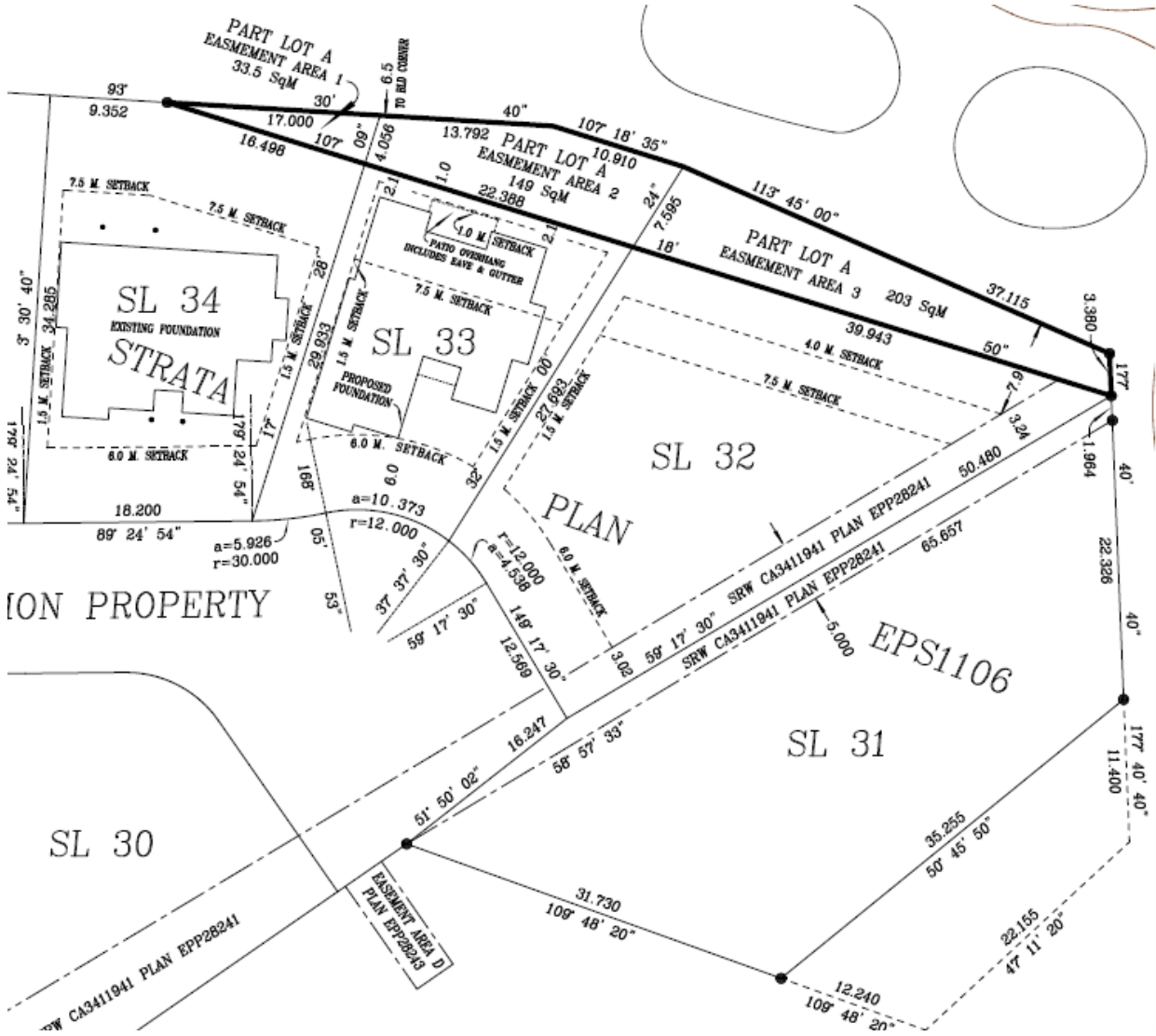
That if the permit holder has not substantially commenced the construction authorized by this permit within (12) months after the date it was issued, the permit lapses.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of Legislative Services

**Attachment No. 2:**  
Applicant's Submissions

Survey Plan Illustrating Variance Requests for Strata Lots 32 and 33





Tel: (250) 703-5050 Toll Free: (888) 338-8439  
Fax: (250) 703-5051 info@crownsle.com  
399 Clubhouse Drive, Courtenay, BC Canada V9N 9G3

May 10, 2017

City of Courtenay  
830 Cliffe Avenue  
Courtenay, B.C.  
V9N 2J7

**Attention: Ian Buck**

**Re: Development Variance Permit Application for Lot D, Block 72, EPP25664  
(Hampton Gate – Phase II), Comox Land District**

Dear Ian:

Please find enclosed the Development Variance Permit Application for the above captioned property. The application is for a rear yard setback variance for strata lots 32, 33 and 34, as indicated on the plans enclosed. In support of the application, please find enclosed the following:

- Development Variance Permit Application
- Current Title Search for the Property
- A cheque for the Application Fee
- Site plan prepared by Bruce Lewis, BCLS
- Completed Site Profile

As these lots, in particular strata lot 33, have difficult building envelopes, Silverado Land Corp. will be granting an easement in favour of each lot over the golf course lands, as shown on the enclosed plans, for the owner's use and enjoyment and rear yard landscaping purposes. This application is to reduce the rear yard setbacks for each lot in order to give more flexibility in house placement and design and to allow for a more useable rear yard accordingly.

Should you have any questions or require any further information, please do not hesitate to call me.

Regards,

A handwritten signature in black ink, appearing to read "Rick Waldhaus", is written over a faint background image of a building.

Rick Waldhaus, C.P.A. – C.G.A.  
CFO, Silverado Land Corp.



**Attachment No. 3:**  
*Summary of Public Information  
Meeting, June 23, 2017*

SILVERADO LAND CORP.  
NOTES FROM PUBLIC INFORMATION MEETING  
RE: DEVELOPMENT VARIANCE PERMIT APPLICATION  
STRATA LOTS 32 AND 33, BLOCK 72, EPS1106, COMOX LAND DISTRICT

A public information meeting was held in the Silver Room at the Crown Isle Resort Clubhouse on June 23, 2017 from 4:00 - 6:00 PM.

Residents were informed through a letter that was sent directly to a list of individual addresses provided by the City of Courtenay.

Each individual residence was given a package that included the following:

Development Variance Permit Information Including:

1. A map showing the site plan and requested variance.
2. Comment Sheet for further comment.

The site plan was displayed in the room and Crown Isle representatives were on site to provide information and to answer questions regarding the application.

Three residents attended the meeting.

The sign in sheet is attached.

Rick Waldhaus, C.P.A. – C.G.A.  
CFO, Crown Isle Resort and Golf Community

PUBLIC INFORMATION MEETING  
Friday June 23, 2017

**SIGN IN SHEET**  
**FOR: Variance Amendment**

Legal Address: Strata Lots 32 and 33 EPS1106

Street Address: 227-1290 and 229-1290 Crown Isle Drive

Name (Please Print)	Address
TERESA GUTIERREZ	113-1290 CROWN ISLE DR.
GRAHAM MCCOLLUM	123-1290 CROWN ISLE DR.





## STAFF REPORT

**To:** Council

**File No.:** 3060-20-1711

**From:** Deputy Chief Administrative Officer

**Date:** August 21, 2017

**Subject:** Development Permit with Variances No. 1711 – 993 Prestwick Place

### PURPOSE:

The purpose of this report is for Council to consider issuing a Development Permit for the form and character of multi residential development including variances to reduce the front, side and rear building setbacks to accommodate a fourplex at the above-referenced location.

### CAO RECOMMENDATIONS:

That based on the August 21, 2017 staff report “Development Permit with Variances No. 1711 – 993 Prestwick Place”, Council support approving OPTION 1 and proceed with issuing Development Permit with Variances No. 1711.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

### BACKGROUND:

The applicant is proposing to construct a fourplex on a 0.15 (.37 ac) hectare lot located at the southeast corner of Crown Isle Boulevard and Prestwick Place, legally described as Lot 28, Block 72, Comox District Plan EPP65908. The lot is currently zoned CD-1A, which permits the intended use. The property is currently vacant and surrounding land uses include a mix of vacant residential lands, single family residential, public and assembly uses, commercial, industrial and linear park space.

The proposed multi residential housing project consists of a single building containing four residential units, associated parking and landscaped areas. Each of the units is two levels with the main living areas on the ground floor and bedrooms above. The units vary in size from about 138.5 m<sup>2</sup> (1,491 ft<sup>2</sup>) to 174.3 m<sup>2</sup> (1,877 ft<sup>2</sup>). All of the units have direct outdoor access through private patio areas and attached garages. Vehicle access is restricted to Prestwick Place and pedestrian access has been provided from both Crown Isle Boulevard and Prestwick Place. The property has the benefit of being located within close proximity to public transportation services and is within walking distance to amenities including park land (i.e. Elderberry Park and the Crown Isle Greenway), the new hospital, North Island College, Queneesh Elementary and commercial amenities including Costco and Crown Isle Shopping Centre. The applicant’s site plan is referenced in **Attachment No. 2**.



Figure 1. Subject Property Map. Project site shown in red outline.

## DISCUSSION:

### Official Community Plan Review

The subject property is designated Mixed Use in the Official Community Plan (OCP). The OCP requires all multi residential development meet the Multi Residential Development Permit Guidelines for form and character. The intent of these guidelines is to improve the overall architectural design, site layout, and landscaping of multi residential projects and their relationship with adjacent areas.

### Form and Character

As noted above, the proposed project includes a single fourplex residential building. The units share a common architectural design and exterior finishes. Consistent with the development permit guidelines, the building design includes sloped roofs, wood columns accented with stone, wood horizontal band boards on building facades, decorative rafter brackets adjacent to gable rooflines, accented window and door frames and recessed entryways with covered patios. From a design perspective, all sides of the building appear to front onto adjacent streets.

The building has been designed so that the longer building facades include multiple gables, recessed entryways and roof projections. Dormers have been incorporated into the upper portion of the building on the eastern and western facades.

The development offers exterior finishes that are durable in a variety of colours and textures which aid in breaking up building mass and define individual units. Exterior materials include: natural wood, cultured stone, fibre cement siding, cedar shingles and fibreglass shingles. The building is designed to present an attractive streetscape appropriate to the Crown Isle area. Detailed drawings of the building facades and the proposed paint colors are referenced in **Attachment No. 3**.

### **Signage**

The applicant is proposing to place new signage on the building which will be reviewed under a separate sign permit application. The signage is proposed to be located on the façade facing east towards Crown Isle Boulevard and will be made of wood and detailed with decorative shingles.

### **Siting, Landscaping, & Screening**

The applicant's landscape plan includes the retention of four existing fir trees in the southern rear yard adjacent to Crown Isle Boulevard, landscape buffering of 4.5 metres inside property lines along both street frontages, and 4.5 metres of landscaping along the southern property line. Buffering along the western property line is provided but the distance is insufficient, though the applicant is also proposing fencing along the western and eastern property boundaries. The landscape buffers act to enhance the streetscape, provides a transition between the public spaces along roadways, provides screening for garden patios adjacent to the dwelling units and acts to spatially separate and screen parking and garbage recycling storage areas from adjacent properties.

To ensure privacy is maintained for residents, fencing and landscaping is being provided inside the property boundary adjacent to Crown Isle Boulevard and patio gardens are being provided in between individual residential units.

For residential units facing the interior of the development garden beds have been placed at the entrances to individual units adjacent to parking stalls. To increase privacy and minimize the visibility of refuse containers, parking areas and internal roads, landscaping and fencing will be installed along the western property line. Details of the landscape plan have been provided in **Attachment No. 4**.

### **Lighting**

The applicant is proposing new exterior lighting at each of the residential entryways, patio areas and in parking areas. The applicant has informed staff that all lighting will be full-cut off/flat lens lighting.

### **Site Access and Parking**

Access to the development site is proposed from Prestwick Place. An internal private road will provide vehicular access to individual garages, surface parking areas and the visitor parking stall adjacent to the site's entrance.

The applicant is providing nine off-street parking spaces with widths of 2.75 metres and lengths of 5.5 metres. Four of the parking spaces for the residential units are being provided in single car garages and five surface parking spaces are being provided adjacent to the residential units with the exception of one visitor

stall provided near the entrance to the site. The site plan illustrates that bicycle parking is being provided adjacent to Units C and D.

### Zoning Review

The applicant is applying for variances to both rear and side yard building setbacks to accommodate an attached garage including roof overhangs for Unit D. Roof overhangs exist on both the garage and the second storey along the southern building façade. Given its location the south-west corner of the property the garage will have minimal impact on neighbouring properties as it is a single storey and backs on to the Costco sound attenuation wall to the south and it will be generally screened from the adjacent residential property to the west by a hedge and 2.0m fence.

A front and side yard variance is also being sought for the placement of an enclosed refuse and recycling container so that it can be accommodated within the property’s front yard. The Zoning Bylaw permits accessory structures including refuse and recycling containers to be located 1.5 metres from both side and rear lot lines unless a side yard flanks a street, in which case the required setback is 4.5 metres. Because the accessory structure is being located in the front yard close to the western property line, a variance to the front yard and side yard setback is required. The proposed enclosed refuse and recycling container will extend 2.56 metres into the front setback area and 1.32 metres into the side setback area.

A landscape buffer of approximately 2.0 metres is being proposed along the western property boundary. The site plan indicates that the landscape buffer will be 1.0 metre at its shortest width. The landscape buffer the applicant is proposing is being varied so that the 6.0 metre wide private road, body clearance envelopes and wheel paths for vehicles entering and existing the parking stalls can be accommodated (**Attachment No. 5**).

The proposed development meets all other requirements of the CD-1A zone including floor area ratio, lot coverage, building height, useable open space, and parking. While the building design could be modified to meet the building setback requirements, staff believes that the requested variances will better reflect the development permit guidelines and not have negative impacts on surrounding properties. Additionally, the proposed variances will not compromise the functionality of the development or privacy for any of the future residents residing in the residential units.

Table 1 below summarizes the variance request and **Attachment No. 2** illustrates the proposed variances on the site plan.

**Table 1.** List of Requested Variances

Regulation	Required	Proposed
Front Yard Setback (Prestwick Place)	7.5 m	4.94 m to Garbage Enclosure
Rear Yard Setback (Unit D)	7.5 m	4.19m to Unit D Garage and 3.58 m to Roof Overhang
Side Yard Setback(s)	1.5 m 4.5 m	0.18 metres to Garbage Enclosure 2.0 m to Unit D Garage and 1.7 metres to Roof Overhang
Landscape Buffer (Adjacent to Lot 27)	3.0 m	1.0 m Internal Road, body clearance envelopes, wheel paths

**FINANCIAL IMPLICATIONS:**

Should Development Permit with Variances No. 1711 be approved, the applicant will be required to pay Development Cost Charges at the time of Building Permit Application. Development Cost Charges are collected by the City and the Comox Valley Regional District. For the proposed project, the City’s portion of the DCCs is approximately \$24,602. The Regional District’s portion is \$32,280. A Building Permit application fee will also be collected at a rate of \$7.50 for every \$1,000 of construction value.

**ADMINISTRATIVE IMPLICATIONS:**

The processing of development applications is included in the current work plan as a statutory component. Staff has spent approximately 15 hours processing this application. If approved, there will be approximately one additional hour of staff time required to prepare the notice of permit, have it registered on title and close the file. Additional staff time will be required for processing the Building Permit application including inspections, plan checking and the building referral process. .

**ASSET MANAGEMENT IMPLICATIONS:**

There are no direct asset management implications related to this application.

**STRATEGIC PRIORITIES REFERENCE:**

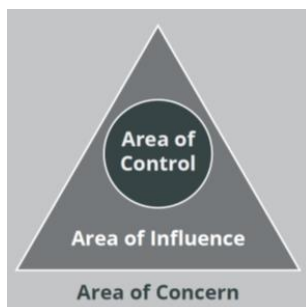
Development applications fall within Council’s area of control and specifically aligns with the strategic priorities to support meeting the fundamental corporate and statutory obligations of the City and to support densification aligned with community input and the regional growth strategy.

**We focus on organizational and governance excellence**

- We support meeting the fundamental corporate and statutory obligations

**We support diversity in housing and reasoned land use planning**

- Support densification aligned with community input and regional growth strategy



- **Area of Control**  
The policy, works and programming matters that fall within Council’s jurisdictional authority to act.
- ▲ **Area of Influence**  
Matters that fall within shared or agreed jurisdiction between Council and another government or party.
- **Area of Concern**  
Matters of interest outside Council’s jurisdictional authority to act.

**OFFICIAL COMMUNITY PLAN REFERENCE:**

Residential Policies:

4.4.2 (6) Ensure new housing projects introduce innovative and creative design and streetscapes.

4.4.3 (1) balance land uses to create a vibrant and diverse neighbourhood and community.

Density Policies:

(5) The City supports the designation of multi residential housing in a variety of locations to avoid large concentrations of the same type of housing in one area and to help provide more diversity within neighbourhoods. In this regard,

- (a) Multi residential limited in size and scale outside of downtown
- (b) The multi residential description is subject to the following criteria:
  - should include sufficient amenity space for the recreational needs of the development
  - have access to schools, parks, walkways, transit and complementary commercial/ service uses
  - provide adequate buffer areas from major roads and adjacent land uses

**Climate Change Policies**

Objective 1, Policy (5) Promote walking as an important transportation mode.

Objective 2, Policy (3) To encourage incremental infill development in core and suburban settlement areas, the City will:

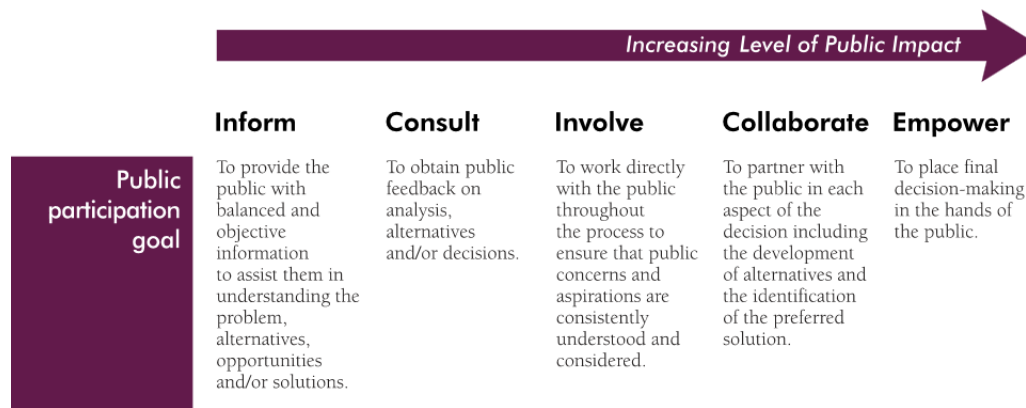
- a. Encourage compact developments within 400 m of service corridors;

**REGIONAL GROWTH STRATEGY REFERENCE:**

The proposed development is consistent with the following Regional Growth Strategy policies: locating housing close to existing services, directing new residential development to Core Settlement Areas; directing higher density developments to Municipal Areas and increasing housing opportunities within existing residential areas in Core Settlement Areas by encouraging multi-family infill developments.

**CITIZEN/PUBLIC ENGAGEMENT:**

The level of public input staff is undertaking is to **consult** based on the IAP2 Spectrum of Public Participation: [http://c.y.mcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum\\_vertical.pdf](http://c.y.mcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf)



Prior to this application proceeding to Council, the applicant held a public information meeting on June 16, 2017 in the Silver Room at the Crown Isle Resort Clubhouse from 4:00 pm to 6:00 pm. The applicant provided notices to all property owners and occupiers within a 30 metre radius of the property and prepared a public meeting package for residents. The package included a site plan, a subject property map, elevation plans and comment sheets. No residents attended the meeting. The applicant’s meeting summary is included in **Attachment No.6**.

In accordance with the *Local Government Act*, the City has notified property owners and occupants within 30m of the subject property with regard to the proposed amendment. To-date, staff has received no responses.

**OPTIONS:**

- OPTION 1:** That based on the August 21, 2017 staff report “Development Permit with Variances No. 1711 – 993 Prestwick Place ” Council proceed with issuing Development Permit with Variances No. 1711 (Recommended).
- OPTION 2:** Postpone consideration of Development Permit with Variances No. 1711 with a request for more information.
- OPTION 3:** Not proceed with Development Permit with Variances No. 1711.

Prepared by:

Approved by:



Dana Beatson, MCIP, RPP  
Planner 1

Ian Buck, MCIP, RPP  
Director of Development Services

*Attachments:*

1. *Draft Development Permit with Variances No. 1711*
2. *Applicant’s Site Plan Illustrating Requested Variances*
3. *Elevation Drawings*
4. *Landscape Plans*
5. *Site Turning Template*
6. *Applicant’s Public Information Meeting Summary*

**THE CORPORATION OF THE CITY OF COURTENAY**

**Attachment No. 1: Draft  
Development Permit with  
Variances No. 1711**

**Permit No. DPwV No. 1711**

**DEVELOPMENT PERMIT**

**DRAFT**

August 21, 2017

**To issue a Development Permit**

**To:** Name: Silver Sand Land Corporation  
Address: 201- 467 Cumberland Road  
Courtenay BC  
V9N 2C5

**Property to which permit refers:**

Legal: Lot 28, Block 72, Comox District, Plan EPP65908

Civic: 993 Prestwick Place

**Conditions of Permit:**

Permit issued to allow for the development of a four unit multi residential development with the following variances to the *City of Courtenay Zoning Bylaw No. 2500, 2007*:

Notwithstanding the setback requirements above, the following minimum building setbacks shall apply on Lot 28, Block 72, Comox District, Plan EPP65908.

**8.32.9 Setbacks**

1. Reduce the required side yard setback adjacent to residential use from 4.5 metres to 1.7 metres to accommodate an attached garage including roof overhang for Unit D; and
2. Reduce the required rear yard setback from 7.5 metres to 3.58 metres to accommodate an attached garage including roof overhang for Unit D.

**8.32.12 Accessory Buildings and Structures**

3. Reduce the required side yard setback from 1.5 metres to 0.18 metres to accommodate a residential garbage enclosure; and
4. Allow the garbage enclosure to be to be located in the front yard and reduce the required front setback from 7.5 metres to 4.94 metres.

Permit issued to allow for the development of a four unit multi residential development with the following variances to the *Official Community Plan Bylaw No. 2387, 2005*:

**8.5.3.C Siting, Landscaping & Screening**

Notwithstanding the setback requirements above, the following minimum landscape buffer along the western property line (adjacent to Lot 27, Plan EPP65908) shall apply on Lot 28, Block 72, Comox District, Plan EPP65908.



5. Reduce the required landscaped buffer from 3.0 metres to 1.0 metre to accommodate the body clearance envelopes and wheel paths for off-street parking spaces.

Development Permit with Variance No. 1711 is subject to the following conditions:

- a) Development must be in accordance with the plans and elevations contained in **Schedule No.1;**
- b) Installation of landscaping in general conformance with the plans and specifications contained in **Schedule No. 2;**
- c) Minimum depth of topsoil or amended organic soil on all landscaped areas as follows: shrubs – 450 mm, groundcover and grass – 300 mm, trees 300 mm around and below the root ball;
- d) Submission of landscape security in the amount of (125% x \$31,525.32) \$39,406.65;
- e) Landscaping must be completed within six months of the date of issuance of the occupancy permit by the City;
- f) All building and site lighting must be full cut off, flat lens in accordance with the City’s Dark Skies Policy. All proposed lighting must be approved by the City prior to installation;
- g) Parking areas must be developed in accordance with Zoning Bylaw No. 2500, 2007, Division 7, Off-Street Parking and Loading Spaces. Visitor parking spaces must be clearly marked;
- h) A sign permit shall be obtained prior to installation of new signage on the property; and
- i) No alterations or amendments shall be made without the City’s permission. If any amendments are required the applicant shall apply for either an amendment to the development permit or a new development permit.

### **Time Schedule of Development and Lapse of Permit**

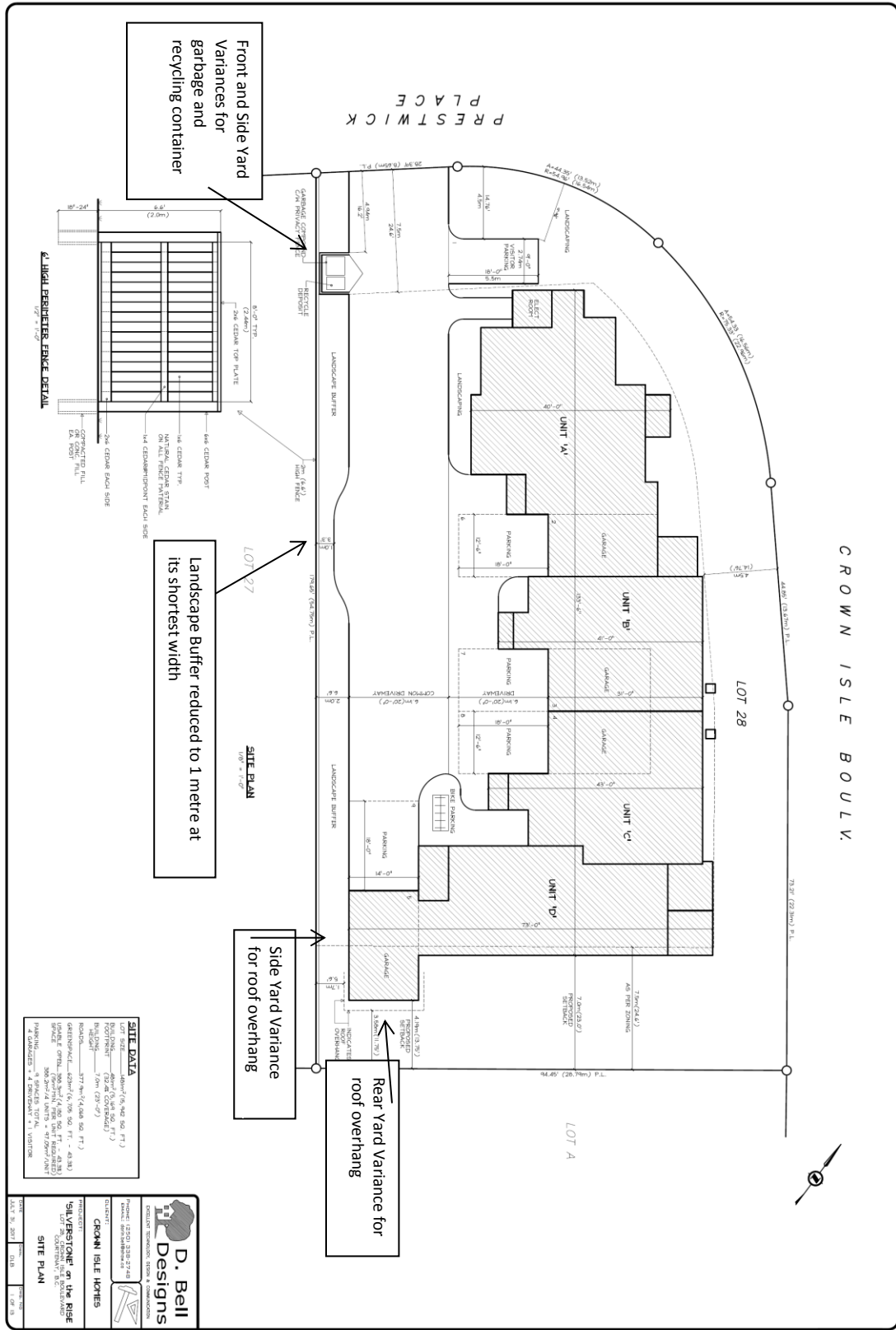
That if the permit holder has not substantially commenced the construction authorized by this permit within (12) months after the date it was issued, the permit lapses.

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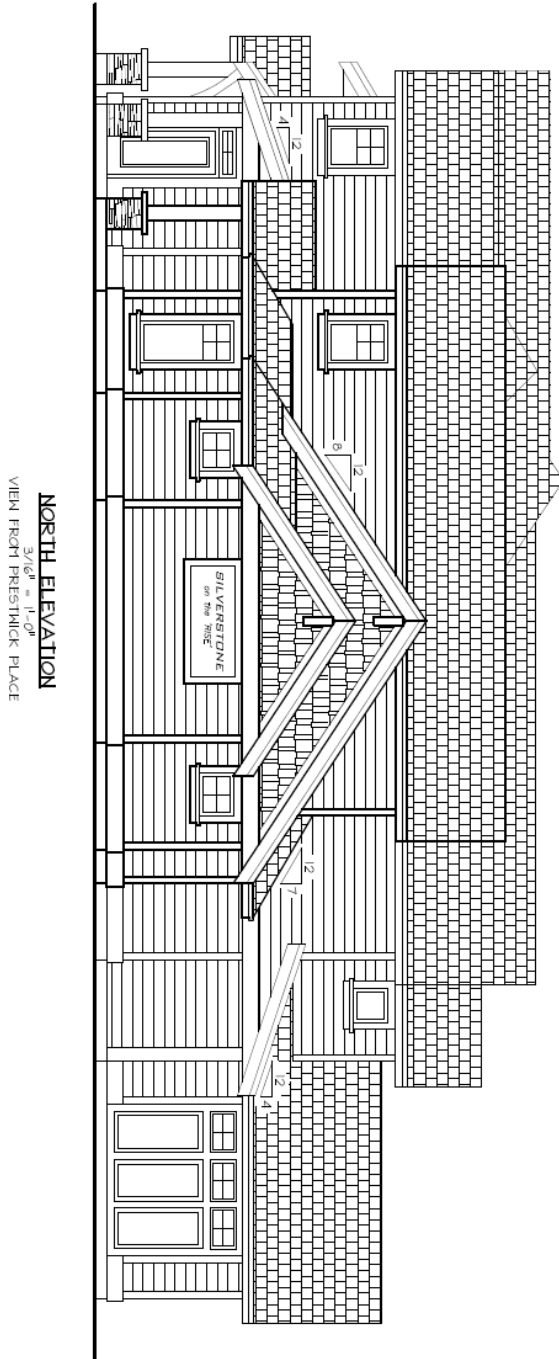
Date

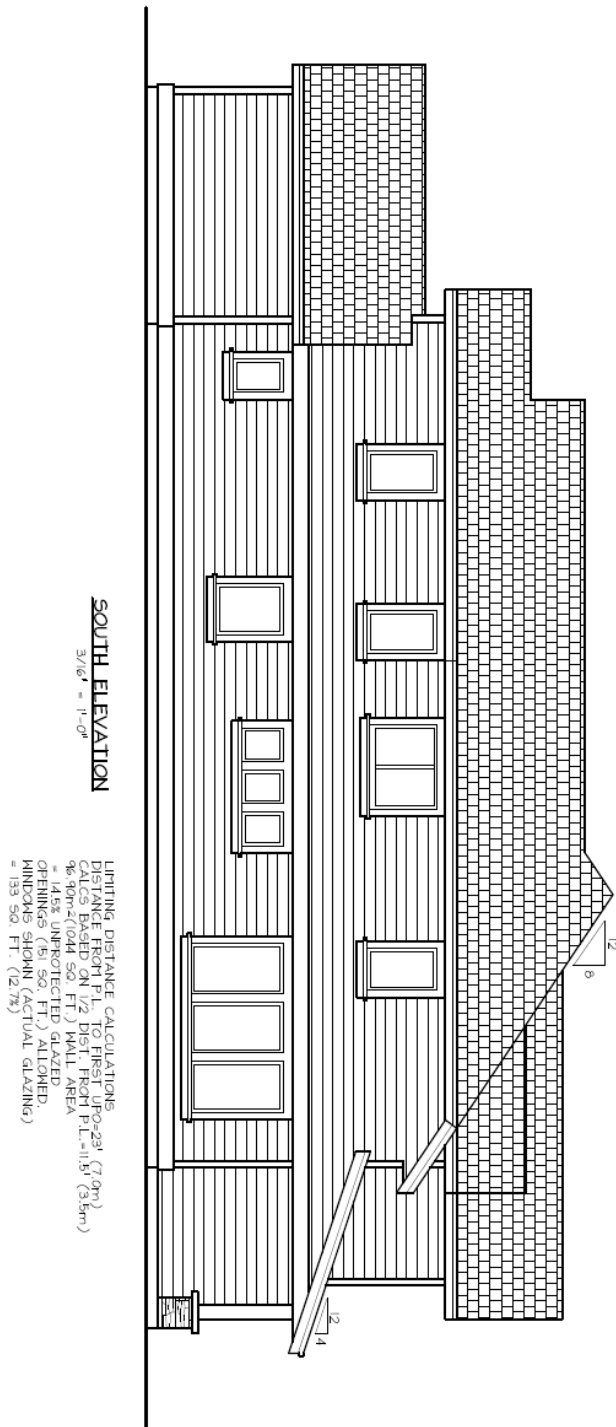
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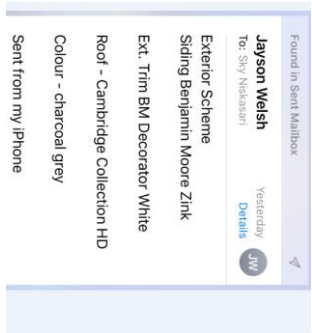
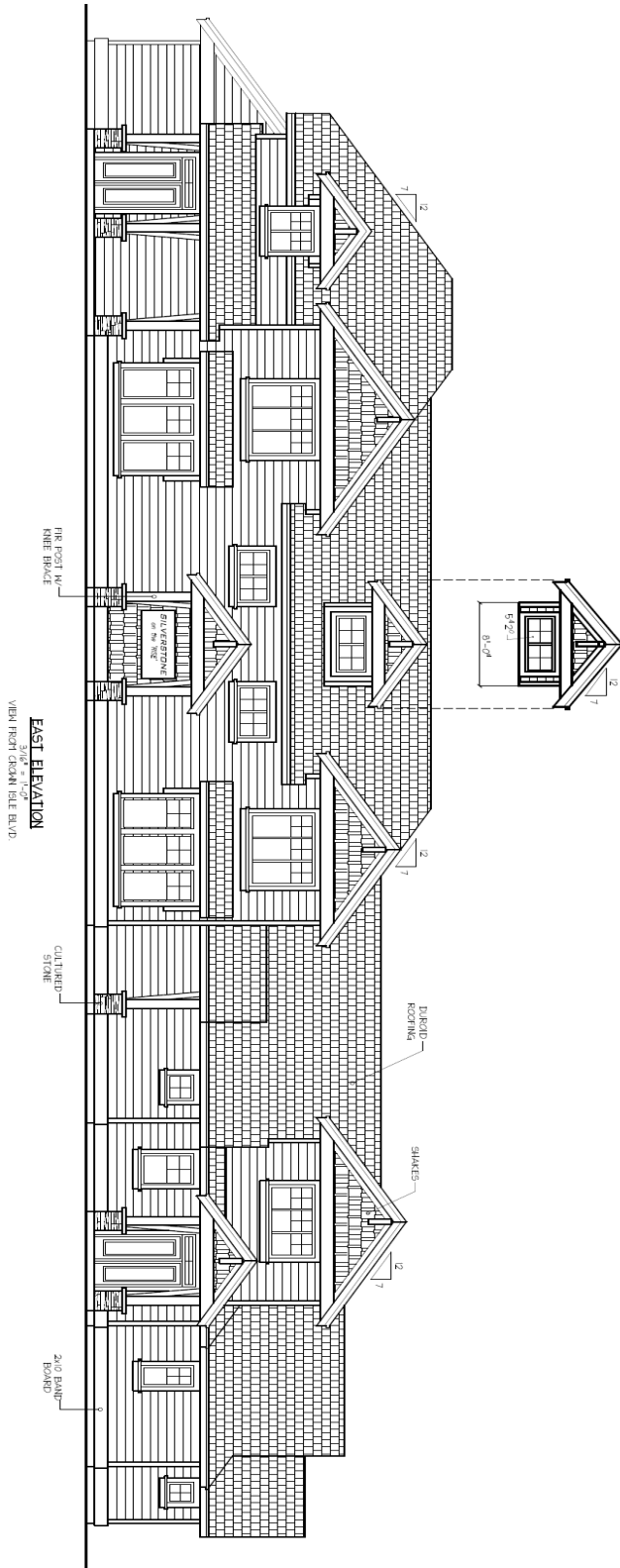
Director of Legislative Services

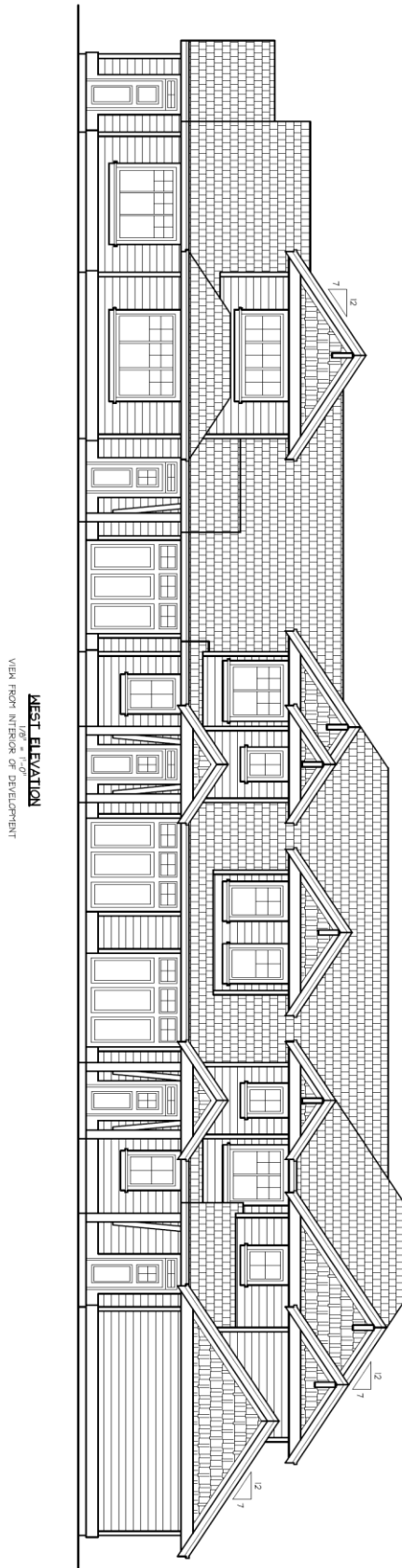


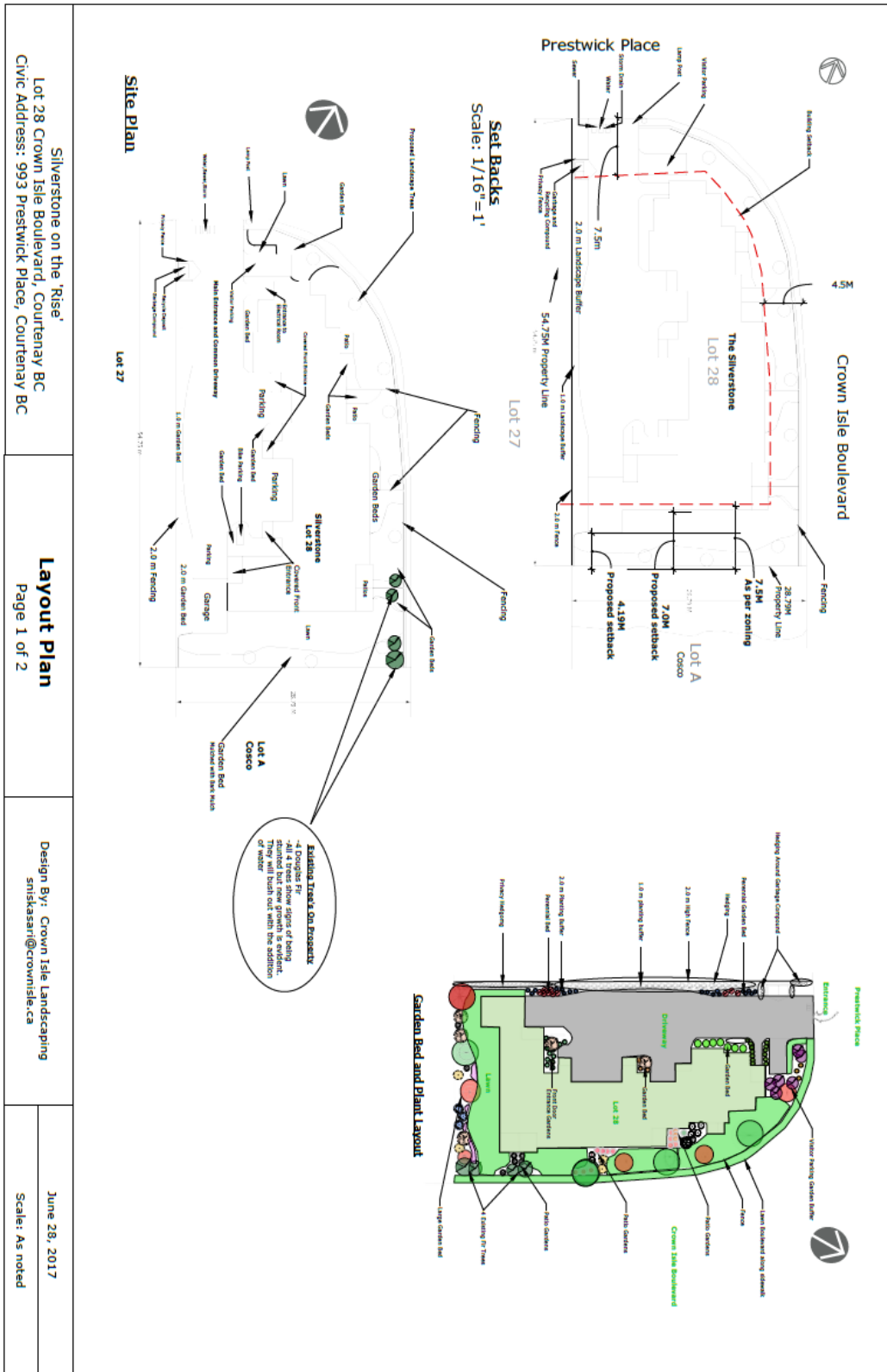
**Attachment No. 2: Site Plan**  
**Illustrating Requested Variances**

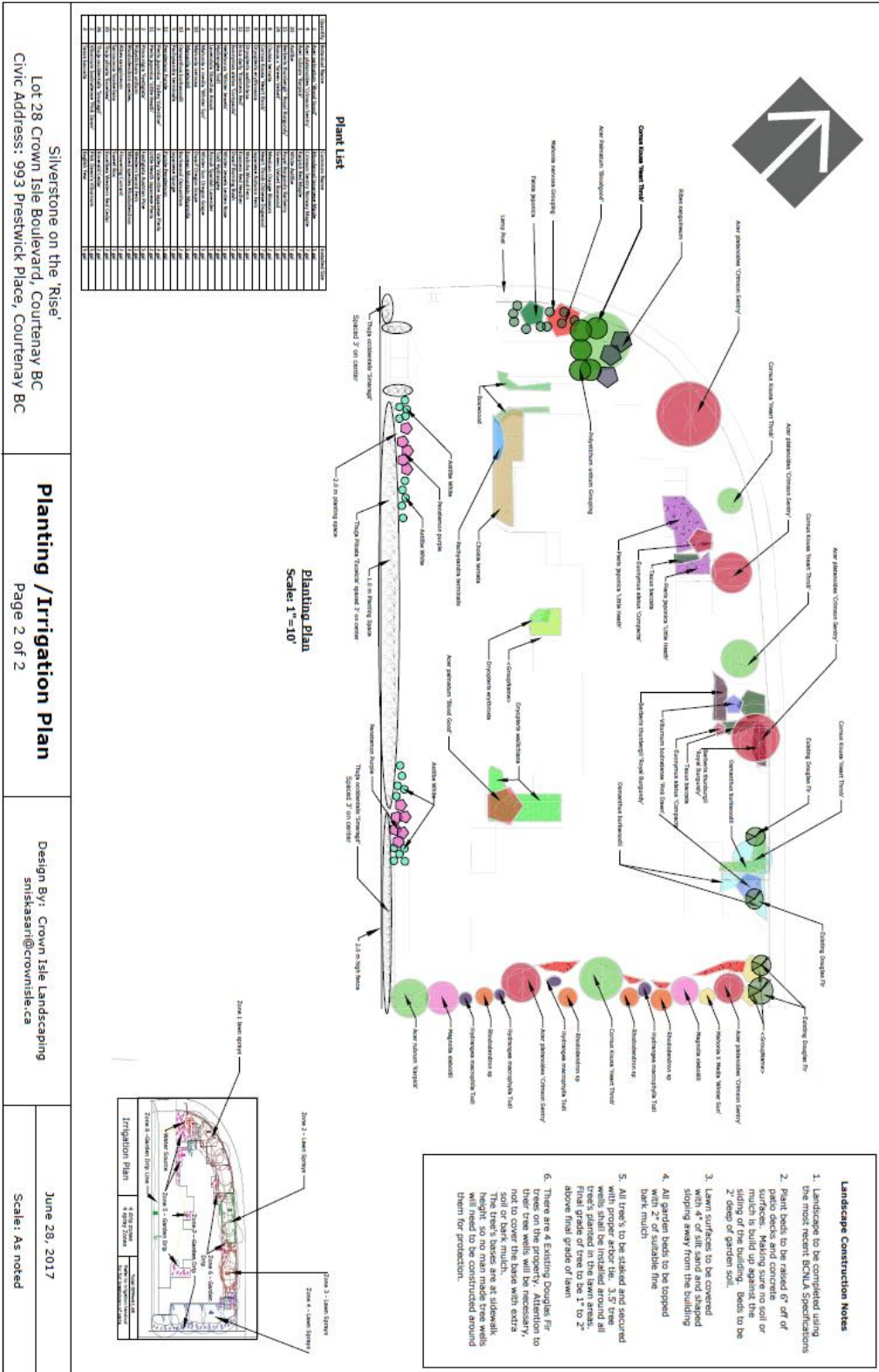












Silverstone on the 'Rise'  
 Lot 28 Crown Isle Boulevard, Courtenay BC  
 Civic Address: 993 Prestwick Place, Courtenay BC

**Planting /Irrigation Plan**  
 Page 2 of 2

Design By: Crown Isle Landscaping  
 smkassar@crownisle.ca

June 28, 2017  
 Scale: As noted



**Attachment No. 4: Landscape Plan (3 of 4)**

Lot 28 Crown Isle Boulevard  
933 Prestwick Place, Courtenay BC

2-Mar-17

**Landscape Quotation**

Irrigation Install					6,680.32		
Plant Material					5,800.00		
Soil	120 yards	\$28/yard			3,360.00		
Sand	200 yards	\$12/ yard			2,400.00		
Trucking	20hrs	\$90/hr			1,800.00		
Slinger					460.00		
Mulch	60 yards	\$20/yard			2,280.00	1200.00	
	60 yards	\$38/yard				2280.00	
Lawn - Sod			3500 sq ft		2,625.00		
Labour					6,120.00		
	Site prep	12 hrs	1440.00				
	shaping	16 hrs	1920.00				
	planting	32 hrs	960.00				
	mulching	16 hrs	400.00				
	lawn prep	24 hrs	600.00				
	sodding	32 hrs	800.00				
	Total				<u>\$31,525.32</u>		
	GST will be added to above prices						

Quotation Prepared By:

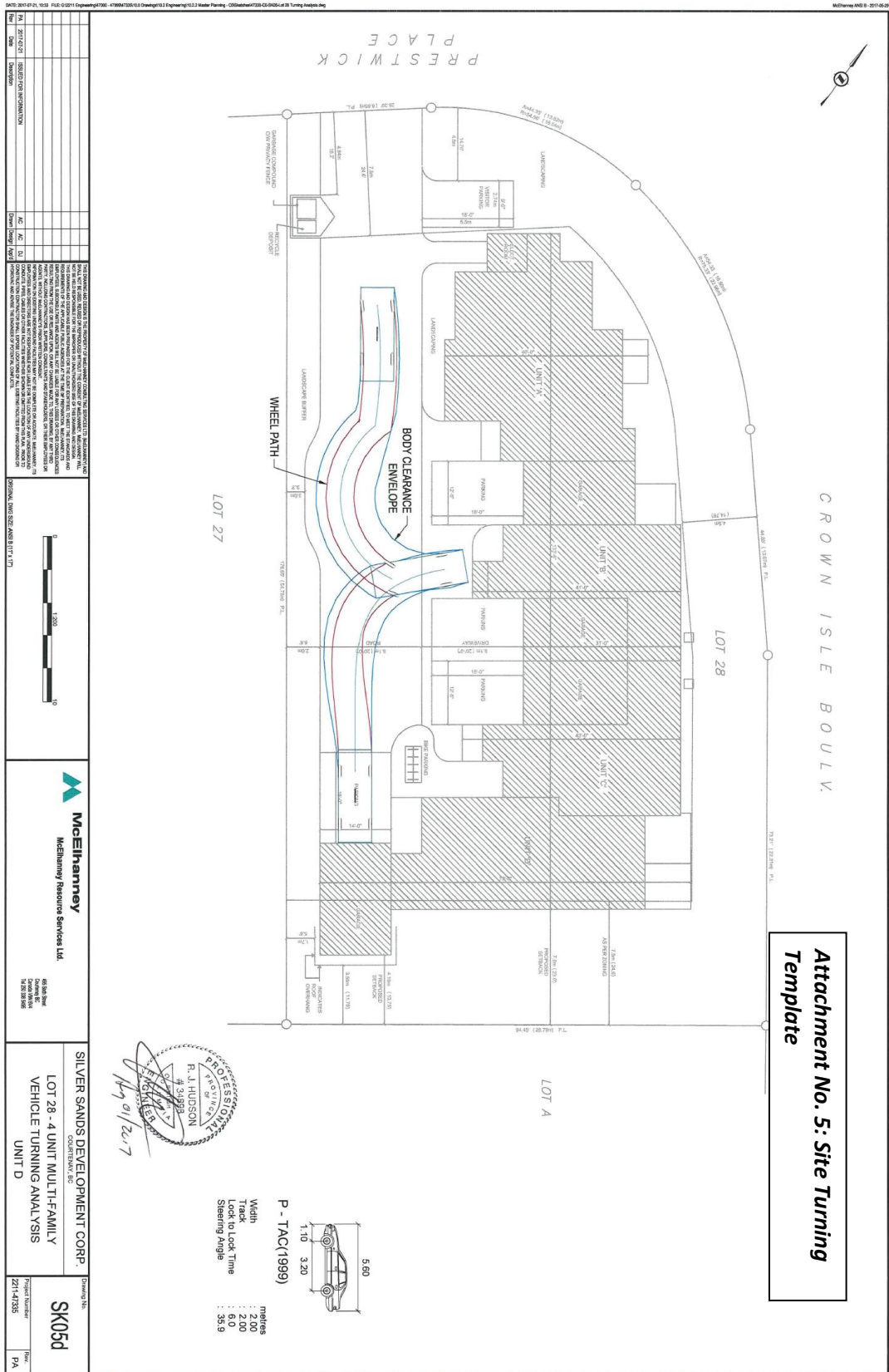
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Sky Niskasari, Landscape Manager - Crown Isle Landscaping

Crown Isle Landscaping - A Division of Crown Isle Holdings Ltd  
399 Clubhouse Drive, Courtenay BC V9N 9G3  
(250) 898-7046 landscaping@crownsisle.ca

**Attachment No. 4: Landscape Plan (4 of 4)**

Quantity	Botanical Name	Common Name	Installed Size
2	<i>Acer palmatum</i> 'Blood Good'	Bloodgood Japanese Maple	5-10 gal
5	<i>Acer platanoides</i> 'Crimson Sentry'	Crimson Sentry Norway Maple	7 gal or bigger
1	<i>Acer rubrum</i> 'Karpick'	Karpick Red Maple	7 gal or bigger
7	<i>Berberis thunbergii</i> 'Royal Burgundy'	Royal Burgundy Barberry	2 gal
30	<i>Buxus x</i> 'Green Velvet'	Green Velvet Boxwood	1-2 gal
8	<i>Choisia ternata</i>	Mexican Orange Blossom	2-5 gal
5	<i>Cornus kousa</i> 'Heart Throb'	Heart Throb Chinese Dogwood	7 gal or bigger
11	<i>Dryopteris erythrosora</i>	Japanese Autumn Fern	1-2 gal
8	<i>Dryopteris wallichiana</i>	Walichs Wood Fern	1-2 gal
16	<i>Erica darly</i> 'Kramers Red'	Kramers Red Heather	2 gal
2	<i>Euonymus alatus</i> 'Compacta'	Dwarf Burning Bush	3-5 gal
4	<i>Helleborus</i> 'Winter Jewels'	Winter Jewels Lenten Rose	1 gal
4	<i>Hydrangea Todi</i>	Todi Hydrangea	3-5 gal
2	<i>Lavandula stoechas</i> Anouk	Anouk Spanish Lavender	1 gal
3	<i>Mahonia x media</i> 'Winter Sun'	Winter Sun Oregon Grape	5 gal
2	<i>Mangolia sieboldi</i>	Korean Mountain Magnolia	7-10 gal
12	<i>Osmanthus burkwoodii</i>	Burkwood Osmanthus	2-5 gal
7	<i>Pachysandra terminalis</i>	Japanese Spurge	1 gal
2	<i>Pieris japonica</i> 'Valley Valentine'	Valley Valentine Japanese Pieris	3-5 gal
9	<i>Pieris japonica</i> 'Little Heath'	Little Heath Japanese Pieris	2 gal
2	<i>Pinus nigra</i> 'Fastigiata'	Fastigiata Austrian Pine	5 gal
3	<i>Rhododendron</i> species.	Mixed species Rhododendron	7 gal
3	<i>Sarcococca hookeriana</i>	Sweet Box	5 gal
16	<i>Thuja occidentalis</i> 'Smaragd'	Emerald Cedar	5 gal
60	<i>Thuja plicata</i> 'Excelsea'	Excelsea Western Red Cedar	3-5 gal
2	<i>Viburnum bodinatense</i> 'Pink Dawn'	Pink Dawn's Viburnum	5 gal
6	<i>Taxus baccata</i>	English Yew	5 gal



**Attachment No. 6: Public Information  
Meeting Summary**

**CROWN ISLE HOMES LTD.¶  
NOTES FROM PUBLIC INFORMATION MEETING¶  
RE: DEVELOPMENT VARIANCE PERMIT APPLICATION¶  
LOT 28, BLOCK 72, EPP65908, COMOX LAND DISTRICT¶**

¶  
¶  
¶

A public information meeting was held in the Silver Room at the Crown Isle Resort Clubhouse on June 16, 2017 from 4:00 -- 6:00 PM.↵

↵

Residents were informed through a letter that was sent directly to a list of individual addresses provided by the City of Courtenay.↵↵

↵

Each individual residence was given a package that included the following:↵

↵

Development Variance Permit Information Including:↵

1.↵ A map showing the site plan and requested variance, along with elevations of the proposed building.↵

2.↵ Comment Sheet for further comment.↵

↵

The site plan and building elevations were displayed in the room and Crown Isle representatives were on site to provide information and to answer questions regarding the application.↵↵

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No residents attended the meeting. ¶

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Rick Waldhaus, C.P.A. – C.G.A. ¶

CFO, Crown Isle Resort and Golf Community↵

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THE CORPORATION OF THE CITY OF COURTENAY

## STAFF REPORT

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**To:** Council  
**From:** Deputy Chief Administrative Officer  
**Subject:** Zoning Amendment Bylaw No. 2891 – 2500 Mission Road

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**File No.:** 3360-20-1708

**Date:** August 21, 2017

### PURPOSE:

The purpose of this report is for Council to consider an application to rezone the subject property from Residential One (R-1B) to Residential One S (R-1S) to allow a secondary suite.

### CAO RECOMMENDATIONS:

That based on the August 21, 2017 Staff report, “Zoning Amendment Bylaw No. 2891 – 2500 Mission Road”, Council support approving OPTION 1 and proceed to First and Second Readings of Zoning Amendment Bylaw No. 2891, 2017; and

That Council direct staff to schedule and advertise a statutory public hearing with respect to Zoning Amendment Bylaw No. 2891, 2017 on September 5, 2017 at 5:00 pm in City Hall Council Chambers.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

### BACKGROUND:

The subject property is a large single residential lot located on Mission Road near Queneesh Elementary School. Adjacent land use to the north, east and west is single residential with commercial, industrial, and institutional uses to the south (Figure 1). The property is currently developed with a single residential dwelling, including an unauthorized secondary suite located above the attached garage, accessory buildings and a circular drive.

The property owner has indicated that the secondary suite existed when he purchased the home and that the suite is currently rented to a tenant. The applicant would like to legalize the secondary suite and is now applying to rezone the property from Residential One B (R-1B) to Residential One S (R-1S) to allow the secondary suite use. Should the zoning amendment application be approved, the applicant will be required to obtain a Building Permit to ensure that the suite meets Building Code requirements. Should the zoning amendment not be approved, the applicant will be required to evict the current tenant and decommission the secondary suite.



**Figure 1.** (LEFT) The subject property is outlined in yellow.

(TOP) The photo above shows the house from Mission Road.

## DISCUSSION:

### Official Community Plan Review

The subject property is designated as urban residential in the Official Community Plan (OCP). The proposed zoning amendment is consistent with the urban residential land use designation and policies in the Vision, Land Use and Climate Change chapters of the OCP.

The OCP supports secondary suites as a means of incrementally increasing density to better utilize municipal infrastructure and as a means of providing housing choice without changing the character of existing neighbourhoods. Secondary suites diversify the housing stock by providing: housing options for seniors to age in place; opportunities for multigenerational living; assistance for young families to offset growing mortgage costs; and distributing much needed rental housing options across the city. Often referred to as ‘hidden density’, secondary suites are contained within the principal dwelling and are limited in size. The street appearance of the home typically remains unaltered.

Climate change policy in the OCP is also supportive of expanding the application of secondary suites. Adding housing units near existing destinations facilitates active transportation options. The subject property is located in close proximity to many civic and commercial amenities including an elementary school, hospital, aquatic centre, college and shopping centres with a variety of grocery, health, retail and food services. The local greenway network provides alternative pedestrian and cycling connections from the subject property to these amenities and the property has access to public transit with bus stops on Mission Road, Lerwick Road and a transportation hub at the college.

### Zoning Review

As stated above, the applicant is applying to rezone the subject property from R-1B to R-1S to allow a secondary suite. Based on the plans submitted with this zoning application (**Attachment 2**), the unauthorized suite meets the secondary suite requirements of the Zoning Bylaw including:

- Having a floor space no more than 90 m<sup>2</sup> in area;

- Having a floorspace less than 40% of the habitable floor space of the building;
- Being located within a building of residential occupancy containing only one other dwelling unit;
- Location in a building which is part of a single real estate entity; and
- Providing one additional off-street parking space on the property.

In addition to allowing a secondary suite, the R-1S zone has a smaller required lot size than the R-1B zone. The proposed zoning amendment would increase the subdivision potential should the existing house be removed. The subject property could be subdivided into two lots each of which could be developed with a single residential dwelling under the existing R-1B zone. Under the proposed R-1S zone, the subject property could be subdivided into three lots, each of which could be developed with a single residential dwelling containing a secondary suite. In either scenario the existing home would need to be removed as the central location of the home on the property precludes subdivision. The applicant has not indicated any redevelopment plans at this time, but Staff are of the opinion that should subdivision proceed in the future, this will still be in keeping with the character of the area and would be appropriate in this location given the proximity to nearby civic and commercial amenities.

#### **FINANCIAL IMPLICATIONS:**

Consistent with the Affordable Housing Policy, the rezoning application fee for secondary suite applications was reduced from \$3,000 to \$500 and the Fees and Charges Bylaw was amended accordingly. Should this application be successful, a Building Permit is required to ensure that the existing suite meets the BC Building Code requirements. Building Permit Fees are calculated at rates set out in the bylaw. At present it is \$7.50 for every \$1,000 of construction value with a minimum fee of \$50.

Properties with secondary suites are currently charged a second utility fee (sewer, water, garbage) for the additional dwelling unit. Secondary suites are exempt from paying Development Cost Charges for both the City and the Regional District.

#### **ADMINISTRATIVE IMPLICATIONS:**

Processing zoning bylaw amendments is a statutory component of the work plan. Staff has spent approximately 10 hours processing this application to date. Should the proposed zoning amendment proceed to public hearing, an additional 2 hours of staff time will be required to prepare notification for public hearing and to process the bylaw. Additional staff time will be required to process the subsequent Building Permit applications including application administration and building inspections.

#### **ASSET MANAGEMENT IMPLICATIONS:**

The proposed development utilizes existing infrastructure and is connected to City water and City sewer. There are no direct asset management implications identified with this application.

**STRATEGIC PRIORITIES REFERENCE:**

**We support diversity in housing and reasoned land use planning**

- Support densification aligned with community input and regional growth strategy

**We focus on organizational and governance excellence**

- We support meeting the fundamental corporate and statutory obligations



- **Area of Control**  
The policy, works and programming matters that fall within Council’s jurisdictional authority to act.

**OFFICIAL COMMUNITY PLAN REFERENCE:**

2.1 (4) Create neighbourhoods that provide different housing types close to recreation, educational and daily destinations.

4.4.2 (1) Optimize the use of existing lands in the City with a long term consideration to expand boundaries and protect adjoining lands from further development

4.4.2 (3) Support the development of housing options for seniors

4.4.2 (7) Preserve the integrity and character of existing residential areas with any redevelopment proposal

4.4.3 (5) Lead in creating inclusive neighbourhoods for housing

4.4.3 – Density (4)(a) limited infill will be considered in keeping with the character and scale of the neighbourhood

4.4.3 – Density (4)(d) secondary suites will be considered as part of a principal single-family residential building subject to zoning approval

10.3 Objective 2: (3) to encourage incremental infill development in core and suburban settlement areas the City will (b) revise the secondary suite policy to encourage infill development in single residential neighbourhoods in the form of secondary suites and auxiliary buildings such as carriage suites.

**REGIONAL GROWTH STRATEGY REFERENCE:**

The development proposal is consistent with the RGS Housing Goal to “ensure a diversity of affordable housing options to meet evolving regional demographics and needs” including:

Objective 1-A: Locate housing close to existing services; and

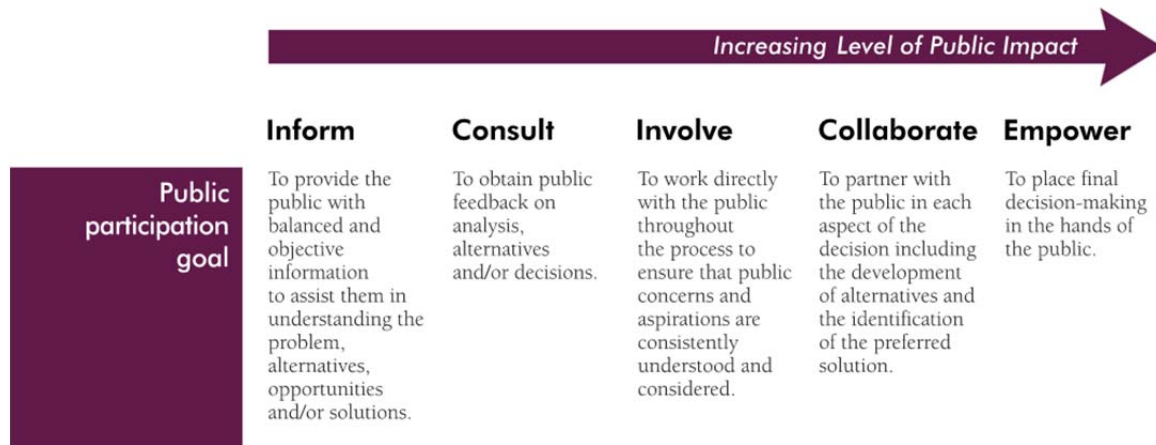


Objective 1-C: Develop and maintain a diverse, flexible housing stock.

**CITIZEN/PUBLIC ENGAGEMENT:**

Staff would **consult** the public based on the IAP2 Spectrum of Public Participation:

[http://c.yimcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum\\_vertical.pdf](http://c.yimcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf)



Should Zoning Amendment Bylaw No. 2891, 2017 receive First and Second Readings, a statutory public hearing will be held to obtain public feedback in accordance with the *Local Government Act*.

Prior to this application proceeding to Council, the applicant held a public information meeting on July 16, 2017 at the subject property. None of the invited property owners or occupants attended the meeting however three people have provided written correspondence which is included in **Attachment 4**. One of the respondents indicated that the zoning amendment would not negatively impact the neighbourhood while other respondents raised concerns related to parking and maintenance of rental properties.

**OPTIONS:**

- OPTION 1:** That based on the August 21, 2017 staff report 'Zoning Amendment Bylaw 2891 – 2500 Mission Road' Council approve Option No. 1 and proceed to First and Second Readings of City of Courtenay Zoning Amendment Bylaw No. 2891, 2017; and  
That Council direct staff to schedule and advertise a statutory public hearing with respect to Zoning Amendment Bylaw No. 2891, 2017 on September 5, 2017 at 5:00 p.m. in the City Hall Council Chambers. (Recommended)
- OPTION 2:** Postpone consideration of Bylaw 2891 with a request for more information.
- OPTION 3:** Not proceed with Bylaw 2891.

Prepared by:



---

Erin Ferguson, MCP  
Land Use Planner

Approved by:



---

Ian Buck, MCIP, RPP  
Director of Development Services

*Attachments:*

1. *Applicant's Written Project Description*
2. *Floor Plans*
3. *Site Photos*
4. *Public Information Meeting & Public Correspondence*

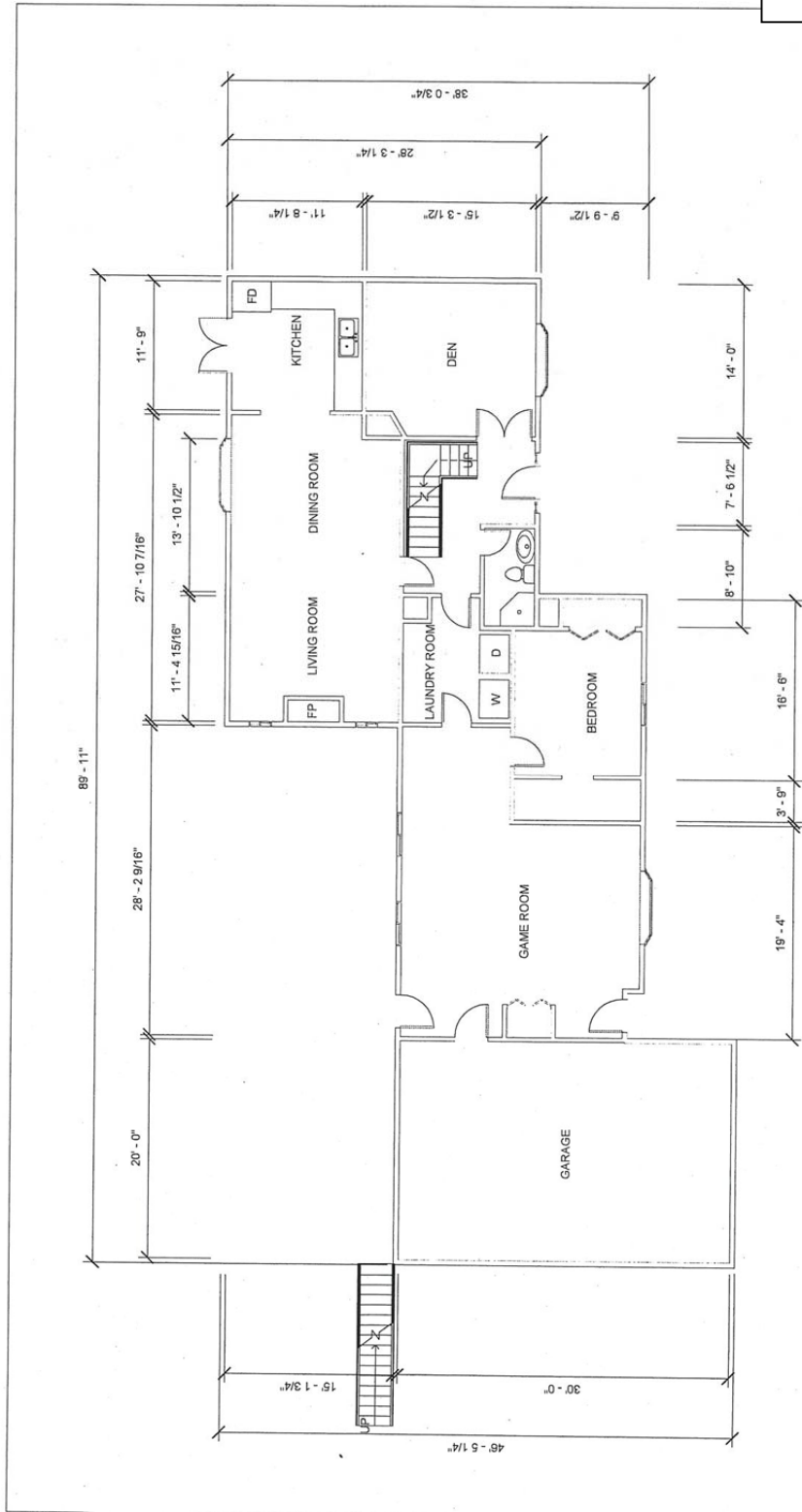
City of Courtenay

ATTACHMENT 1 – Applicant's  
Written Project Description

Dear Sir or Madam,

I am applying for the rezoning of a secondary suite at 2500 Mission Road, I am on a single lot and the secondary suite is located above my double garage, it's about 600 square feet and it would suit a bachelor, which would make it affordable for an individual. It has its own heat as well as hot water. With the hospital, Thrifty's, Queneesh, North Island College, and the aquatic centre walking distance away. The property has room for at least 9 parking spaces and a large backyard.

ATTACHMENT 2 – Floor Plans

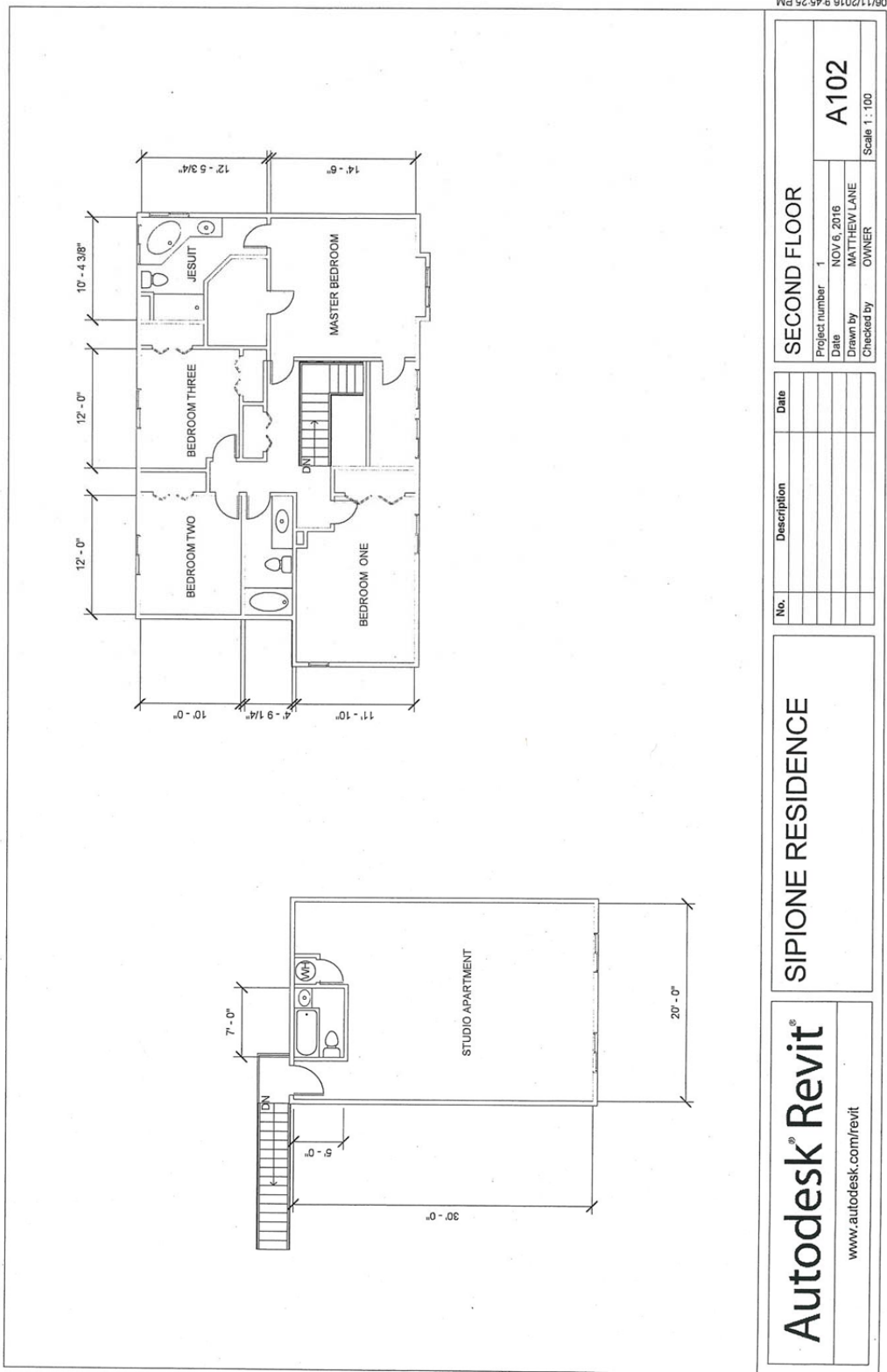


<b>FIRST FLOOR</b>	
Project number	1
Date	NOV 6, 2016
Drawn by	MATTHEW LANE
Checked by	OWNER
<b>A101</b>	
Scale 1 : 100	

No.	Description	Date

**SIPIONE RESIDENCE**

**Autodesk® Revit®**  
 www.autodesk.com/revit



08/11/2016 9:45:26 PM

<b>SECOND FLOOR</b>	
Project number	1
Date	NOV 6, 2016
Drawn by	MATTHEW LANE
Checked by	OWNER
<b>A102</b>	
Scale 1 : 100	

No.	Description	Date

**SIPIONE RESIDENCE**

**Autodesk Revit®**  
[www.autodesk.com/revit](http://www.autodesk.com/revit)

SUBJECT PROPERTY PHOTO ADDENDUM

ATTACHMENT 3 – Site Photos

Borrower:	File No.: R12646	
Property Address: 2500 MISSION ROAD	Case No.:	
City: COURTENAY	Prov.: BC	P.C.: V9N 9E4
Lender: FRANK SIPIONE		



FRONT VIEW OF  
SUBJECT PROPERTY

Appraised Date: June 27, 2014  
Appraised Value: \$465,000



REAR VIEW OF  
SUBJECT PROPERTY



STREET SCENE

ATTACHMENT 4 – Public  
Information Meeting Summary  
& Correspondence

**Ferguson, Erin**

**From:** Frank Sipione <F.Sipione@slegg.com>  
**Sent:** July-26-17 6:50 AM  
**To:** Ferguson, Erin  
**Subject:** FW: 2500 Mission  
**Attachments:** image2017-07-26-063505.pdf

Erin; Attached is the letter I wrote for the public information meeting on July 16<sup>th</sup> at 12:00 PM that I made copies of and included in the distribution. I hand delivered all letters to surrounding area and mailed the rest to the appropriate owners as per the city's list. I made coffee that Sunday and waited, no one showed up. I did get a phone call asking if they had to attend the meeting, only if you have some concerns or input, I replied. I believe the comment sheet that is attached was from that party, which was dropped off at my door the following Tuesday. Thank You

**Frank Sipione**

[Redacted]

[Redacted]

Fellow Neighbours;

Re: Public Information Meeting - Rezoning Application

I am writing to you today about my interest in rezoning a part of my house to become a legal suite.

I have proposed to the City of Courtenay to legalize the suite above my carport. It is a studio/bachelor suite with running appliances and has a separate entrance behind the house. In order for my proposal to the city to be approved, I must advise all neighbouring properties of said proposal and allow for the opportunity of written feedback, if anyone has any questions or concerns.

Public Information Meeting details:

Date: July 16<sup>th</sup>, 2017

Address: 2500 Mission Road

Time: 12pm

I invite you to attend for some information and give some feedback. I also welcome you to call or email me for further information is necessary

Thanking you in advance,

Frank Sipione

(250) 218-7804

[f.sipione@slegg.com](mailto:f.sipione@slegg.com)



## PUBLIC INFORMATION MEETING

July 16, 2017

Rezoning Application for 2500 Mission Road to Allow Secondary Suite

### COMMENT SHEET

Name: [REDACTED] Email: \_\_\_\_\_  
Address: 2467 Walbran Place Phone: \_\_\_\_\_

Frank Sipione has applied to the City of Courtenay for a Zoning Amendment from R-1B to R-2 to permit a secondary suite. This project is under review by staff in the Planning Department of the City.

Given the information you have received regarding this project do you have any comments or questions?

*This application for rezoning @ 2500 Mission Road, would not negatively impact the area of residence.*

**Please return your comments by July 30, 2017**

Comment sheets can be submitted by one of the following methods:

1. Drop off or mail your comments to: Development Services Dept. City of Courtenay, 830 Cliffe Ave, Courtenay, BC V9N 2J7
2. Email your comments to [planning@courtenay.ca](mailto:planning@courtenay.ca)
3. Fax your comments to: 250-334-4241

## PUBLIC INFORMATION MEETING

July 16, 2017

Rezoning Application for 2500 Mission Road to Allow Secondary Suite

### COMMENT SHEET

Name: [REDACTED] Email: [REDACTED]

Address: 23718 Walbran Dr. Phone: [REDACTED]

Frank Sipione has applied to the City of Courtenay for a Zoning Amendment from R-1B to R-2 to permit a secondary suite. This project is under review by staff in the Planning Department of the City.

Given the information you have received regarding this project do you have any comments or questions?

We are not in favour of legal suites in our neighbourhood. It changes the face of the area in a negative way. For example extra vehicles. We already have issues with people renting out their property & not keeping their property up to the standards of their neighbours. Too many vehicles are also an issue as is parking in no parking zones. We wish to see our neighbourhood continue as single family dwellings as was intended when we purchased our home in 2003.

**Please return your comments by July 30, 2017**

Comment sheets can be submitted by one of the following methods:

1. Drop off or mail your comments to: Development Services Dept. City of Courtenay, 830 Cliffe Ave, Courtenay, BC V9N 2J7
2. Email your comments to [planning@courtenay.ca](mailto:planning@courtenay.ca)
3. Fax your comments to: 250-334-4241

RECEIVED  
JUL 17 2017

CITY OF COURTENAY

**Blamire, Susan**

---

**From:** [REDACTED]  
**Sent:** July-15-17 11:33 AM  
**To:** PlanningAlias  
**Subject:** Rezoning App. 2500 Mission Road to allow for secondary suite

To whom it may concern,

I'm concerned about the secondary suite rezoning at 2500 Mission Road. My concern is over sufficient space for parking on the property in question. I live at 2416 Walbran Place, we currently have a problem with the amount of cars parking on the street. Houses on Walbran Place have more cars than what can fit in there driveways and thus creates a shortage of street parking. Most days my guests cannot find parking out front of my house as neighbors have parked there or there guests. I have walked by 2500 Mission Road property a few times and all of the parking on the property has been full. I don't see a sufficient amount of parking for a tenant plus a guest to park there cars on the property. This could cause spill out of parking onto Walbran Place as the backside of the 2500 Mission Road property is on Walbran Place cul-de-sac. No street parking on Mission Road, means Walbran Drive and Walbran Place is the only available street parking.

Regards,

[REDACTED]





THE CORPORATION OF THE CITY OF COURTENAY

## STAFF REPORT

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**To:** Council  
**From:** Deputy Chief Administrative Officer  
**Subject:** **Municipal and Regional District Tax (Hotel Room Tax)**

**File No.:** 250-20 (EDS)  
**Date:** August 21, 2017

---

**PURPOSE:**

To inform Council of the renewal process for the Municipal and Regional District Tax (MRDT) of 2% within the City of Courtenay and to request a letter of support.

**EXECUTIVE SUMMARY:**

In 2012 a two percent Hotel Room Accommodation Tax was implemented in Courtenay. The Province collected the Tax, remitted to the City and the City remitted funds to CVEDS. In 2013 the Hotel Room Tax Act was repealed and replaced with the Provincial Sales Tax Act at which time the Hotel Room Tax was re-branded to the Municipal and Regional District Tax (MRDT). The Tax requires an application every five years, and the five-year term concludes at the end of September 2017.

Destination BC has informed CVEDS that they are now eligible to renew the MRDT Tax application and that the City can be removed from the renewal process as CVEDS is a not-for-profit entity who is using the collected funds for tourism promotion. The City is only required to provide a Letter of Support to CVEDS.

**CAO RECOMMENDATIONS:**

That based on the August 21, 2017 staff report "Municipal and Regional Tax (Hotel Room Tax)", Council approve OPTION 1 and provide a Letter of Support agreeing to CVEDS receiving and administering the MRDT accommodation tax in the City of Courtenay and Comox Valley.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

**BACKGROUND:**

In 2012, a Hotel Room Accommodation Tax of two (2) percent was implemented in Courtenay. The Province levies the Tax, remits it to the City and the City submits it to Comox Valley Economic Development Society (CVEDS). CVEDS uses the funding to promote tourism in the community and Comox Valley via Destination Marketing Programs.

The Hotel Room Tax Act was repealed in 2013 and replaced with the Provincial Sales Tax Act. This resulted in the Hotel Room Tax being rebranded to the Municipal and Regional District Tax (MRDT). The Provincial Sales Tax Act requires the completion of a renewal application for the MRDT by the end of September 2017.

**DISCUSSION:**

The Comox Valley Economic Development Society (CVEDS) has been working with hotel/motel properties for the continuation of the 2% Hotel Room Tax. Destination BC has notified CVEDS that they qualify as an eligible entity as they fit the requirements of the MRDT program, specifically, they are a not-for-profit business association, located in the designated accommodation area and actively engaged in tourism marketing, programs and projects in the accommodation area (see Attachment # 1 - highlighted Section 5.1 Designated Recipients – Municipal and Regional District Tax Program Requirements).

CVEDS is required to obtain evidence of consultation and support from local governments for the accommodation tax continuing to be imposed in the designated accommodation area (see Section 7.0 Application Requirements – Municipal and Regional District Tax Program Requirements). This letter of support must accompany the application information that CVEDS submits to the Province. Once approved, the City is removed from the process and all funds are directed from the Province to CVEDS. This change cancels the requirement for The Hotel Tax Bylaw #2718,2012 and the Tourism Promotion Agreement between the City and CVEDS.

Attachment # 2 is the application from CVEDS for the renewal of the MRDT.

**FINANCIAL IMPLICATIONS:**

The implementation of this new process receives no direct cost or revenue benefit to the City.

**ADMINISTRATIVE IMPLICATIONS:**

Staff time will be required for the preparation of the documentation repealing the Hotel Tax Bylaw 2718, 2012.

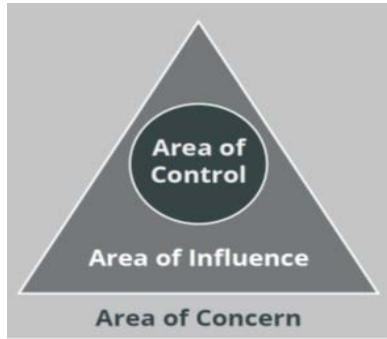
**ASSET MANAGEMENT IMPLICATIONS:**

N/A

**STRATEGIC PRIORITIES REFERENCE:**

**We invest in our key relationships**

- ▲ We advocate and cooperate with other local governments and senior governments on regional issues affecting our city



- **Area of Control**  
The policy, works and programming matters that fall within Council’s jurisdictional authority to act.
- ▲ **Area of Influence**  
Matters that fall within shared or agreed jurisdiction between Council and another government or party.
- **Area of Concern**  
Matters of interest outside Council’s jurisdictional authority to act.

**OFFICIAL COMMUNITY PLAN REFERENCE:**

4.2.3 Policies

“3. Tourist Commercial

Council will:

- Support accommodation and services for visiting tourists within the municipal boundary or at a designated resort centre such as Mount Washington....”

**REGIONAL GROWTH STRATEGY REFERENCE:**

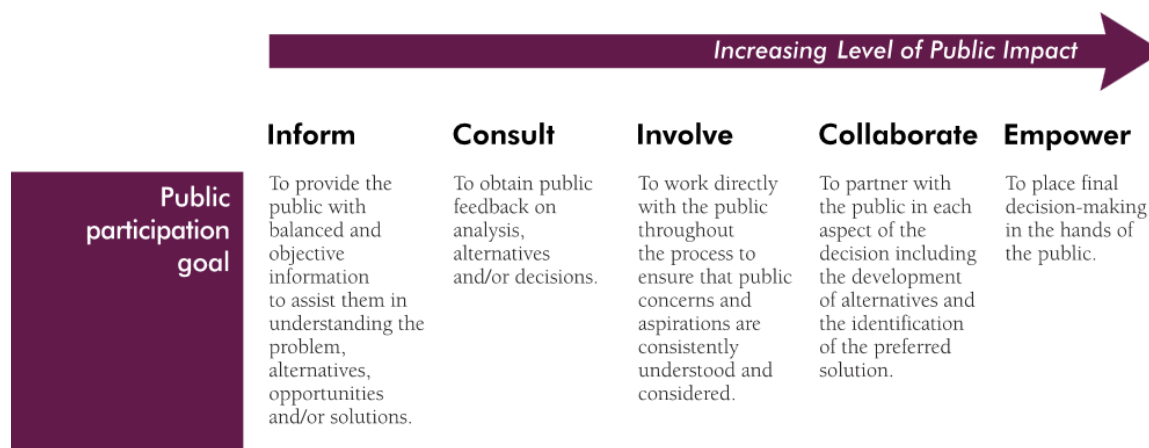
“Goal 3: Local Economic Development – Achieve a sustainable, resilient and dynamic local economy that supports businesses and the region’s entrepreneurial spirit....

Objective 3A-1: Encourage responsible expansion of the economic base of the Comox Valley with the intent of enhancing wealth and employment opportunities.”

**PUBLIC ENGAGEMENT:**

Staff would **inform** the public based on the IAP2 Spectrum of Public Participation:

[http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum\\_vertical.pdf](http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf)



**OPTIONS:**

- Option 1: That Council provide a Letter of Support agreeing to CVEDS receiving and administering the MRDT accommodation tax in the City of Courtenay and Comox Valley (recommended).
- Option 2: That staff provide a supplemental report addressing MRDT funding process changes to CVEDS.
- Option 3: That Council not support the renewal of the 2% Municipal Regional and District Tax within the City of Courtenay.

Prepared by:



Brian Parschauer, BA, CPA-CMA  
Director of Financial Services

**Attachments:**

1. Municipal and Regional District Tax Program Requirements
2. 5 Year MRDT Renewal Package-CVEDS August 2017





# **Municipal and Regional District Tax Program Requirements**

**Fall 2015**

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## 1. Overview

The purpose of this document is to outline the requirements for the Municipal, Regional, and District Tax Program (“MRDT program”) and provide guidance and assistance to municipalities, regional districts, and eligible entities (“designated recipients”) applying for or renewing the Municipal, Regional, and District Tax (“the tax”) within their communities. This document includes application materials and other forms and templates to assist with application, renewal, and reporting requirements.

**Designated Recipient:** *The municipality, regional district or eligible entity that receives the revenue from the tax in a designated accommodation area.*

## 2. Enabling Legislation

Section 123 of the *Provincial Sales Tax Act* (refer to [http://www.bclaws.ca/civix/document/id/complete/statreg/12035\\_00](http://www.bclaws.ca/civix/document/id/complete/statreg/12035_00))

imposes a tax of up to three percent on the purchase price of accommodation in a specified geographic area of the province (“designated accommodation area”) on behalf of a designated recipient.

**Designated Accommodation Area:** *A specified geographic area of the province in which the tax will be applied on behalf of a designated recipient.*

## 3. Program Purpose

The purpose of the MRDT program is to assist designated recipients to fund tourism marketing, programs and projects.

The MRDT program is jointly administered by the Ministry of Finance, the Ministry of Jobs, Tourism and Skills Training, and Destination British Columbia.

The MRDT program is one of a number of supports available to enhance tourism marketing in BC. The MRDT program is intended to help grow BC revenues, visitation and jobs, and amplify BC’s tourism marketing efforts in an increasingly competitive marketplace. To promote a coordinated and efficient use of funds, the following **MRDT program principles** have been adopted:

- 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.

## 4. Eligible Use of Funds

The *Designated Accommodation Area Tax Regulation* (refer to [http://www.bclaws.ca/civix/document/id/complete/statreg/93\\_2013](http://www.bclaws.ca/civix/document/id/complete/statreg/93_2013)) sets out the authorized purposes

for funds collected under the MRDT program. Authorized purposes are tourism marketing, programs and projects, and any other prescribed purposes as set out in the regulation.

The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by both local governments and tourism industry stakeholders.

Funds from the MRDT program should augment current funding and cannot be used to replace existing sources of tourism funding in a community.

As the MRDT program is intended to primarily fund tourism marketing, programs and projects, consideration will only be given in special circumstances to the financing of capital expenditures such as new tourism facilities or infrastructure. Proposals for capital spending must be included in the designated recipient's Five-Year Strategic Business Plan, and must demonstrate strong local stakeholder support in order to be considered as an authorized use of MRDT program funds. These proposals will be approved on a case-by-case basis by the Province of British Columbia ("the Province".) Applicants must contact Destination British Columbia program staff prior to submitting an application including capital expenditures (refer to Section 13: Further Information).

Designated recipients are expected to effectively manage administrative costs related to MRDT projects. Administration costs, where applicable, include:

- Management and staff unrelated to program implementation
- Finance staff
- Human Resources staff
- Board of Directors costs
- Employee-related information technology costs (i.e. computers, telephone, support, network connections)
- Office lease/rent
- General office expenses

Considerable scrutiny will be applied to ensure that MRDT program funds are used for authorized tourism purposes.

## 5. Eligible Applicants

### 5.1 Designated Recipients

The following are eligible to be a designated recipient under the MRDT program:

- Municipalities
- Regional districts
- Eligible entities.

Under the *Provincial Sales Tax Act*, to qualify as an eligible entity, an applicant must:

- Be a not-for-profit business association (e.g. a society incorporated under the *Society Act*; entities incorporated under the *Business Corporations Act* are not eligible). Note that a not-for-profit society whose specific purpose is tourism marketing is preferred.
- Have a place of business in the designated accommodation area

- Be actively engaged in tourism marketing, programs or projects in the designated accommodation area.

## 5.2 Designated Accommodation Area

The designated accommodation area may be:

- A whole municipality, but not a portion of a municipality
- A whole regional district or a portion of a regional district
- A combination of municipalities and portions of regional districts.

The tax may be levied in more than one municipality or regional district on behalf of a single designated recipient.

There can be no overlap with any other designated accommodation area in which the tax applies.

Generally, an electoral area is the smallest portion of a regional district that may be prescribed as a designated accommodation area.

## 5.3 Delegation of Administration

Municipalities and regional districts may either administer the MRDT program directly or delegate administration to a service provider (such as a destination marketing organization). The municipality or regional district remains the designated recipient and remains fully responsible for compliance with all MRDT program requirements.

Eligible entities are not permitted to delegate the administration of the MRDT program to a service provider.

The Province does **not** mediate disputes between municipalities or regional districts and their service providers. A service agreement that details the deliverables and conflict resolution procedure is strongly recommended.

## 6. MRDT Program Overview

### 6.1 How the MRDT Program Works

Applicants may apply to request that the Province levy the tax on their behalf in a designated accommodation area.

The tax applies to purchases of taxable accommodation within the designated accommodation area. The tax is collected by the Province on behalf of the designated recipient.

The Province charges each designated recipient a fee to recover the cost to government for administering and enforcing of the tax. The fee is \$20 per month per accommodation provider in the designated accommodation area and is subject to change.

Funds equal to the tax collected in the designated accommodation area minus the administration fee are forwarded to the designated recipient on a monthly basis.

For new and renewal applications, the tax will be implemented for a period of five years. To extend the tax for an additional five-year period, a designated recipient must re-apply. There is no restriction on the number of times a designated recipient can apply to renew the tax.

Under the *Provincial Sales Tax Act*, **all** designated recipients must account annually to the Province on how MRDT program funds are spent (refer to Section 10: Annual Performance Management and Reporting Requirements).

### 6.2 Three Percent Rate

The *Provincial Sales Tax Act* was amended in 2015 to increase the maximum tax rate on the purchase of accommodation that may be imposed in a designated accommodation area from two percent to three percent of the purchase price of the accommodation.

Increasing the rate of tax is optional. A designated recipient may request a change in the rate of the tax to three percent of the purchase price of the accommodation prior to their renewal date by submitting a complete application containing all requirements listed in Section 7: Application Requirements. If approved, the tax will be renewed at the new rate for another five-year period. Designated recipients not subject to renewal requirements will be required to submit a complete application for the new rate one time only.

It is intended that designated recipients implementing a rate of three percent will sponsor and contribute to a provincial Tourism Events Program. Under this program, 0.2 percentage points of the incremental one percent of the tax will contribute to a provincially-led program to support tourism events that are expected to increase tourism to or within British Columbia.

Designated recipients with a three percent tax rate will be subject to enhanced reporting requirements (refer to Appendix 2.2 for further details).

### 6.3 Key Timelines

New applications for the tax and applications for rate changes must be submitted at least **nine** months in advance of the desired effective date of the tax.

Renewal applications must be submitted at least **six** months in advance of the end of the five-year term of the tax (“repeal date”).

Under extraordinary circumstances, designated recipients may make a written request to the Minister of Finance for an extension of the application deadline.

Failure to submit a completed application by the deadline may result in the tax ceasing to apply in a particular designated accommodation area.

## 7. Application Requirements

New applications, rate changes, and renewal application requirements include consultation and support from local governments, tourism industry stakeholders and accommodation providers. The application must include **all** of the following information and be submitted as a single complete package:

- A completed application form (refer to Appendix 1.1) signed by an authorized signing authority of the municipality, regional district or eligible entity that confirms that all program requirements have been met and all required documents are included in the application package.
- A Five-Year Strategic Business Plan with first year tactical details that meets all the requirements set out in Appendix 1.2. The applicant is required to make its Five-year Strategic Business Plan available to tourism industry stakeholders and accommodation providers as part of the industry consultation and accommodation support requirements on page 7.
- Evidence that the funds from the tax are incremental to existing sources of tourism funds. The funds from the tax are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community. An applicant must note any additional funding sources that will be available to support the Five-Year Strategic Business Plan.
- Evidence of consultation and support from local governments.
  - **If a municipality is applying,** the municipality must provide evidence that the regional district has been consulted and indicate whether the regional district supports or opposes the imposition of the tax in the municipality. Evidence could be in the form of a letter from the regional district's Board of Directors.
  - **If a regional district is applying,** the regional district must provide evidence that all municipalities within the regional district have been consulted and agree with the tax being imposed in the regional district. Evidence must be in the form of letters of support from the municipality(ies).
  - **If an eligible entity is applying,** the entity must provide evidence that all municipalities and regional districts within the designated accommodation area have been consulted and agree with the tax being imposed in the designated accommodation area on behalf of the eligible entity. Evidence must be in the form of letters of support from the municipality(ies) and regional district(s).
  - In the case of a conflict between a municipality, regional district or eligible entity about who the designated recipient is for an application or whether the tax should be imposed in a municipality, priority will be given to the position of the municipality.
- Evidence of authority and request to impose the tax.
  - **If a municipality is applying,** the municipality must pass a bylaw that requests the Province levy the tax on its behalf and provide a copy of the bylaw with the application.
  - **If a regional district is applying,** the regional district must pass a resolution that requests the province levy the tax on its behalf and provide a copy of the resolution with the application. The regional district must also provide evidence of its authority to use funds for the intended purpose either through letters patent or statutory authority.
  - **If an eligible entity is applying,** the eligible entity must submit a letter that requests the province levy the tax on its behalf. The eligible entity must also provide evidence of its

authority to use funds for the intended purpose by submitting copies of its certificate of incorporation, articles of incorporation, constitution and bylaws.

- The bylaw, resolution or letter must contain the following information:
  - Rate of tax to be imposed
  - Description of the geographic area in which the tax is to be imposed
  - Purpose for the funds
  - Desired effective date of the tax.
- Documentation on how the MRDT program, including revenue, will be administered (e.g. directly by the designated recipient or through a service provider). If a municipality or regional district is proposing to delegate administration of the program to a service provider, the name and address of the service provider must be included.
- Evidence of consultation with tourism industry stakeholders  
Evidence that the applicant has consulted with and received broad support from tourism industry stakeholders within the designated accommodation area in respect of the application. The applicant is required to make its Five-year Strategic Business Plan available to tourism industry stakeholders. Examples of consultation activities could include presentations at town hall meetings, annual general meetings and information sessions.
- An Accommodation Directory Form that lists all of the accommodation providers who offer accommodation that is taxable under the *Provincial Sales Tax Act* within the designated accommodation area, and the number of units each accommodation provider offers within the designated accommodation area (refer to Appendix 1.3). While the Province is able to provide an applicant with the names and addresses of registrants under the *Provincial Sales Tax Act*, it remains the responsibility of the designated recipient to ensure the accommodation directory is a complete and accurate list. For further information on taxable and exempt accommodation, please see PST Bulletin 120 Accommodation (refer to [http://www.sbr.gov.bc.ca/documents\\_library/bulletins/pst\\_120.pdf](http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf)).
- An Accommodation Sector in Support of MRDT Form (refer to Appendix 1.4) that provides evidence that an applicant has sufficient support from accommodation providers who offer taxable accommodation within the designated accommodation area. The minimum required level of support is at least 51 percent of the accommodation providers representing at least 51 percent of the total number of units of accommodation offered by those accommodation providers in the designated accommodation area. Higher support from accommodation providers will increase the likelihood that an application will be approved, providing all other requirements are met. The

**Tourism industry stakeholders:** Examples may include, but are not limited to, the following within the designated accommodation area:

- Accommodation providers;
- Attractions, sightseeing, activities and other primary tourism businesses;
- Restaurants, retail and other tourism related businesses;
- Regional and local tourism associations;
- Product Sector organizations;
- Parks and recreation;
- Visitor Centres; and
- Other government agencies and organizations that have programs and services that relate to tourism.

**For more information on taxable or exempt accommodation refer to** PST Bulletin 120 Accommodation [http://www.sbr.gov.bc.ca/documents\\_library/bulletins/pst\\_120.pdf](http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf).



applicant is required to make its Five-year Strategic Business Plan available to accommodation providers.

- Confirmation that Destination British Columbia has been consulted to ensure that proposed spending is coordinated and does not duplicate Destination British Columbia's broader promotional programs and is complementary to provincial marketing strategies and tactics.
- Third Party Authorization Form. If the designated recipient wishes the Province to discuss the application with their service provider the designated recipient must sign and submit the Third Party Authorization Form (refer to Appendix 1.5).
- Disclosure of Information Authorization Form. Applicants must authorize the Ministry of Finance to share information about the designated recipient in respect to the MRDT program with Destination British Columbia and the Ministry of Jobs, Tourism and Skills Training for the purpose of program administration and evaluation, and development of provincial tourism policy (refer to Appendix 1.6).
- A signed Tourism Events Program Sponsorship Undertaking if the application is for a three percent tax rate (refer to Appendix 1.7).

## 8. Application Procedure

Complete application packages must be submitted in PDF format by email to Destination British Columbia (MRDT@destinationbc.ca). The applicant will receive an email from Destination British Columbia confirming receipt of the application package.

Applicants may be contacted to provide additional information.

Failure to provide complete and accurate information may result in the application being delayed, returned or rejected.

Applicants can find more information about application timelines in Section 6.3.

## 9. Upon Approval of Application

If the application is approved by Cabinet, the *Designated Accommodation Area Tax Regulation* will be amended to prescribe the designated recipient, the designated accommodation area, the rate of tax, the effective date of the tax, the repeal date of the tax if applicable, and the approved uses of the revenue from the tax for a five-year period.

The applicant will be informed by the Ministry of Finance when the amendment to the *Designated Accommodation Area Tax Regulation* has been made and will be given information on when the tax will come into effect.

For new applications, the tax will be implemented effective the first day of the month that is three full months after the month in which the tax was approved. For example, if Cabinet approves the tax in

May, the tax will be implemented in the designated accommodation area beginning September 1. This provides sufficient time for accommodation providers to prepare to collect the tax.

For rate changes, the new tax rate will be implemented effective the first day of the month that is one full month after the month in which the tax was approved. For example, if Cabinet approves the tax in May, the new tax rate will be implemented in the designated accommodation area beginning July 1.

The Consumer Taxation Programs Branch of the Ministry of Finance will provide information on the procedures for collecting and remitting the tax to all accommodation providers required to collect and remit the tax. Accommodation providers may also refer to PST Bulletin 120 *Accommodation* (refer to [http://www.sbr.gov.bc.ca/documents\\_library/bulletins/pst\\_120.pdf](http://www.sbr.gov.bc.ca/documents_library/bulletins/pst_120.pdf)).

## 10. Annual Performance Management and Reporting Requirements

Under the *Provincial Sales Tax Act*, all designated recipients must account annually to the Province for how money received from the tax has been spent. Therefore, **all designated recipients** must submit an **Annual Performance Report**, a **Financial Report**, and a **One-Year Tactical Plan**, signed by the authorized signing authority of the designated recipient, annually to the Province (email to MRDT@destinationbc.ca).

### Annual Performance Report:

- Designated recipients must report on performance metrics related to the four MRDT program principles.
- Designated recipients with a three percent tax rate will be subject to additional reporting requirements.
- The Annual Performance Report must also include a summary of the tactics, activities and key outputs and outcomes.
- A template for the Annual Performance Report is provided in Appendix 2.2.
- **The Annual Performance Report must be submitted by April 30 of each year.**

### *The MRDT program principles are:*

- *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.*

### Financial Report:

- The Financial Report must include a detailed budget for the year ending and the year ahead. The Financial Report must show how all of the money received from the tax was spent and certify that all of the money received from the tax was used solely for approved purposes.
- The Financial Report must show that spending of money received from the tax was consistent with the Five-Year Strategic Business Plan.
- The Financial Report must also show the amounts, sources, and uses of all other tourism revenues.
- A template for the Financial Report is provided in Appendix 2.1
- **The Financial Report must be submitted by April 30 of each year.**

### One-Year Tactical Plan:

- The One-Year Tactical Plan must include:
  - A brief overview of the strategic direction from the Five-Year Strategic Business Plan.

- Key strategies for the year, if different from the Five-Year Strategic Business Plan, and key target markets.
- Detailed tactics for the next year, including details about tactics and activities, as well as a proposed budget for the next year.
- Performance measures for next year, including expected outputs, outcomes, and performance metrics. The performance measures must relate to the MRDT program principles (as outlined in Appendix 2.2).
- The One-Year Tactical Plan should be made available to tourism industry stakeholders.
- A suggested template for the One-Year Tactical Plan is provided in Appendix 2.3.
- **The One-Year Tactical Plan must be submitted by November 30 of each year, commencing November 30, 2016.** If plans are available earlier, please submit as they become available.

**Please note:**

- Designated recipients from larger communities (those that have the capacity for ongoing multi-year planning and reporting) may be asked to provide their multi-year rolling business plans annually for the purpose of program administration and evaluation.
- Designated recipients not subject to the renewal application requirements must submit a Five-Year Strategic Business Plan every five years. The first Five-year Strategic Business Plan must be submitted to the Province **by November 30, 2016.**

## 11. Amendments

The *Designated Accommodation Area Tax Regulation* sets out the designated recipient, the designated accommodation area, the rate of the tax, the repeal date of the tax, and the approved uses of the revenue from the tax for a five-year period. Any other use of the revenue is prohibited.

Requests for interim changes to the designated recipient or the designated accommodation area will not be considered. Changes to the designated recipient or the designated accommodation area can only be made in a renewal application.

Proposed changes in the use of revenue from the tax by the designated recipient that require amendments to the *Designated Accommodation Area Tax Regulation* will generally only be considered with renewal applications, for example, a proposal to use revenue from the tax for capital projects.

Designated recipients do not require approval from the Province for changes in marketing tactics previously submitted in their one-year Tactical Plan (as part of their application package or submitted with the annual review), as long as the tactics are consistent with the overall approved five-year Strategic Business Plan.

Any other material changes, that are significant shifts in the direction set out in either the One-Year Tactical Plan or the Five-Year Strategic Business Plan, must be submitted to Destination British Columbia for approval in advance of the change being implemented.

## 12. Monitoring, Compliance, and Termination

Designated recipients are required to comply with all MRDT program requirements, including eligible use of funds and annual reporting requirements. The Minister of Finance may terminate the tax in a designated accommodation area if the designated recipient is found to be in non-compliance with MRDT program requirements, and the non-compliance is not corrected in a timely manner.

The Ministry of Finance undertakes various compliance related activities as part of the administration of provincial consumption taxes, including the MRDT program, to ensure that all amounts due are remitted. The tax is levied under the *Provincial Sales Tax Act*. Any compliance activities undertaken in relation to the tax are carried out as part of those conducted for the Provincial Sales Tax (“PST”) according to the schedules and guidelines established for PST.

The Ministry of Finance will review specific lead information provided (for example, a hotel operating without collecting applicable taxes) and will make a determination as to whether any additional follow up may be necessary. The Ministry may conduct any further investigation deemed warranted.

A designated recipient may make a written request to the Minister of Finance to have the tax cease before the scheduled repeal date.

If the tax ceases in a designated accommodation area for any reason (e.g. failure to submit a completed renewal application on time, written request for early termination, or termination for non-compliance) a new application to impose the tax in that designated accommodation area would be required and it would be subject to the normal processing time associated with new applications.

## 13. Further Information

Applicants can request further **information about the MRDT program** by contacting Destination British Columbia by email at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca) or by phone at 604-660-6391.

For information on the **administration and enforcement of the tax**, please contact the Ministry of Finance:

Toll-free from anywhere in Canada call:

1-877-388-4440 Fax: 250-356-2195

E-mail: [CTBTaxQuestions@gov.bc.ca](mailto:CTBTaxQuestions@gov.bc.ca)

Please complete all MRDT application requirements and send to [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca) in **one complete package** in PDF format.

## Appendix 1.1 Municipal and Regional District Tax Application Form

**Legal Name of Applicant:** \_\_\_\_\_  
**Designated Accommodation Area:** \_\_\_\_\_  
**Rate of Tax (up to 3%):** \_\_\_\_\_  
**Implementation or Renewal Date:** \_\_\_\_\_

Check when completed	Requirement
<input type="checkbox"/>	<i>Five-year Strategic Business Plan (Appendix 1.2)</i>
<input type="checkbox"/>	<i>Evidence that funds from the tax are incremental to existing sources of tourism funds</i>
<input type="checkbox"/>	<i>Evidence of consultation and support, as applicable, from local governments</i>
<input type="checkbox"/>	<i>Evidence of authority and request to impose the tax (e.g. Bylaw, resolution or letter requesting tax)</i>
<input type="checkbox"/>	<i>Certificate of incorporation, copies of articles of incorporation, constitution, and bylaws (eligible entities only)</i>
<input type="checkbox"/>	<i>Documentation of how the MRDT program, including revenue, will be administered (where applicable)</i>
<input type="checkbox"/>	<i>Evidence of consultation with tourism industry stakeholders</i>
<input type="checkbox"/>	<i>Accommodation Directory Form (Appendix 1.3)</i>
<input type="checkbox"/>	<i>Accommodation Sector in Support of Municipal and Regional District Tax Form (Appendix 1.4)</i>
<input type="checkbox"/>	<i>Confirmation of consultation with Destination British Columbia</i>
<input type="checkbox"/>	<i>Third party Authorization Form (Appendix 1.5, where applicable)</i>
<input type="checkbox"/>	<i>Disclosure of Information Authorization Form (Appendix 1.6)</i>
<input type="checkbox"/>	<i>Tourism Events Program Sponsorship Undertaking (3% applicants only) (Appendix 1.7)</i>

By signing this application form, you certify that the information included in the application package is accurate, that all Municipal and Regional District Tax program requirements have been met, and that all required documents have been included in the application package.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature

## Appendix 1.2 Five-Year Strategic Business Plan

A municipality, regional district or eligible entity interested in applying for the Municipal and Regional District Tax or a renewal of the Municipal and Regional District Tax must submit an application as set out in the MRDT Program Requirements. A Five-Year Strategic Business Plan is required **at time of application**. This Five-Year Strategic Business Plan must include a detailed One-Year Tactical Plan for the first year of program implementation. Each year (years two through five of the program), the One-Year Tactical Plan must be updated and resubmitted (by November 30<sup>th</sup>) to reflect current marketing activities for the year as part of the annual reporting obligations. A separate template has been provided to guide the development of these year two through five plans (refer to Appendix 2.3).

The Five-Year Strategic Business Plan must encompass the five-year period covered by the application and it **must** include the following elements:

- Section 1: Five-year strategic overview with identified targets and actions for the five year period
- Section 2: One-Year Tactical Plan with performance measures, and
- Section 3: Detailed Budget for Year One

Your Five-Year Strategic Business Plan must adhere to the MRDT program principles.

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. The applicant and designated recipients not subject to renewal applications are required to make their Five-year Strategic Business Plan available to tourism industry stakeholders and accommodation providers as part of the industry consultation and accommodation support requirements.

Your Five-Year Strategic Business Plan must identify marketing strategies, key markets and targets that the community will focus on to build its tourism business and the steps it needs to take to achieve desired results.

Your Five-year Strategic Business Plan should answer the following key questions:

- What business objectives related to tourism does your community expect to achieve?
- What type of growth does your community want to achieve (in the short and long term)?
- How will your community achieve these objectives?
- What type of tourism products will you need?
- What type of visitor are you hoping to attract?

Please contact Destination British Columbia at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca) for any questions.

For more information on tourism business planning, please visit Destination British Columbia's website (refer to [www.destinationbc.ca/Resources/Developing-a-Tourism-Plan.aspx](http://www.destinationbc.ca/Resources/Developing-a-Tourism-Plan.aspx)).

### Quick Reference Guide

#### (from the MRDT Program Requirements):

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs and projects.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

#### The MRDT program principles are:

- *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.*

## Five-Year Strategic Business Plan Template

**Designated Recipient:** \_\_\_\_\_  
**Community Name:** \_\_\_\_\_  
**Date Prepared:** \_\_\_\_\_  
**MRDT Term Expiry Date:** \_\_\_\_\_  
**Five Year Period:** \_\_\_\_\_

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Five-Year Strategic Business Plan may be developed specific to your community needs and resources, but must include all required sections of the Five-Year Strategic Business Plan listed below.** If using this template, please delete the grey text and provide your response accordingly.

Section 1: Five-Year Strategic Overview	
<b>Vision and Mission</b>	<ul style="list-style-type: none"> <li>• <i>The Vision is future focused, something to be pursued, a destination, inspirational, and verifiable.</i></li> <li>• <i>The Mission is present focused, reason for being, a roadmap, concrete, and measurable.</i></li> </ul>
<b>Strategic Context</b>	<ul style="list-style-type: none"> <li>• <i>The Strategic Context will be developed by conducting a situation analysis. The situation analysis is an integral part of this Five-Year Strategic Business Plan and should include current trends, forecasts and areas of priority to address the following:</i> <ul style="list-style-type: none"> <li>○ <i>What are the current economic and tourism conditions?</i></li> <li>○ <i>What challenges and opportunities exist?</i></li> <li>○ <i>Key learnings.</i></li> </ul> </li> </ul>
<b>Overall Goals, Objectives and Targets</b>	<ul style="list-style-type: none"> <li>• <i>Goals and Objectives are the quantifiable results the recipient expects to achieve over the five year period. Goals should be realistic, achievable, yet challenging and should include a timeline.</i></li> <li>• <i>Example objectives include amount of MRDT revenue, visitation levels, or visitor revenue desired by a certain date. If an objective is difficult to measure, indicators can be used; for example, the increase in visitors to a sample of operators or the number of enquiries at a website or visitor center could be indicators for overall visitation levels.</i></li> <li>• <i>Targets should be identified for all Objectives for the five year period.</i></li> </ul>
<b>Strategies - Key Actions</b>	<ul style="list-style-type: none"> <li>• <i>Strategies describe the broad direction the community will take to achieve the stated goals and objectives.</i></li> <li>• <i>Strategies look longer term and may not change from year to year while tactics are short-term actions to achieve the implementation of a strategy.</i></li> <li>• <i>Strategies could include but are not limited to promotional strategies as well as relevant Destination development and Product experience and visitor services strategies:</i> <ul style="list-style-type: none"> <li>○ <i>Examples of promotional strategies are social media, media</i></li> </ul> </li> </ul>

<b>Section 1: Five-Year Strategic Overview</b>	
	<p><i>relations, advertising, joint or levered promotions, or consumer shows.</i></p> <ul style="list-style-type: none"> <li>○ <i>Destination development and product experience strategies may include those addressing infrastructure and policy issues, or products for tourism development.</i></li> <li>○ <i>Visitor services strategies may include approaches to satisfy visitor information needs.</i></li> </ul> <ul style="list-style-type: none"> <li>● <i>Applicants should provide a description of the overall resource allocation by major category</i></li> <li>● <i>Applicants should list key actions for each year of the five year period with more detail in the first three years.</i></li> </ul>
<b>Brand Positioning</b>	<p><i>Please provide the following:</i></p> <ul style="list-style-type: none"> <li>● <i>A statement that clearly defines how the community will be positioned and the rationale.</i></li> <li>● <i>This positioning statement should provide direction for product development and promotional activities.</i></li> <li>● <i>Brand positioning may include other communities clustered within a larger area.</i></li> </ul>
<b>Target Markets</b>	<p><i>Please provide:</i></p> <ul style="list-style-type: none"> <li>● <i>The types of visitors that are priorities for the community, stating primary and secondary target markets.</i></li> <li>● <i>Geographic target markets, demographic, and activity-based target groups.</i></li> </ul>
<b>Management, Governance, and Administration</b>	<p><i>Please provide:</i></p> <ul style="list-style-type: none"> <li>● <i>A description of the proposed management, governance and administration process for the activities and funds.</i></li> <li>● <i>For example, whether the applicant will be carrying out the proposed activities or, in the case of a municipality or regional district, whether a service provider such as a local tourism association or other organization will be responsible for carrying out the proposed activities.</i></li> <li>● <i>The applicant remains responsible for monitoring and reporting on the use of funds, even where the activities are delegated.</i></li> </ul>
<b>Sources of Funding</b>	<ul style="list-style-type: none"> <li>● <i>Please indicate other available sources of funding to fund tourism marketing, programs and projects in addition to the MRDT.</i></li> <li>● <i>Funds from the MRDT must be incremental to existing sources of funding.</i></li> <li>● <i>The funds from the MRDT must not replace existing sources of tourism funding in the community.</i></li> </ul>



## Section 2: One-Year Tactical Plan with Performance Measures

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

**Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach.**

1. The **major category** of the activity. Examples could include marketing, destination and product experience management, visitor services, etc.

Marketing, which may include:

- Media Advertising and Production
- Website - Hosting, Development, Maintenance
- Social Media
- Consumer Shows and Events
- Collateral production and distribution
- Travel Media Relations
- Travel Trade
- Other.

Destination and Product Experience Management, which may include:

- Industry Development and Training - Enhancing Education and Knowledge (for example: Market Readiness, Packaging and Industry Workshops)
- Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
- Research & Evaluation
- Other.

Visitor Services, which may include:

- Visitor Services Activities (for example: Visitor Services via Social Media, Mobile Apps, Roving/Mobile Visitor Services, Ambassadors, Kiosks)
- Other.

Meetings and Conventions:

- Examples could include conferences, events, sales, etc.

Other:

- Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.

2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.
4. Please outline the **performance measures, expected outputs and outcomes**. Note, designated recipients receiving a tax rate of 3% are subject to additional reporting requirements. Please refer to Appendix 2.2 for more information about annual reporting of performance measures.

A Project Plan Template is attached on the following page for reference.

## Project Plan Template

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Project Plan may be developed specific to your community needs and resources. If using this template, please delete the grey text and provide your response accordingly.**

<p><b>Major Category:</b> <i>(e.g., Marketing - Travel Trade; Visitor Services – Mobile Apps; Conferences)</i></p>		
<p><b>Activity Title:</b> <i>Please provide the title of activity.</i></p>		
<p><b>Tactics:</b></p> <p><i>Please list and describe the tactics to be used to achieve the strategies outlined in Section 1 of the Strategic Business Plan. There may be several tactics for each activity.</i></p>		
<p><b>Implementation Plan:</b></p> <p><i>For each activity, an implementation plan should include a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.</i></p>		
<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• <i>Please review the tactics listed above and identify expected outcomes and outputs for each.</i></li> <li>• <i>Report out annually on the performance measures (refer to Appendix 2.2).</i></li> <li>• <i>The performance measures must align with the four MRDT Program Principles:</i> <ul style="list-style-type: none"> <li>○ <i>Effective tourism marketing, programs and projects</i></li> <li>○ <i>Effective local-level stakeholder support, and inter-community collaboration</i></li> <li>○ <i>Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics</i></li> <li>○ <i>Fiscal prudence and accountability.</i></li> </ul> </li> <li>• <i>Consider the following definitions when preparing the output and outcome measures:</i> <ul style="list-style-type: none"> <li>○ <i>Outputs - measure the level of service provided by a project or provides information about what was done. They define "what you did", e.g., hosted four media familiarization trips.</i></li> <li>○ <i>Outcomes - measures on the achievement of broader goals such as increasing average visitor yield or enhancing the customer experience.</i></li> </ul> </li> <li>• <i>Examples only:</i> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <p><u><i>Output Measures:</i></u></p> <ul style="list-style-type: none"> <li>• <i>Types of marketing activities</i></li> <li>• <i>Number of event campaigns and results</i></li> <li>• <i>Description of social media activities and outcomes</i></li> <li>• <i>Number of media placements</i></li> <li>• <i>Number of conventions and meeting sales</i></li> <li>• <i>Webpage visits</i></li> <li>• <i>Visitor inquiries/calls</i></li> </ul> </td> <td style="vertical-align: top;"> <p><u><i>Outcome Measures:</i></u></p> <ul style="list-style-type: none"> <li>• <i>Visitor volume</i></li> <li>• <i>Visitor nights &amp; visitor spending</i></li> <li>• <i>Visitor revenues</i></li> <li>• <i>Average length of stay</i></li> <li>• <i>Accommodation revenues</i></li> <li>• <i>Number of new tourism businesses</i></li> </ul> </td> </tr> </table> </li> </ul>	<p><u><i>Output Measures:</i></u></p> <ul style="list-style-type: none"> <li>• <i>Types of marketing activities</i></li> <li>• <i>Number of event campaigns and results</i></li> <li>• <i>Description of social media activities and outcomes</i></li> <li>• <i>Number of media placements</i></li> <li>• <i>Number of conventions and meeting sales</i></li> <li>• <i>Webpage visits</i></li> <li>• <i>Visitor inquiries/calls</i></li> </ul>	<p><u><i>Outcome Measures:</i></u></p> <ul style="list-style-type: none"> <li>• <i>Visitor volume</i></li> <li>• <i>Visitor nights &amp; visitor spending</i></li> <li>• <i>Visitor revenues</i></li> <li>• <i>Average length of stay</i></li> <li>• <i>Accommodation revenues</i></li> <li>• <i>Number of new tourism businesses</i></li> </ul>
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**Section 3: MRDT Budget for Year One**

Designated recipients **must** complete the budget table as provided below.

<b>Revenues</b>		<b>Budget \$</b>
	Carry-forward from previous calendar year	
	MRDT	
	Local government contribution	
	Stakeholder contributions	
	Co-op funds received (e.g. CTO; DMO-led projects)	
	Other local stakeholder contributions	
	Grants – Federal	
	Grants – Provincial	
	Grants/Fee for Service - Municipal	
	Retail Sales	
	Interest	
	Other	
	<b>Total Revenues</b>	
<b>Expenses</b>		<b>Budget \$</b>
<b>Marketing</b>		
	Marketing staff – wage and benefits	
	Media advertising and production	
	Website - hosting, development, maintenance	
	Social media	
	Consumer shows and events	
	Collateral production and distribution	
	Travel media relations	
	Travel trade	
	Other (please describe)	
	<b>Subtotal</b>	
<b>Destination &amp; Product Experience Management</b>		
	Destination & Product Experience Management Staff – wage and benefits	
	Industry development and training	
	Product experience enhancement and training	
	Research and evaluation	
	Other (please describe)	
	<b>Subtotal</b>	
<b>Visitor Services</b>		
	Visitor services activities	
	Other (please describe)	
	<b>Subtotal</b>	
<b>Meetings and Conventions</b>		
	Meetings, conferences, conventions, sales, events etc.	
	<b>Subtotal</b>	
<b>Administration</b>		
	Management and staff unrelated to program implementation – wages and benefits	
	Finance staff – wages and benefits	
	Human Resources staff – wages and benefits	
	Board of Directors costs	
	Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	
	Office lease/rent	

<b>Expenses</b>		<b>Budget \$</b>
	General office expenses	
	<i>Subtotal</i>	
	<b>Other</b>	
	All other wages and benefits not included above	
	Other activities not included above (please describe)	
	<i>Subtotal</i>	
	<b>Total Expenses:</b>	
<b>Balance or Carry Forward</b>		

### Appendix 1.3 Accommodation Directory Form

Please list **ALL** the accommodation providers who offer accommodation that is taxable under the *Provincial Sales Tax Act* within the designated accommodation area, and the number of units each accommodation provider offers within the designated accommodation area.

Please ensure the information provided is complete and accurate. Failure to provide complete and accurate information may result in your application being delayed, returned or rejected. Thank you for your cooperation. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

**Legal Name of Applicant:** \_\_\_\_\_

Property Name	Address	Number of Units	Phone Number	Owner/Manager

## Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form

**Legal Name of Applicant:** \_\_\_\_\_ **Rate of Tax (2% or 3%):** \_\_\_\_\_

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, **as outlined in the applicant's Five-year Strategic Business Plan**. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. **The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.**

**BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]**

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date

**Freedom of Information and Protection of Privacy Act (FOIPPA).** The personal information on this form is collected for the purpose of administering the Municipal and Regional District Tax program under the authority of the *Provincial Sales Tax Act* and section 26 of FOIPPA. Questions about the collection or use of this information can be directed to Destination British Columbia at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca).

## Appendix 1.5 Third Party Authorization Form

As part of our commitment to protect your privacy and confidentiality you can use this form to authorize Destination British Columbia to communicate and exchange information regarding the Municipal and Regional District Tax program with your representative. If you wish to cancel or change any part of this authorization please advise Destination British Columbia by email at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca).

This authorization does not change your responsibilities and obligations under the Municipal and Regional District Tax Program.

---

### Section 1: Applicant Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name and Title of Authorized Signing Authority: \_\_\_\_\_

---

### Section 2: Authorization of a Third Party Representative

I authorize Destination British Columbia to communicate with my representative named below on the Municipal and Regional District Tax program.

Name of Representative: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_

---

### Section 3: Applicant Signature

By signing this form, you acknowledge that Destination British Columbia is authorized to communicate with your representative named above but that you remain fully responsible for fulfilling all obligations under the Municipal and Regional District Tax program.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature

**Freedom of Information and Protection of Privacy Act (FOIPPA).** The personal information on this form is collected for the purpose of administering the Municipal and Regional District Tax program under the authority of the *Provincial Sales Tax Act* and section 26 of FOIPPA. Questions about the collection or use of this information can be directed to Destination British Columbia at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca).

## Appendix 1.6 Disclosure of Information Authorization Form

Confidentiality restrictions under the *Provincial Sales Tax Act* prevent the Ministry of Finance from disclosing tax information collected under the Act except under limited circumstances. Administration of the Municipal and Regional District Tax program requires the Ministry of Finance to share information with the Ministry of Jobs, Tourism and Skills Training and with Destination British Columbia for the purpose of program administration and evaluation, and development of provincial tourism policy.

Signing this form will allow the Ministry of Finance to share information about the applicant with respect to the MRDT program with the Ministry of Jobs, Tourism and Skills Training and Destination British Columbia for the above purposes.

If you wish to cancel or change any part of this authorization please advise Destination British Columbia by email at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca).

This authorization does not change your responsibilities and obligations under the Municipal and Regional District Tax program.

---

### Section 1: Applicant Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name and Title of Authorized Signing Authority: \_\_\_\_\_

---

### Section 2: Authorization

- I authorize the Ministry of Finance to share information about the applicant with respect to the Municipal and Regional District Tax program with the Ministry of Jobs, Tourism and Skills Training and Destination British Columbia for the purpose of program administration and evaluation, and development of provincial tourism policy.

Applicant's Authorized Signing Authority Name	Applicant's Authorized Signing Authority Title
Date	Applicant's Authorized Signing Authority Signature



## Appendix 1.7 Tourism Events Program Sponsorship Undertaking For 3% Applications Only

**Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Fax Number:** \_\_\_\_\_  
**Designated Recipients:** \_\_\_\_\_  
**Designated Accommodation Area:** \_\_\_\_\_

In support of its application to introduce or increase the Municipal and Regional District Tax rate under section 123 of the *Provincial Sales Tax Act* at or to 3% (“3% MRDT”), the Applicant agrees that, subject to approval of its application and implementation of the 3% MRDT, the Applicant will sponsor the provincial Tourism Events Program as further described in Schedule A as may be amended by the Province from time to time, as long as the 3% MRDT applies and the Tourism Events Program is continued. In particular, the Applicant consents upon becoming a Designated Recipient with a 3% MRDT in the Designated Recipient’s Designated Accommodation Area to:

- Make Sponsorship Payments to the Her Majesty the Queen in the Right of the Province of British Columbia (the “Province”) in relation to the provincial Tourism Events Program, equal to 2/30 of the Net Distributable 3% MRDT Collections (as defined in Schedule B hereto) collected in the Designated Recipient’s Designated Accommodation Area; and
- The Province retaining a portion of the 3% MRDT it collects as agent of the Designated Recipient by way of set-off in respect of the money the Designated Recipient owes to the Province, in accordance with Schedule B hereto.

For purposes of this undertaking, "Sponsorship Payments" means monthly payments to the Province by the Designated Recipient, to be used for sponsoring the provincial Tourism Events Program so long as it continues, from Net Distributable 3% MRDT Collections in accordance with Schedule B.

Applicant’s Authorized Signing Representative Name	Applicant’s Authorized Signing Representative Title
Date	Applicant’s Authorized Signing Representative Signature

## Schedule A

### Tourism Events Program Overview

British Columbia's tourism sector is a key economic driver in the provincial economy, helping to create jobs and keep the province diverse, strong and growing. British Columbia is an internationally renowned destination, with spectacular communities in close proximity to wilderness, and an excellent reputation for delivering remarkable experiences for travellers.

Understanding that tourism is one of the world's most competitive industries, the Province has launched a new **Tourism Events Program**, designed to support world class events that can enhance the volume of visitors to British Columbia and increase global recognition for the province.

Building on the successes British Columbia has seen through events with high tourism value and provincial significance, such as the FIFA World Cup and the Canada Winter Games, the Tourism Events Program will support a wide range of events, including arts, cultural or internationally recognized competitive sporting events.

Funding available through the Tourism Events Program is **limited** and it is expected that there will be considerable interest. Funding will be prioritized to only support events that offer the following opportunities for the province:

- Raise awareness nationally and internationally of British Columbia's tourism brands; and
- Motivate Canadians and people from around the world to travel and experience British Columbia's natural beauty and/or world class infrastructure.

All applications must further meet the following criteria. **The events must:**

1. Offer **high tourism value**, resulting in incremental visitor expenditures and other economic benefits that exceed the Province's contribution (such as: lengthen the tourism season; expanded event scope to encourage longer visitation);
2. Engage the local community(ies) and **attract a significant volume of visitors**;
3. Align with provincial, regional and/or community tourism **marketing strategies**; and
4. Be **supported** by the local community(ies).

**Only proposals meeting all the program criteria will be considered. Priority will be given to proposals that offer the greatest tourism and economic impact.**

### Applying for the Tourism Events Program

All event proposals must include the following information:

- A **description** of the proposed event and how the event criteria are met.
- An event **business case** including funding sources, business model, and level of support from the community(ies), local stakeholders and relevant organizations, and strategies to ensure event success.
- **Target market(s), participants and strategies** to attract national and international attention.
- Analysis on the **return on investment** and anticipated **tourism and economic benefits** to the host community(ies) during the event period, these can include:
  - Expected visitation or hotel occupancy;
  - Expected tourism revenue;
  - Expected local employment;

- Expected media exposure;
- Expected number of national and international media on site; and
- Expected **long-term** tourism, social and economic benefits to British Columbia.

**All event proposals will be assessed according to the stated program criteria and applicants must be prepared to demonstrate how their proposals meet these criteria.**

A final event report, including key tourism and economic outcomes, is required for all funded projects.

Funding recipients must demonstrate a coordinated and effective use of program funds.

**Inquiries and event proposals can be sent to [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca)**

**Schedule B**  
**Sponsorship Payments and Payments to the Designated Recipient**  
**Of 3% MRDT Revenue**

**Provincial Payment to the Designated Recipient**

The following table illustrates how the Province will calculate the monthly payments it makes to the Designated Recipient in accordance with the *Provincial Sales Tax Act* and with this undertaking to sponsor the provincial Tourism Events Program, as may be amended from time to time by the Province.

**Monthly Payments to Designated Recipient**

Adjustment/ Result	
	Monthly gross collections of the 3% MRDT [ tax collected under sections 123, 123.2(3) and 123.3(3) of the <i>Provincial Sales Tax Act</i> ]
Plus or Less:	Ministry of Finance collection/audit assessment adjustments in respect of previous periods
Less:	MRDT collection/administration fee [set by the Ministry of Finance from time to time ]
Equals:	<b>Net Distributable 3% MRDT Collections</b>
Less:	Sum of all <b>Sponsorship Payments</b> in a month [i.e., Net Distributable 3% MRDT Collections multiplied by 2/30]
Equals:	<b>Total Payment to Designated Recipient</b> in a month

## Appendix 2.1 Financial Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually in the form of a Financial Report **by April 30<sup>th</sup> of each year**.

The Financial Report must show how all of the money received from the tax was spent and certify that all of the money received from the tax was used solely for approved purposes. The Financial Report must show that spending of money received from the tax was consistent with the Five-Year Strategic Business Plan. The Financial Report must also show the amounts, sources, and uses of all other tourism revenues.

**Designated Recipient:** \_\_\_\_\_

**Designated Accommodation Area:** \_\_\_\_\_

**Date Prepared:** \_\_\_\_\_

**MRDT Repeal Date (if applicable):** \_\_\_\_\_

**Total MRDT Funds Received:** \_\_\_\_\_

**Year Ending:** \_\_\_\_\_

### Section 1: Actual Spending by Market

*Add more rows as needed.*

Geographic Market	MRDT \$ by Market	Other \$ by Market	Total (gross) \$ by Market	% of Total \$ by Market
BC				
Alberta				
Ontario				
Other Canada				
Washington				
California				
Other USA				
China				
UK				
Germany				
Australia				
Japan				
Other International <i>(Please specify)</i>				
<b>Total</b>				

**Section 1: MRDT Budget Variance Report**
*Designated recipients **must** complete the table as provided below.*

Revenues		Current Year		
		Budget \$	Actual \$	Variance
	Carry forward from previous calendar year			
	MRDT			
	Local government contribution			
	Stakeholder contributions			
	Co-op funds received (e.g. CTO; DMO-led projects)			
	Other local stakeholder contributions			
	Grants - Federal			
	Grants - Provincial			
	Grants/Fee for Service - Municipal			
	Retail Sales			
	Interest			
	Other			
	<b>Total Revenues</b>			
Expenses		Budget \$	Actual \$	Variance
	<b>Marketing</b>			
	Marketing staff – wage and benefits			
	Media advertising and production			
	Website - hosting, development, maintenance			
	Social media			
	Consumer shows and events			
	Collateral production and distribution			
	Travel media relations			
	Travel trade			
	Other			
	<i>Subtotal</i>			
	<b>Destination &amp; Product Experience Management</b>			
	Destination and product experience management staff – wage and benefits			
	Industry development and training			
	Product experience enhancement and training			
	Research and evaluation			
	Other			
	<i>Subtotal</i>			
	<b>Visitor Services</b>			
	Visitor Services activities			
	Other (please describe)			
	<i>Subtotal</i>			
	<b>Meetings and Conventions</b>			

Expenses		Budget \$	Actual \$	Variance
	Meetings, conventions, conferences, sales, events etc.			
	<i>Subtotal</i>			
<b>Administration</b>				
	Management and staff unrelated to program implementation - wages and benefits			
	Finance staff – wages and benefits			
	Human Resources staff – wages and benefits			
	Board of Directors costs			
	Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)			
	Office lease/rent			
	General office expenses			
	<i>Subtotal</i>			
<b>Other</b>				
	All other wages and benefits not included above			
	Other activities not included above (please describe)			
	<i>Subtotal</i>			
	<b>Total Expenses</b>			
<b>Balance or Carry Forward</b>				

By signing this form, you certify that the above information is an accurate representation of the actual tourism related expenditures for the jurisdiction defined under the terms of the Municipal and Regional District Tax.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

## Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient’s service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by April 30<sup>th</sup> of each year.**

All designated recipients are required to fill in the sections below.

**Only** those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instructions pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

**Designated Recipient:** \_\_\_\_\_ **Report Completed:**   dd-mm-yr    
**Designated Accommodation Area:** \_\_\_\_\_ **Reporting period: Jan 1- Dec 31 – yr\***  
\*or for first year of term, indicate accordingly

1. Effective tourism marketing, programs and projects			
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.			
Mandatory Metric	Designated Recipient Response		
<b>MRDT Revenue</b>	<i>Report on the total annual MRDT revenue received by the Designated Recipient. The period should be between January 1 to December 31 of the reporting year (or portion thereof in the first year of reporting).</i>		
<b>MRDT activities, tactics, investment efforts and outcomes</b> (as per your One-Year Tactical Plan)	<i>Report on the MRDT activities, tactics, investment efforts and resulting outputs achieved in the reporting period indicated above.</i>  <i>Metrics will vary by tactic. Example metrics include:</i>  <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <u>OUTPUT MEASURES</u> <ul style="list-style-type: none"> <li>• Types of marketing activities</li> <li>• Number of event campaigns and results</li> <li>• Description of social media activities and outcomes</li> <li>• Number of media placements</li> <li>• Number of conventions and meeting sales</li> <li>• Webpage visits</li> <li>• Visitor inquiries/calls.</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <u>OUTCOME MEASURES</u> <ul style="list-style-type: none"> <li>• Visitor volume</li> <li>• Visitor nights and visitor spending</li> <li>• Visitor revenues</li> <li>• Average length of stay</li> <li>• Accommodation revenues</li> <li>• Number of new tourism businesses.</li> </ul> </td> </tr> </table>	<u>OUTPUT MEASURES</u> <ul style="list-style-type: none"> <li>• Types of marketing activities</li> <li>• Number of event campaigns and results</li> <li>• Description of social media activities and outcomes</li> <li>• Number of media placements</li> <li>• Number of conventions and meeting sales</li> <li>• Webpage visits</li> <li>• Visitor inquiries/calls.</li> </ul>	<u>OUTCOME MEASURES</u> <ul style="list-style-type: none"> <li>• Visitor volume</li> <li>• Visitor nights and visitor spending</li> <li>• Visitor revenues</li> <li>• Average length of stay</li> <li>• Accommodation revenues</li> <li>• Number of new tourism businesses.</li> </ul>
<u>OUTPUT MEASURES</u> <ul style="list-style-type: none"> <li>• Types of marketing activities</li> <li>• Number of event campaigns and results</li> <li>• Description of social media activities and outcomes</li> <li>• Number of media placements</li> <li>• Number of conventions and meeting sales</li> <li>• Webpage visits</li> <li>• Visitor inquiries/calls.</li> </ul>	<u>OUTCOME MEASURES</u> <ul style="list-style-type: none"> <li>• Visitor volume</li> <li>• Visitor nights and visitor spending</li> <li>• Visitor revenues</li> <li>• Average length of stay</li> <li>• Accommodation revenues</li> <li>• Number of new tourism businesses.</li> </ul>		
<b>Key Learnings</b>	<i>Please provide an assessment of effectiveness of tactics, describe what worked, what didn't and lessons learned.</i>		



<b>2. Effective local-level stakeholder support and inter-community collaboration</b> Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.	
Mandatory Metric	Designated Recipient Response
Extent of Local-level Stakeholder Engagement	<p><i>Report on the engagement activities they have undertaken annually to ensure stakeholders are informed and have the ability to provide input on direction. Metrics will vary by tactic.</i></p> <p><i>Example of metrics include the number and descriptions of:</i></p> <ul style="list-style-type: none"> <li>• <i>Outreach communications (such as newsletters, marketing plans and annual reports)</i></li> <li>• <i>Conferences, engagement sessions, or annual general meetings.</i></li> </ul>
Stakeholder Satisfaction	<p><b><i>Only for designated recipients collecting 3% tax:</i></b></p> <p><i>The designated recipient must conduct an annual stakeholder survey to:</i></p> <ul style="list-style-type: none"> <li>• <i>Assess the level of awareness of tourism marketing activities in the community (region)</i></li> <li>• <i>Assess the level of satisfaction with the use of MRDT funds.</i></li> </ul> <p><i>Examples of tourism industry stakeholders may include, but are not limited to, the following within the designated accommodation area:</i></p> <ul style="list-style-type: none"> <li>• <i>accommodation providers;</i></li> <li>• <i>attractions, sightseeing, activities and other primary tourism businesses;</i></li> <li>• <i>restaurants, retail and other tourism related businesses;</i></li> <li>• <i>Regional and local tourism associations;</i></li> <li>• <i>Product Sector organizations;</i></li> <li>• <i>Parks and recreation;</i></li> <li>• <i>Visitor Centres; and</i></li> <li>• <i>Other government agencies and organizations that have programs and services that relate to tourism.</i></li> </ul> <p><i>The designated recipient must append a copy of the survey (list of questions asked), list of respondents and aggregated results to this report.</i></p> <p><i>The designated recipient must seek Destination British Columbia's feedback on the methodology, defining the survey questions and survey audience prior to issuing the survey.</i></p>
Community Collaboration	<p><b><i>Only for designated recipients collecting 3% tax:</i></b></p> <p><i>Report on the collaborative activities and outcomes to demonstrate partnerships and alignment within and across communities on tourism marketing activities and with provincial or federal tourism-related agencies as appropriate.</i></p>

Mandatory Metric	Designated Recipient Response
<b>Community Collaboration</b>	<p><i>Examples of collaborative activities include:</i></p> <ul style="list-style-type: none"> <li>• <i>Meetings and discussions with other designated recipients or Destination Marketing Organizations in other designated accommodation areas</i></li> <li>• <i>Meetings and discussions with other tourism industry stakeholders on shared interests and goals</i></li> <li>• <i>Integrated planning</i></li> <li>• <i>Sharing of resources on content and asset development</i></li> <li>• <i>Aligned product development</i></li> </ul> <p><i>Cooperative and or partnered marketing campaigns/initiatives</i></p>
<p><b>3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics:</b>  Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.</p>	
Mandatory Metric	Designated Recipient Response
<b>Provincial Alignment</b>	<p><i>Report on actions taken to verify that proposed activities are in complimentary and support Destination BC, regional, community and/or other available tourism strategic and/or marketing plans as part of the completion of One-Year Tactical Plan.</i></p> <p><i>Examples of actions taken could include:</i></p> <ul style="list-style-type: none"> <li>• <i>Refer to Destination British Columbia's strategic plan and regional plans</i></li> <li>• <i>Liaise/consult with regional and/or provincial staff during strategic/tactical plan development</i></li> <li>• <i>Provincial or regional staff attendance at community AGM, planning sessions or marketing showcases</i></li> <li>• <i>Attendance at provincial marketing and/or planning sessions</i></li> <li>• <i>Attendance at regional marketing and/or planning sessions</i></li> <li>• <i>Attendance at regional annual conferences/marketing presentations.</i></li> </ul>
<b>Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities</b>	<p><b><i>Only for designated recipients collecting 3% tax:</i></b>  <i>Report on actions taken to ensure travel trade and travel media activities are coordinated with Destination BC's overarching marketing plan, and similar activities undertaken by other designated recipients.</i></p> <p><i>The designated recipient should also report on any outcomes of trade show and travel trade activities.</i></p>

**4. Fiscal prudence and accountability**

All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.

<b>Mandatory Metric</b>	<b>Designated Recipient Response</b>
<b>Effective Financial Management</b>	<i>The designated recipient must provide a completed Financial Report (refer to Appendix 2.1) that shows how MRDT funds were spent consistent with the designated recipient's Five-Year Strategic Business Plan and certify that all of the revenue was used solely for purposes as approved in their One-Year Tactical Plan.</i>
<b>Streamlined Administrative Costs</b>	<i>The designated recipient must identify and include all administrative costs as outlined in Appendix 2.1 and in accordance to the definition provided in the MRDT Program Requirements (Section 4: Eligible Use of Funds).</i>
<b>Leveraging of Other Marketing Funds</b>	<p><i>The designated recipient must provide details (in this space) regarding what steps they undertook to leverage funding over the year.</i></p> <p><i>Additionally, the designated recipient must provide the amount(s) and source(s) of marketing funds leveraged from other sources in the Financial Report (refer to Appendix 2.1).</i></p>

By signing this form, you certify the accuracy and completeness of the information provided above.

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature

## Appendix 2.3 One-Year Tactical Plan

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report to the Province annually. As such all designated recipients (or the designated recipient's service provider), are required to complete the following One-year Tactical Plan **no later than November 30<sup>th</sup> each year for years two through five**. If plans are available earlier, please submit as they become available. A Five-year Strategic Business Plan is required in year 1.

The One-year Tactical Plan must be consistent with the Five-year Strategic Business Plan and be based on the calendar year.

**A sample Tactical Plan template has been provided below. However, the format of the Tactical Plan may be developed specific to your community needs and resources.**

Similar to the Five-year Strategic Business Plan, the One-year Tactical Plan must adhere to the MRDT program principles (see box).

Please ensure there is alignment between provincial tourism strategies and community tourism efforts. Additionally, designated recipients should make their One-year Tactical Plans available to tourism industry stakeholders.

If you wish to make material modifications to the Five-year goals, strategies or targets, the changes must be identified in the One-year Tactical Plan and may require approval from the Province (see Section 11: Amendments in Program Requirements).

Your One-year Tactical Plan must contain the following information:

- An overview of the strategic direction from the Five-Year Strategic Business Plan
- Key learning and conclusions from the previous year
- Details about activities and tactics for the upcoming year
- Expected outcomes
- Availability of revenue from other sources to fund projects in addition to the funds from the tax (Reminder: funds from the tax must be incremental to existing sources of funding. The funds from the tax must not replace existing sources of tourism funding in a community)
- A proposed budget for the year ahead

For questions, please contact Destination British Columbia at [MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca).

### *Quick Reference Guide*

#### *(from the MRDT Program Requirements):*

- *The intention of the tax is to assist designated recipients to fund tourism marketing, programs and projects.*
- *Funds from the MRDT program are intended to augment current funding and cannot be used to replace existing sources of tourism funding in a community.*
- *The MRDT program is intended to contribute to the increase of local tourism revenue, visitation, and economic benefits and should be supported by local government and tourism stakeholders.*

#### *The MRDT program principles are:*

- *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.*

## One-Year Tactical Plan Template

**Designated Recipient:** \_\_\_\_\_  
**Designated Accommodation Area:** \_\_\_\_\_  
**Date Prepared:** \_\_\_\_\_  
**MRDT Repeal Date:** \_\_\_\_\_  
**Five Year Period:** \_\_\_\_\_

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your One-Year Tactical Plan may be developed specific to your community needs and resources.** If using this template, please delete the blue text and provide your response accordingly. If using your own report template, please ensure it includes the following sections:

Section 1: Overview and Update to Five-year Strategic Context	
Heading	Description
<b>Strategic Direction</b>	<ul style="list-style-type: none"> <li>A brief overview of the strategic direction from the Five-Year Strategic Business Plan, which may include an articulation of the Vision, Mission, Goals and Objectives from the Five-Year Strategic Business Plan.</li> </ul>
<b>Key Learnings and Conclusions</b>	<ul style="list-style-type: none"> <li>Key learnings and conclusions from a situation analysis or annual review that will inform your One-Year Tactical Plan.</li> <li>Provide an update on progress to date for current year activities.</li> </ul>
<b>Overall Goals, and Objectives</b>	<ul style="list-style-type: none"> <li>Overall Goals, Objectives and Targets, if different from the Five-year Strategic Business Plan.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>Key Strategies for the year, if different from the Five-Year Strategic Business Plan. If any change in Key Strategies is deemed to be material or a substantial shift from original direction set, then approval from Destination British Columbia will be required before implementation.</li> </ul>
<b>Target Markets</b>	<ul style="list-style-type: none"> <li>The types of visitors that are priorities for your community for the next year, stating primary and secondary target markets. Include geographic target markets, demographic, and activity-based target groups.</li> <li>The desired length of stay that your community is seeking from the target markets, from day visits or overnight getaways to longer vacations.</li> </ul>

## Section 2: One-Year Tactical Plan with Performance Measures

Please provide a **Project Plan** for each major activity you will undertake in the year ahead using MRDT funds. Authorized purposes of MRDT funds are tourism marketing, programs and projects and any other prescribed purposes as set out by regulation.

**Project plans should include the following information for each activity. The recipient can organize the plan in a manner that best reflects their individual approach.**

1. The **major category** of the activity. Examples could include marketing, destination and product experience management, visitor services, etc.

Marketing, which may include:

- Media Advertising and Production
- Website - Hosting, Development, Maintenance
- Social Media
- Consumer Shows and Events
- Collateral production and distribution
- Travel Media Relations
- Travel Trade
- Other.

Destination and Product Experience Management, which may include:

- Industry Development and Training - Enhancing Education and Knowledge (for example: Market Readiness, Packaging and Industry Workshops)
- Product Experience Enhancement and Training (for example: Itinerary Development, Content Development and Key Experience Creation)
- Research & Evaluation
- Other.

Visitor Services, which may include:

- Visitor Services Activities (for example: Visitor Services via Social Media, Mobile Apps, Roving/Mobile Visitor Services, Ambassadors, Kiosks)
- Other.

Meetings and Conventions:

- Examples could include conferences, events, sales, etc.

Other:

- Other activities not covered by the above categories, such as capital expenditures if **pre-approved by government** (prior to application), etc.

2. Please list and describe **the tactics** your community will use to achieve the strategies outlined in Section 1 of your Five-Year Strategic Business Plan. There may be several tactics for each activity.
3. Please provide an **implementation plan** that includes a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.
4. Please outline the **performance measures, expected outputs and outcomes**. Note, designated recipients receiving a tax rate of 3% are subject to additional reporting requirements. Please refer to Appendix 2.2 for more information about annual reporting of performance measures.

A Project Plan Template is attached on the following page for reference.

## Project Plan Template

A description/instructions pertaining to each section is provided in grey text as a guide only. **The format of your Project Plan may be developed specific to your community needs and resources. If using this template, please delete the grey text and provide your response accordingly.**

<p><b>Major Category:</b> <i>(e.g., Marketing - Travel Trade; Visitor Services – Mobile Apps; Conferences)</i></p>
<p><b>Activity Title:</b> <i>Please provide the title of activity.</i></p>
<p><b>Tactics:</b></p> <p><i>Please list and describe the tactics to be used to achieve the strategies outlined in Section 1 of the Strategic Business Plan. There may be several tactics for each activity.</i></p>
<p><b>Implementation Plan:</b></p> <p><i>For each activity, an implementation plan should include a short description, quantifiable objectives, rationale, action steps, potential partnerships, resources, sources of funding, responsibilities, timeframe, budget, and evaluation mechanism.</i></p>

<p><b>Performance Measures:</b></p> <ul style="list-style-type: none"> <li>• <i>Please review the tactics listed above and identify expected outcomes and outputs for each.</i></li> <li>• <i>Report out annually on the performance measures (refer to Appendix 2.2).</i></li> <li>• <i>The performance measures must align with the four MRDT Program Principles:</i> <ul style="list-style-type: none"> <li>○ <i>Effective tourism marketing, programs and projects</i></li> <li>○ <i>Effective local-level stakeholder support, and inter-community collaboration</i></li> <li>○ <i>Marketing efforts that are coordinated and complementary to provincial marketing strategies and tactics</i></li> <li>○ <i>Fiscal prudence and accountability.</i></li> </ul> </li> <li>• <i>Consider the following definitions when preparing the output and outcome measures:</i> <ul style="list-style-type: none"> <li>○ <i>Outputs - measure the level of service provided by a project or provides information about what was done. They define "what you did", e.g., hosted four media familiarization trips.</i></li> <li>○ <i>Outcomes - measures on the achievement of broader goals such as increasing average visitor yield or enhancing the customer experience.</i></li> </ul> </li> <li>• <i>Examples only:</i> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <p><u>Output Measures:</u></p> <ul style="list-style-type: none"> <li>• <i>Types of marketing activities</i></li> <li>• <i>Number of event campaigns and results</i></li> <li>• <i>Description of social media activities and outcomes</i></li> <li>• <i>Number of media placements</i></li> <li>• <i>Number of conventions and meeting sales</i></li> <li>• <i>Webpage visits</i></li> <li>• <i>Visitor inquiries/calls</i></li> </ul> </td> <td style="vertical-align: top;"> <p><u>Outcome Measures:</u></p> <ul style="list-style-type: none"> <li>• <i>Visitor volume</i></li> <li>• <i>Visitor nights &amp; visitor spending</i></li> <li>• <i>Visitor revenues</i></li> <li>• <i>Average length of stay</i></li> <li>• <i>Accommodation revenues</i></li> <li>• <i>Number of new tourism businesses</i></li> </ul> </td> </tr> </table> </li> </ul>	<p><u>Output Measures:</u></p> <ul style="list-style-type: none"> <li>• <i>Types of marketing activities</i></li> <li>• <i>Number of event campaigns and results</i></li> <li>• <i>Description of social media activities and outcomes</i></li> <li>• <i>Number of media placements</i></li> <li>• <i>Number of conventions and meeting sales</i></li> <li>• <i>Webpage visits</i></li> <li>• <i>Visitor inquiries/calls</i></li> </ul>	<p><u>Outcome Measures:</u></p> <ul style="list-style-type: none"> <li>• <i>Visitor volume</i></li> <li>• <i>Visitor nights &amp; visitor spending</i></li> <li>• <i>Visitor revenues</i></li> <li>• <i>Average length of stay</i></li> <li>• <i>Accommodation revenues</i></li> <li>• <i>Number of new tourism businesses</i></li> </ul>
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**Section 3: MRDT Budget for One-Year Tactical Plan**

Designated recipients **must** complete the budget table as provided below.

<b>Revenues</b>		<b>Budget \$</b>
Carry-forward from previous calendar year		
MRDT		
Local government contribution		
Stakeholder contributions		
Co-op funds received (e.g. CTO; DMO-led projects)		
Other local stakeholder contributions		
Grants – Federal		
Grants – Provincial		
Grants/Fee for Service - Municipal		
Retail Sales		
Interest		
Other		
	<b>Total Revenues</b>	
<b>Expenses</b>		<b>Budget \$</b>
<b>Marketing</b>		
Marketing staff – wage and benefits		
Media advertising and production		
Website - hosting, development, maintenance		
Social media		
Consumer Shows, events		
Collateral production, and distribution		
Travel media relations		
Travel trade		
Other (please describe)		
	<b>Subtotal</b>	
<b>Destination &amp; Product Experience Management</b>		
Destination & Product Experience Management Staff – wage and benefits		
Industry development and training		
Product experience enhancement and training		
Research and evaluation		
Other (please describe)		
	<b>Subtotal</b>	
<b>Visitor Services</b>		
Visitor Services activities		
Other (please describe)		
	<b>Subtotal</b>	
<b>Meetings and Conventions</b>		
Meetings, conventions, conferences, and events etc.		
	<b>Subtotal</b>	
<b>Administration</b>		
Management and staff unrelated to program implementation – wages and benefits		
Finance staff – wages and benefits		
Human Resources staff – wages and benefits		
Board of Directors costs		
Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)		
Office lease/rent		



<b>Expenses</b>		<b>Budget \$</b>
	General office expenses	
	<i>Subtotal</i>	
	<b>Other</b>	
	All other wages and benefits not included above	
	Other activities not included above (please describe)	
	<i>Subtotal</i>	
	<b>Total Expenses:</b>	
<b>Balance or Carry Forward</b>		

**MRDT Renewal Application and Five-Year Strategic Business Plan**

**Designated Recipient:** Comox Valley Economic Development Society  
**Community Name:** Courtenay  
**Date:** August 15, 2017

## Executive Summary

The Comox Valley Economic Development Society (CVEDS), at the direction of the majority of City of Courtenay MRDT eligible accommodation properties, is undertaking the renewal of the Municipal and Regional District Tax (MRDT) Program, which was first implemented in Courtenay in 2013.

The renewal process has included the following steps:

1. Development of a draft Five-year Strategic Business Plan which was provided to the following groups for input and feedback:
  - a. All eligible MRDT Courtenay accommodation properties, along with the Accommodation Sector in Support signatory forms. Meetings, emails and calls were undertaken to answer questions regarding the plan and renewal process;
  - b. The Destination Marketing Advisory Committee;
  - c. A range of tourism industry stakeholders including transportation, culinary, small business, arts, culture and outdoor adventure representatives.Additionally, a survey was also provided to the above groups to garner feedback into the plan and a session was held with over 23 industry reps from the above noted groups attendance to provide a venue for additional feedback.
2. The draft plan was also provided to the Comox Valley Regional District and the City of Courtenay, with a CVEDS delegation in attendance at both the Committee of the Whole and Council meetings to field any questions on the submission;
3. The draft plan was provided to the management team of DBCs' Vancouver, Coast & Mountains and Industry Programs, and their input was incorporated into the draft plan;
4. Signatory forms were collected and collated from Courtenay accommodation providers representing the authority and request to impose the tax for another 5 year term.

Attached is the draft Five Year Strategic Plan and supporting documentation as outlined in Appendix 1.1 Municipal and Regional District Tax Application Form.

## Appendix 1.2 Five-Year Strategic Business Plan

**Designated Recipient:** Comox Valley Economic Development Society  
**Community Name:** Courtenay  
**Date Prepared:** June 12, 2017  
**MRDT Term Expiry Date:** March 31, 2018  
**Five Year Period:** April 1, 2018 – March 31, 2023

Section 1: Five-Year Strategic Overview	
<b>Vision and Mission</b>	<p><b>Vision</b> The Comox Valley is recognized as the premier, year-round Vancouver Island destination.</p> <p><b>Mission</b> Expand and enhance destination marketing initiatives resulting in increased visitation and overnight stays to the Comox Valley, as well as increased partnerships within the industry.</p>
<b>Strategic Context</b>	<p>The Comox Valley, with its naturally abundant outdoor and marine activities, well developed culinary tourism sector (including craft beers, artisan wineries and distilleries), festivals and events and significant accessibility via the Comox Valley Airport (Air Canada, Pacific Coastal and Westjet), float plane (Harbour Air) and rubber tire, is positioned to become a major destination.</p> <p>Overall, British Columbia's tourism sector continues its trend of growing international overnight visitors, with particularly strong growth in Washington State overnight visits. The US dollar is forecasted to hold its value for the long term which makes marketing to the US market, and the Washington State outdoor traveler, a strong proposition for generating overnight stays. The Comox Valley Visitor Centre reported a 33% increase in Washington State visitor volume over the last year and a half. Growth from this market is expected to continue with Vancouver Island's popularity in the region.</p> <p>BC Ferries vehicle volumes rose 5.3% along major routes, according to their 2015/16 Annual Report, and a new ferry was added to the Comox-Sunshine Coast route in March 2017.</p> <p>Population growth in the Comox Valley is projected by BC Stats to remain strong, averaging 1.3% per year through 2036, the second fastest rate among comparable BC regional districts.</p> <p>The visitor profile for the Comox Valley shows that on average, visitors spend 9 nights away from home. For 66% of the visitors, the Comox Valley was the main destination of their trip, for 28% of visitors, it was one of several planned</p>

## Section 1: Five-Year Strategic Overview

stops but not the main destination and for 5%, it was an unplanned stop on the way to another destination. Most visitors (81%) spent at least one night in the Comox Valley, while 19% were here for a day trip only.

There are more repeat visitors (74%) than first time visitors (26%).

Of the 70% of Comox Valley visitors that arrived by ferry, 41% landed at Departure Bay, 31% landed at Duke Point, 16% landed at Swartz Bay, and 10% landed at Little River in Comox. Of the 29% that arrived by air, 81% landed at the Comox Valley Airport, 14% landed at the Victoria International Airport, 2% landed at the Campbell River Airport, and 2% landed at Comox Harbour.

The purpose of trip visit to the Comox Valley is predominantly for leisure (64%) with another 37% visiting friends and/or relatives, 8% for a combination of business and leisure, and 4% for business or work. The most popular attractions for visitors to the Comox Valley include local shops/boutiques (62%), beaches (60%), parks and trails(55%) plus golf courses and restaurants. The top activities groups participated in during their stay were shopping (58%), beach activities (53%), hiking (41%) and self-guided sightseeing (40%).

The majority of visitors choose to stay in a hotel or motel in the Comox Valley (45%) with an average length of stay of 3 nights. People also stay with friends and family (29%) and tend to stay longer with a 7 night stay on average. The average group size was 2.6 people per group; 55% of groups consisted of two or three people, 14% were solo travellers, and only 2% of groups had 10 or more people.

### **Opportunities**

The Comox Valley is well positioned to attract new destination level events, and expand existing ones. Removing or reducing any barriers for event hosting infrastructure will aid this initiative including the addition of new or enhanced event hosting facilities be them for meetings, events or conferences. Developing and implementing strategies to secure new meetings and conferences is another important opportunity.

A significant opportunity exists to ensure strong growth in packaged tour/event & stays with the growing number of sophisticated and diverse regional and BC based Tour Operators to drive overnight stays around strategic tourism experiences including outdoor and marine adventures, and culinary & agri-tourism products, that will be sold online via the integrated Discover Comox Valley reservation system.

## Section 1: Five-Year Strategic Overview

Supporting and expanding air access at the Comox Valley Airport as well as complementary floatplane and airport services is also key.

Increased marketing partnerships at all levels is also an opportunity, including the Vancouver Island Visitor Centre, Tourism Vancouver Island, other Island DMO's, Ministry of Jobs, Tourism and Skills Training, Destination BC and the Canadian Tourism Commission.

### **Challenges**

Challenges that lie ahead include the ability to find and retain qualified staff. The Island location, which increases transportation costs and travel time, continues to present its challenges to convert visitors from off-Island.

### **Key Learnings**

Since the implementation of the hotel tax in 2013, development of signature events, building stakeholder involvement in those events, and focusing on developing additional visits through off-peak periods have been a primary objective of the destination marketing plan. CVEDS has seen significant increases in key indicators related to these efforts:

- 12-month, year over year comparisons; MRDT revenues are +31% from 2014 to 2016;
- Q1 MRDT revenues (January to March) are +90% from 2013 to 2017, showing a significant increase in off-peak period visits;
- January revenue increases +64% from 2014 to 2017 (WinterFest signature event month);
- June revenue increases are +52% from 2013 to 2016 (BC Shellfish and Seafood Festival signature event month).

The current 5-year plan, with some revisions along the way, combined with the MRDT implementation have paved the way to creating large-scale destination events that have metrics to prove their success and positive impact on the region.

Partnerships are also very critical to the success of community events. New Memorandum of Understanding (MOU) agreements have recently been signed with the Downtown Courtenay BIA (DCBIA), the Comox BIA, and with Tourism Mount Washington. The Downtown BIA MOU helped to create a central hub of activity for the WinterFest event this year which engaged more businesses and brought more visitors to the downtown core to extend the length of stay. In future, more emphasis on après events and night-time

## Section 1: Five-Year Strategic Overview

	<p>events will be solicited to build out the after skiing component of the festival and tie-in businesses at sea level in the Comox Valley.</p> <p>Media partnerships proved to be very important as well. The Shellfish and Seafood Festival moved its major TV partner from CTV in 2015, to Global in 2016. Global’s market share proved to be worth its weight in marketing gold. Contest entries alone increased almost 2000% YOY, with 4966 unique contestants in 2016 vs 238 in 2015. The partnership included Saturday Chef segments, branded and contest ads and calendar of event coverage. Globalnews.ca was the Festivals websites top referral page with 6495 sessions.</p> <p>Social Media and Online Advertising continue to prove their value and increased emphasis will be applied to this area over the next 5 years. For the Shellfish and Seafood Festival, a significant increase in budget and agency support in advertising through Google and Facebook, resulted in massive boosts to overall click-throughs to the festival website compared to the previous year. Retargeting and remarketing tactics also prove to be a valuable tool in reaching the online market who are already interested in the products and festivals the Comox Valley has to offer.</p>
<p><b>Overall Goals, Objectives and Targets</b></p>	<p><b>Advertising</b>          Specific, targeted, event based campaign ads will be implemented to drive consumers to DiscoverComoxValley.com and micro sites to support tour packages, ticket sales and seasonal specials. Co-op ads will continue to be solicited and tied back to holidays and softer visitation periods. The objectives are to expand and enhance destination marketing initiatives resulting in increased visitation and overnight stays to the Comox Valley, as well as increased partnership within the industry. Print, Online, Newsletter E-blasts, Social Media and TV campaigns will be used to achieve these objectives.  <b>Targets:</b>          Increase overnight stays each year thus increasing the MRDT revenue each year by 10%          10% increase each year in website sessions</p> <p><b>Market Research and Destination Branding</b>          Market Research and Destination Branding will continue with the objective to ensure progressive and effective Discover Comox Valley brand identity in addition to unique signature festival branding, in all its marketing. The data collected can then be used to drive future marketing initiatives.  <b>Targets:</b>          Increase leveraged funds by 5% each year</p>

## Section 1: Five-Year Strategic Overview

### **Trade and Consumer Shows**

The objective is to attend select, targeted consumer, trade and travel shows to ensure targeted and general awareness of destination and sell product.

#### **Targets:**

Attend 2 to 3 shows per year and measure the success by the number of groups, leads, stakeholder participation in the shows and contest entries at the shows.

### **Event Development and Enhancement**

Over the next 5 years, Comox Valley off-season events will be developed and enhanced with the overall objective to develop or attract new meetings and conferences as well as participant focused events, and/or expand existing destination level events that will drive more out of area visitation and increase overnight stays during slower periods. In addition, reducing or removing any barriers that impede attracting events to use the Comox Valley as the host location will also be undertaken. The Sport and Event Attraction Program will also be expanded with more community engagement through the grant program to solicit new events.

#### **Targets (annually):**

5% increase in new events

5% increase in ticket sales of CVEDS-lead events

10% increase in website sessions for CVEDS-lead festival sites

10% increase in online referrals to accommodation partners

### **Communications and Media Relations Program**

The Media Relations Program objective is to ensure that potential visitors are aware of the Comox Valley as a leading location for visiting Vancouver Island by engaging traditional and online media writers, journalists and influencers to generate destination coverage on the Comox Valley in key target markets. Additionally, the goal is to deliver timely, relevant & engaging industry and tourism communications content via digital & traditional media.

#### **Communication Program Targets for stakeholders (annually):**

12 Tourism E-Newsletters

24 Consumer E-Blasts

10 Seafood E-Newsletters

5% increase in social media followers

#### **Media Relations Targets:**

\$1.5 million earned media value every year

10% increase in FAM tours hosted



## Section 1: Five-Year Strategic Overview

### Strategies - Key Actions

#### Promotional strategies include:

- Print ads
- TV campaigns
- Online and Social Media
- Discover Comox Valley E-Blasts
- Targeted Consumer Shows

#### Print Ads

Print ads will be placed in the Blackpress group of Island newspapers, Times Colonist newspaper with coop ads promoting holidays and signature event campaigns. Destination marketing ads will also appear in Times Colonist 'Discover' publication plus select destination publications that distribute to Washington State, including the Tour and Exploring Guide through Tourism Vancouver Island.

#### TV Campaigns

TV Campaigns will be used building upon the success of TV campaigns in recent years, supported by targeted online marketing tactics and contesting in Alberta, lower mainland and/or Vancouver Island that drive to website landing pages with accommodation partners highlighted.

#### Online and Social Media

Online and Social Media strategies are key areas of focus and will see continued increases in all areas of online/digital marketing, especially on Facebook and Instagram. Increased social media engagement through hashtagging use in advertising and promotion with #exploreBC, #exploreComoxValley and festival specific hashtags will ensure alignment and gain more followers, potential customers and visitors. Tagging through microsites to track customers and retargeting track post-click and post-view conversions will be utilized for all targeted campaigns.

#### E-Blasts

Discover Comox Valley consumer E-Blasts will be a key strategy and sent bi-monthly to weekly at times, and will include seasonal consumer event e-promos, events, seasonal hotel package specials and tour packages. The consumer contact database will be expanded with contesting and promoted posts.

#### Consumer Shows

Consumer Shows will target the outdoor adventure market in select markets including the Seattle Travel, Adventure and Gear Expo and the Calgary

## Section 1: Five-Year Strategic Overview

Outdoor Show. Both interactive and ideal venues to sell direct to outdoor adventure seekers.

### **Media Relations strategies include:**

- Monthly press releases
- Online communications
- Media outreach and hosting activities
- Production of communications tools including online backgrounders, fact sheets and updates to websites

Media Relations strategies will drive increased awareness around regional tourism attractions, tours and Signature Series Events via the hosting of media for Familiarization Tours of the region, and supplying information to media about the destination to generate increased awareness about the destination to thereby motivate potential visitors to view the website and visit.

Media Relations firms and digital media communications firms will be engaged, as needed, for specific targeted support relative to Signature Events and key initiatives, as well as possible Media Show attendance, and tracking systems will be implemented to evaluate the successes on a quarterly basis.

### **Destination Development**

Destination development strategies include developing additional photography and video collateral to support marketing festivals, events and the destination. The goal is to increase the video presence on Discover Comox Valley's YouTube page and promote the key sectors of Arts and Culture, Outdoor, Marine, Dine and Drink via new video. The video shorts will feature atmospheric, stylized cinematography to help build brand and drive customers back to DiscoverComoxValley.com. In addition, ongoing revisions and updates to the Discover Comox Valley brand and main website and event based micro sites will be implemented. Keeping the website current and new with a clear, branded direction will help to focus specific tour programs and themes relating back to the Visitor Services program.

### **Market Development and Product Experiences**

Market development and product experience strategies are focused on events including:

- Sport and Event Attraction & Expansion Program
- Meetings and Conferences
- Signature Series Events
- Secondary Events

## Section 1: Five-Year Strategic Overview

### **Sport and Event Attraction & Expansion Program**

The Sport and Event Attraction & Expansion Program plus the provision of the Sport and Event attraction & expansion fund will continue to provide funding capacity that supports removing expansion barriers to existing events, or enables new event hosting groups or agencies to hold events for the first time in the Comox Valley. The program focuses on groups demonstrating increased overnight accommodations, with preference given to shoulder season.

### **Meetings and Conferences**

An increased focus on securing meetings and conferences, that are applicable to the regional venue capacity, will be implemented as an integral part of the 5 year plan. Regional & national associations, hobby groups, businesses groups and clubs are targeted. Website improvements allow for easy dissemination of venue and property information.

### **Signature Series Events**

Building upon the significant emphasis placed on event development and expansion, 3 existing destination level Signature Series Events, held in the shoulder seasons, are expanded and enhanced via sponsorship & product development, and supported by multi-media marketing & communication resources to result in overnight stays and awareness of the destination. They include WinterFest in January, BC Shellfish & Seafood Festival and BC Seafood Expo in June and Two Wheels Bike Festival in September. For these key festivals, an additional strategy will be obtaining larger headline performers to attract more out of town visitation, where appropriate. Continue to collaborate with key transportation providers for packaging, contesting, joint marketing and bookings via the Vancouver Island Visitor Centre; including Harbour Air, Westjet, Air Canada, Pacific Coastal Airlines and BC Ferries. Further integration of tour bookings through Rezgo system will help to increase sales opportunities for hotel packaging and tour operator stakeholders.

### **Secondary Events**

Secondary events compliment and leverage upon awareness generated by the Signature Event Series, with a focus on shoulder season events and higher level events identified and earmarked for additional support through the Sport and Event Attraction & Expansion grant program.

A comprehensive festival and events calendar will be maintained at DiscoverComoxValley.com's event calendar plugin, with a goal of this resource becoming the go-to tourism calendar for Comox Valley's events.

## Section 1: Five-Year Strategic Overview

	<p><b>Visitor Services Opportunities Program</b></p> <p>Visitor Services Opportunities Program include ensuring the Vancouver Island Visitor Centre (VIVC) marketing systems, including racks, screens, poster housing, banner station and bookable product systems, coincide to support new and expanded festival and event tactics and encourage visitors to extend their stay and visit the tourism properties represented.</p> <p>A key strategy is to increase the number of Activity Booking Providers included on Rezgo integrated online sales booking systems, as well as to continue to implement a visitor sales program that is a cohesive, sales oriented mechanism for tourism industry businesses to engage in services, and vacation guide print collateral as primary tools for the VIVC and industry to service visitors.</p> <p>VIVC will coordinate a ‘Meet the Visitor Day’ at the VIVC by hosting elected officials and dignitaries to act as supportive visitor councillor during the start of the high season.</p> <p><b>Targets:</b></p> <ul style="list-style-type: none"> <li>Visitors increase by 9% each year</li> <li>Achieve 200 businesses participating annually</li> <li>9% increase in gross VIVC revenues</li> </ul>
<p><b>Brand Positioning</b></p>	<p>The Comox Valley is a premier, year round event destination.</p> <p>The Comox Valley is recognized as having ongoing events, festival and special experiences and packages available, and more engagement occurs with consumers.</p> <p>Progressive branded ads utilizing professional imagery, captivating cinematography and strong messaging and calls to action via each campaign will be structured to allow for partner buy-in where appropriate and motivate visitors to engage further online and via social media.</p>
<p><b>Target Markets</b></p>	<p><b>Types of visitors:</b></p> <p>Primary: Authentic Experiencers and Cultural Explorers, affluent, frequent travellers who are touring and exploring</p> <p>Secondary: Free Spirits</p> <p><b>Geographic target markets:</b></p> <ul style="list-style-type: none"> <li>Victoria and Vancouver Island</li> <li>Lower mainland BC</li> <li>Alberta</li> <li>Washington State</li> </ul>

## Section 1: Five-Year Strategic Overview

	<p><b>Demographic targets:</b> Age 35 + Families</p> <p><b>Activity-based target groups:</b> Outdoor and Marine Adventure enthusiasts including skiing/snowboarding, biking, hiking, kayaking, diving, wildlife viewing, golf, boating Special Events including cycling, shellfish festival, winter festival promoting aspects of the Art/Culture and plentiful Culinary Tourism sector</p>
<p><b>Management, Governance, and Administration</b></p>	<p>Comox Valley Economic Development Society (CVEDS) manages and administers the MRDT funds and is the official Destination Marketing Organization (DMO) for the Comox Valley. Governance is in place with the following committees:</p> <ol style="list-style-type: none"> <li>1) The Destination Marketing Advisory Committee (DMAC) who represent a diverse range of tourism sub-sectors in the Comox Valley. This committee is committed to increasing year round, overnight stays from tourists and other segments of the travelling public to the Comox Valley. DMAC supports the development and evaluation of the annual Discover Comox Valley Work Plans.</li> <li>2) The MRDT Committee who represent the Courtenay hotels. This committee is committed to Destination Marketing that is defined as developing marketing programs and initiatives that encourage tourists and other segments of the travelling public to prefer the Comox Valley for their overnight stays. The MRDT Committee supports the review and approval of the Annual Work Plans and MRDT budget allocations.</li> </ol> <p>Additionally, sub Committees are established to support event development and enhancement with a broad range of partners and industry stakeholders including:</p> <ul style="list-style-type: none"> <li>• Comox Valley WinterFest Steering Committee</li> <li>• Dine Around / F &amp; B Industry Steering Committee</li> <li>• Farm Cycle Tour Steering Committee</li> <li>• BC Seafood Expo Program Committee</li> </ul>

## Section 1: Five-Year Strategic Overview

### Sources of Funding

In addition to the MRDT, the following are sources of funding anticipated for the next five years:

City of Courtenay

Town of Comox

Comox Valley Regional District

Destination BC Co-operative Marketing Partnerships Program

Private Sector Businesses

Private Sector Sponsorships

MOU Collaborations

Other Grants where applicable

## Section 2: One Year Tactical Plan with Performance Measures 2018/19

**Designated Recipient:** Comox Valley Economic Development Society  
**Community Name:** Courtenay

**Major Category:** Marketing

**Activity Title:** Outdoor Adventure Campaign

A multi-media campaign targeted to Seattle, Washington State, Calgary and also regional Vancouver Island access points to drive increased touring and exploring of the Comox Valley region & its activity and tour operators, with a focus on marketing the outdoor adventure sector.

**Objectives:**

1. To drive increased overnight volume and visitor expenditures from the Washington, Lower Mainland and Alberta markets through direct referral sales of hotel and tour activity packages;
2. Increase stakeholder support in outdoor adventure and accommodation sectors to ensure a) capacity to support attraction of increased number of visitors, and b) leverage more resources to market the destination and drive direct referrals of activity and stay packages via the Comox Valley Visitor Centre and online;
3. To support Destination British Columbia's efforts to ensure brand alignment to support the Outdoor sector;
4. Increase social media participation and engagement via Facebook, Twitter, and Instagram;
5. Move consumers through the path to purchase.

**Strategies:**

- Mix of traditional, digital and trade show attendance, with more budget allocated to digital media which works well with the Free Spirit EQ. Promote Stay and Play Adventure packages with resorts & hotels in partnership with attractions including biking, golfing, diving, boating and adventure activity tour operators;
- Create co-op structure to allow for adventure tourism businesses and other relevant stakeholders to participate in the campaign;
- Utilize tagging into our Outdoor Adventure landing page to track customers and utilize retargeting, track post-click and post-view conversions;
- Track effective call-to-action and sales messaging to determine best methods in converting sales and generate leads;
- Incorporate increased social media hash tagging use into engagement, advertising and promotion with #exploreBC and #exploreComoxValley.

**Tactic:** Consumer Shows

**Description:** The Seattle Travel, Adventure and Gear Expo and Calgary Outdoor Show are both interactive and ideal venues to sell direct to outdoor adventure seekers. Estimated attendance is 30,000 people for both shows.

**Rationale:** Both shows are well-attended and attract a targeted market looking for outdoor adventure travel.

**Timing:** March 2019

**Budget:** \$7,500

**Measurable Call to Action:** Visitor Centre 1-800, packages at Outdoor Adventure landing page, contesting

**Tracking Mechanism:** # of contest entries, # visits to landing page, # of booth visitors, # of onsite leads/bookings generated

**Tactic Name:** Online Campaign

**Description:** Facebook ads, Google search and retarget, social media marketing campaign, website landing page development

**Rationale:** Allows for targeted interests, age groups, and to connect the consumer quickly and easily to online stay and outdoor adventure package bookings.

**Timing:** May - June 2018

**Budget:** \$15,000

**Measurable Call to Action:** Visitor Centre 1-800, packages at Outdoor Adventure landing page

**Tracking Mechanism:** # of likes, # of impressions, # of new followers, post view conversions, # of calls to Visitor Centre, # of user sessions on landing page, # of referrals/leads to accommodation partners and Rezgo bookable activities, average engagement as a % of audience.

**Tactic Name:** Print Advertising

**Description:** Outdoor Adventure rack card, Onboard BC Ferries print ad, BC Ferries posters, Clipper Advertising

**Rational:** Vehicle traffic has only one way to get to Vancouver Island and with thousands of passengers travelling 1.5 to 2 hours between the mainland and Vancouver Island, posters in strategic locations allow passengers time to view the Comox Valley messaging. Ads in Outdoor Magazines provide access to a strong, targeted market of outdoor enthusiasts.

**Timing:** Spring 2018

**Budget:** \$11,500

**Measurable Call to Action:** Visitor Centre 1-800, packages at Outdoor Adventure landing page

**Tracking Mechanism:** # of calls to Visitor Centre, # of user sessions to landing page, # of referrals/leads to accommodation partners and Rezgo bookable activities

**Tactic name:** Video Production/Image Bank

**Description:** Ongoing B-roll and stills of outdoor product will be collected via cinematographers and professional photographers for all advertising and promo materials. Alignments with DBC guidelines will be utilized in all creative aspects. Video shorts will be produced (90-120 sec) and views will be tracked via Facebook and YouTube channel. Social tie-in to #exploreBC #exploreComoxValley.

**Budget:** \$10,000

**Measurable Call to Action:** Visitor Centre 1-800, packages at Outdoor Adventure landing page

**Tracking Mechanism:** # of Facebook/YouTube video views, # of photos taken for campaign



**Major Category:** Market Development and Product Experiences

**Activity Title:** BC Shellfish and Seafood Festival

The BC Shellfish and Seafood Festival is the largest shellfish and seafood festival in Western Canada and not only showcases a myriad of West Coast seafood, but also attracts tourists from near and far. This festival is a major culinary sector attraction and is also significantly growing the marine adventure sector through whale watching, aquaculture tours and boat charters.

**Objectives:**

1. To drive increased overnight volume, visitor expenditure and repeat visitations from primarily BC and Alberta markets, through sales of hotel and festival packages, event tickets, tours and activity bookings via direct referrals;
2. Increase the number and diversity of Festival events and partners to ensure a) capacity to support attraction of increased number of visitors, and b) leverage more resources to market the Festival and sell tickets;
3. To support Destination British Columbia's efforts to move consumers through the path to purchase and encourage advocacy, which will have a positive impact on the path to purchase for future visitors.

**Strategies:**

- Support product development and event expansion initiatives to increase depth of events and products being offered
- Act as a conduit between event hosts and accommodation properties to carefully formulate targeted, attractive Festival packages
- Develop a multi-media marketing campaign, with a stronger focus on online sales and conversion, to drive increased overnight stays & lead generation, increased awareness of the festival and the region
- Create co-operative marketing opportunities to enable event hosts and partners to market their products through the larger Festival
- Utilize tagging through BCShellfishFestival.com to track customers and utilize retargeting, track post-click and post-view conversions
- Track effective call-to-action and sales messaging to determine best methods in converting sales
- Encourage increased social media engagement through hashtagging use in advertising and promotion with #exploreBC, #exploreComoxValley and festival specific hashtags.

**Tactic Name:** TV Campaign

**Description:** GlobalBC campaign & contest, 15-second spots

**Rationale:** Extensive reach with BC's most popular news provider to target market, increase brand awareness for festival and region, while presenting strong, measurable calls to action.

**Timing:** May to June 2018

**Budget:** \$27,500

**Measurable Call to Action:** Visitor Centre 1-800, online package inclusions and TV spot package promotion, contesting

**Tracking Mechanism:** # of contest entries, # of user sessions to landing page, # of referrals/leads to accommodation partners and Rezgo bookable activities, # of calls to Visitor Centre, June MRDT revenues

**Tactic Name:** Online Campaign

**Description:** Facebook ads, Google search and retarget, social media marketing campaign, festival website development

**Rationale:** Allows for targeted interests, age groups, connects consumers quickly and easily to online festival event tickets and festival overnight packages, tracking of marketing efforts.

**Timing:** April to June 2018

**Budget:** \$72,500

**Measurable Call to Action:** Visitor Centre 1-800, package deals, event tickets, contesting

**Tracking Mechanism:** # of likes, # of impressions, # of new followers, post view conversions, # of calls to Visitor Centre, # of user sessions to landing page, # of referrals/leads to accommodation partners and Rezgo bookable activities, average engagement as a % of audience, # of event tickets sold, June MRDT revenues

**Tactic Name:** Print Advertising

**Description:** Print advertisements presenting festival events and stay packages. Newsprint, magazine.

**Rational:** Extensive reach to target market, increase brand awareness for Festival and region while presenting strong, measurable calls to action.

**Timing:** April to June 2018

**Budget:** \$55,000

**Measurable Call to Action:** Visitor Centre 1-800, festival events ticketing, contesting, festival packages

**Tracking Mechanism:** # of calls to Visitor Centre, # website sessions, # of tickets sold, # of contest entries, June MRDT revenues

**Tactic Name:** Radio Advertising

**Description:** Highlighting festival packages, events supplemented by traditional radio contesting and promos.

**Rational:** Extensive reach to target market, increase brand awareness for Festival and region while presenting strong, measurable calls to action.

**Timing:** April to June 2018

**Budget:** \$12,500

**Measurable Call to Action:** Visitor Centre 1-800, festival events ticketing, contesting, festival packages

**Tracking Mechanism:** # of calls to Visitor Centre, # website sessions, # of tickets sold, # of contest entries, June MRDT revenues

**Tactic Name:** Earned Media Development

**Description:** With the approval of DBC Media Dept., proactively pitch story ideas and invite Tier 1 and Tier 2 media writers and influencers from key markets to attend and/or cover the Festival and the destination. This includes a media-focused launch event in Vancouver (March), familiarization tour outreach & hosting in partnership with industry, and creation of media materials.

**Rational:** Media coverage provides reliable third party experiences of the Festival and the region to both targeted and broad based consumers. **Timing:** April to June 2018

**Budget:** \$15,000

**Measurable Call to Action:** Visitor Centre 1-800, festival events

**Tactic name:** Video Production/Image Bank

**Description:** Ongoing B-roll and stills of festival will be collected via cinematographers and professional photographers for all advertising and promo materials. Alignments with DBC guidelines will be utilized in all creative aspects. Video shorts will be produced (90-120 sec) and views will be tracked via Facebook and YouTube channel. Social tie-in to #exploreBC #exploreComoxValley.

**Budget:** \$7,500

**Measurable Call to Action:** Visitor Centre 1-800, packages at festival website

**Tracking Mechanism:** # of Facebook/YouTube video views, # of photos taken for campaign, minute/second count of b-roll taken

**Major Category:** Market Development and Product Experiences

**Activity Title:** Two Wheels Bike Festival

Expansion and multi-media marketing of the Comox Valley Farm Cycle Tour. Includes new cycling events, from leisure to competitive, through September weekends; targeted to Vancouver Island, lower mainland bike enthusiasts.

**Objectives:**

1. To drive increased overnight volume, visitor expenditure and repeat visitations from Vancouver Island and Lower Mainland/Sea to Sky markets, through sales of Ride and Stay festival packages, event tickets, cycle tours and activity bookings
2. Increase the number and diversity of Festival events and partners to ensure
  - a. capacity to support attraction of increased number of visitors
  - b. leverage more resources to market the Festival and sell tickets
3. To support Destination British Columbia's efforts to move consumers through the path to purchase and encourage advocacy, which will have a positive impact on the path to purchase for future visitors
4. Increase awareness and support the fact that the Comox Valley is a major cycling destination in BC
5. Bridge the bike sector with agri-tourism by cross-promoting wineries/craft breweries with events and tours.

**Strategies:**

- Secure additional partners/event promoters who wish to host other cycling related events, to compliment the Farm Cycle Tour event
- Create Ride and Stay packages with local accommodation providers
- Create co-op structure to allow for a broad based of tourism businesses to participate in the multi-media campaign
- Market festival with strongest emphasis to online marketing, to present festival attributes, sell registrations, drive overnight stays and to encourage multiple event registrations per attendee
- Utilize tagging through festival website/landing page to track customers and utilize retargeting, track post-click and post-view conversions
- Incorporate increased social media engagement with hashtagging, advertising and promotion with #exploreBC, #exploreComoxValley and festival specific hashtags

**Tactic Name:** Online Campaign

**Description:** Facebook ads, Google search and retarget, social media marketing campaign, festival website development

**Rationale:** Allows for targeted interests, age groups, connects consumers quickly and easily to online festival event tickets and festival overnight packages, tracking of marketing efforts.

**Timing:** July to Sept 2018

**Budget:** \$14,000

**Measurable Call to Action:** Visitor Centre 1-800, package deals, event tickets, contesting  
**Tracking Mechanism:** # of likes, # of impressions, # of new followers, post view conversions, # of calls to Visitor Centre, # website sessions, # of tickets sold, # of referrals/leads to accommodation partners, average engagement as a % of audience, September MRDT revenues

**Tactic Name:** Print Advertising

**Description:** Print advertisements presenting festival events and stay packages via newsprint & magazines.

**Rational:** Extensive reach to target market, increase brand awareness for Festival and region while presenting strong, measurable calls to action.

**Timing:** August 2018

**Budget:** \$7,000

**Measurable Call to Action:** Visitor Centre 1-800, festival events ticketing, contesting, festival packages

**Tracking Mechanism:** # of calls to Visitor Centre, # website sessions, # of tickets sold, # of contest entries, September MRDT revenues

**Tactic name:** Video Production/Image Bank

**Description:** Ongoing B-roll and stills of festival will be collected via cinematographers and professional photographers for all advertising and promo materials. Alignments with DBC guidelines will be utilized in all creative aspects. Video shorts will be produced (90-120 sec) and views will be tracked via Facebook and YouTube channel. Social tie-in to #exploreBC #exploreComoxValley.

**Budget:** \$7,000

**Measurable Call to Action:** Visitor Centre 1-800, packages at festival website

**Tracking Mechanism:** # of Facebook/YouTube video views, # of photos taken for campaign, minute/second count of b-roll taken

**Major Category:** Market Development and Product Experiences

**Activity Title:** WinterFest – Awesome All Winter

A multi-media campaign targeted to Vancouver Island and the Lower Mainland presenting the Comox Valley as the Island's true winter outdoor and cultural destination of choice during the last two weeks of January; featuring a robust après activity calendar and half-price ski and stays to motivate travelers to Ski and Stay, vs Ski and *Leave*. A secondary part of the campaign advertises Ski & Stays and après activities in the Comox Valley *through* the pre-Christmas period and a portion of March/April when skier visits typically stagnate and/or slow down.

**Objectives:**

1. To drive increased overnight volume, visitor expenditure and repeat visitations from Vancouver Island and Lower Mainland/Sea to Sky markets, through sales of Ski and Stay festival packages, event tickets
2. Increase the number and diversity of Festival events and partners to ensure
  - a) capacity to support attraction of increased number of visitors
  - b) leverage more resources to market the Festival and sell tickets
3. To support Destination British Columbia's efforts to move consumers through the path to purchase
4. Increase awareness and support the fact that the Comox Valley is a major outdoor recreation hub in BC; cross promote outdoor activities, and more specifically ski sector, with the depth of culinary and cultural experiences available
5. To position the Comox Valley as Vancouver Island's premier true winter destination

**Strategies:**

- Secure competitively priced Ski and Stay Packages with Mount Washington and MRDT partners
- Create partnerships with music concert and comedy producers
- Secure partnerships with the Downtown Courtenay Business Improvement Assn to activate après ski activities, including an outdoor skating rink & activity Centre, in the downtown core, with business participating in events and providing specials to motivate skiers to extend their stay
- Create co-op structure to allow for a broad based of tourism businesses to participate in a multi-media campaign
- Undertake extensive multi-media campaign, with an emphasis on online marketing to drive sales through effective call to actions and tracking of CTA's to sales conversions
- Utilize tagging through festival website/landing page to track customers and utilize retargeting, track post-click and post-view conversions
- Incorporate increased social media engagement with hashtagging #exploreBC, #exploreComoxValley and festival specific hashtags

**Tactic Name:** TV Campaign

**Description:** CTV Vancouver Island and Global BC campaign & contest, 15-second spots, 7 second sponsor spots

**Rationale:** Extensive reach with BC's most popular news provider, plus Vancouver Island's leading multi-media partner to target market, increase brand awareness for festival and region, while presenting strong, measurable calls to action.

**Timing:** November 2018 to February 2019

**Budget:** \$25,000

**Measurable Call to Action:** Visitor Centre 1-800, online package inclusions and TV spot package promotion, contesting

**Tracking Mechanism:** # of contest entries, # visits to festival website, # of calls to Visitor Centre, December to March MRDT revenues

**Tactic Name:** Online Campaign

**Description:** Facebook ads, Google search and retarget, social media marketing campaign, festival website development

**Rationale:** Allows for targeted interests, age groups, connects consumers quickly and easily to online festival event tickets and festival overnight packages, tracking of marketing efforts.

**Timing:** October 2018 to February 2019

**Budget:** \$80,000

**Measurable Call to Action:** Visitor Centre 1-800, Ski & Stay package deals, event tickets, contesting

**Tracking Mechanism:** # of likes, # of impressions, # of new followers, post view conversions, # of calls to Visitor Centre, # website sessions, # of tickets sold, # of referrals/leads to accommodation partners, average engagement as a % of audience, December to March MRDT revenues

**Tactic Name:** Print Advertising

**Description:** Print advertisements presenting festival events and stay packages. Newsprint, magazine.

**Rational:** Extensive reach to target market, increase brand awareness for Festival and region while presenting strong, measurable calls to action.

**Timing:** November 2018 to February 2019

**Budget:** \$52,000

**Measurable Call to Action:** Visitor Centre 1-800, festival events ticketing, contesting, festival packages

**Tracking Mechanism:** # of calls to Visitor Centre, # website sessions, # of tickets sold, # of contest entries, December to March MRDT revenues

**Tactic Name:** Radio Advertising

**Description:** Highlighting ski and stay, festival packages and events supplemented by traditional radio contesting and promos.

**Rational:** Extensive reach to target market, increase brand awareness for Festival and region while presenting strong, measurable calls to action.

**Timing:** December 2018 to January 2019

**Budget:** \$24,000

**Measurable Call to Action:** Visitor Centre 1-800, festival events ticketing, contesting, festival packages

**Tracking Mechanism:** # of calls to Visitor Centre, # website sessions, # of tickets sold, # of contest entries, December to February MRDT revenues

**Tactic name:** Video Production/Image Bank

**Description:** Ongoing B-roll and stills of festival will be collected via cinematographers and professional photographers for all advertising and promo materials. Alignments with DBC guidelines will be utilized in all creative aspects. Video shorts will be produced (90-120 sec) and views will be tracked via Facebook and YouTube channel. Social tie-in to #exploreBC #exploreComoxValley.

**Budget:** \$17,000

**Measurable Call to Action:** Visitor Centre 1-800, packages at festival website

**Tracking Mechanism:** # of Facebook/YouTube video views, # of photos taken for campaign, minute/second count of b-roll taken



**Major Category:** Destination Development

**Activity Title:** Destination Branding and Market Research

Ensure progressive and effective Discover Comox Valley brand identity in all its marketing. Use market research data to drive future marketing initiatives.

**Objectives:**

1. Expand and enhance destination marketing initiatives resulting in increased visitation and overnight stays to the Comox Valley
2. Increased partnerships within the industry
3. Be recognized as the premier, year-round Island destination

**Strategies:**

- General awareness and specific campaign print ads are placed to drive consumers to DiscoverComoxValley.com to support tour packages and seasonal hotel deals through redesigned landing pages.
- Create co-op structure to allow for a broad based of tourism businesses to participate. Co-op ads will continue to be solicited and tied back to holidays and softer visitation periods (Thanksgiving/Fall events, pre-Christmas shop and stays, Ski and Stays in December, January and Spring Breaks)
- Continued increases in all areas of online/digital marketing especially on Facebook and Instagram.
- Utilize tagging through website landing page to track customers and utilize retargeting, track post-click and post-view conversions
- Incorporate increased social media engagement with hashtagging #exploreBC, #exploreComoxValley and festival specific hashtags
- Increase digital video content to increase destination awareness
- Development of additional photography to support marketing
- Use the Net Promoter Score tool to solicit feedback from customers attending signature events.
- Tracking festival and event ticket sales and revenues and their impact on hotel bookings.

**Tactic Name:** Print

**Description:** Blackpress coop ads promoting holidays, Times Colonist coop ads promoting holidays, Times Colonist Discover publication and other destination publications that distribute to Washington State, BC Ale Trail inclusion, Tour and Exploring Guide through TVI

**Rationale:** Remain competitive in print media that focus on tourism publications. Drives awareness to products and tours with website call to action. Aligns with DBC co-op marketing program which support print initiatives and encourage more stakeholder participation. Continues partnership with regional DMO's and Tourism Vancouver Island to support marketing of the region in addition to the Comox Valley.

**Timing:** April 2018 to March 2019

**Measurable Call to Action:** Visitor Centre 1-800, website, online package inclusions, contesting

**Budget:** \$20,000

**Tracking Mechanism:** # of ads or campaigns, # of partners, # and % increase in website visits and user sessions, Monthly MRDT room revenues, Ads for campaign and signature event metrics include social media impressions, click throughs to website, website user sessions, contest entries, call to VIVC, tours and ticket sold

**Tactic Name:** Online and Social Media

**Description:** Seasonal consumer event e-Blasts, seasonal hotel package specials, tour packages, consumer contact database is expanded with contesting and promoted posts. Increase digital video content to increase event awareness. Presence on Instagram and use of #exploreComoxValley and #exploreBC, with social media contests in support of DBC model will ensure alignment and gain more followers, potential customers and visitors.

**Rationale:** The Comox Valley is recognized as having ongoing events, festival and special experiences and packages available, and more engagement can occur with consumers. DBC co-op marketing program can support these online initiatives.

**Timing:** April 2018 to March 2019

**Budget:** \$20,000

**Measurable Call to Action:** Visitor Centre 1-800, website, event tickets, packages, contesting

**Tracking Mechanism:** # engagements, # of e-Blasts, # of click-throughs, MRDT room revenues, # increased engagements on social media channels, social media monitoring (to be determined)

**Tactic Name:** TV Campaigns

**Description:** Building upon the success of TV campaigns, create or participate in one additional TV campaigns, supported by targeted online marketing tactics and contesting in Alberta, lower mainland and/or Vancouver Island that drive to DCV website landing pages with MRDT and partners highlighted.

**Rational:** Extensive reach to target market, increase brand awareness for events and region while presenting strong, measurable calls to action.

**Timing:** Spring 2018, Fall 2019

**Budget:** \$10,000

**Measurable Call to Action:** Visitor Centre 1-800, website, contesting, overnight packages

**Tracking Mechanism:** # of campaigns, # of contest entries, # of website hits, MRDT room revenues

**Tactic Name:** Brand Enhancement

**Description:** Development of additional photography and video collateral to support marketing festivals, events and the destination. Continue revisions and updates to the Discover Comox Valley brand and website. Increase video presence and overhaul of Discover Comox Valley's YouTube page. Promotion of sectors: Arts and Culture, Outdoor, Marine, Dine and Drink via new video shorts featuring atmospheric, stylized cinematography to help build brand and drive customers back to DiscoverComoxValley.com.

**Rational:** Enhanced images allow for improved and more compelling marketing and media outreach.

Video collateral will help build website and social media profiles. Brand alignment across all marketing/media platforms- website, print, video, social.

**Timing:** April 2018 to March 2019

**Budget:** \$10,000

**Measurable Call to Action:** Visitor Centre 1-800, website

**Tracking Mechanism:** Number of images secured for print, web and social media

**Major Category:** Market Development

**Activity Title:** Sport and Event Attraction & Expansion Program

Administration and provision of the Sport and Event Attraction & Expansion Fund continues to provide funding capacity that supports removing expansion barriers to existing conferences, meetings, and participation oriented events, or enables new event hosting groups or agencies to hold events for the first time, if they can demonstrate increased overnight accommodations, with preference given to shoulder season.

**Objectives:**

1. Strategic new and existing destination level events are expanded to drive more out of area visitation
2. Increase overnight stays
3. Barriers are removed in attracting events to use the Comox Valley as the host location

**Strategies:**

- Existing organizations are successfully applying for and being awarded funds which results in increased overnight stays
- New events or organizations are successfully applying for and being awarded funds which results in increased overnight stays

**Timing:** April 2018 to March 2019

**Budget:** \$30,000

**Measurable Call to Action:** Visitor Centre 1-800, website, event packages

**Tracking Mechanism:** # of events funded, # of overnight stays as a result of events, track events and impact on MRDT room revenues

### Section 3: MRDT Budget for Year One

Designated recipients **must** complete the budget table as provided below.

Revenues		Budget \$
Carry-forward from previous calendar year		
MRDT		\$317,000
Local government contribution		\$704,000
Stakeholder contributions		\$320,000
Co-op funds received (e.g. CTO; DMO-led projects)		\$65,000
Other local stakeholder contributions		
Grants – Federal		
Grants – Provincial		\$250,000
Grants/Fee for Service – Municipal		
Retail Sales		\$5,000
Interest		
Other		
	<b>Total Revenues</b>	<b>\$1,661,000</b>
Expenses		Budget \$
<b>Marketing</b>		
Marketing staff – wage and benefits		\$50,000
Media advertising and production		\$225,000
Website - hosting, development, maintenance		\$20,000
Social media		\$240,000
Consumer shows and events		\$280,000
Collateral production and distribution		\$100,000
Travel media relations		\$75,000
Travel trade		
Other (please describe)		
	<b>Subtotal</b>	<b>\$990,000</b>
<b>Destination &amp; Product Experience Management</b>		
Destination & Product Experience Management Staff – wage and benefits		\$360,000
Industry development and training		\$1,000
Product experience enhancement and training		\$1,000
Research and evaluation		
Other (please describe)		
	<b>Subtotal</b>	<b>\$362,000</b>
<b>Visitor Services</b>		
Visitor services activities		\$69,000
Other (please describe)		
	<b>Subtotal</b>	<b>\$69,000</b>
<b>Meetings and Conventions</b>		
Meetings, conferences, conventions, sales, events etc.		
	<b>Subtotal</b>	
<b>Administration</b>		
Management and staff unrelated to program implementation – wages and benefits		
Finance staff – wages and benefits		
Human Resources staff – wages and benefits		
Board of Directors costs		

	Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	
	Office lease/rent	
	General office expenses	
	<b>Subtotal</b>	
	<b>Other</b>	
	All other wages and benefits not included above	
	Other activities not included above (see below)	\$240,000
	<b>Subtotal</b>	<b>\$240,000</b>
	<b>Total Expenses:</b>	<b>\$1,661,000</b>
<b>Balance or Carry Forward</b>		

Other activities include the following annual expenses:

- accounting
- interest and fees
- equipment rental/lease
- maintenance and repairs
- office expenses
- property tax
- utilities
- minor website and tourism promotion expenses
- amortization
- overhead and administrative support

## Appendix 1.3 Accommodation Directory Form

Please list **ALL** the accommodation providers who offer accommodation that is taxable under the *Provincial Sales Tax Act* within the designated accommodation area, and the number of units each accommodation provider offers within the designated accommodation area.

Please ensure the information provided is complete and accurate. Failure to provide complete and accurate information may result in your application being delayed, returned or rejected. Thank you for your cooperation. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

**Legal Name of Applicant:** COMOX VALLEY ECONOMIC DEVELOPMENT SOCIETY

Property Name	Address	Number of Units	Phone Number	Owner/Manager
HOLIDAY INN EXPRESS & SUITES	2200 CLIFFE AVE COURTENAY BC V9N 2L4	91	(778) 225-0010	BAYVIEW HOTEL GROUP LTD.
OLD HOUSE HOTEL AND SPA	1730 RIVERSIDE LANE COURTENAY BC V9N 8C7	79	(250) 703-0202	R & R RESORT GROUP LTD.
TRAVELODGE COURTENAY	2605 CLIFFE AVE COURTENAY BC V9N 2L8	91	(250) 334-4491	HABARI HOLDINGS INC.
CROWN ISLE RESORT	366 CLUBHOUSE DR COURTENAY BC V9N 9G3	87	(250) 703-5000	CROWN ISLE MANAGEMENT LTD.
BEST WESTERN - THE WESTERLY	1590 CLIFFE AVE COURTENAY BC V9N 2K4	100	(250) 338-7741	COURTENAY LODGE LIMITED PARTNERSHIP
ANCO INN	1885 CLIFFE AVE COURTENAY BC V9N 2K9	67	(250) 334-2451	ANCO MOTEL (1998) LTD.
COMOX VALLEY INN & SUITES	1190 CLIFFE AVE COURTENAY BC V9N 2K1	45	(250) 334-4476	444866 B.C. LTD.
RIVER HEIGHTS MOTEL	1820 CLIFFE AVE COURTENAY BC V9N 2K8	16	(250) 338-8932	404204 B.C. LTD.
THE CONA HOSTEL	440 ANDERTON AVE COURTENAY BC V9N 2G8	5	(250) 331-0991	BRIAN SCOTT

### Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form


Legal Name of Applicant: \_\_\_\_\_ Rate of Tax (2% or 3%): 2%

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, as outlined in the applicant's Five-year Strategic Business Plan. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.

BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date
Elx Hotel Hebel SPA	1730 Riverside Lane Coquitlam, BC	79	DAVID ROOPER		20170707

**Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form**


Legal Name of Applicant: TRAVELodge COURTENAY Rate of Tax (2% or 3%): 2%

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, as outlined in the applicant's Five-year Strategic Business Plan. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.

BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date
TRAVELodge	2605 CLIFFE AVE. COURTENAY, B.C.	91	Geac Fossel		July 26/17



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### Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form

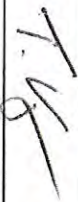
Legal Name of Applicant: **Crown Isle Management** \_\_\_\_\_ Rate of Tax (2% or 3%): **2%** \_\_\_\_\_

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, as outlined in the applicant's Five-year Strategic Business Plan. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.

**BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]**

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date
Crown Isle Resort & Golf Community	399 Clubhouse Drive, Courtenay, BC V9N 9G3	87	Tim Krueger		07/24/2017

Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form

Legal Name of Applicant: Maple Hotel Group Ltd. Rate of Tax (2% or 3%): 2%  
*OR Holiday Inn Express + Suite Company*

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, as outlined in the applicant's Five-Year Strategic Business Plan. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the Provincial Sales Tax Act within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.

BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date
<i>Maple Hotel</i>					
<i>Holiday Inn</i>	<i>2200 Apple</i>	<i>91</i>	<i>GRANT SMITH</i>	<i>Grant Smith</i>	<i>July 7 2017</i>
<i>Express + Suites</i>	<i>Armenia</i>				

**Appendix 1.4 Accommodation Sector in Support of Municipal and Regional District Tax Form**

 Legal Name of Applicant: Cona Hostel Rate of Tax (2% or 3%): 2%

The Municipal and Regional District Tax is being proposed or is up for renewal in your municipality/region. The Municipal and Regional District Tax is intended to assist municipalities, regional districts and eligible entities in funding local tourism marketing programs and projects, as outlined in the applicant's Five-year Strategic Business Plan. Accommodation providers may request a copy of the Five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of accommodation that are taxable under the *Provincial Sales Tax Act* within the designated accommodation area.

As an owner/manager offering accommodation, your input is critical. The minimum support required from the accommodation sector for the tax to be imposed is at least 51% of the number of establishments that would collect the tax within the municipality/region representing at least 51% of the total number of rooms.

BY SIGNING THIS FORM, YOU HAVE INDICATED THAT YOU SUPPORT IMPLEMENTATION OF THE MUNICIPAL AND REGIONAL DISTRICT TAX IN YOUR MUNICIPALITY/REGION AND THAT YOU ARE AUTHORIZED TO ACT ON BEHALF OF YOUR ORGANIZATION. [ATTACH ADDITIONAL SHEETS AS REQUIRED]

Property Name	Address	Number of Units	Owner/Manager (Print Name)	Signature	Date
Cona Hostel	440 Ardourton Ave Courtenay BC. V9N 2G8	5	Brian Scott	<i>[Signature]</i>	July 27/2017





## STAFF REPORT

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**To:** Council **File No.:** 1960-20 [2018]  
**From:** Deputy Chief Administrative Officer **Date:** August 21, 2017  
**Subject:** Consideration of 2018 Permissive Property Tax Exemptions and Permissive Property Tax Exemption Policy Revision

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### PURPOSE:

To present a revision to the May 2013 permissive property tax exemption policy, to consider the 2018 permissive property tax exemptions, and to re-evaluate child daycare applications.

### POLICY ANALYSIS:

Section 224 of the *Community Charter* provides Council with the authority to exempt certain properties from property taxation. Policy 1960.01 (Rev #1) – Permissive Property Tax Exemption was prepared in accordance with Section 224 of the *Community Charter* and approved by Council in May 2013.

### EXECUTIVE SUMMARY:

The permissive property tax exemption bylaws are considered by Council on an annual basis and must be adopted before October 31<sup>st</sup> each year in order to take effect for the following taxation year. Staff have compiled and reviewed all applications received for the 2018 taxation year and have prepared a summary report for Council consideration.

The existing policy has been revised to permit organizations to carry their permissive property tax exemption from one location to another.

### CAO RECOMMENDATIONS:

That based on the August 21, 2017 staff report “2018 Permissive Property Tax Exemptions”, Council approve OPTION 1 as follows:

1. That Council approve the proposed amendment to the existing May 2013 permissive property tax exemption policy;
2. That Council approve exemptions for new applicants as recommended in Schedule A;
3. That Council direct staff to prepare the applicable bylaws for permissive tax exemption in 2018 based on the attached schedules A, B, C, D and E; and
4. That statutory notice of the proposed permissive exemption bylaws pursuant to Section 227 of the *Community Charter* be published for two consecutive weeks prior to final adoption of the bylaws.

Respectfully submitted,

John Ward, CMC  
Deputy Chief Administrative Officer

**BACKGROUND:**

Section 224 of the *Community Charter* provides Council with the authority to grant permissive exemption to land and improvements owned, or held by, certain other organizations that meet legislatively prescribed conditions.

In May 2013 Council approved several revisions to Policy 1960.01, Permissive Property Tax Exemption. In particular, there were two provisions of note which guide consideration of new applications going forward:

1. The total value of all permissive exemptions must not exceed 2% of the total municipal portion of the property tax levy.
2. When the activities of an organization are not confined to the City of Courtenay, a maximum exemption of 40% applies.

As per the June 26, 2017 Committee of the Whole meeting, Council requested the following Property Tax Exemption changes:

**.01**

## PERMISSIVE PROPERTY TAX EXEMPTION

## POLICY 1960-00.01

Moved by Hillian seconded by Wells that Council approve establishing the Women's Recovery Centre at an ongoing 100% property tax exemption in keeping with the Comox Valley Recovery Centre Society.

**Carried**

Moved by Hillian and seconded by Wells that based on the June 26, 2017 staff report, "Permissive Property Tax Exemption Policy Review", Council approve Option 1 and continue with the existing Permissive Property Tax Exemption policy 1960.00.01, Revision # 1.

**Amendment motion**

Moved by Wells seconded by Frisch that the motion be amended to include if an organization moves they do not have to reapply for property tax exemption and be reassessed.

**Carried****The main motion was carried as amended**

Moved by Wells and seconded by Frisch that Council direct staff to re-evaluate child daycare society applications for property tax exemption.

**Carried****DISCUSSION:**

A permissive property tax exemption is a means for Council to support not-for-profit organizations within the community which furthers Council's objectives of enhancing quality of life for the citizens of the City while being responsible with municipal funding. Approval of an exemption or partial exemption is entirely within Council's discretion.

Each year there are requests from local organizations for funding assistance, either by way of requests for grants, or by way of requests for exemption from property taxation. While it is noted that the applicants all provide worthy services, provision of an exemption from taxation results in an increase of the tax burden for the remaining taxable property owners in the City and can become cost prohibitive.

In 2013, the Permissive Property Tax Exemption policy placed a cap on the value of exemptions and implemented a maximum exemption of 40% for applicants who provide activities and services to people outside the boundaries of the City. The policy was reviewed by Council on June 26, 2017 and a revision suggested to clarify that the exemption percentage will not change if that organization moves from one location to another, provided it does not change the nature of the services it provides.

The revised policy and following schedules and information are provided for Council consideration (see Attachment # 1).

#### **Permissive Exemptions – Schedule Summary:**

In accordance with Policy 1960.01, the exemption value limit for 2018 has been calculated as 2% of the value of the 2017 municipal property tax levy. The cumulative exemption value for 2018 is \$442,178.

#### **Schedule A: New Applications**

The City received three new applications for exemption from taxation in 2018. These are as follows:

##### *Tax Roll # 89.000 – Comox Valley Transition Society – Thrift Shop – 367 – 6<sup>th</sup> Street*

The Comox Valley Transition Society supports women and children affected by violence and addiction. They are requesting a 100% tax exemption on 367 6<sup>th</sup> Street from which they operate the “Too Good to be Threw” thrift shop. Funding from the Thrift shop assists Society activities. Over the past seven years, Council has reviewed and denied this application as it is one of many for-profit used goods stores within Courtenay. The City’s Permissive Property Tax Exemption Policy 1960.01 (Rev #1) requires confirmation that an organization’s activities does not compete with any other duly licensed business in the municipality. Providing a permissive property tax exemption would contradict the City’s policy.

Staff continues to recommend denial of an exemption for this property.

In 2017, the Society received a 40% property tax exemption on their administration office located at 576 England Avenue.

##### *Tax Roll # 131.002 – Comox Valley Transition Society – Fourplex – 356 – 3<sup>rd</sup> Street*

The Comox Valley Transition Society is also seeking an exemption for the above property. It was purchased in December 2016 with the help of BC Housing and the Town of Comox. It is a fourplex offering rental housing at rental rates based on income. The target client group is single women and women with children fleeing violence and/or recovering from substance use issues. The Comox Valley Transition Society estimates that about 75% of the users are City of Courtenay residents. The organization is requesting a minimum 75% exemption for this property, similar to other social housing organizations with a 75% grandfathered exemption: Kiwanis Village, L’Arche and Glacier View (Glacier View was grandfathered at 100% exemption and L’Arche was recently provided a 100% tax exemption).

Staff recommends a 40% exemption for this property following the intent of the existing policy.

##### *Tax Roll #1376.000 – Comox Valley Children’s Day Care Society – 1000 Cumberland Road*

For 2018, the Comox Valley Children’s Day Care Society has again submitted an application for exemption.

Prior to 1999, the Comox Valley Children’s Day Care Society, as well as J. Puddleduck Parent’s Preschool Society received permissive tax exemptions. After an extensive review of the permissive exemption recipients, Council chose to phase out these exemptions since it was determined that daycare service was also provided by for-profit organizations. There are currently eighteen daycares operating within the City of Courtenay. The list is included as Attachment # 2.

Section 224 (2) (a) of the *Community Charter* states that:

*“permissive tax exemptions may be provided to charitable, philanthropic or other not-for-profit corporations.”*

It does not allow for an exemption to daycares operating for-profit. The City’s Permissive Property Tax Exemption Policy 1960.01 (Rev #1) requires confirmation that an organization’s activities does not compete with any other duly licensed business in the municipality. In order to avoid creating an unfair commercial advantage between for-profit and not-for-profit daycares, Council decided to eliminate any tax exemptions for the Children’s Day Care Society.

Staff recommends no exemption for this specific daycare on the basis that authorizing this exemption would contradict the existing policy as it competes with licensed for-profit daycare businesses in Courtenay.

### **Schedule B: Annual Bylaw – Not for Profit Organizations**

Schedule B exemption recipients are those who have been previously approved in the annual permissive exemption bylaw. Updated applications, financial statements and other relevant documentation have been reviewed and verified by staff.

Schedule B provides a detailed list of the 2017 exemption recipients along with the estimated 2018 value of the approved exemptions.

#### *Tax Roll # 170.002 – Comox Valley Transition Society ‘Amethyst House’ – 280 – 2<sup>nd</sup> Street*

Amethyst House provides residential stabilization and supportive recovery programs for women. On June 26<sup>th</sup>, 2017, Council approved the provision of a 100% permissive property tax exemption to Amethyst House.

#### *Tax Roll #1577.018 – Comox Valley Pregnancy Care Centre – Unit 4 – 204 Island Highway North*

The Comox Valley Pregnancy Care Centre provides services in the Comox Valley and applied for a property tax exemption on this property. In 2017 Council approved a 40% exemption, and subsequently authorized the provision of Gaming Funds to cover the remaining 60%. For future periods, Council requested that this organization be granted a 100% exemption.

#### *Tax Roll #459.000 – Upper Island Women of Native Ancestry – 956 Grieve Avenue*

The Upper Island Women of Native Ancestry is running the Comox Valley Aboriginal Head Start Preschool, the Friday’s Child FASD Family Support and Education Program and the Aboriginal Family Networker. They provide services primarily to Courtenay residents (90%). They have been granted a 40% exemption in prior years and are now seeking a larger percentage exemption similar to the Comox Valley Child Development and Comox Valley Family Services, which are grandfathered at a 100% exemption.

For 2018, Staff recommends maintaining an exemption of 40% based on the criteria contained within the City’s Permissive Property Tax Exemption policy.

#### *Tax Roll # 409.000 – Comox Valley Transition Society – 625 England Avenue*

The Comox Valley Transition Society is granted a 40% exemption on its community offices located at 625 England Avenue. They estimate their users are 75% Courtenay residents. They are now requesting a larger exemption similar to the Comox Valley Child Development and Comox Valley Family Services, which are grandfathered at a 100% exemption.



For 2018, Staff recommends maintaining an exemption of 40% in keeping with the Permissive Property Tax Exemption policy.

*Tax Roll # 2024.009 – Habitat for Humanity – 1755 – 13<sup>th</sup> Street*

Habitat for Humanity is operating a thrift store at this location. It also provides office spaces to the organization. Council has been providing a 40% exemption for the portion related to the offices. Habitat for Humanity is requesting a greater exemption as they are granted a 100% exemption in other municipalities (for instance Campbell River) and also because the society is building houses which will eventually provide additional property tax revenue for the City of Courtenay.

For 2018, Staff recommends maintaining an exemption of 40% based on the criteria contained within the Permissive Property Tax Exemption policy.

**Schedule C: Annual Bylaw – Churches**

While Church buildings and the footprint of the buildings receive a statutory exemption from taxation, all of the area surrounding the buildings would be taxable unless it is provided with a permissive exemption from taxation by Council. The portion of church property used in commercial activities or as a manse/residence is not eligible for exemption from taxes.

Schedule C details the church properties within the City, and the estimated value of the permissive exemption for 2018 on the lands surrounding the building.

**Schedule D: Five Year Bylaw – City owned properties managed by Societies**

This Schedule lists properties provided a five-year property tax exemption expiring in 2019.

**Schedule E: Ten Year Bylaw – Island Corridor Foundation**

The properties owned by the Island Corridor Foundation have been provided with a ten year exemption from taxation which expires in 2021. Schedule E provides a detailed list of the properties along with the estimated value of the exemptions for the 2018 year.

**FINANCIAL IMPLICATIONS:**

The estimated cumulative value of the municipal portions of the new and grandfathered exemptions for the 2018 taxation year totals \$337,988. This is within the calculated 2018 limit of \$442,178 as prescribed in Policy 1960.01 – Permissive Exemption from Property Taxation.

	<b>2018 City Only</b>	<u>2018 Other Authorities</u>	<u>2018 Total Exemption</u>
Schedule A: new applicants, as per recommendations	<b>\$894</b>	\$889	\$1783
Schedule B: Annual Bylaw, Not-for-Profit Organizations	<b>144,096</b>	138,971	283,068
Schedule C: Annual Bylaw, Churches – land surrounding the building	<b>16,052</b>	19,793	35,845
Schedule D: Five Year Bylaw, City owned facilities - Managed by Societies (bylaw expires 2019)	<b>157,021</b>	143,975	300,996
Schedule E: Ten Year Bylaw, Island Corridor Foundation (ten-year bylaw – expires 2021)	<b><u>19,925</u></b>	<u>17,409</u>	<u>37,334</u>
<b>Total</b>	<b><u>\$ 337,988</u></b>	<u>\$321,037</u>	<u>\$659,026</u>

It is important to note that any organizations added to the list or any additional percentages provided to applicants results in a reduction of revenue available for City operations.

**ADMINISTRATIVE IMPLICATIONS:**

Preparation of the annual tax exemption bylaws for consideration by Council is an annual task undertaken by staff in the Financial Services Department.

Subsequent to Council approval of the above recommended property tax exemptions, the next steps to complete include:

- a) Preparation of the required bylaws and providing them to Council for three readings
- b) Arranging for the statutory advertising of the proposed bylaws
- c) Returning the bylaws to Council for final adoption
- d) Preparation of letters of notification to the applicants
- e) Forwarding the bylaws to the BC Assessment Authority no later than October 31, 2017

**ASSET MANAGEMENT IMPLICATIONS:**

Any increase to the value of permissive property tax exemptions, decreases the amount of funding available for asset management initiatives.

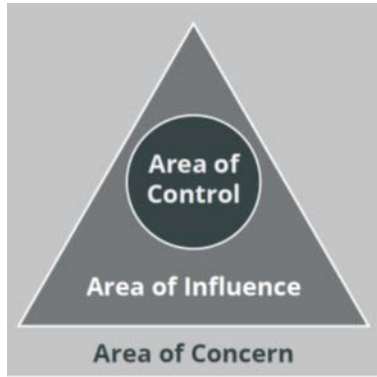
**STRATEGIC PLAN REFERENCE:**

**We focus on organizational and governance excellence**

- We responsibly provide services at a level which the people we serve are willing to pay

**We invest in our key relationships**

- We will continue to engage and partner with service organizations for community benefit



- **Area of Control**  
The policy, works and programming matters that fall within Council’s jurisdictional authority to act.
- ▲ **Area of Influence**  
Matters that fall within shared or agreed jurisdiction between Council and another government or party.
- **Area of Concern**  
Matters of interest outside Council’s jurisdictional authority to act.

**OFFICIAL COMMUNITY PLAN REFERENCE:**

Not applicable

**REGIONAL GROWTH STRATEGY REFERENCE:**

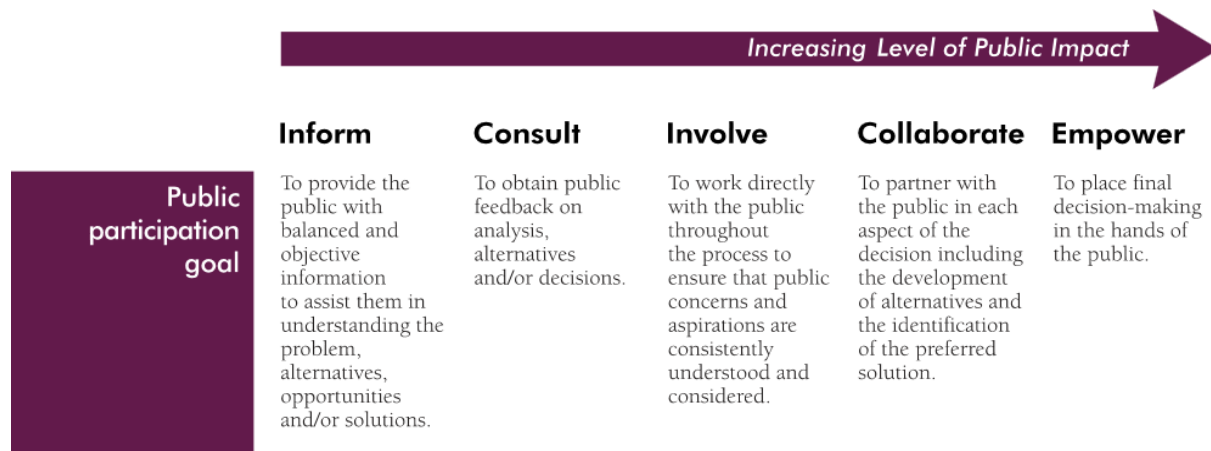
Not applicable

**CITIZEN/PUBLIC ENGAGEMENT:**

Pursuant to Section 227 of the *Community Charter*, statutory notice of the proposed permissive exemption bylaws must be published for two consecutive weeks prior to final adoption.

This is based on the “inform” level of the IAP2 Spectrum of Public Participation adopted as an element of Sound Project Design for the Corporate Workplan.

[http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum\\_vertical.pdf](http://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/imported/IAP2%20Spectrum_vertical.pdf)



**OPTIONS:**

OPTION 1: That Council approve the proposed amendment to the existing May 2013 permissive property tax exemption policy;

That Council approve exemptions for new applicants as recommended in Schedule A;

That Council direct staff to prepare the applicable bylaws for permissive tax exemption in 2018 based on the attached schedules A, B, C, D and E; and

That statutory notice of the proposed permissive exemption bylaws pursuant to Section 227 of the *Community Charter* be published for two consecutive weeks prior to final adoption of the bylaws (recommended).

OPTION 2: That Council direct staff to make further changes to the Permissive Property Tax Exemption policy and defer the proposed 2018 permissive tax exemptions for further discussion at a later Council meeting.

(While Option 2 provides time for further discussion, it also impacts the schedule required for the 2018 permissive tax exemption process. There is a statutory requirement to have the bylaws adopted by October 31<sup>st</sup> each year in order to take effect for the following taxation year.)

Prepared by:



Annie Bérard, CPA, MBA  
Financial Analyst

Concurrence:



Brian Parschauer, BA, CPA, CMA  
Director of Financial Services

Attachments:

1. Policy #1960.00.01 (Rev # 2)
2. 2017 List of Daycares
3. Schedules A – E

**City of Courtenay****Policy**

Page 1 of 4

<b>Section 5 - Finance</b>	<b>Policy #</b>	<b>1960.00.01</b>
<b>Subject: Permissive Property Tax Exemption</b>	<b>Revision #</b>	<b>2</b>

**SCOPE:**

A permissive tax exemption is a means for Council to support not-for-profit organizations within the community which further Council's objectives of enhancing quality of life (economic, social, cultural) and delivering services economically. A permissive tax exemption is strictly at the discretion of the City of Courtenay Council. After careful consideration of all applications Council may approve a full, a partial, or no tax exemption. The tax exemption may vary for the different applicants. This policy guides identification of organizations meeting Council's objectives.

**POLICY****1. Overall Amount**

A projected amount of revenue to be foregone by Permissive Tax Exemptions will be set by Council annually during the development of the Financial Plan. This amount will be used to calculate the following year's tax exemption for approved organizations based on the current year's assessment and tax rates. The actual amount of the exemption may vary according to the following year's assessment and tax rates.

The cumulative estimated value of the exemptions may not exceed 2% of the total tax levy in the previous year. The bylaw for exemptions for any given year must be adopted and submitted before any assessment or tax rate information is available for that year. The 2% amount will therefore be calculated based on the previous year's assessment and tax rate information.

**2. Process**

Council will consider applications for permissive tax exemptions annually. Reminder letters to re-apply will be mailed annually or as the term of the exemption expires to current tax exemption recipients. In addition, application packages will be available at any time from the Municipal Office or on our website at [www.courtenay.ca](http://www.courtenay.ca).

Applications must be submitted to the Director of Financial Services, using the prescribed application form. The Director will review the applications for completeness, and arrange contact with applicants for additional information as necessary.

Application submissions must include:

- Copies of audited financial statements for last three (3) years for first time applicants, and for the last year for current tax exemption recipients.
- Copy of state of title certificate or lease agreement, as applicable.

<b>AUTHORIZATION:</b>	<b>DATE:</b>
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<b>Section 5 - Finance</b>	<b>Policy #</b>	<b>1960.00.01</b>
<b>Subject: Permissive Property Tax Exemption</b>	<b>Revision #</b>	<b>2</b>

- In the case of a lease agreement for premises rather than ownership, documents are required which indicate that the applicant will benefit by the exemption. Documents should demonstrate that the lease is currently, or will, on approval of the exemption, be reduced by the amount of the exemption, or that other considerations will be provided by the landlord equivalent to the value of the exemption.
- Description of programs/services/benefits delivered from the subject lands/improvements including participant numbers, volunteer hours, benefiting groups/individuals/special needs populations, fees charged for participation
- Description of any 3<sup>rd</sup> party use of the subject land/improvements including user group names, fees charged conditions of use.
- Information as to the extent to which the activities of the applicant are regional or local (within the City of Courtenay) in nature.
- Financial information on how the tax exemption amount is put back into the community through charitable means or reduced fees paid by the general population of the City of Courtenay.
- Confirmation that the organization’s activities do not compete with any other duly licensed business in the Municipality.

The Director of Financial Services will present a summary report of the applications, relative to the eligibility criteria, to Council and arrange for delegations to Council by applicants as necessary.

**3. Criteria**

- a) Subject Property must be one of:
  - Land and/or improvements owned by the applicant
  - Land and/or improvements leased under an agreement
  - Land and/or improvements ancillary to a statutory exemption under section 220 of the *Community Charter (Statutory Exemptions)*
  
- b) Nature of Organization must meet the requirements of *Division 7 of the Community Charter (Permissive Exemptions)* which includes:
  - Non-profit organization
  - Charitable/philanthropic organization
  - Athletic or Service Club/Association
  - Care facility/licensed private hospital
  - Partner of the municipality by agreement under s. 225 (Partnering, heritage, riparian and other special exemption authority) of the *Community Charter*

<b>AUTHORIZATION:</b>	<b>DATE:</b>
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<b>Section 5 - Finance</b>	<b>Policy #</b>	<b>1960.00.01</b>
<b>Subject: Permissive Property Tax Exemption</b>	<b>Revision #</b>	<b>2</b>

- Other local authority
  - Organization eligible under *Section 220 of the Community Charter* statutory exemption (e.g. place of public worship, cemetery, library, Indian land, senior’s homes, hospital, etc.)
- c) The applicant organization’s use of the land/improvements must benefit the community in one or more of the following ways:
- provides recreational facilities for public use
  - provides recreation programs to the public
  - provides programs to and/or facilities used by youth, seniors or other special needs groups
  - preserves heritage important to the community character
  - preserves an environmentally, ecologically significant area of the community
  - offers cultural or educational programs to the public which promote community spirit, cohesiveness and/or tolerance
  - offers services to the public in formal partnership with the municipality
  - [other]
- d) All accounts for fees and charges levied by the City of Courtenay to the applicant must be current.

**4. Duration of Exemption**

Eligible organizations may be considered for tax exemptions exceeding one year (to a maximum of 10 years) where it is demonstrated that the services/benefits they offer to the community are of a duration exceeding one year (i.e. for the period of the tax exemption).

**5. Extent, Conditions, and Penalties**

- a) The following activities and circumstances will be not be considered as eligible for exemption by Council. Exemptions will exclude the portion of land/improvements where the following circumstances exist:
- land/improvements used by the private sector and/or organizations not meeting Council’s exemption criteria
  - land/improvements used for commercial or for-profit activities by the not-for-profit organization
  - the activities of the organization are not confined to the City of Courtenay. Council has designated a maximum exemption of 40% for regional service organizations. This policy will not be applied retroactively, and regional

<b>AUTHORIZATION:</b>	<b>DATE:</b>
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<b>Section 5 - Finance</b>	<b>Policy #</b>	<b>1960.00.01</b>
<b>Subject: Permissive Property Tax Exemption</b>	<b>Revision #</b>	<b>2</b>

service organizations that have previously been approved by bylaw will be grandfathered into the exemption bylaw at those prescribed percentages.

- **prescribed grandfathered permissive exemption percentages will not change in the event an organization re-locates within the municipality. However, a reduction of the exemption shall apply if the nature of the services provided by the organization changes at its new location.**
- The applicant already receives grant-in-aid from the municipality and/or other sources

b) Council may impose conditions on the exempted land/improvements with the applicant organization, including but not limited to:

- registration of a covenant restricting use of the property
- an agreement committing the organization to continue a specific service/program
- an agreement committing the organization to have field/facilities open for public use for certain times or a total amount of time
- an agreement committing the organization to offer use of the field/facility to certain groups free of charge or at reduced rates
- an agreement committing the organization to immediately disclose any substantial increase in the organization’s revenue or anticipated revenue or any change in the status of the property
- [other]

c) Council may impose **penalties** on an exempted organization for knowing breach of conditions of exemption, including but not limited to:

- revoking exemption with notice
- disqualifying any future application for exemption for specific time period
- requiring repayment of monies equal to the foregone tax revenue
- [other]

<b>AUTHORIZATION:</b>	<b>DATE:</b>
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## City of Courtenay

### List and Location of Daycares

Roll #	Civic Address	Use of Property
<b>General</b>		
001451.628	2043 Valley View Drive	Creative Care Daycare
000459.000	956 Grieve Avenue	Comox Valley Aboriginal Head Start
000938.000	656 10th Street	Kidzone Daycare
001376.000	1000 Cumberland Road	Comox Valley Daycare Society (Lighthouse Early Learning Center)
001568.000	295 Back Road	Puddleduck J. Pre-School
000359.000	595 Harmston Avenue	Willow Daycare
000449.000	989 Fitzgerald Avenue	Tiny Toes Daycare
001963.716	2976 Elderberry Cres	Sweet & Silly Daycare
000991.000	307 14th St	Little Wonders Children Center
001953.000	2785 Mansfield Dr	Kid's Campus
002200.000	963 Webb Rd	Arden Child Care Centre
<b>Exempt School/City Properties</b>		
001168.000	1540 McPhee Avenue	After School Fun Club (Courtenay Elementary School)
001962.000	2300 Ryan Road	Beaufort Childrens Centre
003200.004	4830 Headquarters Road	Teddies N Toddlers Child Care Centre
000014.001	489 Old Island Highway	Cozy Corner Nursery
	241 Becher Dr	Little People's Palce Montessori
<b>Church Properties</b>		
000618.220	2201 Robert Lang Drive	Apple and Pears Group Daycare
002017.034	1640 Burgess Road	Sonshine Station Daycare (was Precious Gems Preschool)

## City of Courtenay

## New Applications for 2018 consideration

Calculation of Amounts based on 2017 Assessments and 2017 Rates

Roll #	Registered Owner	Leasee/Society Applying for Exemption	Civic Address	Use of Property	Requested 2017 Exemption	% of services Courtenay residents	Community Charter	Class	2017 Assessed Value (est)	% Occupied Space	Estimated 2018 Property Tax - City	Recommended 2018 Property Tax Permissive Exemption - City	
												% exemption	\$
89.000	Sea Mountain Investments Ltd	Comox Valley Transition Society	367 6th Street	Has been denied exemption in prior years as this is one of several for-profit and not-for-profit thrift stores within Courtenay	100%	75%	224(2)(a)	6	936,000	100%	10,123	0%	-
131.002	Comox Valley Transition Society	Comox Valley Transition Society	356 3rd Street	Fourplex - rental housing at rental rates geared to income (property bought with assistance of BC Housing, Town of Comox and mortgage). Target client group is single women and women with children fleeing violence and / or recovering from substance use issues.	100%	75%	224(2)(a)	1	562,000	100%	2,235	40%	894
1376.000	Comox Valley Children's Day Care Society	Comox Valley Children's Daycare Society	1000 Cumberland Rd	Has been denied exemption in prior years as this is one of several for-profit and not-for-profit daycares within Courtenay	100%	100%	224(2)(a)	1	281,000	100%	1,117	0%	-
<b>Total</b>									<b>\$ 1,779,000</b>		<b>\$ 13,475</b>		<b>\$ 894</b>

City of Courtenay

2018 Annual Bylaw, based on 2017 exemptions approved

Calculation of Amounts based on 2017 Assessments and 2017 Rates

Roll #	Registered Owner	Civic Address	Use of Property	% of services Courtenay residents	Community Charter	Class	2017 Assessed Value (est)	S220 Statutory & other excluded	Net Assessed value before Exemption	% exemption	Grandfathered	Exempt Assessed Value	Estimated 2018 Property Tax - City	2018 Property Tax Permissive Exemption - City
<b>100% Exemption</b> (would be 40% if not grandfathered)														
49.000	Eureka Support Society	280-4th st	community facility for adults with mental illness)	95%	224(2)(a)	6	233,000		233,000	100%	grandfathered	233,000	2,520	2,520
122.000	Royal Canadian Legion, Courtenay Branch (Pacific) No. 17	367 Cliffe Ave	facility to support veterans, promote remembrance, act in service of the community	90%	224(2)(a)	6	435,000		435,000	100%	grandfathered	435,000	4,704	4,704
						8	536,000		536,000	100%	grandfathered	536,000	2,132	2,132
1650.000	Royal Canadian Legion, Courtenay Branch (Pacific) No.	101 Island Highway	Cenotaph		224(2)(a)	8	35,900		35,900	100%	grandfathered	35,900	143	143
163.000	Comox Valley Child Development Association	237 - 3rd St	Office to serve children with special needs	65%	224(2)(a)	6	827,000		827,000	100%	grandfathered	827,000	8,944	8,944
164.000	Comox Valley Child Development Association	243 - 3rd St	1/3 Child Play area, 2/3 handicap park for families	65%	224(2)(a)	1	117,000		117,000	100%	grandfathered	117,000	465	465
165.000	Comox Valley Child Development Association	255 - 3rd St	1/3 Child Play area, 2/3 handicap park for families	65%	224(2)(a)	1	117,000		117,000	100%	grandfathered	117,000	465	465
348.000	Alano Club of Courtenay	543 - 6th St	community facility assisting recovering alcoholics and addicts	90%	224(2)(a)	6	220,000		220,000	100%	grandfathered	220,000	2,379	2,379
400.000	West Island Capital Corp	A1-310 8th Street	leased to City of Courtenay for IT Office Space	100%	224(2)(a)	6	5,619,000	5,320,000	299,000	100%		299,000	3,234	3,234
513.000	Old Church Theatre Society	755 Harmston Ave	Community theatre	majority	224(2)(a)	6	503,000		503,000	100%	grandfathered	503,000	5,440	5,440
750.020	Comox Valley Recovery Centre Society (City of Courtenay)	641 Menzies Ave	Residential drug/alcohol recovery facility	75%	224(2)(a)	1	1,069,000		1,069,000	100%	grandfathered	1,069,000	4,251	4,251
1037.000	Comox Valley Family Services Association	1415 Cliffe Ave	Child, youth & family community and victim services	90%	224(2)(a)	6	397,800		397,800	100%	grandfathered	397,800	4,302	4,302
1494.000	Glacier View Lodge Society	2470 Back Road	Seniors long-term care		224(2)(j)	1	1,354,000		1,354,000	100%	grandfathered	1,354,000	5,385	5,385
1494.010	Glacier View Lodge Society	2470 Back Road	Seniors long-term care		224(2)(j)	1	1,351,000		1,351,000	100%	grandfathered	1,351,000	5,373	5,373
1494.050	Glacier View Lodge Society	2450 Back Road	Seniors long-term care		224(2)(j)	1	8,767,000		8,767,000	100%	grandfathered	8,767,000	34,865	34,865
1960.300	The Nature Trust of British Columbia	Sandpiper Drive	Parkland - Was exempt in past years as ownership was incorrectly coded as Provincial lands by BCAA, corrected and recategorized by BCAA for 2013 and no longer receives 'statutory exemption'	unknown	224(2)(a)	1	1,428,000		1,428,000	100%	grandfathered	1,428,000	5,679	5,679
2016.007	Stepping Stones Recovery House for Women Society (Richard Pizzezy)	1571 Burgess Rd	Leased by Stepping Stones Recovery House for Women Society	60%	224(2)(a)	1	276,000		276,000	100%	grandfathered	276,000	1,098	1,098
2091.190	Saltwater Education Society	2311 Rosewall Crescent	Statutory - Kindergarten to Grade 2 Certification by Ministry of Ed. Will receive statutory exemption on building and footprint	56%	224(2)(h)	6	296,500		296,500	100%	statutory	296,500	3,207	3,207
2200.044	Courtenay & District Historical Society In Trust	2564 Cumberland Rd	Heritage Property	50%	224(2)(a)	1	531,000		531,000	100%	grandfathered	531,000	2,112	2,112
3200	Comox Valley Curling Club (CVRD)	4835 Headquarters Rd	Curling Club Recreation facility	60%	224(2)(i)	6	1,124,000		1,124,000	100%	grandfathered	1,124,000	12,156	12,156
112.000	Boys and Girls Club (City of Courtenay)	243-4th Street	Youth Program Facilitator	65%	224(2)(a)	6	248,000	124,000	124,000	100%	grandfathered	124,000	1,341	1,341
170.002	Comox Valley Transition Society (Four Paws Investments LTD)	280 2nd Street	"Amethyst House", Residential stabilization and supportive recovery program for women.	75%	224(2)(a)	1	473,800		473,800	100%	Council Resolution Jun26.17	473,800	1,884	1,884
1577.018	Comox Valley Pregnancy Care Centre	#4 - 204 Island Hwy N	Women's crisis pregnancy services	97%	224(2)(a)	1	155,500		155,500	100%	grandfathered	155,500	618	618

City of Courtenay

2018 Annual Bylaw, based on 2017 exemptions approved

Calculation of Amounts based on 2017 Assessments and 2017 Rates

Roll #	Registered Owner	Civic Address	Use of Property	% of services Courtenay residents	Community Charter	Class	2017 Assessed Value (est)	S220 Statutory & other excluded	Net Assessed value before Exemption	% exemption	Grandfathered	Exempt Assessed Value	Estimated 2018 Property Tax - City	2018 Property Tax Permissive Exemption - City
<b>75% Exemption</b>														
750.100	St. John the Divine Abbeyfield House Society	994 - 8th Street	seniors supported living housing	100%	224(2)(a)	1	1,148,100		1,148,100	75%	grandfathered	861,000	4,566	3,424
757.000	Comox Valley Kiwanis Village Society	1061 8th Street	housing for low-income seniors	70%	224(2)(a)	1	760,000		760,000	75%	grandfathered	571,000	3,022	2,271
757.001	Comox Valley Kiwanis Village Society	1051 8th Street	housing for low-income seniors	70%	224(2)(a)	1	2,072,700		2,072,700	75%	grandfathered	1,555,000	8,243	6,184
758.000	Comox Valley Kiwanis Village Society	635 Pidcock Ave	housing for low-income seniors	70%	224(2)(a)	1	1,402,000	972,667	429,333	75%	grandfathered	322,000	1,707	1,281
1286.045	L'Arche Comox Valley	534 - 19th Street	Supported group home for adults with developmental	100%	224(2)(a)	1	333,300		333,300	75%	grandfathered	250,000	1,325	994
<b>40% Exemption</b>														
34.000	Courtenay Elks' Lodge No. 60 of the Benevolent and Protective Order of Elks Canada Inc. No. S4640	231 6th Street	Facility to promote and support community. Raises funds for several children and community charities	95%	224(2)(e)	6	355,200		355,200	40%		142,100	3,841	1,537
						8	237,000		237,000	40%		94,900	943	377
166.000	Comox Valley Child Development Association	267 - 3rd Street	1/3 Child play area, 2/3 handicap park for families (purch in 2011)	65%	224(2)(a)	1	165,200		165,200	40%		66,100	657	263
459.000	Upper Island Women of Native Ancestry	956 Grieve Ave	office; support worker; early childhood development and cultural awareness programs	90%	224(2)(a)	1	470,200		470,200	40%		188,200	1,870	748
1516.004	Canadian Red Cross Society (leased from 660511 BC / Ltd Georges's Food Bar TLD)	464 Puntledge Rd	occupy 100% of property	75%	224(2)(a)	6	432,700		432,700	37%		160,700	4,680	1,738
1960.006	Aaron House Ministries (Leased from Fernco Development Ltd)	2946 Kilpatrick Ave	christian worship/teaching centre - occupy 12.7% of property	75%	224(2)(a)	6	3,064,000	2,619,000	445,000	40%		178,000	4,813	1,925
2024.009	Habitat for Humanity Vancouver Island North Society	1755 - 13th Street	Restore (5,000 sf) and Administration (2,000 sf)	(29% of space for Admin office x 40% exemption = 12% net exemption) - 100% serves City of Courtenay	224(2)(a)	6	561,000	491,000	70,000	40%		28,000	757	303
3200.032	Youth for Christ Comox Valley Salvation Army Cornerstone	4729 Headquarters Rd	occupy 97.5% of property	95%	224(2)(a)	1	458,000	40,500	417,500	40%		167,000	1,660	664
1960.004	Community and Family Services (Fernco Development LTD)	Unit 8, 468 29th Street	Emergency services to community members (Excludes thrift store operations)	80%	224(2)(a)	6	5,630,300	4,984,550	645,750	40%		258,300	6,984	2,793
2091.136	Saltwater Education Society (Spacial Holdings Inc)	2398 Rosewall Crescent	Kindergarten to Grade 2 Certification by Ministry of Ed.	56%	224(2)(a)	6	456,300	93,050	363,250	40%		145,300	3,929	1,571
409.000	Comox Valley Transition Society	625 England Ave	Community Offices. Secret Venture Holdings Ltd owned by CVTS	75%	224(2)(a)	6	452,000		452,000	40%		180,800	4,888	1,955
1038.000	John Howard Society of North Island (Luck's Dental Laboratory Ltd.)	1455 Cliffe Avenue	New application for 2017. 100% occupied by the John Howard Society. Social Services Building.	66%	224(2)(a)	6	451,500		451,500	40%		180,400	4,883	1,951
1113.000	L'Arche Comox Valley	1465 Grieve Avenue	Property will be used for the I Belong Centre which will hold L'Arche Office, the Outreach Centre (day programs for adults with disabilities) and 6 semi-independent community living residential suites. Used 100% by the L'Arche community however the day programs are offered to the public.	95%	224(2)(a)	1	892,900		892,900	40%		357,200	3,551	1,421
<b>Total</b>							<b>45,456,900</b>	<b>14,644,767</b>	<b>30,812,133</b>			<b>26,376,500</b>	<b>\$ 175,014</b>	<b>\$ 144,096</b>

**City of Courtenay**  
**Annual Bylaw - Church Properties**  
 Calculation of Amounts based on 2017 Assessments and 2017 Rates

Roll #	Registered Owner	Civic Address	Detail	Class	Net Remaining Assessed Value	% exemption	Exempt Assessed Value (Est)	Estimated 2018 Property Tax Permissive Exemption - City
143.000	GRACE BAPTIST CHURCH	467 - 4th Street		8	34,700	100%	34,700	138
313.100	ANGLICAN SYNOD DIOCESE OF B.C.	591 - 5th Street		8	259,000	100%	259,000	1,030
336.000	CENTRAL EVANGELICAL FREE CHURCH	505 Fitzgerald Avenue		8	98,700	100%	98,700	393
341.000	ELIM GOSPEL HALL	566 - 5th Street		8	135,000	100%	135,000	537
342.000	ELIM GOSPEL HALL	576 - 5th Street	approx 1/2 of land used for church parking	1	82,400	100%	82,400	328
346.000	ST. GEORGE'S CHURCH	505 - 6th Street		8	164,000	100%	164,000	652
618.220	RIVER HEIGHTS CHURCH SOCIETY	2201 Robert Lang Drive	residential/commercial portion not exempt	8	231,000	100%	231,000	919
1074.050	SALVATION ARMY CANADA WEST	1580,1590 Fitzgerald Ave		8	83,700	100%	83,700	333
1166.000	LUTHERAN CHURCH	771 - 17th Street		8	159,000	100%	159,000	632
1211.004	VALLEY UNITED PENTACOSTAL CHURCH OF BC	1814 Fitzgerald Avenue		8	119,000	100%	119,000	473
1524.102	BISHOP OF VICTORIA - CATHOLIC CHURCH	1599 Tunner Drive		8	241,000	100%	241,000	958
1594.000	KINGDOM HALL OF JEHOVAH WITNESSES	1581 Dingwall Road	church only/residence not exempt	8	154,000	100%	154,000	612
1691.030	SEVENTH DAY ADVENTIST CHURCH	4660 Headquarters		8	153,000	100%	153,000	608
1691.044	ANGLICAN SYNOD DIOCESE OF B.C.	4634 Island Hwy		8	97,900	100%	97,900	389
1691.046	ANGLICAN SYNOD DIOCESE OF B.C.	1514 Dingwall Road	Cemetery	8	143,000	100%	143,000	569
2005.000	LDS CHURCH	1901 - 20th Street		8	357,000	100%	357,000	1,420
2005.000	LDS CHURCH-PRIVATE SCHOOL	1901 - 20th Street	private school	6	0	100%	0	-
2017.034	FOURSQUARE GOSPEL CHURCH OF CANADA	1640 Burgess Road		8	1,308,000	100%	1,308,000	5,202
2200.088	COURTENAY FELLOWSHIP BAPTIST CHURCH	2963 Lake Trail Rd		8	216,000	100%	216,000	859
<b>Total</b>					<b>\$ 4,036,400</b>		<b>\$ 4,036,400</b>	<b>\$ 16,052</b>

**City of Courtenay**

**5 Year Bylaw - City Owned Properties**

Calculation of Amounts based on 2017 Assessments and 2017 Rates

**Current Bylaw in effect 2015-2019. Bylaw No. 2801, 2014**

Roll #	Registered Owner	Civic Address	Use of Property	Community Charter	LGA Ref.	Class	2017 Assessed Value (est)	S220 Statutory & other excluded	Net Assessed value before Exemption	% exemption	Exempt Assessed Value	2018 Property Tax Permissive Exemption - City
<b>City owned properties: Facilities operated for the City</b>												
<u>100% Exemption</u>												
29.002	City of Courtenay	580 Duncan Ave	Arts Centre/Gallery	224(2)(b)		6	2,207,000		2,207,000	100%	2,207,000	<b>23,868</b>
63.000	City of Courtenay	442 Cliffe Avenue	Sid Williams Theatre	224(2)(b)	341(2)(i)	6	2,051,000		2,051,000	100%	2,051,000	<b>22,181</b>
113.000	City of Courtenay	207 - 4th St	Courtenay & District Museum	224(2)(b)	341(2)(i)	6	1,797,000		1,797,000	100%	1,797,000	<b>19,434</b>
261.006	City of Courtenay/ Nature Trust of BC	3rd Street	McPhee Meadows	224(2)(b)	341(2)(b)	1	521,000		521,000	100%	521,000	<b>2,072</b>
1200.000	City of Courtenay	2040 Cliffe Ave	Marina	224(2)(b)	341(2)(b)	6	830,000		830,000	100%	830,000	<b>8,976</b>
1200.000			Marina			8	94,300		94,300	100%	94,300	
1941.000	City of Courtenay	100 - 20th St	Airpark	224(2)(b)	341(2)(b)	6	7,185,000		7,185,000	100%	7,185,000	<b>77,705</b>
2023.014	City of Courtenay/ Nature Trust of BC	656 Arden Road	Morrison Nature Park	224(2)(b)	341(2)(i)	1	761,700	61,700	700,000	100%	700,000	<b>2,784</b>
<b>Total</b>							<b>\$ 15,447,000</b>	<b>\$ 61,700</b>	<b>\$ 15,385,300</b>		<b>\$ 15,385,300</b>	<b>\$ 157,021</b>

**City of Courtenay**

**10 Year Bylaw - Island Corridor Foundation**

Calculation of Amounts based on 2016 Assessments and 2016 Rates

**Current Bylaw in effect 2012-2021. Bylaw No. 2802, 2014**

**Bylaw Expires 2021**

Roll #	Registered Owner	Civic Address	Use of Property	Community Charter	LGA Ref.	Class	2017 Assessed Value (est)	% exemption	Exempt Assessed Value	2018 Property Tax Permissive Exemption - City
<b>100% Exemption</b>										
467.000	Island Corridor Foundation		railway corridor	224(2)(a)	341(2)(b)	2	29,800	100%	29,800	<b>806</b>
467.100	Island Corridor Foundation		railway corridor	224(2)(a)	341(2)(b)	2	6,400	100%	6,400	<b>173</b>
613.100	Island Corridor Foundation		railway corridor	224(2)(a)	341(2)(b)	2	5,200	100%	5,200	<b>141</b>
1012.205	Island Corridor Foundation	South Courtenay Boundary Extension 2013	railway corridor	224(2)(a)	341(2)(b)	2	221,400	100%	221,400	<b>5,986</b>
2154.000	Island Corridor Foundation	Cumberland Road	railway corridor	224(2)(a)	341(2)(b)	2	264,500	100%	264,500	<b>7,151</b>
2154.001	Island Corridor Foundation		railway corridor	224(2)(a)	341(2)(b)	6	6,100	100%	6,100	<b>66</b>
2154.003	Island Corridor Foundation		railway corridor	224(2)(a)	341(2)(b)	6	191,000	100%	191,000	<b>2,066</b>
2154.013	Island Corridor Foundation	Island Corridor Foundation	railway corridor / Train Station	224(2)(a)	341(2)(b)	2	2,400	100%	2,400	<b>65</b>
				224(2)(a)	341(2)(b)	6	321,000	100%	321,000	<b>3,472</b>
<b>Total</b>							<b>\$ 1,047,800</b>		<b>\$ 1,047,800</b>	<b>\$ 19,925</b>





**From:** Hedican  
**Sent:** August-17-17 9:48 AM  
**Subject:** International Overdose Awareness Day in Courtenay

**From:** [Hedican](#)  
**Sent:** August 14, 2017 9:12 PM  
**Subject:** International Overdose Awareness Day in Courtenay

Hello Mayor Jangula and Council members

My name is Jennifer Hedican and our family lost our oldest son, Ryan Hedican, on April 24, 2017 to fentanyl. We are all heartbroken at his death. I have attached the pamphlet from his service to give you some information about his life.

I am hoping you can support an International Overdose Awareness event in Courtenay on **Aug 31 at Simms Park from 6-8 pm.**

I have recently registered for this event <https://www.overdoseday.com/> and am hoping to have representation and help from our community members.

This is a quickly pulled together event, yet it is extremely important, as many people continue to die due to the fentanyl crisis. I am needing help with this and would also like to have as many people attend as possible

There are other materials that you could print up for advertising the event as well as to have on hand at Simms Parks on Aug 31. I welcome your contribution in any other way as well.

Thank you for your time.

Jennifer Hedican

31 AUGUST

—  
INTERNATIONAL  
OVERDOSE  
AWARENESS DAY

TIME TO  
REMEMBER.  
TIME TO ACT.

---

# DO YOU RECOGNISE THE SIGNS OF OPIOID OVERDOSE?



**FACE** is clammy to touch and has lost colour.  
Difficulty speaking.



**BODY** is limp.  
Fingernails or lips have a blue or purple tinge.



**SLEEP** is deep and cannot be woken.



**BREATHING** is slow or has stopped.



**HEARTBEAT** is slow or has stopped.

More information and fact sheets can be found at [www.overdoseday.com](http://www.overdoseday.com)

# HOW DO YOU RESPOND TO AN OPIOID OVERDOSE?



**ASSESS** danger from needles or bystanders.



Call person's name to **CHECK RESPONSE.**  
Shake shoulders or rub your knuckles up and down sternum.



Call for **MEDICAL ATTENTION**  
if no response found.

Put person in recovery position and monitor.



Administer **NALOXONE.**  
Apply **RESCUE BREATHING.**

More information and fact sheets can be found at [www.overdoseday.com](http://www.overdoseday.com)

**THE CORPORATION OF THE CITY OF COURTENAY**

**BYLAW NO. 2881**

**A bylaw to amend Official Community Plan Bylaw No. 2387, 2005**

The Council of the Corporation of the City of Courtenay in open meeting assembled enacts as follows:

1. This bylaw may be cited for all purposes as **“Official Community Plan Amendment Bylaw No. 2881, 2017”**.
2. That **“Official Community Plan Bylaw No. 2387, 2005”** be hereby amended as follows:
  - (a) by changing the land use designation of Lot 1, District Lot 96, Comox District, Plan 40243 (1330 Lake Trail Road) from Urban Residential to Multi Residential as shown in bold outline on **Attachment A** which is attached hereto and forms part of this bylaw; and
  - (b) That Map #2, Land Use Plan be amended accordingly.
3. This bylaw shall come into effect upon final adoption hereof.

Read a first time this                                day of                                , 2017

Read a second time this                                day of                                , 2017

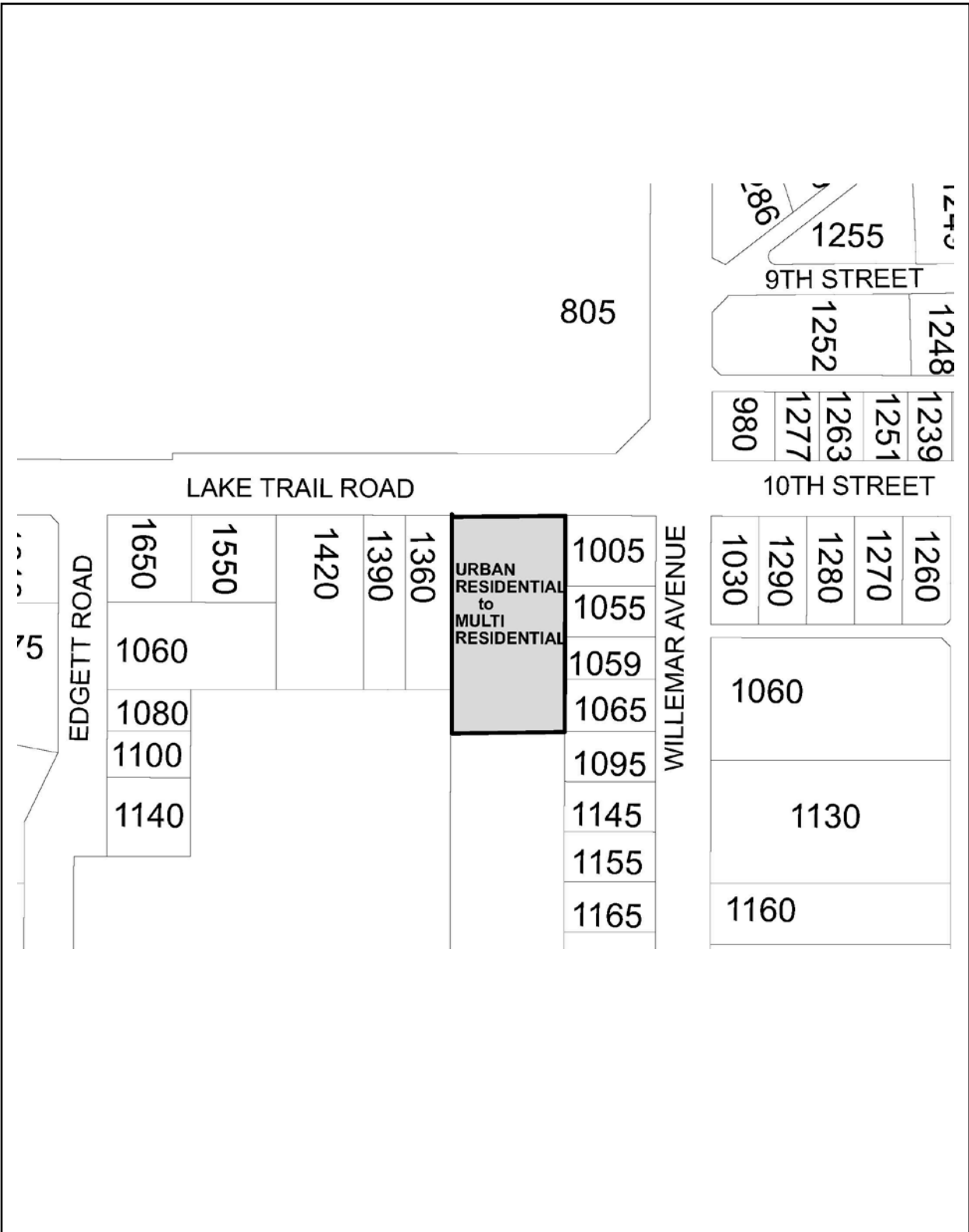
Considered at a Public Hearing this                                day of                                , 2017

Read a third time this                                day of                                , 2017

Finally passed and adopted this                                day of                                , 2017

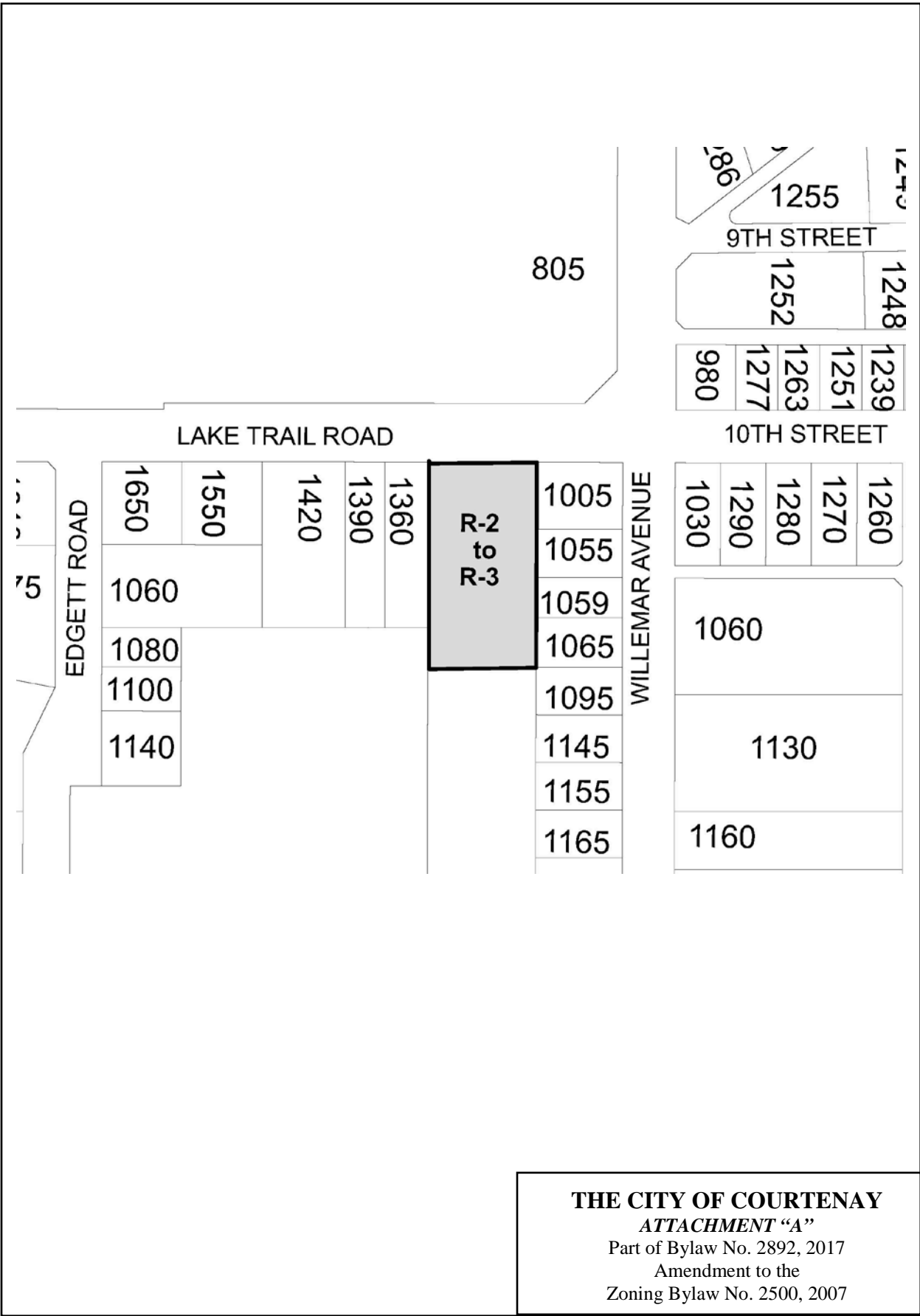
\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Director of Legislative Services



**THE CITY OF COURTENAY**  
**ATTACHMENT "A"**  
 Part of Bylaw No. 2881, 2017  
 Amendment to the  
 Official Community Plan Bylaw No. 2387, 2005





**THE CITY OF COURTENAY**  
**ATTACHMENT "A"**  
 Part of Bylaw No. 2892, 2017  
 Amendment to the  
 Zoning Bylaw No. 2500, 2007



**THE CORPORATION OF THE CITY OF COURTENAY**

**BYLAW NO. 2870**

**A bylaw to amend Zoning Bylaw No. 2500, 2007**

The Council of the Corporation of the City of Courtenay in open meeting assembled enacts as follows:

1. This bylaw may be cited for all purposes as “**Zoning Amendment Bylaw No. 2870, 2017**”.
2. That “Zoning Bylaw No. 2500, 2007” be hereby amended as follows:
  - (a) By rezoning Lot 3 and Lot 7, Section 67, Comox District, Plan VIP55151, as shown in bold outline on **Attachment A** which is attached hereto and forms part of this bylaw, from Commercial Two (C-2) to Residential Four A (R-4A);
  - (b) By amending Section 8.4.11 to add “(7) *Care facility*”;
  - (c) By amending Section 8.4.11 to add “(8) Accessory commercial services for the personal care and convenience of onsite residents;
  - (d) By amending Section 8.4.11 to add “(9) *Community Service* limited to adult daycare”;
  - (e) By amending Section 8.4.14 to add “(3) *Care facility* – 1.0 floor area ratio”;
  - (f) That Schedule No. 8 be amended accordingly.
3. This bylaw shall come into effect upon final adoption hereof.

Read a first time this 15<sup>th</sup> day of May, 2017

Read a second time this 15<sup>th</sup> day of May, 2017

Considered at a Public Hearing this 8<sup>th</sup> day of August, 2017

Read a third time this    day of    , 2017

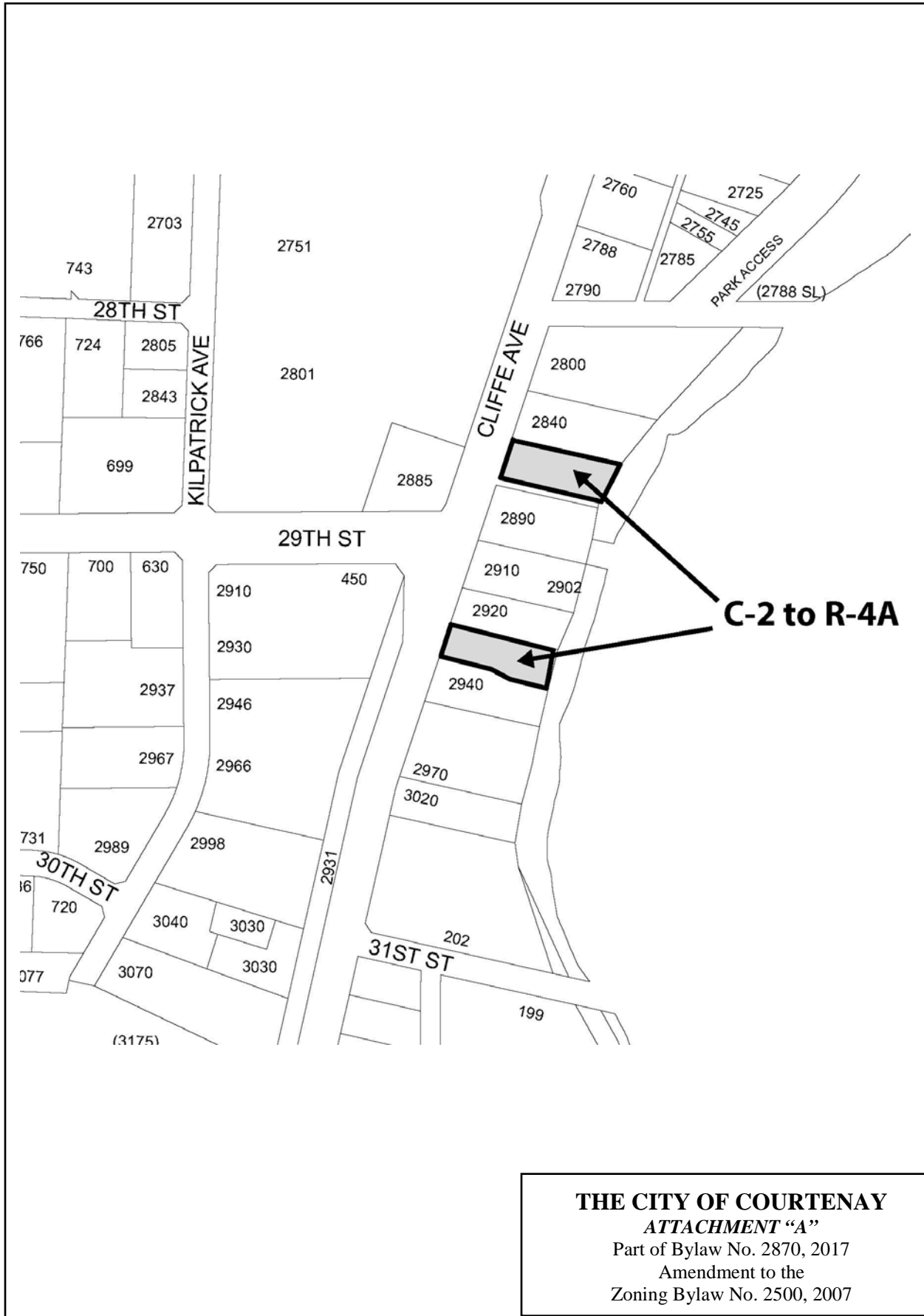
Finally passed and adopted this    day of    , 2017

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Director of Legislative Services

Approved under S.52(3)(a) of the *Transportation Act*

\_\_\_\_\_



**THE CITY OF COURTENAY**  
**ATTACHMENT "A"**  
 Part of Bylaw No. 2870, 2017  
 Amendment to the  
 Zoning Bylaw No. 2500, 2007

**THE CORPORATION OF THE CITY OF COURTENAY**

**BYLAW NO. 2887**

**A bylaw to impose a Parcel Tax on Property in the Glacier/Chapman Sanitary Sewer Service Area**

WHEREAS the Council has constructed sanitary sewer extensions to service additional properties on Headquarters Road and Pebernat Road;

AND WHEREAS Council has imposed a mandatory fee per connection of \$8,000 in accordance with Bylaws 2342 and 2845 to provide for part of the funding for construction of the works;

AND WHEREAS under the provisions of Section 200 of the *Community Charter*, the Council of the City of Courtenay may, by bylaw, impose a parcel tax to provide all or part of the funding for a service;

AND WHEREAS under the provisions of Section 202 of the *Community Charter*, the Council of the City of Courtenay may, by bylaw, direct the preparation of a parcel tax roll for the purposes of imposing a parcel tax;

NOW THEREFORE, the Council of the City of Courtenay in open meeting assembled enacts as follows:

1. In this Bylaw, unless the context otherwise requires:

“Parcel” means any lot, block or other area in which real property is held or into which it is sub-divided.

“Group of Parcels” means where a building or other improvement extends over more than one parcel of land, those parcels, if contiguous may be treated by the Assessor as one parcel and assessed accordingly.

2. The service for which the tax is imposed is for the extension of the sanitary sewer into the Headquarters Road and Pebernat Road service area.

3. A parcel tax roll for the Headquarters/Pebernat Road sanitary service area is hereby directed to be prepared, consisting of those properties in areas as follows:

Schedule A: Headquarters/Pebernat Road Sewer Service Area

4. The tax is imposed for fifteen (15) years, beginning with 2018 and up to and including the year 2032.

5. The parcel tax is imposed on the basis of an amount per connection on each parcel on the Headquarters/Pebernat service area parcel tax roll.

6. The parcel tax shall be levied on each parcel or group of parcels of real property within the Headquarters/Pebernat service area parcel tax roll, unless the owner or previous owner of the parcel has already paid the fee in full on connection.
7. The parcel tax roll and every revision thereof shall be considered and dealt with by a Parcel Tax Roll Review Panel appointed pursuant to Section 204 of the Community Charter.
8. The parcel tax hereby imposed shall be:
  - a) Nil for each parcel of land or real property for which the owners or prior owners have chosen to prepay the connection fee(s).
  - b) \$563.69 per connection on each parcel of land or real property for which the owners or prior owners have chosen to pay the bylaw connection fee(s) over fifteen years as an annual parcel tax.
9. The parcel tax shall be levied annually upon the owner of each parcel of land or real property and shall be collected in the same manner and with like remedies as ordinary taxes upon the land are collected.
10. The Bylaw and the annual parcel tax hereby imposed shall remain in force from year to year until altered or repealed.
11. This Bylaw may be cited for all purposes as **“Headquarters/Pebernat Road Sanitary Sewer Service Area Parcel Tax Bylaw No. 2887, 2017”**.

Read a first time this 8<sup>th</sup> day of August, 2017

Read a second time this 8<sup>th</sup> day of August, 2017

Read a third time this this 8<sup>th</sup> day of August, 2017

Finally passed and adopted this      day of      , 2017

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Mayor

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Director of Legislative Service

# THE CORPORATION OF THE CITY OF COURTENAY

## BYLAW NO. 2890

### A Bylaw to establish a Police Contingency Reserve

The Municipal Council of the Corporation of the City of Courtenay in open meeting assembled enacts as follows:

#### CITATION

1. This Bylaw may be cited for all purposes as the "**Police Contingency Reserve Bylaw No. 2890, 2017.**"

#### ESTABLISHMENT

2. Subject to section 188 of the *Community Charter*, this bylaw establishes a reserve for a specified purpose and directs that money be placed to the credit of the reserve.
3. Funds allocated under the non-statutory reserves of Computer Equipment and Traffic Fines Revenue shall be deemed to be reserves under this Bylaw.
4. Monies in this reserve and interest earned on it must be used only for the purposes for which the reserve was established.
5. Monies are to be received through budget transfers or other Council approved allocations as authorized by the *Community Charter* and other applicable legislation and regulations.
6. Any annual police contract budget-to-actual cost savings contributing to the prior year's surplus, shall be proportionately allocated to this reserve, up to a maximum of \$250,000 annually.
7. The minimum reserve balance shall be \$350,000 with an optimal balance of \$750,000.
8. Amounts included in the Financial Plan adopted under Section 165 of the *Community Charter* or other allocations approved by Council, may from time to time be paid into this reserve.

#### ADMINISTRATION

9. The accumulated funds in the Police Contingency Reserve shall be used for the funding for two full-time regular police members, unanticipated policing operational anomalies such as one-time police investigations and police related one-time capital expenditures.
10. All expenditures of money from the Police Contingency Reserve shall be provided for in the annual Financial Plan or approved by Council amendment thereto.
11. Council hereby authorizes the administration of this bylaw to the Director of Finance.

**SEVERANCE**

12. If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed portion.

**EFFECTIVE DATE**

13. This Bylaw will come into force on the date of its adoption.

Read a first time this 8<sup>th</sup> day of August, 2017

Read a second time this 8<sup>th</sup> day of August, 2017

Read a third time this 8<sup>th</sup> day of August, 2017

Finally passed and adopted this     day of August, 2017

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Mayor

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Director of Legislative & Corporate Services