



**REGULAR MEETING OF COUNCIL
Tuesday, October 24, 2017 @ 7:30 PM
George Fraser Room, Ucluelet Community Centre,
500 Matterson Drive, Ucluelet**

AGENDA

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1. CALL TO ORDER	
2. ACKNOWLEDGEMENT OF FIRST NATIONS TERRITORY	
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10.2	Councillor Marilyn McEwen <i>Deputy Mayor July – September</i> <ul style="list-style-type: none"> • West Coast Multiplex Society • Ucluelet & Area Historical Society • Wild Pacific Trail Society • Vancouver Island Regional Library Board – Trustee • Alberni-Clayoquot Regional District Board – Alternate => <i>Other Reports</i>	
10.3	Councillor Mayco Noel <i>Deputy Mayor October – December</i> <ul style="list-style-type: none"> • Ucluelet Volunteer Fire Brigade • Central West Coast Forest Society • Ucluelet Chamber of Commerce • Tourism Ucluelet • Signage Committee • Clayoquot Biosphere Trust Society - Alternate 	

- Barkley Community Forest Board

=> *Other Reports*

10.4 Councillor Randy Oliwa
Deputy Mayor January – March

- Vancouver Island Regional Library Board - Alternate
- Harbour Advisory Committee
- Aquarium Board
- Seaview Seniors Housing Society
- Education Liaison

=> *Other Reports*

10.5 Mayor Dianne St. Jacques

- Alberni-Clayoquot Regional District Board
- West Coast Committee
- Airport Committee
- Coastal Community Network
- Groundfish Development Authority
- DFO Fisheries Committees for Groundfish & Hake
- Regional Fisheries Committees
- Pacific Rim Arts Society
- Whale Fest Committees
- Ucluelet Health Centre Working Group

=> *Other Reports*

11. REPORTS

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14. NEW BUSINESS
15. QUESTION PERIOD
16. CLOSED SESSION
17. ADJOURNMENT

DISTRICT OF UCLUELET
MINUTES OF THE REGULAR COUNCIL MEETING
HELD IN THE GEORGE FRASER ROOM, 500 MATTERSON DRIVE
Tuesday, October 10, 2017 at 7:30 PM

Present: **Chair:** Acting Mayor Noel
 Council: Councillors McEwen, and Mole
 Staff: Carolyn Bidwell, Chief Financial Officer / Acting CAO,
 Nikki Best, Deputy Municipal Clerk,
 Darcey Bouvier, Recording Secretary
 Regrets: Mayor St. Jacques, Councillor Oliwa

1. CALL TO ORDER

1.1 Acting Mayor Noel called the meeting to order at 7:30pm

2. ACKNOWLEDGEMENT OF FIRST NATIONS TERRITORY

2.1 Council acknowledged the Yuułuꞑiꞑꞑath First Nations on whose traditional territories the District of Ucluelet operates.

3. ADDITIONS TO AGENDA

3.1 Amendment to the Agenda

- Acting Deputy Mayor Noel announced the removal of Ucluelet and Area Historical Society from Legislation report, "Permissive Tax Exemption Bylaw 1221, 2017 and Bylaw 1222, 2017" under the "Proposed Permissive Property Tax Exemptions for the Years 2018-2022, Bylaw 1221" on page 111 as it should not have been on the report.

4. ADOPTION OF MINUTES

4.1 September 12, 2017 Regular Minutes

2017-001 *THAT Council approve the September 12, 2017 Regular Minutes as presented.
 Moved By Councillor McEwen, Seconded By Councillor Mole*

CARRIED.

4.2 October 03, 2017 Committee of the Whole Minutes

- Correction on page 20, Laura Grieg-Cochrane should be spelled as Laura Griffith-Cochrane.

2017-002 *THAT Council approve the October 03, 2017 Committee of the Whole minutes
 as amended.*

Moved By Councillor Mole, Seconded By Councillor McEwen

CARRIED.

5. UNFINISHED BUSINESS

6. MAYOR'S ANNOUNCEMENTS

7. PUBLIC INPUT, DELEGATIONS & PETITIONS

7.1 Public Input

7.2 Delegations

Barbara Schramm, Alliance Holdings

Re: Residential Multi Zoning for Alliance Holdings during OCP Review

- Alliance Holdings, which consists of 13 families currently living within the 1900 block of Bay Street are requesting the District revert the zoning back to their original zoning.
- the current CS5 (tourist/commercial) zoning put their homes into legal non-conforming jeopardy
- maintaining their homes has become difficult due to the CS5 zoning which requires them to apply for variance permits to make necessary repairs to their homes.
- the current zoning encourages declining value and poor turnover for new families.
- their homes are a reflection of Ucluelet's military, fishing and logging heritage, which also provide a significant green space for wildlife in the heart of the village.
- returning this block of homes to the original zoning would be consistent with community needs and the OCP.

8. CORRESPONDENCE

8.1 Support for Bill C-352
MP Sheila Malcolmson

Councillor Mole

- Noted this correspondence item has already been presented to Council on a previous agenda with an action item to write a formal endorsement letter, and to address that while Council supported this Bill, Ucluelet's Coast Guard station has been closed; in addition to send a copy of the letter to MP Gord Johns.

**8.2 Request for Action on the Hanjin Spill Update
Pacific Rim Chapter of the Surf Rider Foundation**

2017-003 *THAT Council receive correspondence item, "Request for Action on the Hanjin Spill Update" for information.
Moved By Councillor McEwen, Seconded By Councillor Mole*

CARRIED.

**8.3 Environmental Public Health Week Proclamation Request
Canadian Institute of Public Health Inspectors**

2017-004 *THAT Council receive correspondence item, "Environmental Public Health Week Proclamation Request" for information, also noting the week has since passed.
Moved By Councillor Mole, Seconded By Councillor McEwen*

CARRIED.

**8.4 Saving Lives Through Organ Donation Proclamation Request
The Kidney Foundation of Canada**

2017-005 *THAT Council receive correspondence item, "Saving Lives Through Organ Donation Proclamation Request" for information.
Moved by Councillor McEwen, Seconded By Councillor Mole*

CARRIED.

**8.5 Request to Sign Federal E-Petition 1269 for the Salish Sea
Salish Sea Trust**

2017-006 *THAT Council receive correspondence item, "Request to Sign Federal E-Petition 1269 for the Salish Sea" for information.
Moved by Councillor Mole, Seconded By Councillor McEwen*

CARRIED.

**8.6 Request for Action to Address Child Sex Trafficking in BC
Cathy Peters, Anti-human Trafficking Advocate**

2017-007 *THAT Council receive correspondence item, "Request for Action to Address Child Sex Trafficking in BC" for information.
Moved by Councillor Mole, Seconded By Councillor McEwen*

CARRIED.

9. INFORMATION ITEMS

**9.1 Air Quality Related Health Concerns due to Domestic Wood
Burning
Island Health**

2017-008 *THAT Council receive information item, "Air Quality Related Health Concern due to Domestic Wood Burning" for information and pass onto Staff.
Moved By Councillor McEwen, Seconded By Councillor Mole*

CARRIED.

**9.2 Public Review of Tree Farm Licence 54 (TFL54)
Ma-Mook Forest Resources Ltd & Forsite Consultants Ltd**

2017-009 *THAT Council receive information item, "Public Review of Tree Farm Licence 54 (TFL54)" for information.
Moved By Councillor Mole, Seconded By Councillor McEwen*

CARRIED.

**9.3 27th Anniversary of Foster Family Month
Katrine Conroy, Minister of Children and Family Development**

Councillor Mole

- During the Coalition meeting it was noted there is a need for foster families across the West Coast.

2017-010 *THAT Council receive information item, "27th Anniversary of Foster Family Month" for information.
Moved By Councillor McEwen, Seconded By Councillor Mole*

CARRIED.

10. COUNCIL COMMITTEE REPORTS

10.1 Councillor Sally Mole
Deputy Mayor April – June

Ucluelet & Area Child Care Society

- September 21, 2017 was a Daycare meeting. Looking to expand, one of the options they are looking at is using the UAC for before and after school care.

Westcoast Community Resources Society

- AGM October 04, 2017 and recognized 25 years of operation.
- All of their directors have agreed to stay on.

Coastal Family Resource Coalition

- October 04, 2017. Met at the new health centre, the building is beautiful and the model is something to consider when looking at a health centre in Ucluelet.
- Clayoquot Biosphere Trust announced their Neighbourhood small grants are out, these can be found online on the CBT website.
- Need for Foster families here on the West Coast.

- Need for Hospice volunteers, especially in Ucluelet
- Meeting was lead by our new Chair, Faye Missar. New literacy coordinator was also present, Brooke Woods.

Food Bank on the Edge

- Food drive was held at the end of September and was very successful. Approximately the same amount was collected as in previous years. Thank you to all who participated.

10.2 Councillor Marilyn McEwen *Deputy Mayor July – September*

West Coast Multiplex Society

- Met on October 2, 2017. Treasurer Maureen Wells is moving away, Carry Ho will be replacing Maureen as treasurer.
- Final presentation by the architects VDA on Thursday, October 12th at the Tofino District Office. It was delayed; question about the fees associated with site services.
- Meeting with VIU Pam Shaw, aiming to have the survey take place in November. Discussed how the survey should reach homes, electronic is great however hard copies will go out as well.
- Fundraiser golf scramble raised over \$20,000. It was the most successful tournament yet with 28 sponsors, 19 hole sponsors and 60 golfers.
- Presentation to the Ahousaht council, great reception and on board with having a nice arena.
- Attended the Regional Gathering on September 17th at the Kwistis Visitor Centre. All 8 communities attended to show their support.

Wild Pacific Trail Society

- Going over what to do with all 40 benches along the trail. Some in need of repair/maintenance, accidentally worked on private benches and subsequently sent out apology letters; will look at each bench individually and figure out who will be renewing. Looking at marking benches, possibly with dog tags. These numbers will be specifically associated to a location on the trail, this will help emergency responders to locate people by the number on bench.
- Applying for a tourism grant \$2,500 to have their own tent.
- Currently repairing a lot of the signs along the trail, some

have been replaced

- Halloween event, Pumpkins In The Mist will be on October 29th on the Wild Pacific Trail.
- Merchandise was being sold in three locations: Black Rock, Waters Edge and the Pacific Rim Visitor Centre. Total sales: \$9547. Thank you to Tracy Eeftink who looks after purchasing, distributing, & getting the logos added. Looking at children's t-shirts.
- Board retreat will be at the Black Rock in February.

Vancouver Island Regional Library Board – Trustee

- Adopted their 2018-2022 financial plan; also adopted a budget of 36, 487,900.12 for 2018. Municipal and rural levies contribute a large portion of that.
- They came up with four business cases, all approved; innovation incubator which using the acronym of steam (Science, Technology, Engineering, Arts, Mathematics) Task staff to develop kits that will include hard ware, software, equipment, training, best practices guidelines, technical support and measurement tools. Every branch will be able to for people to check out.
- 2nd business case was for Indigenous Voices; going to work with Elders in all zones to share stories and skills related to Indigenous Culture and experience. This is going to happen in 24 libraries, Tofino and Ucluelet included. They will pay an honourarium to the Elders.
- The other two are a trainer position and an advocacy partnership and promotion positions.

=> Other Reports

- We all attended UBCM Convention at the Vancouver Convention Centre September 25-29th. During this time we had the opportunity to have some really great meetings with Ministers, attended lots of workshops, and participated in events throughout the week.

10.3 Councillor Mayco Noel *Deputy Mayor October – December*

Ucluelet Chamber of Commerce

- The Chamber is currently working collaboratively with Tourism Ucluelet (TU). TU is currently rolling out a new marketing model and the Chamber is actively working on how can they can best support their membership.

- Attended a Chamber meeting last week with Mayor St. Jacques, this provided a great opportunity to see exactly how the board is working and the direction they are going. They are currently waiting for their funding to come in which unfortunately delays their momentum forward a bit.
- One topic that came up and should be a Staff item was the Ucluelet sign at the junction. What is the policy for sign at the junction? The Chamber would like to use the sign but didn't know if there was a policy in place regarding the Ucluelet sign.
- Marathon, which has previously been held in June because it was a "shoulder" season, (which isn't anymore) so discussion surround whether or not to hold it in October.
- Chambers hours of operation are from 10:00 am to 2:00pm; Lara Kemps works from 9:00 am to 3:00 pm, Monday to Friday.
- The Green Point Campground will be closing November 15th

Barkley Community Forest Board

- Exciting news, we are getting our initial start-up investment of \$45,000; our CFO should receive our payment of \$22,500 shortly.
- Theft of fire wood is still an issue out there

=> Other Reports

- We all attended the UBCM Convention; topics discussed included legalization of cannabis, Airbnb; we spoke with several different Ministers; met with MLA Scott Fraser - looking forward to working meetings with him in the future.

2016-11

THAT Council receive the Council Committee reports.

Moved By Acting Mayor Noel, Seconded By Councillor Mole

CARRIED.

10.4 Councillor Randy Oliwa
Deputy Mayor January – March

10.5 Mayor Dianne St. Jacques

11. REPORTS

11.1 Credit Card Limit Increase
Carolyn Bidwell, Chief Financial Officer

2017-012

THAT Council approve recommendation 1 of report item, "Credit Card Limit Increase" which states:

1. *THAT Council approve a combined credit card limit increase for management staff of the District of Ucluelet from \$15,000 to \$50,000.*

Moved by Councillor McEwen, Seconded By Councillor Mole

CARRIED.

**11.2 Application for Strata Conversion of a Commercial Building
Located at 325 Forbes Road
John Towgood, Planner 1**

2017-013

THAT Council approve recommendation 1 & 2 of report item, "Application for Strata Conversion of a Commercial Building Located at 325 Forbes Road" which states:

1. *THAT Council approve the strata conversion of the commercial building located at 325 Forbes Road subject to:*

(a) submission of a report from a qualified professional verifying that the proposed strata conversion is in substantial compliance with the current BC Building Code;

(b) completion of individual service connections and metering; and

2. *THAT the Mayor and Corporate Officer be authorized to execute all documentation relating to this matter.*

Moved By Councillor McEwen, Seconded By Councillor Mole

CARRIED.

**11.3 1638 Cedar Road Proposed Purchase
John Towgood, Planner 1**

2017-014

THAT Council approve recommendation 1 of report item, "1638 Cedar Road Proposed Purchase" which states:

1. *THAT Council direct Staff to purchase 1638 Cedar Road, Lot: 1, Plan VIP33640, District: 09, PID 000-255-921 for the purpose of a community parking lot utilizing the following funding sources:*

(a) \$150,000 - Resort Municipality Initiative (RMI) funds.

(b) \$140,000 - Existing reserve funds.

CARRIED.

12. LEGISLATION

**12.1 Permissive Tax Exemptions
Carolyn Bidwell, Chief Financial Officer**

2017-015

THAT Council approve recommendation 1 & 2 of legislation item, "Permissive Tax Exemption Bylaw 1221, 2017 and Bylaw 1222, 2017" which states:

1. *THAT Council gives First, Second, and Third Reading to "District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw 1221, 2017"*
2. *THAT Council gives First, Second, and Third Reading to "District of*

Ucluelet 2018-2027 Permissive Tax Exemption Bylaw 1222, 2017"
Moved By Councillor McEwen, Seconded By Councillor Mole

CARRIED.

12.2 District of Ucluelet 2018-2027 Permissive Tax Exemption Bylaw No 1221, 2017

2017-016 *THAT District of Ucluelet 2018 - 2022 Permissive Tax Exemption Bylaw No 1221, 2017 be given First, Second and Third Reading.*
Moved By Councillor McEwen, Seconded By Councillor Mole

CARRIED.

12.3 District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw No 1222, 2017

2017-017 *THAT District of Ucluelet 2018-2027 Permissive Tax Exemption Bylaw No 1222, 2017 be given First, Second and Third Reading.*
Moved By Councillor Mole, Seconded By Councillor McEwen

CARRIED.

13. LATE ITEMS

14. NEW BUSINESS

15. QUESTION PERIOD

16. CLOSED SESSION

There is no closed session for the October 10, 2017 Council meeting.

17. ADJOURNMENT

17.1 Acting Mayor Noel adjourned the regular meeting at 8:23 pm.

CERTIFIED CORRECT: Minutes of the Regular Council Meeting held on Tuesday, October 10, 2017 at 7:30 pm in the George Fraser Room, Ucluelet Community Centre, 500 Matterson Road, Ucluelet, BC.

Mayco Noel
Acting Mayor

Carolyn Bidwell
CFO/Acting CAO



October 18, 2017

To Her Worship and Council,

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

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

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

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

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

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

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

We thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Denise Stys-Norman".

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

Appendix 1.2 Five-Year Strategic Business Plan

DRAFT

Five-Year Strategic Business Plan Template

Designated Recipient: District of Ucluelet
Community Name: Ucluelet
Date Prepared: June 2017
MRDT Term Expiry Date: July 1, 2018
Five Year Period: 2018-2023

Section 1: Five-Year Strategic Overview	
Vision and Mission	<p>Vision</p> <p><i>Ucluelet shares our environment, history, culture and heritage with visitors, while enhancing the lives of community members.</i></p> <p>Our community's Official Community Plan envisions Ucluelet as: <i>an attractive, safe, healthy, friendly, vibrant, ecologically sound maritime community which is the all season resort destination of choice for visitors.</i></p> <p>Mission</p> <p>A visitor-tax funded destination marketing organization (DMO) that collectively builds a strong, genuine brand through focused marketing and sales efforts and industry collaborations.</p> <p>Tourism Ucluelet liaises with all levels of government, and promotes best practice policies that endeavor to enhance our community and visitor experience.</p>
Strategic Context	<p>British Columbia's tourism industry had an exceptional year in 2016, with a total of 5,532,065 overnight international visitor arrivals to the province. Ucluelet's visitor economy has also continued to see strong year over year growth with increases in both occupancy and average rate.</p> <p>Tourism Ucluelet conducted two Visitor Experience Surveys, one between February and July 2016 and another between September to December 2016. These surveys showed that Ucluelet's visitors originate primarily from BC (78% in the spring months and 80% in the autumn months). The rest of Canada makes up the bulk of the remaining visitors, with Alberta and Ontario generating the most visitation. Travel size averages 2.7 persons and 87% are leisure visitors and 10% are visiting friends and relatives.</p> <p>The District of Ucluelet, who is the Municipal & Regional District Tax (MRDT) applicant, contracts the Ucluelet Tourism Association (Tourism Ucluelet) to implement the 5-year Strategic Plan which is reviewed annually?. Tourism Ucluelet has one full-time Executive Director and contracts services for marketing plan execution, website maintenance, asset collection and social media. The visitor centre staff consists of two full time staff providing visitor services at the Junction and downtown (seasonally), as well as up to five summer students</p>

Section 1: Five-Year Strategic Overview	
	<p>starting mid June to the end of August. In the latter part of December 2016, Tourism Ucluelet was awarded Visitor Services by the District of Ucluelet and the responsible of two visitor centres, the Pacific Rim Visitor Centre located at the junction between Ucluelet and Tofino, as well as, the seasonal office in town located at the Chamber of Commerce office.</p> <p>Tourism globally is a major economic player and forecasts are projecting growth. Canada and BC have opportunities, particularly with the favourable exchange rate keeping Canadians at home and Americans interested in traveling north. But distinct issues face tourism, that require a united advocacy effort to ensure the success of the industry, which is why Tourism Ucluelet is an active member of the Tourism Industry Association of BC.</p> <p>While enjoying an increase in destination awareness and visitation, Ucluelet, like many BC communities, faces some significant challenges. A lack of staff housing, caused in part by short-term rentals, is affecting the ability of local tourism businesses to deliver remarkable visitor experiences. Tourism Ucluelet recognizes the need to be involved and engaged in helping to address some destination development issues, such as short-term rentals and ensuring wider tourism stakeholder support for destination marketing.</p> <p>There is an opportunity to increase industry engagement in cooperative marketing opportunities and increase stakeholder engagement and collaboration.</p>
<p>Overall Goals, Objectives and Targets</p>	<p>Tourism Ucluelet has 3 goals:</p> <ul style="list-style-type: none"> • Marketing & Promotional Activities • Visitor Services • Stakeholder Engagement & Organizational Governance <p>Marketing & Promotional Activities <i>Marketing initiatives will focus on increasing length of stay and visitor yield while encouraging return visitation, with a focus on shoulder and off-season.</i></p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Increase in MRDT revenues by 3% annually • Increase occupancy rate in non-peak seasons (September 16 – June 14) as measured by participating accommodations • Increase average length of stay by one day, as measured by participating accommodations • Increase online and social engagement across all monitored channels by 5%. <p>Visitor Services <i>Visitor service delivery will focus on increasing visitor touchpoints and encouraging increased length of stay, visitor yield and satisfaction.</i></p>

Section 1: Five-Year Strategic Overview	
	<p>Objectives:</p> <ul style="list-style-type: none"> • Maintain relationship with Tofino and Parks Canada at Junction and downtown Visitor Centres • Generate revenue/pursue grants to ensure cost-recovery for visitor services by 2019 • Grow local and regional partnerships represented at visitor centres • Increase the number of visitor parties by 3% annually <p>Stakeholder Engagement & Organizational Governance <i>As a Destination Management Organization, maintain strong stakeholder engagement while effectively governing the organization.</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> • Successful MRDT funding application and renewal in 2018 • Leverage funds at a minimum of 5% of the MRDT collected over 5 years (~\$20,000 annually) • Succession planning documentation completed by end of 2018 • Annual Stakeholder Survey score of 3.5/5 • Increased stakeholder engagement in marketing initiatives and corporate events • Increased collaboration on development of <i>Resort Development Strategy</i> with District of Ucluelet • Develop Tourism Ucluelet policy statements on key issues affecting local tourism industry
<p>Strategies – Key Actions</p>	<p>Marketing & Promotional Activities</p> <p>Key Actions:</p> <p>Year One</p> <ul style="list-style-type: none"> • Engage in Destination BC cooperative program opportunities, such as the Real West Coast campaign with neighbouring destinations (Tofino, Parks Canada and Port Alberni) • Maintain new website • Develop destination guide (print and online) • Produce online advertising (focus on off-season; winter storm watching) • Purchase print advertising (focus on off-season; winter storm watching) • Maintain social media channels (Facebook, Twitter, YouTube, Instagram) • Participate in familiarization tours with Destination BC/Tourism Vancouver Island • Continue image and video bank enhancement • Cost-share banner program with District of Ucluelet

Section 1: Five-Year Strategic Overview

- Support through existing marketing granting program and in-kind support for events and festivals that offer the opportunity to enhance the visitors experience while in Ucluelet
- Develop plan for weddings, retreats and small conferences market (determine shows, marketing material, etc.)

Year Two-Five

- Engage in Destination BC cooperative program opportunities with neighbouring destinations
- Maintain/upgrade website (years 2-4); update (year 5)
- Produce online advertising
- Purchase print advertising
- Maintain social media channels (Facebook, Twitter, YouTube, Instagram)
- Participate in familiarization tours with Destination BC/Tourism Vancouver Island
- Continue image and video bank enhancement, where necessary
- Cost-share banner program with District of Ucluelet
- Support through existing marketing granting program and in-kind support for events and festivals that offer the opportunity to enhance the visitors experience while in Ucluelet
- Initiate plan for weddings/ conference market
- Build out new products – cycling sector, sporting, festivals and events
- Initiate plan for Educational Tourism
- Explore collaboration/ partnership opportunities at the Long Beach – Tofino/Ucluelet Regional Airport
- Explore further opportunities through the Vancouver Island North Film Commission

Visitor Services

Tourism Ucluelet's primary goal is to have visitors stay longer, experience new and exciting products our businesses have to offer and make Ucluelet as well as the west coast a positive and memorable experience. The visitor centre plays a vital role in welcoming visitors to the west coast and providing them with accurate information to enhance their holiday. Tourism Ucluelet will be managing Visitor Services for the first time in 2017.

Key Actions:

Year One (2018)

Section 1: Five-Year Strategic Overview

- Maintain visitor services at junction, in partnership with Parks Canada and seasonally at the downtown location, providing wi-fi for visitors once they arrive on the west coast
- Apply for federal summer employment
- Train up to 4 visitor centre summer students and staff
- Launch mobile visitor centre at lighthouse, and selected events, in partnership with District of Ucluelet and Wild Pacific Trail Society:
 - Pacific Rim Whale Festival
 - Edge to Edge marathon
 - Van Isle 360 Yacht Race
 - Canada Day Celebrations
 - Ukee Days
- Pop up Visitor Centre at Amphitrite Lighthouse
- Aquarium events on the Promenade
- Sail Past on Whiskey Dock
- Initiate leasehold improvements/upgrades at visitor centre(s); rebranding and enhancing the esthetics of the PRVC in partnership with Parks Canada and Tourism Tofino
- Creating a needs assessment
- Determining areas within the current structure of fee for referral that can be improved on
- Updating Pacific Rim Visitor website to allow for current accommodation availability
- Showcasing local and regional businesses and products to visitors
- Re-engaging businesses not only in Ucluelet, but Tofino, Port Alberni and other communities on the Island that would benefit from promotion in the area
- Engaging visitors through social media regarding current events and activities taking place on the coast
- Shortening wait times for the visitors and alleviate stress on the staff
- Installing interactive tablets for visitors to acquire real-time accommodation availabilities and general information about Ucluelet
- Conducting annual business Familiarization tours in conjunction with Tourism Tofino
- Using on-brand imagery of Ucluelet as well as taking the opportunity to place strategic educational materials in destination
- Engaging the Aquarium and their “Be a Better Beachgoer” educational program

Year Two-Five

- Maintain visitor services at junction, in partnership with Parks Canada and seasonally at the downtown office
- Apply for federal summer employment
- Train visitor centre summer students and staff

Section 1: Five-Year Strategic Overview

- Maintain mobile visitor centre at lighthouse, and selected events, in partnership with District of Ucluelet and Wild Pacific Trail Society
- Consider improvements/upgrades to mobile visitor centre, if required
- Conduct leasehold improvements/upgrades at visitor centre(s)

Stakeholder Engagement & Organizational Governance

Key Actions:

Year One

- Complete MRDT application renewal for July 2018
- Complete MRDT reporting requirements (April & October)
- Participate in Destination BC cooperative programs with neighbouring communities to leverage marketing dollars (e.g. Real West Coast campaign)
- Engage Yuuʷuʷiʷʷaṭṭ - Ucluelet First Nation, the Yuuʷuʷiʷʷaṭṭ Government and Yuuʷuʷiʷʷaṭṭ - Ucluelet First Nation owned and operated businesses to ensure aboriginal tourism products and services are linked, showcased and future opportunities are collaborated upon
- Maintain regular communications with tourism business stakeholders
- Encourage stakeholders to promote, share, link to Tourism Ucluelet marketing materials from their marketing platforms
- Design stakeholder survey for implementation in year two
- Maintain regular communications with District of Ucluelet
- Develop Tourism Ucluelet policy statements on staff housing/short-term nightly rental issue
- Maintain active membership with provincial advocacy efforts – Tourism Industry Association of BC (TIABC) and BC Destination Marketing Organization Association (BCDMOA) and attend AGMs, conferences, etc.

Year Two-Five

- Complete MRDT reporting requirements (April & October)
- Update strategic/tactical plan, where necessary, annually prior to AGM (Q1)
- Participate in Destination BC cooperative programs with neighbouring communities to leverage marketing dollars
- Build upon engagement/collaboration with Yuuʷuʷiʷʷaṭṭ - Ucluelet First Nation businesses and the Yuuʷuʷiʷʷaṭṭ Government
- Maintain regular communications with tourism business stakeholders
- Conduct stakeholder survey
- Maintain regular communications with District of Ucluelet

Section 1: Five-Year Strategic Overview	
	<ul style="list-style-type: none"> • Maintain active membership with provincial advocacy efforts – Tourism Industry Association of BC (TIABC) and BC Destination Marketing Organization Association (BCDMOA) and attend AGMs, conferences, etc. • Tourism Ucluelet Advocacy priorities: • Staff housing challenges • Short-term rental compliance and MRDT collection • Municipal & Regional District Tax (MRDT) program • Resort Municipality Initiative (RMI) program • Develop additional Tourism Ucluelet policy statements on labour shortages, Municipal & Regional District Tax and Resort Municipality Initiative • Conduct Board Governance workshop • Establish corporate manuals for board and staff (to ensure continuity with personnel/board changes) • Work with District of Ucluelet on <i>Resort Development Strategy</i> • Work collaboratively with the Ucluelet Chamber of Commerce on business issues impacting tourism industry
Brand Positioning	<p>Ucluelet is a year-round travel destination that offers picturesque beauty, ancient cedars and spectacular tree-lined horizons along the Wild Pacific Trail. This community has been considered one of Vancouver Island's hidden 'off the beaten path' gems. Ucluelet has been named one of BC's top ten small towns and offers an endless range of outdoor activities. Affectionately known as Ukee, the town is friendly, and welcoming.</p> <p>The streets are lined with appealing hotels, restaurants, B&Bs, and artisan shops; while the surrounding area offers wonderful opportunities for wildlife-viewing, hiking, biking, kayaking, surfing and more.</p> <p>Ucluelet is a flourishing community that thrives on outdoor recreation and eco-tourism. It is surrounded by the 150,000 acres Pacific Rim National Park Reserve, with the Broken Group Islands to the South and Long Beach to the North. Ucluelet is a great base for taking on all that the West Coast has to offer.</p>
Target Markets	<p>Ucluelet currently experiences a high season between mid-May and mid-September and non-peak season from late September to early May. The marketing focus will be on the non-peak season, targeting the following visitors:</p> <p><u>Primary Geographic Target Markets</u></p> <ul style="list-style-type: none"> • Rubber tire markets of Vancouver, Victoria, Pacific Northwest USA and Calgary/Edmonton <p><u>Secondary Geographic Target Markets</u></p> <ul style="list-style-type: none"> • Longer-haul markets in partnership with Destination BC

Section 1: Five-Year Strategic Overview

Primary Visitor Demographic – shoulder and off season

- Couples on weekend getaways – seeking relaxing retreat in natural setting
- Active travellers, year-round – seeking extended stays and soft adventure
- Young and active – prefer quantity of experiences over quality of accommodation/food
- Corporate and incentive, year-round
- Weddings, retreats, small conferences

Secondary Visitor Demographic

- Families, school holidays and summer – currently represents majority of peak season revenue for most Ucluelet operators

The geographic markets outlined above provide the first level of segmentation used to target consumers. Destination Canada's [Explorer Quotient \(EQ\)](#) program provides insights into travel behavioural profiles, activities that inspire travel, and the motivations, dreams and passions of target consumers. EQ goes beyond traditional market research of defining people. It looks deeper at individuals' personal beliefs, social values and views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

Ucluelet's unique array of experiences match with two of the three current target short-haul drive markets of Destination BC. As the DBC strategy states: one third of BC trip takers are Gentle Explorers, 18% are Authentic Experiencers and 12% are Free Spirits. Almost all associate BC with scenery and outdoor activities and express an emotional connection to BC's natural environment. Destination BC's longer-haul fly markets are made up of Gentle Explorers (28%) among BC visitors, followed by Authentic Experiencers (24%) and Free Spirits (22%).

Source: strategy.destinationbc.ca/where-we-will-focus/our-consumer-segments/target-consumer-profiles/

Explorer Quotient (EQ) Segments

Tourism Ucluelet's target visitors match the following EQ segments:

- *Authentic Experiencers* are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.

Ucluelet's wilderness and the local community's desire to protect it matches with the Authentic Experiencers concern for the health of the planet and what it means to future generations. Ucluelet's wildlife viewing, Wild Pacific Trail and outdoor adventure opportunities provide ample reasons for this EQ segment to

Section 1: Five-Year Strategic Overview

visit. Of the 10 most appealing activities for Canadian Authentic Explorers, Ucluelet offers several either in the destination or very close by: marine and land-based wildlife viewing, visiting small towns, visiting national parks, seeing beautiful coastlines and beaches, dining at restaurants offering local ingredients. Ucluelet's planned interpretive enhancements at the lighthouse will add another key visitor experience for this visitor segment.

- *Free Spirits* are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experiential and adventurous, they indulge in high-end experiences that are shared with others.

Ucluelet's many available outdoor experiences provide Free Spirits with incredible activities to experience. The scenic beauty of the location provides the ideal backdrop for Free Spirits to share their adventures online, before enjoying high-end accommodations. Of the 10 most appealing activities for Free Spirits, Ucluelet offers several either in the destination or very close by: marine and land-based wildlife viewing, national parks, dining at restaurants offering local ingredients and visiting aquariums.

- *Cultural Explorers* are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the place they visit.

In addition to the above-mentioned opportunities that Ucluelet offers, marketing messages will focus on the authentic experience available to visitors. From local restaurants to boutique accommodations, Ucluelet provides a chance to visit the Real West Coast. Of the 10 most appealing activities for Canadian Cultural Explorers, Ucluelet offers several either in the destination or very close by: marine and land-based wildlife viewing, visiting small towns, visiting national parks to view wildlife and/or participate in adventure experiences, dining at restaurants offering local ingredients.

Overview of Visitors Experiences in Ucluelet

- **Touring & Exploring** is identified as BC's largest trip motivator. Visitors looking to tour and explore will find Ucluelet offers a welcome coastal retreat at the end of a cross-island journey through old-growth forests along a winding mountain highway
- **Wilderness Comfort** – Ucluelet remains rural, but welcomes guests with quality amenities found next to wild nature
- **Outdoor Adventure** – Ucluelet offers numerous options for those seeking active outdoor pursuits such as hiking along the Wild Pacific Trail, cycling along

Section 1: Five-Year Strategic Overview	
	<p>bike path, fishing charters, kayaking and surfing, as well as exploring the nearby Pacific Rim National Park Reserve</p> <ul style="list-style-type: none"> • Ocean Coastline and Rainforests – a variety of coastal experiences that create return visitation and ideal images for sharing: Wild Pacific Trail, stormwatching, relaxing getaways, pristine and raw natural surroundings • Wildlife viewing – both marine (whales, marine mammals and birds) and land-based (bears, wolves, shorebirds) wildlife viewing is available. Ucluelet also has one of the only catch and release aquariums. This facility allows visitors to get up close and personal with marine life that is normally found off the coast of Ucluelet • Aboriginal Culture – Engage Yuułuʔiłʔatḥ - Ucluelet First Nation, the Yuułuʔiłʔatḥ Government and Yuułuʔiłʔatḥ - Ucluelet First Nation owned and operated businesses to ensure aboriginal tourism products and services are linked, showcased and future opportunities are collaborated upon • Arts – are always influenced by the the natural surroundings. Painting, carvings, sculpture, crafts, photography; there are multiple galleries in town that offer a host of local one-of-a-kind work • Culinary – A variety of restaurants; cafes, bakeries, diners, micro brewery (fall 2017), casual and highend restaurants, food trucks using local ingredients • Festivals – Ukee days , Edge to Edge Marathon, Pacific Rim Whale Festival, Arts Splash, Summer Festival, Cultural Heritage Festival, Pacific Rim Tea Festival, Canada day, Otalith Music Festival, Sail Past, Midnight Madness, Van Isle 360 (bi-annually). Each festival and event is unique with a local flare
<p>Management, Governance, and Administration</p>	<p>The District of Ucluelet is the MRDT applicant. The District contracts the Ucluelet Tourism Association (Tourism Uclulelet) to implement the 5-year Strategic Plan. Tourism Ucluelet was formed in 2015 as a society governed by a board of directors: not less than seven and not more than 10 board members, with four voting board members representing the accommodations collecting the MRDT.</p> <p>Tourism Ucluelet has one full-time Executive Director and contracts services for marketing plan execution, website maintenance, asset collection and social media. The visitor centre staff consists of one full time and one part time staff providing visitor services at the Junction and downtown (seasonally), as well as up to four summer students starting mid June to the end of August.</p> <p>In the latter part of December 2016, Tourism Ucluelet was awarded Visitor Services by the District of Ucluelet and the responsibility of two visitor centres, the Pacific Rim Visitor Centre located at the junction between Ucluelet and</p>

Section 1: Five-Year Strategic Overview	
	<p>Tofino, as well as, the seasonal office in town located at the Chamber of Commerce office. After review of the Chamber's strategic plan and in consultation with the District of Ucluelet, it was decided that Visitor Services would be better suited to fall under the responsibility of Tourism Ucluelet and allow the Chamber to move towards more business to business engagement and development.</p>
Sources of Funding	<p>Tourism Ucluelet has several funding sources totalling approximately \$542,250:</p> <p>MRDT – \$357,000 Visitor Centre funding (Destination BC) - \$37,500 District of Ucluelet (in-kind) – \$24,000 Summer Grant programs - \$8,000 Stakeholder programs & Merchandise - \$47,300</p> <p>In 2016, Tourism Ucluelet leveraged funds by participating in Destination BC cooperative marketing programs with Tofino, Parksville, Port Alberni and the Pacific Rim National Parks Reserve.</p> <p>In 2017, Tourism Ucluelet continued to leverage funds by continuing to participate in the Destination BC cooperative marketing programs and received funding through Visitor Services Network program. Through the District of Ucluelet's grant in aid program, the rent was waived at the Pacific Rim Visitor Centre. As this is the first year for Tourism Ucluelet managing Visitor Services, the group was able to apply for Canada Summer jobs grants and was successful in its application. Tourism Ucluelet will continue to offer marketing packages to stakeholders for those who would like to be represented in the visitor centre with a small racking fee. Retail merchandise will also be available at the Junction visitor centre to offer visitors who require last minute gifts before they head back to the east side of the Island.</p>

Section 2: One-Year Tactical Plan with Performance Measures

Major Category: Marketing

Activity Title: Measurable promotional initiatives that increase length of stay and visitor yield while encouraging return visitation, with a focus on shoulder and off-season.

Tactics:

- Engage in Destination BC cooperative program opportunities with neighbouring destinations (Real West Coast campaign)
- Maintain discoverucluelet.com website
- Print advertising
- Digital and social media
- travel media with Destination BC/Tourism Vancouver Island
- Image/video bank enhancement
- Banner program
- Develop plan for weddings, conference and retreats market (determine possible shows, marketing material, etc.)

Implementation Plan:

Description: Conduct marketing initiatives that increase length of stay, visitor yield, and encourage return visitation.

Quantifiable objectives:

- Increase in MRDT, Occupancy and Length of stay
- Increase online and social engagement across all monitored channels

Rationale: Tourism Ucluelet's mandate is to promote the destination in partnership with key stakeholders.

Action Steps:

- Engage in Destination BC cooperative program opportunities with neighbouring destinations (Real West Coast campaign)
- Maintain discoverucluelet.com website
- Print advertising
- Television and radio
- Digital and social media
- travel media and travel trade with Destination BC
 - media kit development
 - familiarization tours
- Image/video bank enhancement in line with DBC brand standards
 - Curated images in 2015/2016 for the new TU website. Currently have approximately 100 images in the photo bank; mostly landscape, family and activity. More EQ seasonal images are required. Currently have 1 video, 4 commercials, 4 vignettes and raw drone footage.

TU's goal will be to inventory all media and note gaps that need to be filled. Build on current assets

- Banner program – this program will be in collaboration with the District of Ucluelet and the Pacific Rim Arts Society to select the round of artists to contribute
- Support through marketing granting program and in-kind support for events and festivals that offer the opportunity to enhance the visitors experience while in Ucluelet
- Develop plan for weddings market
 - Determine consumer shows and partners
 - Coordinate and inventory weddings market partners (venues, caterers, etc.)
 - Develop marketing materials
 - Assign budget for year 3 implementation
- Develop plan for conference and retreats market
 - Determine consumer shows and partners
 - Coordinate and inventory conference and retreat market partners (venues, caterers, etc.)
 - Develop marketing materials
 - Assign budget for year 3 implementation

Potential partnerships: Tourism Ucluelet stakeholders, Tourism Ucluelet Board of Directors, District of Ucluelet, Ucluelet Chamber of Commerce, Tourism Tofino, Parks Canada, Port Alberni Chamber of Commerce

Resources: Budget and Tourism Ucluelet staff/board time

Sources of funding: MRDT funding, partner funding

Responsibilities: Tourism Ucluelet staff and board

Timeframe:

Co-op advertising (Print & Online)

- Adventures Northwest Magazine – Quarterly
- Coast Mountain Culture magazine – Winter and summer
- Times Colonist full page advertorials; Nov, Dec, January, February
- Vancouver Island Touring and Exploring Guide 2018-19
- Tourism Vancouver Island cooperative marketing programs – Fall 2017
- Destination BC cooperative marketing program – November 30

Website

- Newly launched in 2017: discoverucluelet.com
- Key visitor planning tool
- Continual updates with new and pre-existing stakeholders
- Heavy online marketing and Google ad words it increase standing to page 1

Banner Program

- Change every three years
- Collaborate with Pacific Rim Arts Society and District of Ucluelet
- Ensure banners will always be bright and depict the community in a whimsical yet respectful way

Social Media & Digital advertising

- Ongoing content creation and hosted influencer participation on Facebook, Instagram, Twitter, YouTube

Media Relations

- FAM support as requested, in partnership with Destination BC/Tourism Vancouver Island
- Story development, media outreach, itinerary development, hosting and fact checking – ongoing
- Ucluelet is too small on its own to attend Media Trade Shows. Support Tourism Vancouver Island staff to attend Canada's West Market Place and Rendezvous

Consumer shows

- Toronto, Vancouver and Calgary Adventure Travel Show

Print materials and racking

- Create Ucluelet Discovery Guide
- Tear Off map with updated membership listing
- Generate rack material for other Visitor Centres
- Real West Coast material, as required

Weddings/Conferences/Retreats market plan

- 2018 – develop marketing strategy to implement and grow for 2019 implementation
- Opportunity to build out shoulder and off season

Budget:

\$357,900 Marketing

\$21,000 Travel/Meetings/Trade shows

Evaluation mechanism: Google Analytics, Hootsuite Analytics, visitor experience survey, individual predetermined seasonal campaign metric

Performance Measures:Output Measures:

- Types of marketing activities
- Number of event campaigns and results

Outcome Measures:

- MRDT revenues

- Description of social media activities and outcomes
- Number of media placements
- Webpage visits
- Visitor inquiries/calls
- Occupancy rate in shoulder seasons, as measured by participating accommodations
- Average length of stay, as measured by participating accommodations
- Social media engagement
- Marketing initiative tracking (calls to action) from cooperative marketing activities

DRAFT

Major Category: Visitor Services

Activity Title: Increasing visitor touchpoints and encouraging increased length of stay, visitor yield and satisfaction.

Tactics:

- Maintain seasonal visitor services at junction, in partnership with Parks Canada and downtown
- Apply for federal summer employment
- Train up to 6 visitor centre summer students and staff
- Launch mobile visitor centre tent at lighthouse, and selected events, in partnership with District of Ucluelet and Wild Pacific Trail Society
- Initiate leasehold improvements/upgrades at visitor centre(s)
- Revenue plans – increase stakeholder engagement with dynamic marketing packages, maintain desirable merchandise on site, continue applying for DBC visitor services and Canada summer jobs grants, engage neighbouring DMOs for support that directly benefit from the Pacific Rim Visitor Centre

Implementation Plan
Description: Plan for a new mobile service at the lighthouse while continuing to deliver existing visitor servicing out of current locations.

Quantifiable objectives:

- Maintain relationship with Tofino and Parks Canada at Junction and downtown Visitor Centres
- Generate revenue/pursue grants to work toward goal of cost-recovery by 2019
- Grow local and regional partnerships represented at visitor centres
- Increase the number of visitor parties by 3% annually

Rationale:

In the latter part of December 2016, Tourism Ucluelet was awarded Visitor Services by the District of Ucluelet and the responsible of two visitor centres, the Pacific Rim Visitor Centre located at the junction between Ucluelet and Tofino, as well as, the seasonal office in town located at the Chamber of Commerce office. After a few years of revenue decline, review of the Chamber's strategic plan for the future and in consultation with the District of Ucluelet, it was decided that Visitor Services would be better suited to fall under the responsibility of Tourism Ucluelet and allow the Chamber to move towards more business to business engagement and development.

Visitor Services Goals

Tourism Ucluelet's primary goal is to have visitors stay longer, experience new and exciting products our businesses have to offer and make Ucluelet as well as the west coast a positive and memorable experience. The visitor centre plays a vital role in welcoming visitors to the west coast

and providing them with accurate information to enhance their holiday. This requires Tourism Ucluelet to be innovative in its approach to providing the best possible service to our guests. Ucluelet is fortunate to have multiple locations thorough out town that could warrant a more sophisticated mobile building, trailer or vehicle to provide, roaming services not only by the Amphitrite lighthouse, but also by the Aquarium and at events.

The current plan is to use a tent as a pop up centre by the lighthouse in partnership with the Wild Pacific trail society and offer visitor services at one of the trail heads. The lighthouse and lighthouse keepers home were recently acquired by the District of Ucluelet. The lighthouse is over 100 years old and the keepers home is very old as well; these buildings will eventually require extensive renovations before they can be opened to the public.

As for the Visitor Centres, the Pacific Rim Visitor Centre building is currently owned by Parks Canada. Unfortunately, it is an older building which is beginning to show its wear. Parks has maintained it to the best of their ability, but it continually requires patches. Parks recently painted the inside and repaired the roof to stop leaking. At the request of tourism Ucluelet the inside of the centre was reconfigured to allow for a more effective work flow and small amount of merchandise.

The downtown office required some further repair. The roof currently has a leak and was one open space. TU requested that a wall be built to separate Visitor Services and the Ucluelet Chamber of Commerce. This was done to ensure the Chamber had privacy and was not disrupted by the constant flow of visitors coming and going from the building. There is still some further improvement work to be done to ensure a more welcoming environment.

Action Steps:

- Maintain visitor services at junction, in partnership with Parks Canada and downtown. The Junction centre is closed from mid November to the end of January for safety purposes. Parks Canada leaves the junction after Thanksgiving weekend and does not return until the beginning of May annually. For the months that the Junction centre is closed visitors are redirected to the Downtown office, Kwisis Centre and the Admin building for Parks, and the Cox Bay centre in Tofino to ensure they still receive information.
- Apply for federal summer employment
- Train up to 6 visitor centre summer students and staff
- Launch mobile visitor centre at lighthouse, and selected events, in partnership with District of Ucluelet and Wild Pacific Trail Society
- Initiate leasehold improvements/upgrades at visitor centre(s)

Potential partnerships: Parks Canada Tourism Ucluelet stakeholders, District of Ucluelet, Ucluelet Chamber of Commerce, Wild Pacific Trail Society

Resources: Budget and Tourism Ucluelet staff/board time

Sources of funding: MRDT funding, partner funding

Responsibilities: Tourism Ucluelet staff, Wild Pacific Trail Society

Timeframe:

Visitor Centres

- February opening of Junction centre
- January opening of town centre
- July – opening of mobile centre at lighthouse
- June - Edge to Edge Marathon
- July – Canada Day Celebrations, Ukee Days
- December – Aquarium Release day, Sail Past

Visitor Centre staffing

- February – federal grant application due
- May/June – training of staff

Leasehold improvements

- April 2017 – interior wall constructed, office painted

Budget: \$109,600 estimated

Evaluation mechanism: Visitor Centre statistics, local/regional partnerships represented at the centres

Performance Measures:

Output Measures:

- Visitor inquiries/calls
- Description of leasehold improvements

Outcome Measures:

- Visitor parties
- Number of local/regional partnerships represented at centres
- MRDT revenues
- Occupancy rate in shoulder seasons as measured by participating accommodations
- Increase average length of stay, as measured by participating accommodations

Major Category: Stakeholder Engagement & Organizational Governance

Activity Title: Maintaining strong stakeholder engagement while effectively governing the organization.

Tactics:

- Complete MRDT application renewal by November 30 for July 2018
- Complete MRDT reporting requirements (April & October)
- Participate in Destination BC cooperative programs with neighbouring communities to leverage marketing dollars (e.g. Real West Coast campaign)
- Engage Yuułuʔiłʔatḥ - Ucluelet First Nation, the Yuułuʔiłʔatḥ Government and Yuułuʔiłʔatḥ - Ucluelet First Nation owned and operated businesses to ensure aboriginal tourism products and services are linked, showcased and future opportunities are collaborated upon
- Maintain regular communications with tourism business stakeholders:
- Maintain regular communications with District of Ucluelet
- Develop Tourism Ucluelet policy statements
- Maintain active membership with provincial advocacy efforts – Tourism Industry Association of BC (TIABC) and BC Destination Marketing Organization Association (BCDMOA) and attend AGMs, conferences, etc.

Implementation Plan

Description: Maintain, enhance and cultivate new relationships with stakeholders, community leaders, organizations, First Nations and other industry partners to increase partner engagement, improve the understanding of the DMO role and effectively govern the organization.

Quantifiable objectives:

- Successful MRDT funding application and renewal in 2018
- Leverage funds at a minimum of 10% of the MRDT collected over 5 years (~\$7800)
- Succession planning documentation completed by end of 2018
- Increased stakeholder engagement in marketing initiatives and corporate events
- Increased collaboration on development of *Resort Development Strategy* with District of Ucluelet
- Develop Tourism Ucluelet policy statements on key issues affecting local tourism industry

Rationale: Tourism Ucluelet has recently made changes to the organization’s core activities (taking over management of visitor centre) and recognizes the opportunity to increase the local tourism industry’s understanding of its activities and opportunities. In addition, destination development opportunities could be further enhanced by a stronger collaboration with the District of Ucluelet.

Action Steps:

- Complete MRDT application renewal by July 2018
- Complete MRDT reporting requirements (April & October)

- Participate in Destination BC cooperative programs with neighbouring communities to leverage marketing dollars (e.g. Real West Coast campaign)
- Engage Yuułu?if?ath - Ucluelet First Nation, the Yuułu?if?ath Government and Yuułu?if?ath - Ucluelet First Nation owned and operated businesses to ensure aboriginal tourism products and services are linked, showcased and future opportunities are collaborated upon
- Maintain regular communications with tourism business stakeholders:
 - send monthly stakeholder e-update
 - maintain stakeholder section of website (www.discoverucluelet.com/stakeholders)
 - design annual stakeholder survey, to begin in 2019
 - share best practice resources designed for tourism business (e.g. [Tourism Business Essentials](#) guides)
 - encourage stakeholders to promote, share, link to Tourism Ucluelet marketing materials from their marketing platforms
- Maintain regular communications with District of Ucluelet:
 - maintain District representation on Tourism Ucluelet board
 - bi-annual Tourism Updates to Mayor and Council
- Develop Tourism Ucluelet policy statements on staff housing/short-term nightly rental issue
- Maintain active membership with provincial advocacy efforts – Tourism Industry Association of BC (TIABC) and BC Destination Marketing Organization Association (BCDMOA) and attend AGMs, conferences, etc.

Potential partnerships: Tourism Ucluelet stakeholders, District of Ucluelet, Ucluelet Chamber of Commerce, Parks Canada

Resources: Budget and Tourism Ucluelet staff/board time

Sources of funding: MRDT funding, partner funding

Responsibilities: Tourism Ucluelet staff and board

Timeframe:

MRDT reporting requirements

- April – annual report
- November – tactical plan

Destination BC cooperative programs

November – Tourism Ucluelet is not the lead on our consortium applications, but we do review and provide feedback to the plan. Normally any new plans are usually discussed via conference call or in-person meeting at least 3 months in advance of the application being submitted. Remainder of the work is done via conference call and email.

Stakeholder communications

- Monthly stakeholder e-update
- Updates to stakeholder section as required, including copies of monthly e-update

- Stakeholder survey design completed December 2018

District of Ucluelet communications

- Spring – update to District of Ucluelet council
- Fall – update to District of Ucluelet council
- Monthly board meetings attended by District representative

Tourism Industry Association of BC events

- February - [BC Tourism Industry Conference](#) and BCDMOA annual meeting
- Fall – TIABC AGM and BCDMOA meeting

Budget: \$567,250

Evaluation mechanism: Stakeholder Survey development; stakeholder engagement in Tourism Ucluelet initiatives; open rate of stakeholder e-update

Performance Measures:

Output Measures:

- Types of stakeholder engagement initiatives
- Types of collaborative initiatives with partners
- Cooperative marketing program initiatives
- Descriptions of stakeholder communication channels

Outcome Measures:

- Leveraged marketing budget ratio
- Stakeholder engagement in marketing initiatives
- MRDT revenues
- Open rate for stakeholder updates

Section 3: MRDT Budget for Year One

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

NOTE to the below budget:

\$92,450 – this amount is a combination of campaigns move to 2018, surplus that was not accounted for in the estimated MRDT, carry over from 2017 and cost recovery to balance the Visitor services budget.

\$25,000 loss noted in the balance – this amount is currently (as at the time of submission of this document) in negotiations with a neighbouring community to assist in the operations of the Pacific Rim Visitor Centre. Should the negotiations not be successful, Tourism Ucluelet will make the appropriate adjustments to the budget to address the potential loss.

2018 Tourism Ucluelet Budget	
Revenues	Budget \$
Carry-forward from previous calendar year (including surplus/reserve)	\$92,450
MRDT (estimated revenues from 5% increase)	\$357,000
Local government contribution (in-kind) No Rent at PRVC	\$0
Stakeholder contributions	\$35,800
Co-op funds received (e.g. CTO; DMO-led projects)	\$0
Grants – Federal (Summer Student Grant)	\$8,000
Grants – Provincial (Visitor Centre Grant)	\$37,500
Grants/Fee for Service - Municipal	\$0
Retail Sales	\$10,000
Interest	\$1,500
Total Revenues	\$542,250
Expenses	Budget \$
Marketing	
Marketing staff – wage and benefits (including Agency of Record)	\$70,000
Media Advertising and Production	\$84,100
Website and Social Media	\$60,000
Brand Asset Acquisition	\$12,000
Travel Media Relations	\$42,000
Travel Trade	\$1,000
Print Collateral Production and Distribution	\$27,800
Marketing Partnerships	\$28,000
Festivals and Events	\$20,500
Consumer shows and events	\$4,500
Travel	\$4,000
Subtotal	\$353,900
Visitor Services	
Visitor Centre staff – wage and benefits	\$87,600
Training	\$3,000
Visitor services activities (Emergency preparedness)	\$1,000
Other (please describe) General operational expenses	\$18,000
Subtotal	\$109,600
Stakeholder Engagement & Organizational Governance	
Meeting Expenses + memberships	\$4,000
Other (please describe) ADR & OCR 3 rd party software	\$1,500
Subtotal	\$5,500

Administration	
Management and staff unrelated to program implementation – wages and benefits	\$56,000
Finance staff – wages and benefits (accounting, legal)	\$4,400
Board of Directors costs	\$0
General office supplies	\$7,500
Information technology costs – workstation-related costs (i.e. computers, telephone, support, networks)	\$2,200
Office lease/rent, utilities, insurance, legal, etc.	\$28,150
Subtotal	\$98,250
Other	
All other wages and benefits not included above	\$0
Other activities not included above (please describe) – ADR/OCR software 3 rd party	\$0
Subtotal	\$0
Total Expenses	\$567,250
Balance	-\$25,000

DRAFT

Subject: BC Air Access Program - Survey (due November 6)

From: BC Air Access Program

Sent: Tuesday, October 17, 2017 4:27 PM

Subject: BC Air Access Program - Survey (due November 6)

This notification is being sent to local governments (and airport operating authorities), with the target audience being those that own, operate or otherwise have an interest in aviation facilities.

The Ministry of Transportation and Infrastructure is conducting a survey to improve the BC Air Access Program (or BCAAP). The BCAAP is a provincial cost-sharing program that supports the connection of communities and helps build BC's aviation sector's long-term potential. BCAAP assists with funding capital infrastructure projects that help maintain safe and reliable aviation facilities, or that result in significant economic benefit. We would like to hear from you even if you haven't applied in the past.

BCAAP was introduced in 2015 with a three year \$24M commitment providing capital funding to airport development projects in support of safety, medevac, community economic development and general access. BCAAP projects have improved 44 airports with a geographic distribution throughout the province.

Virtually any aviation capital infrastructure is currently eligible, including:

- Airside (i.e., runway, taxiway, apron enhancements; airfield lighting; fuelling facilities; navigational aids; helipads)
- Terminal building upgrades
- Groundside facilities (i.e., vehicle parking areas; security gates; flight path obstruction clearing; emergency access roads)
- Other aviation infrastructure not on an airport (i.e. hazard beacons marking terrain around airports; facilities serving float plane traffic)

Please click below to learn more or to access and complete the survey. The survey is open until November 6, 2017.

[BC Air Access Program Survey](https://www2.gov.bc.ca/gov/content/transportation/funding-engagement-permits/funding-grants/airport-infrastructure-funding) (https://www2.gov.bc.ca/gov/content/transportation/funding-engagement-permits/funding-grants/airport-infrastructure-funding)

Thank you in advance for your participation and if you have any questions about the survey, please do not hesitate to contact Jessica Ling at 250-356-5306 or at Jessica.Ling@gov.bc.ca

Please note the Ministry is also conducting a survey on the BikeBC Program.

THE CITY OF VICTORIA



OFFICE OF THE MAYOR

October 13, 2017

To All British Columbia Municipalities and Regional Districts;

I am writing on behalf of Victoria City Council, requesting favourable consideration and resolutions of support for maintaining and improving inter-city bus service.

At the October 12, 2017 Council Meeting, Council approved the following resolution for Maintaining and Improving the Inter-City Bus Service:

WHEREAS inter-city bus service provides a vital transportation link for many British Columbians, including people with low incomes, youth, senior citizens, people with disabilities and Indigenous people; AND

WHEREAS there is a strong public interest in the maintenance and improvement of inter-city bus service, as reflected in public oversight provisions in the BC Passenger Transportation Act and Regulations;

THEREFORE BE IT RESOLVED THAT the City of Victoria calls on the BC Passenger Transportation Board to decline the application from Greyhound Canada to eliminate inter-city bus routes, including Victoria-Nanaimo, Victoria-Vancouver and the route along the "Highway of Tears";

AND BE IT FURTHER RESOLVED THAT the City of Victoria calls on the BC Passenger Transportation Board, the Government of British Columbia and BC Transit to explore the provision of inter-city bus service as a public transportation service, in order to ensure long-term viability, safety, affordability and connectivity between BC communities.

We eagerly look forward to your support on this matter.

Sincerely,

Lisa Helps
Victoria Mayor

Cc: Passenger Transportation Board
Honorable Claire Trevena, Minister of Transportation and Infrastructure
All Members of the Legislative Assembly

1 Centennial Square Victoria British Columbia Canada V8W 1P6
Telephone (250) 361-0200 Fax (250) 361-0348 Email mayor@victoria.ca

Subject: Bike BC Survey Invitation – Due Nov 6

From: MoT CYCLING

Sent: Tuesday, October 17, 2017 3:05 PM

Subject: BikeBC Survey Invitation – Due Nov 6

Good afternoon,

As an eligible applicant to the Ministry of Transportation and Infrastructure's BikeBC program, your input is critical to understanding how the program can be improved. We would like to hear from you even if you haven't applied in the past.

The BikeBC program cost shares cycling infrastructure projects with local government and First Nations. Funded projects promote cycling to work, school or errands. Cycling infrastructure improves safety and reduces traffic congestion and greenhouse gas (GHG) emissions. Cycling infrastructure projects can also generate tourism-related traffic based on their proximity to amenities and points of interest for tourists, and through linkages to other communities. To learn more, or access the survey as a PDF, please visit our website: www.gov.bc.ca/cyclingfunding.

Please access and complete the online survey through the following link before November 6, 2017.

[BikeBC Survey](https://survey.th.gov.bc.ca/TakeSurvey.aspx?SurveyID=8IMI7I4#) (<https://survey.th.gov.bc.ca/TakeSurvey.aspx?SurveyID=8IMI7I4#>)

Thank you in advance for your participation and if you have any questions about the survey, please do not hesitate to contact Hana Blazkova at 250-356-9861 or at Hana.Blazkova@gov.bc.ca

Please note, the Ministry is also conducting a survey on the BC Air Access Program.

From: Susan Chalmers
Sent: Thursday, October 05, 2017 12:09 PM
To: Info Ucluelet
Subject: Request to Add Information to Upcoming Council Meeting Agenda

Good afternoon Mayor St. Jacques,

In follow up to our recent direct mail letter to you, the Community Energy Association (CEA) requests the following information be included in Council's upcoming agenda package under "For Information".

The BC Municipal Climate Leadership Council invites Mayors, Councillors, Area Directors and senior staff to join them at the **Climate Leadership Institute** (CLI) from November 1-3, 2017 in Richmond, BC. This intensive climate action training will offer locally elected officials the practical skills and knowledge needed to lead their communities into the green future they desire.

Keynote speakers include:

- Mike Harcourt, Former Mayor of the City of Vancouver and Premier of BC
- Travis Streb, Communications coach and group facilitator for business leaders with the Humphrey Group
- Mayor Richard Walton, District of North Vancouver and Chair of BCMCLC
- Mayor Lawrence Chernoff, City of Castlegar and BCMCLC member

CLI offers 3 credit hours toward any level of Local Government Leadership Academy (LGLA) Certification. Further information about this event and registration is available at www.BCMCLC.ca/CLI or contact Janice Keyes at 604-561-0646 or jkeyes@communityenergy.bc.ca.

Kind Regards,
Susan

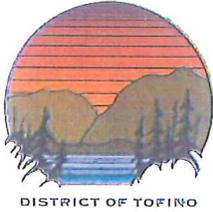
Susan Chalmers, Administrator



Facilitators of the BC Municipal Climate Leadership Council

Tel: (604) 628-7076 | Mobile: (778) 871-2711
Connect with CEA: [Website](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)





DISTRICT OF TOFINO

P.O. Box 9, 121 Third Street, Tofino, B.C. V0R 2Z0

T: 250.725.3229 | F: 250.725.3775 | Email: egoatcher-bergmann@tofino.ca | Website: tofino.ca



October 5, 2017

Mayor and Council
District of Ucluelet
PO BOX 999
Ucluelet, BC
V0R 3A0

File No. 6480 – 2018 OCP

Dear Mayor and Council;

Re: Tofino Official Community Plan 2018

The District of Tofino is embarking on the development of a new Official Community Plan (OCP). As you may be aware, one of the legislative requirements of writing an OCP is to specifically consider consultation with the board of our local Regional District. At the September 12th, 2017 regular Council meeting, the following resolution was made:

“AND THAT Council provide one or more opportunities it considers appropriate for consultation with persons, organizations and authorities it considers will be affected; and whether that consultation should be early and ongoing;

- Alberni Clayoquot Regional District;
- District of Ucluelet;
- Tla-o-qui-aht Nation;
- Ahousaht Nation;
- Hesquiaht Nation;
- Yuułu?it?ath Government;
- School District 70;
- Island Health;
- Ministry of Transportation and Infrastructure;
- Pacific Rim National Park Reserve;
- Clayoquot Biosphere Trust; and,
- Department of Fisheries and Oceans, and Small Craft Harbour.”

Although required by law, it is in the spirit of a good neighbour that I would like to take this opportunity to invite your organization to be involved in our 2018 Official Community Plan process.

Opportunities to ask questions or provide input will be available from November 2017 through March 2018 and include a variety of options such as a dedicated website page tofino.ca/official-community-plan which will be updated regularly with information about the process; social media posts; community events; through our stakeholder email list; or by contacting myself (arodgers@tofino.ca) or Dana Hawkins (dhawkins@tofino.ca). We expect to be introducing first reading of the bylaw in Spring of 2018.

If you have any questions or concerns, please do not hesitate to contact me at 250-725-3229 local 701 or by email at arodgers@tofino.ca

Regards,



Aaron Rodgers
Manager of Community Sustainability

Appendices:
Appendix 1 – September 6th, 2017 Staff Report



The Corporation of the District of Tofino
REPORT TO COMMITTEE OF THE WHOLE

MEETING DATE	12/09/2017	
TO	Mayor & Council	File #:6780-2018 OCP
FROM	Community Sustainability	
SUBJECT	2018 OCP Process	

RECOMMENDATION

THAT the report “2017-09-12 2018 OCP Process” be received for information and discussion.

AND THAT Council identify persons, organizations and authorities it considers will be affected by the development of the Official Community Plan.

AND THAT Council provide one or more opportunities it considers appropriate for consultation with persons, organizations and authorities it considers will be affected; and whether that consultation should be early and ongoing.

AND THAT Council specifically consider whether consultation is required with the following:

- Alberni Clayoquot Regional District;
- Ucluelet;
- Tla-o-qui-aht Nation;
- Ahousaht Nation;
- Hesquait Nation;
- School Division 70;
- Island Health;
- Ministry of Transportation and Infrastructure; and,
- Pacific Rim National Park.

CAO’S COMMENTS

I concur with the recommendation of the Manager of Community Sustainability.

PURPOSE

This report presents a rough outline of the 2018 Official Community Plan (OCP) process for Council’s consideration. As per s.471 (1) of the *Local Government Act (LGA)*, “an official community plan is a statement of objectives and policies to guide decisions on planning and land use management, within the area covered by the plan, respecting the purposes of local government.” At its core an OCP is a land use planning document.

The comprehensive 2014 Vision to Action (V2A) Plan is an overarching strategic plan that lays out a high level vision for the community. The V2A was developed in part as a plan in which to house the strategic level policies currently found in the OCP. In fact, many of the high level ‘intent’ directions in the V2A were

adopted from the 2012 OCP. The V2A provides a good description of its function;

“V2A is an Integrated Community Sustainability Plan (ICSP): a broad, long-term community vision and strategic action plan that expresses what environmental, social and cultural sustainability looks like for Tofino and identifies some of the first steps for getting there. It is broader than any of Tofino’s existing plans, which each focus on a specific area such as planning (Official Community Plan), recreation (Recreation Master Plan), arts and culture (draft Arts and Culture Master Plan), or tourism (Tourism Master Plan) – and will guide all future planning process in the future.”

The proposed 2018 OCP process would follow through on the directions outlined in the V2A and concentrate on developing a narrower land use focused plan. This leaner OCP will allow the community, Council, and staff the opportunity to focus our attention on growth related challenges such as servicing capacity, comfortable carrying capacity housing, and transportation. Such an approach would be significantly different than the OCP processes undertaken in 2002 and 2012.

A second purpose of this report is for Council to consider consultation with persons, organizations and authorities it considers will be affected by the OCP and specifically whether there should be early and ongoing consultation with;

- The Alberni Clayoquot Regional District;
- District of Ucluelet;
- Tla-o-qui-aht First Nation (TFN);
- Ahousaht First Nation (AFN);
- Hesquait First NNation (HFN);
- School Division 70;
- Island Health;
- Ministry of Transportation and Infrastructure; and,
- Pacific Rim National Park.

TOP 6 COUNCIL GOALS

Top 6 - #1 Homes and Neighborhoods

Strategic Priority: Plan for long-term community land-use needs and protection from natural hazards such as climate change

FINANCIAL IMPACTS

OCP polices impact Financial Plans. At this early stage in the 2018 OCP process it is difficult to determine what those impacts may be and what if any value would be assigned to those impacts. The LGA provides for formal consideration of the OCP in conjunction with the Financial Plan following first reading of the proposed bylaw. The Financial Plan and the OCP must line up in order to ensure relevancy and accuracy of both documents. For example: The District can plan for growth in the OCP but that growth cannot happen if the funds to support infrastructure does not exist (ie. size of WWTP or water supply). During the 2018 process, planning staff will be working closely with finance staff.

In addition, staff will be working closely together to ensure that the forthcoming review of the Development Cost Charge (DCC) Technical Report is also considered.

BACKGROUND

The Official Community Plan project is identified in the Financial Plan as a 2018 project.

Staff are proposing on completing this project by summer of 2018 in order to avoid both the busy summer season and the run-up to the municipal elections. The report in front of Council today represents a rough draft of staff's proposal to complete this work by summer of 2018.

For Council's information, an official community plan **must** include statements and map designations for the following;

- the approximate location, amount, type and density of residential development required to meet anticipated housing needs over a period of at least 5 years;
- the approximate location, amount and type of present and proposed commercial, industrial, institutional, agricultural, recreational and public utility land uses;
- the approximate location and area of sand and gravel deposits that are suitable for future sand and gravel extraction;
- restrictions on the use of land that is subject to hazardous conditions or that is environmentally sensitive to development;
- the approximate location and phasing of any major road, sewer and water systems;
- the approximate location and type of present and proposed public facilities, including schools, parks and waste treatment and disposal sites;
- other matters that may, in respect of any plan, be required or authorized by the minister.

It also **must** include housing policies of the local government respecting affordable housing, rental housing and special needs housing; and, targets for the reduction of greenhouse gas emissions, and policies and actions of the local government proposed with respect to achieving those targets.

An OCP **may** include the following;

- policies of the local government relating to social needs, social well-being and social development;
- policies of the local government relating to the preservation, protection, restoration and enhancement of the natural environment, its ecosystems and biological diversity.

Staff are proposing that within the Tofino context, the "may" policies above belong in either the V2A or in subject specific standalone plans.

DISCUSSION

The 2018 OCP timeline is aggressive, the current goal is to complete the OCP by the end of June, 2018. In order to meet the proposed timeline and stay within the project budget, staff are designing a lean OCP within the constraints of water and housing capacity; the V2A; and deep consultation with neighboring First Nations.

Structure

A lean OCP in the context of Tofino is a land use plan of limited scope constrained by real world concerns such as availability of potable water to support new and existing development. It is less inspirational document than it is a roadmap for development over a short to medium term time frame (5-10 years). This is not to say the larger vision has been discarded, but rather it has been relocated to the V2A which at its heart is the voice of the community vision.

"V2A incorporates the vision and goals previously articulated by the community through existing plans, and synthesizes them into a set of common, clear, outcome-based goal statements for the community. All organizations and citizens in the community should be able to recognize their own

desired outcomes amongst this list as well as outcomes they might be able to further support through collective action.”

Staff propose a neighbourhood based approach to the OCP making use of the existing neighbourhood structure. The V2A land use goals/policies would be nested within each neighbourhood. In addition to the existing neighbourhoods, staff are aware of at least three new areas identified for consideration; Cox Bay; the east end of Industrial Way; and Tla-o-qui-aht lands plan between Helleston and Mackenzie Roads including DL 124. The OCP review would also address the Tourism Focus designation, Clayoquot View Estates, Local Area Plans and the Neighbourhood Node concept.

Consultation/Engagement

The consultation and process is will be framed primarily by V2A policies, water capacity, and in the context of the work of the Truth and Reconciliation Commission. Initial discussions have been undertaken with local First Nations, MOTI, and SD 70 with respect to legislative requirements organizational interests. Staff are planning to roll out an education and awareness component for late 2017. The main part of consultation with stakeholders and the community is tentatively scheduled for spring of 2018. Ideas for the 2017 education and awareness consultation include;

- OCP primer (presentations)
- Movies about growth
- Dissemination of the consultation schedule
- Presentation of the Ekonics water report
- Speakers on growth, housing
- Poetry
- Presentation on the Natural Step Framework (sustainability base)

Consultation may include the following in 2018:

- Home visits (with questions, surveys)
- Scheduled OCP office time for community members
- Presentations to stakeholders (Chamber of Commerce, Tourism Tofino)

The 2018 consultation activities are proposed to involve review of existing neighbourhood areas, policy development in the form of new plans, mapping (of growth), and topics introduced from the community and stakeholders.

Consultation will include engagement with the Ahousaht, Hesquait, and Tla-o-qui-aht Nations, provincial agencies, stakeholders such as the Chamber of Commerce, and the community at large.

CONCLUSION

At this early stage in the OCP process staff are looking to Council for overall direction and feedback on the general approach to the 2018 OCP; and Council consideration of legislatively required consultation questions. Following presentation of this report to Council, staff would expect to receive feedback from Council with the aim of returning to Council in early fall with a timeline and process.

Respectfully submitted,



Aaron Rodgers, Manager of Community Sustainability

Appendices:

October 6, 2017

CLIFF: 1044400

File #: 230-01

Mayor Dianne St. Jacques and Councillors
District of Ucluelet
Administration Office
PO Box 999
Ucluelet, BC V0R 3A0

Dear Mayor St. Jacques:

Thank you for taking the time to meet with me and members of our senior team at the recent UBCM convention. It was great to meet with you to discuss our service to patients in Ucluelet and the possibility of including an ambulance station as part of a future medical centre outside of the tsunami warning zone.

It was good to get an update from you on how well the community paramedicine program is progressing in your community. As we discussed, we are in the middle of doing our resource deployment planning for the Island, and as part of this process we are reviewing our service levels and trying to stabilize employment in rural communities such as yours.

As you requested, we are also including data on your community's call volume and first responder data for the past five years. If you have any questions about this data, please feel free to get in touch with our area director for your part of Vancouver Island, Amy Poll. Amy can be reached at amy.poll@bcehs.ca

**Community Profile
Ucluelet**

FYR	Pre-HospEvents			Code 3 Response Times [mm:ss]		Completed Transfers	Station	
	Without FR*	With FR*	Total	Median	Average		Employees	
							Full Time	Part Time
2012/2013	85	70	155	15:12	17:25	#		11
2013/2014	72	97	169	14:58	18:39	#		16
2014/2015	83	68	151	15:26	18:13	#		15
2015/2016	84	99	183	15:05	19:28	#		16
2016/2017	97	100	197	14:23	15:56	#		17
Total	421	434	855			8		

* First Responders (FR) notification based on Resource Allocation Plan (RAP)

Mayor Dianne St. Jacques and Councillors
District of Ucluelet
October 6, 2017

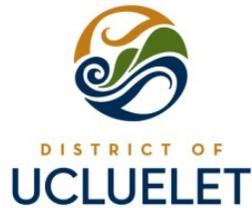
Thank you again for taking the time to help us understand your concerns. By better understanding your needs and concerns and working together we are better able to determine how to best serve BC's many diverse communities.

Sincerely,



Barb Fitzsimmons
Chief Operating Officer

cc: Lance Stephenson, Area Director – Island Districts, Patient Care Delivery
Amy Poll, Manager, Oceanside District, Patient Care Delivery



STAFF REPORT TO COUNCIL

Council Meeting: OCTOBER 24, 2017
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: ABIGAIL FORTUNE, DIRECTOR OF PARKS & RECREATION **FILE NO:** 8100-20 HALLOWEEN HOWL
SUBJECT: HALLOWEEN HOWL ROAD CLOSURE & COMMUNITY INVITE **REPORT NO:** 17-054
ATTACHMENT(S): N/A

RECOMMENDATION(S):

1. **THAT** Council authorizes the following road closures on Tuesday, October 31st, 2017:
 - a. Matterson Road from 8:45 – 9:30 p.m. From Victoria Road to the corner of Matterson Road and Marine Drive,
 - b. Marine Drive from 7:00 p.m. – 9:00 p.m. From Marine Drive and Matterson Drive to Rainforest Drive in front of the Ucluelet Community Centre,

2. **THAT** Council attend the Halloween Howl Festivities and invite the community to join them.

PURPOSE:

The purpose of this report is to allow the use of Matterson Drive and Marine Drive for the Halloween Howl festivities on Tuesday, October 31st, 2017 and to encourage the community to attend.

BACKGROUND:

The Ucluelet Parks & Recreation Department will post this information in the appropriate media outlets as well as inform the emergency services of the road closure.

FINANCIAL IMPACTS:

This special event is included in the Five Year Financial Plan 2017 – 2021.

Respectfully submitted: Abigail Fortune, Director of Parks & Recreation
Mark Boysen, Chief Administrative Officer



COUNCIL REPORT

Council Meeting: OCTOBER 24, 2017
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: ABIGAIL K. FORTUNE

FILE NO: 6240 – WPT CONNECTOR

SUBJECT: WILD PACIFIC TRAIL CONNECTOR – SPRING COVE

REPORT NO: 17-055

RECOMMENDATION(S):

1. **THAT** Council authorize the Director of Parks & Recreation to award a Sole Source contract services to the Wild Pacific Trail Society to complete the Spring Cove Section of the Wild Pacific Trail Project.

PURPOSE/DESIRED OUTCOME:

The purpose of this report is to confirm Council's support for the Sole Source award as it relates to the Purchasing and Disposal Policy No. 3-11200-4 to move forward on the Spring Cove section of the Connector Trail Project as approved by Council Development Permit DP17-05.

Background:

The Wild Pacific Trail Society have been an integral partner for all of the Wild Pacific trail sections in Ucluelet. They have a strong understanding and background of the project to produce a consistent and successful product for the District of Ucluelet. They also have a strong knowledge of the workings in environmentally sensitive areas and how to construct paths creating the lowest possible impact of the area.

Through Jim Martin, the Society also helped to determine the location of the proposed Spring Cove connector trail. The Society have shown to provide good value that is clearly in the best interest of the District. to have them Sole Source this project and allow this project to move forward.

The estimated costs for this section of this project will reach the Competitive Bid Level of the District's purchasing policy

"Competitive bid from at least three suppliers are required for the purchase of goods or services with a cost from \$25,001 to \$75,000."

A request is being made to council, by the Director of Parks and Recreation, to be authorized to surpass this process and award a Sole Source contract.

FINANCIAL IMPACTS:

The Wild Pacific Trail Connector project is in the Five Year Financial Plan 2017 - 2022.

WILD PACIFIC TRAIL CONNECTOR – SPRING COVE
OCTOBER 24, 2017

This project is supported with additional funding through ICET and RMI.

OPTIONS:

1. To Sole Source the project through the Wild Pacific Trail.
2. To proceed with the competitive bid process.

Respectfully submitted: Abby Fortune, Director of Parks & Recreation
Mark Boysen, Chief Administrative Officer



STAFF REPORT TO COUNCIL

Council Meeting: OCTOBER 24, 2017
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: BRENT ASHTON, BYLAW SERVICES OFFICER

FILE NO: 4000-01

SUBJECT: BYLAW ENFORCEMENT AND DISPUTE SYSTEM

REPORT NO: 17-056

RECOMMENDATION(S):

1. **THAT** Council receive this information update regarding a new Bylaw Offence Notice and Adjudication System for the District of Ucluelet.

PURPOSE:

The purpose of this report is to provide an update on staff's decision to adopt a new Bylaw Offence Notice and Adjudication System, and a Service Agreement with a Collection Agency.

Staff conducted a review of options available for Local Governments for bylaw enforcement and dispute. The bylaw enforcement and dispute systems are:

- Bylaw Offence Notice and Adjudication System, and
- Municipal Ticket Information (MTI) System.

BACKGROUND:

In response to calls for bylaw reform with respect to enforcement and prosecution, the Provincial Government enacted the Local Government Bylaw Notice Enforcement Act (http://www.bclaws.ca/civix/document/id/lc/statreg/03060_01) in October 2003. The Act allows Local Governments to establish a dispute resolution in the form of a Bylaw Offence Notice and Adjudication System. This system replaces the Provincial Community Court as the venue for resolving disputes of minor municipal bylaw breaches, and it provides the following efficient methods of handling disputes:

- Eliminate the requirement for Staff time;
- Establish a dedicated forum for resolving local bylaw enforcement disputes;
- Avoids unnecessary attendance of witnesses;
- Avoids the need to hire legal counsel; and
- Promotes timely resolution of bylaw enforcement disputes.

The City of North Vancouver, District of North Vancouver, and the District of West Vancouver, established a pilot adjudication model beginning in 2004. Each municipality maintained independent ticketing processes, but shared administrative processes. After eight months, the pilot illustrated a reduction of the time from when a ticket was issued to when a ticket was resolved, as

well as an improvement in fine payments. This pilot also demonstrated that municipal Staff time was reduced as Bylaw Services Officers did not have to attend Community Court.

Bylaw offence notice enforcement rather than municipal ticketing information was considered at the Business License Public Meeting in Ucluelet, B.C. on February 7, 2017.

1) Bylaw Offence Notice and Adjudication System

The adoption of the Bylaw Offence Notice and Adjudication System will reduce costs associated with Staff having to attend Community Court. The process allows for parties to telephone, email or mail evidence and arguments to the Adjudicator. In destination communities, this system offers a more simple and effective approach to fine and compel action of Alleged Offenders.

2) Municipal Ticket Information System

The MTI System is the current bylaw enforcement and dispute system in place at the District of Ucluelet, with the current practice to issue a MTI or 'ticket' to an Alleged Offender, which requires the Bylaw Services Officer to personally issue a ticket and serve it to an Alleged Offender. This system poses a challenge to serve out-of-town or absentee Alleged Offenders. Furthermore, if a ticket is disputed, this system requires the use of the Community Court System, where both the Officer and the Alleged Offender must attend court. This ties up time and resources, and may cost more money than the original fee of the ticket.

TIME REQUIREMENTS – STAFF & ELECTED OFFICIALS:

1) Bylaw Offence Notice and Adjudication System

With the adoption of the Bylaw Offence Notice and Adjudication System, Staff aims to have this system operating by the spring of 2018 in conjunction with Ucluelet's Short-Term Rental Program and Tourism Ucluelet's Approved Accommodation Campaign. For this system to be operational, Staff will require the next 4 to 6 months to establish an Adjudication Agreement with the City of Nanaimo, establish a Notice Enforcement Bylaw and a Policy to outline which bylaws are enforceable through the Bylaw Offence Notice and Adjudication System, order bylaw enforcement notices (i.e., tickets) and warning tickets, and enter into a Service Agreement with a Collection Agency. Without a Collection Agency Service Agreement in place, the system of bylaw enforcement and dispute will be ineffective as there would not be a repercussion for Alleged Offenders who do not submit a payment and the collection of unpaid fines would not occur.

2) Municipal Ticket Information System

If the MTI System was left as the primary system, the District of Ucluelet would not have an effective bylaw enforcement and dispute system in place. The Bylaw Services Officer would have to continue to personally serve Alleged Offenders. This would make it difficult to serve out-of-town Alleged Offenders, particularly when it comes to absent property owners and visitors. A Collection Agency Service Agreement would be required to collect unpaid fines with this system.

FINANCIAL IMPACTS:

1) Bylaw Offence Notice and Adjudication System

According to a City of Nanaimo report, Staff estimated that adjudication hearings will be required every six weeks. The City of Parksville, the District of Tofino, and the City of Duncan currently have

an agreement with the City of Nanaimo to share the administrative process for adjudication disputes. The adjudication hearings are held in Nanaimo, B.C. at 411 Dunsmuir Street. The cost sharing among these communities was established through an agreement and the costs are shared based on the number of cases heard at each adjudication hearing.

Estimated costs to acquire bylaw enforcement notices and warning tickets is approximately \$1,500 initially with recurring costs of \$500 annually. Adjudication dispute resolution meetings are estimated to cost approximately \$600 annually. Staff are currently learning what the fees are to obtain a Service Agreement with a Collection Agency to collect unpaid fines.

It is anticipated that the Bylaw Offense Notice and Adjudication System for Ucluelet will receive approximately 25 to 35 disputes per session (every 6 weeks). Each bylaw adjudication hearing is estimated to cost approximately \$410.00, plus taxes. This includes fees for administration and for the Adjudicator.

This bylaw enforcement and dispute system also allows for both a reduction in penalties for early payment and a surcharge for late payments. Staff understand that discounts would be an incentive for payment and may increase the number of tickets paid. The District of Ucluelet may collect a \$25.00 administration fee from each person who is unsuccessful when disputing a ticket through this system.

2) Municipal Ticket Information System

The MTI System is currently in place. Funds would be required for a Service Agreement with a Collection Agency, and Staff anticipate court costs and increased labour costs if tickets were disputed through Provincial Community Court. The following financial impacts should be considered for operating the current MTI System in place:

- No recovery of penalties issued to help offset the costs of enforcement; and
- No financial impact to an Alleged Offender, which may create an environment for offenses to continue causing the District of Ucluelet additional resources for continued enforcement action and investigation.

POLICY OR LEGISLATIVE IMPACTS:

To move forward with the Bylaw Offense Notice and Adjudication System, a Screening Officer will need to be appointed by Staff, as well amendments to several existing bylaws.

Staff will also need to establish a Bylaw Notice Enforcement Bylaw and a Policy to outline which bylaws are enforceable through the Bylaw Offense Notice and Adjudication System.

OPTION REVIEW:

Staff reviewed and decided on adoption of the Bylaw Offense Notice and Adjudication System, which will allow for a more efficient and cost-effective strategy for enforcement and compliance. Residents and out-of-town Alleged Offenders, as well the Bylaw Services Officer will not have to attend Community Court. This option permits an Officer to not serve an Alleged Offender in person, which is currently required with the MTI System. A Collection Agency Service Agreement will be required to collect unpaid fines. Without this agreement in place, the system of bylaw enforcement and dispute will be ineffective as there will not be a repercussion for Alleged Offenders who do not submit a payment and the collection of unpaid fines will not occur.

If the Municipal Ticket Information System was left as the primary system, the District of Ucluelet would not have an effective bylaw enforcement and dispute system in place. The Bylaw Services Officer would have to continue to personally serve Alleged Offenders. This would make it difficult to serve out-of-town Alleged Offenders, particularly when it comes to absent property owners and visitors. A Collection Agency Service Agreement will still be required to collect unpaid fines.

The new Bylaw Offence Notice and Adjudication System will begin for the District of Ucluelet in the spring of 2018.

Respectfully submitted: Brent Ashton, Bylaw Services Officer
Karla Robison, Environmental & Emergency Services Manager
Mark Boysen, Chief Administrative Officer



STAFF REPORT TO COUNCIL

Council Meeting: OCTOBER 24, 2017
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: CAROLYN BIDWELL, CHIEF FINANCIAL OFFICER **FILE NO:** 3900-25 **BYLAW :**1221, 2017 AND 1222, 2017

SUBJECT: PERMISSIVE TAX EXEMPTION BYLAW 1221, 2017 AND BYLAW 1222, 2017 **REPORT NO:** 17-057

ATTACHMENT(S): APPENDIX 1, PROPERTY TAX EXEMPTIONS

RECOMMENDATION(S):

1. **THAT** Council give Fourth Reading and Adoption to “District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw 1221, 2017”
2. **THAT** Council give Fourth Reading and Adoption to “District of Ucluelet 2018-2027 Permissive Tax Exemption Bylaw 1222, 2017”

PURPOSE/DESIRED OUTCOME:

In order to exempt certain properties from municipal property taxes, the above noted bylaw must be adopted on or before Oct 31 in the year prior to the next taxation year. This will exempt these certain properties from land and/or improvement taxes for the taxation years of 2018 to 2027 for places of worship and 2018 to 2022 for all other permissive categories.

STRATEGIC GOAL:

This report is in response to the corporate objective of continually improving processes, policies and Bylaws.

BACKGROUND:

In accordance with Section 224 of the *Community Charter*, Council may exempt certain lands and /or improvements from municipal taxation. The *Community Charter* requires the permissive tax exemption bylaws be adopted by Oct 31 for the subsequent taxation year(s). Subject to subsection (4), a bylaw under this section must establish the term of the exemption which may not be longer than 10 years. The District of Ucluelet has previously passed yearly exemption bylaws for churches, other non-profit organizations, and others listed in Appendix 1 attached to each of the bylaws. The two proposed Bylaws recognize places of worship as exempt for a 10-year period and all others for a 5-year period.

FINANCIAL IMPACTS:

There would be the same financial impact as in previous years, with a reduction of potential tax revenue for all the years within the attached schedules to the bylaws.

Respectfully submitted: Carolyn Bidwell, Chief Financial Officer
Mark Boysen, Chief Administrative Officer

**DISTRICT OF UCLUELET
BYLAW NO. 1221**

A bylaw to exempt from taxation certain lands and/or improvements

WHEREAS the Community Charter provides for the exemption from taxation certain land, improvements or both;

AND WHEREAS it is deemed expedient to exempt from said taxation certain properties within the District of Ucluelet.

NOW THEREFORE the Council of the District of Ucluelet in open meeting assembled enacts as follows;

1. This bylaw may be cited for all purposes as the "District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw No 1221, 2017."
2. The following described properties are hereby exempted from taxation for a period of five years, as per section 224 of the Community Charter:
 - a) Folio No. 181.061 being that portion of Lot 3, Plan 20323, District Lot 284, Clayoquot Land District, PID 003-534-618, 160 Sea Plane Base Road, that is used and owned by the Food Bank on the Edge;
 - b) Folio 165.000 being Lot 1, Plan 5190, District Lot 282, Clayoquot Land District, PID 005-951-992, 1708 Peninsula Road, that is used by the Army, Navy & Air Force Veterans Ucluelet Unit #293;
 - c) Folio 152.020 being a Portion of District Lot 1689, AND DL2191 Clayoquot Land District, 180 Main Street, for aquarium purposes, license 113490, Ucluelet Aquarium Society;
 - d) Folio 160.000 being a Portion of Lot 2, Plan 3486, District Lot 282, Clayoquot Land District, PID 006-202-179, consisting of the entire frontage on 1604 Peninsula Road of approximately 86 feet, to a lot depth of approximately 120 feet of the Property, Leased from the Ucluelet Consumers' Co-operative by the District of Ucluelet;
 - e) Folio 6001, being that portion of Lot 1, Plan VIP9200, Clayoquot Land District, PID 005-569-206, 1395 Helen Road, that is used and owned by KUU-US Crisis Line Society;
3. Ucluelet Municipal Property Tax Exemption Bylaw No 1207, 2016 is hereby repealed.

READ A FIRST TIME this **10th** day of **OCTOBER, 2017**.

READ A SECOND TIME this **10th** day of **OCTOBER, 2017**.

READ A THIRD TIME this **10th** day of **OCTOBER, 2017**.

ADOPTED this ___ **th** day of **OCTOBER, 2017**.

CERTIFIED CORRECT: District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw No. 1221, 2017.

Mayor
Dianne St. Jacques

Chief Financial Officer
Carolyn Bidwell

THE CORPORATE SEAL of the District of Ucluelet was hereto affixed in the presence of:

Chief Administrative Officer/ Corporate Officer
Mark Boysen

PROPOSED PERMISSIVE PROPERTY TAX EXEMPTIONS FOR THE YEARS 2018 - 2022 BYLAW 1221

ROLL NUMBER	ORGANIZATION	ADDRESS		Exemption value	property class	2017 Tax rate (Bylaw 1218,2017)	2017 taxes	ESTIMATED MUNICIPAL TAXES 2018	ESTIMATED MUNICIPAL TAXES 2019	ESTIMATED MUNICIPAL TAXES 2020	ESTIMATED MUNICIPAL TAXES 2021	ESTIMATED MUNICIPAL TAXES 2022
181061	Food Bank on the Edge	160 Sea Plane Base Road	improvements	69,800.00	6	13.4451	\$ 938.47	\$ 966.62	\$ 995.62	\$ 1,025.49	\$ 1,056.25	\$ 1,087.94
165000	Army, Navy, & Air Force Vetrans Ucluelet Unit #293	1708 Peninsula Road	improvements	2,300.00	6	13.4451	\$ 30.92	\$ 31.85	\$ 32.81	\$ 33.79	\$ 34.80	\$ 35.85
165000	Army, Navy, & Air Force Vetrans Ucluelet Unit #293	1709 Peninsula Road	land and improvements	169,500.00	8	14.1166	\$ 2,392.76	\$ 2,464.55	\$ 2,538.48	\$ 2,614.64	\$ 2,693.08	\$ 2,773.87
165000	Army, Navy, & Air Force Vetrans Ucluelet Unit #293	1710 Peninsula Road	land and improvements	171,800.00	6 & 8	13.4451 & 14.1166	\$ 2,423.69	\$ 2,496.40	\$ 2,571.29	\$ 2,648.43	\$ 2,727.88	\$ 2,809.72
152020	Ucluelet Aquarium Society	180 Main Street	land and improvements	2,060,800.00	6	13.4451	\$ 27,707.66	\$ 28,538.89	\$ 29,395.06	\$ 30,276.91	\$ 31,185.22	\$ 32,120.77
160000	Ucluelet Consumer's Co-Operative	1604 Peninsula Road	land and improvements	266,000.00	6	13.4451	\$ 3,576.40	\$ 3,683.69	\$ 3,794.20	\$ 3,908.03	\$ 4,025.27	\$ 4,146.02
6001	KUU-Us Crisis Line	1395 Helen Road	land and improvements	243,600.00	1	4.6529	\$ 1,133.45	\$ 1,167.45	\$ 1,202.47	\$ 1,238.55	\$ 1,275.70	\$ 1,313.98

**DISTRICT OF UCLUELET
BYLAW NO. 1222**

A bylaw to exempt from taxation certain lands and/or improvements

WHEREAS the Community Charter provides for the exemption from taxation certain land, improvements or both;

AND WHEREAS it is deemed expedient to exempt from said taxation certain properties within the District of Ucluelet.

NOW THEREFORE the Council of the District of Ucluelet in open meeting assembled enacts as follows;

1. This bylaw may be cited for all purposes as the "District of Ucluelet 2018-2027 Permissive Tax Exemption Bylaw No 1222, 2017."
2. The following described properties are hereby exempted from taxation for a period of ten years, as per section 224 of the *Community Charter*:
 - a) Folio 64001, Lots 1, Section 21, District Lot 282, Clayoquot Land District, PlanVIP9522, PID 000-399-752, 1419 Peninsula Road, registered in the name of the Christ Community Church of Ucluelet;
 - b) Folio 65000, Lot 2, Section 21, District Lot 282, Clayoquot Land District, Plan VIP9522, PID 000-399-761, 1439 Peninsula Road registered in the name of the Christ Community Church of Ucluelet;
 - c) Folio 124.003, Lot 1, Section 21, District Lot 282, Clayoquot Land District, Plan VIP10396, PID 005-194-881, 1651 Peninsula Road, registered in the name of the Bishop of
 - d) Folio 125.026, Lot 1, Section 21, District Lot 282, Clayoquot Land District, PlanVIP9024, PID 005-523-281, 1663 Peninsula Road, registered in the name of the Bishop of Victoria;
 - e) Folio 116030, Lot 6, Section 21, District Lot 282, Clayoquot Land District, Plan 30080, PID 001-288-199, 315 Matterson Drive, registered in the name of the Ucluelet Congregation of Jehovah's Witnesses.
3. Ucluelet Municipal Property Tax Exemption Bylaw No 1207, 2016 is hereby repealed.

READ A FIRST TIME this **10th** day of **OCTOBER, 2017**.

READ A SECOND TIME this **10th** day of **OCTOBER, 2017**.

READ A THIRD TIME this **10th** day of **OCTOBER, 2017**.

ADOPTED this ___ **th** day of **OCTOBER, 2017**.

CERTIFIED CORRECT: District of Ucluelet 2018-2022 Permissive Tax Exemption Bylaw No. 1222, 2017.

Mayor
Dianne St. Jacques

Chief Financial Officer
Carolyn Bidwell

THE CORPORATE SEAL of the District of Ucluelet was hereto affixed in the presence of:

Chief Administrative Officer/Corporate Officer
Mark Boysen

PROPOSED PERMISSIVE PROPERTY TAX EXEMPTIONS FOR THE YEARS 2018 - 2027, BYLAW 1222

ROLL NUMBER	ORGANIZATION	ADDRESS	ESTIMATED MUNICIPAL TAXES 2018	ESTIMATED MUNICIPAL TAXES 2019	ESTIMATED MUNICIPAL TAXES 2020	ESTIMATED MUNICIPAL TAXES 2021	ESTIMATED MUNICIPAL TAXES 2022	ESTIMATED MUNICIPAL TAXES 2023	ESTIMATED MUNICIPAL TAXES 2024	ESTIMATED MUNICIPAL TAXES 2025	ESTIMATED MUNICIPAL TAXES 2026	ESTIMATED MUNICIPAL TAXES 2027
64001	Christ Community Church of Ucluelet	1419 Peninsula Road	\$ 2,064.69	\$ 2,126.63	\$ 2,190.43	\$ 2,256.15	\$ 2,323.83	\$ 2,393.55	\$ 2,465.35	\$ 2,539.31	\$ 2,615.49	\$ 2,693.96
65000	Christ Community Church of Ucluelet	1439 Peninsula Road	\$ 1,118.96	\$ 1,152.52	\$ 1,187.10	\$ 1,222.71	\$ 1,259.39	\$ 1,297.18	\$ 1,336.09	\$ 1,376.17	\$ 1,417.46	\$ 1,459.98
124003	Bishop of Victoria	1663 Peninsula Road	\$ 1,382.08	\$ 1,423.54	\$ 1,466.24	\$ 1,510.23	\$ 1,555.54	\$ 1,602.20	\$ 1,650.27	\$ 1,699.78	\$ 1,750.77	\$ 1,803.30
125026	Bishop of Victoria	1652 Peninsula Road	\$ 1,500.54	\$ 1,545.55	\$ 1,591.92	\$ 1,639.68	\$ 1,688.87	\$ 1,739.53	\$ 1,791.72	\$ 1,845.47	\$ 1,900.84	\$ 1,957.86
116030	Ucluelet Congregation of Jehovah's Witnesses	315 Matterson Drive	\$ 2,529.98	\$ 2,605.88	\$ 2,684.05	\$ 2,764.57	\$ 2,847.51	\$ 2,932.94	\$ 3,020.92	\$ 3,111.55	\$ 3,204.90	\$ 3,301.05



STAFF REPORT TO COUNCIL

Council Meeting: October 24, 2017
500 Matterson Drive, Ucluelet, BC V0R 3A0

FROM: CAROLYN BIDWELL, CFO	FILE NO: 1855-03 MRDT
SUBJECT: MUNICIPAL REGIONAL DISTRICT TAX BYLAW NO. 1223, 2017	BYLAW: 1223, 2017
ATTACHMENT(S): ADDITIONAL HOTEL ROOM TAX BYLAW NO. 1067, 2007	REPORT NO: 17-058

RECOMMENDATION(S):

THAT Council give First, Second, and Third reading to the “Municipal Regional District Tax Bylaw No. 1223, 2017”.

PURPOSE/DESIRED OUTCOME:

The purpose of this report is to provide Council with an updated Municipal Regional District Tax (MRDT) Bylaw to replace the existing Additional Hotel Room Tax Levy Bylaw No. 1067, 2007.

BACKGROUND:

The updated bylaw will allow the District of Ucluelet in conjunction with Tourism Ucluelet to move forward on their application to the Province of British Columbia, on behalf of the municipality, to collect a 2% additional tax of the purchase price of accommodation sold within the municipality. These funds are to be used for the purposes of tourism marketing, programs and projects as they relate to the District of Ucluelet through the Tourism Ucluelet five-year strategy.

Tourism Ucluelet presents their five-year strategy to the Fixed Roof Accommodation Providers (FRAPS) for their buy-in. The final draft plan comes to the District of Ucluelet Council for their final approval before moving the application forward to the Province by November of this year.

The submission of the five-year strategy and the updated bylaw are requirements from the Province of British Columbia to continue with the MRDT program which funds Tourism Ucluelet. This is a standard renewal process for this program.

FINANCIAL IMPACTS:

There is no impact to the Five Year Financial Plan Bylaw 2017-2022 other than those that were already included.

POLICY OR LEGISLATIVE IMPACTS:

This bylaw will repeal Bylaw No. 1067, 2007 to properly reflect the legislation under section 240 of the Provincial Sales Tax Act.

Respectfully submitted: Carolyn Bidwell, Chief Financial Officer
Mark Boysen, Chief Administrative Officer

DISTRICT OF UCLUELET

Bylaw No. 1067, 2007

A Bylaw to request the implementation of an Additional Accommodation Tax pursuant to the *Hotel Room Tax Act*.

WHEREAS the Municipal Council of the District of Ucluelet wishes to raise revenues for the purpose of financing market development programs;

AND WHEREAS under Section 43 of the Hotel Room Tax Act, Chapter 207, R.S.B.C. 1996 a municipality may request, by bylaw, that the Lieutenant Governor in Council makes a regulation providing for an additional tax levy not exceeding two percent (2%) on sales of accommodation within the community;

NOW THEREFORE, the Municipal Council of the District of Ucluelet in open meeting assembled enacts as follows:

1. The Lieutenant Governor in Council is hereby requested to make a regulation under Section 43(2)(e) of the Hotel Room Tax Act declaring Section 3(1) of the said Act applies in respect to accommodation purchased within the District of Ucluelet effective on or after January 1st, 2008.
2. The tax to be imposed under the provisions of the Act is requested to be two percent (2%) of the purchase price of the accommodation
3. All funds paid to the District of Ucluelet under the provisions of the Act shall be applied to funding of the destination marketing programs that are developed and administered by Tourism Ucluelet, a division of the Ucluelet Chamber of Commerce
4. This bylaw may be cited for all purposes as "Additional Hotel Room Tax Levy Bylaw 1067, 2007".

READ A FIRST TIME this 11th day of **September, 2007**

READ A SECOND TIME this 11th day of **September, 2007**

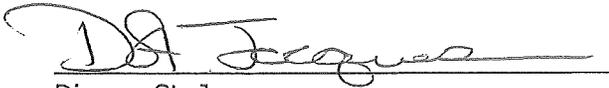
READ A THIRD TIME this 11th day of **September, 2007**

ADOPTED this 9th day of **October, 2007**



Martin Gee
Deputy Corporate Officer

THE CORPORATE SEAL of the
District of Ucluelet was hereto affixed
in the presence of:



Dianne St. Jacques
Mayor



Martin Gee
Deputy Corporate Officer

**DISTRICT OF UCLUELET
BYLAW NO. 1223**

A bylaw for the imposition of a tax on accommodations under provisions of the
Provincial Sales Tax Act

WHEREAS the Council of the District of Ucluelet wishes to raise revenues for the purpose of financing tourism marketing, programs and projects;

AND WHEREAS a municipality may request, that the Lieutenant Governor in Council make a regulation, under section 240 of the Provincial Sales Tax Act, imposing, on behalf of the municipality, an additional tax not exceeding two (2) percent of purchase price of accommodations sold within the municipality;

NOW THEREFORE, the Council of the District of Ucluelet, in open meeting assembled, enacts as follows:

1. The Lieutenant Governor in Council is hereby requested to make a regulation under Section 240 of the Provincial Sales Tax Act declaring that effective January 1, 2018, section 123 (1) of the Act applies in respect of accommodation purchased within the District of Ucluelet.
2. The tax to be imposed under the provisions of the regulation is requested to be two (2) percent of the purchase price of the accommodation.
3. The funds paid to the District of Ucluelet under the provisions of the regulation shall be applied to tourism marketing, programs and projects.
4. This bylaw may be cited for all purposes as “Municipal Regional District Tax Bylaw No. 1223, 2017.
5. Bylaw “Additional Hotel Room Tax Levy Bylaw 1067, 2007” is hereby repealed.
6. This bylaw shall come into full force and effect and is binding on all persons as and from the date of adoption.

READ A FIRST TIME this ____th day of **October, 2017**

READ A SECOND TIME this ____th day of **October, 2017**

READ A THIRD TIME this ____th day of **October, 2017**

ADOPTED this ____th day of **November, 2017**

CERTIFIED CORRECT: District of Ucluelet Municipal Regional District Tax Bylaw No. 1223, 2017.

Mayor
Dianne St. Jacques

Chief Financial Officer
Carolyn Bidwell

THE CORPORATE SEAL of the District of Ucluelet was hereto affixed in the presence of:

Chief Administrative Officer/ Corporate Officer
Mark Boysen