

Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient’s service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year.**

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

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

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

Designated Recipient: District of Tofino

Report Completed: 30/02/2022

Designated Accommodation Area: District of Tofino

Reporting period: Jan 1- Dec 31 – 21

***or for first year of term, indicate accordingly**

1. Effective tourism marketing, programs and projects	
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.	
Mandatory Metric	Designated Recipient Response
MRDT Revenue	\$1,936,025
MRDT activities, tactics, investment efforts and outcomes (as per your One-Year Tactical Plan)	See Appendix A, B and 2.1
Key Learnings	See Appendix A

2. Effective local-level stakeholder support and inter-community collaboration

Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.

Mandatory Metric	Designated Recipient Response
Extent of Local-level Stakeholder Engagement	<ul style="list-style-type: none"> • Minimum of 3 times/month notifications through ‘Industry News’ member blog • Member e-mails for time sensitive information • Virtual Annual General Meeting – held March 2021 • Public presentations to District of Tofino to review the annual plan and results • Extensive community and member engagement in the development of our 2022-2027 Strategic Plan – 60 members and residents participated
Stakeholder Satisfaction	<ul style="list-style-type: none"> • Member survey conducted Feb 2022 to assess Tourism Tofino’s 2021 activities, member awareness of these activities and the level of satisfaction with the use of MRDT funds. See results in Appendix A and C • Survey was conducted by our Board of Directors by phone, in-person or via Zoom meetings. This provided us with the opportunity to engage our members, discuss their post-COVID future, and answer their questions about Tourism Tofino’s work • Survey questions were same as used in prior e-mail surveys – as approved by Destination BC. See Appendix C (copy of survey, list of respondents, aggregated results)

Community Collaboration	<ul style="list-style-type: none"> • Regular conversations and planning with Tourism Ucluelet • Member of the BC Visitor Services Network • Member of the British Columbia Destination Marketing Organization Association (BCDMO) and meets with DMOs from throughout BC a minimum of 2 times/year • Participant on Tourism Vancouver Island DMO leadership group • Participant in DBC marketing meetings and engagement projects such as 'Iconics' • Participant in COVID related meetings at local and provincial levels • Share District of Tofino community and visitor messaging • Strategic Planning process included extensive stakeholder engagement including involvement from District of Tofino Councillors • Strategic Planning included alignment with industry and community goals and objectives for tourism and quality of life as stated in the District of Tofino's Official Community Plan and other plans • Collaborated with local businesses on the implementation of last-minute booking program for activities and adventures to help businesses fill remnant spaces • Collaborative and sector co-op activities were limited in 2021 due to the long travel advisory periods. We were only able to execute marketing activities in June, Sept, Oct and half of Nov.
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3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics:

Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.

Mandatory Metric	Designated Recipient Response
Provincial Alignment	<ul style="list-style-type: none"> • Refer regularly to DBC's strategic and regional plans, research and resources • Attended several DBC marketing and planning sessions • Participated in Tourism Vancouver Island's planning consultation and aligned Tourism Tofino's accordingly • Attended Tourism Vancouver Island virtual AGM and other meetings • Liaised with TVI and DBC about participation in programs, we have particular interest in the social media and content activities • Actively shared content and assets with TVI, DBC, DC and members
Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities	<ul style="list-style-type: none"> • Due to COVID and extended non-essential travel advisories we did not have many travel media opportunities, however we were always ready to assist DBC and TVI with the co-ordination and hosting of FAMs as needed • We consulted with DBC on media strategies prior to the 2021 TMAC virtual marketplace • Travel media outcomes and outputs are included in Appendix A and B • We do not attend travel trade shows or generate our own travel trade leads and so have no outcomes to report, however we are always ready to assist with the co-ordination and hosting of trade FAMs held by DBC or TVI

4. Fiscal prudence and accountability

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

Mandatory Metric	Designated Recipient Response
Effective Financial Management	See Appendix 2.1
Streamlined Administrative Costs	See Appendix 2.1
Leveraging of Other Marketing Funds	<p>Tourism Tofino did not participate in any open-pool or sector co-op programs in 2021 due to the impact of COVID and the very small window available for destination marketing due to non-essential travel restrictions. We were very fortunate to receive a marketing grant from Destination Canada through Destination BC, and a Community Adaptation Grant from the Province of BC. Although we ended the year with stronger than expected MRDT revenue we were not confident that this would occur until summer revenues started to be received in October and November.</p> <p>The grants allowed us to operate with confidence. We utilized this funding to:</p> <ul style="list-style-type: none"> • update and bolster our assets • conduct responsible travel messaging – billboards, brochure distribution • improve website content/functionality • develop and execute our fall/winter media strategy • support Indigenous visitor experience improvements

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

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

Appendix A

Section 1: MRDT activities, tactics, outcomes, key learnings

2021 One-Year Tactical Plan Annual Report								
Major Category	2019-2022 Goals	2021 Strategies	Tactics	2021 Objectives	2021 Results (Outputs & Outcomes)	Timeline/Audience	Key Learnings	
Governance & Corporate Responsibility	Financial Stability and transparency	1	documentation available to members	make reports, plans, society documentation and current industry statistics available to members on tourismtofino.com	data dissemination	complete	Timing: Jan - Dec Audience: Local (members, community, District of Tofino) Accurate data is required to inform planning for Tourism Tofino, members, municipality. This documentation also provides our community with information on our short and long-term objectives, MRDT regulations, our financial position and links to a variety of research sources including Destination BC and Destination Canada. Distribution of information on our activities, industry trends and resources is an important communication strategy and links members to the provincial tourism landscape Strategic plan development consisted of gathering feedback from 60 members and residents through 6 virtual workshops. Much of the feedback can be seen in our plan.	
	Operational excellence	2	utilize Canadian accounting standards	conduct audit	clean audit	complete		
	Engaged Board of Directors	3	annual report to members at AGM	review activities, results and financial statements with members at AGM	20% voting members attending	17%		
		4	maintain member communication platform	produce regular posts with information of value to members	50 posts	77		
		5	annual member survey	Board of Directors conducted individual surveys with members via phone, zoom or in-person	50% completion	55%		
					65% satisfaction rate with MRDT spending	65%		
					80% members value TT as important	71%		
		6	organized and productive Board	continue to support Board development	number of nominees	8 nominees for 6 positions		
		7	NEW: develop 2022 - 2027 Strategic Plan	update Strategic Direction		completed April 2021 - 60 stakeholders participated		
8	NEW: conduct 2022-2027 MRDT renewal process	prepare MRDT renewal application		District of Tofino lead this process - application submitted February 2022				
9	NEW: community communication plan	implement community engagement and education process	improved District and community support for Tourism Tofino	Item delayed until after MRDT renewal process completed - mid 2022				
Marketing	Increase overnight visitation during the spring, fall and winter	1	infuse consistent brand positioning throughout all initiatives	Paid Advertising: implement integrated leisure digital advertising, social media, content, and paid and organic search strategy	3% Mar - Jun occupancy increase	135.9% increase (closed Mar - May in 2020)	Timing: Sept - Nov Audience: BC, AB Note: due to non-essential travel restrictions advertising only executed in fall 2021 Due to the pandemic and resulting non-essential travel advisories, very little marketing was conducted between January - June and with summer bookings being strong there was no need to advertise in July and August. Organic social media continued to provide travel inspiration. Marketing ran September - November to generate fall and winter business We don't know why our engagement dropped so significantly and are currently investigating this and talking to other DMOs. Difficult to co-ordinate with travel restrictions	
	Jul - Aug occupancy stable				15.1% increase			
	Protect current levels of summer business	2	utilize targeted methods to inspire new and return visitors, and generate brand advocacy	primary geographic markets as determined by short-haul drive, non-stop air routing and audiences that align with brand framework and community values	2% Sept - Nov occupancy increase	10.7% increase		
					2% Dec 2020 - Feb 2021 occupancy	41.6% decrease		
		3	intensify focus on increasing non-peak and mid-week business (Oct - May)	implement meetings advertising; continue to support non-peak events, begin to research potential for adult education sector				
		4	work with industry partners (TVI, DBC, DC) to expand reach and increase exposure in long-haul domestic, US and international markets	increase exposure for arts, culture and heritage within destination brand				
					leverage partner relationships for increased reach with focus on spring/fall travel			
				Social media marketing:				
				increase followers and engagement	15% increase in social media followers & engagement for each of Instagram and Facebook	IG: followers + 5.1% IG: engagement -36% FB: followers +3.2% FB: engagement -62%		Timing: Jan - Dec Audience: BC, AB
				cultivate content with brand ambassadors and niche		delayed		
				Media Relations (earned advertising):				Timing: Sept - Oct Audience: National
				identify, pitch and host travel media that align with target markets/experiences	25 journalists hosted (TT generated) 35 placements (TT generated)	1 (only Sept/Oct available to host) 31 (article placed in papers nationally)		
			collaborate with TVI, DBC, DC and members on media hosting					

Major Category	2019-2022 Goals	2021 Strategies	Tactics	2021 Objectives	2021 Results (Outputs & Outcomes)	Timeline/Audience	Key Learnings
			Website: website design and functionality improvements ongoing content updates and enhancements	10% increased users	10.7% increase in users	Timing: Jan - Dec Audience: all users	
			Non-peak, mid-week experience development: build meetings co-op program	6 members participate	member sign-up delayed to Jan 2022	Timing: Oct - Dec Audience: BC, AB, ON meeting planners	Marketing to the small meetings & retreats sector is new for Tourism Tofino. It has been identified as a means to generate non-peak and mid-week stays which will disperse visitors throughout the non-peak times and provide more economic sustainability for businesses - become less summer reliant.
			Festivals/Events: provide marketing grants to festivals fulfilling application requirements	100% of grant funds distributed	35% of funds distributed due to cancellation of several events	Timing: May - Oct Audience: in-market visitors	Many of our events did not run in 2021 due to COVID, however we were able to assist some with virtual and outdoor executions.
Visitor Services	Increase visitor spending, longer stays and repeat visits	1 improve VC staff retention year over year 2 increase product knowledge training 3 grow retail sales to support Visitor Centre operations 4 activate and program Visitor Centre 5 conduct social media visitor outreach	outreach with residents, First Nations increase member FAMs refine visitor centre retail program using branded merchandise and local artisan products special events, displays, artisans proactive social media inquiry servicing, community engagement & information dissemination	70% local staff 20 member FAMs 10% revenue increase over 2019 10% increase in visitors over 2019	75% 15 member FAMs 53% increase over 2019 decrease of 25.2% over 2019; increase of 46.9% over 2020	Timing: Jan - Dec Audience: In-market visitors	Our new centre opened in June 2019 and so we have not had a "normal" operating year yet. It's been difficult to budget and plan so here's hoping that 2022 will be our first "normalish" operating year.
Destination & Visitor Experience Management	PROJECT: Construct an inspiring and productive Visitor Centre PROGRAM: Build knowledge with seasonal staff and visitors about local values and expected behaviours PROGRAM: Support experience enhancement and development	1 Visitor Centre completed in 2019 1 sponsor the Tofino Ambassador Program 2 build and provide easy-to-use seasonal staff on-boarding tools 3 educate visitors on destination values, behaviours and Tofino regulations including water restrictions 1 support festivals, events, and arts and cultural product development in partnership with DoT 2 support shuttle bus service 3 NEW: PRODUCT DEVELOPMENT: arts, culture, heritage	support with funding distribute seasonal staff welcome videos to members for their use with staff on-boarding Welcome Brochure and Tips/regulations flat sheet; Every Drop of Water Counts distribute welcome video for accommodations to utilize with bookings - what to expect, local values, regulations provide funding for capacity building, development and administration (pay 1/3 of District staff salary to carry out this strategy) provide funding for shuttle bus branding, bus stop signs, schedule creative development, communication and local advertising support the development of a Public Art Map and Downloadable Self-Guided Audio Tour	completed 2019 40% of members using 40% of accommodation members using provide funding provide funding provide funding	completed 2019 complete - annual commitment estimated 50% - 60% of hotel/resort accommodations using these tools on a regular basis. Strong uptake on use of Welcome to Tofino and Seasonal Staff On-boarding video by members. funding for this position continued in 2021 provided funding for bus wrap and tech support for schedule map and guided tour not completed by the Tofino Arts Council in 2021. Tourism Tofino provided funding for the project and is expecting it to be completed in early 2022.	Timing: May - Jun Audience: Seasonal staff Timing: Apr - May Audience: members, seasonal staff, visitors Timing: Jan - Dec Audience: festivals/events, artists, performers Timing: June Audience: visitors Timing: Jan - Apr Audience: visitors Note: app not completed by Tofino Arts Council in 2021	The videos that we have created have been very well received and a means to communicate our community values and expectations of respectful, mindful and responsible living and visiting. staff and visitors. We have several other tools that help members communicate with their guests consistently such as our water conservation program, and tips and regulations information. The shuttle bus reduces traffic congestion and is a valued service in Tofino but visitors and also staff who use it to get to work. Work has progressed slowly on this project. Tourism Tofino is a funder only and we expect the project to be completed in early 2022.

Major Category	2019-2022 Goals	2021 Strategies	Tactics	2021 Objectives	2021 Results (Outputs & Outcomes)	Timeline/Audience	Key Learnings
		4 NEW: PRODUCT DEVELOPMENT: Indigenous experiences	facilitate and support TFN experience development	start planning of 1 new visitor experience	funding provided to the Tla-o-qui-aht First Nation Guardians for maintenance of the Big Tree Trail and eventual development of an interpretive guide program.	Timing: Jan - Dec Audience: TFN, visitors	We are thrilled with our first Indigenous tourism experience project and the support that we have been able to provide to the Tla-o-qui-aht Guardians. This has resulted in one of our prime attractions - The Big Tree Trail - being well maintained.
	Be an informed tourism community	1 conduct tourism research to inform decision-making and communicate the value of tourism	collect and disseminate industry research to members and communicate the value of tourism	informed industry	on-going - occupancy polls conducted to provide businesses with forward-looking data to assist with planning during COVID.	Timing: Jan - Dec Audience: members, community	
Collaboration & Strategic Alliances	Collaborate and co-ordinate tourism development and management with DoT and members	1 participate in Tourism Master Plan and other tourism related initiatives	as needed	n/a	ongoing	Timing: Jan - Dec Audience: community, members, visitors	As we continued to deal with COVID throughout the year, collaboration and communication continued to be extremely important. Our team was very active with visitors, members, local governments and other committees as we all navigated another year. We continued to rely heavily on Destination BC as our source for COVID information and messaging - thank you!
	Support TIABC, Chamber of Commerce on tourism advocacy issues	2 engage on issues and requests for support	as needed	n/a	ongoing		
	Share and align with TVI, DBC, DC	3 work together for greatest positive results	share content and tactics	n/a	ongoing		

Appendix B:

Section 1: MRDT Outputs

Tourism Tofino 2021 Performance Output Measures	
	2021 Year End
Earned Media	
Journalists hosted: Tourism Tofino generated	1
Placements: Tourism Tofino Generated	31
Reach: Tourism Tofino generated	15,719,788
Equivalent Advertising Value: Tourism Tofino Generated	\$ 130,893
Assists: fact checks, images provided, updates, assist partner/member media visits	45
Advertising & Promotion	
Total investment (media buy)	\$ 146,837
Advertising impressions	22,889,223
Website	
Users	654,791
Sessions (visits)	744,571
Number page views	2,187,455
# Organic search	437,592
# Paid search (Google Adword grant)	53,948
% Other	
Direct	10.5%
Referral	3.0%
Social	2.1%
Display	1.1%
Other	0.0%
Engagement	
Instagram followers	96,344
Instagram likes/comments/shares	181,067
Facebook followers	36,117
Facebook likes/comments/shares	65,100
Twitter followers	13,097
Visitor Services	
# visitors - Visitor Centre	43,506
Inquiries (phone, e-mail, social media)	6,566
Retail Revenue (gross)	\$ 144,816
MRDT Revenue	
MRDT Revenue 2%	\$ 1,321,196
MRDT Revenue 0.8%	\$ 528,476
Total MRDT	\$ 1,849,672

Appendix 2.1 Financial Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually in the form of a Financial Report **by May 31 of each year**.

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

Please do not add lines or customize this template as the data has to be consistently consolidated across all 60+ designated accommodation areas. Please use the "Other" sections to describe any significant items not listed.

Designated Recipient:	<u>District of Tofino</u>
Designated Accommodation Area:	<u>District of Tofino</u>
Date Prepared:	<u>30-Mar-22</u>
MRDT Repeal Date (if applicable):	<u>1-Jun-22</u>
Total MRDT Funds Received:	<u>\$ 1,936,025.00</u>
Year Ending:	<u>31-Dec-21</u>

Section 1: MRDT Budget Variance Report

Designated recipients must complete the table as provided below. Refer to Appendix 2.3 for further expense line item

Revenues (MRDT and Non MRDT)	Budget \$	Actual \$	Variance
Starting Carry Forward (All Net Assets Restricted and Unrestricted)		\$ 323,756.00	
General MRDT (net of admin fees)	\$ 1,583,729.00	\$ 1,849,673.00	\$ (265,944.00)
MRDT from online accommodation platforms (OAP)	\$ 265,000.00	\$ 86,352.00	\$ 178,648.00
Local government contribution	\$ -	\$ -	\$ -
Stakeholder contributions (i.e. membership dues)	\$ -	\$ -	\$ -
Co-op funds received (e.g. CTO; DMO-led projects)	\$ -	\$ -	\$ -
Grants - Federal (Canada Summer Jobs)	\$ 10,000.00	\$ 20,308.00	\$ (10,308.00)
Grants - Provincial (DBC Visitor Centre, Community Adaptation Grant)	\$ 25,000.00	\$ 172,300.00	\$ (147,300.00)
Grants/Fee for Service - Municipal	\$ -	\$ -	\$ -
Retail Sales	\$ 79,695.00	\$ 144,817.00	\$ (65,122.00)
Interest	\$ 720.00	\$ 294.00	\$ 426.00
Other (please describe): PST commission, rent recovery, DBC/DC marketing grant, Alacrity launch grant	\$ 80,455.00	\$ 85,752.00	\$ (5,297.00)
Total Revenues	\$ 2,044,599.00	\$ 2,359,496.00	\$ (314,897.00)
Expenses MRDT and Non-MRDT	Budget \$	Actual \$	Variance
Marketing			
Marketing staff – wage and benefits	\$ 187,047.00	\$ 186,646.00	\$ 401.00
Media advertising and production	\$ 357,335.00	\$ 404,904.00	\$ (47,569.00)
Website - hosting, development, maintenance	\$ 20,450.00	\$ 19,740.00	\$ 710.00
Social media (included in media advertising and production)	\$ -	\$ -	\$ -
Consumer shows and events	\$ -	\$ -	\$ -
Collateral production and distribution	\$ 8,000.00	\$ 835.00	\$ 7,165.00
Travel media relations	\$ 47,200.00	\$ 19,084.00	\$ 28,116.00
Travel trade	\$ -	\$ 144.00	\$ (144.00)
Consumer focused asset development (imagery, written content, video)	\$ 25,000.00	\$ 75,609.00	\$ (50,609.00)
Other (please describe) industry meetings, promo items, training and professional development	\$ 3,800.00	\$ 944.00	\$ 2,856.00
<i>Subtotal</i>	\$ 648,832.00	\$ 707,906.00	\$ (59,074.00)
Destination & Product Experience Management			
Destination and Product Experience Management Staff – wage and benefits	\$ 36,012.00	\$ 35,518.00	\$ 494.00
Industry development and training	\$ 15,000.00	\$ 10,000.00	\$ 5,000.00

Product experience enhancement and training	\$ 31,910.00	\$ 98,968.00	\$ (67,058.00)
Research and evaluation	\$ 6,597.00	\$ 5,950.00	\$ 647.00
Other (please describe)	\$ -	\$ -	\$ -
Subtotal	\$ 89,519.00	\$ 150,436.00	\$ (60,917.00)
Visitor Services			
Visitor Services - wage and benefits	\$ 186,074.00	\$ 195,787.00	\$ (9,713.00)
Visitor Services operating expenses	\$ 153,940.00	\$ 159,934.00	\$ (5,994.00)
Other (please describe) staff recruiting, advertising, promotional items	\$ 2,650.00	\$ 9,082.00	\$ (6,432.00)
Subtotal	\$ 342,664.00	\$ 364,803.00	\$ (22,139.00)
Meetings and Conventions			
Staff - wage and benefits	\$ -	\$ 0	
Meetings, conventions, conferences, events, sport, etc.	\$ -	\$ -	
Subtotal	\$ -	\$ -	\$ -
Administration			
Management and staff unrelated to program implementation - wages and benefits	\$ 78,716.00	\$ 71,726.00	\$ 6,990.00
Finance staff – wages and benefits	\$ 48,886.00	\$ 46,752.00	\$ 2,134.00
Human Resources staff – wages and benefits	\$ -	\$ -	\$ -
Board of Directors costs	\$ 5,000.00	\$ 5,336.00	\$ (336.00)
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	\$ 27,636.00	\$ 31,364.00	\$ (3,728.00)
Office lease/rent	\$ 8,680.00	\$ 6,301.00	\$ 2,379.00
General office expenses	\$ 77,172.00	\$ 40,197.00	\$ 36,975.00
Subtotal	\$ 246,090.00	\$ 201,676.00	\$ 44,414.00
Affordable Housing (if applicable)			
Funded by OAP Revenue	\$ 265,000.00	\$ 86,352.00	
Funded by General MRDT Revenues (if applicable)	\$ -	\$ -	
Subtotal	\$ 265,000.00	\$ 86,352.00	\$ -
Other			
All other wages and benefits not included above	\$ -	\$ -	\$ -
Other activities not included above (please describe) Visitor Centre Capital Project financed with 0.8% MRDT	\$ 452,494.00	\$ 528,478.00	
Subtotal	\$ 452,494.00	\$ 528,478.00	\$ -
Total Expenses	\$ 2,044,599.00	\$ 2,039,651.00	\$ (97,716.00)
Total Revenue Less Total Expenses (Surplus or Deficit)	\$ -	\$ 319,845.00	
Ending Carry Forward (Restricted and Unrestricted)	\$ -	\$ 643,601.00	

Section 2: Actual Spend by Market

Geographic Market	MRDT \$ by Market	% of Total \$ by Market
BC	\$94,381.00	64%
Alberta	\$52,456.00	36%
Ontario		0%
Other Canada (<i>please specify</i>)		0%
Washington State		0%
California		0%
Other USA (<i>please specify</i>)		0%
Mexico		0%
China		0%
UK		0%
Germany		0%
Australia		0%
Japan		0%
Other International (<i>Please specify</i>)		0%
Total	\$ 146,837.00	100%

By signing this form, you certify that the above information is an accurate representation of the actual tourism related expenditures for the jurisdiction defined under the terms of the Municipal and Regional District Tax. **Form MUST be signed by the Designated Recipient, not the service provider.**

Designated Recipient's Authorized Signing Authority Name

Designated Recipient's Authorized Signing Authority Title

Date

Designated Recipient's Authorized Signing Authority Signature

Appendix C



2022 Member Survey

Every year, Tourism Tofino surveys members to acquire valuable feedback about our programs and services.

The information gathered helps us learn more about your business priorities and informs our planning and tactics so that we can improve the services we provide to you and ultimately, your business results.

This survey consists of 9 questions and should only take a few minutes of your time. We would really appreciate receiving your feedback.

Question 1. Please select the primary industry of your business. **Place an 'X' beside answer** (select one).

- Accommodation _____
- Food and Beverage _____
- Transportation _____
- Artisan / Arts / Culture _____
- Tour operator / Guide _____
- Surf lessons/rentals _____
- Other retail _____
- Other (please specify) _____

Question 2. These last 2 years have been so challenging. How have you made out?

Question 3. What are your projections for 2022?

Question 4. What issues are you spending most of your time on now?

Question 5.

Tourism Tofino is contracted by the District of Tofino to deliver destination marketing and visitor services.

Most of its operating revenue comes from the Municipal and Regional District Tax (MRDT) which is collected by fixed-roof accommodation providers from their guests, remitted to the Province of BC who then sends it to the District of Tofino. The District of Tofino provides Tourism Tofino with its portion. Tourism Tofino uses it in accordance with the Province of BC's MRDT legislation and as approved by the Tourism Tofino Board, the District of Tofino and Destination BC.

For the period of 2017 – 2022 MRDT has been approved to be used for tourism marketing, programs and projects that contribute to the increase of local tourism revenue, visitation and economic benefits.

How aware are you of the following programs and services funded by the MRDT and delivered in 2021?

Place an 'X' in the applicable box.

	Not at all aware	Slightly aware	Somewhat aware	Aware	Very aware
1. Tourism Tofino conducts marketing designed to inspire people to travel to Tofino primarily in the winter, spring and fall (e.g., advertising, search engine optimization, travel article generation, events promotion)					

	Not at all aware	Slightly aware	Somewhat aware	Aware	Very aware
2. Tourism Tofino operates the new Visitor Centre to encourage more exploration and spending with our member businesses, longer stays, repeat visits					
3. Tourism Tofino supports the development of the events, arts, culture and heritage sectors in partnership with the District of Tofino (providing funding to events and pay portion of District's Culture and Events Programmer's salary)					
4. Tourism Tofino supports product/experience development (specifically, provided funding in 2021 to the Tofino Arts Council for a public art tour app and funding to TFN for Big Tree Trail improvements)					
5. Tourism Tofino conducts and shares tourism-oriented research (e.g., economic impact of tourism study, occupancy statistics, other industry data)					
6. Tourism Tofino promotes responsible travel through the dissemination of information about Tofino's values, environmental protection initiatives, and regulations (Welcome brochure, video, billboards, website, branding)					
7. Tourism Tofino contributes to community well-being and environmental protection (e.g., coordinate weekly summer Chesterman beach cleans and encourage visitors to join in, Ocean Friendly certified Visitor Centre)					

Question 6.

How satisfied are you with the spending of MRDT funds by Tourism Tofino, as approved by the governing bodies mentioned in Question 5, to support your business and the local tourism economy?

Are you Extremely dissatisfied, Dissatisfied, Neither satisfied nor dissatisfied, Satisfied or Extremely satisfied? **Place an 'X' beside answer.**

- Extremely dissatisfied _____
- Dissatisfied _____
- Neither satisfied nor dissatisfied _____
- Satisfied _____
- Extremely satisfied _____

If "Dissatisfied" or "Extremely Dissatisfied" please explain why:

Question 7.

How important to your business success are Tourism Tofino's activities?

Are they Extremely unimportant, Unimportant, Neither important nor unimportant, Important or Extremely important? **Place an 'X' beside answer.**

- Extremely unimportant _____
- Unimportant _____
- Neither important nor unimportant _____
- Important _____
- Extremely important _____

Question 8.

On tourismtofino.com, in the 'About Us' section, there is information on Tourism Tofino's plans and strategies, audited financial statements, tourism research and statistics and links to other industry resources, funding sources, information on MRDT and more. Are you aware of this?

Place an 'X' beside answer.

Yes _____

No _____

Question 9.

How can Tourism Tofino better support your business?

Thank you very much for completing this survey.

Appendix C

2022 Member Survey - List of members with opportunity to complete survey

* list of respondents not available as process anonymous

	Member Business Name
1	A Wave Away
2	Adventure Tofino Wildlife Tours
3	Aeriosa Dance Society
4	Al'oha
5	Angler's Inn
6	Atleo River Air Services
7	Babysitting Tofino
8	Basic Goodness
9	Beach Break Lodge B&B
10	Beaches Grocery
11	Bella Pacifica Campground
12	Best Western Tin Wis Resort
13	Big Daddy's Fish Fry And Take Out
14	Blue Bear B & B
15	Blue Crush Concierge Inc
16	Bravocados
17	Candy Jar, The
18	Caravan Beach Shop
19	Carving Shed at the Wick Inn, The
20	Chahayis Ocean on the Beach Retreat
21	Chesterman Beach B & B
22	Chesterman Hideaway
23	Chirpz Chicken
24	Chocolate Tofino
25	Christen Dokk Smith
26	Clarity Apothecary
27	Clayoquot Cedar House
28	Clayoquot Connections Tours
29	Clayoquot Ventures Guide Service
30	Clayoquot Wild Tours
31	Coastal Bliss Yoga Inc.
32	Coastal Charters
33	Cobble Wood & Bird Sanctuary Guest Houses
34	Commonloaf Bake Shop
35	Cox Bay Beach Resort
36	Creative Tofino
37	Crystal Cove Beach Resort
38	Daylight Cannabis
39	Dolphin Motel
40	Drift Moto & Surf
41	Duffin Cove Oceanfront Lodging
42	Elope Tofino
43	Esther Celebrini
44	Factory Tofino, The
45	Fish Store, The
46	Float On Tofino
47	Gaia Grocery

48	Gold Coast Retreat
49	Habit Clothing
50	Harbour Air Seaplanes
51	Hilltop Haven
52	Himwitsa Lodge
53	Hotel Zed Tofino
54	Hummingbird House
55	Inn @ Tough City
56	Jamie's Whaling Station
57	Jeremy Koreski Gallery
58	LA Grocery
59	Lil' Ronnie's Backyard BBQ
60	Live To Surf - The Original Tofino Surf Shop
61	Long Beach Campground
62	Long Beach Lodge Resort
63	Long Beach Nature Tour Company
64	Long Beach Surf Shop
65	LoveCraft Gallery
66	Lux.Tofino
67	MacKenzie Beach Resort
68	Maq Hotel, The
69	Mark Hobson Gallery
70	Meares Retreat Waterfront B & B
71	Meares Vista Inn
72	Merge Curated Goods
73	Mermaid Tears Tofino Jewelry
74	Method Marine Supply
75	Middle Beach Lodge
76	Morgan McIntosh RMT
77	Naas Foods
78	Neill Street House
79	Northwest Ocean Adventures
80	Ocean Outfitters Ltd
81	Ocean Village Beach Resort
82	Octopus Event Promotions
83	On the Beach Motion Pictures
84	Ouest Artisan Patisserie
85	Pacific Coast Retreats
86	Pacific Coastal Airlines
87	Pacific Rim National Park
88	Pacific Rim Navigators
89	Pacific Sands Beach Resort
90	Pacific Surf School
91	Paddle West Kayaking Ltd.
92	Paul Levy Photo
93	Pharmasave Health Centre (Epic)
94	Picnic Charcuterie
48	Gold Coast Retreat

49	Habit Clothing
50	Harbour Air Seaplanes
51	Hilltop Haven
52	Himwitsa Lodge
53	Hotel Zed Tofino
54	Hummingbird House
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87	Pacific Rim National Park
88	Pacific Rim Navigators
89	Pacific Sands Beach Resort
90	Pacific Surf School
91	Paddle West Kayaking Ltd.
92	Paul Levy Photo
93	Pharmasave Health Centre (Epic)
94	Picnic Charcuterie
95	Rare Earth Wedding & Events
96	RedCan Gourmet
97	Remote Passages Marine Excursions
98	Rhino Coffee Shop
99	Roy Henry Vickers Gallery
100	Rubio

101	Sacred Stone Spa
102	Sand Dollar Guest House
103	Shelter Restaurant
104	Slack Tide Inn
105	SOBO Restaurant
106	Sound Skin Care
107	Specifically Pacific Designs
108	Spindrift
109	Stay Tofino
110	Stillwater Massage
111	Storm Bay B & B
112	Storm Surf Shop
113	Summer Hill Guest House
114	Surf Sister Surf School Ltd.
115	SurfGrove
116	Swell Paddle & Surf Tofino
117	Tacofino Cantina
118	Tarot Readings by Tegan
119	The West Coast Nest
120	Tiki Bus Transportation Company
121	Tofino Air
122	Tofino Beach Collective
123	Tofino Bike Co.
124	Tofino Brewing Company
125	Tofino Carriage House
126	Tofino Cedar Home
127	Tofino Coffee Roasting Co.
128	Tofino Consumers Co-op (Grocery)
129	Tofino Distillery
130	Tofino Electric Bikes Inc
131	Tofino Fish Guides Ltd
132	Tofino Harbourview Motel Ltd (Tofino Motel)
133	Tofino Heron Cottage
134	Tofino Hobbyist
135	Tofino Hot Sauce Company
136	Tofino Hummingbird Cottage
137	Tofino Licks
138	Tofino Mobile Massage
139	Tofino Paddle Surf
140	Tofino Panorama
141	Tofino Resort + Marina
142	Tofino Sea Kayaking
143	Tofino Surf Adventures
144	Tofino Surf School
145	Tofino Swell Lodge
146	Tofino Taxi
147	Tofino Vacation Rentals
148	Tofino Water Taxi
149	Tofino Waterfront Eco Condo
150	Tofino Woodworks
151	Tofino Yoga
152	Tofitian Café

153	Tonquin Beach Nest
154	Treehouse Gift Co
155	Tuff City Saunas
156	Tuff City Squeeze
157	Tuff Town Design
158	Two Trees Home & Gift
159	ViewWest Vacation Rentals
160	Vista Hermosa
161	Walker E-Bike Tours
162	West Coast Aquatic Safaris
163	Whale Centre, The
164	Whalers on the Point Guesthouse, HI
165	Whimbrel Cabin in the Cedars, The
166	Whistle!
167	Wickaninnish Inn
168	Wild Coast Wedding Photography
169	Wild Light Tofino Guest House
170	Wild Origins
171	Wildpod Glamping
172	Wildside Grill
173	Wolf in the Fog
174	Zoe's at North beach

Appendix C

2022 Member Survey - Aggregated Results

# and % Respondents			
Year	# Respondents	% of Total	Comments
2022	93	53	Total potential surveys = 174. Voting members only. Survey conducted by Directors of the Board - most by phone. MRDT use for waste water treatment plant less of issue as local decision process complete. Direct contact by Directors resulted in excellent completion numbers.

Respondent Categories									
Year	% Accommodation	% Food & Beverage	% Transportation	% Artisan/Arts/Culture	% Tour operator/guide	% Surf lessons/rentals	% Other retail	% Other	Comments
2022	36	18	4	11	10	5	9	7	more diverse survey sample. Much more participation from F&B sector

Q. How satisfied are you with the spending of MRDT funds by Tourism Tofino to support your business & the local tourism economy?				
Year	% Extremely dissatisfied or dissatisfied	% Neither satisfied nor dissatisfied	% Satisfied or extremely satisfied	Comments
2022	9	30	61	'dissatisfied' dropped, 'satisfied' increased over 2020 but not yet back at 2019 levels. 'Neither dissatisfied or satisfied' category remains large at 30%. We need to do a better job building more understanding of our strategies with members, and how MRDT investments not only make their cash registers ring but are also being used to support development and management.

Q. How important to your business success are Tourism Tofino's activities?

Year	<i>% Extremely unimportant or unimportant</i>	<i>% Neither important nor unimportant</i>	<i>% Important or extremely important</i>
2022	9	20	71

Q. How aware are you of the following:

1. Tourism Tofino conducts marketing designed to inspire people to travel to Tofino primarily in the winter, spring & fall

Year	<i>% Not at all Aware</i>	<i>% Slightly or Somewhat Aware</i>	<i>% Aware or Very Aware</i>
2022	2.2	15	83

2. Tourism Tofino operates the new Visitor Centre to encourage more exploration & spending with our member business, longer stays, repeat visits

Year	<i>% Not at all Aware</i>	<i>% Slightly or Somewhat Aware</i>	<i>% Aware or Very Aware</i>
2022	2	12	86

3. Tourism Tofino supports the development of the events, arts, culture and heritage sectors in partnership with the District of Tofino

Year	<i>% Not at all Aware</i>	<i>% Slightly or Somewhat Aware</i>	<i>% Aware or Very Aware</i>
2022	23	26	52

4. Tourism Tofino supports product/experience development

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware
2022	9	30	61

5. Tourism Tofino conducts and shares tourism-oriented research

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware
2022	10	15	75

6. Tourism Tofino promotes responsible travel through the dissemination of information about Tofino's values, environmental protection initiatives, & regulations

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware
2022	5	12	83

7. Tourism Tofino contributes to community well-being and environmental protection (i.e. co-ordinate beach cleans)

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware
2022	19	10	71