

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

Designated Accommodation Area: District of Tofino

Report Completed: May 2023

Reporting period: Jan 1- Dec 31 – 22

***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	\$2,774,601
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"> • Member updates and engagement via Industry News blog and email notifications (minimum 3 times per month) • Direct e-mails to members for time-sensitive information or requests • Quarterly survey of accommodation partners for occupancy forecasts that are inputted into marketing efforts • Annual General Meeting held in March 2022 virtually – opportunity for members to ask questions and engage with Tourism Tofino board and staff • Two public presentations to District of Tofino council in 2022 • Ongoing meetings with members throughout the year
Stakeholder Satisfaction	<ul style="list-style-type: none"> • Member survey conducted in April-May 2023 to assess Tourism Tofino’s 2022 activities, member awareness of these activities, and the level of satisfaction with the use of MRDT funds. • Survey was conducted by our board of directors and the Executive Director by phone, in-person meetings, or Zoom calls. This allowed the opportunity for board directors to engage directly with members, build relationships, talk about the industry at large, and answer questions specific to Tourism Tofino operations. Members had the option of keeping their responses anonymous if they wished. • The survey format and questions were the same as used in last year’s survey – as approved by Destination BC. • See Appendix C for a copy of the survey questions, a list of members who were asked to respond to the survey, and the aggregated results of the survey.
Community Collaboration	<ul style="list-style-type: none"> • Regular meetings and communication with the District of Tofino council and staff – shared District messaging and communication priorities • Regular meetings with local non-profits and community groups including the Tofino Chamber, Tofino Arts Council, Tla-o-qui-aht First Nation, Surfrider Pacific Rim, Raincoast Education Society, and others • Collaborative co-op programs launched with members in 2022 – workforce attraction campaign and meetings/incentive travel campaign • Collaborated with local member businesses with the last-minute booking program on our website to fill vacancies for accommodation partners and tour operators • Participated in regular roundtables and industry meetings held by regional and provincial partners like 4VI, Destination BC, BC DMO Association, TIABC, and others • Regular contact with other community DMOs to share best practices and identify opportunities including with Tourism Ucluelet

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"> • Regularly referred to provincial plans such as the Province’s “Strategic Framework for Tourism 2022-2024” and Destination BC’s strategic and regional plans, research and resources • Attended many provincial meetings and conferences including the BC Tourism & Hospitality Conference, and Destination BC marketing and planning sessions • Collaborated with 4VI, Destination BC, Indigenous Tourism BC, and Destination Canada to share content, plan media trips and align efforts • Leverage Destination BC marketing and social media
Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities	<ul style="list-style-type: none"> • Tourism Tofino does not generally attend travel trade shows or generate our own travel trade leads, however we do assist with the coordination and hosting of trade FAMs held by 4VI or Destination BC. • Travel media outcomes for 2022 and included in Appendix a and B

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 sector co-op programs in 2022 but is actively looking at this for 2023.</p> <p>We did run two co-op marketing campaigns locally with our members and leveraged their funds with our own to maximize reach for the workforce attraction campaign and the meetings/incentive travel campaign.</p>

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

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

Appendix A

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

Major Category	2022 - 2027 Strategies		2022 One-Year Tactical Plan Annual Report						
			2022 Tactics/Outputs	2022 Objectives/Outcomes	2022 Results	Timing/Audience	Key Learnings		
Marketing <i>(includes Leisure, Meetings, Conventions and Events marketing)</i>	1	inspire new and return leisure visitors	Leisure and Meetings paid advertising: implement integrated fall, winter & spring leisure advertising, social media, content, and paid and organic search strategy (non-peak: Oct - May)	occupancy rates for Jan-May & Oct-Dec at 2019 levels	Occupancy rates for Jan-May 2022 higher than 2019. Occupancy rates were higher in 2022 compared to 2019 in Oct, but were down on 2019 in Nov and Dec.	Timing: Jan - Dec Primary: BC, AB, WA leisure travellers and meeting planners	Tourism Tofino's full marketing program was able to return in 2022 after two years of impacts from COVID-19. Tofino had record-breaking levels of occupancy between January and May due to pent-up demand and increased marketing activity in BC and Alberta. Occupancy was strong in peak summer, as expected, with no need for paid advertising for this period. Occupancy softened in the back half of 2022 as economic headwinds took hold on consumer spending. Tourism Tofino could have identified this earlier and pivoted marketing campaigns for fall and winter, but this was difficult to accomplish without an Executive Director in place between June and November. The first ever meetings and business incentive travel co-op campaign with 7 of our members was successful in raising awareness and driving lead nights in this space.		
	2	develop meetings and retreats sector as driver of mid-week, non-peak stays	implement meetings marketing and sales activities including a member co-op program (non-peak, mid-week)	6 participating members	7 participating members in meetings co-op program in 2022.				
	3	elevate environmental and cultural understanding	bolster indigenous culture messaging in consultation with area First Nations		Tourism Tofino continued to engage the Tla-o-qui-aht First Nation on how we can collaborate on raising awareness of their culture and territory. We hope to see more concrete action coming out of this engagement in 2023.			Growth: Eastern Cdn, US, Intl through partners	
	4	collaborate with First Nations to increase awareness of their territories and visitor experiences							
	5	promote air, shuttle and bicycle transportation options for travel to and within Tofino	collaborate with airlines, airport, members, District of Tofino to reduce vehicular traffic		Continue to be engaged in local transportation conversations and efforts to encourage active transportation.				
	6	work with industry partners to expand reach and increase exposure in long-haul domestic, US and international markets	leverage partner relationships for increased reach with focus on fall, winter & spring travel		Continue to regularly engage with Destination BC and Destination Canada's marketing teams and strategy to leverage long-haul travel.				
				Social media marketing: increase followers and engagement		10% increase over 2021 in followers and engagement for Instagram and FaceBook Instagram: Followers up by 2.4% Instagram: Engagement down by 43.9% Facebook: Followers up by 4.1% Facebook: Engagement up by 35%	Timing: Jan-Dec Primary: BC, AB, WA Growth: Eastern Cdn, US, Intl through partners	Engagement with organic posts on Instagram continues to be challenging as more users engage with Instagram Stories and use the app more like TikTok in that way. Followings are still increasing on both platforms but not to the pace we had hoped.	
				cultivate content with brand ambassadors and niche experts		Continue to evaluate ambassadors and influencers on a case-by-case.			
				Media Relations earned advertising: identify, pitch and host travel media that align with target audience, markets and experiences		25 journalists hosted (TT generated) 35 placements (TT generated)	5 journalists hosted that were generated by Tourism Tofino, with 205 hosting/media assists generated by partners. 46 placements generated by Tourism Tofino including a widely-shared piece in Time magazine.	Timing: Jan-Dec Primary: Canadian, US & Intl journalists	Media interest in Tofino definitely picked up in 2022 after a period where it was difficult to host in-person media due to COVID-19. While our goal for hosting journalists may have been a little ambitious given our capacity, we were able to secure excellent media coverage that aligned with our target audience.
				Website: website design and functionality improvements		5% increased users over 2021 There was a modest 1.5% increase in website users in 2022 (664,479) over 2021 (654,791).	Timing: Jan-Dec Primary: Visitors	Website continues to perform well but is in need of a major redesign - actively working on this 2023/24 to better support visitors with inspiration and trip planning.	
				ongoing content updates and enhancements					
				Festivals/Events: support non-peak festivals and events marketing with funding		TTEMS fully subscribed The Tourism Tofino Events Marketing Support Program (TTEMS) supported 11 events in 2022.	Timing: Oct-May BC, AB, WA	Tourism Tofino was happy to support the return of many of the region's key events and festivals that drive visitation in non-peak times.	
	Meetings, Conventions, Events & Sport	1	Included in Marketing section						
	Visitor Services	1	have highly skilled and knowledgeable Visitor Services staff	conduct staff FAMs, provide general product and destination knowledge including cultural heritage and area history		Visitor centre staff taken on several FAM trips and put through the West Coast Ambassador Program	Timing Jan - Dec Primary: visitors	The Tofino Visitor Centre saw a 36.7% increase in the number of visitors that engaged with our staff with almost 60,000 visitors engaged. We continue to try to raise the profile of the relatively-new Visitor Centre and drive visitors there. This increases our opportunity to influence their behaviour both in terms of spend and being respectful in the destination. Having a mobile downtown presence worked great this summer with the removal of COVID restrictions.	
2		enhance exposure of non-peak experiences	increase non-peak visuals within Visitor Centre		Used TV displays in Visitor Centre to feature non-peak experiences				
3		increase visitor touchpoints	operate mobile centre in the Village during summer months		Mobile visitor information was provided in the downtown core in peak summer				
4		increase destination and First Nations education and interpretation within Visitor Centre	work with Tla-o-qui-aht to provide cultural training to Visitor Centre team		Continue to engage Tla-o-qui-aht First Nation to identify opportunities in Visitor Services				
5		feature locally produced products in retail mix	continue to feature local artisan products in Visitor Centre		Featured local artists in gift shop				

		2022 Tactics/Outputs	2022 Objectives/Outcomes	2022 Results	Timing/Audience	Key Learnings	
Destination & Product Experience Management	1	add product development expertise to facilitate enhanced and new experiences including: eco-tourism, adult education, arts/culture/heritage/culinary, health and wellness and Indigenous experiences	no action in 2022		N/A	2023	Building capacity in Tourism Tofino to address this in 2023.
	2	continue to support Indigenous experience development	continue to support the Tla-o-qui-aht Tribal Parks Allies program	Guardians guiding groups visiting the Big Tree Trail	Tourism Tofino continued to promote the Tribal Parks Allies program and its outcomes including the Big Tree Trail	Timing: May - Sept Primary: visitors	Engaging with the Tla-o-qui-aht First Nation on Indigenous experience development is slow-moving due to relationship building that needs to happen first, and capacity.
	3	develop and implement plan to re-invigorate non-peak festivals and events	inventory events, identify gaps and opportunities		Tourism Tofino engaged event planners in 2022 through the TTEMS program and received feedback on additional marketing support needed to re-establish sector.	Timing: Feb - Jun Primary: event planners	While Tourism Tofino actively engaged events in 2022 to identify opportunities, many events returned to the calendar on their own due to increased certainty and lifting of restrictions. Tourism Tofino continues to support events outside of the peak tourism season.
	4	continue to develop education approaches that encourage responsible travel and expected behaviour with visitors, business and seasonal staff	update and distribute current tools including: Welcome Brochure and video, seasonal staff onboarding video, website tips & regulations, Every Drop of Water Counts, billboards		Tourism Tofino again prioritized educational messaging to encourage responsible tourism to the area including refreshed creative for billboards and other collateral.	Timing: Jan - Dec Primary: visitors, members and their staff	Tourism Tofino continues to see the need for increased responsible visitor messaging and is actively engaging Tla-o-qui-aht First Nation to establish authentic Indigenous-led messaging in this space including the new Isaak Pledge developed by Tla-o-qui-aht. We will be building on this new type of responsible visitor messaging in 2023.
	5	collaborate with local organizations to expand visitor participation in volunteer conservation/regeneration programs	promote scheduled opportunities conducted by local organizations through website, social media and Visitor Centre		Continued to host weekly beach cleans in the summer with Surfrider Pacific Rim and highlighted educational opportunities with Raincoast Education Society.	Timing: Apr-Dec Primary: visitors	The weekly summer beach cleans have been a huge success in engaging visitors in meaningful regeneration activities in Tofino. We are looking to build off this in future years in partnership with Tla-o-qui-aht Tribal Parks.
	6	implement collective destination approach to achieving a sustainable tourism certification	no action in 2022			2024*	Waiting for Tourism Master Plan before starting this process.
	7	co-ordinate seasonal staff recruitment campaign with members and collaborate with training providers to build local expertise	partner with members on campaign to generate interest in seasonal work	improvement over 2021 seasonal staff levels	Launched our first ever workforce attraction co-op campaign in Feb-Aprs to drive summer seasonal employment for our members. The campaign generated 13,028 views on the landing page with an average session duration of 4:30	Timing: Mar - Jun Primary: high school, college & university students, training providers	Strong results coming out of this first campaign with 14 members participating in a co-op for workforce attraction. Campaign copy was playful and targeted a different demographic to leisure campaigns - notably young people in Western Canada that live in university towns. Will continue this campaign in future years as members saw a lot of value.
	8	partner with the District of Tofino and First Nations on the development of a new 2024 Tourism Master Plan and other tourism related initiatives	no action in 2022		Agreement between parties to begin this process in 2023.	2023*	
	9	create opportunities for members to connect, share and learn from each other	determine effective mechanisms in 2022 and begin to implement in 2023		Hosted a Christmas mixer event for members to network in December 2022. Started to plan refreshed industry e-newsletter for members to launch in 2023.	Timing: Jun - Nov Primary: members	Networking event was popular and will definitely continue.
	10	seek opportunities to collaborate	maintain the 'Together Tofino' destination management committee	measurable outcomes still to be determined	Together Tofino destination management committee continued to meet in 2022.		Important to refresh this committee and reestablish goals of group in 2023 now that we have a new Executive Director. This group could also help inform the upcoming Tourism Master Plan.
	11	build support for tourism within community	improve local understanding of MRDT and RMI use (in collaboration with District)	reduction in mis-information	Continued to educate members in all contacts and in public presentations such as to the District of Tofino and the AGM. Plans to have educational pieces in new member e-newsletter launching in 2023.	Timing: Apr - Jun Primary: Tofino and area residents/businesses	Tourism Tofino members and the community at large still need additional knowledge and understanding around the MRDT, its limitations in use, and how it funds Tourism Tofino. This will be an ongoing effort.
	12	conduct effective and relevant member communication	maintain the timely distribution of pertinent information through the 'Industry News Blog'	80% open rate	Open rate was 74%. Staff are re-evaluating this communication tool with a view to turn it into a more conventional e-newsletter with more information, education and opportunities highlighted.	Timing: Jan - Dec Primary: members	Having a direct line to members to share important information remains critical, but staff have identified more that can be done to make the tool more user-friendly and engaging. Refreshed 'Community Tourism News' e-newsletter and blog to launch in 2023.
	13	support TIABC, TIAC, Chambers of Commerce and sector associations with advocacy	ongoing		Continued to engage in advocacy efforts and issues that were important to the sector in 2022. These included lending our voice to a crackdown on illegal backcountry camping, advocating for improved regional transit, and advocating for continued supports for the industry.	Timing: Jan - Dec Primary: members	Working on strengthening relations between Tourism Tofino and the Tofino Long Beach Chamber of Commerce at the local level by exploring opportunities like sharing office space and more regular board-to-board communication.
	14	participate actively with regional, provincial and national industry organizations	ongoing		Tourism Tofino continued to be an engaged partner with 4VI, Destination BC, TIABC, ITBC, Destination Canada, TIAC and others. Attended industry meetings and conferences.	Timing: Jan - Dec TT staff and Board	Tourism Tofino continues to get much value out of our partnerships with regional, provincial and national organizations. Of particular interest has been engaging more around Destination Management with these partners which is becoming more and more important in Tofino.

		2022 Tactics/Outputs	2022 Objectives/Outcomes	2022 Results	Timing/Audience	Key Learnings	
Administration	1	records and documentation available to members, community and governments	make reports, plans, society documentation and current industry statistics available to members on tourismtofino.com	clean audit	Completed a clean audit for 2022	Timing: Jan - Dec Primary: members, District of Tofino	Tourism Tofino continues its efforts to be a transparent, accountable and engaged organization that is valued by its members. There is still a lot of educational work to do to raise awareness in the community of what MRDT is, what it can be spent on, and how Tourism Tofino is successfully leveraging these funds. There are plans underway for 2023 to increase our outreach around this. member continue to be engaged as evidenced by the interest in joining the board of directors at the 2022 AGM.
	2	activities will support the community goals and objectives as stated in the Official Community Plan, Tourism Master Plan, and other municipally developed plans	Strategic Plan and annual Project Plans to contribute to fulfilment of objectives stated in District of Tofino developed plans and strategies	70% member satisfaction with MRDT investment (54% in 2020; 72% in 2019)	58% member satisfaction with MRDT spending for 2022, as per survey conducted in April-May 2023. Still working to recover 2019 levels.		
				78% members rate TT as a valuable organization for Tofino's tourism industry (76% in 2020)	Vast majority of members (91%) believe that Tourism Tofino's activities are at least somewhat important to their business in 2022.		
	3	have an engaged Board of Directors that provides oversight and strategic guidance	regular Board meetings	all positions filled	Conducted all regularly scheduled board meetings in 2022. Have a full board with 13 nominees running for 9 seats at the 2022 AGM held on March 28, 2023.		
	4	report to members annually at AGM	review activities, results and financials at AGM		2022 AGM held on March 28, 2023 attended by ~60 people.	Timing: Jan - Mar Primary: members, District of Tofino	Sold out AGM event in March 2023 - venues are a constraint in Tofino and we would like to be able to host bigger in-person AGMs moving forward. Reserves were adjusted in early 2023 to reflect new financial realities. Overall the organization is in excellent financial shape and is well-positioned to tackle current economic headwinds.
	5	utilize research and data for decision-making	access current destination level data and provincial, national and international travel research conduct fall visitor service		Constant collection, analysis and evaluation of travel research and data - ongoing. Did not complete in 2022 due to capacity.		
	6	implement financial and environmental sustainability measures throughout Tourism Tofino operations	build and maintain operating reserve fund build and maintain major repairs and maintenance reserve fund operate in environmentally sustainability manner	reserve at 15% of annual budget reserve at \$100,000 Ocean Friendly certified	Adjusted operating reserve to be 15% of 2023 projected revenue by board resolution. Increased this reserve to \$170,000 by resolution to better reflect actual repair and maintenance costs as building ages. Continue to hold certification.		
	7	conduct annual member survey	seek member feedback on performance	conduct survey	Annual survey of membership conducted in April-May of 2023 reflecting on 2022. 76 completed responses.	Timing: March Primary: members	Having board directors conduct these surveys with members in-person or on the phone results in great completion rates and the ability for the board to connect and build relations with members. Potential for members to not give fully honest responses if sitting with board director though - something to consider in future surveys.

* contingent on increased operating budget

Appendix B:

Section 1: MRDT Outputs

Tourism Tofino 2022 Performance Output Measures	
	2022 Year End
Earned Media	
Journalists hosted: Tourism Tofino generated	5
Placements: Tourism Tofino Generated	46
Reach: Tourism Tofino generated	73,555,449
Equivalent Advertising Value: Tourism Tofino Generated	\$ 670,310
Assists: fact checks, images provided, updates, assist partner/member media visits	205
Advertising & Promotion	
Total investment (media buy)	\$ 253,765
Advertising impressions	43,039,951
Website	
Users	664,479
Sessions (visits)	865,919
Number page views	2,018,504
# Organic search	384,386
# Paid search (Google Adword grant)	50,088
Engagement	
Instagram followers	98,666
Instagram likes/comments/shares	101,583
Facebook followers	37,729
Facebook likes/comments/shares	152,881
Twitter followers	13,135
Visitor Services	
# visitors - Visitor Centre	59,462
Inquiries (phone, e-mail, social media)	4,705
Retail Revenue (gross)	\$ 186,744

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:	District of Tofino
Designated Accommodation Area:	Distirct of Tofino
Date Prepared:	May-23
MRDT Repeal Date (if applicable):	01-Jun-27
Total MRDT Funds Received:	\$2,774,601
Year Ending:	31-Dec-23

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)		\$ 643,601.00	
General MRDT (net of admin fees)	\$ 1,693,972.00	\$ 2,628,217.00	\$ (934,245.00)
MRDT from online accommodation platforms (OAP)	\$ 200,000.00	\$ 146,384.00	\$ 53,616.00
Local government contribution	\$ -	\$ -	\$ -
Stakeholder contributions (i.e. membership dues)	\$ -	\$ -	\$ -
Co-op funds received (e.g. CTO; DMO-led projects)	\$ 9,000.00	\$ 10,150.00	\$ (1,150.00)
Grants - Federal	\$ 15,000.00	\$ 16,100.00	\$ (1,100.00)
Grants - Provincial	\$ 25,000.00	\$ 30,500.00	\$ (5,500.00)
Grants/Fee for Service - Municipal	\$ -	\$ -	\$ -
Retail Sales	\$ 90,395.00	\$ 207,000.00	\$ (116,605.00)
Interest	\$ 360.00	\$ 114.00	\$ 246.00
Other (please describe): Staff accomodation rent recovery	\$ 2,000.00	\$ -	\$ 2,000.00
Total Revenues	\$ 2,035,727.00	\$ 3,038,465.00	\$ (1,002,738.00)
Expenses MRDT and Non-MRDT	Budget \$	Actual \$	Variance
Marketing			
Marketing staff – wage and benefits	\$ 147,989.00	\$ 135,912.00	\$ 12,077.00
Media advertising and production	\$ 250,593.00	\$ 448,567.00	\$ (197,974.00)
Website - hosting, development, maintenance	\$ 20,600.00	\$ 16,956.00	\$ 3,644.00
Social media	\$ -	\$ -	\$ -
Consumer shows and events	\$ -	\$ -	\$ -
Collateral production and distribution	\$ 11,000.00	\$ 9,379.00	\$ 1,621.00
Travel media relations	\$ 41,350.00	\$ 34,920.00	\$ 6,430.00
Travel trade	\$ 1,000.00	\$ -	\$ 1,000.00
Consumer focused asset development (imagery, written content, video)	\$ 19,000.00	\$ 17,767.00	\$ 1,233.00
Other (please describe): Industry meetings, promo items, communication, training and professional development	\$ 4,240.00	\$ 540.00	\$ 3,700.00
Subtotal	\$ 495,772.00	\$ 664,041.00	\$ (168,269.00)
Destination & Product Experience Management			
Destination and Product Experience Management Staff – wage and benefits	\$ 69,370.00	\$ 51,637.00	\$ 17,733.00
Industry development and training	\$ 12,000.00	\$ 10,000.00	\$ 2,000.00
Product experience enhancement and training	\$ 70,600.00	\$ 48,098.00	\$ 22,502.00
Research and evaluation	\$ 20,160.00	\$ 15,040.00	\$ 5,120.00
Other (please describe): Postage, courier, distribution	\$ 400.00	\$ -	\$ 400.00
Subtotal	\$ 172,530.00	\$ 124,775.00	\$ 47,755.00
Visitor Services			
Visitor Services - wage and benefits	\$ 200,782.00	\$ 234,647.00	\$ (33,865.00)
Visitor Services operating expenses	\$ 111,863.00	\$ 122,557.00	\$ (10,694.00)
Other (please describe): Retail cost of goods sold, staff recruiting, advertising, promotional items	\$ 54,900.00	\$ 89,996.00	\$ (35,096.00)

Subtotal	\$ 367,545.00	\$ 447,200.00	\$ (79,655.00)
Meetings and Conventions			
Staff - wage and benefits	\$ 43,585.00	\$ 43,692.00	\$ (107.00)
Meetings, conventions, conferences, events, sport, etc.	\$ 64,200.00	\$ 61,041.00	\$ 3,159.00
Subtotal	\$ 107,785.00	\$ 104,733.00	\$ 3,052.00
Administration			
Management and staff unrelated to program implementation - wages and benefits	\$ 54,911.00	\$ 52,528.00	\$ 2,383.00
Finance staff – wages and benefits	\$ 45,210.00	\$ 32,203.00	\$ 13,007.00
Human Resources staff – wages and benefits	\$ -	\$ -	\$ -
Board of Directors costs	\$ 5,000.00	\$ 1,292.00	\$ 3,708.00
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	\$ 22,718.00	\$ 38,612.00	\$ (15,894.00)
Office lease/rent	\$ 9,478.00	\$ 9,074.00	\$ 404.00
General office expenses	\$ 70,301.00	\$ 133,197.00	\$ (62,896.00)
Subtotal	\$ 207,618.00	\$ 266,906.00	\$ (59,288.00)
Affordable Housing (if applicable)			
Funded by OAP Revenue	\$ 200,000.00	\$ 146,384.00	\$ 53,616.00
Funded by General MRDT Revenues (if applicable)	\$ -	\$ -	\$ -
Subtotal	\$ 200,000.00	\$ 146,384.00	\$ 53,616.00
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	\$ 484,477.00	\$ 673,704.00	\$ (189,227.00)
Subtotal	\$ 484,477.00	\$ 673,704.00	\$ (189,227.00)
Total Expenses	\$ 2,035,727.00	\$ 2,427,743.00	\$ (392,016.00)
Total Revenue Less Total Expenses (Surplus or Deficit)	\$ -	\$ 610,722.00	\$ (610,722.00)
Ending Carry Forward (Restricted and Unrestricted)	\$ -	\$ 1,254,323.00	\$ (610,722.00)

Section 2: Actual Spend by Market - LEISURE ONLY

Geographic Market	MRDT \$ by Market	% of Total \$ by
BC	\$92,472.00	47%
Alberta	\$51,101.00	26%
Ontario		0%
Other Canada (please specify)		0%
Washington State	\$54,282.00	27%
California		0%
Other USA (please specify)		0%
Mexico		0%
China		0%
UK		0%
Germany		0%
Australia		0%
Japan		0%
Other International (Please specify)		0%
Total	\$ 197,855.00	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

2023 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	Beach Break Lodge B&B
3	Bella Pacifica Campground
4	Best Western Tin Wis Resort
5	Blue Bear B & B
6	Blue Crush Concierge Inc
7	Browning Pass Place
8	Chahayis Ocean on the Beach Retreat
9	Chesterman Beach B & B
10	Clayoquot Cedar House
11	Cobble Wood & Bird Sanctuary Guest Houses
12	Cox Bay Beach Resort
13	Crystal Cove Beach Resort
14	Dolphin Motel
15	Duffin Cove Oceanfront Lodging
16	Evergreen Co
17	Float On Tofino
18	Gibsons in Tofino
19	Gold Coast Retreat
20	Hilltop Haven
21	Himwitsa Lodge
22	Hotel Zed Tofino
23	Hummingbird House
24	Inn @ Tough City
25	Island Village Properties Inc.
26	Long Beach Campground
27	Long Beach Lodge Resort
28	MacKenzie Beach Resort
29	Maq Hotel, The
30	Meares Retreat Waterfront B & B
31	Meares Vista Inn
32	Middle Beach Lodge
33	Ocean Village Beach Resort
34	Pacific Coast Retreats
35	Pacific Sands Beach Resort
36	Pfeiffer Guest House
37	Rancho Tofino
38	Sand Dollar Guest House
39	Shoreline Tofino, The (The Shoreline Resort Group Inc)
40	Smallwood Guest House
41	Spindrift
42	Stay Tofino
43	Storm Bay B & B
44	Summer Hill Guest House
45	Surf Grove Campground
46	Surfers Guest House
47	Three Peaks
48	Tofino Beach Collective
49	Tofino Beach Suite Loft
50	Tofino Beachcomber's Retreat
51	Tofino Carriage House

	Member Business Name
101	Live To Surf - The Original Tofino Surf Shop
102	Long Beach Event Company
103	Long Beach Nature Tour Company
104	Long Beach Surf Shop
105	LoveCraft Gallery
106	Mark Hobson Gallery
107	Merge Curated Goods
108	Method Marine Supply
109	Naas Foods
110	Northwest Ocean Adventures
111	Octopus Event Promotions
112	On the Beach Motion Pictures
113	Ouest Artisan Patisserie
114	Pacific Coastal Airlines
115	Pacific Rim National Park Reserve
116	Pacific Rim Navigators
117	Pacific Surf School
118	Paddle West Kayaking Ltd.
119	Pharmasave Health Centre (Epic)
120	Picnic Charcuterie
121	Pint Size Productions
122	Pizzamoto
123	Pollen & Company
124	RedCan Gourmet
125	ReMax Mid-Island Realty
126	Tiki Bus Transportation Company
127	Tofino Airlines
128	Tofino Sea Kayaking
129	Tofino Surf Adventures
130	Tofino Surf School
131	Tofino Taxi
132	Tofino Water Taxi
133	Tofino Yoga
134	Tofitian Café
135	Treehouse Gift Co
136	Tuff City Radio 90.1
137	Tuff City Saunas
138	Tuff City Squeeze
139	Two Trees Home & Gift
140	West Coast Aquatic Safaris
141	Whistle!
142	Wild Coast Wedding Photography
143	Wildside Grill
144	Wolf in the Fog
145	Tofino Paddle Surf
146	Hightide Bookkeeping
147	Tofino Gallery of Contemporary Art
148	Tofino Licks
149	Tofino Mobile Massage
150	Factory Tofino, The
151	Fish Store, The

52	Tofino Cedar Home
53	Tofino Chalet
54	Tofino Heron Cottage
55	Tofino Hummingbird (Wellness) Cottage
56	Tofino Paddler's Inn
57	Tofino Panorama
58	Tofino Resort + Marina
59	Tofino Swell Lodge
60	Tofino Vacation Rentals
61	Tofino Waterfront Eco Condo
62	Tonquin Beach Nest
63	ViewWest Vacation Rentals
64	Vista Hermosa
65	Whalers on the Point Guesthouse, HI
66	Whimbrel Cabin in the Cedars, The
67	Wickaninnish Inn
68	Wild Light Tofino Guest House
69	Zoe's at North beach
70	Adriana's Sandwich Shop
71	Adventure Tofino Wildlife Tours
72	Al'oha
73	Arbutus Health Center
74	Atleo River Air Services
75	Basic Goodness
76	Beaches Grocery
77	Bravocados
78	Candy Jar, The
79	Caravan Beach Shop
80	Charter Tofino
81	Chocolate Tofino
82	Clayoquot Connections Tours
83	Clayoquot Ventures Guide Service
84	Clayoquot Wild Tours
85	Cleanline Sportfishing Tofino
86	Coastal Bliss Yoga Inc.
87	Coastal Charters
88	Coastal Community Credit Union
89	Common Loaf Bake Shop
90	Daylight Cannabis
91	Drift Moto & Surf
92	Gaia Grocery
93	Habit Clothing
94	Harbour Air Seaplanes
95	Jamie's Whaling Station
96	Jeju restaurant
97	Jeremy Koreski Gallery
98	Just Sandwiches
99	LA Grocery
100	Lil' Ronnie's Backyard BBQ

152	Remote Passages Marine Excursions
153	Rhino Coffee Shop
154	Roy Henry Vickers Gallery
155	Rubio
156	Sacred Stone Spa
157	Sadler Surf School
158	Savary Island Pie Company
159	Shed Tofino
160	Shelter Restaurant
161	SOBO Restaurant
162	Stillwater Massage
163	Storm Surf Shop
164	Surf Sister Surf School Ltd.
165	Swell Education
166	Tacofino Cantina
167	Tofino Bike Co.
168	Tofino Brewing Company
169	Tofino Consumers Co-op (Grocery)
170	Tofino Distillery
171	Tofino Electric Bikes Inc
172	Tofino Fish Guides Ltd
173	Westland Insurance Group Ltd.
174	Whale Centre, The
175	Aerosa Dance Society
176	Carving Shed at the Wick Inn, The
177	Christen Dokk Smith
178	Clarity Apothecary
179	Elope Tofino
180	Lux.Tofino
181	Mermaid Tears Tofino Jewelry
182	Rosa's Jewellery Tofino
183	Sea Wench Naturals
184	Sea Woven
185	Specifically Pacific Designs
186	Tofino Hot Sauce Company
187	Tuff Town Design
188	Esther Celebrini
189	Hobbyist. The
190	Cedar Coast Field Station Society
191	Clayoquot Action
192	Clayoquot Biosphere Trust (The Nest)
193	Pacific Rim Whale Festival
194	Raincoast Education Society
195	Strawberry Isle Marine Research Society
196	Surfrider Pacific Rim
197	Tofino Arts Council
198	Tofino Clayoquot Heritage Society (museum)
199	Tofino Public Market Society
200	West Coast Winter Music Society



Tourism Tofino - 2023 Member Survey

Tourism Tofino is seeking your feedback. Responses from prior surveys and strategic planning workshops have helped us evaluate the value and effectiveness of our work and identify member priorities. This is very important information for our organization and we welcome and need your feedback and suggestions. All responses will remain confidential, only aggregated results will be presented. Thank you for taking a few minutes to complete this survey.

* 1. Name of Tourism Tofino board director conducting survey or who sent you survey

2. Business name (optional)

3. Contact name (optional)

* 4. Please select the primary industry of your business (select one)

- | | |
|--|--|
| <input type="radio"/> Accommodation | <input type="radio"/> Tour operator/guide |
| <input type="radio"/> Food and Beverage | <input type="radio"/> Surf lessons/rentals |
| <input type="radio"/> Transportation | <input type="radio"/> Other retail |
| <input type="radio"/> Artisan/Arts/Culture | |
| <input type="radio"/> Other (please specify) | |

* 5. How did your business perform overall in 2022?

* 6. What are your projections for 2023?

* 7. What issues are you spending most of your time on now?

* 8. 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 MRDT legislation and as approved by both the Tourism Tofino Board and the District of Tofino.

How aware are you of the following 7 programs and services funded by the MRDT and delivered in 2022 as noted in questions 8 through 14?

Tourism Tofino conducts marketing designed to inspire people to travel to Tofino in the winter, spring and fall?

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 9. Tourism Tofino operates the Visitor Centre to encourage more exploration and spending with our member businesses, longer stays and repeat visits.

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 10. 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 pays a portion of the District's Culture & Events Programmer's salary).

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 11. Tourism Tofino supports product/experience development (specifically, provided funding to Tofino Arts council for a public art tour app and funding to TFN for Big Tree Trail)

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 12. Tourism Tofino conducts and shares tourism-oriented research (economic impact of tourism, occupancy statistics, other industry data)

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 13. 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).

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 14. Tourism Tofino contributes to community well-being and environmental protection (e.g., co-ordinates weekly summer beach cleans and encourages visitors to join in, Ocean Friendly certified Visitor Centre)

- | | |
|---------------------------------------|--|
| <input type="radio"/> Extremely aware | <input type="radio"/> Not so aware |
| <input type="radio"/> Very aware | <input type="radio"/> Not at all aware |
| <input type="radio"/> Somewhat aware | |

* 15. How satisfied are you with the spending of MRDT funds by Tourism Tofino to support your business and the local tourism economy?

- | | |
|--|--------------------------------------|
| <input type="radio"/> Very dissatisfied | <input type="radio"/> Satisfied |
| <input type="radio"/> Dissatisfied | <input type="radio"/> Very satisfied |
| <input type="radio"/> Neither satisfied nor dissatisfied | |

If dissatisfied or extremely dissatisfied please explain:

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

- | | |
|--|---|
| <input type="radio"/> Not at all important | <input type="radio"/> Very important |
| <input type="radio"/> Not so important | <input type="radio"/> Extremely important |
| <input type="radio"/> Somewhat important | |

* 17. 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 an more. Are you aware of this?

Yes

No

18. How can Tourism Tofino better support your business?

* 19. Would you like to connect with a Tourism Tofino staff person to learn more about the organization and address any questions?

No

Yes - please provide contact info

Appendix C

2023 Member Survey - Aggregated Results (surveys conducted April-May 2023)

# and % Respondents			
Year	# Respondents	% of Total	Comments
2023	76	38	Total potential surveys = 200. Voting members only. Survey conducted by Directors of the Board - most by phone or in-person. If meetings were not possible during the survey window, the survey was emailed to the member to complete on their own.

Respondent Categories									
Year	% Accommodation	% Food & Beverage	% Transportation	% Artisan/Arts/Culture	% Tour operator/guide	% Surf lessons/rentals	% Other retail	% Other	Comments
2023	39	17	5	5	13	4	8	9	Good cross section of industries represented in sample size. Increase in tour operators participating in survey.

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
2023	14	28	58	Similar spread of results to 2022 survey. 'Neither dissatisfied or satisfied' category remains large at 28%. 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	% Extremely unimportant or unimportant	% Somewhat important	% Important or extremely important	Comments
2023	9	39	52	Vast majority of members (91%) believe that Tourism Tofino's activities are at least somewhat important to their business.

Q. How aware are you of the following:

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

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware	Comments
2023	4	26	70	Vast majority of members (96%) are at least somewhat aware that our marketing is designed to inspire travel at non-peak times.

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

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware	Comments
2023	6	11	83	Vast majority of members (96%) are at least somewhat aware that we operate the Visitor Centre.

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

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware	Comments
2023	17	29	54	While the majority of members are at least somewhat aware of our support of events, arts, culture and heritage - 17% did not. This is something Tourism Tofino will work on moving forward.

4. Tourism Tofino supports product/experience development

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware	Comments
2023	42	25	33	There has been an increase year-over-year in members not being aware of how we support product and experience development. This is something that the team is working on with our communications with members and the community, as we do a lot in this space.

5. Tourism Tofino conducts and shares tourism-oriented research

Year	% Not at all Aware	% Slightly or Somewhat Aware	% Aware or Very Aware	Comments
2023	9	22	69	Similar numbers to previous surveys with a vast majority (89%) being at least somewhat aware of the research we conduct and share.

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	Comments
2023	8	26	66	Vast majority of members (92%) are aware of our responsible visitor messaging.

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	Comments
2023	12	28	60	Majority of members (88%) at least somewhat aware of our sustainability and regenerative tourism efforts - more work can be done to raise awareness in this space.