

**Attention: Tourism Stakeholders – Boundary Country**

The Regional District Kootenay Boundary (RDKB) has contracted the Thompson Okanagan Tourism Association (TOTA) to administer the Municipal Regional District Tax Funds (MRDT) on behalf of the tourism industry in Boundary Country.

Your local contact is Cindy Alblas, Boundary Country Tourism Stakeholder Liaison 250-447-9771  
[boundarybc@gmail.com](mailto:boundarybc@gmail.com)

Immediate priorities are to expand the existing Boundary Country Tourism Advisory Committee and establish a MRDT Steering Committee of accommodation operators to ensure representation from all areas of the Boundary.

Tourism related activities that are proposed for 2019 will be re-confirmed in January 2019 and include the following:

Municipal Regional District Tax - Boundary Country for 2019 Calendar Year Expenditures	ESTIMATED MRDT FUNDS		Destination BC (DBC) OPEN POOL REQUEST	PROPOSED BUDGET - confirm January 2019
• Stakeholder Liaison (Advisory Committee/Meetings/Communications)	\$7,500			\$7,500
• Meetings/Travel expense	\$2,000			\$2,000
• Project Management and Administration	\$7,500	Leverage DBC	\$6,000	\$13,500
• Research	\$5,000	Leverage DBC	\$2,500	\$7,500
• Photography (Business Use)	\$4,000	Leverage DBC	\$4,000	\$8,000
• Destination Marketing				
– Digital Campaigns (Seasonal) - Drive traffic to boundarybc.com	\$8,000	Leverage DBC	\$8,000	\$16,000
– Social media - increased social media activities	\$4,000	Leverage DBC	\$4,000	\$8,000
– Advertising (Online and or publications) + Brand Aligment (decals)	\$3,500	Leverage DBC	\$3,500	\$7,000
• Industry Professional Development Workshops (2x Year) (Spring 2019)	\$6,000			\$6,000
• Consumer Shows (Shows to be determined)	\$5,000			\$5,000
• Trail Maps (Boundary Country series)	\$15,000	Leverage DBC	\$15,000	\$30,000
• Other – Reserve \$	\$2,000			\$2,000
	<b>\$69,500</b>		<b>\$43,000</b>	<b>\$112,500</b>
Please Note: The base budget for MRDT funds is estimated and will be leveraged with Destination BC Funding programs which will not be confirmed until January 2019.				
Stakeholder consultation will continue to January 2019 to determine final projects.				

Please send your comments on the project list or provide information about activities you would like considered for funding. The business plan for the intended use of the MRDT funds was used as the foundation for the 2019 list. The projects must promote Boundary Country as a region and support existing activities such as the official website boundarybc.com, social media channels for Boundary Country, digital campaigns and the Boundary Country Travel Experiences Guide and Maps.

You will receive regular emails with links to the **Boundary Country News Centre** online to keep current with what is happening in tourism in Boundary Country. <https://boundarybc.com/news-centre/>

**If you have any questions please contact the Project Manager, Simone Carlyle-Smith, Thompson Okanagan Tourism Association Cell 778-721-5448 [sts@totabc.com](mailto:sts@totabc.com)**