

From: [Kenzie Knight](#)
To: [Council](#); [Rob Douglas](#); [Mike Caljouw](#); [Bruce Findlay](#); [Becky Hogg](#); [Chris Istace](#); [Christopher Justice](#); [Tek Manhas](#); [Legislative Services](#)
Cc: [Barry O'Riordan](#); [Calum Matthews](#); [Nikita Ingle](#)
Subject: Invitation: Municipal and Regional District Tax Renewal Information Session
Date: Monday, January 26, 2026 8:02:00 AM
Attachments: [Invitation_Municipal and Regional District Tax \(MRDT\) Renewal Information Session.pdf](#)

You don't often get email from kenzie@tourismcowichan.com. [Learn why this is important](#)

Dear Mayor and Council,

Please find attached a letter from Tourism Cowichan and the Cowichan Valley Regional District regarding the renewal of the Municipal and Regional District Tax (MRDT) program for the 2027–2032 term.

The MRDT is a provincial initiative that provides sustainable funding for tourism marketing, programs and visitor services in our region. As key partners in regional economic development, we invite you to attend an upcoming virtual information session. This session is designed to brief tourism partners and industry stakeholders on the MRDT program renewal process and engagement opportunities.

Session Details:

Date: Monday, February 2, 2026

Time: 1:00 PM – 2:30 PM (Pacific Time)

Location: Virtual

Please register in advance by [clicking here](#).

Request for Agenda: We kindly request that this letter be added to the next council meeting's agenda as correspondence to ensure all members are informed of the upcoming engagement opportunities.

Please let me know if you have any questions.

Warm regards,
Kenzie



Kenzie Knight (she/her)

Tourism Development Specialist

(250) 667-8558

4EVER Strategies has a new mailing address since transitioning to fully remote work! Please update your records accordingly.

PO Box 37094 RPO Country Club, Nanaimo, BC V9T 6N4

We respectfully acknowledge that we operate on the unceded and traditional territory of the

Quw'utsun, Malahat, Ts'uubaa-asatx, Halalt, Penelakut, Stz'uminus, Lyackson, Pauquachin,
Ditidaht and Pacheedaht Peoples.

Subject: Invitation - Municipal and Regional District Tax (MRDT) Renewal Information Session

Dear Mayor and Council,

The Cowichan Valley Regional District, in partnership with Tourism Cowichan, is moving forward with an engagement plan to renew the Municipal and Regional District Tax (MRDT) Program for the 2027–2032 term. The MRDT is a provincial initiative that provides sustainable funding for tourism marketing, programs and visitor services in the region.

As key partners in regional economic development, we invite you to attend an upcoming virtual information session. This session is designed to brief tourism partners and industry stakeholders on the MRDT program renewal process and engagement opportunities.

The current MRDT collection rate in the Cowichan region is 2%. As part of the renewal engagement process, Tourism Cowichan will be exploring options to increase additional funding for tourism marketing and destination development.

Session Details:

Date: Monday, February 2, 2026

Time: 1:00 PM - 2:30 PM (Pacific Time)

Location: Virtual

Please register in advance by [clicking here](#).

Why Attend?

This session will provide an opportunity to learn more about:

- The proposed MRDT renewal for 2027–2032 and how it will continue to fund local tourism marketing, programs and visitor services.
- The five-year strategic business plan that will guide MRDT-funded projects to strengthen and expand the Cowichan region's visitor economy.
- The support process for accommodation properties with 4 or more rooms offering short-term stays in the Cowichan region.
- How to participate in the MRDT planning process through upcoming in-person engagement sessions.



The success of the visitor economy is a shared regional priority. By attending, you'll gain insight into how the MRDT has supported tourism development in the Cowichan region and contribute to discussions about the program's continued implementation.

This information session forms part of the Cowichan Valley Regional District's broader engagement strategy and fulfills requirements under the Provincial MRDT Program guidelines.

Following this virtual session, Tourism Cowichan will host in-person stakeholder workshops on **February 19th** and **March 12th** to dive deeper into community-specific tourism priorities. Additionally, we will be scheduling municipal council presentations early in the process throughout February 2026 to ensure local priorities are fully integrated into the regional plan.

We look forward to your participation in this important conversation as we work together to shape a sustainable future for tourism in the Cowichan region.

For further information or questions, please view the [CVRD press release](#) or contact kenzie@tourismcowichan.com

For more information on the MRDT Program, visit:
<https://www.destinationbc.ca/what-we-do/funding-sources/mrdt/>

