



REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: Downtown Langley Business Association -
Discover Langley City Fee for Services Agreement

File #: 6750.01

Doc #: 179039

From: Darrin Leite, CPA, CA
Director of Corporate Services

Date: September 1, 2021

RECOMMENDATION:

1. THAT City Council award the Tourism Marketing Fee for Services Agreement to the Downtown Langley Business Association (Discover Langley City);
2. THAT City Council authorize the Corporate Officer and Chief Administrative Officer to execute documents relating to this award.

PURPOSE:

The purpose of the report is to seek City Council approval to renew the tourism marketing fee for services agreement with the Downtown Langley Business Association.

POLICY:

None.

COMMENTS/ANALYSIS:

The City is seeking to renew the tourism marketing fee for services agreement to have Discover Langley City continue to provide the services to fulfill the requirements of the British Columbia Municipal Regional District Tax (MRDT), for a five year term. The Agreement is with the Downtown Langley Business Association who oversees Discover Langley City's operations.

The Municipal and Regional District Tax (MRDT) was introduced in 1987, by the Provincial Government, to provide funding for local tourism marketing, programs, and projects. The tax is intended to help grow BC revenues, visitation, and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace.

The accommodation service providers (local hoteliers) collect the 2% MRDT on hotel stays as a funding source for the program. They remit the money to the Province who in turn sends it to the City. The City then provides the funding to Discover Langley City to carry out the services necessary to promote and support tourism in the City of Langley.

Discover Langley City has met all the requirements of the MRDT Program including preparing the 5 year Strategic Business Plan, Annual Performance Report, Financial Report, and the One-Year Tactical Plans for the last four years.

The Fee for Service Agreement, specifies the consultation Discover Langley City must undertake to represent the accommodation service providers and other tourism businesses in Langley City. Discover Langley City has provided the attached Progress Report for the period 2017 to 2021 to demonstrate the type of work undertaken to promote tourism in the City.

The term of the agreement will be from January 1, 2022 to December 31, 2026.

BUDGET IMPLICATIONS:

The City is responsible to pay the Service Provider (Discover Langley City) the 2% Municipal and Regional District Tax plus the \$15,000 annual Fee for Services to provide tourist information.

ALTERNATIVES:

The City could seek another provider for this service.

Respectfully Submitted,



Darrin Leite, CPA, CA
Director of Corporate Services

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Attachments:

1. Draft Fee for Services Agreement
2. Discover Langley City's Progress Report 2017 - 2021

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.



Francis Cheung, P. Eng.
Chief Administrative Officer