



# MRDT: Where does the money go?

CARIBOO  
CHILCOTIN  
COAST 

Eligible Property  
collects MRDT

- **Consumer to Accommodation Property**
- 3% MRDT collected from consumers at properties with 4 or more units of fixed roof accommodation in the Cariboo Chilcotin Coast.

Operator remits to  
Ministry of Finance

- **Accommodation to Ministry of Finance**
- Operators remit the 3% MRDT collected from consumers to the Ministry of Finance with the regular PST remittance.

Ministry of Finance  
to Designated  
Recipient

- **Ministry of Finance to Designated Recipient**
- The Ministry of Finance distributes the funds minus a \$20 administration fee per property per remittance retained by Ministry of Finance.
- 0.8% is also retained by the Ministry to fund the BC Tourism Events Program.

Marketing  
Investments

- **Designated Recipient manages Marketing investment and Cooperative programs**
- Cariboo Chilcotin Coast Tourism Marketing Committee directs the creation of programs, marketing investment and marketing coop funds at the regional, sub-regional, community and business level.

CCCTMA MRDT Tax Submissions	2024-2025							
	April	May	June	July	August	September	Total	
<b>FY19-20 Disbursement</b>	\$ 53,679.52	\$ 68,230.37	\$ 103,760.86	\$ 87,870.18	\$ 119,656.03	\$ 82,390.94	\$ 515,587.90	
<b>FY22-23 Disbursement</b>	\$ 63,971.04	\$ 88,450.87	\$ 110,013.87	\$ 133,136.19	\$ 132,339.62	\$ 111,713.67	\$ 639,625.26	
<b>FY23-24 Disbursement</b>	\$ 69,079.13	\$ 165,847.53	\$ 143,975.31	\$ 191,463.98	\$ 174,384.26	\$ 152,182.99	\$ 896,933.20	
<b>FY23-24 OAP Collected</b>	\$ 3,422.02	\$ 4,675.04	\$ 5,217.90	\$ 8,391.35	\$ 7,415.39	\$ 3,578.29	\$ 32,699.99	
<b>Net Payments Received</b>	\$ 89,902.73	\$ 121,590.24	\$ 200,638.64	\$ 184,088.17			\$ 596,219.78	
<b>OAP</b>	\$ 4,189.60	\$ 3,858.35	\$ 11,223.15	\$ 4,157.61			\$ 23,428.71	
<b>Admin Fee</b>	\$ 2,112.00	\$ 2,112.00	\$ 2,134.00	\$ 2,134.00			\$ 8,492.00	
<b>OAP Disbursement \$</b>	\$ 3,889.62	\$ 3,590.73	\$ 10,443.77	\$ 3,859.76			\$ 21,783.88	
<b>Tourism Events Fee</b>	\$ 6,135.09	\$ 8,226.55	\$ 13,988.84	\$ 12,413.66			\$ 40,764.14	
<b>General Disbursement \$</b>	\$ 81,955.62	\$ 111,519.31	\$ 185,295.18	\$ 169,838.36			\$ 548,608.47	
<b>FY23-24 Variance</b>	\$ 16,766.11	-\$ 50,737.49	\$ 51,763.64	-\$ 17,765.86	-\$ 174,384.26	-\$ 152,182.99	-\$ 326,540.85	
<b>FY19-20 Variance</b>	\$ 32,165.72	\$ 46,879.67	\$ 91,978.09	\$ 85,827.94	-\$ 119,656.03	-\$ 82,390.94	\$ 54,804.45	

**Leveraged Funds**

MRDT Projected	\$1,200,000
Other income	\$1,150,000
<b>Total Budget</b>	<b>\$2,350,000</b>

## MARKETING COMMITTEE MEMBERS



IRENE MEILI



JOHANNES  
BODENDORFER



LISA CUTHBERT



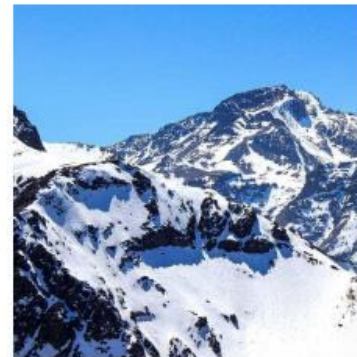
STEWART CAWOOD



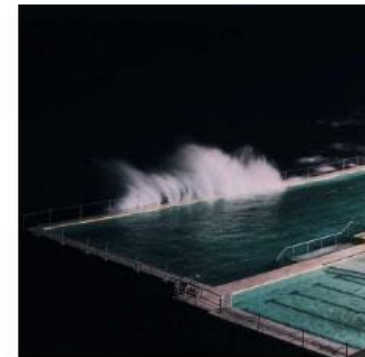
TIM WILKINSON



JENNIFER SPRECHER



BEN DUTHIE



BRENT THIBERT

Investment Categories	
Regional Marketing	30%
Sub-regional Marketing	33%
Sector partnerships	2%
Operator/Community Coops	4%
Administration Costs	18%
Market development	5%
PR & Consumer Media	3%
Sustainability marketing	4%
FAMs & Education	2%

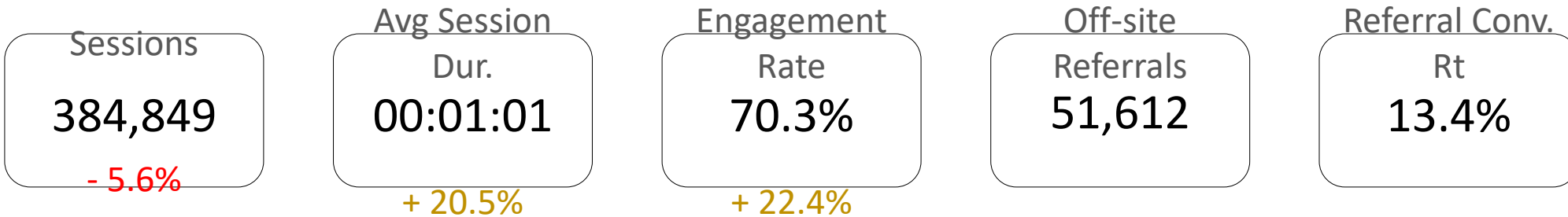
Average investments	
Collateral production	9%
Consumer Show	1%
Coordination	8%
DAMS	2%
Digital Display marketing	9%
Distribution	2%
Email marketing	2%
New Market development	1%
Paid Social marketing	10%
Partner marketing	15%
Photo/Video content	14%
Print Advertising	2%
Search Advertising	7%
Social Media	6%
TV	3%
Website	8%
Written Content	1%

### Example Spring/Summer Digital CAMPAIGNS

Campaign Spend: \$ 273,158.00  
 Avg CPM: \$ 14.17  
 Avg Cost / Referral: \$ 5.35



### WEBSITE





# Content Samples

## Website Content Generation



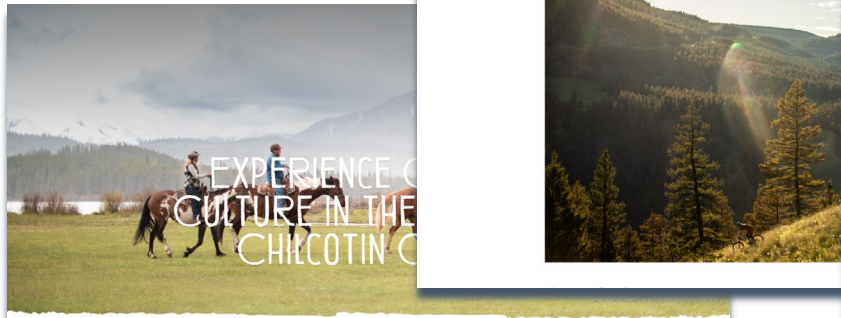
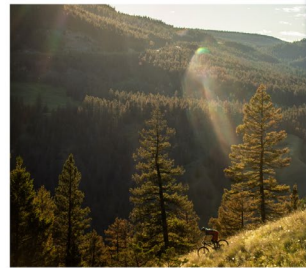
### FAMILY-FRIENDLY THINGS TO DO IN THE CARIBOO CHILCOTIN COAST

Are you ready to embark on your next great adventure with your family? Regardless of age or ability, the Cariboo Chilcotin Coast, and we hope you have the opportunity to try them all as you explore this

#### HORSES, OF COURSE!

Home to more than half of the province's **guest ranches**, you don't have to go far to find horses here, and parents can immerse themselves in cowboy culture, including singing around the campfire and making new friends!

All the end of the day, you can all recount your experiences while bunking down in a **cozy cabin** or



The Cariboo Chilcotin Coast remains cowboy and cowgirl country. From Lillooet to Barkerville to the Inside Passage, the region offers numerous opportunities to brush off your spurs and spend a few hours or days on horseback. Not surprisingly, rodeo remains a popular event throughout the region. Be it a small-town event or the **Williams Lake Stampede**. From traversing the trails for a day with a trusted border collie by your side to horse parking for 14 days into the **Ischa Algechuz Provincial Park**, the Cariboo Chilcotin Coast is calling all riders.

The Cariboo Chilcotin Coast region is home to half of BC's guest ranches, each rich in lodging nuances and equine immersion. Many of the ranches offer resort-quality amenities such as swimming pools, hot tubs and full-service spas. The **Free Rein Guest Ranch** lets guests up with horse handling and horsemanship instruction as well as day rides throughout the 285-acre ranch and beyond. Kids are welcome to participate in all equine activities or can choose from mountain biking, canoeing and many other outdoor activities. With only twelve guests at a time, the Free Rein staff customizes every experience for every guest.

First-time visitors to the Cariboo Chilcotin Coast ranches often arrive with preconceived ideas of a trail ride, based on rider elsewhere where the horses have been trained to follow the leader to such an extreme that you would imagine riding backwards wouldn't make much difference. These "automated" ride chains couldn't be farther from the equine experience here. At **Big Creek Lodge**, for example, every guest is fitted with a horse that matches his or her riding experience and style. Ideal for families and mixed-ability groups, a novice rider is paired with a gentle horse that prefers a steady gait. An experienced rider is matched with a more responsive horse that lives to trot and gallop. Which is not to say every rider can't transition in skills. Big Creek Lodge's 7-night adventure package is designed to introduce every facet of horsemanship, from grooming and saddling to ring work, trail rides and the popular spring and fall cattle

## Newsletters – Article Highlights



Ruth Lake Lodge, Forest Grove

### Fantastic Fall is around the

Dear Chris,

Autumn in the Cariboo shades of saffron, ochre and gold. Embrace eco-friendly adventures, from horseback to mountain biking, and fall in the Land without Limits.

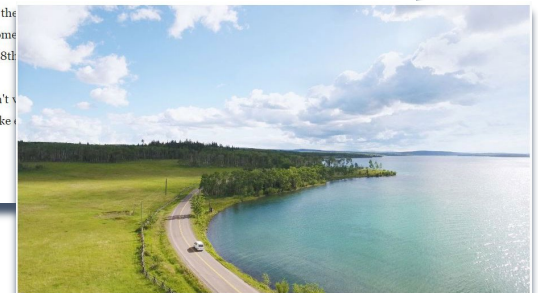


Williams Lake / Ollie Jones

### Things to do in Williams Lake

Perched along the Cariboo coast, Williams Lake is a hub of culture, and home to a variety of activities. [Wow on June 18th](#)

Even if you can't visit in person, you can still enjoy the biking trails, lake views, and scenic views of the region.



Green Lake / Chris Wheeler

### Discover Roads Less Travelled

Travel roads less taken and discover stunning landscapes from turquoise lakes to the wheaten plateaus, fertile green valleys, and towering coastal mountains. The idyllic roads of this Land Without Limits beckon, offering something for every type of traveller. Explore historic trade routes, climb, hike and bike, take to the water or simply enjoy the journey.

[Find Your Adventure](#)



The third Monday of February is approaching, which means Family Day in Canada. Although not a mandatory national holiday, most Canadians celebrate this active-packed long weekend with great style and as an opportunity to spend more time with loved ones. British Columbia, and, of course, the Cariboo Chilcotin Coast, are no different when it comes to providing fun, admission-free Family Day activities for families and people of all ages. From cross-country skiing to tubing and taking a wellness dip, you can be sure to find something to your and your family's liking on the upcoming three-day weekend supported by the Province of British Columbia.



Mike Brown

### 100 MILE HOUSE: FREE SKI, SNOWSHOE, AND SKATE FOR BC FAMILY DAY



# Creative Samples

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## Must-do spring experiences in the Cariboo Chilcotin Coast

Explore a road trip in your backyard with rich history, cowboy culture, and abundant outdoor activities



The Pantheon Range of the Coast Mountains. | Photo via: Cariboo Chilcotin Coast Tourism.

Listen to this article  
00:03:45

The remarkable thing about the Cariboo Chilcotin Coast is you may expect to have one kind of experience and then, unpredictably, have many that interconnect. When you venture to B.C.'s Land Without Limits, you realize you'll not only make discoveries within yourself but along every roadway, pathway, trailway, and waterway. One thing is for certain: expect wide-open spaces with room to breathe.

A Cariboo Chilcotin Coast weekend getaway or road trip itinerary should include some or all of these rewarding activities and sites, where rejuvenation of spirit happens effortlessly, and you'll meet people who are generous of heart.

Whether hiking or mountain biking (coined Canada's unofficial mountain biking capital) and seeking stunning scenery from your saddle or comfortable camp chair, or while enjoying lake activities like kayaking, rafting or canoeing, the landscape's kaleidoscope of contrasts will unfold before you.

Situated in B.C.'s Central Interior from the Rocky and Cariboo Mountains west to the Great Bear Rainforest of the Pacific Coast, this region of untamed land and physical riches (think B.C.'s [Top 10 Natural Wonders](#)) will reward your adventurous spirit and likely overflow your bucket (list).

Cariboo Chilcotin Coast Sponsored

Four alpine experiences to discover this summer. Satisfy your inner adventurer, reach new heights & encounter incredible views in the Cariboo Chilcotin Coast.



ALPINE EXPERIENCES IN THE CARIBOO CHILCOTIN COAST

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Close


BC's natural landscapes are the perfect backdrop for a cozy...

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Is this the year of your epic vacation? What could be better than a trip to the wide-open spaces in BC's Land Without Limits.



**Book Your Summer Getaway**

Plan Your Holiday to BC's Land Without Limits. Uncrowded, quiet, calm and yours to define.

Cariboo Chilcotin Coast

CARIBOO CHILCOTIN COAST

## Winter Cabins In BC

BC's natural landscapes are the perfect backdrop for a cozy cabin getaway



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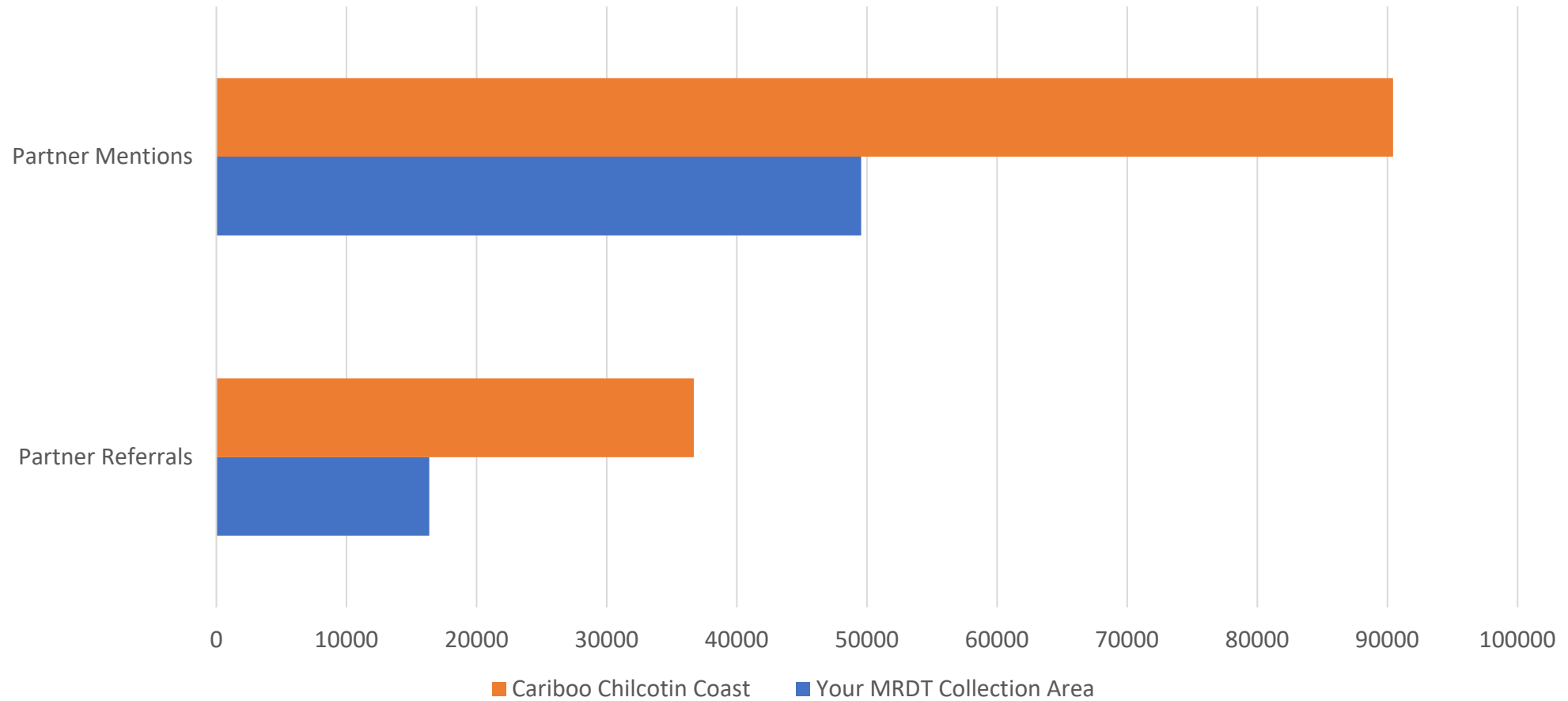
cariboochilcotincoast Discover the undiscovered with these special offers from our Cariboo Chilcotin ... more





# Highlights

## Engagement & Conversions



# Our Marketing Cycle





A Guide to the Cariboo Chilcotin Coast | **PLACES TO GO** | **THINGS TO DO** | **OUR STORIES** | **PLAN YOUR ADVENTURE** | **GENERAL STORE** | **SPECIAL OFFERS** | **BOOK NOW**



Farm-to-Table Experiences in the Cariboo Chilcotin Coast



Summer Bucket List Getaways in the Cariboo Chilcotin Coast



Saddle Up: Rodeo Adventures in the Cariboo Chilcotin Coast





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