



Sidney Business Improvement Area Society
2281 Beacon Avenue, Sidney BC V8L 1W9

November 7, 2024

To whom it may concern:

I am writing to formally request that the Capital Regional District provide a letter of support for the 3% Municipal Regional District Tax (MRDT) in the Town of Sidney from 2025 to 2030.

The Sidney Business Improvement Association (BIA) will be administering the MRDT with the intention of generating an important new source of revenue. This funding will enable the Sidney BIA to undertake tourism marketing and help grow a year-round visitor economy in Sidney. Accommodation properties in Sidney unanimously support this application.

To support this initiative, the Sidney BIA has drafted a 5-Year Strategic Business Plan, with a summary attached for your reference. This plan outlines our approach to advancing tourism priorities in Sidney and will be finalized following stakeholder engagement over the coming weeks. We welcome any feedback or comments, which can be sent to Morgan Shaw, Executive Director of the Sidney BIA, at morgan@sidneybia.ca.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Morgan Shaw". The signature is written in a cursive, flowing style.

Morgan Shaw
Executive Director
Sidney Business Improvement Area Society