

A warm welcome to the Alberni Valley Tourism Association



Dear Valued Alberni Valley Stakeholders,

I would like to introduce Alberni Valley Tourism Association (AVTA); the Destination Marketing Organization (DMO) for Port Alberni and the Alberni-Clayoquot Regional District (ACRD) Electoral Districts Beaufort (B), Sproat Lake (D), Beaver Creek (E), Cherry Creek (F). AVTA is a legal non-profit society that collects the Municipal and Regional Destination Tax (MRDT).

Alberni Valley Tourism Association has a Board of Directors with representation from the accommodation sector, attractions and other tourism related entities, City of Port Alberni, ACRD, First Nations and the Chamber of Commerce and Visitor Centre.

We recognize the need for substantial, predictable, and sustainable funding for destination marketing in the Port Alberni region. To better align and seek partnerships to properly promote and market the Alberni Valley we must look into the future and ensure that the Alberni Valley is able to take our tourism sector to new heights by promoting and marketing its beauty and attractions. We want to further build our marketing capabilities by leveraging funds collected with partnerships within the Alberni Valley, and seek further funding from other sources. We feel there is room for improvement and having a strong voice and more groups at the table will achieve this.

Tourism partners and stakeholders in the Alberni Valley have identified the MRDT Program as an opportunity to generate revenues to support the continued development and promotion of the Alberni Valley as a travel and getaway destination. A natural collaboration has emerged in recent years through which Port Alberni and Alberni-Clayoquot Regional District Electoral Areas have partnered on tourism promotional activities.

To secure MRDT, consensus was reached by industry partners and stakeholders on a governance model to manage MRDT revenues and a 5-Year Strategic Business Plan was developed in consultation with the industry. The purpose of this document is to outline the non-profit tourism society's proposed governance model.

Also, to secure the MRDT and to effectively develop and implement a strategic plan for the use of funds, it was critical that an inclusive, representative, and accountable board governance model was established. In the case of the Alberni Valley, this Board must reflect the geographic boundaries of the area (City of Port Alberni, ACRD Electoral Districts Beaufort (B) Sproat Lake (D), Beaver Creek (E), Cherry Creek (F)) and the vast range of tourism businesses that make the Alberni Valley a unique destination.

The Board of Directors is responsible for overseeing the development and implementation of the Alberni Valley Tourism Association's strategic plan and for managing contractors as required. We are working with 4VI (formerly Tourism Vancouver Island) as Marketing Coordinators to increase efficiency and delivery of message and calls to action.

We hope to have the support of all stakeholders to get the message out what a beautiful area and product we have to offer visitors.

"Remember, we are in this together."

Sincerely,

Peter G. Muggleston

Chair/Director

Alberni Valley Tourism Association

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