

# Branding and Marketing in the Columbia Valley Stakeholder Support Form

Operating Name \_\_\_\_\_

Legal Name (if different) \_\_\_\_\_

Owner/Person having authority \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

## Please check one:

- I support** the formation of a sub-regional entity to have a dual mandate of destination marketing and destination development under the governance structure proposed by the steering committee.
- I do not support** the formation of a sub-regional entity to have a dual mandate of destination marketing and destination development under the governance structure proposed by the steering committee for the following reason(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(attach additional pages if required)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

For accommodators, please answer 2 additional questions that will gauge support for a future step of amending the current DMOs into one sub-regional DMO:

1. I am an accommodator having \_\_\_\_\_ units of accommodation as defined by the PST branch.
2.  **I would support** moving to a 3% MRDT Tax rate if that option was available  
 **I would NOT support** moving to a 3% MRDT Tax rate if that option was available  
(attach a page with rationale if you would like to elaborate on your support or non support of 3%)

Please return forms per instructions on the reverse by February 15, 2016.

Thank-you

*Branding & Marketing in the Columbia Valley Steering Committee*

Please return forms to:

Wells Business Solutions, consultant to the steering committee.

By mail: Box 548, Invermere BC V0A 1K0

By fax: 250-342-6033

By email: [katie@wellsbusinesssolutions.ca](mailto:katie@wellsbusinesssolutions.ca)

In person: Suite 303, 1313 7<sup>th</sup> Ave, Invermere  
(across from Invermere Inn)

Questions? Please email or call Katie at 250-342-0056.