



To:	General Purposes Committee	Date:	June 15, 2026
From:	Jerry Chong General Manager, Finance and Corporate Services	File:	08-4150-03-06/2025- Vol 01
Re:	Municipal and Regional District Tax Imposition Bylaw No. 10782		

Staff Recommendation

That the Municipal and Regional District Tax (MRDT) Imposition Bylaw No. 10782 be introduced and given first, second, and third readings.

Executive Summary

This report seeks Council's approval to introduce and give first, second, and third readings to Municipal and Regional District Tax (MRDT) Imposition Bylaw No. 10782 to support the City's application to the Government of British Columbia to renew the 3% MRDT for a five-year term from July 1, 2027 to June 30, 2032.

The MRDT is a provincial tax on short-term accommodation purchases that is reinvested locally to support tourism marketing, destination development, and related initiatives. Renewal of the MRDT will support implementation of the Council-approved Richmond Tourism Master Plan 2035, which focuses on improved connectivity and accessibility, enhanced year-round visitor experiences, and tourism infrastructure development.

Provincial application requirements include developing a 5-Year Strategic Tourism Business Plan, obtaining majority support from Richmond accommodation providers, and adopting a municipal bylaw. The complete application package, including an adopted bylaw, is due on or before September 15, 2026.

Staff Report

Origin

The MRDT is a provincial tax on short-term accommodation purchases. It is supported through partnerships between municipalities, destination marketing organizations, and accommodation providers. Administered by the Government of BC, revenues are reinvested into tourism marketing and development to support the local economy.

Enabled by regulation under Section 123 of the *Provincial Sales Tax Act*, the City applies to the Government of BC once every five years to be a designated recipient of the 3% MRDT. The current term expires on June 30, 2027, and the deadline to apply for the next five-year period (July 1, 2027 to June 30, 2032) is September 15, 2026.

The process to renew the MRDT for the next five-year period is underway in accordance with the following Council resolution adopted on March 23, 2026:

That staff initiate the process to make an application to the Government of British Columbia for the renewal of the 3% Municipal and Regional District Tax (MRDT) for the next five-year period from July 1, 2027-June 30, 2032.

This report supports Council's Strategic Plan 2022-2026 Focus Area #2 Strategic and Sustainable Community Growth:

Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

Analysis

Background

Tourism continues to be a key sector in Richmond's economy, and the Municipal and Regional District Tax Program is an important mechanism for funding tourism initiatives in Richmond. Its renewal will support implementation of the Council-approved Richmond Tourism Master Plan 2035 over the next five years.

MRDT applications are subject to provincial requirements, which include the following:

- 1) Developing a 5-Year Strategic Tourism Business Plan;
- 2) Obtaining support from at least 51% of accommodation providers representing at least 51% of the accommodation units in Richmond; and
- 3) Adopting a City bylaw that requests the Province to levy the MRDT on the municipality's behalf.

The City has had an MRDT program in place since 1998. The current bylaw and associated agreements have been in place since July 1, 2022 and will expire on June 30, 2027. The application to renew the MRDT for an additional five years is due to the Province on or before September 15, 2026.

5-Year Strategic Tourism Business Plan (2027-2032)

As part of the renewal application for the period July 1, 2027 to June 30, 2032, a 5-Year Strategic Tourism Business Plan was created based on the Richmond Tourism Master Plan 2035. Developed through close collaboration with the City's tourism partners and through extensive community and business engagement, the Council-approved Richmond Tourism Master Plan is a shared 10-year vision to strengthen Richmond's tourism sector.

The 5-Year Strategic Tourism Business Plan outlines a coordinated approach to advancing that vision over the short and medium term and reflects the same key goals:

- Enhance Connectivity and Accessibility, through improved wayfinding, transportation solutions, visitor services, and barrier-free access;
- Elevate and Diversify Visitor Experiences, through developing Richmond into a vibrant year-round destination with enhanced festivals, cultural, sport, culinary, agri-tourism, and heritage experiences; and
- Advancing Tourism Infrastructure Development, through placemaking initiatives and exploration of a multi-purpose conference and event venue to support long-term tourism growth.

The 5-Year Strategic Tourism Business Plan, developed collaboratively with the City's tourism partners, is included in Attachment 1 and will form part of the MRDT application to the Province.

Partner and Accommodation Sector Support

Richmond's approach to facilitating tourism sector growth and development is grounded in a collaborative "Team Richmond" model involving the City of Richmond, Tourism Richmond, and the Richmond Hotel Association. The partners have worked together to develop and deliver tourism initiatives during the past and current MRDT programs, and agreements will be in place to continue this collaboration during the upcoming 2027-2032 MRDT program.

Support from at least 51% of accommodation providers representing at least 51% of Richmond's accommodation units is also required for MRDT renewal. Strong support has been indicated to date, and formal confirmation from hoteliers is underway. Staff will notify Council once this process has concluded to confirm that the minimum provincially required threshold of support has been met.

Municipal and Regional District Tax Imposition Bylaw

The attached Municipal and Regional District Tax Imposition Bylaw has been drafted to reflect the approved Council direction for the MRDT Program and provincial requirements which include:

- Rate of tax to be imposed
- Description of the geographic area in which the tax is to be imposed
- Purpose for the funds
- Desired effective date of the tax

Budgetary Implications

Subject to bylaw adoption and provincial approval, MRDT funds will be used to support continued tourism programs and initiatives. MRDT revenues fluctuate monthly, as these are based on hotel occupancy levels and the cost of accommodation. Updates on MRDT revenues are provided annually through the City's Operating Budget.

Conclusion

Renewal of the 3% MRDT provides an opportunity to advance key actions identified in the Richmond Tourism Master Plan 2035, supporting Richmond's long-term tourism vision and key goals. The 5-Year Strategic Tourism Business Plan, based on the Council-approved Tourism Master Plan, focuses on improved connectivity and accessibility, diverse year-round visitor experiences, and tourism infrastructure development to enhance Richmond's competitiveness as a connected, inclusive and sustainable destination.

Adoption of the Municipal and Regional District Tax Imposition Bylaw is required as part of the City's application to the Province to renew the 3% MRDT for the period July 1, 2027 to June 30, 2032. Subject to Council approval, staff will finalize and submit the application on or before the September 15, 2026 deadline. Provincial review is anticipated to take approximately nine months, with renewed MRDT regulation expected to be in place before the current authorization expires on June 30, 2027.

Respectfully submitted,

Katie Ferland, Director, Business Services

Report Contributors

This report was prepared by Jill Shirey, Manager, Economic Development.

Endorsed by Serena Lusk, CAO

Att. 1: 5-Year Strategic Tourism Business Plan



Richmond's MRDT 5-Year Strategic Business Plan

(2027–2032)



Introduction

Richmond is a vibrant and diverse community where tourism supports economic prosperity, celebrates cultural heritage, and enhances community life. With its connection to the natural environment and role as a Pacific Gateway destination, tourism continues to be an important driver of Richmond's economy and identity.

Richmond's 2027–2032 MRDT Strategic Tourism Business Plan sets out a coordinated five-year approach to strengthen the city's visitor economy and advance the long-term vision established in the Richmond Tourism Master Plan 2035. The plan positions tourism as a catalyst for economic growth, community vitality, and cultural enrichment, while supporting sustainable development, environmental responsibility, and shared benefits for residents, businesses, and visitors. It is grounded in a collaborative "Team Richmond" model that includes the City of Richmond, Tourism Richmond, and the Richmond Hotel Association.

In March 2026, Richmond completed its first comprehensive Tourism Master Plan, establishing a shared vision and strategic direction for tourism over the next ten years. The plan provides a coordinated framework to guide tourism development and strengthen Richmond's position as a must-visit destination. Supporting the Master Plan is an action plan that translates the strategy into clear actions across three strategic goal areas, with short (1-3 years) medium (4-6 years) and long (7+ years) term timelines.

As the 2027–2032 MRDT Strategic Tourism Business Plan looks to advance early work under the Tourism Master Plan, it will also focus on the same three priorities: improving connectivity and accessibility across the destination; elevating and diversifying visitor experiences year-round; and advancing tourism infrastructure development. Key directions include better transportation connections and wayfinding, enhanced inclusive and accessible visitor experiences, continued growth in sport tourism, business events and leisure travel, and stronger promotion of Richmond's distinctive brand as a culturally rich Pacific gateway destination.

Successful implementation of the Strategic Tourism Business Plan will rely on continued collaboration between the City, Tourism Richmond, and the Richmond Hotel Association, while building new and fostering existing partnerships with industry leaders, government organizations, community groups, and others. Progress will be measured through work toward the key performance indicators in the Tourism Master Plan 2035, which include tourism's contribution to GDP, length of stay, seasonality, partner engagement, resident sentiment, and visitor satisfaction. Together, these efforts provide a clear framework to guide investment, partnerships, and implementation, with the goal of positioning Richmond as a connected, resilient, inclusive, and year-round destination of choice by 2035.

Richmond's Vision

Richmond's Destination Vision for 2035 reflects the community's aspiration to establish Richmond as a year-round must-visit destination known for its cultural vibrancy and diversity. This shared vision highlights key themes that emerged from extensive community and industry engagement during the development of the Tourism Master Plan.

Richmond's Destination Vision 2035

Richmond is a dynamic Pacific gateway and a destination to be discovered.

We proudly share Richmond's blend of cultures and cuisines; the mix of urban, cultivated and natural landscapes; and our rhythm of coastal life across time.

To realize the Destination Vision, three strategic goals identified in the Tourism Master Plan will guide advancing short-term priorities over the next five years and long-term priorities over the next ten years, with the goal of becoming a destination of choice by 2035.

Strategic Context

Over the past decade, Richmond has experienced significant economic, demographic, and tourism-related changes. Growth in population, business development, infrastructure investment, and increased global connectivity have reshaped the city and how it is experienced by residents and visitors alike. Tourism has continued to be an important contributor to the local economy, supporting jobs, local businesses, and cultural experiences. At the same time, changing visitor expectations and broader economic and environmental pressures have highlighted the need for a more coordinated and resilient approach to tourism development.

The Richmond Tourism Master Plan 2035, identified as a foundational element of Richmond's 2022–2027 MRDT application, was developed through extensive community, industry, and visitor engagement and sets the stage for Richmond's continued evolution as a dynamic Pacific gateway and a must-visit destination. Richmond has emerged as a destination that visitors are drawn to for its cultural heritage, unique blend of nature and urban life, and richness of local cuisine. By guiding sustainable growth and targeted investment, the 10-year Tourism Master Plan aligns with other City of Richmond future-focused plans and strategies and helps ensure that Richmond continues to build its global reputation as a place to visit as well as a vibrant, resilient, and connected community.

Tourism in Richmond, as in many other communities, continues to be influenced by global factors such as geopolitical uncertainty, climate-related impacts, fluctuating economic conditions, rapid technological change, and evolving traveler expectations. These factors are reshaping visitor demand and destination competitiveness, requiring tourism organizations to adapt more quickly, strategically, and collaboratively.

The analysis completed during the development of the Richmond Tourism Master Plan 2035 reinforces Richmond's position as a globally connected gateway destination with a strong and diverse visitor economy. Richmond benefits from exceptional accessibility through Vancouver International Airport, rapid transit, interconnected highway networks, and regional transportation links. Supported by established attractions such as Steveston Village, the Richmond Olympic Oval, a globally recognized culinary scene, expanding hotel inventory, and extensive cultural and outdoor assets, tourism continues to generate significant economic benefits for the city through visitor spending and local employment.

There were also challenges identified that may limit overnight visitation growth, including a lack of major signature attractions, limited event and meeting space capacity, seasonal demand fluctuations, and the perception of Richmond as primarily an airport or stopover destination. Opportunities exist to strengthen Richmond's competitiveness through new attractions, expanded culinary and agri-tourism experiences, enhanced connectivity, regenerative tourism initiatives, and year-round programming. At the same time, Richmond must navigate increasing global competition, infrastructure pressures, economic uncertainty, environmental risks, and ongoing labour and housing challenges to support the long-term sustainability and resilience of the tourism sector.

Richmond's visitor economy is driven by three primary markets—Leisure Travel, Business Events, and Sport Tourism—each contributing to the city's economic growth, destination appeal, and year-round visitation.

LEISURE

Leisure visitors to Richmond are seeking meaningful, authentic, and rich cultural experiences. They are curious explorers who go beyond the well-known areas to engage deeply with the places they visit, appreciating local foods, stories, traditions, and communities.

BUSINESS EVENTS

Travelers for business events are drawn by Richmond's strategic location as the home of Vancouver International Airport, modern accommodation, excellent meeting facilities, and convenient transit connections. Conference and other corporate event organizers are often drawn to Richmond for sector-specific reasons, such as the city's reputation in agrifood and aviation.

SPORT TOURISM

Richmond's location, world-class sport infrastructure, and proven track record of hosting sport events make it an ideal destination for sport tourism. Home to premier venues, convenient access through Vancouver International Airport, a diverse selection of accommodations, and a welcoming multicultural community, Richmond offers an exceptional experience for athletes, officials, and spectators alike.



Overview of Team Richmond and Governance Approach

The City of Richmond, the Richmond Hotel Association, and Tourism Richmond operate through a shared governance partnership model (Team Richmond) to deliver and oversee the MRDT Program, tourism marketing, destination development, industry engagement, and strategic tourism initiatives that support Richmond's visitor economy.

The partners have developed a strong, collaborative relationship through the development and delivery of joint tourism initiatives funded through MRDT. Examples of these joint initiatives include the development of the Tourism Master Plan, the creation of the Community Wayfinding Strategy and the Richmond Discovery Shuttle. All of these were identified as shared priorities for Richmond and developed through a collaborative and inclusive process.

The City of Richmond, as the designated recipient of the Municipal and Regional District Tax (MRDT), oversees the management and delivery of the program, completion of provincial reporting and financial requirements, and maintains accountability for the MRDT program and related funding. MRDT funding supports two City programs, Richmond Sport Hosting, which attracts and coordinates sport events in Richmond, and Steveston Heritage Sites, which operates four City-owned heritage attractions that preserve and showcase Steveston's history through visitor experiences, interpretive programming, exhibits, and tourism marketing.

Tourism Richmond (TR), the city's destination marketing and management organization, leads the delivery of destination marketing, tourism programs, industry engagement and product development initiatives, and promotes Richmond as a compelling destination for visitors.

Richmond Hotel Association (RHA) represents local hotel operators in Richmond, offering industry insights, strategic input into tourism planning, and is a valuable channel to the hotels in Richmond. Richmond Hotel Association manages their Stay & Play Program, a key program to drive visitation and stays to Richmond in the shoulder season.

Together, these entities collaborate on destination development, major events, and tourism programs to deliver tourism initiatives in Richmond.

Richmond's Goals

To achieve Richmond's Destination Vision for 2035, three strategic goals guide the implementation of the Tourism Master Plan, setting a course for long-term, sustainable, and inclusive growth and also ensuring the city's tourism sector is responsive to community needs.



Enhance connectivity and accessibility:

Create a seamlessly connected destination that prioritizes multi-modal, barrier-free access and sustainable transportation options enhanced through technology for both visitors and residents.

This goal aims to position Richmond as a connected, accessible, and welcoming destination where getting around is intuitive, sustainable, and enhances the visitor experience. The focus is on improving mobility, strengthening connections between key destinations, enhancing signage and visitor services, and ensuring attractions, public spaces, transportation, and tourism services are inclusive and accessible for all visitors.



Elevate and diversify visitor experiences:

Develop Richmond into a vibrant year-round tourism hub, providing a wide array of immersive activities that encourage extended visitation and create community pride.

This goal focuses on strengthening Richmond as a vibrant year-round destination, including through signature festivals and immersive experiences, growing its strengths in sport, culinary, and agri-tourism, and enhancing authentic tourism offerings that encourage visitors to explore more of the city and stay longer.



Advance tourism infrastructure development:

Encourage the development of top-tier tourism infrastructure, gathering spaces and landmark attractions that position Richmond as a vibrant, must-visit destination in every season.

This goal focuses on strengthening Richmond's tourism infrastructure through targeted investment, enhanced public spaces and placemaking, and exploration of a multi-purpose conference and event venue to support year-round visitation, benefit the community, and facilitate long-term destination growth.

Alignment with the Province’s Look West: Tourism Sector Action Plan

Richmond’s Tourism Master Plan 2035 aligns with the Province’s new Look West: Provincial Tourism Sector Action Plan to drive long-term prosperity, sustainability, and community benefit. The following summary outlines synergies between Richmond’s three strategic goals and the pillars in Look West.

		Richmond’s Strategic Goals 2027–2032		
		Enhance connectivity and accessibility	Elevate and diversify visitor experiences	Advance tourism infrastructure development
Government of BC Tourism Sector Action Plan	Marketing	Improved accessibility and ease of access can set Richmond apart	New experiences in Richmond can enhance BC’s appeal to global markets year-round	Placemaking and infrastructure development improve the destination, making it a more attractive and enjoyable place to visit
	Destination Access	Better access and multi-modal connectivity support inclusive travel and community benefits	Improved access can strengthen visitation to new experiences and assets	Greater access can support demand for new infrastructure
	Event Hosting	Multi-modal, barrier-free access ensures all can participate in high-impact events and conferences	Event-driven development can bring new visitors to enjoy diverse experiences in Richmond	Future potential new infrastructure in Richmond can support additional event hosting
	Investment Attraction	Connectivity improves ease of moving between tourism assets, creating value and supporting investment	Fresh experiences create new opportunities for further investment	Infrastructure investments and placemaking initiatives can strengthen the destination, driving operator viability and further investor interest
	Enabling Growth	Collaboration improves seamless travel and visitor flow	Supportive business environment can help generate new experiences and assets in the destination	Expanded access to tourism data supports planning for new infrastructure

Strategies and Key Actions

Richmond's strategies and key actions for the next five years aim to strengthen the visitor economy and advance the long-term vision outlined in the Richmond Tourism Master Plan 2035. Aligned with the Action Plan in the Tourism Master Plan 2035, Richmond's five-year Strategic Tourism Business Plan aims to increase overnight stays, reduce seasonality, and encourage visitors to spend more time exploring Richmond's unique assets, including its culinary offerings, Steveston Heritage sites, agritourism, outdoor experiences, and sport hosting strengths.

Key actions are described under each goal:

Goal #1 | Enhance connectivity and accessibility:

Create a seamlessly connected destination that prioritizes multi-modal, barrier-free access and sustainable transportation options enhanced through technology for both visitors and residents.

Richmond will work toward a smart, seamless, and visitor-friendly mobility system by improving transportation connections, expanding active and shared transportation options, enhancing visitor services, and exploring new experiential transportation opportunities. Two of Richmond's seasonal programs, the Discovery Shuttle and Bike Valet, will be reviewed to ensure they continue to support sustainable travel and effectively connect visitors and residents to key attractions and visitor areas.

To improve accessibility across Richmond's tourism experiences, Richmond plans to implement its new Community Wayfinding Strategy. A coordinated, city-wide approach to navigation, the Community Wayfinding Strategy aims to enhance the visitor experience by improving wayfinding, encouraging exploration, increasing accessibility, and strengthening connections between accommodations, attractions, and commercial areas, while also benefiting residents and local businesses. Funding of implementation of the Richmond Community Wayfinding Strategy is contingent on approval of the submitted Additional Prescribed Purpose from the Ministry of Finance.

Richmond will look to advance accessibility across Richmond's tourism experiences, including aligning with Richmond's Accessibility Plan to support attractions, visitor experiences, public spaces and transportation networks in being welcoming and usable for people of all ages, cultures and abilities. In addition, the recently updated Richmond Sport Hosting Strategy includes the strategic direction to establish Richmond as a leading host for accessible and parasport events by building on its existing facilities, infrastructure and experience in inclusive sport event delivery.

Goal #2 | Elevate and diversify visitor experiences:

Develop Richmond into a vibrant year-round tourism hub, providing a wide array of immersive activities that encourage extended visitation and create community pride.

Richmond will aim to become a vibrant year-round destination by looking to grow signature festivals and immersive experiences, increasing its strengths in sport, culinary, and agri-tourism, and enhancing authentic tourism offerings that encourage visitors to explore more of the city and stay longer.

Building on the success of Richmond's current festival and event offerings such as the Richmond Maritime Festival, Richmond will seek to enhance and further develop cultural celebrations that drive visitation across seasons and build on Richmond's strengths. In addition, Richmond will look to develop and or attract an anchor festival that raises the profile of Richmond and has a national draw.

Richmond will focus its marketing and business development efforts on prioritizing visitation from leisure travel, sport tourism and business event markets that align with Richmond's capacity, community values, and long-term economic goals. As aligned with the recently updated Richmond Sport Hosting Strategy, Richmond will look to position itself as Canada's Sport Business Capital, leveraging its already strong foundation in Sport Tourism and Sport Hosting to continue driving visitation to Richmond year-round.

With Richmond's strong culture and heritage attractions, Steveston Heritage Sites, including London Farm, Britannia Shipyards National Historic Site, Steveston Museum, and Steveston Tram, will continue to enhance and deliver engaging heritage experiences that support year-round visitation and strengthen Richmond's tourism market presence.

Richmond will strengthen its position as Canada's premier Asian culinary destination by exploring opportunities such as chef collaborations, signature dining experiences, and food trails similar to the well-known Dumpling Trail. The destination will also build on its agritourism offerings, such as the Richmond Local Food Map that connects visitors, residents, and farmers, by exploring agritourism circuits and farm-to-table initiatives.

Goal #3 | Advance tourism infrastructure development:

Encourage the development of top-tier tourism infrastructure, gathering spaces and landmark attractions that position Richmond as a vibrant, must-visit destination in every season.

Richmond will look to strengthen its tourism infrastructure through targeted investment, enhanced public spaces and placemaking, and exploration of a future multi-purpose conference and event venue that supports year-round visitation, benefits for the community, and long-term destination growth.

To foster destination-defining infrastructure and investment, Richmond will continue to explore and build on existing public and private efforts to catalyze growth and ensure financial sustainability of the sector. For example, the Richmond Hotel Association will continue Richmond's 'Stay & Play' program, a program to drive visitation and overnight stays to Richmond's hotels during shoulder seasons.

Richmond will explore placemaking and public space opportunities that enhance the city's appeal, strengthen its identity, and support increased visitation. This includes expanding on Phase 1 of Fisher's Walk, a self-guided route connecting Steveston Wharf and Garry Point that shares the story of Steveston as a working fishing village, with Phase 2 introducing a digital storytelling component to enhance the visitor experience.

A key opportunity for Richmond will be to explore the feasibility of a multi-purpose conference and event venue, as Richmond continues to position itself as a premier destination for business events and meetings, and works towards recognition as Canada's Sport Business Capital.



Richmond's Objectives and Targets

The following key performance indicators support tracking implementation and success of the Tourism Master Plan 2035, to which this Strategic Tourism Business Plan will contribute over the next five years.

These measures are intended to guide coordinated decision-making, investment, and partnership development across the tourism sector. Together, they provide a practical framework for strengthening Richmond's visitor economy, enhancing destination competitiveness, and ensuring that tourism growth continues to deliver economic, social, and community benefits in a sustainable and strategic manner. Initiatives undertaken as part of the Strategic Tourism Business Plan will aim toward continued progress in the areas below.

KPI	Why this is important
Tourism's overall contribution to GDP	Demonstrates tourism's economic importance, supports investment, and helps policymakers balance tourism with other sectors
Average length of stay and seasonality	Longer stays and balanced seasonality increase revenue stability, reduce strain on infrastructure, and support sustainable growth
Partner engagement	Strong engagement builds trust, aligns priorities, and ensures tourism strategies reflect diverse needs and perspectives
Resident sentiment and community support for tourism	Community buy-in is essential for tourism's sustainability; positive sentiment can enhance destination appeal and resilience
Visitor Satisfaction	Drives positive word-of-mouth, strengthens destination reputation, and supports long-term competitiveness



Richmond's Brand Positioning and Target Markets

Richmond's destination brand, "Pacific. Authentic." is built on research and learnings from past brand work and campaigns. It is focused on showcasing Richmond in a dynamic and compelling way, defined by the dynamic convergence of Pacific cultures and authentic Canadian coastal experiences. In Richmond, visitors encounter a fusion of coastal and cultural influences that shape the region's dynamic atmosphere. The area embodies Canada's renowned coastal lifestyle, enriched by Pacific Rim perspectives, resulting in a distinctive blend of energy and culture.

Richmond also offers genuine experiences, presenting environments that are authentic and unfiltered. Its evolving identity is driven by continuous exploration, encouraging visitors to embrace new perspectives and step beyond their usual boundaries. Richmond also exemplifies multicultural Canadian heritage while reflecting the unique character of the Pacific coast.

Direction for Product Development and Promotion

This brand position guides Richmond to prioritize and promote authentic, culturally rich, and locally rooted experiences across three key verticals: Food & Drink/Culinary, Coastal/Steveston Village, and Outdoors/Nature/Recreation. Together, these areas reflect Richmond's distinct Pacific and coastal identity and provide the foundation for experience development, marketing, and storytelling. The brand is broadly aimed at Authentic Experience Seekers, a type of market audience, with tactical campaign segmentation by geography and audience used to support annual marketing planning. (Source: Destination Canada Study, 2026)

Regional Context

Richmond plays a distinct role within the broader regional tourism landscape by offering an experience uniquely defined by the convergence of Pacific cultures and authentic coastal life. It complements surrounding destinations by offering a more culturally immersive, working, waterfront, and everyday expression of the Pacific coast.

Consumer Markets

Richmond focuses on visitors whose motivations align with the destination's strengths: authentic cultural experiences, culinary depth, coastal heritage, and accessible nature. Richmond appeals to travelers seeking authentic and experience-rich destinations.

Business Events

Richmond targets corporate, association, and sport event planners seeking accessible, cost effective, culturally rich destinations. The city offers everything required to deliver a successful event within a small geographic footprint, including ease of airport access, walkability from hotels to venues, restaurants and shopping within close proximity of accommodation, and opportunities for attendees to add other experiences to their visit.

Target geographic markets for business events include the following:

- Washington State
- Oregon
- Northern California

Travel Trade

Richmond collaborates with a wide range of travel trade partners to position the city as an ideal start or end point for British Columbia and Canada itineraries. Proximity to YVR, strong hotel inventory, and multicultural visitor experiences support both independent and group travel.

Target geographic markets for travel trade include the following:

- **Primary:** China, Taiwan
- **Secondary:** South Korea, Japan
- **Emerging:** Singapore, Thailand
- **Monitoring:** Mexico, UK, Australia

Core Brand Verticals for Richmond's Marketing Strategy

Richmond's consumer strategy is anchored in four experience pillars:

1. Food & Drink/Culinary

A globally recognized culinary scene rooted in Asian cuisine, night markets, and authentic local eateries.

2. Fishing Heritage, Coastal Charm & Local Culture

Steveston's working waterfront and maritime history offer a strong sense of place.

3. Historic Sites & Cultural Assets

Museums, heritage sites, and cultural institutions support learning and storytelling.

4. Outdoors, Nature & Recreation

Trails, parks, wildlife viewing, cycling routes, and shoreline access appeal to nature-motivated travelers.

Sources of Funding

As the designated recipient of MRDT, the City disburses MRDT funding to Tourism Richmond, Richmond Hotel Association, Richmond Sport Hosting, and Steveston Heritage Sites based on the legal agreements and business terms in place for the MRDT term.

In addition, additional sources of funding for Richmond tourism initiatives include:

Private sources: private contributions and sponsorship for Sport Hosting events and programs; Richmond Hotel Destination Association's Destination Marketing Program.

Public sources: City of Richmond makes ongoing capital and operating investments to tourism infrastructure including the Steveston Heritage Sites, Richmond Olympic Oval, Public Art and trails expansion. The City also provides annual operational funding to maintain minimal public hours and programming at the Steveston Heritage Sites and support the delivery of signature community events. Grants from other levels of government and other ad-hoc funding are applied for on an as-needed basis.

Affordable Housing

Richmond's affordable housing program includes strategic investments to prepare City-owned sites for development and strengthen the City's ability to secure senior government funding. The program includes the Aberdeen Rental Residences project, expected to deliver approximately 210 homes, and the pre-zoning of four additional City-owned sites that could support up to 260 more homes. Together, these projects are intended to expand the supply of market rental, below-market rental, and potentially non-market housing in response to identified community need.

This work is supported by Richmond's 2024 Interim Housing Needs Report, which identifies a need for 2,600 homes annually, and by existing CMHC Housing Accelerator Fund allocations to support early due diligence and project advancement. MRDT funding would be used for technical studies, preliminary design, and development approval work needed to move the sites through rezoning and into a more shovel-ready position. Subject to approvals and funding, the initiative could enable nearly 470 homes over time, with Aberdeen potentially entering site preparation in early 2027 and occupancy in 2030.





City of Richmond

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Municipal and Regional District Tax Imposition Bylaw No. 10782

The Council of the City of Richmond enacts as follows:

- 1) Effective June 30, 2027, Council repeals Municipal and Regional District Tax Imposition Bylaw No. 10269.
- 2) The Lieutenant Governor in Council is hereby requested to issue a regulation under Section 123(1) of the *Provincial Sales Tax Act* in respect to imposing a tax on accommodation purchased within the whole of the City of Richmond from and including July 1, 2027 to and including June 30, 2032.
- 3) The tax to be imposed under the provisions of the regulation referred to in Section 2 of this Bylaw is requested to be three percent of the purchase price of the accommodation.
- 4) Except as provided in Section 5, the purposes for which the amount paid to the City of Richmond out of the revenue collected from the tax to be imposed under the provisions of the regulation referred to in Section 2 of this Bylaw may be expended are:
 - a) tourism marketing, programs and projects;
 - b) sport hosting marketing, programs and projects;
 - c) wayfinding projects, including infrastructure; and
 - d) destination enhancement initiatives including investments in the operation of tourism attractions; major events; tourism product development; and direct sales.
- 5) The amounts paid to the City of Richmond out of the revenue collected from the tax imposed on purchases through online marketplace facilitators may be expended on affordable housing initiatives.
- 6) This Bylaw is cited as “**Municipal And Regional District Tax Imposition Bylaw No. 10782**” and is effective July 1, 2027.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

MAYOR

CORPORATE OFFICER

CITY OF RICHMOND
APPROVED for content by originating dept.
JS
APPROVED for legality by Solicitor
LB