



Tradition meets tomorrow.

Request for Proposal (RFP)

Project Title: MRDT Renewal, 5-Year Strategic Plan, and Application Support

Proposal Due By: Wednesday, April 8, 2026, by 5pm PST

Organization Overview

The Township of Langley is located on the traditional lands of the Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations, and serves as a key connection point between Metro Vancouver and the Fraser Valley.

Tourism Langley is the official Destination Management Organization for the Township of Langley and is registered as not-for-profit organization under the Societies Act. The organization is mandated to deliver destination management, development, strategic marketing, and industry leadership initiatives that increase visitation, extend length of stay, and generate economic benefit for the Township of Langley.

Langley offers a diverse and growing tourism product, including wineries and craft beverage experiences, working farms and agri-tourism, parks and trails, arts and culture, restaurants and culinary experiences, boutique retail, seasonal events, and a strong and expanding sport tourism sector supported by major facilities and event infrastructure.

Tourism Langley works collaboratively with local businesses, community organizations, and municipal partners to support sustainable tourism growth that benefits both visitors and residents.

Project Overview

Tourism Langley is seeking proposals from qualified consultants to support the renewal of the Municipal and Regional District Tax (MRDT) program, including the development of a five-year strategic plan and completion of the MRDT application process.

The MRDT is currently set at 2%, with the Township of Langley as the designated recipient. The program is set to expire in November 2027.

This project will support:

- Engagement with accommodation providers and key stakeholders
- Roadmap to transition MRDT designated-recipient status to Tourism Langley
- Exploration of a potential increase from 2% to 3%, subject to stakeholder support
- Development of a 5-year strategic plan (2027–2032) aligned with MRDT funding
- Preparation of a Destination BC-compliant MRDT application

Tourism Langley intends to initiate this work in 2026 to ensure sufficient time for stakeholder alignment and a strong, complete application.

The total budget allocated for this project is approximately \$15,000.

Project Goals

The project is expected to:

- Deliver a complete and submission-ready MRDT application aligned with Destination BC requirements
- Develop a clear, actionable 5-year strategic plan tied to MRDT funding priorities
- Assess the feasibility and implications of increasing the MRDT rate to 3%
- Support stakeholder engagement, particularly with accommodation providers
- Clearly demonstrate how MRDT funding will deliver measurable value to the community and tourism sector
- Provide guidance on governance considerations, including transition of designated recipient status

Scope of Work

The successful proponent will be responsible for:

MRDT Application Development

- Lead the development of primary required application components
- Ensure completeness, accuracy, and alignment with Destination BC expectations
- Provide hands-on support through the submission process

5-Year Strategic Plan (2027–2032)

- Develop a five-year strategic plan aligned with MRDT funding
- Identify priority investment areas (e.g., marketing, destination development, sport tourism, stewardship)
- Establish goals, strategies, and measurable outcomes
- Align with Tourism Langley’s broader strategic direction

Funding and Rate Analysis

- Assess scenarios for maintaining a 2% MRDT and increasing to 3%
- Identify potential revenue implications and investment opportunities
- Provide a clear rationale to support stakeholder discussions

Stakeholder Engagement Support

- Develop an engagement approach for accommodation providers
- Provide key messaging and supporting materials
- Identify risks, barriers, and mitigation strategies

Governance Considerations

- Provide guidance on the transition of MRDT recipient status from the Township of Langley to Tourism Langley

Deliverables

- **A complete, submission-ready MRDT application**
- **A 5-year strategic plan (2027–2032)** aligned with MRDT funding
- Funding scenarios and rationale (2% vs. 3%)
- Stakeholder engagement plan and key messaging
- Supporting materials required for submission and stakeholder alignment
- Ongoing advisory support through the application submission process

Project Timeline

RFP Issued: March 25, 2026

Proposal Deadline: April 8, 2026

Project Start: May 1, 2026

Project Completion: October to November of 2026

Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience with MRDT applications
- Experience developing tourism strategic plans or destination management plans
- Understanding of Destination BC requirements and processes
- Experience working with local government, DMOs, and industry stakeholders
- Strength and clarity of proposed methodology
- Ability to deliver within budget and timeline

Submission Requirements

All proposals must include:

- Company overview and relevant experience
- Examples of similar work (MRDT applications, tourism strategies, funding programs)
- Proposed methodology and approach
- Project timeline
- Detailed budget
- Identification of key team members

Proposals must be submitted electronically no later than **5pm PST on April 8, 2026.**

A decision will be communicated by **April 17, 2026.**

Tourism Langley has issued concurrent Requests for Proposal for the MRDT Renewal, 5-Year Strategic Plan, and Application Support project and the Value of Tourism Study. Proponents may submit for one or both projects. Combined submissions are welcome and should outline how the two scopes would be integrated.

Contact Information

Elizabeth Clark

Email: elizabeth@tourism-langley.ca

Phone: 604.209.6204