

— Township of —
**GEORGIAN
BLUFFS**

"Come for the views, Stay for a lifetime"



**From Input to Action:
Short Term Accommodations**

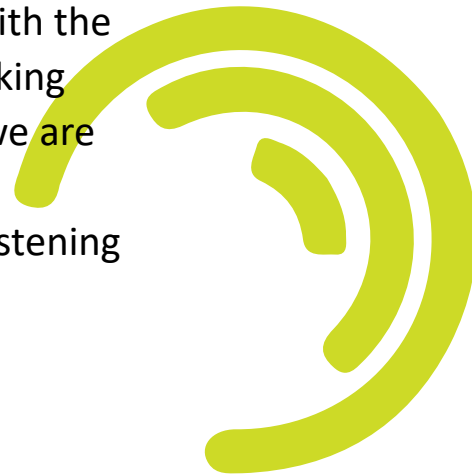
December 6th 2023 | Acting CAO Niall Loblely



THANK YOU

- The STA review, engagement and recommendations coming together this evening has been a significant team effort over the past 18 months. The SMT team, Shannon Campbell, Brian Putman, and Hailey Thomson have all had a significant input into this work. Most notably, this summer, Sarah Ceaser-Haefling has led much of this work. Without the dedicated and diligent team effort, we would not have been able to bring such a well-considered proposal forward.
- In addition, we have received incredible support from community with one of the highest levels of engagement on a topic the Township has experienced, and with the sustained efforts of volunteers through the Working Group. The results, conclusions and next steps we are presenting this evening truly are the result of collaborative work with community, engaging, listening and responding.

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SUMMARY

- A delegation was brought to council in August 2022 regarding STAs and concerns from residents. A report to Council was then presented in March 2023 to investigate the landscape of STAs within the Township further.
- Council directed staff in 2023 to undertake work to understand STAs in Georgian Bluffs, to engage with community and bring forward options for STA management.
- A variety of forms of engagement were deployed and were open seeking feedback from owner/operators of an STA, visitors, and residents in the Township to gain insights from all stakeholders.
- In addition, proactive work was undertaken to identify where STAs were causing issues, from active complaint encouragement to proactive enforcement patrol work.



OVERVIEW

SHORT TERM ACCOMMODATION



A **Short Term Accommodation (STA)** is generally all or part of a dwelling unit rented out for less than 30 consecutive days.

Short term accommodations do not include hotels, motels, bed & breakfasts, and legal non-conforming properties or accommodations that are rented for 30 or more consecutive days (and are therefore regulated under the Residential Tenancies Act).

A **Municipal Accommodation Tax (MAT)** is a fee levied on short term and overnight accommodations. It is paid by visitors (typically at 4%) when they book a room with a local accommodation provider.

It is not being recommended to implement a MAT Tax at this time as it will not address the concerns at hand. The expenses and efforts needed to put this initiative in place are considered too high compared to the income it might generate.



MUNICIPAL ACCOMMODATION TAX

TOURISM IN GEORGIAN BLUFFS

- **Diverse Accommodation Options:** STAs expand lodging choices for visitors, individuals working in the area, those completing education requirements, and others, filling a gap in accommodation where traditional hotels and motels are scarce.
- **Economic Stimulus:** Tourism acts as an economic driver for the Township by attracting visitors who spend money on local goods, services, and attractions, thereby bolstering the local economy.
- **Job Creation:** The tourism sector creates a variety of employment opportunities, ranging from hospitality and tourism management to service jobs.
- **Community Development:** Tourism fosters the growth of community services and events, often supported by revenue generated through tourism activities. This leads to improved amenities and recreational opportunities for both residents and visitors.
- **Potential Permanent Residency:** Tourism can attract individuals who, after experiencing the Township's appeal, may choose to become permanent residents. This influx of new residents enriches the local community and can contribute to its cultural diversity and overall development.

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GEOFENCE TOURISM DATA

GEORGIAN BLUFFS VISITATION DATA

2022



A geofence is a virtual geographic boundary that represents a particular area of interest used for extracting mobile data.

The purpose of the report is to provide consumer data that will inform decision making when developing a Tourism or Marketing Strategy.

This report will assist in understanding the visitor profile for the geofenced areas in Georgian Bluffs including Big Bay, Cobble Beach, Shallow Lake, Inglis Falls and Keady Market.



GEOFENCED AREA EXAMPLE

MobileScapes | Visitor Summary

Big Bay | Time Period: January 01, 2022 - December 31, 2022



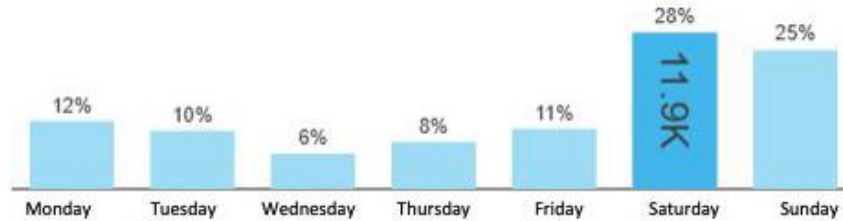
Visitation Summary



0 workers made 0 visits | 0 residents made 0 visits
Workers are those commonly seen during the day; Residents are those commonly seen in the evening

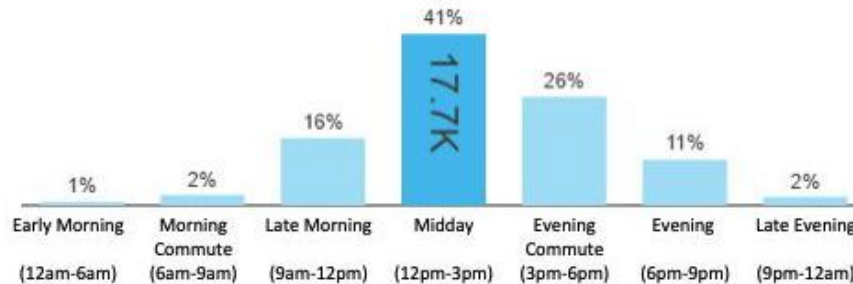
Visit Summary by Day of Week

% of Visits by Unique Visitors



Visit Summary by Daypart

% of Visits by Unique Visitors



Top PRIZM® Segments by Volume of Visits



Top PRIZM® Segments Represent: 47% of unique visitors, 71% of visits, 14.0 Visitation Rate

Demographic Summary of Unique Visitors

\$109K Average Household Income	65 - 74 Maintainer Age	40% Households with Children
2 Persons Household Size	Highschool or Below Education	Average Cultural Diversity

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the Canadian population

TOP PROFILE SEGMENTS FOR EACH AREA

Each Geofenced area is given a top segment of visitors, describing the most common demographic segments of people that visited the area. This information allows us to better market to these audiences, and market to the type of visitors we would like to attract to the area by using messaging and platforms that resonate most with them.

BIG BAY



Rank:	1
Customers:	10,191
Customers %:	52.58
% in Benchmark:	0.42
Index:	12,384

Older folks gravitate to Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more comfortable retirement communities, these rustic towns are home to lower-middle-income empty-nesting couples, separated and widowed individuals. Most own older, inexpensive, single-detached homes, though a significant percentage live in a mobile home. Those still working earn lower-middle incomes from blue-collar and agricultural jobs. These third-plus-generation Canadians enjoy time-honoured leisure pursuits like fishing, hunting and gardening; they also attend craft shows and auto racing events. As for media, they're mostly traditionalists, enjoying sports on TV and classic rock and country music on the radio.

COBBLE BEACH



Rank:	1
Customers:	3,751
Customers %:	19.19
% in Benchmark:	2.13
Index:	899

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.

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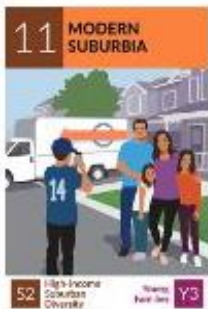
SHALLOW LAKE



Rank:	1
Customers:	24,545
Customers %:	6.04
% in Benchmark:	1.27
Index:	476

Scenic Retirement exemplifies one of Canada's dominant demographic trends, the aging population. With more than two-thirds of household maintainers over 55 years old, the segment features older married couples and singles living in the suburban neighbourhoods of smaller cities. Most members own single-detached houses and though only half are still in the labour force, incomes are above \$100,000 from a mix of sectors. These households stay active by playing golf, fitness, walking and gardening. A night out may mean a trip to a casino or community theatre. And with most residents born well before the advent of the Internet, this segment is a bastion of traditional media.

INGLIS FALLS



Rank:	1
Customers:	2,416
Customers %:	9.56
% in Benchmark:	2.92
Index:	327

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, culturally-diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia. With their university and college educations, they earn upper-middle-class incomes that allow them to own new single-detached, semi-detached or row houses. Modern Suburbia members have crafted active lifestyles for their relatively large families. They participate in team sports, including basketball and hockey, often followed by a trip to a pizza or burger restaurant. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums. Many rely on their mobile phones for everything from banking to streaming music.

KEADY MARKET



Rank:	1
Customers:	2,184
Customers %:	19.72
% in Benchmark:	2.12
Index:	932

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.

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METHODOLOGY

DISTRIBUTION



- An online survey was available through Engage GB from Jul 7th until Oct 2nd
- Hard copy surveys were available at each Township Recreation Centre and the Township Administration Office
- A letter was mailed to each identified STA Operator encouraging input, completion of the survey, and voluntary registration (86 Mailings)
- Emails, phone calls and other means of communication were accepted for feedback on the topic
- An in-person consultation event was held on Aug 24th with 5 revolving sessions for input
- A Working Group was created comprised of 3 STA Owners, 3 Residents, and 3 Business Owners
- A news release, social media promotion, local newspaper ads, local radio ads, and the Township Newsletter were all utilized in promoting the initiative

- 563 Survey Responses
- 78% Property Owners not operating STA
- 9.8% Owner & Operator of STA
- 3.4% Tourist
- 8.8% Other



RESPONSE

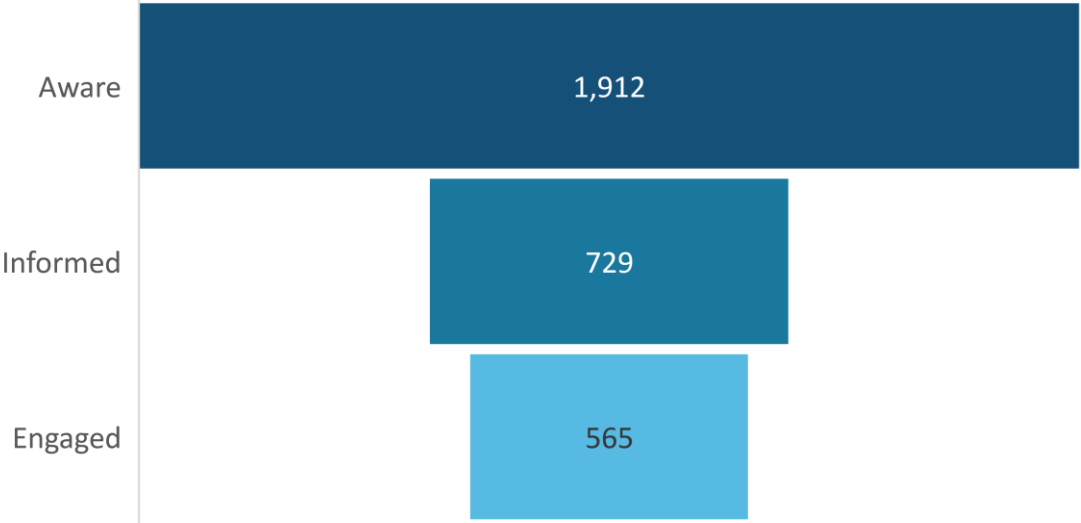
ENGAGE GB PROJECT SUMMARY

REACH: 19,950

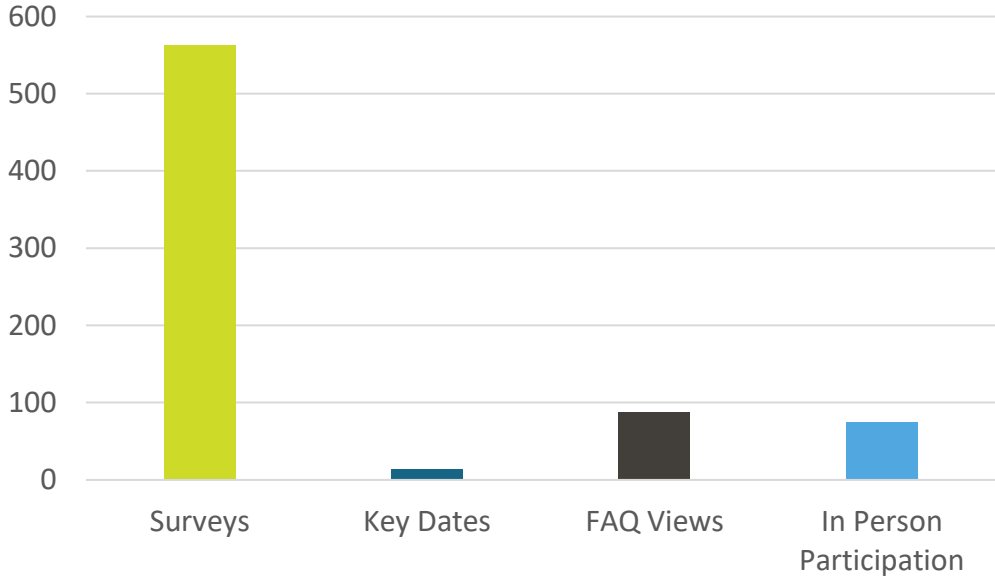
*Website views and social media post reach rounded to nearest 50.



Engage GB Engagement Level



Tool Participation Rates



TOOL SUMMARY

ABOUT ENGAGEMENT RATES

These results are not meant to be a statistically representative sample of the community.

Response/Self Selection Bias: The survey sample is not selected randomly nor weighted to represent the demographics of the community. Those with a high level of personal interest in the topic are more likely to take part, while those with low interest or who are satisfied with the current direction will not.

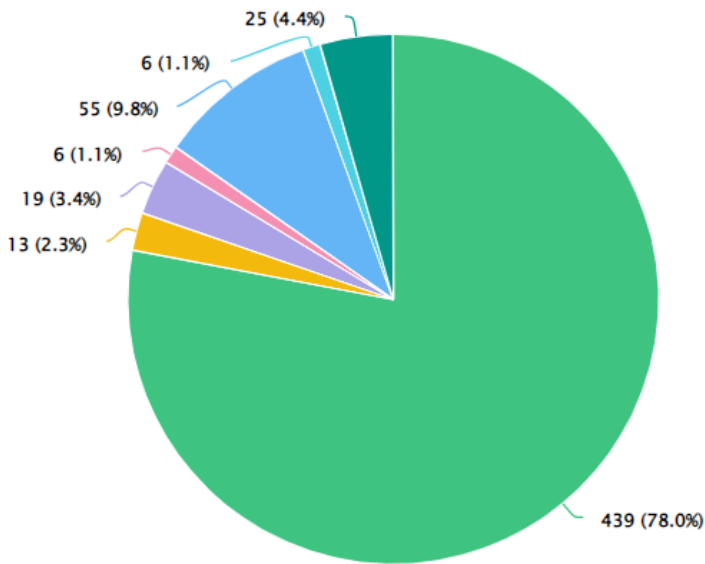
Individuals with extreme or strongly held views on a controversial topic may be more likely to self-select into taking the survey. Those with more ambivalent or less certain opinions may choose not to participate.



QUESTIONS AND RESULTS

Out of 563 Responses:

- **78% Property Owners not operating STA**
- **9.8% Owner & Operator of STA**
- **3.4% Tourist**
- **8.8% Other**



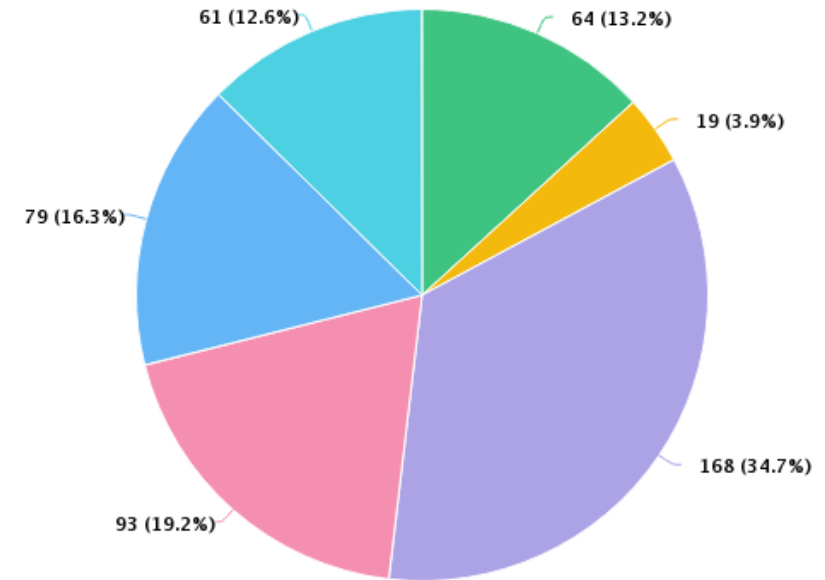
Question options

(Click items to hide)

- Property owner in Georgian Bluffs not operating an STA
- Leasehold Renter in Georgian Bluffs not operating as an STA
- Tourist/Visitor
- B&B Owner in Georgian Bluffs
- Owner & Operator of an STA
- Tourism business Owner/Operator in Georgian Bluffs
- Other

35% of resident responses are aware they live in a neighbourhood with an STA, and **19%** live next door to an STA.

My experience with STAs can be described as:



Question options

(Click items to hide)

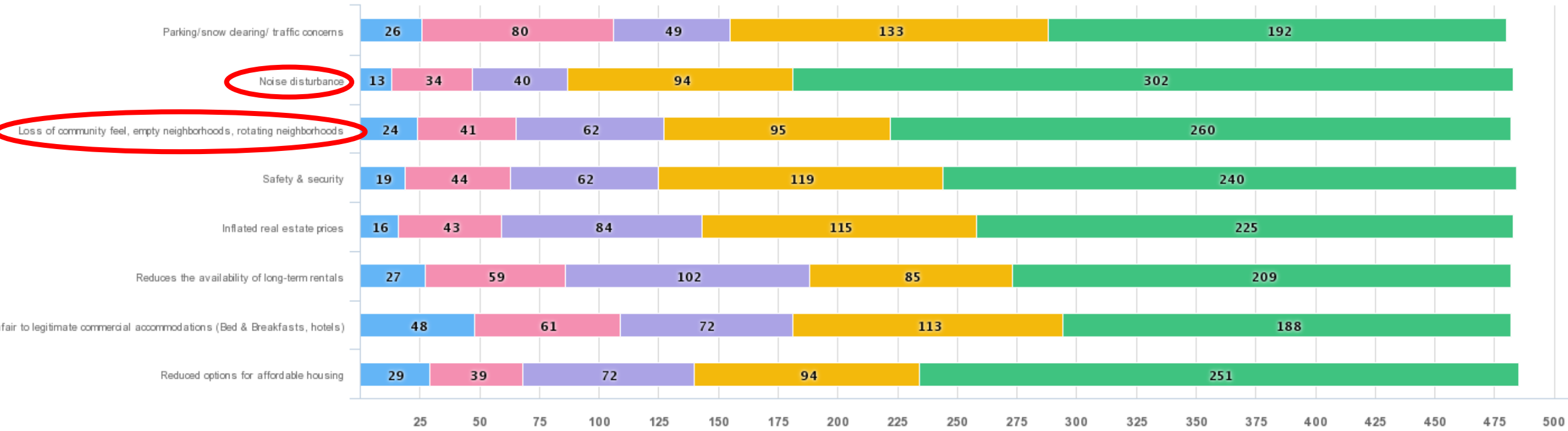
- I have or would consider operating a Short-Term Accommodation
- I have stayed in a Short-Term Accommodation as a guest in Georgian Bluffs
- I live in a neighbourhood with Short Term Accommodations
- I live next door to a Short-Term Accommodation
- I have no experience with Short Term Accommodations
- Other (please specify)

QUESTIONS AND RESULTS

Question	Top Response	Response #2	Response #3	Response #4
How important do you think tourism is in Georgian Bluffs?	46.4% Somewhat important	35.5% Very important	10.9% Neither important nor unimportant	4.7 % Not very important
How do you feel about the level of tourism in our community?	58.8% We have the right amount of tourism	21.8% We need more tourism	13.2% We need less tourism	6.2% Indifferent
Do you think local businesses benefit from visitors in Georgian Bluffs?	83.2% Yes	9.5% Unsure	7.2% No	

QUESTIONS AND RESULTS

Below is a list of potential housing-related concerns of Short-Term Accommodations. Please rate your level of concern.

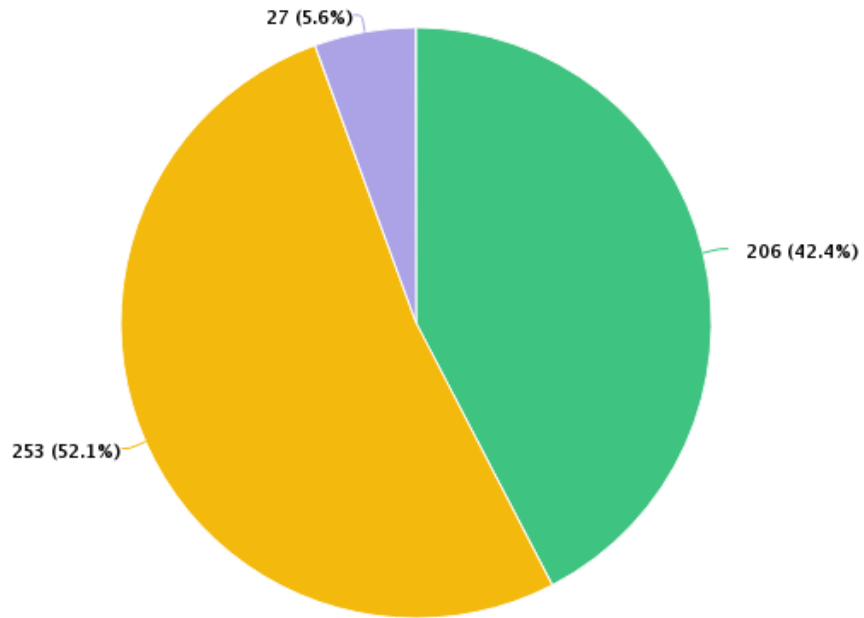


Question options
(Click items to hide)

● Not concerned at all ● Not very concerned ● Neutral ● Somewhat concerned ● Very concerned

63% are 'Very concerned' with Noise and **54%** are 'Very concerned' with loss of community feel.

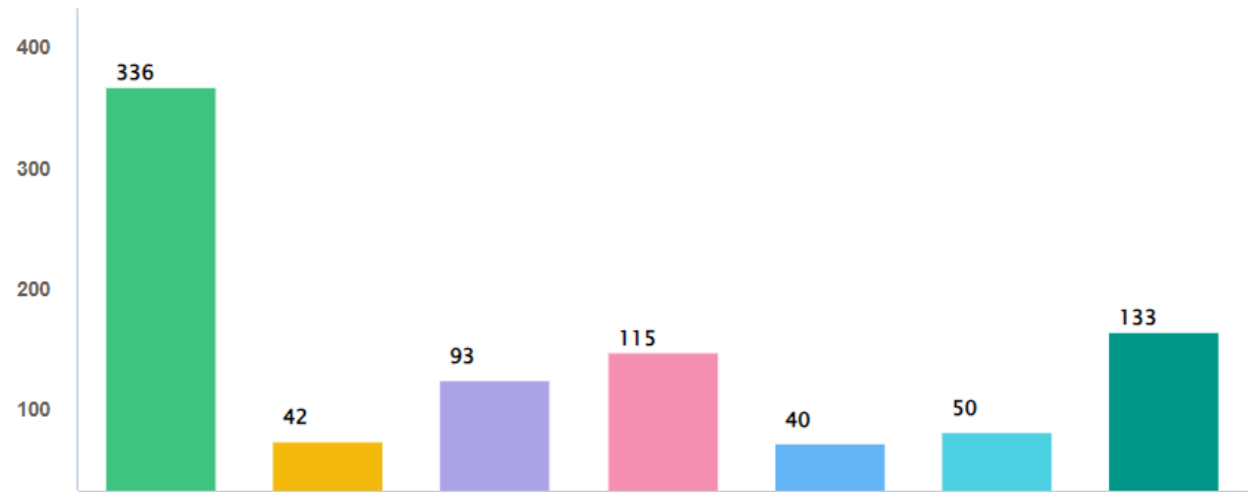
QUESTIONS AND RESULTS



Question options
(Click items to hide)
Unsure No Yes

42.4% of responders have been disrupted by an STA in Georgian Bluffs.

70% feel 'Homeowners in their primary residence' should be allowed to offer STAs, followed by **28%** saying 'None' should be allowed.



Question options
(Click items to hide)
None Anyone Property managers Owners of an entire rental building
Investors who own property Renters in their primary residence Homeowners in their primary residence

QUESTIONS AND RESULTS

Please rank the following measures to regulate Short Term Accommodations in order of Importance (Where 1 is the most important and 10 is the least important)

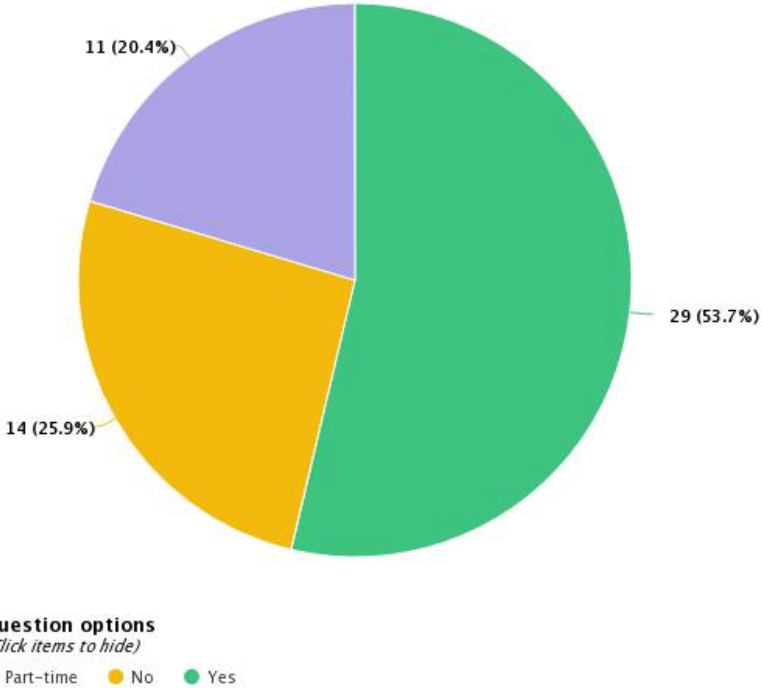
OPTIONS	AVG. RANK
Occupancy Limits - Limiting the number of guests/rooms to be rented	3.49
Good Neighbour Agreement - Operator is required to agree to a good neighbour code of conduct	4.11
Local Contact - Accessible 24/7 contact for concerns and management while operator is away	4.78
Response Time - A required response time of 2 hours or less by the operator or local contact	5.50
Dwelling Type - The types of spaces a Short-Term Accommodations is allowed within	5.74
License Caps - A limit to the total number of Short-Term Accommodations in the City or in specific neighbourhoods	5.81
Neighbour Notification - Operator is required to provide contact information to nearby residents	5.84
Licence Fees - Annual business license fee for Short Term Accommodations	5.94
On-Site Parking - A parking plan is required to be submitted with Business License application	6.11
Annual Rental Limit - A limit to the number of nights a Short-Term Accommodation may be rented each year	6.39

Occupancy limits (limiting the number of guests/rooms to be rented) is the top measure to be regulated, followed by **Good Neighbour Agreement** (Operator is required to agree to a good neighbour code of conduct).

QUESTIONS AND RESULTS

Question	Top Response	Response #2	Response #3	Response #4
Please describe your experience renting your property as a Short-Term Accommodation.	100% Positive	0% Neutral	0% Negative	
Do you use local services for your STA (Ex. Cleaning)	85.5% Yes	14.5% No		
Can you provide an overview of the types of guests you typically host?	59.3% Families	18.5% Couples	13% Small Groups (<6)	7.4% Large Groups (6+)
How would you feel as an STA operator about implementing a MAT Tax?	52.8% Would not be in favour	20.8% Would be indifferent	17% Would be okay with a MAT Tax	9.4% Would be in favour of a MAT Tax

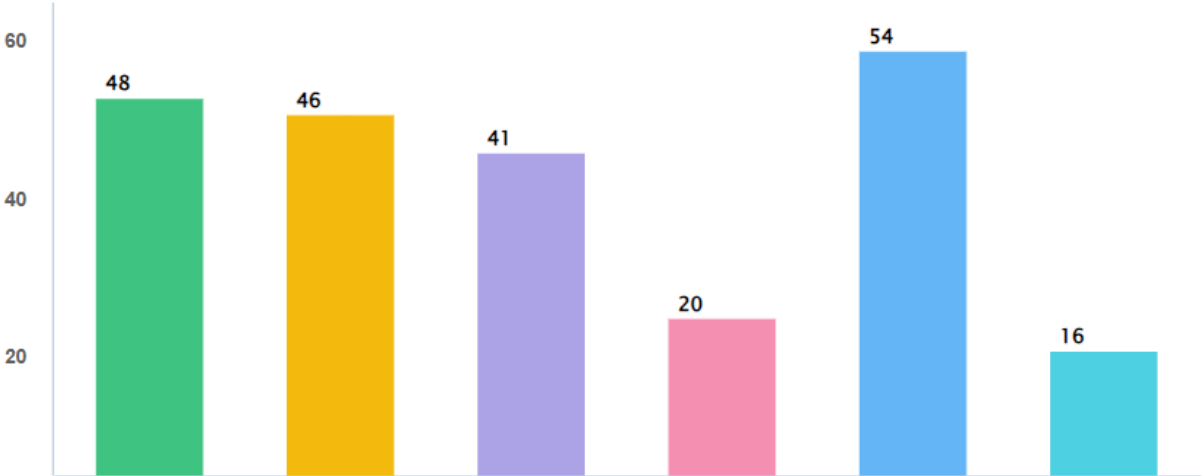
QUESTIONS AND RESULTS



53.7% of Operators live in Georgian Bluffs, and **37%** of those that don't live here, have someone in the area to attend to the property if any issues arise.

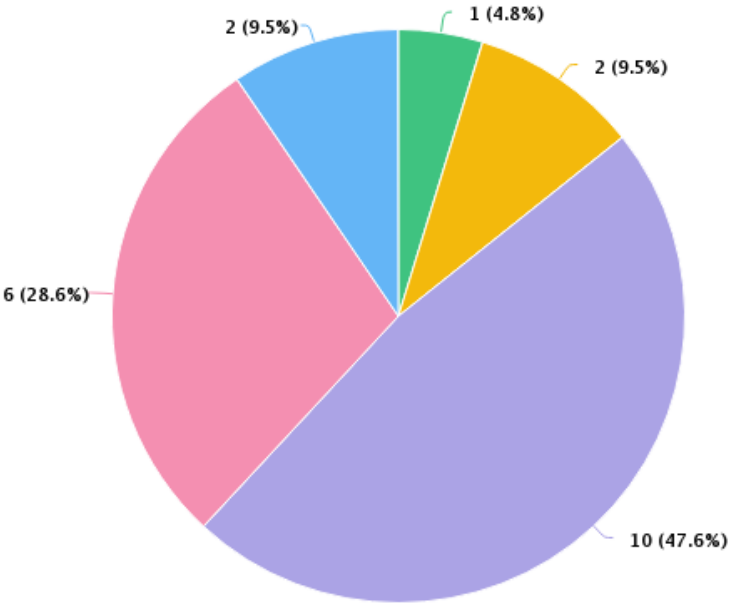


What measures do you take to minimize any potential negative impacts on the local community or neighbours?



- Question options**
(Click items to hide)
- Other (please specify)
 - Carefully vetting guests prior to booking confirmation
 - Notifying your neighbours of any upcoming bookings
 - Providing your contact information to neighbours if any issue occurs
 - Posting house rules in the house for easy access
 - Posting house rules on the property listing

QUESTIONS AND RESULTS



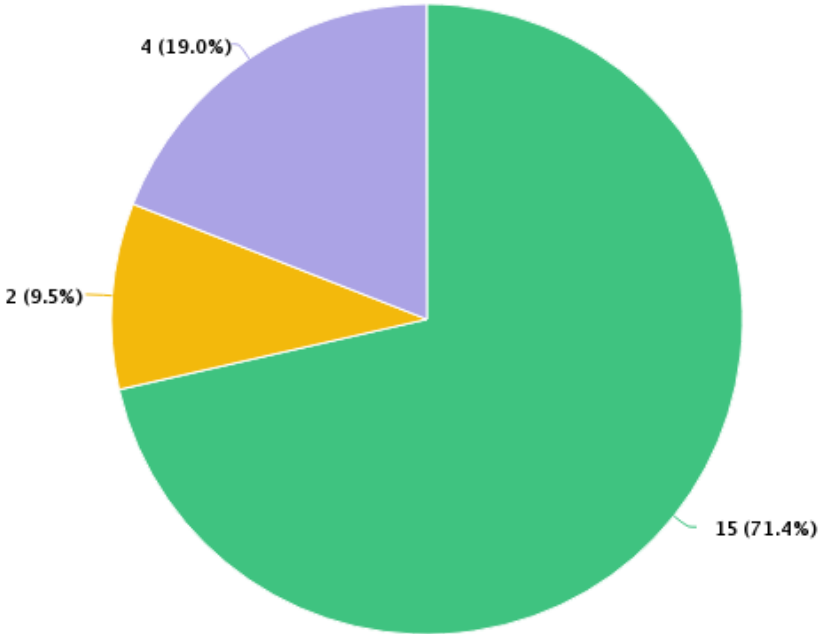
Question options
(Click items to hide)

- Very difficult
- Difficult
- Average
- Moderately easy
- Very easy

48% of visitors say it was 'average' trying to find accommodations in Georgian Bluffs, and **47.6%** travelled from 2-4 hours away.



After visiting Georgian Bluffs, **71.4%** would consider moving to the area one day.



Question options
(Click items to hide)

- Unsure
- No
- Yes

WHAT WE HEARD

Key themes from the comments provided in the STA survey, with the respondents of 'Residents.' A total of 234 comments were made.



COSTS AND FEES

- Concerns about the financial aspects of STAs.
- Emphasis on fees covering enforcement and staffing costs.



COMMUNITY DISRUPTION AND NOISE

- Residents express concerns about the disruption caused by short-term renters, including noise, large parties, and disruptive behavior.
- They worry about the impact on peace and quiet, particularly in residential neighborhoods.



REGULATION AND LICENSING

- Many residents stress the importance of regulating STAs through licensing and enforcement.
- They advocate for strict rules on noise, occupancy limits, and safety standards, with penalties for non-compliance and potential license revocation.



HOUSING AND AFFORDABILITY

- Concerns about STAs contributing to the lack of affordable housing.
- Calls to restrict STAs outside of primary residences to address housing needs.

WHAT WE HEARD

Key themes from the comments provided in the STA survey, with the respondents of 'STA Operators.' A total of 34 comments were made.



OPPOSITION TO MAT TAX

- Several commenters express strong opposition to the MAT tax, citing concerns that the cost of implementing and enforcing the tax would outweigh the revenue generated.



IMPACT ON TOURISM AND HOSTS

- Some commenters argue that the region relies on these accommodations to support the number of tourists and that additional fees may deter hosts from continuing operations.



SURVEY COMMENTS



RESIDENT FEEDBACK

“I feel like short term accommodations take away the sense of community that our township has. I have found in the past, visitors staying at STA come into town cause disruptions(noise, disrespectful, littering) and leave people in town feeling frustrated. They come in and have a good ‘vacation’, stay up late making lots of noise while we are home trying to live our daily lives and have to get up for work in the morning.”



STA OPERATOR FEEDBACK

“Short term rentals are a great way to promote tourism in our area. By providing a variety of accommodation options it encourages tourist to visit our area. This then provides monetary support to our many local businesses. If the Municipality limits the number of short term rentals, they will be limiting the number of tourists and hurting local businesses. If you charge additional fees to short term property rentals, the owners will need to pass on those fees to the renters; therefore, limiting the amount of money they could be spending in the community. We see the renting out of our cottage as a way to share the beauty and uniqueness of our area with others who would not get a chance to otherwise. Our short term rentals have been very positive and we want to continue the practice.”



TOURIST FEEDBACK

“Before coming to this airbnb we use to go to one in another community that no longer allows Airbnb rentals. Their loss is our gain as we never would have considered Georgian Bluffs if we could still go to the other place. In the week our family just stayed here we spent a total of \$9500(it was a great week!) on groceries/our rental, restaurants, we ate out every night. We used a local Fishing charter. Went golfing and hopefully can do it for years to come.”

WHAT WE HEARD

On August 24th, a **Community Engagement Day** was held at Grey Roots Museum where 5 revolving sessions were held on the topic of STAs with approximately **75 participants** throughout the event sessions for STAs.



REGULATION AND LICENSING CONCERNS

The need to regulate Short-Term Accommodations was raised for accountability, safety, and general awareness. Non-present operators were of concern for accountability of any issues that arise with guests.



IMPACT ON RESIDENTIAL AREAS

Participants expressed concerns about the impact of STAs on residential areas, including zoning issues, unassumed roads, and the potential loss of affordable housing and long-term rentals. Noise issues late at night were of concern for neighbours of STAs and who to contact.



INFRASTRUCTURE AND ENVIRONMENTAL ISSUES

Septic and well water concerns were prominent topics, particularly with large groups. Garbage and littering by visitors was also brought up as a common issue.



LOCAL ECONOMY AND TOURISM

The session revealed some support for STAs and operators who expressed a desire to promote tourism and the region's appeal, along with offering short term housing options for workers in the area. MAT Tax was seen as not adding any value and would instead take away tourism dollars from the area.

GRANICUS FINDINGS SUMMARY

STAS IN GEORGIAN BLUFFS: 124

*As of September 2023

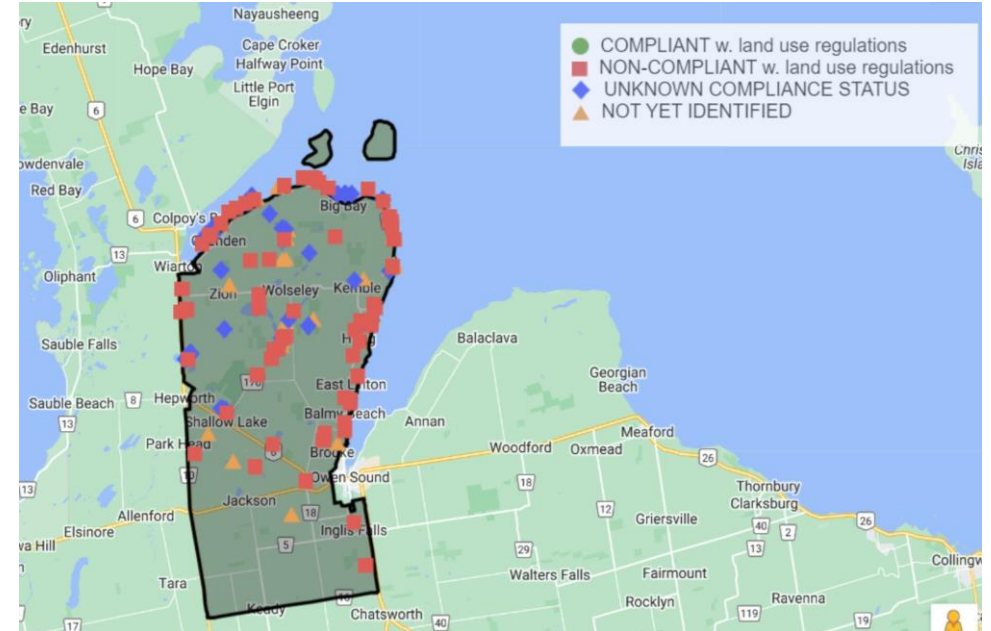


STA Units

- 52 Listings for <5 Max Sleeping Capacity
- 35 6-7 for Max Sleeping Capacity
- 31 Listings for 8-10 Sleeping Capacity
- 14 Listings 11+ with Max being 25 People
- 48 Cottages, 3 Apartments, 28 Houses, 15 Guest House, 13 Cabin/Camper, 19 Other
- Peak STAs was 137 in June 2023

STA Operators

- 24 Out-of-Town Owners (19%)
- 2 Owen Sound Owners
- 4 Grey Bruce Owners
- 37 Georgian Bluffs Owners (30%)
- 57 Unknown (46%)
- 17 Homes for Sale
- 9 have voluntarily registered their STA



TOOL SUMMARY

Township of
**GEORGIAN
BLUFFS**

GOOD NEIGHBOUR CAMPAIGN

REACH: 70,725 +



Social Media Ads (Reach: 65,025)

Spotify Audio Ads (Impressions: 72,000, Reach: 5,700)

Radio Ads (80 plays)

Newspaper Ads

Hard Copy Visitor Brochures

(Handed out and mailed to operators)

Hard Copy Good Neighbour Guides

(Operator version & Resident version)

We're Here to Help!

- Phone Number**
519-376-2729
- Website**
www.georgianbluffs.ca
- By-Law Concern**
www.georgianbluffs.ca/contactGB/
- Location**
177964 Grey Road 18, R.R. #3,
Owen Sound, ON N4K 5N5

Georgian Bluffs

Georgian Bluffs is a four-season playground located in Grey County. Visitors and residents can enjoy numerous trails, famous waterfalls, parks and breathtaking views of Georgian Bay. The Niagara Escarpment winds through the Township, offering scenic vistas along the way that will have you reaching for your camera. Embark on a self-guided waterfall tour, visit Big Bay and practice your stone skipping skills at the Stone Skipping Capital of Canada or take a trip back in time and learn about the significant history spaces such as Bruce Caves bring to the Township. We hope you'll enjoy exploring the beautiful Bluffs!

Township of
GEORGIAN BLUFFS

Being a Good Neighbour

Visit Like A Local



VISIT LIKE A LOCAL

Township of
**GEORGIAN
BLUFFS**

BY-LAW AND COMPLAINTS

BY-LAW & SECURITY COMPANY



- 7 by-law complaints against STAs from Jun-Sept 2023
- Zero follow-ups needed (one visit enough to resolve issue)
- Security Company patrols started on June 16 every weekend up to Sept 10 with no issues reported
- 1 ticket was issued with 3 charges (2x noise and 1x nuisance by-law)
- More than 500 proactive STA patrols were conducted 7 days a week and between 7am and 2am. No issues identified

- 21 cases received through Contact GB with comments and suggestions regarding STAs
- 124 cases were opened by By-Law regarding complaints and proactive patrols in the areas of STAs



CONTACT GB CASES

REGULATION VS PLANNING APPROACH

PLANNING & ZONING APPROACH



- Authority via planning framework (Planning Act)
- May be permissive or restrictive
- Zoning more detailed, prescriptive
- Provides for enforcement via Provincial Court process
- Does not address existing STA's
- Establishes those locations where STA's will be permitted/prohibited and various provisions relating to the nature, scale and density of STA's

- Via non-planning legislative authority (e.g. Municipal Act)
- Addresses a wide range of factors and can establish demerit points or progressive financial penalties for non-compliance
- May require application detail beyond what planning framework permits, such as:
 - Codes of Conduct
 - Neighbourhood STA maximums or license caps
 - Occupancy maximums
 - Operational fire and safety plan requirements
 - Parking and waste management plan requirements

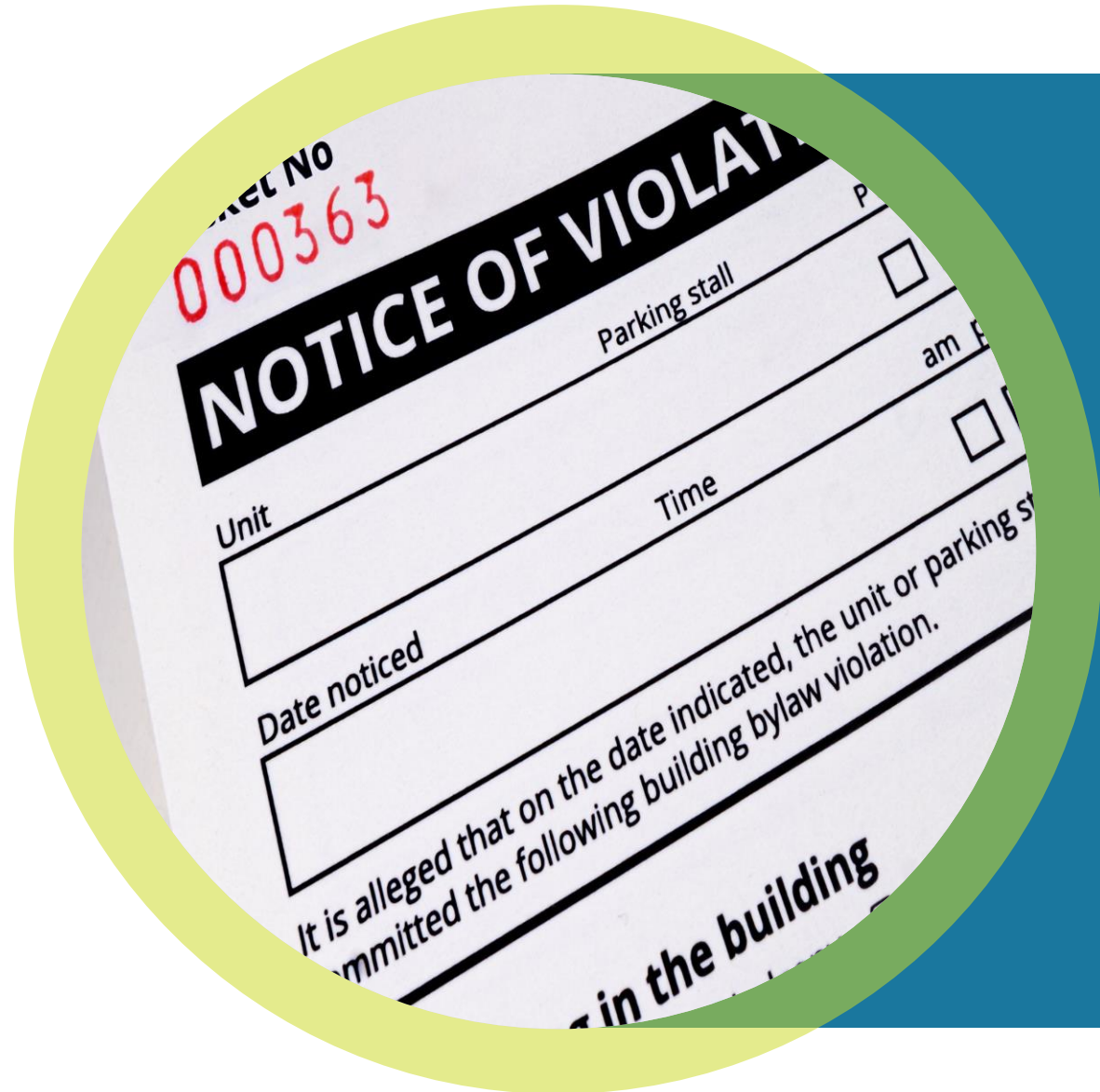


REGULATION APPROACH

ADMINISTRATIVE MONETARY PENALTY

An **Administrative Monetary Penalty (AMP)** is a civil penalty imposed by a regulator for a contravention of an Act, regulation or by-law. It is issued upon discovery of an unlawful event and is due and payable subject only to any rights of review that may be available under the AMP's implementing process.

AMPs offer a faster and effective way to handle minor rule violations. This process allows for By-Law to directly issue a ticket for a violation, helping ensure a prompt resolution and encourages compliance without the delays of traditional court proceedings.



NEIGHBOURING MUNICIPALITIES

GREY COUNTY



A meeting was held at Grey County in November 2023, bringing together surrounding municipalities to discuss the topic of STAs and the approaches being taken.

One key takeaway is that there is no one-size fits all approach – size and complexity of solutions need to be carefully considered and costed.

The regulation being proposed aligns with what neighbouring municipalities have adopted and was developed through a collaborative approach.

—Township of—
**GEORGIAN
 BLUFFS**

Municipality	Status of STA licensing
City of Owen Sound	Draft By-law endorsed but STA regulations under review
Municipality of Grey Highlands	Implemented (2020) & By-law in place, MAT on radar
Municipality of Meaford	Council adopted the STA Project Charter
Municipality of West Grey	Not implemented but in preliminary discussions
Town of Hanover	Not considering but updating by-law to acknowledge some perimeters
Town of the Blue Mountains	STA licensing By-law (2013), Zoning By-law amended (2021)
Township of Chatsworth	Implemented STA license (2020)
Township of Georgian Bluffs	Not implemented but in preliminary discussions
Township of Southgate	Not in place nor considering

STA WORKING GROUP

ABOUT



- Comprised of 3 STA Operators (one dropped-out), 3 Residents and 3 Local Business Owners
- Interested participants were asked to submit their name for consideration, which members were then chosen at random from each category
- 5 meetings were held between July to November where the landscape of STAs in the area were discussed, STA Operator legislations were uncovered, and a workshop conducted on the regulation of STAs in Georgian Bluffs

- **Fee:** \$500 for principal resident and \$750 for non-principal resident
- Maximum STA properties per operator
- Site Plan & Floor Plan
- Noise monitoring service
- Home Inspection
- Septic System Inspection and Water Quality Test
- Occupancy Limit based on Building Code
- Good Neighbour Agreement



REGULATION PROPOSAL

STA REGULATION PROGRAM

All short term accommodation providers must obtain a STA Registration Number prior to renting.

Registration fee: \$500 for principal residence and \$750 for non-principal residence. Any additional units have a registration cost of \$200 per unit (ex. two units on one property). A 20% discount will be applied to STA registration renewals, if renewed by March 1st of that calendar year.

An individual can only register 2 STA properties maximum in Georgian Bluffs.

Each STA Registration is valid for one year, starting from April 1st and ending March 31st of the following year.

If three or more verified by-law offenses occur within a single year, the STA Registration Number will be revoked. Once revoked, reapplication is not permitted for a period of 3 years.

An appeal process is available, with the first instance appeal directed to the Chief Administrative Officer and the second instance to Council.

If an STA is being operated without obtaining a STA Registration Number, it is subject to an Administrative Monetary Penalty of \$2,500. Advertising a STA without an STA Registration Number is subject to an AMP of \$500.

STA Registration Requirements Include:

- **Site Plan**
- **Floor Plan**
- **Emergency Evacuation Plan**
- **Septic System Inspection and Water Quality Test**
- **Occupancy Limit**
- **Operator Information**
- **Proof that the Applicant is at least Eighteen Years of Age**
- **Proof of Insurance**
- **Signed Good Neighbour Agreement**
- **Noise Monitoring System Installation**
- **By-Law Home Inspection**
- **Application Fee Payment**

TACKLING NOISE

- Proposed regulations include a requirement that all STAs must install noise monitoring devices at their properties.
- These devices (of which there are several brands) include a small electronic device that is placed inside and/or outside a property that monitors for noise.
- When noise exceeds a certain threshold, an alert is sent to the owner, property manager or other identified party.
- The expectation is that this allows for owners to take action to noise related issues before they cause disturbance.
- In the event of a bylaw complaint being made, evidence will be demonstrated by the information from the device to substantiate (or not) the complaint.



TAKE AWAYS

It is recommended that a Short-Term Accommodation Regulation Program be put in place to regulate the industry in Georgian Bluffs, ensure accountability of STA Operators, and promote safety within the community.

Staff conservatively estimate that between \$35,000 and \$45,000 (potentially as much as \$70,000) annually can be generated from registration. Staff are recommending \$65,000 be budgeted in the initial year to allow for program development.

Implementation of a MAT Tax is not being recommended at this time.



NEXT STEPS

Over coming months, staff will seek to develop the bylaws and program for registration.

The online registration system is coordinated and implemented by the end of March 2024.

The STA Regulation Program is opened and fully implemented, with the annual registration date starting on April 1st, 2024.

Registration is open on an on-going basis for any new STAs, and registered STAs are monitored accordingly for compliance.

A staff position on a part time or contract basis may be required to support initial program development and communications.





— Township of —
**GEORGIAN
BLUFFS**

"Come for the views, Stay for a lifetime"

THANK YOU

[LINK TO FULL REPORT DATA IN APPENDICES](#)