



# Staff Report

## Administration – Communications

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**Report To:** COW\_Finance\_Admin\_Fire\_Community\_Services  
**Meeting Date:** October 7, 2024  
**Report Number:** FAF.24.115  
**Title:** Follow Up to the Municipal Accommodation Tax By-law and Reserve Fund Public Meeting  
**Prepared by:** Tim Hendry, Manager of Communications and Economic Development

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### A. Recommendations

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THAT Council receive Staff Report FAF.24.115, entitled “Follow Up to the Municipal Accommodation Tax By-law and Reserve Fund Public Meeting”;

AND THAT Council approve the Municipal Accommodation Tax By-law as presented and directs staff to bring the By-law forward to the October 21, 2024 Council meeting for final approval with the By-law scheduled for enactment on Monday, January 6, 2025.

### B. Overview

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This report is a follow-up to the Public Meeting held on Tuesday, September 10, 2024, related to the proposed Municipal Accommodation Tax (MAT) and Reserve Fund By-law.

### C. Background

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At the July 6, 2024, Committee of the Whole meeting, Council received staff report [FAF.24.067](#), which included the proposed [Municipal Accommodation Tax and Reserve Fund By-law](#). Through the meeting, Council directed staff to proceed to a Public Meeting to receive comments on the proposed By-law.

### D. Analysis

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The Public Meeting was held on Tuesday, September 10, 2024, at 9:30 a.m.

One comment was provided during the Public Meeting by the Blue Mountain Short Term Accommodation Association, in which the association expressed their support for the By-law and the implementation of Municipal Accommodation Tax.

Although no additional public comments were made related to the proposed By-law, staff would like to highlight that active discussions with accommodation providers and industry stakeholders are ongoing and have been productive and positive.

As noted in report [FAF.24.067](#) and further shared during the [public meeting presentation](#), staff are actively working to address additional matters related to Municipal Accommodation Tax including proactive enforcement of non-licensed accommodations, the use of the MAT Funds retained by the Town and the communications rollout to accommodation providers.

In addition, work to develop the Town's [Tourism Strategy](#) has started with strong industry engagement and participation. Two in-person industry roundtables were hosted in late September, with more than 20 industry members/businesses attending, and a third virtual industry roundtable is scheduled for mid-October. In addition, a community open house was held on Wednesday, September 25, 2024, which provided residents with an opportunity to share their perspectives related to tourism in the community.

Additional industry and public engagement sessions will be held throughout the development of the Tourism Strategy. Full details, including the project plan, can be found within report [FAF.24.105](#).

## **E. Strategic Priorities**

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### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

### **3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

### **4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

## **F. Environmental Impacts**

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No environmental impacts are anticipated as a result of this report.

## **G. Financial Impacts**

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Through the enactment of the By-law, revenue collected through the Municipal Accommodation Tax will be used by the Town and the Blue Mountain Village Association as the

Town's confirmed Destination Marketing Organization to support investment into the management and promotion of tourism.

A [draft policy](#) regarding the Town's use of MAT funds policy was created and presented to Council at the July 8, 2024 Committee of the Whole meeting as part of report [FAF.24.067](#). Based on the feedback provided, staff are working to finalize the policy and plan to present the policy to the Council at the October 28, 2024, Committee of the Whole meeting for consideration. In addition, staff continue to work on a revenue-sharing agreement with the Blue Mountain Village Association, which will be presented to Council in a future staff report.

## **H. In Consultation With**

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Shawn Everitt, Chief Administrative Officer

## **I. Public Engagement**

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The topic of this Staff Report has been the subject of a Public Meeting which took place on Tuesday, September 10, 2024. Those who provided comments at the Public Meeting and/or Public Information Centre, including anyone who has asked to receive notice regarding this matter, has been provided notice of this Staff Report. Any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development, [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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1. None

Respectfully submitted,

Tim Hendry  
Manager of Communications & Economic Development

For more information, please contact:

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**Report Approval Details**

Document Title:	FAF.24.115 Follow Up to the Municipal Accommodation Tax By-law and Reserve Fund Public Meeting.docx
Attachments:	
Final Approval Date:	Sep 27, 2024

This report and all of its attachments were approved and signed as outlined below:

**Tim Hendry - Sep 26, 2024 - 3:04 PM**

**Shawn Everitt - Sep 27, 2024 - 3:37 PM**