



Municipality of Northern Bruce Peninsula Council Report

Report Number: DC 24-02

Subject: Short-term Accommodation Licensing Program – 2024 Review

From: Deputy Clerk, Lindsay Forbes

Date: November 25, 2024

Recommendation:

That Council receives Report No. DC 24-02 Re: Short-term Accommodation Licensing Program – 2024 Review as information, and

That Council directs staff to place Report No. DC 24-02 Re: Short-term Accommodation Licensing Program – 2024 Review, on Let's Talk NBP for a period of 30 days.

Background:

The Short-term Accommodation Licensing Program was implemented on January 1, 2022. Council has been provided with annual reviews since the program's implementation to determine overall effectiveness and address concerns presented by residents surrounding the operation of Short-term Accommodations (STAs) within their neighbourhoods.

There are currently 334 licenced STAs within the Municipality. The composition of these licences reflects 311 Class A/B Licences and 23 Class C Licences.

\$260,500.00 was generated from the Short-term Accommodation Licensing Program in 2023.

In 2024, the Licensing Issuer collaborated with the online permit platform Cloudpermit to develop a new licensing portal. This portal offers user-friendly experience with improved inspection, reporting, and administrative features. Step-by-step application and renewal guides were created and made available on the Municipality's website to help users navigate the program changes. File transfers from the previous Cloudpermit portal to the new licensing portal began in April 2024 and were completed by September 2024, ensuring that information related to existing STA licences was successfully migrated and linked to the new licences. STA owners gave positive feedback on the transition to the updated portal.

This year, staff partnered with Airbnb to create a City Portal, a Responsible Hosting Page, and implement a requirement for STA licence numbers to be displayed in online listings. The City Portal serves as a central hub for connecting with the Airbnb team, accessing local short-term rental activity data, and obtaining community resources. Monthly reports on the economic impacts, travel trends, and hosting insights for the Northern Bruce Peninsula are provided to staff. The Responsible Hosting Page outlines responsible hosting guidelines specific to the Northern Bruce Peninsula, including licensing requirements, a registration guidebook, and information on the Municipal Accommodation Tax. The new Airbnb feature requiring licence numbers to be posted on listings helps staff identify unlicensed STAs and ensures that licensed STAs display accurate occupancy limits and other essential information.

In August 2024, a STA Operators group was developed, and the first newsletter was emailed to STA owners utilizing the Constant Contact software. This interactive newsletter included important information on waste disposal, occupancy limits, noise curfew, program requirements, Municipal Accommodation Tax deadlines, renewal procedures, and guidelines for fireworks and fire permits. The newsletter will be distributed regularly to promote awareness, ensure compliance with relevant by-laws, and address concerns raised by neighboring properties.

Two (2) STA Licences were revoked in 2024 for a period of one (1) year due to continued non-compliance with applicable Municipal By-laws. One property owner appealed the decision of the Licensing Issuer and requested a meeting with the Licensing Appeal Committee. The Licensing Appeal Committee upheld the revocation of the licence by the Licensing Issuer.

Analysis:

During 2024, several pieces of correspondence were received by staff surrounding the impact of STAs to surrounding neighbourhoods. The following suggestions have been compiled regarding potential amendments to the STA By-law:

- Inclusion of Development Control (DC) Zones as eligible zones for STAs.
 - Recommended by the Niagara Escarpment Commission.
- Added requirement for Property Manager/Responsible Person contact information to be posted at the end of STA laneways, enabling direct communication for addressing disturbances or issues.
- Added provisions outlining the process for property owners to regain their licences following revocation, along with the penalties for non-compliance if reinstatement is granted.
- Added wording to clarify the responsibility of Property Owners to ensure their licence remains valid.
- Include a procedure for submitting complaints.
- Include provision regarding the timeline associated with requiring a new application following the expiration of a previous licence.
- Inclusion of a Waitlist Policy
 - To utilize if applications exceeding the cap of 500 licences are received.

Staff received additional correspondence regarding the licensing of Class C STAs within the Municipality of Northern Bruce Peninsula. Class C licences are issued for dwellings with 5 or 6 bedrooms, OR to property owners wishing to rent for a term exceeding 180 days. In 2022, one STA licence was issued for a legal 7-bedroom dwelling

after consultation with the Building Department. To date, only one dwelling that holds a valid Class C licence has received a visit from the Bylaw Department. Of the 23 Class C properties, 10 of these properties have requested the class of licence to rent year-round.

Attachments:

1. Airbnb City Portal Metrics for Economic Impacts and Travel Insights
2. Short-term Accommodation Operators Newsletter – Fall 2024

Municipal Strategic Commitment:

1. Creating a strong & resilient economy
2. Maintaining a transparent & responsible government.
3. Supporting the sustainability of environment and infrastructure.
4. Building a safe & vibrant community

Respectfully submitted:

Lindsay Forbes

Lindsay Forbes
Deputy Clerk

Approved by:

Peggy Van Mierlo-West

Peggy Van Mierlo-West,
Chief Administrative Officer

Use these insights about guests to better understand what tourism looks like in your jurisdiction. These are drawn from both our platform data and surveys that we conduct of our community throughout the year, backdated six months unless otherwise noted.

5.56%

Guests travelling to visit friends and family

3.77%

Guests travelling from 500 kilometres or less

20.56%

Guests travelling with children

23.74%

Guests between the ages of 30–49

87

Average days from booking to check-in

4

Average group size

15

Number of pet-friendly listings

1. July 2
 2. September 3
 3. August 6
 4. August 7...
-

Top stay dates

1. Toronto
 2. Brampton
 3. Kitchener
 4. Mississauga...
-

Top guest cities of origin

1. Custom Designed Cottage on Lake Huron
 2. Due North ★ Lake ...
-

Top wishlisted listings

Here's a snapshot of some ways hosting contributes to the local economy. These insights are drawn from both our platform data and Host surveys that we conduct throughout the year, backdated six months unless otherwise noted.

\$468 CAD

Average daily price of an
Airbnb

100%

Hosts who use earnings
to cover increased costs
of living

1. The Grotto
2. Flowerpot Island
3. Singing Sands
4. Tobermory Brewing ...

Top Host
recommendations

189

Total recommendations
by Hosts in guidebooks

100%

Hosts recommending
places not well known
amongst tourists

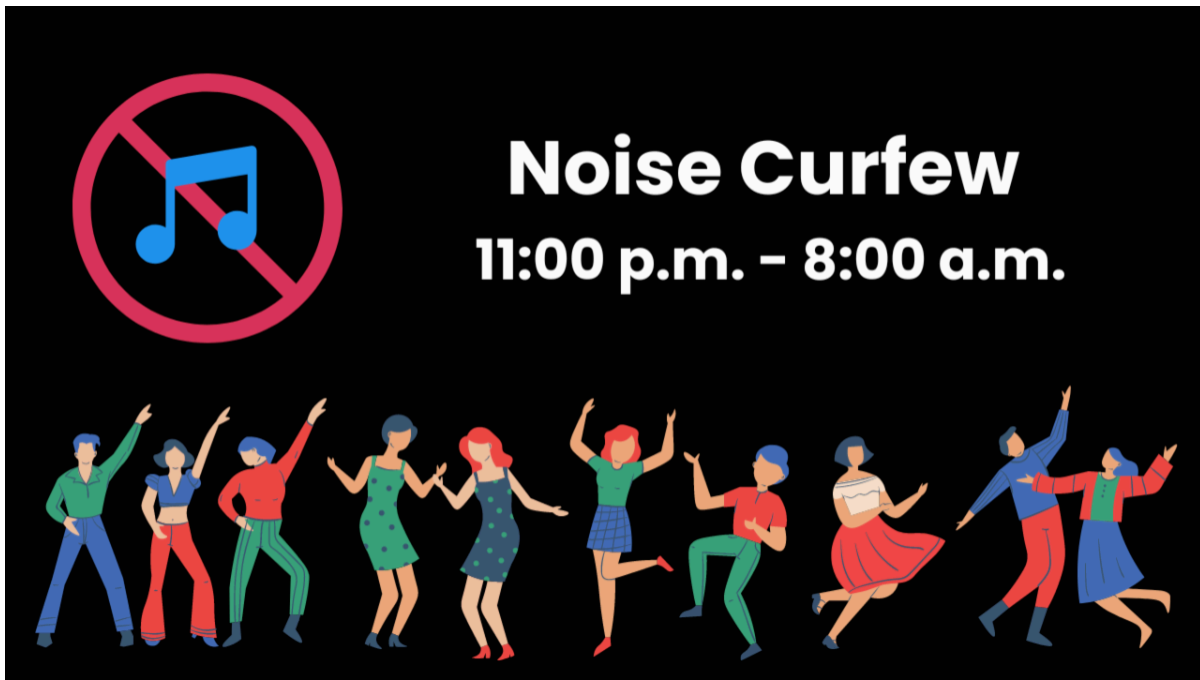


Short-term Accommodation Operators Newsletter



[Open Air Burning Permits](#) are required for all outdoor fires within the Municipality, as per the Open Air Burning By-law. When you have a fire, exercise extreme caution and always have water nearby.

Fireworks are not permitted within the Municipality of Northern Bruce Peninsula without a valid [Fireworks Permit](#). Open air burning and fireworks permits are free of charge from the Municipality.



A Noise Curfew from 11:00 p.m.- 8:00 a.m. is in effect within the Municipality.

If STA's are found violating the curfew, fines will be laid. The following noise is not permitted:

- Speaker/radio
- Shouting or loud speaking
- Vehicle noise (Excessive acceleration, squealing of tires, etc.)
- Domestic tools (lawnmower, chainsaw, leaf blower, etc.)
- Construction noise

More information regarding [Noise Control](#) can be found on the Municipality's website.

Ensure you are following your Occupancy Limit



In accordance with Ontario Building Code Provision 9.9.1.3, the occupancy limit for a Short-term Accommodation within the Municipality of Northern Bruce Peninsula shall be based on a **maximum of two (2) people per approved bedroom.**

Properties possessing a valid Class A/B Licenses are permitted a maximum of two (2) children ages twelve (12) and under in addition to their assigned occupancy limit, if sufficient beds are provided. **The utilization of a couch, pull-out couch or futon as a bed within a licensed Short-term Accommodation is not permitted.**

To determine occupancy limit of your property, please email the please email the [Deputy Clerk](#).

Waste Management

Heading home after your trip?

If you or your guests are leaving, prior to Monday morning, **please** take your waste to one of our convenient landfill sites.

Landfill Weekend Hours:

Saturdays - 9am to 5pm

Eastnor - 1252 West Road &
St. Edmunds - 71 McArthur Road

Sundays - 9am to 5pm

Lindsay - 627 Ira Lake Road

Curbside waste collection day is
MONDAY!

We ask that you do not put your
garbage out until **MONDAY** morning.



This helps to reduce
attraction of wildlife!



STA Licensing Requirements



Post your STA Licence Number

Please ensure that your STA Licence Number is posted on all online rentals listings.

Ensure your STA Licence is valid

Make sure that you know your licence's expiration date. This can be done by accessing your Cloudpermit Workspace or by contacting the Licensing Issuer!

Email the Licensing Issuer

Renewing your Licence

Licences are valid for a period of one (1) year from the date of issue.

A step-by-step [STA Renewal Guidebook](#) is available to assist applicants through the online renewal process.

The following documents will be required to be uploaded to your existing Cloudpermit Workspace to renew your Short-Term Accommodation Licence:

- Your renewed insurance policy
- New proof of septic inspection, which does not exceed 3 years since completion.

Once the documents are uploaded to your Cloudpermit Workspace, please contact the Licensing Issuer through Cloudpermit.

Short-Term Accommodation Webpage

More information regarding the Short-Term Accommodation Licensing Program can be found on the Municipality's website!

[Click here to visit our STA webpage](#)

Municipal Accommodation Tax (MAT)

All Short-Term Accommodations within the Municipality of Northern Bruce Peninsula are required to remit 4% of the revenue generated from accommodation rentals provided for a period of less than 30 days provided at licenced STA.

The MAT applies only to the accommodation charge and not associated charges, such as meals or room incidentals.

Remittance of the Municipal Accommodation Tax is completed on the Municipality's website.

More information regarding the Municipal Accommodation Tax Program can be found on the Municipality's website!

[Click here to view our MAT webpage](#)



Remittance due dates:

- Q1 (January – March) is due on or before April 30
- Q2 (April – June) is due on or before July 31
- Q3 (July – September) is due on or before October 31
- Q4 (October – December) is due on or before January 31

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