



STRATFORD CITY COUNCIL ADDENDUM

Adoption of Addendum to the Council Agenda:

Motion by

THAT the Addendum to the Council Agenda, be adopted as printed to include the following:

7.0 Orders of the Day:

7.8 Public Consultation Process for Proposed Municipal Accommodation Tax

Attachment – Management Report dated February 24, 2020

Staff Recommendation: THAT the consultation process described in the report of the Director of Corporate Services and the Corporate Communications Lead dated February 24, 2020, be approved by Council.

9.0 Report of the Finance and Labour Relations Committee:

9.2.1 Report of the 2020 Community Grants Evaluation Committee:
One-Time and Multi-Year Funding (FIN20-001)

To be considered along with the Committee recommendation outlined on the agenda:

That a 2020 grant request of \$10,000 from Feline Friends Network of Stratford for support of its Trap Neuter Return/Adoption Program and Low Income Program be denied.

MANAGEMENT REPORT

Date: February 24, 2020
To: Mayor & Council
From: Michael Humble, Director of Corporate Services
 Mike Beitz, Corporate Communications Lead
Report#: COU20-018
Attachments: None

Title: Public Consultation Process For Proposed Municipal Accommodation Tax

Objective: To describe the public consultation process staff will follow to gather input for the proposed municipal accommodation tax (MAT).

Background: At the Regular Council Meeting on 10th February, Council approved the following resolution.

THAT Council supports, in principle:

- *the establishment of a mandatory Municipal Accommodations Tax for accommodators in the City of Stratford effective January 1, 2021; and*
- *a sharing model of 50/50 for the Stratford Tourism Alliance and the City of Stratford;*

AND THAT staff be directed to commence public consultation on this project and to prepare a management report to be considered at an upcoming Finance and Labour Relations Committee meeting.

The following timeline was also contained in that report:

Step	Date
Council approval in principle	February 10, 2020
Public consultation	Month of February and March
Report on public consultation to Committee and additional recommendations	April 14, 2020
Council consideration	April 27, 2020
Implementation Activities	May - December
Estimated Implementation Date	January 1, 2021

Consultation will include (but not be limited to):

- Stratford Tourism Alliance (STA) Board of Directors,
- Hotels/Motels and Bed and Breakfast establishments,
- BIA,
- RT04,
- Festival Theatre,
- Chambers of Commerce,
- Invest Stratford,
- Members of the public.

Analysis: Before attempting to gather public input, staff feel it is important to accurately describe what a Municipal Accommodation Tax is, under what authority is it being collected, and what the monies can be used for.

A document is being prepared that will be available in hard copy at our customer counters in City Hall, posted on our website and social media platforms, and summarized in the Town Crier column in the local newspaper.

This will form a necessary fact-based foundation before asking any resident to offer their opinion on the proposal. This document should be ready on Monday 24th February 2020.

Stage One: Solicitation for individual feedback.

Based on the Fact Sheet prepared, staff will solicit individual feedback opinions by means of online questionnaires (website and social media), by email or paper comment submissions.

Notification will be made by online platforms, print in local newspaper media, radio advertising and direct mailing to accommodation providers within the City of Stratford. This will include operating hotels as well as a list of licensed Bed and Breakfast establishments who have been issued licenses by Building Services in 2020 to date.

This is scheduled to commence the week of 24th February with deadline for comments to be received by 31st March 2020.

Stage Two: Meeting with stakeholder groups.

Staff will offer to meet with the following stakeholder groups to review and discuss the details of a MAT, and encourage both group and individual feedback:

- Stratford Tourism Alliance (STA) Board of Directors,
- Hotels/Motels and Bed and Breakfast establishments,
- BIA,
- RT04,
- Festival Theatre,

- Chamber of Commerce,
- Invest Stratford,

This is scheduled to take place during the month of March 2020.

Stage Three – Public Open Houses

Staff propose to offer two Public Open Houses at different locations in the City. One daytime and one during evening hours. They will be scheduled after March Break.

All public responses received will be compiled and made available to Council by way of a report to Finance & Labour Relations Committee on 14th April 2020.

The report will summarize activities of the public consultation process, list all feedback received, and suggest recommendations for next steps.

Financial Impact: Costs to undertake public consultation will be accommodated within 2020 approved budgets for advertising, public meeting expenses and printed materials.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

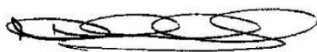
Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

Staff Recommendation: THAT the consultation process described in the report of the Director of Corporate Services and the Corporate Communications Lead dated February 24, 2020, be approved by Council.



Michael Humble CPA, CGA, Director of Corporate Services



Michael Beitz, Corporate Communications Lead



Joan Thomson, Acting Chief Administrative Officer