



STRATFORD CITY COUNCIL ADDENDUM

Adoption of Addendum to the Regular Council Agenda:

Motion by

THAT the Addendum to the Regular Agenda of Council dated July 11, 2022, be added to the agenda as printed to include the following:

6.0 Hearings of Deputations and Presentations:

6.1 Request for Delegation regarding the Municipal Accommodation Tax By-law

Following publishing of the agenda, the following persons requested to address Council with respect to Item 11.4 on this agenda being, "Municipal Accommodation Tax By-law":

- Reverend R. L. Read, on behalf of the Stratford and Area Bed & Breakfast Association (SABBA)
- Karen Zamaria and Jack McDonald
- Murray Sanderson

Attachment – Email from Karen Zamaria and Jack McDonald dated July 11, 2022

Motion by

THAT the correspondence from Karen Zamaria and Jack McDonald dated July 11, 2022 be received;

AND THAT the delegations by Reverend R. L. Read, President of the Stratford and Area Bed & Breakfast Association, Karen Zamaria and Jack McDonald and Murray Sanderson, regarding Item 11.4, "Municipal Accommodation Tax by-law", be heard.

From: Karen Zamaria <[REDACTED]>
Sent: Monday, July 11, 2022 10:34 AM
To: City Clerks [REDACTED]
Subject: delegation request for tonight's council meeting regarding the MAT

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Jody,

As per your request to send my request via email here it is:

We are members of the accommodators and have run our licensed Bed & Breakfast in the heart of Stratford, for 35 years in an 1879 Ontario Cottage at 66 Bay Street.

We would request that City council does not pass this final reading of the MAT bill to be implemented for accommodators to charge their overnight clients an extra 4 % tax on top of the 13%HST we must charge.

Most of us had their businesses decimated over the last two years of the pandemic and although things are starting to open up and we are still out of lockdown mode overnight business is not what it was pre-pandemic even with so many being forced to close their doors and sell over the last couple of years. And now we are in a 7th wave with a new variant and how will Monkeypox impact the potential of people to travel to Stratford.

We ourselves have had last minute cancellations due to clients testing positive before coming to Stratford and so have some of my colleagues.

Inflation is about 7.7% making everything more expensive and the prediction is that a recession is looming.

We are a small 4 room Bed & Breakfast and we serve a gourmet breakfast every morning which adapts to the special dietary needs of our overnight guests. Our business is so linked with the programming at the Stratford Festival hence, overnight accommodation requests when there is a good selection of productions to view.

As a licensed Bed & Breakfast we must live on the premises and take a possible risk of becoming infected with a COVID-19 variant every time a stranger/client enters our home and stays overnight and has breakfast.

Now that the Stratford Festival is running the bus for \$29.00 return we have had business impacted as people from the Toronto area can take in 2 shows without

needing overnight accommodations as the bus leaves after the evening show to take them back to Toronto.

We work as goodwill ambassadors/concierges of Stratford. Every day we promote local businesses such as restaurants and retail and services such as boat and bike rentals and the arts including the Stratford/Perth museum, the Stratford art gallery and independant galleries as well as Stratford Summer Music and the Here & Now theatre and other fringe events. Every morning is a forum at our B&B when we have clients. And we all know word of mouth is the best marketing and advertisizing tool.

We are the "little guy" without staff and big infrastructure or big revenue.

For years the federal government would rebate the GST tax paid back to foreign nationals and now the Ontario governemnt is offering a staycation credit for those from Ontario. What are we as the small city of Stratford not giving the tourists who spend so much in our city some type of "break" and financial benefit incentive to come and stay and stay longer?

How would the city even begin to collect a 4% MAT tax from accommmators? What would be the cost of hiring a team of qualified individuals to do so. What about all of the accommodators under the table and not licensed?

What about considering a minimal DMF charged on restaurant bills, on retail on services, perhaps even a picnic table rental for a picnic in a park or collecting a fee from all those out of town license plated passengers as their cars enter Stratford.

Remember that there are so many day trippers at all times of the year unlike the numbers to draw from who stay overnight in Stratford accommodations.

I ask you to re-consider the 4%MAT tax to be charged by accommodators who are all struggling financially and many mentally and emotionally from the last few years of pandemic life and the impact to our livelihoods and come up with some more well researched solutions and stand out from the crowd and not compare us to other communities who charge the MAT and exempt all small operators.

The funds to draw the 4% from a busineess with a few rooms is neglible compared to the return of other options and it will turn away tourists rather than promote tourism in Stratford.

Please take action to reverse the 4%Mat to be charged by accommodators to their overnight clientele.

Sincerely,
Karen & Jack

Karen Zamaria and Jack McDonald
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Stratford, ON
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www.acrylicdreams.com

www.chairmassageandreflexology.com

www.stratfordfestival.ca