



REQUEST TO APPEAR AS A DELEGATE

TOWN OF NIAGARA-ON-THE-LAKE

(PLEASE PRINT CLEARLY OR TYPE ON THIS FORM)

Name: Katarzyna Sliwa E-mail: kat.sliwa@dentons.com
Street: 77 King Street West, Suite 400 Box # / RR #: Phone #: 4168634628
City: Toronto Postal Code: M5K0A1 Fax #:

- Non Agenda Delegation - a presentation which addresses topics that do not appear on the Council or COTW Agenda...
Agenda Delegation - a presentation which specifically addresses a COTW or Council Agenda item.

I have never spoken on this issue before and the key points of my presentation are as follows:

We are counsel for Lais Hotel Properties Limited. Our client is opposing the introduction of the Municipal Accommodation Tax at this time.

If an applicant wishes to address an issue they have previously spoken to as COTW or Council, they will only be permitted to do so if they bring forward significant new information.

I have spoken on this issue before, and the specific new information I wish Council to review is as follows: (attach a separate page(s) if necessary)

I wish to appear before Council on August 30, 2021

Meeting time is 6:00 p.m. unless otherwise noted) DATE

Note: Your request must be made no later than 12:00 p.m. on the day of the schedule meeting.

I wish to appear before Committee of the Whole on

(Meeting time is 6:00 p.m. unless otherwise noted) DATE

Community & Development Services Corporate Services Operations-Parks & Recreation/Public Works

Note: Your request must be made no later than 12:00 p.m. on the day of the schedule meeting.

I have read and understand the Delegation Protocol on the back of this form and acknowledge the information contained on this form, including any attachments, will become public documents and listed on Town Meeting Agendas.

I also understand presentation materials must be submitted with this delegation form and electronic presentations must be emailed to clerks@notl.com no later than 12:00 p.m. on the day of the schedule meeting.

Per: [Signature] DocuSigned by: Katarzyna Vergis-Mayo Signature

August 30, 2021 Date

Presentation Requirements: No [] Yes (description) See attached Letter to the Deputy Clerk

August 26, 2021

Object: Opposing MAT

Dear Members of Council:

I write to you today to express my concern with regard to the threat of a MAT (Municipal Accommodation Tax) once again looming over Niagara-on-the-Lake's tourism industry.

There seems to be an ongoing misunderstanding about what the local tourism industry brings to the Town and its contribution to the community, its development and the creation of value for its residents. Indeed, so many of us settled in Niagara to partake of the amenities, services and experiences provided by Niagara's tourism providers.

The tourism industry and, in particular, accommodations are among the hardest hit businesses in any sector and all are struggling to recover from the worst crisis most of us remember. There could not be a worse time to reignite the discussion about MAT. **Indeed, nothing has more potential to create division and disagreements within our struggling community.**

This is because a MAT is not just an additional tax on accommodation, but on the entire NOTL tourism economy.

NOTL enjoys direct benefits from tourist spending; employment, tourism-related investments that provide goods and services for both locals and visitors; parks, culture (theater, music, art), taxes (municipal, provincial and federal).

It also benefits indirectly from business-to-business transactions; services sold by locals, agriculture, banking, transportation, real estate development, gasoline sales as well as those induced by increased consumer spending; increases in real estate value, quality of services and diversity in our offerings.

These things are a virtuous circle, with each part supporting the others. To impose an additional tax on tourism consumers during such an economically perilous time particularly impacts younger and economically challenged visitors and works directly against the inclusivity values the Town has said it embraces through its Inclusion committee.

It further endangers our other attractions by reducing the desirability of multi-night stays. Organizations like the Shaw Festival, local restaurants and wineries, bike rental agencies and so many other rely on these overnight visitors and need their incentivized return to get back to normal business. They do not need, nor wish, more impediments to recovery.

Added to all of this is the fact that there is no longitudinal evidence in Canada to show that any MAT has shown a positive contribution to the development of the local tourism industry or any long-term benefits the community. This divisive discussion may have

unintended consequences beyond its impacts on the most disadvantaged, negatively influencing our Town brand perception and reducing attractiveness of the area as a welcoming destination.

The Town staff and Tourism NOTL, the registered DMO, and all stakeholders are working towards the creation of a comprehensive tourism strategy and master plan that will be developed to include all aspects of tourism. The division and mistrust that the MAT discussion will generate can only undermine efforts to have an inclusive and effective tourism strategy. Indeed, Council agreed with this when it voted to delay any such discussion of a MAT until after the completion that tourism plan in early 2020.

We call on you to live up to that agreement,

Please accept this letter as strong opposition to the introduction of a MAT in the next municipal budget, or even the discussion of any such thing before any further consultation with all stakeholders in the framework of the tourism strategy and completion of that work.

We trust that our concern will be addressed.

Thank you in advance,
Kind regards,



Bob Jackson
CEO
Lais Hotels Properties Ltd

Cc: Marnie Cluckie, CAO