



THE IMPACT OF SHORT-TERM RENTAL ACCOMMODATIONS ON LOCAL BUSINESSES

BACKGROUND:

Short-Term Rental Accommodations (STRA) such as those acquired via Airbnb, VRBO, Kijiji etc. are operating worldwide where residents and property owners are renting out rooms or entire units for short periods of time facilitated by online platforms. STRAs have created an informal economy that typically is not yet regulated. Like many other municipalities, these STRA's are also operating in Georgina.

The Town does not currently regulate short term rental accommodations and is working on a long term model that would regulate the presence of the STRAs and address the neighbourhood conflict issues. Staff are conducting extensive research into the matter and public consultation will be a component of the proposed regulations. The Town of Georgina is in the final stages of a study to consider amendments to the Official Plan and Keswick, Sutton and Pefferlaw Secondary Plan policies, and to Zoning By-law 500 with regard to Short-term Rental Accommodation. A Public Meeting concerning the proposed amendments is being held on Wednesday, April 24th at 7pm in the Council Chamber.

REQUEST:

In an effort to advocate on behalf of it's business members (particularly those who benefit directly from Tourism), the Georgina Chamber of Commerce reached out to it's members to let them know the organization would be in attendance at the April 24th meeting and encouraged other businesses to attend as well.

The Chamber also requested members fill out a brief survey on their opinion as it relates to Short-Term Rental Accommodations in Georgina. Survey results have been compiled and shared in this document and will be presented at the Public Meeting as well.

DATA:

- 279 Emails Sent
- 163 Opened (56%)
- 59 Responded to the survey (business owners and employees) (21%)

Of the 59 Respondents:

- 10 Respondents have attended a Georgina Public Information Session on this topic in the past (17%)
- 6 Respondents filled out the Town of Georgina survey on this topic in the summer of 2018 (10%)
- 20 Respondents were planning to attend the Public Information Session on April 24th, 2019 (34%)

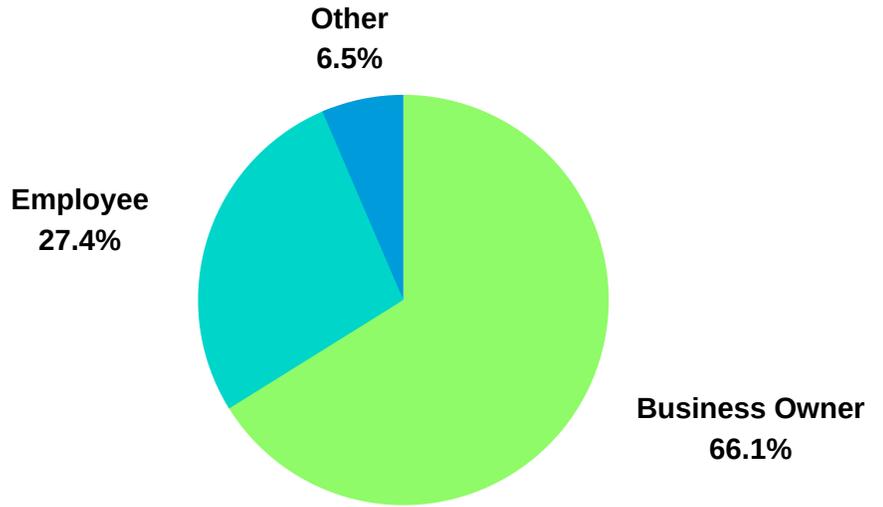
CONTACT:

Georgina Chamber of Commerce
Located at The Link, 20849 Dalton Road
Sutton, ON L0E 1R0
(905)722-8383
www.GeorginaChamber.com

Do you own a business or work for a business in Georgina?

All Businesses Surveyed (59)

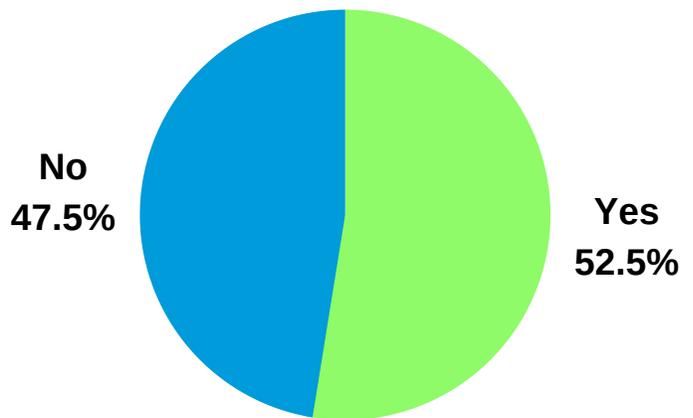
- 41 - Business Owners
- 17 - Employed at Georgina Business
- 4 - Other



Does your business or the one you work for benefit directly from tourism in the Town of Georgina?

All Businesses Surveyed (59)

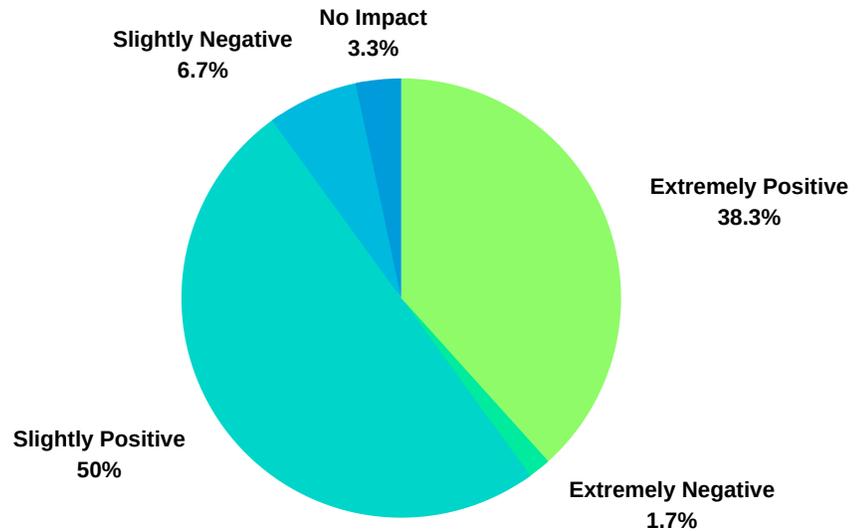
- 31 - Yes
- 28 - No



What impact do you believe Short-Term Rental Accommodations have on Georgina's economy?

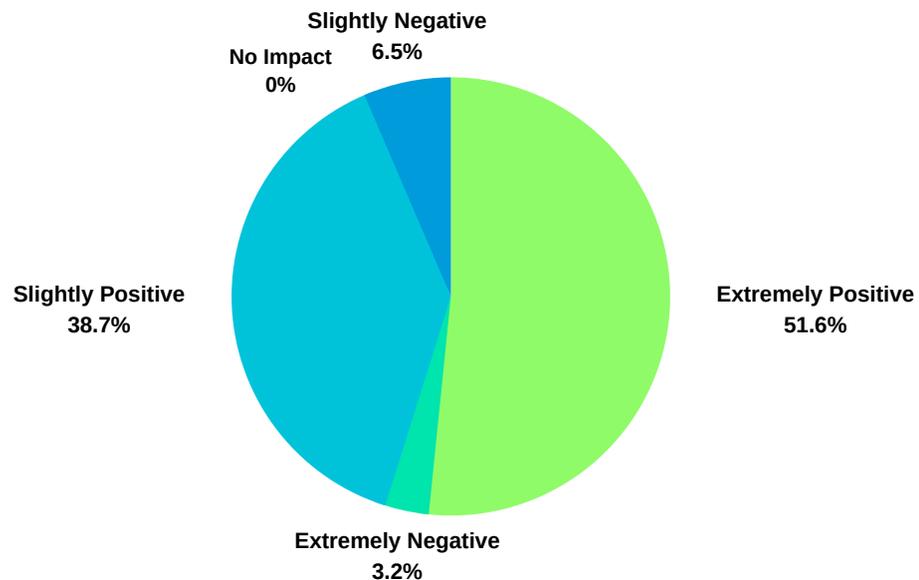
All Businesses Surveyed (59)

- 23 - Extremely Positive
- 30 - Slightly Positive
- 4 - Slightly Negative
- 1 - Extremely Negative
- 2 - No Impact



Businesses Benefiting from Tourism (31)

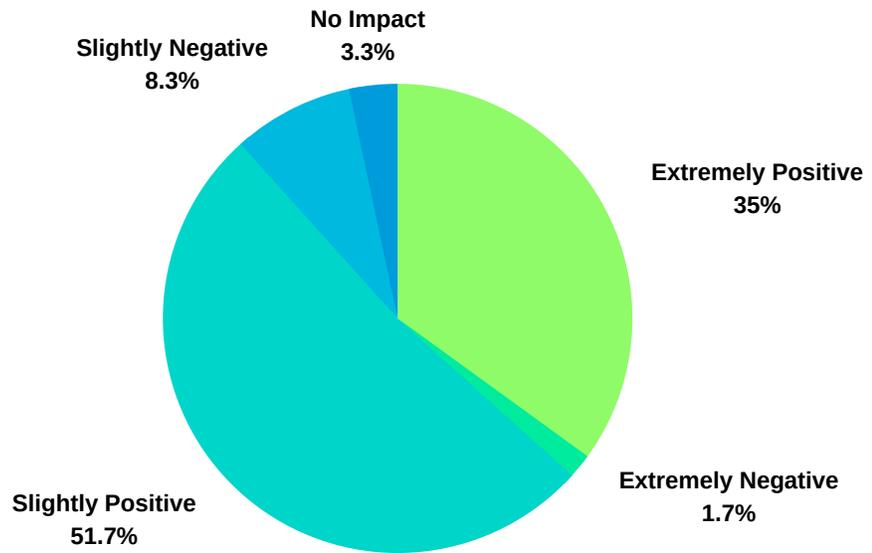
- 16 - Extremely Positive
- 12 - Slightly Positive
- 2 - Slightly Negative
- 1 - Extremely Negative
- 0 - No Impact



What impact do you believe Short-Term Rental Accommodations have on commercial operations in Georgina?

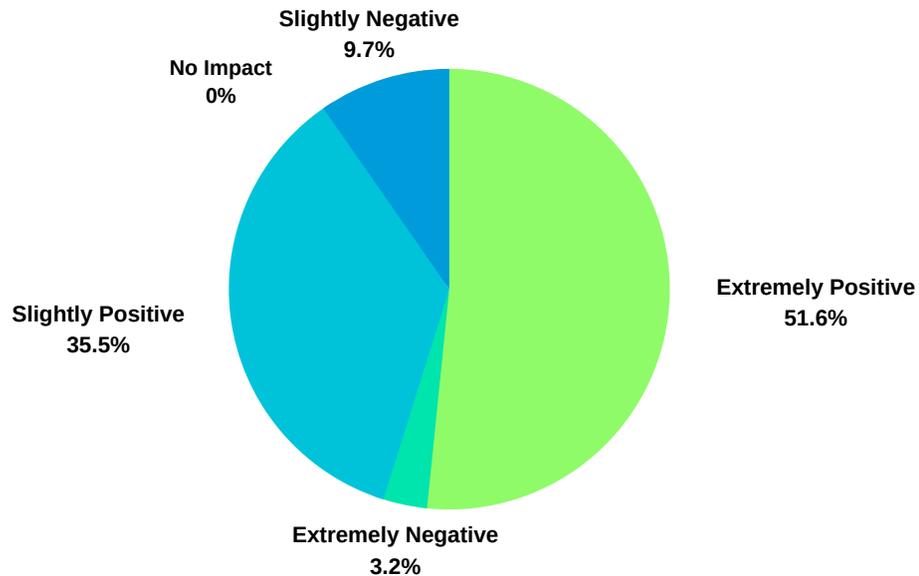
All Businesses Surveyed (59)

- 21 - Extremely Positive
- 31 - Slightly Positive
- 5 - Slightly Negative
- 1 - Extremely Negative
- 2 - No Impact



Businesses Benefiting from Tourism (31)

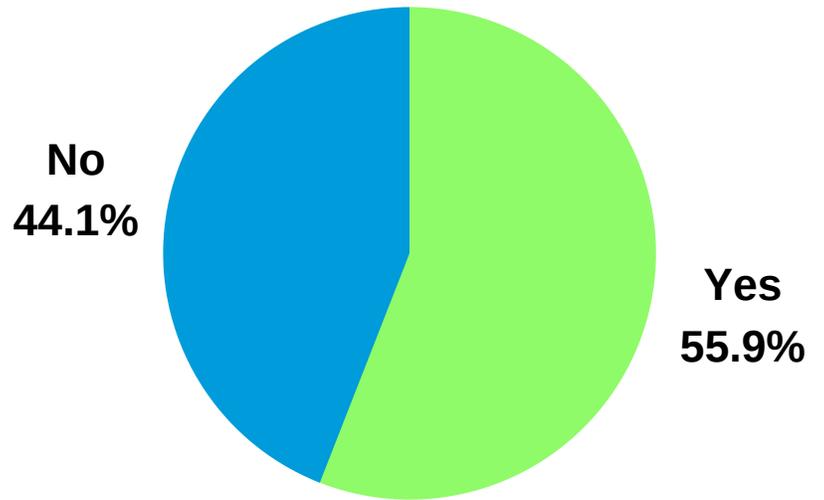
- 16 - Extremely Positive
- 11 - Slightly Positive
- 3 - Slightly Negative
- 1 - Extremely Negative
- 0 - No Impact



Do you believe your business or the business you work at is impacted by Short-Term Rental Accommodations?

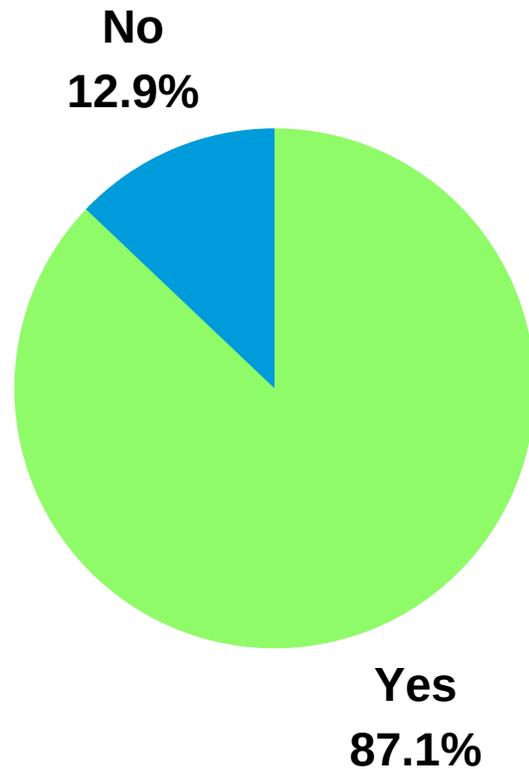
All Businesses Surveyed (59)

33 - Yes
26 - No



Businesses Benefiting from Tourism (31)

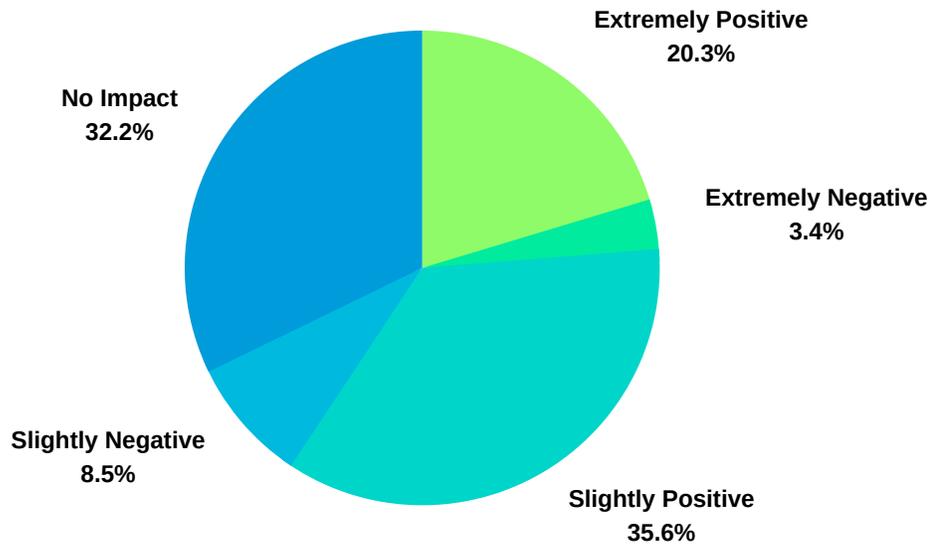
27 - Yes
4 - No



In your opinion, what impact do Short-Term Rental Accommodations have on your business or the business you work at?

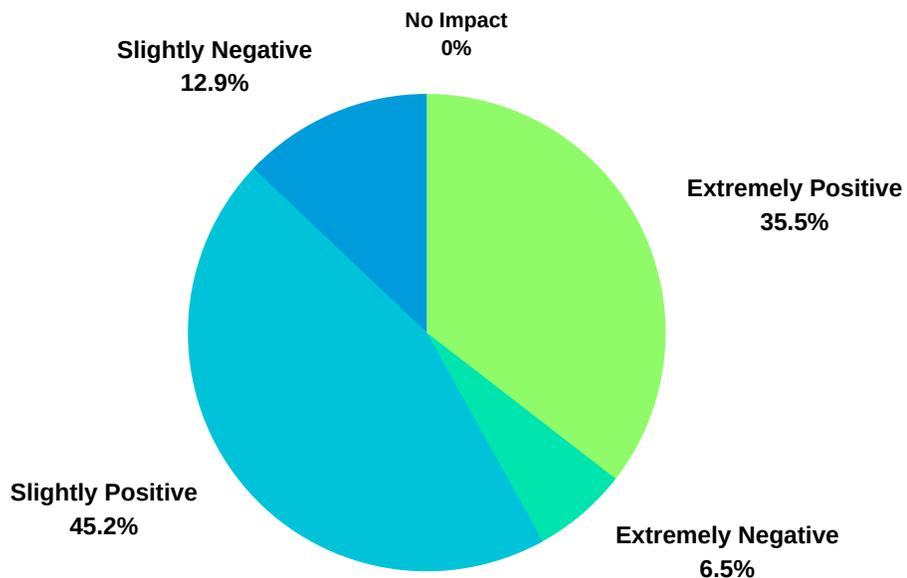
All Businesses Surveyed (59)

- 12 - Extremely Positive
- 21 - Slightly Positive
- 5 - Slightly Negative
- 2 - Extremely Negative
- 19 - No Impact



Businesses Benefiting from Tourism (31)

- 11 - Extremely Positive
- 14 - Slightly Positive
- 4 - Slightly Negative
- 2 - Extremely Negative
- 0 - No Impact



Comments

-  As long as there's rules governing how they're done it shouldn't be an issue. Thanks!
-  As a small business owner, It is extremely difficult to find short term rentals and that affects our bottom line and prevents our growth.
-  Without doubt a requirement, but need to be handled so as not to disrupt the feeling of a small town. Resident only parking, seems elitist but is required. Food trucks, concessions at the beach to cater to visitors, and significantly improved garbage collection and enforcement for June through Start of Sept.
-  Absent landlords who do not know what is going on in their property are responsible for allowing much of the mayhem inflicted on neighbours. People who rent out str's should be available and accountable for their guests behaviour.
-  The only impact I can immediately foresee on my business is reduced parking especially If short term rentals (and their vehicles) overtake an area. I believe parking in general in Georgina is already challenging for everyone.
-  The current problem with these STRs is that the Owners of the homes being rented out do not live in Town and don't see who is renting their home. They think they are renting to a couple and 100 people show up for a party. It is not fair to the neighbours who pay taxes and support our community. There should be regulations on these properties and Landlords be held accountable. They should also be taxed differently if they are going to rent out their homes as Air BnB's. The Town has to come up with a solution before the summer when these problems will happen again..
-  While STRAs do not affect my business, they do affect my personal life. I live in a lakefront home and a house on our street was an Airbnb last year. The noise, unacceptable and sometimes illegal behavior, and out of control conduct of the renters was beyond imagination. The Town must set forth strong and enforceable by-laws or controls for these places as quickly as possible in order to minimize the negative impact these rental properties and those who rent them have on our neighbourhoods..
-  Short term rentals are a necessity, much like hotels. They are often more affordable, spacious and most times, better located than hotels. The issue is that they need to do a better job of qualifying prospective occupants, enforce higher deposits and hold the landlords and potential property management companies such as Air BNB to a higher standard. Taking short term out of the equation is not something our governments should be fully empowered to do. A better idea is to enact systems and procedures, policies and an act, much like the hotels act. Not allowing these within municipalities is a mistake.
-  Party palaces like the ones near our business do not bring in any business and in fact likely do harm because the regular cottagers are staying away due to noise and partying etc.
-  Keswick has very limited hotel space for visitors from out of town. We offer many sports events including hockey tournaments youth sports, fishing tournaments etc. and we promote Lake Simcoe as a destination for recreation and we need places for our tourist to stay. I have also traveled to places and used ABB and found it quite reasonable. Overall Georgina needs to get with the times and stop being closed minded to new ideas. Uber is the largest taxi company and doesn't own a car, Trivago is one of the biggest hotel business and doesnt own a building. ABB is a large tourist promoted company that allows property owners to exercise their bundle of rights. The Town has no right to dictate the Bundle of rights away.

Comments

-  In my opinion, short-term rentals have very little effect in Georgina's economy since they do not provide a significant amount of new consumers to local businesses and not a steady income to people renting their rooms/units.
-  minimum 1 month rental
-  I believe that the majority of STRAs deliver positive economic benefits to the community with no downside to neighbouring property owners. But there are a few 'bad actors' that are spoiling it for the rest. If the Town passes regulations to license them they must also be aggressive in enforcing the rules to QUICKLY weed out the bad actors. ONE STRIKE AND YOU ARE OUT!!!
-  If the local municipality wants to regulate it, they should remove 30 existing regulations to implement one more. We are over regulated already. The existing bylaws and enforcement team is in place, they have good existing rules, procedures and processes and it is all we need. let the local economy flow and benefit from short term rentals, a new found, wonderful value add & commerce driving benefit, by a disruptive business model.
-  We are in the home improvement business and those households that are renting out their homes/or parts of will want it to look good and therefore make improvements, thus affecting our business.
-  need to move with the times and changing expectations of the consumer. Still brings money to the area, grows awareness of what is in the area and over time can improve overall positive impact for growth in economic factors
-  having them regulated would help with the few that continue to have disruptive occupants
-  I believe that Short-Term Rental would open the opportunity for Georgina to host more sports and cultural events, additionally it would allow those willing to open their doors as STR the opportunity todo so without concern.
-  Most Short Term Rentals spend little in the local economy, some grocery and liquor/beer. Unless the rental is for a week or so most STRs don't explore the community and use restaurants, and other shops and attractions.
-  I believe STRs can be a very good economic driver as long as the STRs are regulated and follow the rules and guidelines set out for them.