

Marketing Levy By-law Summary

Purpose of the By-law

This law allows the town council to create a rule (by-law) that charges a small fee on people who pay for a place to stay (accommodation) within the town. The purpose is to collect money for marketing and promoting the town.

Applying the Levy

- A fee of 3% of the accommodation's price is added to what people pay.
- The fee must be collected by the accommodation provider at the time of the purchase and sent to the town according to the rules in this law.
- If someone pays a deposit for a reservation, the fee is not collected at that time. Instead, it's collected when the full payment is made.

The fee doesn't apply to:

1. Accommodation costing less than \$20 per day.
2. Students staying in a university-owned building.
3. Stays longer than 30 days.
4. People getting medical treatment, with proper documentation.

Registration of Accommodation Providers

- Every accommodation provider must register and display their certificate.
- If an operator changes their details, they need to update their registration.
- If they stop business, they return their certificate to the town.

Reporting and Payment of Fees

- Accommodation providers must send the collected fees to the town by the 15th of each month.
- They must use a provided form for each location they operate.
- The town can ask for a report on sales and fees at any time.

Accommodation providers must keep records of:

1. Accommodation sales;
2. Fees collected;
3. Fees paid to the town.

Refunds of Overpaid Fees

If an operator overpays the fee or pays it when not required, they can apply for a refund.

Offences

Breaking this law is an offense. Fines apply, increasing for repeat offenses.

Administration of the By-law

The Chief Administrative Officer and designated persons oversee and enforce this law.

Effective Date and Transition

- The law starts on January 1, 2024.
- No fee is charged for reservations paid before January 1, 2024, for stays after January 1, 2024.
- No fee is charged for reservations paid after January 1, 2024, for stays before April 1, 2024.
- The fee applies to reservations paid after January 1, 2024, for stays after April 1, 2024.