

Short-term Rentals (STR)

Terry Rees
Executive Director
@treesatthelake

GENERAL DESCRIPTION



Sleeps 13



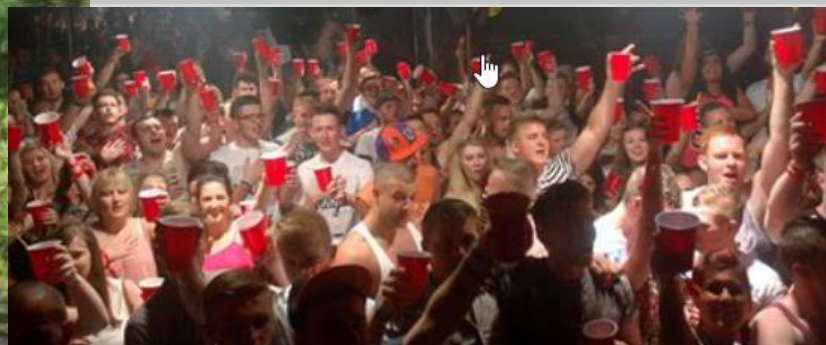
6 Bedrooms



4 Bathrooms



Pets allowed

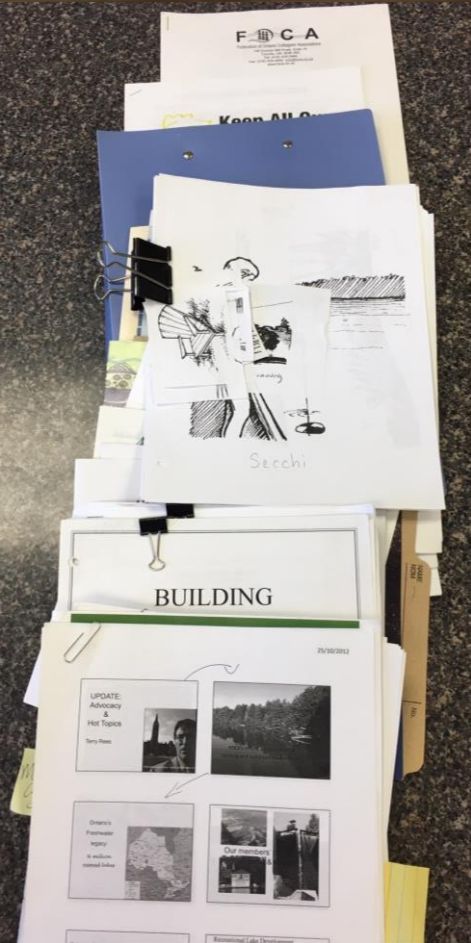


Discover cottages in Canada | Vrbo Canada

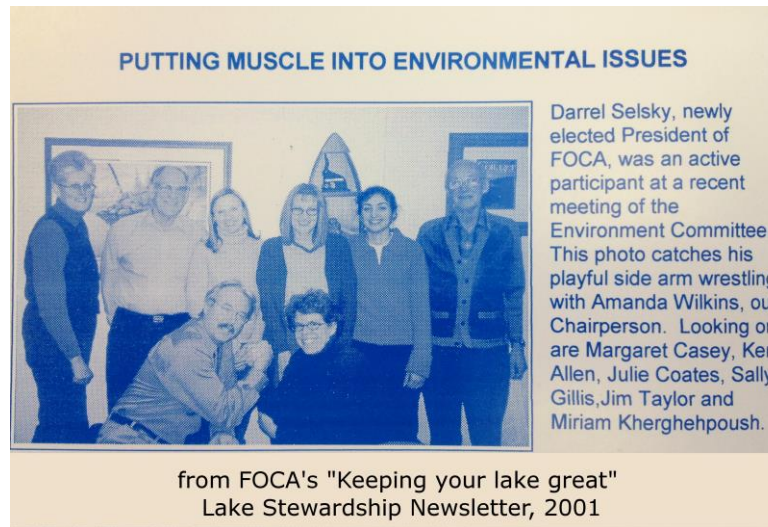
ROMA

Rural Ontario
Municipal Association

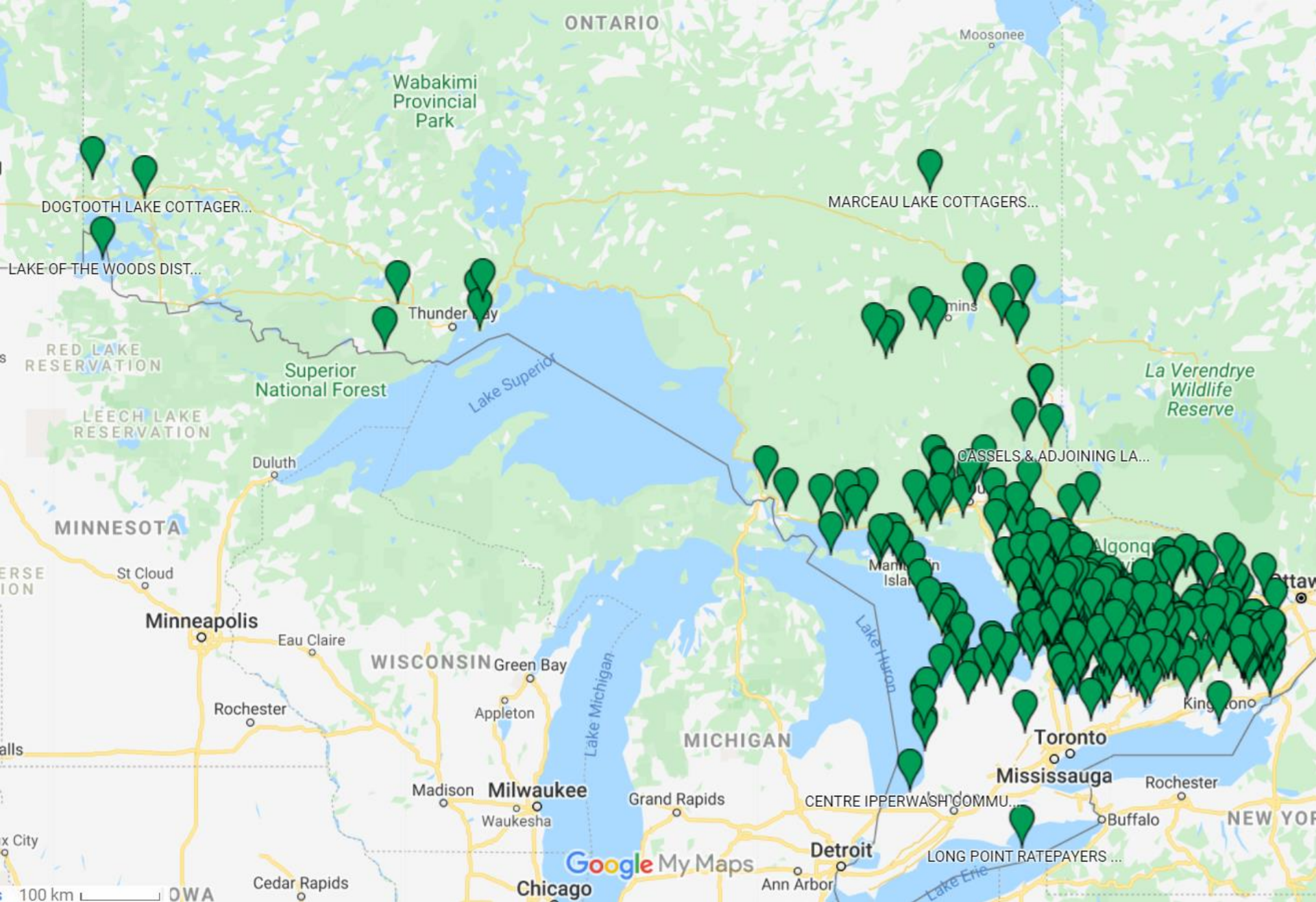
FOCA: Federation of Ontario Cottagers' Associations



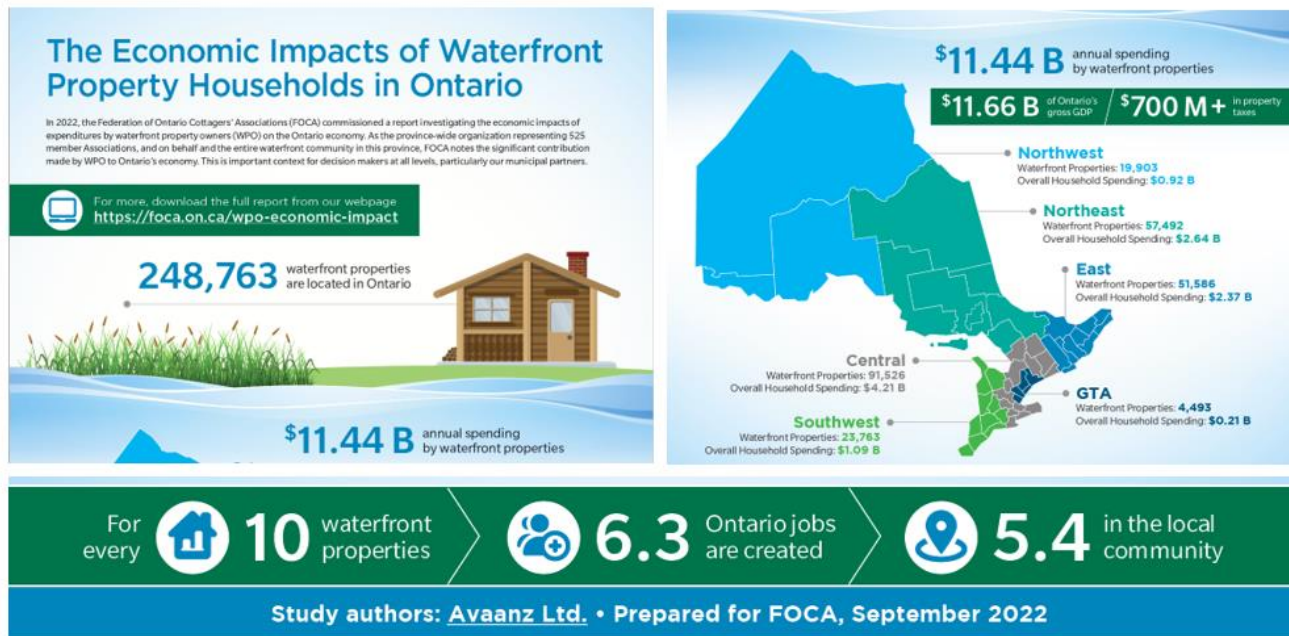
60 years of volunteers
525 member associations
50,000 member families



Stay tuned for our 60th anniversary celebrations in 2023!



The Economic Impact of Waterfront Property Owners



705-749-3622 • info@foca.on.ca • <https://foca.on.ca>
#201 – 159 King Street, Peterborough, ON K9J 2R8



<https://foca.on.ca/wpo>

Just released: A new province-wide FOCA Report on the Economic Impacts of Waterfront Property Owners across Ontario

Member priorities over time...

Issues in 1963:

- Property Taxes
- Water Quality
- Municipal Elections timing
- Lack of Zoning, Planning & Building By-laws
- Municipal Services for cottagers



Issues in 1983:

- Water Pollution (health hazard)
- Property taxes
- Police and fire protection
- Local representation
- Fish depletion
- Overdevelopment
- Weeds & algae
- Road maintenance & plowing
- Septic systems

TOP ISSUES ranked

1

WATER QUALITY

2

Development/land use

3

Short-term rentals

4

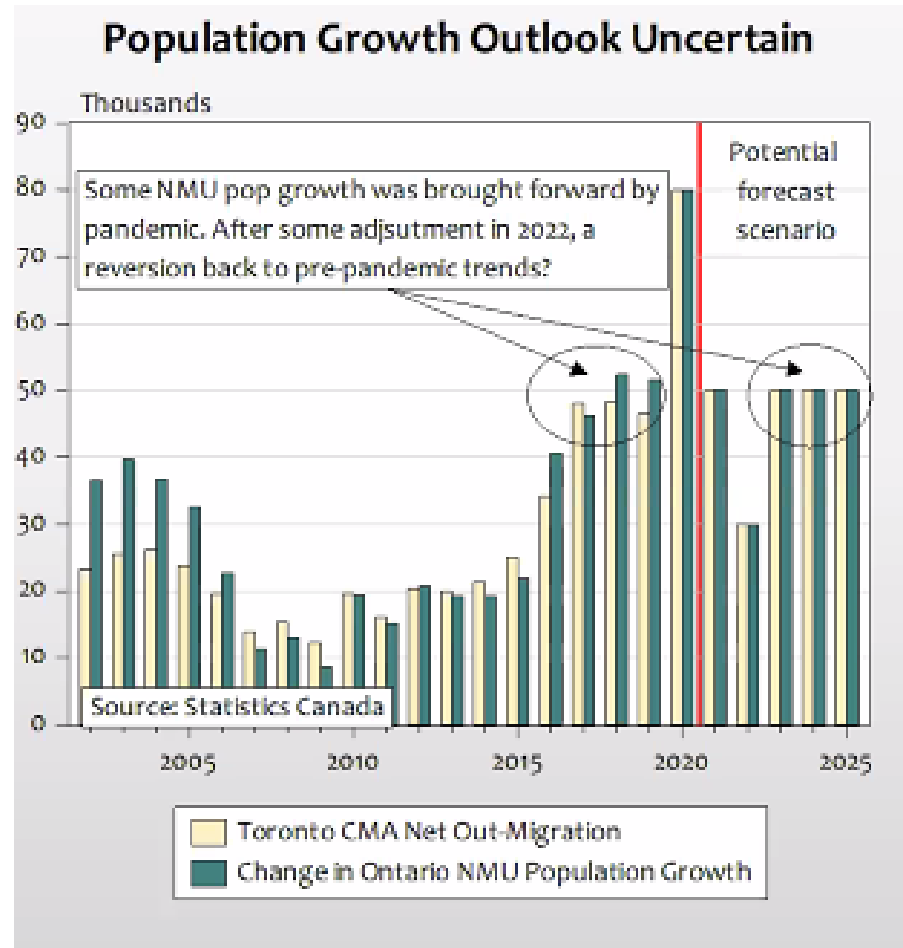
Water levels

5

Boating issues

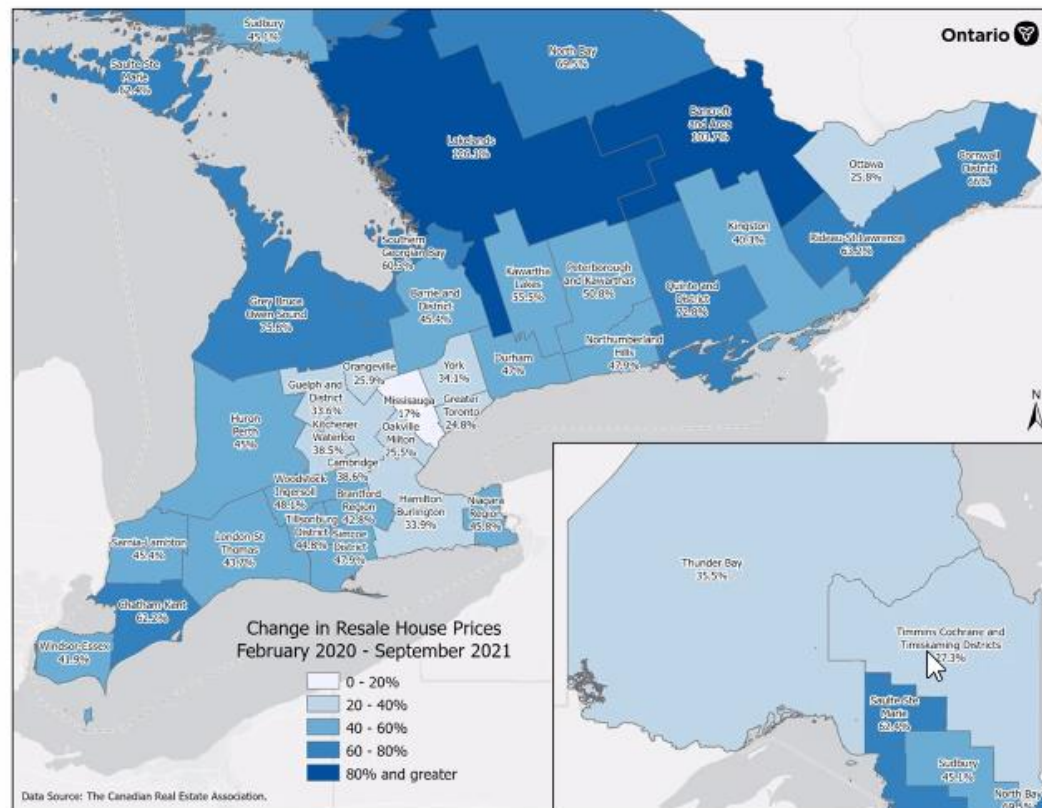
[https://foca.on.ca/
issues-programs/](https://foca.on.ca/issues-programs/)

Population Trends



Real Estate Trends

House Resale Price Changes by Real Estate Board, Feb 2020 – Sep 2021

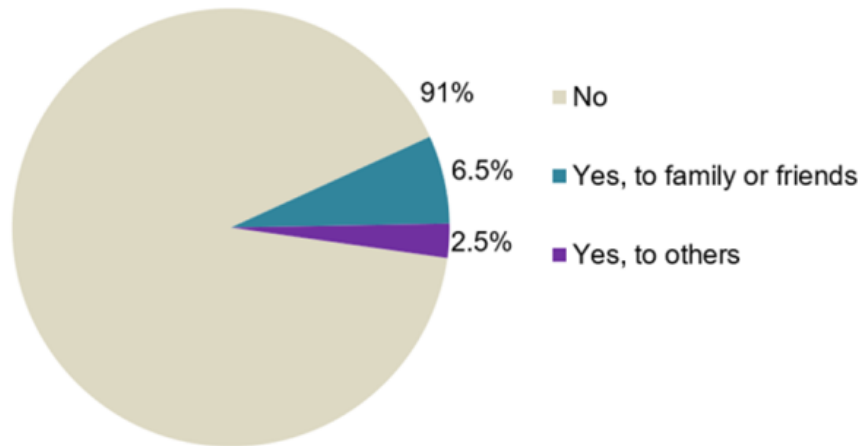


Rental Trends

ALL respondents:

Q4 Do you ever rent out this property?

Answered: 710 Skipped: 2



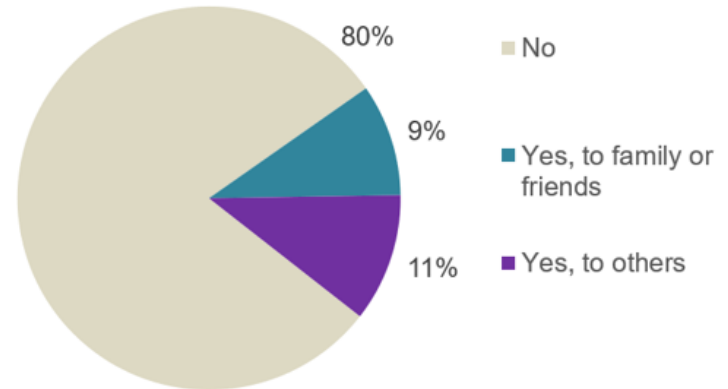
Median # of days rented= **15 days**

Owned Less than 5 years:

Q4 Do you ever rent out this property?

Filtered for only Q2: "owned less than 5 years"

Answered=74



Median # of days rented= **35 days**

STR: Municipal experience in Urban Centres

- Reduced availability for long term rentals
- Rental price inflation
- Impacts to existing hospitality industry



4 NEWS

Ottawa's Airbnb crackdown

Who wins, loses as city gets tough on home sharing?

JON WILLIAMS

Potentially hundreds of short-term rental hosts are on the cusp of being strong-armed out of Ottawa's accommodation market as the municipal government moves closer to adopting new restrictions.

The community and protective services committee will be asked Friday to endorse a proposal to heavily regulate short-term accommodations, many of which are advertised on platforms like Airbnb and Expedia. Council is scheduled to vote Nov. 27 on whatever the committee recommends.

The most controversial regulation for short-term rentals proposed by staff is banning people from renting homes in which they don't live.

Councillors will hear both sides of the debate when public delegates line up at the microphone during the committee meeting. With every policy decision, there will be winners and losers.

WINNER: HOTELS

Travellers who have been renting homes not occupied by the owners for short stays would need to turn to Ottawa's hotel market for accommodations.

Steve Ball, president of the 55-member Ottawa Gatineau Hotel Association, said the city's proposal "mostly got it right" when it comes to regulating short-term rentals.

Ball believes the per-night costs of hotel rooms in Ottawa-Gatineau are on par with what hosts offer on Airbnb. According to Ball, the average hotel room rate for the first nine months of 2019 was \$152.



LOSER: INVESTOR HOSTS

The city's proposed recommendations probably make the investor hosts — owners who rent properties for short terms, but don't live there — the biggest losers. They have purchased homes or condo units specifically for short-term rental income and city hall is about to pull the rug out from under them.

Mayor Jim Watson pointed to the hosts who haven't run safe short-term rental properties, saying "bad actors have ruined it for everyone."

Watson said those owners have the option of selling the homes or renting the homes for long terms.

WINNER: RESIDENT HOSTS

Eliminating more than

1,000 short-term rental units from the market would give a leg up to hotels, but also to people who rent out their own homes while briefly out of town and wouldn't be subject to the ban.

LOSER: SHORT-TERM RENTAL CUSTOMERS

Removing competition from the short-term accommodation market will give visitors fewer choices.

Short-term rentals not occupied by the owner often offer the same amenities as homes, like full kitchens and laundry.

While Ball says there are long-term stay hotels that offer those kinds of amenities, the removal of hundreds of short-term rental units would narrow the selection for tourists and business travellers.

WINNER: RENTERS AND HOUSE HUNTERS

The city assumes that once real-estate investors are pushed out of the short-term rental market, more homes would be available for purchase or long-term rentals.

Ottawa's residential rental vacancy rate is below 2%. Prism Economics and Analysis, doing work for the City of Ottawa, estimated apartment

rents have increased by 7.8% and house rents shot up 11.3% between 2016 and 2018.

Ottawa Realtor John Cast expects that the proposed regulations would have little impact on the local real estate market.

LOSER: SPINOFF BUSINESSES

Platforms like Airbnb take a commission from hosts obviously stand to lose if there are fewer short-term accommodations to advertise.

There are property managers and cleaning companies who will lose homes in their portfolios if council blocks investment properties from being in the short-term rental market.



WATSON
A few bad apples?

WINNER: RESIDENTIAL NEIGHBOURHOODS

At city hall, the most common reason cited for regulation is the need to protect neighbourhoods from problem short-term renters and hosts.

Watson said the tipping point in Ottawa was a shooting in Nepean last month at a short-term rental property.

Condo boards not thrilled with unit owners running commercial operations in the buildings would also have their problems solved.

STR: common concerns cited (FOCA)

- Noise
- Garbage
- Parking
- Over-used septic systems
- Fires, fire safety, and fireworks
- Changing the character of waterfront neighbourhoods
- Loss of “community” (transient / non-resident owners)

<https://foca.on.ca/responsible-cottage-rental/>

STR: benefits cited

- Tourism, local visitors
- Fees / taxes
- Residents want the option

NOTE: **Short-term rental** is commonly defined as tenancy of **30 days or less** (excluding established accommodation types B+Bs, hotels, motels, trailer parks, campgrounds)

Municipal example: Whitestone

- Licensed STR since 2014
- >3 weeks/year require a 3 year license @\$200/year
- Requires pre-inspection for fire code compliance, sewage permit, prior notice to neighbours, insurance
- Renewal subject to discretion of municipality

The Corporation of the
Municipality of Whitestone



RENTAL UNIT LICENSE

LICENSEE: _____

ADDRESS: _____

PHONE : _____

DATE : _____

ISSUED : _____

EXPIRES : _____

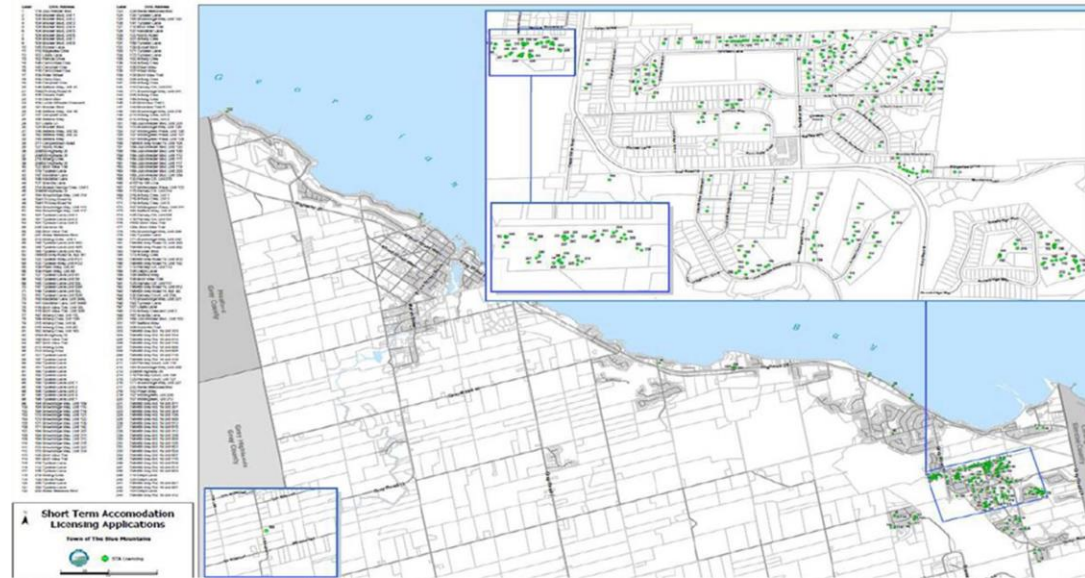


Municipality of Whitestone, Clerk

<https://www.whitestone.ca/p/rental-units>

Municipal example: Town of Blue Mountains

- 2021 by-law to regulate STR process
- \$2,300 2-year licencing fee
- fire safety inspections
- after-hours reporting line
- penalties



<https://www.thebluemountains.ca/resident-services/fire-services-law-enforcement/law-enforcement/short-term-accommodations>

Municipal example: City of Kawartha Lakes



- Public forums, and online resident survey (600 responses)
- Staff concerns about viability, cost of enforcement
- Education - website

Select the statement that best applies to your opinions towards short term residential rentals (Municipal Investment)

I think the City should be developing policies to deal with the issue of short term residential rentals, across the entire City	192	31%
I think the City should be developing policies to deal with the issue of short term residential rentals in urban centres only	27	0.4%
I think the City should be developing policies to deal with the issue of short term residential rentals in waterfront/cottage areas only	80	13%
I don't feel that the City needs to licence/enforce short term residential rentals	303	50%

www.kawarthalakes.ca/en/things-to-do/short-term-rentals.aspx

Municipal example: City of Huntsville

- “425 Hosts” (2019)
- 96 licenses (5 on Waseosa) (2022)
- Increased complaints
- Threats to existing hospitality industry
- Opportunity to entice tourism
- Municipal Accommodation Tax



OFFICE OF THE MAYOR

Via Email Only

October 21, 2019

Federation of Ontario Cottagers' Associations
159 King Street
Suite 201
Peterborough, ON K9J 2R8

Attn: Michelle Lewin

Dear Ms. Lewin:

RE: Short Term Rental Accommodations

Thank you for the opportunity to provide input on the Town of Huntsville's proposed short-term rental regulations.

Concerns and complaints regarding the operation of short term rentals have increased over the last few years, with the majority stemming from inconsiderate renters, noise, garbage, parking and septic system capacity. In addition, the Town implemented a municipal accommodation tax in early 2019. Through the consultation process with stakeholders in the spring of 2018, it was identified that all parties who provide accommodation should be treated equally

After researching and reviewing best practices and how other municipalities across North America are tackling this issue, staff proposed a licensing regime, as well as changes to the comprehensive zoning by-law. The staff report detailing this information can be found [here](#).

The Town is currently hosting public consultation sessions regarding the proposed licensing and zoning framework. To date we have received a mainly positive response, with the majority of respondents agreeing that STRs need to be regulated.

<https://www.huntsville.ca/en/home-property-and-planning/short-term-accommodation-rentals.aspx#>

STR: common municipal approaches

- Creating a licensing/registration system (annual to three-year licenses) that includes a range of other instruments (as outlined below).
- Limiting rentals to the principal residence only
- Placing a maximum on the number of consecutive days a unit can be rented (28 days or less)
- Placing a maximum number of days per year a unit can be rented (30 to 180)
- Placing a maximum number of tenants per unit/bedroom

STR: more approaches

- Placing a maximum on the number of bedrooms that can be rented
- Requiring a minimum on the age of the building (up to four years)
- Requiring a minimum on the time owned by the principal residence (up to four years)
- Requiring Commercial General Liability Insurance
- Requiring Electrical Safety Authority (ESA) Inspection
- Requiring inspection by the municipality
- Requiring water and sewer inspection

STR: more approaches

- Designating home-sharing as a land use in the zoning by-law
- Designating certain buildings (or building types) as ineligible
- Levying a destination/accommodation tax on STAs
- Placing a maximum of a certain percentage (e.g. 15%) of STAs on a single street or in a certain geographic area.
- Levying fines for unlicensed operators and contraventions of a STA by-law.

FOCA's Board Working Group - STRs

- To understand and articulate the nature of, and concerns around, commercial STR in Ontario cottage country, including recent trends and municipal responses that may provide worthy insights.
- To support effective education and outreach for residents to better understand appropriate land uses, and the rights and obligations of residential property owners.
- To provide an informed perspective to the FOCA membership about the means and methods of addressing STR issues at the municipal level.
- To consider what actions may be appropriate to support better oversight and management of waterfront communities with respect to STR accommodations.

Short-Term Rental Report

NEW

Short-Term Rental in Waterfront Ontario

An Overview for FOCA Member Associations
and our Municipal Partners



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* STR = Short-Term Rental

<https://foca.on.ca/rental>

We have resources for those who are new to the waterfront (or just spending more time there)



Video resources:

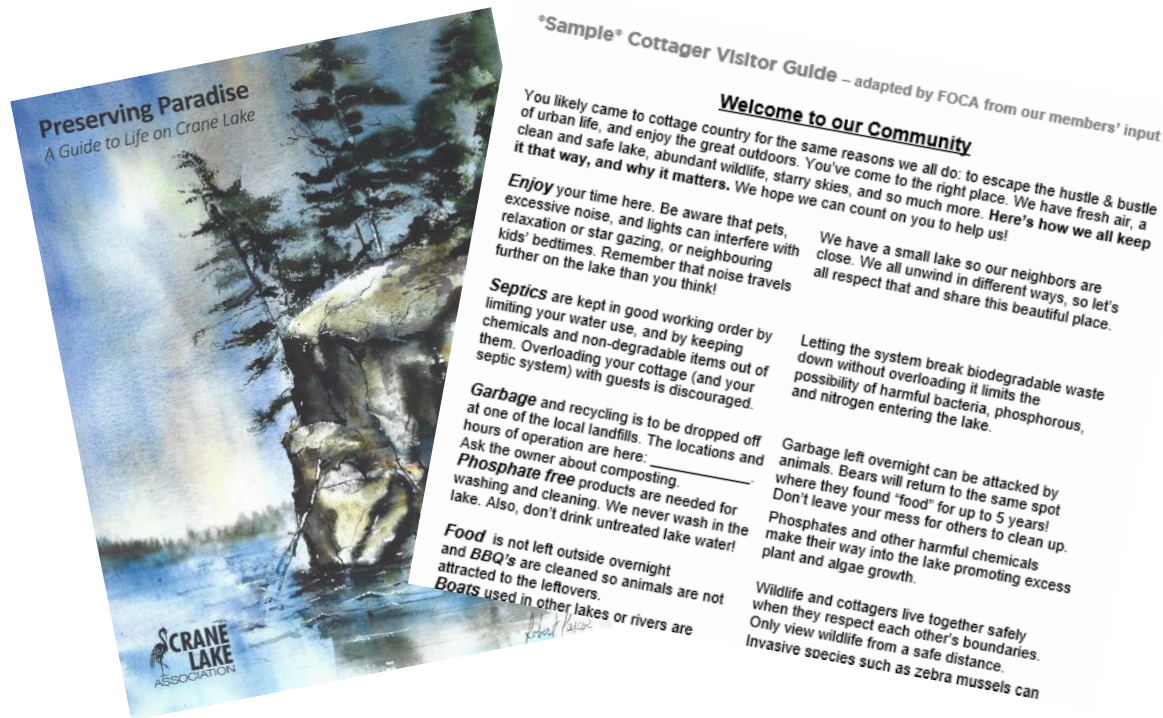


New to cottage country, or thinking about buying a cottage? **Start here!**

[Watch this video](#) (online; 7 mins) for tips from FOCA about choosing an area, finding the perfect cottage or building your own, learning about your property, and connecting with the local lake association.

<https://foca.on.ca/cottage/>

Educating our new neighbours



Thank you Crane Lake Assoc!

Thank you Leech Lake CA!

Could you circulate a local **Welcome Sheet** or a larger **Welcome Binder?**

Members can login and download templates:

<https://foca.on.ca/toolkit-overview/>

FOCA's Digital Channels

INCREASED COMMUNICATION



174,948

Alerts sent

with 58% open rate

*37% above the industry average,
according to our e-provider,
Constant Contact software*



30%

increase

in Eler subscriber

*We passed our initial goal of
15,000. Help us reach our
new goal of 50,000*

SOCIAL MEDIA SUCCESS

500,000

combined reach

through FOCA's
various social
media channels



355,179



97,900



54,297



53%

increase

in YouTube
channel
subscribers

Send us your regional notices
and news for property owners
info@foca.on.ca

ONLINE ENGAGEMENT



148,596

webpage views



62,000

online users



1,635

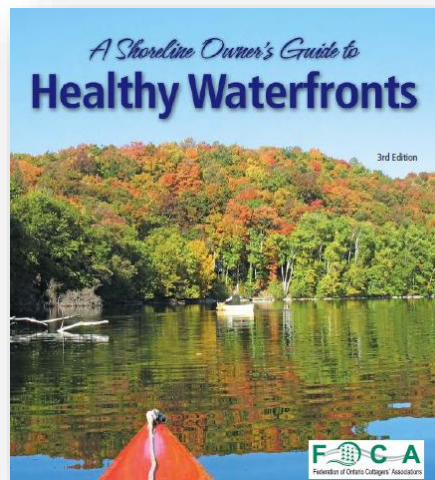
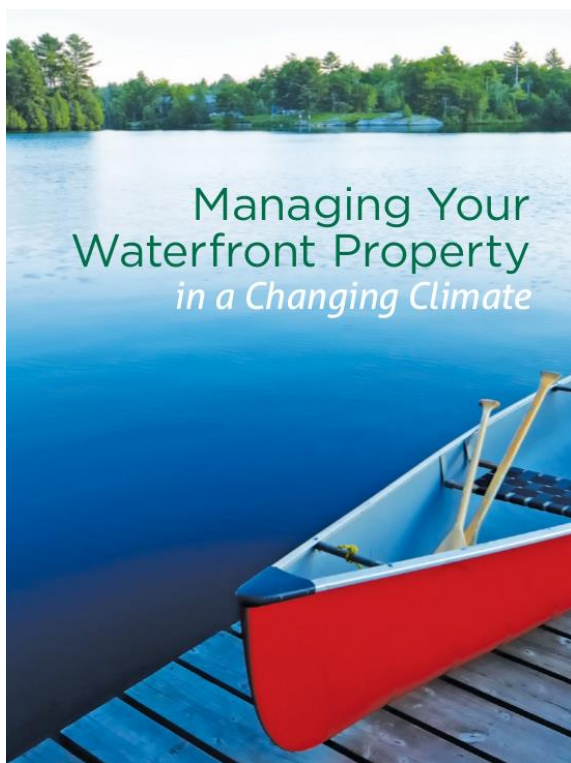
responses

to 12+ FOCA surveys

Thanks for sharing your thoughts!

Educational Resources

signs, brochures, reports...



Septic Re-inspection Programs in Ontario

A FOCA Report for Community Groups (2019)

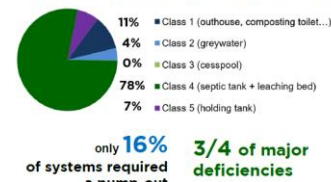
Ontario has 250,000 rural waterfront properties, and most rely on on-site wastewater treatment systems—also known as sewage systems or septic systems—to manage their household wastewater. FOCA initiated a project with partners to explore successes, challenges & lessons learned from existing municipal septic re-inspection programs across Ontario.

Top take-away: Education is key to successful sewage system management

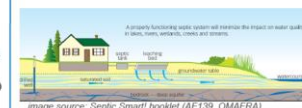
Re-inspection statistics about the state of sewage systems across rural Ontario:

(consult the report for data sources & full details)

Class of Sewage Systems:
 among a set of 1,000 re-inspections in 2018



View the complete report online:
<https://foca.on.ca/septic-systems>



Municipal Case Studies:

- Township of Leeds & the Thousand Islands
- Municipality of Callander
- Township of Rideau Lakes
- Tiny Township

<https://foca.on.ca/resources/>

or email: info@foca.on.ca

FOCA works with Municipal partners

Your connection to
Ontario's 250,000
waterfront residents



Visit the website
below to get on
FOCA's Elert list:



Federation of Ontario Cottagers' Associations

705-749-3622 • info@foca.on.ca

foca.on.ca/muni

Your rural
constituents.
Our members.



A Guide to Municipal Engagement for Ontario Lake Associations



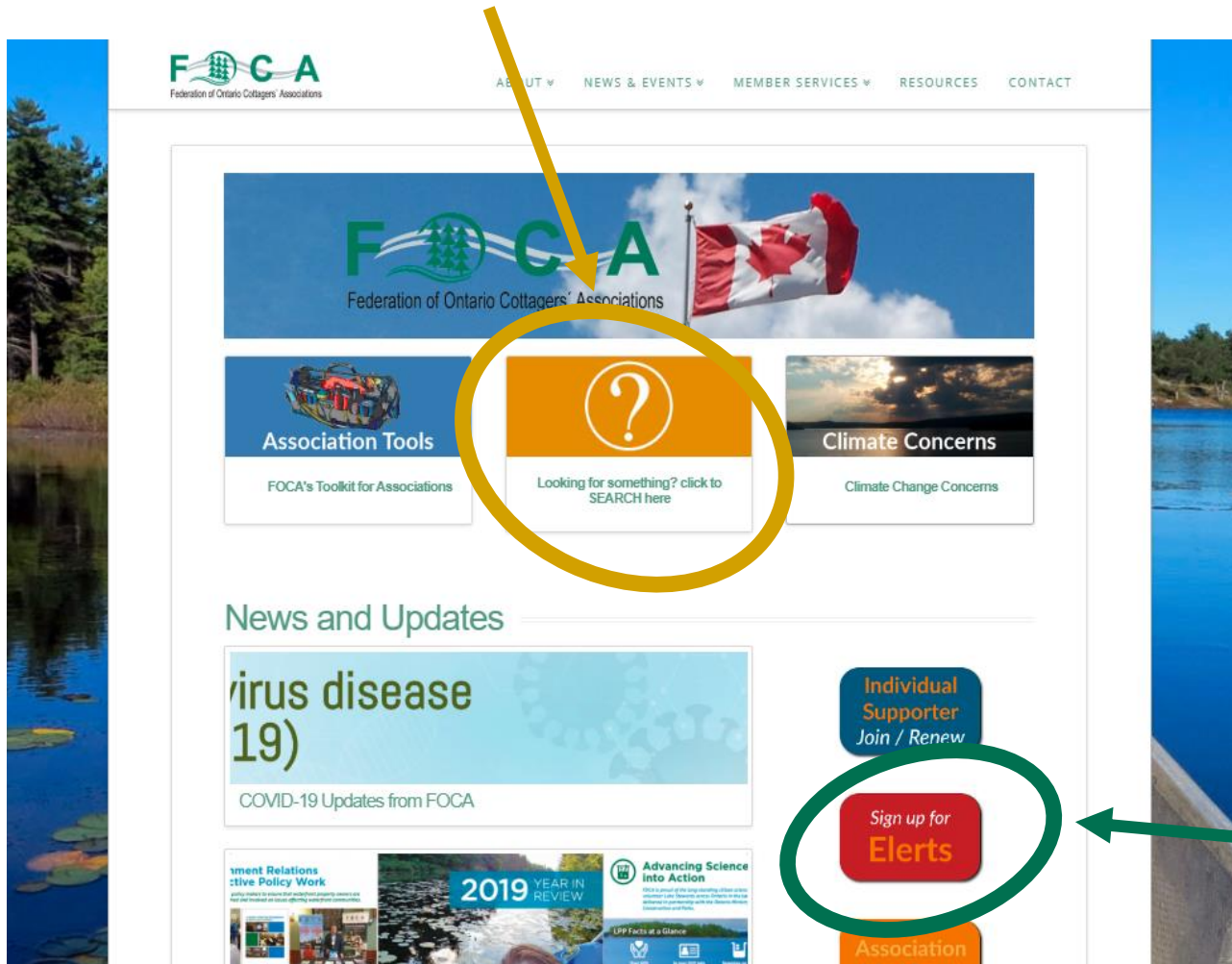
In support of our Vision:
Thriving and sustainable waterfronts
across Ontario, now and for future generations



Federation of Ontario Cottagers' Associations

<https://foca.on.ca/muni/>

Got other questions? Search: foca.on.ca



While you're there, join over 17,000 FOCA Elert subscribers!



Thank you!

Terry Rees
FOCA Executive Director
trees@foca.on.ca
705-749-3622

More on waterfront issues?

Visit FOCA's webpages on responsible cottage rental:

<https://foca.on.ca/responsible-cottage-rental/>

<https://foca.on.ca>