

# Rural Meets Urban Conference & Tradeshow – Sharing Economy

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BLUE MOUNTAIN VILLAGE ASSOCIATION





# Issues & Recommendations

- Sharing Economy brings both **opportunities and challenges** for small municipalities
- One-size fits all thinking does not meet the needs of diverse municipalities – be weary of broad Provincial regulation that focuses on revenue only. Local municipalities should have the power to decide what is needed for their communities & economies to function best!
- Considerations:
  - Some destinations have great attractions but little accommodators - Sharing Economy players can complement existing businesses & provide a revenue opportunity for homeowners.
  - Sharing economy business may be more responsive to meet unique evolving market demands – e.g., large scale chalets that existing accommodators cannot easily develop.
  - Destinations that are fully serviced by established operators, destination developers and a local labour market face significant disruption when Sharing Economy business growth has no checks & balances and is disconnected from “destination development engines”.
  - Tourism destinations are economic ecosystems & local balance should drive decision making.

# Issues & Recommendations



- Businesses, whether large or small, expect a **level playing field**. Sharing Economy businesses should be required to remit taxes and meet the same insurance, safety & infrastructure guidelines as traditional businesses – both large & small.
- Local residents also expect a level playing field. Municipalities must take into account the needs and **expectations of residential homeowners**. We pay increasing rates for homes, townhomes & condominiums and we have expectations of proximity to commercial activity & neighbourhood use. Home sharing DOES increase traffic, safety concerns, activity, noise, needs for street cleaning and other resources. Municipalities need to understand this & protect homeowners from impact & costs.
- For condominiums & homeowner associations – **Condo/homeowner fees** should not be funding extra costs associated by home sharing uses. E.g., cleaning, amenities usage, security, etc. It is a matter of fairness.

# Issues & Recommendations



- Anticipate the impact of Home Sharing on **employment and infrastructure**. As an example, many homeowners in the Blue Mountain & Collingwood region are benefiting from tourism visitors as home sharers; however, rental housing access is lower as a result = increased cost of living, labour scarcity, new risk to economic ecosystem!
- Home Sharing players benefit greatly from the foundational work that destination marketing organizations have delivered. They must be required to participate & fund existing destination drivers especially since they are benefiting from others' investments (private, municipal, DMO, etc.).
- A destination's brand is based on the strength of its operators – programs like TOBM STA program ensures basic compliance & safety and protects all stakeholders.

# Questions?

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