

*PROPOSAL FOR INCLUSION*

*SPECIAL EVENTS ADVISORY COMMITTEE*

*STRANS*

*SHORT TERM RENTAL ASSOCIATION OF NOVA SCOTIA*



**Erica**

Burlington, Canada

★★★★★ · November 2023 · Stayed a few nights

Beautiful apartment in perfect location to enjoy downtown Halifax. The space is amazing with everything you'll need. Very spacious and well laid out. Loved it!



**Jayme**

Washington, District of Columbia

★★★★★ · February 2024 · Stayed a few nights

Andrea's place is perfectly located and equipped for any trip to Halifax, but its central location and ample lounging space was especially welcome during the mammoth snowstorm we blew in with. The space was a peaceful refuge and when we ventured out, everything we needed was mere blocks away.

As a bonus, Andrea was incredibly responsive and supportive as our flights were delayed and then canceled. Truly couldn't have asked for more.

# STRANS INTRODUCTION

- STR owners brought together by new regulations in the summer of 2023
- Association provides STR owners with a central point of reference for clarification on by laws and regulations, and to represent STR owners to the public and media
- In February of 2024 the formal Association was established, and board positions assigned as follows:
  - Mike Petrosniak – President
  - Terry Black – Vice President
  - Joline Dorey – Treasurer
  - Catherine Sanderson – Director
  - Scott Jones - Director
- STRANS association meets bi-weekly building plans for STR community engagement, website and social media development and documenting concerns and action items from the STR community



Lerin

Denver, Colorado

★★★★★ · November 2023 · Stayed a few nights

It was a lovely stay! Couldn't ask for a better spot. Easy access to any of the main routes you'd need for being a tourist in the area. Glad I stayed in Dartmouth, the ferry to Halifax is right down the road and easy peasy to navigate.



## *PROPOSAL FOR INCLUSION*

- In October of 2023 Regional Council imposed a 3% levy to be used for marketing on all short-term rentals in NS.
- 6,200 STR units registered in NS, if each drew approx. \$25,000 in revenue each year there would be an estimated \$4.65 Million contributed to the Levy each year by STR's (total revenue TBC)
- Recent decree by government to impose the levy underscores the importance of this section to Halifax tourism strategy
- STR's help boost the tourism economy and Visitors appreciate the diversity and personal touch of these accommodations
- STRANS community would like to have a representative join the Special Events Advisory Committee and/or any committee that will manage the levy fund

# *PROPOSAL FOR INCLUSION*

- STRANS is seeking representation for several reasons;
  - Equity – STR's contribute to the levy and should have representation in decisions affecting these funds
  - Expertise – STR owners possess unique insights into visitor preferences and trends, which can be invaluable in crafting effective marketing
  - Accountability – Involving STR owners in decision making ensures greater transparency and accountability in fund association
- Strengthened partnership between government and private stakeholders
- Increased tourism revenue through more effective use of the marketing levy fund



**Shawn & Dawn**

Happy Valley-Goose Bay, Canada

★★★★★ · January 2024 · Stayed a few nights

We had a wonderful 5 nights staying at this Airbnb. It was a quiet neighbourhood and an easy commute to visit family in the area. It was sparkling clean and exactly as described. We would definitely stay there again.



**Erica**

Burlington, Canada

★★★★★ · November 2023 · Stayed a few nights

Beautiful apartment in perfect location to enjoy downtown Halifax. The space is amazing with everything you'll need. Very spacious and well laid out. Loved it!



## *CONCLUSION*

- STRANS is committed to the growth and sustainability of Halifax's tourism industry. By granting a voice to STRANS the committee can leverage the collective expertise of the STR sector
- STRANS looks forward to building this collaborative relationship and opportunity to contribute to future decisions on tourism marketing for Nova Scotia
- STR owners have a unique insight to what visitors are looking for when travelling to NS
- STRANS feels this collaboration will have mutual benefits for both the committee and STR owners



*THANK YOU*

Joline Dorey

STRANS, Treasurer