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**From:** Hendsbee, David <hendsbd@halifax.ca>  
**Sent:** October 19, 2022 11:49 PM  
**To:** Office of the Legislative Counsel  
**Cc:** Ross Jefferson; Traves, John; Mike Savage; Dube, Jacques  
**Subject:** HRM Charter Amendment to the Marketing Levy - Bill 204.

**\*\* EXTERNAL EMAIL / COURRIEL EXTERNE \*\***

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Dear Members of the Legislature's Law Amendments Committee :

I want to voice my support for Bill 204 that proposes making amendments to the Halifax Regional Municipality ( HRM ) Charter and the Municipal Government Act to amend the percentage and application of the Marketing Levy on tourism accommodations.

As the proud past Member of this House, it was my privilege to present the initial legislation for the HRM Marketing Levy Act as a Private and Local Bill #94 on November 15, 2001 when I served as the MLA for the Constituency of Preston. That was during the 58th Assembly, the Second Session of the NS Legislature.

That legislation made it possible for HRM to form its own Destination Marketing Organization ( DMO ) formerly known as Destination Halifax now branded as Discover Halifax in partnership with the Hotel Association of Nova Scotia ( HANS ) to bring many tremendous tourism opportunities for the Halifax Region. Funds raised by this levy made it possible to sponsor and host many spectacular events, conferences, and festivities in our Province.

We have seen the Marketing Levy grow from its initial rate 1.5 % up to the current 2 % level. This proposed legislation will enable HRM to increase that to a maximum of 3%. This increase will bring in more revenues for the municipality and with the collaboration of HANS and other partners to host even more tourism and major civic events into the future.

From my interpretation of the proposed amendments, this will allow HRM and any other municipalities in the Province to set a levy or a series of levies up to a maximum rate of 3% on ALL registered tourism accommodations regardless of how many rooms are being offered by the operator.

The current legislation was only applicable to the larger hotels.

Is it my understanding that if this legislation passes then the marketing levy can be applied to any registered tourism accommodations including motels, inns, Bed & Breakfast units, AirBnB and campground sites. And with respect to campgrounds sites, I trust that will be inclusive of privately operated and provincially owned campgrounds alike.

It is my hope that a series of Marketing Levies can be set to fit the size and scope of the accommodation operators.

For example: 1% for all campground sites; 1.5% on all Bed & Breakfast and AirBnB units; 2% on motels and inns with less than 50 rooms; 2.5 % for motels, hotels, and inns with 50 + but less than 100 rooms; and 3% on all the major hotels with 100 rooms or more.

Furthermore, this Marketing Levy should be universally applied across the entire Province. Bill 204 should enable all the municipalities to administer this levy onto all registered tourism accommodations within their jurisdictions.

This new source of revenue can be used to develop their own DMOs or support the endeavours of the RENs - Rural Enterprise Networks and/or any other recognized tourism development agencies that operate for the betterment of their respective communities.

Thank you for this opportunity to provide my comments on the proposed Bill 204. I wish you all well with your deliberations and debate on this important initiative.

Best regards-

David Hendsbee

HRM Councillor - District 2

Preston - Chezzetcook - Eastern Shore