

City Council

Notice of Motion

MM5.20	ACTION			Ward: All
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**Toronto is Calling: Supporting the Tourism and Hospitality Sector in Pursuit of a Strong Economic Recovery - by Councillor Brad Bradford, seconded by Councillor Gary Crawford**

*\*Notice of this Motion has been given.  
\*This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

**Recommendations**

Councillor Brad Bradford, seconded by Councillor Gary Crawford, recommends that:

1. City Council direct the General Manager, Economic Development and Culture, to report back to City Council as part of the 2024 Budget process on a long-term plan to allocate revenue attributable to the Municipal Accommodations Tax to initiatives and programs that directly support the tourism and hospitality sector, including strategies to:

- a. encourage local tourism, especially during the winter season;
- b. promote and maintain key tourist attractions;
- c. attract and develop new events and landmarks;
- d. keep our city clean, reduce vandalism and increase public safety;
- e. train and attract workers in the hospitality sector; and
- f. incentivize the hospitality sector to invest in sustainability and take on new capital improvements.

**Summary**

A strong economic recovery is crucial to the future success and sustainability of this city. To achieve this goal, Toronto must remain a destination to all those drawn to one of the world's most diverse cultural, culinary and artistic communities.

As the lead on the Economic Support and Recovery Task Force, I have had the opportunity to work closely with our city's business community and the 85 Business Improvement Areas on the need to support the vibrant main streets and local attractions that make Toronto unique. In order to continue on the path to a strong economic recovery, we must build on the success of programs like CafeTO and the Amplified Live Music on Patios Pilot while providing additional

supports to those industries that have experienced a slower recovery – including the tourism and hospitality sector.

In 2018, visitor spending contributed \$10.3 billion to Toronto's economy and supported 70,000 jobs. While there has been a significant rebound since the lows of the pandemic, hotel demand was still 21 percent below pre-pandemic levels this past January.

The 2023 Budget increased the Municipal Accommodations Tax by 50 percent at a time when the industry is just beginning to get back on its feet. In recognition of the impact this increased taxation will have on a still struggling industry, and the significant economic activity and tax revenue generated by boosting tourism and hosting major conferences and events, the City should ensure that the additional funds collected through the Municipal Accommodations Tax are directed towards programs and initiatives that support the tourism and hospitality sector.

### **Background Information (City Council)**

Member Motion MM5.20