



Friday, January 26th, 2024

Nancy Martins
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

RE: Submission for Short-Term Rentals for Municipal Licensing and Standards

Dear Ms. Martins,

I am writing to you as the President of Premiere Executive Suites Limited, a trusted provider of medium-term rental corporate housing. With 25 years of industry experience, I am eager to share our insights on the proposed regulations for medium-term rentals and illuminate the crucial role of corporate housing in shaping Toronto's housing landscape.

About Premiere Suites

As the largest provider of fully furnished corporate housing in Canada, we offer nationwide housing solutions and maintain offices throughout the country, with our head office situated in the Greater Toronto Area. At Premiere Suites, we strive to provide a sense of normalcy, a true home away from home. Unlike hotels or short-term rentals, our furnished accommodations offer ample space, security, and comfort for families, couples, and individuals. It's a space designed to feel like home, providing room to live, work, and relax, even amid often stressful situations. We are accredited, audited, insured, highly regulated, and professionally managed. Through our rigorous third-party evaluations and inspections, we ensure the highest quality in every aspect of the guest experience.

The Importance of Corporate Housing

Premiere Suites is a trusted supplier of corporate housing, catering to a wide range of housing requirements for individuals, families, and professionals with stays exceeding 30 nights. The demand for extended stays in Toronto results from diverse scenarios such as home displacement due to fire or floods, families and individuals seeking essential medical care away from home, and those navigating transitional periods between homes, be it due to home sales or other circumstances.

Our services extend to corporate clients, including professionals relocating to work on extended projects or new positions. We also provide housing solutions for film cast and crew, as well as essential medical personnel such as nurses and doctors delivering life-saving services, among other diverse professional clientele.

Some of these examples include:

Emergency and Insurance Housing: In the event of a fire, flood, or emergency causing significant home damage, corporate housing providers can promptly and efficiently accommodate individuals, couples, or families. Through well-established professional connections with insurance companies and adjusters, a seamless transition is facilitated, alleviating stress for those facing such emergencies.

Medical and Healthcare Professional Housing: Toronto, with renowned hospitals in areas like cancer research, is a sought-after city for medical treatment. In many cases, individuals need to relocate to



access medical treatment. We provide accommodations tailored for those undergoing extended medical treatments or recovering patients and their families and/or caregivers. Offering a sense of normalcy amid physically and emotionally demanding times, while alleviating logistical challenges.

We also accommodate healthcare professionals, like nurses and doctors, as well as first responders who are dedicated to life-saving work, supporting Toronto's medical field. In critical periods such as COVID-19 and times of staffing challenges, our accommodations served as a comforting haven for these individuals as they actively contribute to the city's healthcare demands.

In-Between Homes: Corporate housing offers supportive housing solutions for individuals and families in transitional phases—whether due to a home sale, closing challenges, or other circumstances. Providing a reliable and comfortable home during these in-between moments.

Corporate Relocation and Assignments: Canada is home to numerous national companies, and given its expansive landscape, employees often work on long-term assignments in different cities or undergo job transitions. Corporate housing is required as we provide temporary and flexible housing solutions until a permanent housing arrangement is secured.

Film and Production Housing: Toronto, renowned as part of 'Hollywood North', has a vibrant entertainment industry that is vital to its economy. Corporate housing supports the industry by providing furnished accommodations for crews and casts in locations near sets, offering convenient and secure housing that can accommodate multiple crew members in one location.

Corporate housing plays an important role in the city's economy, fostering relationships with local businesses and charitable organizations. As a Canadian company, our commitment to community support is reflected through our initiative that not only contributes to the local Toronto economy but also positively impacts the individuals in this city and country.

We cater to the housing needs of both Canadian and international businesses investing in Toronto projects, providing accommodations for their workforce. This, in turn, strengthens the local economy and business environment. Our crucial role ensures local businesses, professionals, and individuals access secure and flexible housing options, alleviating the uncertainty of precise stay end dates.

We support businesses and residents and are aiming to highlight the distinctions between the corporate housing industry and short-term rentals. Advocating for a minimum stay requirement of 30 nights is essential to preserve the industry's integrity and address the residential needs of the community.

We are eager to actively participate and contribute more to this important conversation and look forward to working with the City of Toronto to address the unique needs of all stakeholders, including the corporate housing industry. I am at your disposal and contactable at scully@premieresuites.com or on my cell, 647-617-8181.

We thank you for your consideration of our perspective.

Sincerely,

Susan Cully
President & Chief Operating Officer, Premiere Suites