Advancing Implementation of the Long-Term Financial Plan - Revenue Opportunities

Communication from: George Bell

A Hotel TTC Levy would be a better solution to the tax increase.

1) 4$/day mandatory pass purchase good for 1pm-1pm
2) part of checkout process, a QR code is emailed to the user - or pickup at checkin
3) money goes straight to ttc operating budget
4) paid even if not used - this would push visitors to use ttc, not drive - reduce congestion, simplify arrival
5) easy to administer
6) increases ttc ridership

The alternative of giving the visitors no benefit from the tax, doesnt solve any problems or push people onto transit.

Would replace existing sales to hotel users that use transit, but gain sales to hotel users who dont use transit.