

## **1. Balance Tourism with Resident Quality of Life**

*(Short-term rentals, congestion patterns, sustainable visitor strategy, neighbourhood integrity)*

### **Framing the Issue**

- Tourism is essential to Niagara-on-the-Lake's economy.
- The goal is not restriction – it is balance.
- Livability for residents must remain central to long-term sustainability.
- If residents disengage or relocate, the character that attracts visitors erodes.

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### **How the Committee Approaches This**

#### **1. GATHER CROSS-NEIGHBOURHOOD INSIGHT**

- Engage residents beyond Old Town – including Virgil, St. Davids, Queenston and Glendale.
- Identify recurring themes rather than isolated complaints.
- Distinguish between perception and measurable impact.

#### **2. IDENTIFY MEASURABLE IMPACTS**

- Short-term rental clustering and neighbourhood density.
- Event-driven congestion patterns.
- Seasonal peak pressures on infrastructure and services.
- Noise, turnover, and community cohesion impacts.

#### **3. REVIEW EXISTING MUNICIPAL STRATEGIES**

- Tourism strategy
- Official Plan direction
- Transportation planning
- Short-term rental by-laws
- Sustainability and climate commitments

The focus is on alignment and implementation – not creating new frameworks unnecessarily.

#### **4. IDENTIFY POLICY VS. LIVED EXPERIENCE GAPS**

- Where is policy clear but enforcement weak?
- Where are resident impacts not reflected in strategy?
- Where does growth outpace infrastructure capacity?

#### **5. DEVELOP FOCUSED, CONSTRUCTIVE RECOMMENDATIONS**

- Targeted adjustments rather than broad restrictions.
- Improve reporting transparency.
- Encourage visitor dispersal strategies.
- Promote sustainable visitor models that protect neighbourhood integrity.
- Suggest incremental improvements to existing frameworks.

### **Key Themes to Emphasize**

- Tourism must not undermine permanent residency.
  - Neighbourhood cohesion is a municipal asset.
  - Short-term rentals require thoughtful density management.
  - Sustainable tourism includes infrastructure readiness.
  - Visitor experience improves when community stability is preserved.
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### **Tone the Committee Maintains**

- Evidence-based
  - Solutions-oriented
  - Non-adversarial
  - Aligned with economic sustainability
  - Focused on long-term equilibrium
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### **Desired Outcome for the Board**

The Board is positioned to:

- Provide concise, data-supported briefs to Town staff and the CAO.
- Advocate for refinement of existing strategies.
- Maintain a constructive working relationship.
- Protect community character while recognizing economic realities.

If you'd like, I can now:

- Tighten this into a 90-second speaking script
- Or elevate it into more strategic language suitable for direct CAO discussion

Tell me your audience and time constraint.