

Dear

The Town of South Bruce Peninsula, ON is expanding its partnership with Avenu Insights & Analytics aka Harmari who will be assisting in the collection and administration of the municipal accommodation tax, also known as MAT on behalf of the Town. You are receiving this notice because you are responsible for remitting the MAT through the Avenu/Harmari portal starting from Q1 2025 filing period onward. MAT filing for all of 2024 and the Q4 2024 filing must still be filed on the ORHMA portal.

You're encouraged to validate this with the official Town website at the STRA page: <https://www.southbrucepeninsula.com/en/business-and-development/short-term-accommodation.aspx>

and the Town's MAT page: <https://www.southbrucepeninsula.com/en/business-and-development/municipal-accommodation-tax.aspx>

South Bruce Peninsula Council passed Bylaw 30-2021, approving the implementation of a 4% mandatory municipal accommodation tax on all short-term accommodations. This tax applies to all accommodation sold for a continuous period of 30 days or less. Accommodations include

- A room or suite of rooms containing one or more beds or cots, whether in a hotel, motel, boarding, lodging, or rooming house, bed and breakfast or other establishment providing lodging.
- In a tent, trailer, vehicle, recreational vehicle, or other structure on a campsite or in a campground, regardless of whether the tent/trailer/vehicle/recreational vehicle/structure is brought to the campsite/campground by the patron or if it is existing on the campsite or in the campground.

Business Owners / Tax Managers will register and pay for their MAT through the Avenu/Harmari portal. It is a similar portal to the STA registration portal and has the same root website [www.harmari.com](http://www.harmari.com). It is easy, fast, and secure and you will receive login details soon via a separate link.

### INSTRUCTIONS ON HOW TO REGISTER AND FILE ONLINE WILL BE COMING SOON

Summary	Municipal Accommodation Tax
Applies to	Accommodation sold for a continuous period of 30 days or less
Due Date for 2024	Q4 – October through December – please finalize submittal through ORHMA, reporting should be completed by January 31, 2025
Due Date(s) for 2025	Reporting occurs Quarterly; however, each month within the quarter will also be reported.  MAT Administration will begin on the Avenu/Harmari web portal starting with Q1 2025 with payment due by April 30, 2025.  Q1 – January through March. Reporting begins on April 1 (no reporting can be done before that), and due April 30, 2025  Q2 – April through June – Due July 31, 2025  Q3 – July through September – Due October 31, 2025  Q4 – October through December – Due January 31, 2026
Rate	4% on all short-term accommodations
Penalty	2% per month starting on the 32nd day after the end of the filing period
Where to file?	Coming Soon via direct welcome email to the email address associated with their STRA License

Our Avenu Insights & Analytics team is excited to have the opportunity to serve the Town of South Bruce Peninsula business community. We are committed to making this transition as seamless as possible and look forward to working together with your organization.

For questions regarding this email, feel free to contact Avenu Insights & Analytics support team toll free at (866) 240-3665 or Avenu | STR Customer Support at (877) 352-3277 x 5 during Monday-Friday between the hours 8 AM – 5 PM EST.

Thank you.

Sincerely,

Avenu Insights & Analytics Client and Taxpayer Support

Avenu | 600 Beacon Pkwy W Suite 900 | Birmingham, AL 35209 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!