

Dear

The Town of South Bruce Peninsula, ON has expanded 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 responsible for remitting the MAT through the Avenu/Harmari portal starting from Q1 2025 filing period onward. Late MAT filing for 2024 must be reported through Avenu/Harmari 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>**

Link to MAT Tax Portal:

**<https://www.harmari.com/client/reg-portal/tax/southern-bruce>**

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 link:

**<https://www.harmari.com/client/reg-portal/tax/southern-bruce>**

It is easy, fast, and secure.

**Instructions on how to register and file online where emailed in April 2024 to the address used to register your STRA.**

Summary	Municipal Accommodation Tax
Applies to	Accommodation sold for a continuous period of 30 days or less
Due Dates for 2024	Late MAT filing for 2024 must be reported through Avenu/Harmari portal.
Due Date(s) for 2025 and onward	Reporting occurs Quarterly; however, each month within the quarter will also be reported.  Q1 – January through March – Due April 30 <sup>th</sup>  Q2 – April through June – Due July 31 <sup>st</sup>  Q3 – July through September – Due October 31 <sup>st</sup>  Q4 – October through December – Due January 31 <sup>st</sup>
Rate	4% on all short term accommodations

Penalty	2% per month starting on the 32 <sup>nd</sup> day after the end of the filing period
Where to file?	Email is sent to the email address associated with STRA license at the end of each quarter. Note: Advanced reporting is not available.

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 STR 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