

Staff Report

Presented By: Josh Planz, Manager, Building Services / CBO

Meeting Date: February 23, 2026

Subject: Short-Term Rental Licensing Program Background Study

Attachment(s): Saugeen Shores STRA Licensing Background Study
Saugeen Shores STRA Licensing Study Council Presentation

Recommendation

That Council direct staff to continue the next steps related to the development of the Short-Term Rental Program.

Report Summary

Staff retained J.L. Richardson to undertake a background study on short-term rental (STR) licensing in the Town of Saugeen Shores. This report presents the consultant's findings for Council's consideration.

Background/Analysis

J.L. Richardson conducted a comprehensive background study on short-term rentals in the Town of Saugeen Shores. The study draws on public input collected through Flashvote, internal staff input, and information obtained through consultation with neighbouring municipalities that have either implemented, or are in the process of implementing, short-term rental licensing programs.

The purpose of the report is to update Council on the applicable legislative framework, local market conditions, and the various regulatory models adopted by comparable municipalities. This information is intended to support Council in shaping an appropriate short-term rental licensing program for Saugeen Shores, should they decide to proceed with the program.

The Study outlines relevant background information and presents potential pathways forward for a short-term rental licensing program in Saugeen Shores. Subject to Council direction, staff will use the findings and recommendations contained in the Study to develop and implement the next steps.

Next Steps:

The Saugeen Shores STR Licensing Background Study outlines a framework for the development of a Short-Term Rental By-law, as well as the administrative structure required to support its implementation. The next steps will involve drafting the by-law and establishing the necessary administrative processes to operationalize and enforce the licensing program.

If Council directs, work will continue on the next steps as outlined below. At several points, staff will return to Council with decision points around a proposed Program including the necessary administrative aspects to operationalize and a draft Short Term Rental By-law for Council consideration.

- The Saugeen Shores STR Licensing Background Study will be posted on the Engage Saugeen Shores site for public review and comment;
- Staff will review the public comments and draft a By-law based on framework laid out in the STR Licensing Background Study. The draft bylaw will be brought to Council for review and comment;
- Administration and Budget Analysis Review Report will be brought to Council for consideration;
- Final By-law will be brought to Council for adoption; and
- Administration and Budget Analysis will be incorporated into the 2027 Business Plan for implementation.

Linkages

- Strategic Plan Alignment: Pillar 1: Meeting the Needs of a Growing Community
- Business Plan Alignment: Development Services Major Initiative

Financial Impacts/Source of Funding

Revenue/costs are unknown at this time and will be detailed in a future report.

Prepared By: Josh Planz, Manager, Building Services / CBO

Reviewed By: Dwayne Evans, Director, Development Services

Approved By: Kara Van Myall, Chief Administrative Officer