

Retail Business Holiday Exemption By-law

Public Meeting Presentation

April 28, 2025

Timeline

January 10, 2011, request received from a retail business owner seeking exemption from the RBHA

March 21, 2011, a Public Meeting was held to present details of the new proposed bylaw

July 15, 2013, an amendment was made to remove size restriction

January 14, 2011, Report CL-2011-01 was received at Council Meeting to provide information on the RBHA and request direction to develop a new by-law

April 4, 2011, the new Retail Business Holiday Exemption By-law 25-2011 was passed

In May 2024, OBIA passed a motion to include further dates to the By-law

Background – Initial Request

- On January 10, 2011, Orangeville Town Council received a formal request from the Business owner of Orangeville Home Hardware Building Center
- They sought an exemption from the Retail Business Holiday Act (R.S.O. 1990) to allow businesses in Orangeville to operate on statutory holidays
- The rationale was to enable local retailers to remain competitive with businesses in nearby municipal areas, such as Shelburne and Alliston, where such exemptions were already in place.

Background – Staff Report CL-2011-01

- In response to their request, municipal staff prepared Report CL-2011-01, authored by the Town Clerk, dated January 14, 2011
- The report outlines the legislative framework and procedural steps required for a municipality to grant an exemption under the Retail Business Holiday Act (RBHA)
- It also detailed the tourism criteria that must be satisfied to justify such an exemption

Background – Municipal Authority

Options for Exemption Implementation

- Under the Act, municipalities have the Authority to
 - Pass an exemption by-law applicable to the entire municipality or specific areas/businesses
 - Define what holidays the exemption applies to and set specific hours of operation
- Such by-laws must be justified by a tourism rationale, ensuring that the exemption supports the development or maintenance of tourism in the area

Background – Public Consultation

Engaging the Community

- Before passing an exemption by-law, the Act requires the municipality to:
 - Hold a public meeting to discuss the proposed by-law
 - Publish notice of the public meeting in a manner determined by the council
 - Allow any person who attends the public meeting the opportunity to make representations regarding the proposed by-law

Analysis/Current Situation – OBIA Resolution

Orangeville BIA Motion Regarding the existing By-law – May 2024

“Retail Business Holiday Exemption Bylaw 25-2011 & Amendment 67-2013

Moved by M. Beattie, B. Luhar

Carried.

That, due to the increasingly diverse population and business ownership in Orangeville and Dufferin County as well as the increase in numbers and diversity of the people who are visiting Downtown Orangeville, the OBIA Board supports a review and reconsideration of the Town of Orangeville’s Business Holiday Exemption Bylaw (2011-025 & 2013-023) and specifically its mandatory closure requirements for retailers on Good Friday & Easter Sunday with further consideration for Christmas Day. And that staff be directed to draft correspondence requesting that the Town review and reconsider the Bylaw accordingly.”

After conducting research and Collingwood’s by-law seems to offer a more business-friendly approach. It simply states that retail business establishments can be open on certain holidays “should they wish to be open.

Analysis/Current Situation – Comparative Examples

Other Municipalities' Approaches

- Peel Region: Passed By-law 34-2018 allowing retail businesses in designated areas to open on specific holidays to support tourism
- Niagara Region: offers tourism exemption by-laws for specific areas, allowing certain retail businesses to operate on holidays
- Collingwood: Has implemented a by-law that facilitates retail operations on all holidays

Analysis/Current Situation – Tourism Strategy & Action Plan

Strategic Vision and Priorities

- In January 2021, Orangeville adopted a comprehensive five-year Tourism Strategy & Action Plan to guide local tourism development
- The strategy envisions Orangeville as a burgeoning tourism destination by 2026, celebrated for its unique blend of progressive community values and small-town charm
 - Four strategic priorities were established to achieve this vision:
 - Administration and Operations
 - Branding and Marketing
 - Tourism Asset and Experience Development
- Infrastructure and Investments
- The plan emphasizes leveraging arts, culture and outdoor experiences to attract visitors year-round

Analysis/Current Situation – Economic Development & Culture Strategy

Integrating Tourism and Culture into Economic Growth

- Adopted in November 2024, Orangeville's Economic Development and Culture Strategy outlines a five-year plan to bolster the town's economic resilience.
- Three priority focus areas guide the strategy:
 - Developing a Resilient Business Community
 - Supporting Small Business
 - Fostering Tourism and Culture
- The strategy recognizes that tourism and culture are intertwined, with cultural assets acting as foundational tourism drivers that attract visitors, support local businesses, and create jobs in creative industries

Analysis/Current Situation – Economic Demographic Shifts and Business Diversity

Evolving Community and Economic Landscape

- Orangeville's demographic landscape has evolved, with an increasingly diverse population and business ownership.
- This diversity is reflected in the variety of cultural events, festivals, and businesses that cater to a wide range of communities.
- The Economic Development and Culture Strategy emphasizes the importance of supporting small businesses, which are the heart of Orangeville, providing most of the jobs across diverse sectors, including retail and the creative industry.

Analysis/Current Situation – Downtown as a Tourism Hub

Leveraging Central Assets for Visitor Engagement

- Orangeville's downtown area, with its unique selection of independently-owned businesses and creative assets, serves as a central hub for tourism.
- The Town's central location and proximity to the Greater Toronto Area make it an appealing destination for a diverse group of visitors.
- The downtown's vibrant arts scene, cultural festivals, and historic charm contribute significantly to the town's tourism appeal.

Conclusion – By-law Review

Responding to Evolving Community Dynamics

Community Evolution:

- Orangeville has experienced notable growth in tourism, driven by its rich cultural offerings and natural attractions.
- The town's demographic landscape has become increasingly diverse, influencing consumer needs and business operations.

OBIA Resolution:

- The Orangeville Business Improvement Area (OBIA) Board has passed a resolution advocating for a review of the Town's Retail Business Holiday Exemption By-law (By-law 25-2011, as amended by By-law 67-2013), reflecting the interests of a broad range of local businesses.

Comparative Insight:

- Municipalities such as Collingwood permit retailers to open on all statutory holidays, offering a more flexible approach that aligns with local business needs.

Conclusion – Options for council Consideration

Potential Amendments to Retail Business Holiday Exemption By-law

- **Option 1:** Amend the current by-law to permit retail businesses to open on Good Friday, Easter Sunday, and Christmas Day.
- **Option 2:** Amend the by-law to allow retailers to open on all statutory holidays, effectively removing mandatory closure dates.
- **Option 3:** Maintain the current by-law as is, with mandatory closures on Good Friday, Easter Sunday, Christmas Day, and New Year's Day.

Questions and Feedback

Thank you