

Municipal Accommodation Tax (MAT) 2025 Annual Allocation of Funding

Municipal Accommodation Tax Expenditures

Description	2025 MAT Allocation of Funding - Without Active Transportation Fund acceptance	2025 MAT Allocation of Funding - With Active Transportation Fund application acceptance	Details
Operating/ Materials			
Arts, Culture, and Events			
Art	\$ 12,000.00	\$ 12,000.00	Refresh Elmira Downtown Art (9 pieces)
Events	\$ 30,000.00	\$ 30,000.00	\$25,000 in support of Kultrun Fest and \$5,000 in support of WEFT Fest
Misc.	\$ 125,000.00	\$ 125,000.00	St. Jacobs BIA event support (\$25,000) and Christmas light one-time ask (\$100,000)
Festival/ Event Support	\$ 167,000.00	\$ 167,000.00	
Infrastructure			
Directional Wayfinding	\$ 60,000.00	\$ 266,000.00	St. Jacobs Country Wayfinding Signage
Digital Info Kiosks	\$ 40,000.00	\$ 40,000.00	St. Jacobs BIA digital kiosks
Public Washrooms	\$ 40,000.00	\$ 40,000.00	Stonecrop Public Washroom Agreement and Fees - 2-year capital agreement (\$35,000 in 2025, \$15,000 in 2026) and ongoing maintenance (\$5,000 for 2025)
Stone benches and planter reservoirs	\$ 25,000.00	\$ 25,000.00	50% of St. Jacobs BIA stone benches and planter reservoirs request
Misc.	\$ 5,000.00	\$ 5,000.00	Elmira band stand enhancement
Infrastructure	\$ 170,000.00	\$ 376,000.00	
Maintenance			
Beautifying sidewalk space	\$ 7,500.00	\$ 7,500.00	Kitchen Kuttings request to beautify sidewalk space in Downtown Elmira
Christmas light maintenance	\$ 10,000.00	\$ 10,000.00	St. Jacobs BIA Christmas light maintenance
Maintenance	\$ 17,500.00	\$ 17,500.00	
Marketing			
Digital (Website, Social Media)	\$ 30,000.00	\$ 30,000.00	St. Jacobs BIA marketing support request
Print (Brochures, Maps)	\$ 6,500.00	\$ 6,500.00	Print marketing material requests from the community to meet the need of unified print material to distribute to visitors
Joint Promotional Campaigns	\$ 27,800.00	\$ 27,800.00	Unified St. Jacobs seasonal marketing campaign
Marketing	\$ 64,300.00	\$ 64,300.00	

Tourism Business Development					
Business roundtable and 1-2 workshops	\$	15,000.00	\$	15,000.00	One annual Tourism industry event and 1-2 Tourism industry workshops
Tourism Business Development	\$	15,000.00	\$	15,000.00	
Grants					
The Woolwich Way - Destination Development Fund	\$	16,000.00	\$	16,000.00	Funding proposal to support a minimum of four (4) tourism destination development projects in 2025
The Woolwich Way - Marketing Material Fund	\$	10,500.00	\$	10,500.00	Funding proposal to support a minimum of seven (7) tourism marketing material projects in 2025
Grants	\$	26,500.00	\$	26,500.00	
Total - EXPENSES	\$	460,300.00	\$	666,300.00	

Municipal Accommodation Tax Revenue

Description					
Municipal Accommodation Tax	\$	335,000.00	\$	335,000.00	Forecasted Township of Woolwich MAT revenues for 2025. Note: This amount may increase or decrease based on actual MAT revenues.
Fees and Charges					
Co-operative Advertising/Sponsorships	\$	10,000.00	\$	10,000.00	St. Jacobs joint marketing campaign contributions from partners
Other	\$	85,300.00	\$	291,300.00	Forecasted MAT reserve transfers to cover additional expenses over and above the forecasted annual revenue. Note: This amount may increase or decrease based on actual MAT revenues.
Fees and Charges	\$	95,300.00	\$	301,300.00	
Grants					
Provincial	\$	-	\$	-	
Federal	\$	-	\$	-	
RTO4	\$	30,000.00	\$	30,000.00	Approved RTO4 matching funding for St. Jacobs Wayfinding Project
Grants	\$	30,000.00	\$	30,000.00	
Total - REVENUE	\$	460,300.00	\$	666,300.00	
NET	\$	-	\$	-	