

Nicholas J. Kindel

From: CPCInfo
Sent: Friday, November 06, 2015 2:25 PM
To: Nicholas J. Kindel
Subject: FW: Comment on Short Term Rental

From: gespannrider@aim.com [<mailto:gespannrider@aim.com>]
Sent: Wednesday, November 04, 2015 3:07 PM
To: CPCInfo
Subject: Comment on Short Term Rental

Short term rentals should only be allowed in houses / apartments that are lived in by the person offering the room to let, [and taxed accordingly].

The largest issue / problem with short term rentals are the proliferation of absentee owners who have invested in New Orleans to make money ignoring the effect on the fabric of the neighborhood they do NOT live in and are not affected by behavior of their short term tenants when there is no one on site to exercise any oversight.

R M Nabatoff

Written comments can be emailed to CPCInfo@nola.gov. All written public comments received will be posted on the City Planning Commission's website on a regular basis. The deadline for all written comments is Monday, November 30, 2015 at 5:00pm.

Nicholas J. Kindel

From: CPCinfo
Sent: Friday, November 06, 2015 2:25 PM
To: Nicholas J. Kindel
Subject: FW: Off-Street Parking regulations for small owner-occupied STRs should be equal and fair for ALL neighborhoods.

From: Joseph Henson [<mailto:josephh@bentmedia.com>]
Sent: Wednesday, November 04, 2015 3:18 PM
To: CPCinfo
Subject: Off-Street Parking regulations for small owner-occupied STRs should be equal and fair for ALL neighborhoods.

Hi,

I wanted to submit my opinion that small owner-occupied STRs should not be subject to strict off-street parking regulations. The majority of airbnb visitors do not bring cars and it is unfair to make 1 off-street parking spot a requirement for all types of STRs and B&Bs when it isn't going to be equally enforced and regulated in all neighborhoods.

For instance, the STR that I run is a 180 sq ft guest room that is part of the converted single family house that we live in. It is in a HU-RD2 district (St. Roch) and given the size of our STR and house it should be exempt from all off-street vehicle parking requirements.

It wouldn't be fair to allow those in the Historic Marigny/Tremé/Bywater Residential District to have STRs that are exempt from off-street parking (i.e. CZO 22.5 A 1 says 1. All Historic Core Neighborhood Districts, the HU-B1A District, and the Central Business District are exempt from the vehicle parking requirements of Table 22-1) and not grant the same rights to those in south 7th ward, st. roch, and upper 9th and other neighborhoods.

Please, if regulation is loosened for STRs, don't allow those of us running small single room STRs in less wealthier neighborhoods to be railroaded by off-street parking requirements that aren't equal and fair.

Thanks,

Joseph D. Henson

Nicholas J. Kindel

From: CPCInfo
Sent: Friday, November 06, 2015 2:24 PM
To: Nicholas J. Kindel
Subject: FW: Comment on Short-Term Rentals

From: Nikki Demetria Thanos [<mailto:nikkithanos@gmail.com>]
Sent: Thursday, November 05, 2015 10:23 AM
To: CPCInfo
Subject: Comment on Short-Term Rentals

I support some regulation of the short-term rental market. I do not believe short-term rentals should be flat out prohibited. As a homeowner, I also believe the taxing structure, if implemented, should be different for rental properties that are completely taken off the market (if, for example, I turned the other side of my double into a full time airbnb instead of renting to local residents in a normal residential lease) versus operations where someone living in a residence rents their home for a couple of days during a special occasion (ie, if I rented the house where I live out for 4 days during Jazz Fest).

Please keep me abreast of future conversations.
Thanks, Nikki

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★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Nikki Demetria Thanos, Esq.
Cell: (504) 616-1888
nikkithanos@gmail.com
attorneythanos@gmail.com
New Orleans, Louisiana

Give people light and they will find a way. --Ella Baker

For to be free is not merely to cast off one's chains, but to live in a way that respects and enhances the freedom of others. --Nelson Mandela

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Nicholas J. Kindel

From: CPCInfo
Sent: Friday, November 06, 2015 2:24 PM
To: Nicholas J. Kindel
Subject: FW: Short Term Rental Study

From: Gianna Madrini [<mailto:gja@globalfashionnews.com>]
Sent: Thursday, November 05, 2015 3:29 PM
To: CPCInfo
Subject: Short Term Rental Study

It has been my pleasure to stay in an artist loft while visiting New Orleans, and was able to immerse my family in a richer local experience by seeing how local natives live and work. Since then my husband and I have traveled to New Orleans many times to replicate the experience, but it is nearly impossible without the care and guidance of the locals who live here.

While I love the service and hospitality at the hotels and restaurants in New Orleans, there is nothing like staying with a family and enjoying a unique cultural experience.

We support the artists and families who want to open heir homes to guests and hope that there is a way for families to better vet the guests to keep everyone safe and to help protect their property.

On a recent visit I noticed that hotels were less expensive due to the demand on airbnb. We stayed at a hotel instead, but this demonstrates that there is a pent up demand for the cultural experience provided by unique homes, especially homes close to the city's center.

New Orleans is a wonderful place and I have grown to love the people, the tradition of fine service and the rituals of everyday life. I hope to be able to continue to meet more people from New Orleans and support their livelihoods. Until the 1950s, families regularly opened their home to visitors and traveling strangers because families all lived together. This new concept of single family occupancy is a new modern concept. I long for a time when families and neighbors can all live in tighter closer communities and take care of each other.

Sincerely

Gianna Madrini
Style Editor
GLOBAL FASHION NEWS

Documenting the World of Fashion

3005 Commerce St.
Dallas, TX 75226
t. 214 748.1176 x23
f. 214 748.1166

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global fashion news

Nicholas J. Kindel

From: CPCInfo
Sent: Friday, November 06, 2015 2:27 PM
To: Nicholas J. Kindel
Subject: FW: AirBnb Experience and Comments

-----Original Message-----

From: Jamie Menutis Smith [mailto:jmenutis@cox.net]
Sent: Friday, November 06, 2015 1:08 PM
To: CPCInfo
Subject: AirBnb Experience and Comments

> Date: Thu, 5 Nov 2015 16:24:43 -0600
> From: Jamie Menutis Smith <jmenutis@cox.net>
> To: cpc.info@nola.gov
> Subject: AirBnb Experience and Comments

>

> To Whom it may Concern:

>

> I am native of New Orleans, Small Business owner and recent AirBnb Host. I am writing to share my experience as both a small business owner and recent host. I own a small boutique on Magazine St. in the Lower Garden District in one of the slower, less active sections of Magazine St. When I opened my business 6 years ago, half the block had empty spaces for rent and there was little business. Many of the buildings looked in need or repair, or abandoned. I opened in the area, nonetheless, and have seen many slow, yet positive changes over the years. I interact with the public on a daily basis as a sort of unofficial Ambassador for our City. I share restaurant recommendations (from a locals perspective) and give them advice on where to see the best Jazz, etc....It is a role that I very much enjoy as a local.

>

> During the past couple years I have met many visitors to my business who have shared with me that they were staying in a local Airbnb Home in the neighborhood and loved it. Many of these visitors enjoyed staying in a home owned by a local and getting a feel for what it really means to live like a local. They had no interest in staying in an anonymous hotel that they could find in any City, they wanted a different kind of experience and they had been traveling with Airbnb for years and having exactly this kind of experience everywhere they traveled. These are the same sort of people who like to shop "local" and find out where the "locals" like to eat. They avoid the tourist traps and seek a different kind of experience. The majority of the people I have encountered who stayed in the Lower Garden District in an Airbnb Home told of a great experience with great hosts and said that they'd return again to New Orleans (some wanted to move here!).

>

> My impression of Airbnb and short term rentals from a business owner's perspective is an absolutely positive one. I have met people with positive experiences who have spent money in my store and eaten at local restaurants and were looking for even more unique experiences to have in our City.

>

> As a recent host, I also have to say how Airbnb has improved both my family's life and ability to maintain and finally really repair our family property/home which had been suffering since Hurricane Katrina. My husband and I recently came up with the idea of helping our elderly parents who were unable to keep up the top floors of their property due to age and expense following Hurricane Katrina by updating and refreshing the unoccupied floors of their home and hosting those out to visitors. Both my parents and we have loved the experience.

>
> We have been able to host many great visitors in just under one year and have been able to finally make repairs to the large home after many years. After just a couple of months, we had enough income to replace the outdated piping (hire local plumbers) replace drywall and flooring (hire local contractors) paint the entire building (hire local painters), add cable TV and WiFi (Cox Cable), Host guests in a beautiful two bedroom space (buy local goodies, sheets, bedding, furniture, towels), hire a cleaning service and laundry pick up (again both local companies.) We have also been able to share our favorite locals hot spots such as restaurants, sights, tours, jazz clubs, swamp tours (again more money going into the local economy). In December, we will have enough money to repaint the entire façade of a multi story home- one which hasn't been painted since 1988! Again, we will be using a local company to do this. Our guests have also loved their experience staying in our family home-which is Historic-We were just named SuperHosts on AirBnb which is a Title given after more than 86% 5 Star Reviews with a short Period and very hard to receive!

>
> We understand that AirBnb and short term rentals may need some regulation or extra taxation, and we are definitely willing to comply in any way necessary to keep this great new way of travel going. In fact, we have formed an LLC for our rental and intent to do just that. We do hope, however, that the City will be able to see how AirBnb and short term rentals are empowering and enriching layers upon layers of New Orleanians, from the Property Owners down to the Local Grocer, Plumber, Restaurant Owner, etc...

>
> Our guests(the new generation of travelers) are people who can afford to stay at a hotel, but have no interest in doing so. They want to have a real New Orleans experience by staying in a home and getting to know locals and making life long friends. From the single person who lives alone and would like to rent out their extra room and meet a new friend, to a home with multiple rooms, AirBnb and other short term rental companies are helping the economy by putting money into the hands of ordinary people. When people have more money in their pockets, they spend more and the ripple effect is far reaching.

>
> I hope you will consider our experience and the positive experience of so many other local Hosts and choose to acknowledge that home hosting is the future and a movement that cannot be stopped. New Orleans is a welcoming City and people from all over the world want to meet and stay with new local friends. This is a movement that New Orleans can be at the forefront of the Country by embracing and not limiting both its residents from the shared experience or visitors. I am certain that this is a positive and enduring trend that will do nothing but benefit both our City and its residents.

>
> I thank you for your time and consideration!

>

>

>

>

> Jamie Menutis (Owner of Green Serene)

> 542 Amethyst St

> New Orleans, La. 70124

Nicholas J. Kindel

From: CPCInfo
Sent: Friday, November 06, 2015 2:28 PM
To: Nicholas J. Kindel
Subject: FW: ILLEGAL SHORT TERM RENTAL AGAIN AND ATTACHMENT
Attachments: #A ILLEGAL WEBSITE.pdf

From: flynnmar@bellsouth.net [<mailto:flynnmar@bellsouth.net>]
Sent: Friday, November 06, 2015 2:21 PM
To: CPCInfo
Subject: Fw: ILLEGAL SHORT TERM RENTAL AGAIN AND ATTACHMENT

SEE BELOW. Please add to public comments

MARYFLYNN
504-421-8484

----- Forwarded Message -----

From: "flynnmar@bellsouth.net" <flynnmar@bellsouth.net>
To: Stacy Head <stacyhead08@yahoo.com>; Laytoya (c.council) Cantrell <icantrell@nola.gov>; "jasonwilliams@nola.gov" <jasonwilliams@nola.gov>
Sent: Friday, November 6, 2015 2:15 PM
Subject: ILLEGAL SHORT TERM RENTAL AGAIN AND ATTACHMENT

The 1109 Peniston Condo Assn clearly states in its docs no short term, 30 day minimum is city ordinance I am told. John Cerniglia, the offending owner and his attny Bob Ellis has thumbed his nose at the other owners in our 5 unit bldg. and continues to short term rent. Assn got an injunction and he had to pay \$1000 legal costs but he continues to rentis defense on the stand was he made his guests sign 30 day leases and he can't help it if they leave early. After Judge Bruno's ruling he put his Homeaway.com website back up almost immediately leaving the owners no better off. Attached is a 3 page portion of his website of 12 pages.

Unless the fines and penalties are so high and punitive for breaking the city law, these people will pay their fines and consider it small change to get away with big money.

Where do we go from here? Loud music, security safety as strangers wander the property. You should also have a law included that says condos must give "unanimous" approval to STR or it can't happen in events where it is not addressed in condo docs like ours is. Condos are not good for STR as opposed to single family where owner lives there instead of in Mandeville and can control the nuisance.

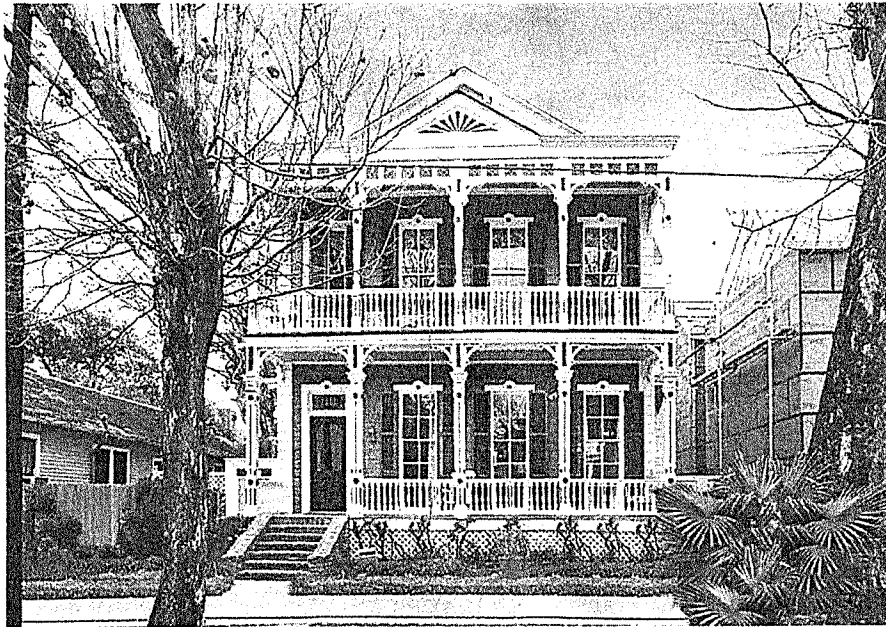
MARYFLYNN
504-421-8484

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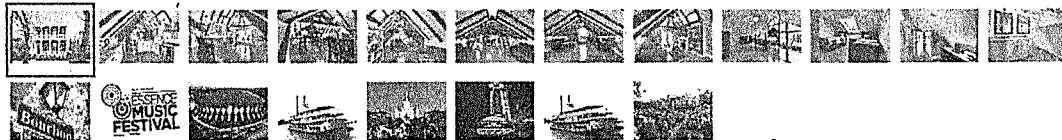
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Beautiful! Garden District Penthouse Condo In The Heart Of Uptown New Orleans...



1 of 20



\$323 avg/night
[Detailed Price](#)

Arrive	Depart
--------	--------

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---------------------------------	---------------------------------

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Sleeps	6
Bedrooms	2
Bathrooms	2
Property type	condo

FEEDBACK

minimum stay

3 nights

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Garden District Penthouse with Beautiful Tree Top Views 2 Bedrooms 2baths

Sleeps	6
Bedrooms	2
Bathrooms	2
Property type	condo
Minimum Stay	3 nights

Spectacular New Penthouse Renovation built in the 1800's in the Heart of Uptown New Orleans. Two Bed, Two Bath, Office Area, Dual HVAC, Stainless/Granite, Large Master suite with Private Bath. Tree-Top Views, Super High-End. Enjoy your stay in the "BIG EASY" in the most demanded area of the city. Walk less than 2.5 blocks to the Historic ST. Charles Ave. and jump on the street car which will take you Uptown to the Universities or Downtown to the French Quarter for an evening of fun on Bourbon St. in a matter of minutes. Or walk only 2 blocks for shopping and dining on fabulous Magazine Street. Make sure you take the time for a walking tour of the Historic Garden District homes just a few blocks away between St. Charles and Magazine it is a must see...



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Owner (Owner)
Member since: 2014

Speaks: english
[About Owner](#)

Response time: Within 12 hours

Response rate: 90%

Calendar last updated: November 4, 2015

Why HomeAway
About Owner

My wife and I are Life long residents of New Orleans and we Love our vacation rentals. I am a Developer and Real Estate Agent that specializes in luxury properties. We own three beautiful condos in the Uptown area and reside on the Northshore in Mandeville. When spending the evening at the Theater or dining in the city we can't think of a better place to stay then at one of our condos.

Your vacation your way

More space, more privacy, no compromises

Reviews

5
based on 7 traveler reviews

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- 0
- 0
- 0

FEEDBACK



Linzy H.

Perfect!!!

5 of 5

Linzy H.

We recently rented this property for a family vacation for the 4th of July/Essence Festival weekend. This was the first time my parents and grandmother have done a vacation rental and I wanted it to be perfect for them... It truly was! When you walk into the property, you are immediately impressed by the space, natural light, and cleanliness of the unit. The photos actually don't even do it justice. There is sooooo much space. The master bedroom is spacious with a beautiful wall of windows, the other bedroom has two single beds, and then there are two separate living room/den areas with plenty of seating (sofa bed as well). The bathrooms are top of the line, IMMACULATE, and stocked with any products you might have forgotten at home. Every appliance in the unit is top of the line... My mom was actually getting ideas for her home remodel from the kitchen and laundry area. :-)

Once you're finished being excited about all the space has to offer, you realize how perfect the area is... Walkable and plenty of street parking. Magazine St. is a breeze to get to and there are stores and restaurants all around the property. The neighborhood is quiet, peaceful, and full of beautiful homes. I-10 is less than 5 min away and it took us 10 min tops to drive to the Superdome for Essence events. Perfect! The owner was great! He was easy to contact, flexible, and made sure we had clear directions to get into the unit on check-in day. He also provided a bottle of wine to welcome us to NOLA! I would recommend this unit to anyone looking for a great place to be with loved ones while exploring New Orleans and can't wait until the next time we can go back. You know you get five stars when my grandmother (she wins the pickiest traveler of the century award) is blown away and can't stop saying how great the property is and how "this is how we should do all our vacations from now on". Book it now!

- Submitted: Jul 8, 2015
- Stayed: Jul 2015
- Source: HomeAway

Owner's Response: Linzy, Thank you so much for your awesome review! We work hard to ensure all of our guest have everything they require to enjoy their stay. We are so glad you enjoyed your stay and hope to have you back soon! P.S. Thank you for leaving our condo clean... Regards, John C.

Did you find this review helpful? Yes No



Anonymous
Baton Rouge

Fantastic!!!!

5 of 5

Anonymous

We came in from Baton Rouge to celebrate my girlfriend's birthday for the weekend in the big easy. We decided to target the uptown area because its an amazing part of the city filled with parks, universities, charming southern homes, restaurants, and shops. When we came across the website we fell in love with this particular unit being upstairs penthouse that was just recently remodel with wood floors, dark ceiling wood beams, chandeliers, sky light windows, spacious master bedroom, and gorgeous kitchen. The penthouse had a loft architecture which was unique and charming just like the city and we knew it would be the perfect place to stay. When we arrive, instantly we knew we hit a homerun and that it was going to be a start of a great weekend. We enjoyed taking walks down St. Charles and Magazine St taking in the sites, eating at different restaurants, and visiting some coffee shops. We had such a great time and something we will never forget. There are so many wonderful things about this penthouse and I'll highly recommend it to anyone.

- Submitted: Jun 30, 2015
- Stayed: May 2015
- Source: VRBO, from HomeAway

Owner's Response: We are very pleased you enjoyed our condo and hope that you will visit us again. Regards, John

Did you find this review helpful? Yes No

FEEDBACK

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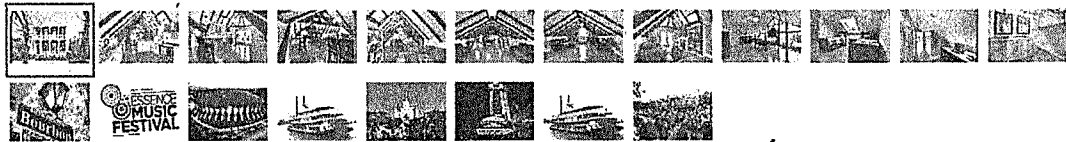
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Display

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FEEDBACK

minimum stay 3 nights

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- Guarantee the rental meets your expectations
- Ensure you're prepared in case of accidental damage.



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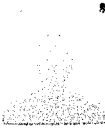
More space, more privacy, no compromises

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- Stayed: May 2015
- Source: VRBO, from HomeAway

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Did you find this review helpful? Yes No

FEEDBACK

Nicholas J. Kindel

From: CPCinfo
Sent: Thursday, November 12, 2015 9:04 AM
To: Nicholas J. Kindel
Subject: FW: Short Term Rental Policy of City of New Orleans

From: Rosemary James [<mailto:faulkhouse@aol.com>]
Sent: Saturday, November 07, 2015 5:55 PM
To: CPCinfo
Subject: Re: Short Term Rental Policy of City of New Orleans

To Whom It May Concern:

The Short Term Rental Policy of the City of New Orleans clearly is unconstitutional, as it extends rights to some property owners and denies these same rights to other property owners.

My husband and I own property in the French Quarter at 624 Pirate's Alley. This property houses both our legal business and our residence.

We suggest that you review and, then, adopt the short term rental policy of Charleston, SC. In a nutshell, that City has made it legal to rent residential property to anyone for a minimum of 30 days without having to collect hotel taxes (although income must be reported on tax returns, of course). Anyone who wishes to rent for less than 30 days must collect and report hotel taxes.

This is a simple, straightforward policy that deals equally with all property owners regardless of district.

Right now, property owners in the French Quarter are prohibited from renting for special occasions or special circumstances, as short term rentals of less than 60 days are prohibited.

While I am not interested in commercializing our residence, we have been forced to turn down writers who would like to rent our guest room for a while because it is in the Faulkner House. Some of these writers have simply been seeking a place to right for a month and we would have been pleased to have some of them, as the mission of the Faulkner Society is to provide support for writers.

In the case of some elderly French Quarter property owners, the right to short term rentals could mean the difference between keeping their homes and continuing to live in them or losing them.

Best regards,

Rosemary James, Owner, 624 Pirate's Alley, NOLA 70116
faulkhouse@aol.com

Nicholas J. Kindel

From: CPCInfo
Sent: Thursday, November 12, 2015 9:05 AM
To: Nicholas J. Kindel
Subject: FW: Undeliverable: Comment regarding short term rental legislation

From: Carol Allen [<mailto:nolacarol@gmail.com>]
Sent: Monday, November 09, 2015 4:17 PM
To: CPCInfo
Subject: Fwd: Undeliverable: Comment regarding short term rental legislation

From: Carol Allen <nolacarol@gmail.com>
Subject: Comment regarding short term rental legislation
Date: November 9, 2015 4:15:09 PM CST
To: <cpcinfo@nola.com>

Once a home is opened up to weekend or other short term rental, particularly when the property is advertised on such sources as Airbnb and VRBO, etc., it becomes commercial. It must be zoned as such, and all supporting information reported to city government in order to be appropriately regulated, as ANY business is required to do.

When the quality of a neighborhood is negatively impacted by uncontrolled, constantly changing people residing in a home within that neighborhood, that is an infringement on the rights of the property owners who have bought and invested in their homes and expected to live in, well, just a "neighborhood!" Not next to a mini-hotel.

Parking, trash, noise and other safety hazards (fireworks, cigarettes) are part and parcel of short term rentals. There is no mechanism in place to police these nuisances/hazards.

One size does not fit all. Residents MUST be engaged in any major changes to their neighborhoods.

Thank you for posting all comments.

Carol Allen
530 Walnut St.
New Orleans, LA. 70118

Our lives begin to end the day we become silent about things that matter. MLK

Nicholas J. Kindel

From: info@gvbb.com on behalf of Bonnie Rabe <bonnie@gvbb.com>
Sent: Tuesday, November 10, 2015 1:08 AM
To: CPCinfo
Cc: Nicholas J. Kindel; Stacy S. Head; Jason R. Williams; Susan G. Guidry; LaToya Cantrell; DistrictC; Jared C. Brossett; James A. Gray; Mayor Mitchell J. Landrieu
Subject: The story of a man who died in a freak accident during an Airbnb stay reveals a huge safety problem the startup still needs to solve

CPC Staff,

Safety in the illegal and unregulated STRs has always been an issue. As this article is quick to point out, when accidents/problems/deaths occur, the public rarely hears about it.

But this is an issue that PIANO has brought up from the beginning. Most of these properties are not inspected properly to be open to the public. In addition, they are predominantly not properly insured and would likely lose their current homeowners policy if the insurance company knew that these places were housing commercial activity such as they do.

The article attached to this main article/link is quite compelling as it describes an accident that killed an AirBnB guest in TX because he decided to relax on a rope swing that was suspended from a dead tree.

Not to say that this could never happen at a commercially inspected lodging property in New Orleans, but it is a lot less likely as the licensed lodging proprietors are on site (all have someone living on premises) and a sense of safety is much more heightened in day-to-day operations/inspections.

Safety needs to be a priority in your report and final decision about the regulation of these rogue hotels. Thanks!

<https://beta.finance.yahoo.com/news/story-man-died-freak-accident-150750913.html>

Here's the link to the 2nd article attached to the 1st (above):

Living and Dying on Airbnb

<https://medium.com/matter/living-and-dying-on-airbnb-6bff8d600c04>

Bonnie Rabe, Innkeeper
Grand Victorian Bed & Breakfast
and President of PIANO
info@gvbb.com
tel: 504-895-1104; toll free: 1-800-977-0008
2727 St. Charles Avenue
New Orleans, LA 70130
New Orleans -- Better Way to Stay advertising campaign

Nicholas J. Kindel

From: CPCinfo
Sent: Thursday, November 12, 2015 9:03 AM
To: Nicholas J. Kindel
Subject: FW: Airbnb comments

From: Bob Hagan [<mailto:rhagan0855@gmail.com>]
Sent: Tuesday, November 10, 2015 12:40 PM
To: CPCinfo
Subject: Airbnb comments

Dear Commission,

I am the owner of a 9-room bed and breakfast in New Orleans and want to take this opportunity to comment on the potential regulation of Airbnb rentals. I collect and pay to the State and Parish a total of 13% in taxes. The Airbnb owners and operators are not collecting and paying hotel service taxes and I think that is simply unfair and a detriment to the City. I am regulated and can have my B&B license taken away if I do not play by the rules and collect and pay taxes. According to Tripadvisor, there are 144 B&B's in New Orleans doing the same thing. It's not a fair playing field.

Sincerely,

Bob Hagan
Elysian Fields Inn

Nicholas J. Kindel

From: info@gvbb.com on behalf of Bonnie Rabe <bonnie@gvbb.com>
Sent: Wednesday, November 11, 2015 10:26 AM
To: CPCinfo
Cc: Nicholas J. Kindel; Stacy S. Head; Jason R. Williams; Susan G. Guidry; LaToya Cantrell; DistrictC; Jared C. Brossett; James A. Gray; Mayor Mitchell J. Landrieu
Subject: The Rise of Airbnb's Full-Time Landlords

CPC Staff,

Here's another great example of how AirBnB is not just the "Uncle Charlies" renting out an extra room to make ends meet.

This shows once again that this is more about professional management operators renting out multiple properties in a way that skirts the law and puts more money directly into their own pockets. Whether or not these people are claiming any of this income on their federal taxes remains a mystery, but they CERTAINLY are not paying any form of city or state taxes here in NOLA!! Knowing that our city will not enforce its laws, this is a very lucrative way for these scofflaws to make lots of money quickly in a tourist destination city like New Orleans.

<http://www.bloomberg.com/news/articles/2015-11-10/how-airbnb-makes-property-investors-rich-despite-the-neighbors>

The Rise of Airbnb's Full-Time Landlords

Ryan Scott says traditional landlords are missing out. The real money is in Airbnb Inc.

Scott, 33, figures he brings in half a million dollars a year in revenue from 14 San Diego homes he leases by the night using the short-term rental site. That's a 20 percent profit margin and almost twice the revenue he could get from year-round tenants, he said. Scott owns eight of the houses and manages six others for landlords, and he's able to do it and still keep his day job.

“When I got started a few years ago, it was very easy -- there wasn't a lot of professional competition on Airbnb,” Scott said. “Now I think it's going to get much more crowded with professional managers, for better or worse. There's a huge opportunity for bigger companies.”

Listings by investor hosts such as Scott, powered by sites like Airbnb, Vacasa and HomeAway Inc., are surging in urban hot spots around the U.S. The rise of full-time

hosts is spawning a crop of startups offering support services from housecleaning to key exchange. While the unlicensed lodgings are giving a lift to local restaurants, shops and bars, they're drawing scrutiny from city governments and driving some neighbors crazy.

Airbnb gives investors a chance to scale like never before, said Jake Wegmann, a University of Texas professor who analyzed data scraped from the company's website for San Francisco, Boston, Chicago, Washington and Austin. Listings by hosts with more than one Airbnb property in those cities made up about 40 percent of the inventory last year, unchanged from 2013. Total listings more than doubled in the same period, he said.

Chris Lehane, Airbnb's head of global policy, declined to provide data on the share of listings by hosts with more than one property on the website. He said he questioned the use of scraped data, noting that it could include boutique hotels or neighbors listing their properties for each other. About 75 percent of hosts nationally are families sharing their primary residence, he said.

"Airbnb is a middle-class, people-to-people platform -- for the people, by the people, of the people," Lehane said.

Home-Sharing Ordinance

Scott Shatford, 35, said he's not concerned about a Santa Monica, California, home-sharing ordinance that took effect in June. It prohibits stays of less than 30 days in homes where the host isn't living, with fines of as much as \$500 per day. He said enforcing the ban will be difficult for the city because Airbnb listings don't include addresses.

Shatford said he makes "six figures" annually from his five properties, each one renting for an average of \$250 a night -- about \$150 cheaper than nearby hotels. And he offers something hotels don't: surfboards.

Shatford started Airdna.co, a data analytics firm, to find the most lucrative properties and locations for short stays. He said a low-risk approach to investing in the industry is to build a portfolio by signing yearlong leases instead of buying the properties. The worst that can happen is a landlord who isn't told about the operation can terminate a lease and keep the security deposit. That happened to him in March.

“As soon as I signed the documents saying that I’d be leaving, the landlord asked me how much I would charge to consult for him to list other units on Airbnb,” Shatford said.

Troy Flanagan of the American Hotel & Lodging Association says investors have an advantage over hotels because they often don’t pay taxes and don’t have to comply with safety or zoning regulations.

“The current laws are being flouted,” said Flanagan, the group’s vice president of state and local government affairs. “The entire industry is operating under loopholes.”

Lehane of Airbnb said the company is “happy to have a level playing field and pay our fair share of hotel taxes. We believe we present an incredible value proposition both for hosts and for guests.”

Hostile Cities

Investors frequently operate in cities that are hostile to their business model. New York Attorney General Eric Schneiderman concluded in a 2014 report that as much as 72 percent of Airbnb reservations in the past several years violated state law. Airbnb, last valued at \$25.5 billion, spent \$8.4 million to successfully defeat a Nov. 3 San Francisco ballot measure that would have limited short-term rentals to 75 days a year from the current 90 days.

In San Francisco, about 77 percent of entire units are rented for less than 90 nights a year, according to data from Airbnb.



Martin home in Austin

Source: Jason Martin

Jason Martin has four homes in Austin, where the city council is considering the suspension of new short-term rental licenses and unhappy neighbors have made it harder for him to do business.

Code officers knocking on the doors in response to neighbors’ complaints about loud partying often interrupt guests who were just sleeping or showering, he said.

“Austin is completely under fire,” Martin said. “A minority of neighbors are pushing their agenda to get the rentals out.”

Angry Neighbors

Tracy Smith lives two houses down from one of Martin’s rentals, a short walk to the popular Rainey Street restaurants and bars. She says she’d rather see kids in the backyard of Martin’s property than guys playing beer pong, she said.

“People are making a killing,” Smith said. “Homes are taken up for families who’d want to live here.”

Angry neighbors haven’t slowed the expanding universe of the more than dozen startups that have emerged to serve the alternative travel industry, said Jeremiah Owyang, an industry analyst at Crowd Cos., a Redwood City, California-based research firm.

Companies include Beyond Pricing, which offers software so that owners can vary rates based on supply and demand; Guestprep.com, a turndown service for hosts that replaces towels and sheets and reports back on the state of the property; Airspruce, which links hosts with professional travel writers to pen listing descriptions; and Keycafe, which allows guests to pick up keys from neighborhood cafes.

“There’s a real industry here,” Owyang said. “It’s not just a fad.”

Guesty, a Tel Aviv-based startup, provides concierge services, promising to respond to guest inquiries within an hour, said Nathan Tobin, the company’s head of growth and marketing. The company now manages about 3,000 listings, primarily for professional hosts.

“There’s a huge spike in people asking us whether or not a property is ‘Airbnb-able,’” Tobin said. “Suddenly it’s on the checklist of whether to buy a property.”

Bonnie Rabe, Innkeeper
Grand Victorian Bed & Breakfast
and President of PIANO
info@gvbb.com

tel: 504-895-1104; toll free: 1-800-977-0008

2727 St. Charles Avenue

New Orleans, LA 70130

New Orleans -- Better Way to Stay advertising campaign

Nicholas J. Kindel

From: CPCinfo
Sent: Thursday, November 12, 2015 9:02 AM
To: Nicholas J. Kindel
Subject: FW: short term rental comment
Attachments: shortterm rentals ordinance.pdf

From: Elizabeth Boudreaux [<mailto:boud4823@bellsouth.net>]
Sent: Wednesday, November 11, 2015 3:30 PM
To: CPCinfo
Subject: short term rental comment

November 11, 2015

Dear City Planning Commission,

I was unable to attend the Short Term Rental hearing but was able to view the video of the meeting. I would like to place this email into the record.

I am opposed to any short term rentals in New Orleans. Having stated that, I realize the door has been opened and can not be closed, therefore, the city must take real steps to ensure citizens have protection.

I served on the Short Term Rental study group for the Mid-City Neighborhood Organization and would like to add my support to the comments (strong enforcement and longer time for citizens to review the CPC final report) made by Patrick Armstrong representing the MCNO.

After reviewing the video I would like to enter into record my comments:

- ❖ True enforcement is the key and enforcement can only take place with real information about who is running a short term rentals and where they are located. Hoping individuals will register with the city will not work.

- ❖ I would suggest the Commission review the ordinance from the City of Sedona (see attached). The ordinance basically states if a short term rental is advertised in any way the owner and/or manager are in violation of the city's laws and will have consequences. It is true that Sedona has prohibited short term rentals but their ordinance can surely be used in New Orleans to regulate short term rentals. Reviewing all types of advertisements can be used to find out where short term rentals are located and force the owners into compliance.

- ❖ Short term rental properties should be taxed at a much higher property tax rate. This would allow for more money going to the city then the hotel tax. Also, a higher property tax rate might encourage a long term rental situation and help keep our neighborhoods real neighborhoods.

- ❖ On the premise management would be preferred but a real management company that neighbors can use to help control what happens at short term rentals is a must.

- ❖ Twenty beds with an additional 10 beds per block is way too much. The next block from my house is already 40% short term rental. If 20 beds were allowed my entire block could be short term rental. A much small number per block has to be used again to protect the neighborhoods. One traditional B&B per block is great and therefore the short term rentals should have something similar a small number of beds per block.

- ❖ Let neighborhoods choose whether to allow Short Term Rentals in their area. All neighborhoods should have the same exception as the Garden District has for traditional B&B's (which is no B&B's allowed). Each neighborhood should be allowed to have a no Short Term Rental ordinance like the Garden District has requested and what the Garden District has now for traditional B&B's.

Thank you,

Elizabeth Boudreaux

902 N. Hennessey St. 70119

SHORT-TERM VACATION RENTALS ENFORCEMENT ORDINANCE



City Of Sedona
Community Development Department
102 Roadrunner Drive Sedona, AZ 86336
(928) 282-1154 • Fax: (928) 204-7124

Sedona City Code Title 5 Business Licenses and Regulations, Chapter 5.25: Enforcement of Restrictions on Residential Short-Term Vacation Rentals. This chapter shall be known as the City of Sedona Short-Term Vacation Rental Enforcement Chapter. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-1].

5.25.020 Findings and purpose.

A. The city of Sedona is committed to maintaining its small-town character, scenic beauty and natural resources that are the foundation of its economic strength and quality of life. (Sedona Community Plan, Section 9.2, Recommendations Goal 1.0.) The rental of private homes for temporary occupancy has been identified as a community concern due to the potential for increased traffic, noise, high occupant turnover, and density in single-family residential neighborhoods. The number of occupants occupying such temporary rentals has the potential to exceed standards for the design capacity of such structures and to cause health and safety problems, and as such may constitute threats to the health and safety of neighbors and nearby properties. The purpose of this chapter is to safeguard the peace, safety and general welfare of the residents of Sedona and their visitors and guests by eliminating noise, vandalism, overcrowding, neighborhood uncertainty, high occupant turnover, diminution of neighborhood character, and other secondary effects that have become associated with the illegal short-term rental of single-family dwellings. These regulations are necessary to protect the integrity and small-town character of the city's residential neighborhoods.

B. Since its adoption in 1995, the Sedona Land Development Code has prohibited the rental of any single-family dwelling in residential areas for less than 30 days. Since that time, the short-term vacation rental market nationwide has expanded with the use of professional brokers and Internet listing services. This proliferation requires an expansion of enforcement mechanisms to deter parties who facilitate and solicit this illegal activity. Because there are numerous homeowners, real estate offices, brokers, and other agencies that actively promote short-term rentals to potential Sedona visitors through the Internet and other forms of advertisement, it is necessary to prohibit the promotion and advertisement of short-term vacation rentals for periods of less than 30 consecutive days.

C. Therefore, in an attempt to further promote the aims and goals of the current ban on short-term residential rentals, the city does hereby adopt the following provisions in an attempt to enhance the ability to enforce current prohibitions against short-term rentals in residential neighborhoods. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-2].

5.25.030 Definitions.

For the purpose of this chapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning:

"Advertise" or "advertisement" means any written or oral publication, dissemination, solicitation or circulation which is intended to directly or indirectly induce any person to enter into an agreement for the rental of a single-family dwelling in violation of this chapter or the applicable provisions of the Sedona Land Development Code. This definition includes but is not limited to mailings, print advertisements, Internet listings, e-mail publications or other oral, printed or electronic means.

"Enterprise" means any corporation, association, firm, partnership, LLC, or other legal entity.

Facilitate. A person or enterprise "facilitates" if, acting with knowledge that an operator, managing agency or rental agent is committing or intends to commit the offense of renting a single-family dwelling in violation of this chapter, the person or enterprise knowingly provides the operator, managing agency or rental agent with means or opportunity for the commission of said offense.

"Managing agency" or "rental agent" means a person, enterprise or agency representing the owner of the short-term vacation rental, or a person, enterprise or agency owning more than one short-term vacation rental.

"Operator" means the person or enterprise who is owner or proprietor of a short-term vacation rental, whether in the capacity of owner, lessee, sub-lessee, mortgagee in possession, licensee, or any other capacity. Where the operator

performs his functions through a managing agency of any type or character, or where the operator performs his or her functions through a rental agent, the managing agency or the rental agent has the same duties as its principal.

"Person" means an individual or a group of individuals.

"Remuneration" means compensation, money, or other consideration given in return for occupancy, possession or use of real property.

"Rent" means the consideration or remuneration charged whether or not received, for the occupancy of space in a short-term vacation rental, valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits, property or services of any kind. Rent may include consideration or remuneration received pursuant to an option to purchase whereby a person is given a right to possess the property for a term of less than 30 consecutive days.

"Rental" means an arrangement between a transient and an operator whereby rent is received in exchange for the right to possess a residential structure.

"Short-term vacation unit" means any structure or any portion of any structure that is rented to a transient for less than 30 consecutive days in a residential zoning district or a planned residential development district as contemplated in the Sedona Land Development Code, including detached single-family dwellings, condominiums, duplexes, townhomes and multiple-family dwellings.

Solicit. A person or enterprise "solicits" if, with the intent to promote or facilitate the short-term rental of a short-term vacation unit in violation of this chapter, such person or enterprise commands, encourages, requests or solicits another person to engage in conduct which would constitute a violation of this chapter.

"Transient" means any person who, at his own expense or at the expense of another, exercises occupancy or possession or is entitled to occupancy or possession by reason of any rental agreement, concession, permit, right of access, option to purchase, license, time-sharing arrangement, or any other type of agreement for a period of less than 30 consecutive calendar days, counting portions of calendar days as full days. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-3].

5.25.040 Prohibited rental duration.

Rental of a short-term vacation unit or units by a person, operator, managing agency or rental agent for less than 30 consecutive days in duration to any transient within any residential zoning district or planned residential development district in violation of the Sedona Land Development Code is prohibited. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-4].

5.25.050 Advertisement of illegal short-term rentals prohibited.

It is class 1 misdemeanor for any person, enterprise, managing agency or rental agent to advertise, solicit or facilitate the rental for less than 30 consecutive days of a short-term vacation unit located within residential districts where such short-term rentals are prohibited by the Sedona Land Development Code. Such activity is prohibited, whether by mailings, print advertisements, Internet listings, or other means. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-5].

5.25.060 Violations and penalties.

Violations of this chapter shall constitute a class 1 misdemeanor, and upon conviction, shall be punished by a fine not to exceed \$2,500 plus applicable surcharges or by imprisonment for a period not to exceed six months, or by both such fine and imprisonment. Each day that any violation continues shall be a separate offense punishable as described herein. In the alternative, an action may be commenced as a civil violation. [Ord. 2008-01, 1-22-08. Code 2006 § 8-4-6].

Nicholas J. Kindel

From: info@gvbb.com on behalf of Bonnie Rabe <bonnie@gvbb.com>
Sent: Monday, November 16, 2015 1:17 PM
To: CPCinfo
Cc: Nicholas J. Kindel; Stacy S. Head; Jason R. Williams; Susan G. Guidry; LaToya Cantrell; DistrictC; Jared C. Brossett; James A. Gray; Mayor Mitchell J. Landrieu
Subject: New York City will spend \$10M to crack down on illegal hotels

CPC Staff,

In this article dated today, you can see that the city of New York has made a huge financial commitment to cut down on the rogue hotels that continue to operate even though they have passed laws to regulate them.

Bonnie Rabe, Innkeeper
Grand Victorian Bed & Breakfast
and President of PIANO
info@gvbb.com
tel: [504-895-1104](tel:504-895-1104); toll free: [1-800-977-0008](tel:1-800-977-0008)
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[New Orleans -- Better Way to Stay advertising campaign](#)

<http://www.nydailynews.com/new-york/nyc-spend-10m-crack-illegal-hotels-article-1.2436047?cid=bitly>

New York City will spend \$10M to crack down on illegal hotels

BY JENNIFER FERMINO

NEW YORK DAILY NEWS

Monday, November 16, 2015, 12:04 AM

• A

• A

• A

26

7

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SETH WENIG/AP

Mayor de Blasio is pumping \$10 million over the next three years to stop illegal hotels.

The battle to shut down illegal hotels in New York City — which officials say are draining the already dwindling stock of affordable housing — is getting a \$10 million budget boost.

The de Blasio administration is giving the money — which will be spread out over the next three years — to its newly beefed-up Mayor’s Office of Special Enforcement, which goes after illegal hotels that advertise on sites like Airbnb.

The money will go toward hiring five new staffers, state-of-the-art data to find illegal operators and a public awareness campaign to inform people what their rights are under New York’s strict hotel occupancy law.

NEW COALITION TO LAUNCH CAMPAIGN-STYLE TACTICS AGAINST AIRBNB

That law forbids most people from renting out their apartments for less than 30 days, but makes exemptions for people who own one- and two-family homes.

The extra revenue is part of the city’s aggressive new approach to cracking down on illegal hotels.

Previously, the Mayor’s Office of Special Enforcement only went after violators when people complained.

Nicholas J. Kindel

From: CPCinfo
Sent: Wednesday, November 18, 2015 12:37 PM
To: Nicholas J. Kindel
Subject: FW: short term rentals

-----Original Message-----

From: mark saddington [<mailto:goamark@yahoo.com>]
Sent: Monday, November 16, 2015 1:33 PM
To: CPCinfo
Subject: short term rentals

My biggest concern is the amount of people that can be put into 1 airbnb apartment or house. People come to NOLA for fun and having 8-10 people arriving back to their airbnb in a quiet neighborhood from a night out in the quarter, drunk and still wanting to party can be a big nuisance.

Thanks Mark

Nicholas J. Kindel

From: Jim Nickel <jim@coursonnickel.com>
Sent: Tuesday, November 17, 2015 9:04 AM
To: Nicholas J. Kindel
Subject: Airbnb Materials
Attachments: Airbnb New Orleans Snapshot - November 2015.pdf; ATT00001.htm; NOLA Airbnb Materials for Planning Commission.pdf; ATT00002.htm

Nick,

Attached are some materials representing Airbnb's effort to respond while respecting the privacy of their hosts. Please do not release publicly until 3 pm today. They are happy to get on the phone to discuss at your convenience.

Please let me know if you have any questions. We will see you tonight.

Jim Nickel
Courson Nickel, LLC
jim@coursonnickel.com
225-346-6900 office
225-324-8121 cell

Overview of the Airbnb Community in
New Orleans, Louisiana

November 2015

Introduction

Since 2009, New Orleans residents have been welcoming guests into their homes on Airbnb.

In a place celebrated for its vibrancy and hospitality, it's no surprise that so many in the Crescent City have embraced home sharing. For hosts, home sharing has helped thousands of middle class residents to take what is typically one of their greatest expenses – the cost of their housing – and turn it into a way to generate supplemental income. For guests, home sharing has democratized travel and facilitated a more authentic experience, closer to local and small businesses that haven't always benefited from tourism and hospitality.

The collective impact of this activity makes New Orleans stronger: guests spent \$140 million in the past twelve months alone.

As we move forward, we are 100 percent committed to being constructive partners with regulatory agencies and policymakers. Our community wants to pay their fair share. We want home sharing to help people stay in their homes. And we want to equip policymakers and the public with the information they need to craft fair, progressive rules for home sharing in New Orleans.

To help meet these goals, we've recently released the [Airbnb Community Compact](#). In the Compact, we pledge to:

- Treat every city personally and help ensure our community pays its fair share of hotel and tourist taxes
- Build on open and transparent community
- Promote responsible home sharing to make cities stronger

In that spirit, we have prepared the enclosed report to provide a snapshot of our current home sharing community. This report is one of our first steps and we look forward to releasing additional information about our community in the future.

Thank you for reading this report.

We look forward to further discussions on how best to ensure home sharing makes New Orleans a better place to live, work, and visit.

Airbnb

Airbnb Community in New Orleans: Fact Sheet

The following summarizes key trends for the 2,400 hosts who hosted in New Orleans in the past year and the 171,000 guests who visited New Orleans on Airbnb in the past year.

Responsible home sharing is creating a new economic engine for New Orleans.

DIRECT GUEST SPENDING AT
NEW ORLEANS BUSINESSES

\$140 million

HOSTS WHO RECOMMEND LOCAL
BUSINESSES TO THEIR GUESTS

99%

GUESTS WHO SPENT THE MONEY THEY
SAVED BY STAYING ON AIRBNB ON FOOD,
SHOPPING, ETC. IN NEW ORLEANS

70%

Airbnb hosts are long-time residents committed to the community.

AVERAGE NUMBER OF YEARS A HOST
HAS LIVED IN NEW ORLEANS

21 years

AVERAGE HOST AGE

41

HOSTS OVER AGE 50

24%

Most Airbnb hosts share their primary home on an occasional basis to generate modest but significant supplemental income.

LISTINGS RENTED FEWER THAN 180
DAYS IN THE PAST YEAR

92%

ANNUAL EARNINGS FOR A
TYPICAL HOST

\$10,900

AIRBNB INCOME USED FOR TYPICAL
HOUSEHOLD EXPENSES LIKE RENT/
MORTGAGE, BILLS, & SAVINGS

69%

Airbnb guests travel in small groups and stay in small properties.

ACTIVE LISTINGS THAT HAVE 3 OR
FEWER BEDROOMS

96%

PERCENT OF TRIPS THAT INVOLVES
4 OR FEWER GUESTS

88%

Guests stay with Airbnb for a more localized and accommodating experience.

GUESTS WHO CHOSE AIRBNB
BECAUSE OF THE AMENITIES

81%

GUESTS WHO CHOSE AIRBNB SO
THEY CAN "LIVE LIKE A LOCAL"

94%

GUESTS FOR WHOM AIRBNB DEFINITELY
MAKES THEM MORE LIKELY TO RETURN TO
NEW ORLEANS

77%

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans. The past year constitutes the period from November 1, 2014 through October 31, 2015.

Responsible home sharing: a new engine for the New Orleans economy

Airbnb guests and hosts contribute to local economic health. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come or been able to stay as long. Much of this economic activity goes towards supporting local resident hosts and local businesses that don't typically benefit from tourism spending.

GROWING TOURISM

GUESTS WHO WOULD NOT HAVE COME OR NOT HAVE STAYED AS LONG WITHOUT AIRBNB

35%

GUESTS WHO SPENT THE MONEY THEY SAVED BY STAYING ON AIRBNB ON FOOD, SHOPPING, ETC.

70%

GUESTS FOR WHOM AIRBNB DEFINITELY MAKES THEM MORE LIKELY TO RETURN TO NEW ORLEANS

74%

GUEST SPENDING

TOTAL GUEST SPENDING AT NEW ORLEANS BUSINESSES

\$140 million

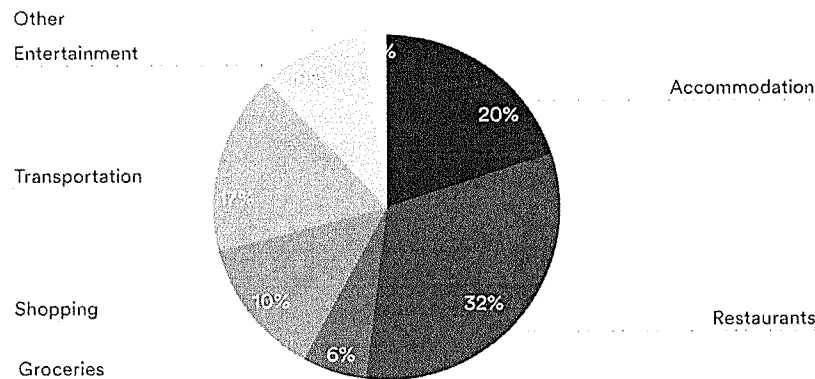
GUEST SPENDING THAT STAYS IN THE LOCAL NEIGHBORHOOD WHERE THE GUEST STAYED



HOSTS WHO RECOMMEND LOCAL BUSINESSES TO THEIR GUESTS



VISITOR SPENDING PATTERNS



The average Airbnb guest spends \$1,100 per trip.

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

Host Snapshot

The vast majority of Airbnb hosts are long-time residents who rent their primary homes on occasion to generate modest but significant supplemental income.

HOST DEMOGRAPHIC PROFILE

AVERAGE HOST AGE

41

HOSTS OVER AGE 50

24%

AVERAGE NUMBER OF YEARS A HOST HAS LIVED IN NEW ORLEANS

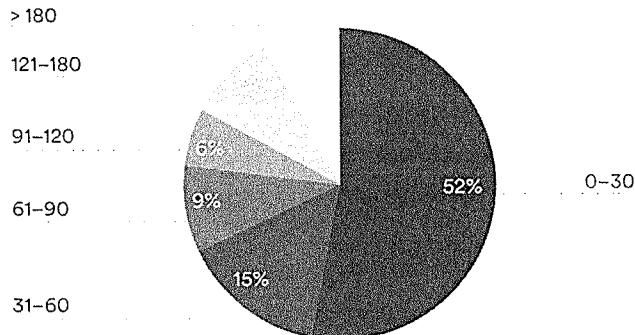
21 years

HOSTING BEHAVIOR

ANNUAL EARNINGS FOR A TYPICAL HOST

\$10,900

NIGHTS HOSTED PER LISTING IN THE PAST YEAR



Over 90% of all listings are rented for fewer than 180 days of the year.

ECONOMIC BENEFIT TO HOSTS

HOSTS WHO USE AIRBNB INCOME TO MAKE ENDS MEET

60%

HOSTS FOR WHOM RENT/MORTGAGE IS THE LARGEST MONTHLY EXPENSE

76%

AIRBNB INCOME USED FOR TYPICAL HOUSEHOLD EXPENSES LIKE RENT/MORTGAGE, BILLS, & SAVINGS

69%

“ We have a mother-in-law suite that we rent on airbnb - it does not have a kitchen so it can't be rented to a long-term tenant. The rents in our neighborhood are extremely high (the French Quarter) - if we did not have the Airbnb income we would not be able to afford to live here. -- Airbnb Host in New Orleans, age 41

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

Guest Profile

Airbnb guests come from all over to visit New Orleans for work, leisure, and family and friends. Guests choose to stay in Airbnb properties because they are looking for an authentic, local, and amenity-rich experience.

GUEST PROFILE

AVERAGE GROUP SIZE

2.7 people

AVERAGE AGE OF BOOKING GUEST

37

GUESTS WHO CHOSE AIRBNB SO THEY CAN "LIVE LIKE A LOCAL"

94%

BOOKED LISTINGS

TRIPS THAT ARE BOOKED IN LISTINGS WITH ONLY 1 OR 2 BEDROOMS

92%

ACTIVE LISTINGS THAT HAVE 3 OR FEWER BEDROOMS

96%

GUEST EXPERIENCES

AVERAGE HOST RATING (OUT OF 5)

4.7

GUESTS WHO CHOSE AIRBNB BECAUSE OF THE AMENITIES

81%

AMENITIES PROVIDED BY HOSTS

Internet access	91% of listings
Kitchen access	89%
Laundry	69%
Family-friendly	52%
Pet-friendly	18%

“Airbnb is my absolute favorite way to travel. We have always had incredible stays. I love staying in neighborhoods and getting to know the local haunts. It’s also much nicer to kick back and relax in our Airbnb when we are in between all of the sightseeing!” -- Airbnb Guest in New Orleans, Beth W., age 32

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

All Definitions

Annual Earnings (Typical Host)	Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.
Average Length of Stay	The average length of stay per guest, rather than per trip.
Guest	Airbnb community members who stay in Airbnb listings.
Host	Airbnb community members who rent space on Airbnb.
Inbound Guest	All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.
Listing (Active)	A property listed on Airbnb. Listings may include entire homes or apartments, private rooms or shared spaces. Active listings are all listings that appear on the website during a search. Active listings do not necessarily have availability on a particular date or at all.
Nights Hosted (By Listing)	Total number of nights a given listing is rented through Airbnb in the study period.
Primary Residence	A home in which someone lives.
Typical Host	The median host for all hosts who had at least one active listing as of the start of the study period and at least one booking during the study period. Typical host definitions are used to calculate Annual Earnings and Nights Hosted. Presenting the median value for all hosts who were active as of the start of the study period provides the most representative values for the Airbnb host community.

The Airbnb Community Compact

Airbnb is a people-to-people platform—of the people, by the people and for the people—that was created during the Great Recession to help people around the world use what is typically their greatest expense, their home, to generate supplemental income.

Airbnb creates economic opportunity. The typical middle-income host in the United States **can earn the equivalent of a 14 percent annual raise** sharing only the home in which they live at a time when economic inequality is a major challenge. Airbnb democratizes travel so anyone can belong anywhere—**35 percent of the people who travel on Airbnb say they would not have traveled or stayed as long but for Airbnb.**

Airbnb is home to good travelers and good neighbors who contribute to their communities. **97 percent of the price of a listing, set by the Airbnb host, stays with the host.** Airbnb hosts and guests have also made clear in conversations, town halls, responses to surveys, and thousands of individual discussions that they want to do right by the cities where they live, work and visit.

Based on our core principles to help make cities stronger, Airbnb is committed to working with cities where our community has a significant presence and where there is support for the right of people to share their homes, both when they are present and when they are out of town. As we work with cities around the world, we will:

Treat Every City Personally and Help Ensure Our Community Pays its Fair Share of Hotel and Tourist Taxes

Cities have unique home sharing policy needs—a dense, urban city may have different concerns than a historic vacation town or a non-traditional travel destination. Airbnb will partner with cities to address their individual policy needs.

In those places that respect the right of people to share their home, we will work to ensure that the Airbnb community pays its fair share of taxes while honoring our commitment to protect our hosts' and guests' privacy. This includes helping to ensure the efficient collection of tourist and/or hotel taxes in cities that have such taxes. We will work to implement this initiative in as many communities as possible.

Build an Open and Transparent Community

Cities can make the best policy decisions about home sharing when important data is available. Airbnb will provide cities with the information they need to make informed decisions about home sharing policies.

While protecting our hosts' and guests' privacy, Airbnb will provide anonymized information regarding hosts and guests in our community to city officials to help inform the development of home sharing policies. We will work with individual cities to identify the specific types of data they need to craft fair, progressive rules.

On an annual basis, Airbnb will also release Home Sharing Activity Reports in cities where our community has a significant presence. These reports will include:

- The total annual economic activity generated by the Airbnb community.
- The amount of income earned by a typical Airbnb host.
- The geographic distribution of Airbnb listings.
- The number of hosts who avoided eviction or foreclosure by sharing their home on Airbnb.
- The percentage of Airbnb hosts who are sharing their permanent home.
- The number of days a typical listing is rented on Airbnb.
- The total number of Airbnb guests who visited a city.
- The average number of guests per listing by city.
- The average number of days the average guest stayed in a city.
- The safety record of Airbnb listings.

Promote Responsible Home Sharing To Make Cities Stronger

Cities succeed when their citizens are actively empowered to help determine their own destiny. Airbnb will work to educate hosts and guests about the home sharing needs and rules in cities so they are empowered to engage in home sharing practices that are in the best interests of the cities they call home.

In particular, there are some cities that have a significant number of Airbnb listings but do not have a comprehensive policy approach to home sharing. In some of these places, community leaders have identified a shortage of long-term rental housing as a critical issue. In these cities, we will work with our community to prevent short-term rentals from impacting the availability of long-term rental housing by ensuring hosts agree to a policy of

listing only permanent homes on a short-term basis. We will also continue to work with cities that have established home sharing policies as they evaluate these matters.

Additionally, we will work with cities to determine whether non-permanent homes that would otherwise not be on the market as long-term rentals (such as a second home that is occasionally used) can be made available for short-term rentals consistent with the policy needs of a particular city. Finally, we will continue to support hosts who provide long-term accommodations like corporate housing, as well as certain standard hospitality venues like traditional bed & breakfasts that use Airbnb and provide unique, local experiences to guests.

RECENT BEST PRACTICES IN SHORT TERM RENTAL POLICY

Philadelphia, PA

Earlier this year, Philadelphia passed new short term rental laws that legalized home sharing in the city. Philadelphia's ordinance allows anyone to rent for up to 90 days without any requirement for a permit, license, or registration. Primary residents who own their home, as well as renters who get permission from their landlord, can host for more than 90 days by applying for a permit. All rentals are limited to 180 days, and payment of transient occupancy tax is required.

Nashville, TN

In 2014, Nashville adopted a two-tier permit system establishing permit rules for owner-occupied (Type 1) and non owner-occupied short term rentals. The City requires any person engaged in home sharing or short term rentals to obtain a permit, and caps the number of non owner-occupied short term rental permits at 3% of all units in a census tract (in order to prevent clustering). Nashville also imposed operating requirements to address neighborhood character, public safety and enforcement procedures.

The Nashville ordinance regulates maximum occupancy limits, restricts on-property signage, prohibits rentals for fewer than 24 hours, and establishes progressive penalties for violations. Nashville does not restrict the aggregate number of nights per year a unit may be used for short term visitors, instead focusing on nuisance abatement and permit limitations by census tract.

Malibu, CA

Malibu's policy is to allow owners to rent their homes without limitation for short term rentals. Because Airbnb collects and remits transient occupancy tax on behalf of its hosts in Malibu, its hosts are neither required to register nor separately remit these taxes. The city relies on the existing code enforcement ordinance to abate public nuisances regardless of rental status. Non-Airbnb-related short-term rental operators must register and collect and remit taxes to the city.

South Lake Tahoe, NV

South Lake Tahoe authorizes both primary-resident home sharing and dedicated vacation rentals. It imposes no caps on maximum numbers for short term rentals, including vacation rentals. Operators are required to purchase an annual permit and pay transient occupancy tax. (South Lake Tahoe Municipal Code, Chapter 3.50).

Truckee, CA

Truckee allows short term rentals. Operators must register with the city (either online or by mail) and are responsible for collecting and remitting TOT. The city also allows properties to be registered by a property management company.

NOLA Host Stories

Quotes from hosts who agreed to share their experience with legislators

Host: Christy Cook, Airbnb Member since April 2015, Superhost, Retired Midwife

Neighborhood: Marigny

Airbnb in Christy's words:

I decided to start hosting in April 2015 because of my own experiences as a guest during 10 years of traveling and working in Central America. Most of my time there was spent staying with families - always having my own bedroom or little guest cottage, often sharing a bathroom with other family members, and at times eating with the family. I paid them, of course, for the accommodations and food. For me, this was by far the best way to travel – surrounded by the local culture and traditions. I had wonderful experiences and have many rich memories. After retiring last year, when my partner and I were deciding what to do with our little guest cottage behind our house in New Orleans' Marigny neighborhood, it was an easy decision to start hosting other travelers.

Our choice of Airbnb over other short-term rental sites was based on the popularity of the site in New Orleans. So far it's been a very good experience.

Being retired, my partner and I are living on a fixed income. At the same time we're living in a late 19th century house - which has an ever-growing list of repairs and major problems. Despite all of our pre-retirement budgeting for known house problems at that time, we could not have foreseen many of the issues that have since presented themselves. Our Airbnb income has proven to be invaluable to help finance these repairs and keep our home in good shape. It has allowed us to hire local contractors and workmen to make the required repairs, thus helping the local economy.

I've seen our neighborhood benefit financially from having travelers stay locally - everything from having meals at really nice nearby restaurants (The Franklin or Feelings) to cruising through the little stalls at The New Orleans Healing Center and second-hand clothing stores on St. Claude. Additionally, our guests have enthusiastically frequented the music venues on both Frenchmen and nearby on St. Claude, all of which are within walking distance [from our home.] I believe these travelers not only get to experience the diversity of our neighborhood's retail, food and music adventures, but they hopefully leave with a good impression of our neighborhood's rich vitality. This certainly can only help to serve us well as these travelers spread the word to future guests.

Host: Jamie Menutis Smith, Airbnb member since 2015, Small Business Owner of Green Serene

Neighborhood: French Quarter

Jamie's letter to the City Planning Commission:

I am native of New Orleans, Small Business owner and recent Airbnb Host. I am writing to share my experience as both a small business owner and recent host. I own a small boutique on Magazine St. in the Lower Garden District in one of the slower, less active sections of Magazine St. When I opened my business 6 years ago, half the block had empty spaces for rent and there was little business. Many of the buildings looked in need of repair, or abandoned. I opened in the area, nonetheless, and have seen many slow, yet positive changes over the years. I interact with the public on a daily basis as a sort of unofficial Ambassador for our City. I share restaurant recommendations (from a locals perspective) and give them advice on where to see the best Jazz, etc....It is a role that I very much enjoy as a local.

During the past couple years I have met many visitors to my business who have shared with me that they were staying in a local Airbnb Home in the neighborhood and loved it. Many of these visitors enjoyed staying in a home owned by a local and getting a feel for what it really means to live like a local. They had no interest in staying in an anonymous hotel that they could find in any City, they wanted a different kind of experience and they had been traveling with Airbnb for years and having exactly this kind of experience everywhere they traveled. These are the same sort of people who like to shop "local" and find out where the "locals" like to eat. They avoid the tourist traps and seek a different kind of experience. The majority of the people I have encountered who stayed in the Lower Garden District in an AirBnb Home told of a great experience with great hosts and said that they'd return again to New Orleans (some wanted to move here!).

My impression of AirBnb and short term rentals from a business owner's perspective is an absolutely positive one. I have met people with positive experiences who have spent money in my store and eaten at local restaurants and were looking for even more unique experiences to have in our City.

As a recent host, I also have to say how AirBnb has improved both my family's life and ability to maintain and finally really repair our family property/home which had been suffering since Hurricane Katrina. My husband and I recently came up with the idea of helping our elderly parents who were unable to keep up the top floors of their property due to age and expense following Hurricane Katrina by updating and refreshing the unoccupied floors of their home and hosting those out to visitors .Both my parents are we have loved the experience.

We have been able to host many great visitors in just under one year and have been able to finally make repairs to the large home after many years. After just a couple of months, we had enough income to replace the outdated piping (hire local plumbers) replace drywall and flooring (hire local contractors) paint the entire building (hire local painters), add cable TV and WiFi (

Cox Cable), Host guests in a beautiful two bedroom space (buy local goodies, sheets, bedding, furniture, towels), hire a cleaning service and laundry pick up (again both local companies.) We have also been able to share our favorite locals hot spots such as restaurants, sights, tours, jazz clubs, swamp tours (again more money going into the local economy). In December, we will have enough money to repaint the entire façade of a multi story home-one which hasn't been painted since 1988! Again, we will be using a local company to do this. Our guests have also loved their experience staying in our family home-which is Historic - We were just named SuperHosts on AirBnb which is a Title given after more than 86% 5 Star Reviews with a short Period and very hard to receive!

We understand that AirBnb and short term rentals may need some regulation or extra taxation, and we are definitely willing to comply in any way necessary to keep this great new way of travel going. In fact, we have formed an LLC for our rental and intent to do just that. We do hope, however, that the City will be able to see how AirBnb and short term rentals are empowering and enriching layers upon layers of New Orleanians, from the Property Owners down to the Local Grocer, Plumber, Restaurant Owner, etc...

Our guests (the new generation of travelers) are people who can afford to stay at a hotel, but have no interest in doing so. They want to have a real New Orleans experience by staying in a home and getting to know locals and making life long friends. From the single person who lives alone and would like to rent out their extra room and meet a new friend, to a home with multiple rooms, AirBnb and other short term rental companies are helping the economy by putting money into the hands of ordinary people. When people have more money in their pockets, they spend more and the ripple effect is far reaching.

I hope you will consider our experience and the positive experience of so many other local Hosts and choose to acknowledge that home hosting is the future and a movement that cannot be stopped. New Orleans is a welcoming City and people from all over the world want to meet and stay with new local friends. This is a movement that New Orleans can be at the forefront of the Country by embracing and not limiting both its residents from the shared experience or visitors. I am certain that this is a positive and enduring trend that will do nothing but benefit both our City and its residents.

Host: Ann Marie Coviello, Airbnb member since 2014

Neighborhood: Seventh Ward

Airbnb in Ann Marie's words:

I have been hosting on Airbnb since April of 2014. I decided to try hosting during Jazz Fest when a long time tenant moved out of my small one bedroom apartment in my 100 year old home in New Orleans. I had occasionally rented out my own apartment on Craig's List during Jazz Fest in New Orleans since it is a high demand time and I live nearby the Fest. It was good money, but not a great experience having to move out with two dogs and two kids. So I thought it might be fun and interesting to try using the other side of my shotgun double (duplex) as a small bed and breakfast. It took off from there and has been an amazing experience since then.

I truly love the fact that for the first time in my adult life I actually can go to the grocery store and buy all the food that I need for my family. I love being able to be generous to others and give to charitable causes that are important to me. I love not having to constantly consider each small expense. I don't miss having to forever ask myself if I can afford a field trip for my child, a vet visit for my dog, a splurge on clothing or personal care for myself. Teeth cleaning, application fees for my son's college admission, taking trips are all within my reach now. It is exhilarating and it is a great reliever of stress. I feel so much more secure and safe than I ever have before, financially, and emotionally, too, because living from paycheck to paycheck is a tremendous source of stress.

To add to the above answer, which is also an answer to this question, I would like to add that I use my additional income to pay extra on my mortgage and to be fully caught up on all bills at all times. This, too, really increases my sense of security.

The most important factor is the additional income, but that wouldn't be worth it if it were a constant source of problems. I have not, however, encountered an undue amount of problems as a host. Once in a while you get a bad guest or a bad situation, and it feels terrible, and you feel like giving up. Thanks to the smooth running of the website, the incredibly helpful customer service reps, and the majority of genuinely nice guests, it really is a mostly hassle-free experience.

One of the greatest benefits for me of hosting on Airbnb is that I feel that many friends and neighbors have also benefitted from my being a host. I live in a high-poverty area of New Orleans, where unemployment is very high. My neighbor and dear friend does my cleaning, providing a much appreciated source of cash income for her. Her husband is a handy man who can fix any little thing that comes up. They are always happy to get whatever groceries or other extras guests leave behind. Another neighbor does my lawn and garden care and a fourth neighbor maintains my ancient truck that is useful for hauling furniture and other things that come up with hosting. It is really a blessing to be able to give others work, pay them cash and feel like my immediate block is experiencing increased economic stability and well-being from my Airbnb income. My immediate neighbor next door always enjoys talking to guests, and they

enjoy him and feel increased safety knowing that he is just next door and looking out of them. Finally, I always recommend very local establishments that people can visit in my neighborhood so I know that some tourist dollars are reaching friends and neighbors who run DIY museums, art galleries, bars, restaurants and coffee shops, all of which I feature in my guide book.

The Backstreet Cultural Museum, the House of Dance and Feathers, Kings and Queens Emporium, the Pagoda Café, the Coco Hut, the Candlelight Lounge, the Community Book Center, Terranova's, Canseco's, Café Degas, 1000 Figs, Swirl, Nonna Mia, Santa Fe, and many more.

I was a New Orleans public school teacher for 15 years before Hurricane Katrina. I have a master's degree in education. Along with over 7000 other educators, I was fired after the storm when charter schools took over New Orleans. Experienced, certified teachers were thrown out like so much storm debris. Before being a host on Airbnb, I had never worked in a restaurant or in a bar or in any aspect of the service industry. I had always worked with kids. That was my calling and my vocation. After losing my job, as a single mother of two children, I had to scramble (or, as we say in New Orleans, hustle) to make ends meet. I never wanted to work in the tourist industry, but unfortunately it is the biggest game in town. My grandparents and parents helped me buy my house in 2001, and thank god for them because my house has been my rock. I would much rather be paid a decent salary and benefits as a teacher, but in the neo-liberal, shock doctrine, post-Katrina world I live in, there is no choice but to go with what makes it possible to provide for my family. I don't want to fold towels for a living. I want to teach and live on my teaching salary, but until it is possible to do that, I would ask my neighbors and my elected leaders to work with short-term rental hosts to craft good solutions that help people who are good neighbors and good hosts get and remain legal so we can contribute to the economic growth of our city.

Host: Laurent Moecklin, Airbnb Member since Feb 2013, Superhost, Small Business owner

Neighborhood: Central Business District (CBD)

Airbnb in Laurent's words:

I began hosting 3 years ago after a few of my friends told me how much fun they were having hosting.

The extra income is nice of course, but meeting people from all over the world and from the full spectrum of personalities is the best part.

The last few years we all know the economy hasn't been the greatest, the extra income from bnb has helped me meet my monthly obligations.

I have the extra room which would never be used for long term rental, so it is pretty easy for me to host people. I really like being able to share my space with guests.

My immediate neighborhood is sparsely populated with residents. My guests make the area more vibrant.

My guests constantly tell me how great the restaurants, galleries, and museums are around me. And I know they frequent the supermarket around the corner.

I know my neighbors enjoy my guests, the only thing I would tell them is they should host too.

Nicholas J. Kindel

From: CPCinfo
Sent: Wednesday, November 18, 2015 12:37 PM
To: Nicholas J. Kindel
Subject: FW: Short Term Rental Comments

From: Sam Jasper [mailto:jasper.sam@gmail.com]
Sent: Tuesday, November 17, 2015 4:48 PM
To: CPCinfo
Subject: Short Term Rental Comments

1. Below is the complete text of a blog piece posted at <http://www.nolaslate.blogspot.com/2015/10/strairbnb-pay-no-attention-to-that.html> Oct 7 2015

STR/AirBnB: Pay No Attention to that Corporation Behind the Curtain

I've been reading reports, proposals and talking to people for and against short term rentals all week. I've been paying attention to this phenomenon for longer than that but our city had a hearing recently and I watched every minute: which by the way was about all the time they gave each citizen commenter to make a comment. I think the actual limit was 4 minutes. Definitely not enough for many to make a point pro or con.

I had a long conversation with someone I know and respect who is on the other side of this issue. I understood the issues and arguments which the friend presented clearly and fairly. I empathized, but still respectfully must disagree.

I went from that conversation into reading a report that had been mentioned a couple times during the meeting at City Hall. While this report was written to lay out the issues Los Angeles is having with the AirBnb/STR model, many of the issues they're having are pertinent to us here in New Orleans. I am putting this link in plain view so you don't have to guess which hyperlink takes you to it: <http://www.laane.org/wp-content/uploads/2015/03/AirBnB-Final.pdf>

As I read reports and articles, I started putting together a list of questions I'd like answered before any kind of ordinance or compromise is reached. I'll be putting those questions in a post to follow this one so that this one doesn't get unwieldy. This post deals with the way in which AirBnb enters a market and subsequently deals with that market. Frankly it's brilliant strategy, albeit one with which I fundamentally disagree.

Entering a Market

There are a couple of STR companies out there. The quotes and strategy sections are aimed at AirBnB, but it appears that the others like VRBO or Homeaway, kind of come in on the coattails of AirB's entry strategy.

First we need to look at the AirB mythology: One of the founders was renting an apartment in San Francisco, there was a conference coming to town that some people he knew were going to attend, they couldn't find hotel rooms as the hotels were booked up, so he put an air mattress in his room and so the company, the concept and the myth were created. The myth of the airbed in a shared room, or even a spare room, is no longer the reality in most of the AirB listings, nor is it desirable from the company's point of view. It is, however, a nice bootstrap entrepreneurial story and it's the basis of the warm and fuzzy “everyman” corporate persona they cultivate. When they enter a market it isn't with bells and whistles. They enter it with your neighbors' faces.

From the report: “This generally involves packing a room with dozens of hosts. Armed with compelling stories, these hosts detail the ways in which renting out their spare rooms has enriched their lives and saved them from economic ruin. The hosts seem motivated by a combination of financial self interest and a sincere belief that they compose a beleaguered community. This gives AirBnB a group of personal, heartfelt and therefore effective spokespeople that most corporations can only dream of.”

Stage one, our neighbors' faces, which is exactly what we saw at the City Hall meeting the other night. It's effective. That is followed by a second stage, which was also seen the other night when we saw a well organized and funded group, and a couple of attorneys connected with that group, ceding time to each other for comments. Even that group is part of the playbook, again from the report: “(Their) philosophy is evident in much of AirBnB’s marketing, from its founding myth about the air mattress to its use of hosts as spokespeople. To build up this base, AirBnB has hired political field operatives in addition to contracting with traditional PR firms. A simple LinkedIn search shows that AirBnB’s preference has been for hiring staffers with experience managing political campaigns.” (This whole philosophy stems from a book titled *The Culting of Brands: How to Turn Customers into True Believers* written by Doug Atkin, who is also AirB's “Global Head of Community”—another example of a warm and fuzzy corporate persona—sounds so much better than VP in Charge of Client Base Growth or something.)

So at City Hall we saw the playbook in action: some of our neighbors and friends, and a local STR professional PR campaign making comments at the mic. Our neighbors were impassioned and in some cases emotional. The organized PR group sounded pragmatic, and commented as though they were presenting “suggestions” about something that was already a done deal with mere details to be worked out down the road.

The brilliance of this model is that none of us wants to be seen as unfriendly or unfair. We're all struggling, so our thinking goes, and we don't want to lose friendships that matter to us. Those of us opposed to STR are seen as jealous or petty, unable or unwilling to understand the “real” issues. We're cast as some sort of socialist property taking mob who incessantly meddle, involving ourselves in their private business. It silences some of us.

Taking Advantage of Momentum in the New Market

That model also casts the “hosts” as a benevolent bunch who are just trying to make ends meet. It may be true for some, though not the majority. That is the fallacy. Behind every host, every short term “tenant”, is the corporation. A very large, very profitable corporation that comes to a market, encourages people to undertake an activity that is illegal in that market, leaves those people to be the face of it, while it rakes in eye popping profits taking a cut from both the host and the “tenant.” AirBnB's IPO in 2014 was analyzed in all major economic/business journals in terms of stock value and projected profits. They boasted 1.5 million listings in some of the reports, but we are fooled into looking at our neighbors, our market, our city coffers and limit our looking to those places, fight it out among ourselves ignoring the giant treasure chest in the corporate sky, profits that help none of the above mentioned groups, only the shareholders and the corporation who hides behind their “hosts” and “tenants.”

When all is said and done, the hosts are on their own. The markets they enter have to figure out how to deal with it as the housing market is affected, as neighborhoods become frayed, as jobs are lost in the legal hospitality sector. AirB and its ilk bear no responsibility for safety, insurance, disputes, thefts, destruction of property (except in very limited and hard to prove instances), or injury. Hosts are subcontractors, any cleaning crew the hosts might employ are subcontractors. The corporation pays no permitting fees, no licensing fees, no taxes, nor do they routinely comply with the laws regarding handicapped access. It's not their problem bro. Caveat emptor you hosts and travelers. Whatever you encounter is not our problem, besides we already got our cut off the top.

In the Los Angeles study it is noted that some of the negative impact of this STR model hasn't really been factored into the discussion: “UCLA Anderson School of Business study found that the high cost of housing has a generated a statistically significant drag on job creation in Los Angeles. Fewer rental units, a drag on job creation, a reduction in tax revenues and a qualitative assessment of AirBnB’s effects in neighborhoods are key elements that must be considered before a accurate judgment of the company’s impact can be rendered.”

Having that Market over a Barrel

That isn't really being done. Instead cities have been overrun and the STR problem becomes a crisis before any kind of in depth study or discussion is had. City Councils and zoning departments find themselves already behind the curve playing catch up or proposing some kind of patchwork “solution” or “compromise” that doesn't work or is unenforceable before the ink is even dry on the ordinance.

For its part, AirB waits for critical mass, then? From the report: “AirBnB often approaches cities with the promise of remitting a monthly fee equal to the TOT in exchange for the passage of regulations that legitimize their business model. The rationale behind this offer is that cities will be adding new revenue to municipal coffers. However, this revenue is mostly reallocated from hotels which would have remitted these taxes anyway.” (TOT is the Transient Occupancy Tax in Los Angeles. I'm sure New Orleans has something akin to it.)

At that point, the corporation sees that market as a done deal and if pushed to provide actual numbers of listings in the market area, or the number of hosts who are homesharing vs turning

entire units into de facto hotels, they demure until a city forces the issue with subpoenas. They obfuscate, routinely offer numbers that are often half of the real numbers, and force a municipality to spend their dime to get the real data.

I urge you to read the report in the link above. I can't possibly toss all the numbers out for you, besides, why reinvent the wheel when so much of what's in that report is pertinent to us. It also does a great job explaining the safety issues, job displacement, housing crunches, rising rents, the tax dollars lost (then sort of found then spent on subpoenas and enforcement), and many things I hadn't considered but that need to be.

The AirBnB “business model” is cynical, effective and highly profitable for them. One doesn't see logo emblazoned tshirts and tote bags, nor are the hosts treated like franchise owners and supplied with AirB stationery and pens. The hosts are on their own. The travelers renting from them are on their own. The markets they enter are on their own. The neighborhoods they fracture are on their own. Neighbors and friends, City Councils and zoning commissions, will get no help from them in terms of dealing with their model.

A local tour guide told me he'd been doing an impromptu survey: after asking where the tourist is from he asks them where they're staying. If they are staying in an STR, they look down and almost whisper. Many hosts try hard to do the same. One I know told her guests to tell anyone who asked that they were old friends from college.

Whisper. Pay no attention to the corporation behind the curtain, pulling levers and forcing municipalities to deal with them on their terms only and after the fact. They have nothing to do with all this. It's on you, whether you like it or not. Just look at those faces. They are your neighbors.

(I'm still compiling my list of questions that I think need to be answered or at the very least addressed. I'll have that posted in the next day or two.)

2. This is a second post with recommendations and questions posted at <http://www.nolaslate.blogspot.com/2015/11/airbnb-str-regulation-questions-and.html> Nov 14 2015

AirBnb STR Regulation: Questions and Issues to Consider

I wrote a piece last month that ended with a declaration that I was working on a list of questions that needed to be answered and would have the list in the next couple days. I was overly optimistic. Each question seemed to add two more ancillary questions. After watching the CPC meeting, I started reading through the comments submitted to Cpcinfo@nola.gov (they can be found at nola.gov/city-planning—**the deadline to submit your own comments is November 30, 2015**). There I found a great deal more information and many questions posed that I hadn't thought of. After reading and reading, I have decided that I have a few thoughts on all this that don't really lend themselves to a list per se, just categories of concern. I'm sure everyone knows my stand as an

opponent of short term rentals, but if they are to be permitted and regulated there are some things that must be considered.

LISTING DATA

First and foremost, AirBnb's tactic has been to force municipalities to subpoena their listing data. **New Orleans has to require that the data from all the various listing sites be turned over before any permits are issued.** There is no other way to know the actual number of short term rentals, number of rooms, addresses, names of the people listing the rentals. Without that information, many of the other issues surrounding STR become difficult if not impossible to sort out. **Along with the acquisition of that data, the City must insist that a license/permit number be required by the listing entity before a listing is accepted by their site.** No permit/license, no listing. If a non-permitted listing is found, both the site and the person listing the property should be fined substantially. (That data will also help in the tax collection issues that everyone is concerned about and that most of the pro-short term rental folks say they're willing to pay.)

OWNER OCCUPIED (HOMESTEAD)/ABSENTEE/CORPORATE LISTERS

The ANP short term rental advocacy group wants blanket permission for all of the above categories of short term rentals. If permits are to be issued, the City should only allow Owner Occupied/Homestead Exemption properties to be permitted/licensed. That will eliminate absentee landlord problems and remove corporate listers completely. There are other issues that are troubling even with this scenario.

-Can an entire unit (like half a double) be listed or only an extra room in the owner occupied dwelling? There are currently too many "whole unit" short term rentals being listed (illegally).

-Some have suggested that the Homestead Exemption be pulled if an owner is short term renting, turning the property into a de facto commercial enterprise. I have to disagree with this approach as that will open the door for absentee and corporate entry into the market.

-Allowing only owner occupied/homestead exemption properties to be listed also removes the incentive for absentee/non-resident/corporate purchase of a property solely for its conversion to a short term rental property. (Absentee ownership should also apply to a person who lives in one house and STR's the house they bought next door. Owner occupied should be defined as living on the premises that is listed for STR.)

-A Homestead owner at least lives here and votes here. Yes. That matters to me.

SAFETY and LEGAL COMPLIANCE ISSUES

-The Louisiana State Fire Marshall has come out against STR's as most are non-compliant with fire safety regulations. Installation of sprinklers and emergency exit markers should be required, as well as any other safety requirements that currently legal Bed and Breakfasts must comply with.

-Compliance with all Anti-Discrimination and Americans with Disabilities Act laws pertaining to commercial lodging businesses should also be part of the permit/license requirements. **Any law**

pertaining to the above issues that a legal Bed and Breakfast already has to comply with should be applied to STR's.

-Will the STR be billed by Entergy or their insurance carrier at commercial or residential rates? If it's permitted/licensed as an STR, it is then a commercial entity and should be billed as such. (Currently LEGAL Bed and Breakfasts already pay these rates.)

-Standard Homeowners Insurance does not cover damage or injury that is a result of a commercial enterprise, I'm told. In order to get permit/license, proof of appropriate insurance should be provided and required, just as it is for car registration.

PERMITS/LICENSING

The lawyer for the ANP suggests that 20 rooms per block sounds reasonable to him. That is an enormous number of rooms. There are other problems connected with that suggestion.

-Permits/Licenses should be considered under the Conditional Use rules requiring notification of adjoining property owners. Doing it this way can potentially weed out bad actors up front as their neighbors will let you know if they have already had problems.

-Is an entire unit (like half of a double) or just an extra room in the owner occupied house being short term rented?

-Is the property listed as "suitable for special events?" (On AirBnb there is a box that can be clicked when listing the property for this. This allows the property to be rented for bachelor/bachelorette parties, etc.) If so that means other fire/safety/insurance issues have to be dealt with just as they would be for any venue rented for a special event. This could be a problem. For example, the Trash Palace can no longer be the venue for the KdV ball as the attendee numbers exceed their permitted limits. The same criteria should be used for any STR listed as "suitable for special events."

-How many rooms are being STR'd on the property?

-What is the maximum number of occupants allowed per room? (That has to be a consideration. There must be a limit not only on the number of rooms, but the number of occupants per room.)

-How many permit/licenses will be allowed per block? (**BLOCK and BLOCK FACE must be discussed and the language clearly stated before a maximum number is determined.**) Right now I know of one block face in the Marigny that has five STR's. That is too many per block face or even per block. As the neighborhood fabric is frayed and parking issues become rampant, which is already happening in some areas, this will be a very important limit.

-Stacy Head said she sees no problem with someone renting out their "back house." On the Marigny block face mentioned above, one person erected a pre-fab large tool shed-like building that is being STR'd, and the person next door refurbished an ancient extant shed to STR. Will it suddenly be permissible for everyone to erect a structure in their backyard to STR? Will building permits be required? Can everyone on the block do it?

-Perhaps we should consider tying the number of permissible STR's to the number of long term affordable rentals in the same neighborhood, like a two to one ratio: two affordable long term rentals to one STR Homestead.

-Given the number of STR's already in existence, if we whittle it down to only owner occupied/homestead exempt dwellings, who gets the permit? The person who files the Conditional Use papers/insurance/fire inspection first? The person who has been doing it longest? A lottery (much like we do for artists at Jackson Square)? If there are already five on one block face, and it is limited to one per block face, who has to shut down their current operation? They've all been illegal up to this point. Whatever is decided on this has to be ironclad and tough.

-Permit/License should be granted for one year only with the ability to renew if they are in compliance with regulations and there have been no complaints filed.

-Just as there are only a certain number of CPNC's (what a taxi needs to be legal) or artist vendor licenses, there should be a limited number of STR licenses available city wide. There can be a waiting list for the following year. If someone loses their permit due to continued violations or complaints, the next person on the list can take his/her shot and go through the permitting/licensing process.

FEES/FINES/ENFORCEMENT

-Fees for the permit/license must be substantial. They must be large enough to be taken seriously.

-If an illegal STR is found, there should be substantial fines. Again, large enough to be taken seriously, limiting the number of violations that can be handled with a fine before more serious action is taken. We are able to stop construction on a site (I've seen Stop Work orders on buildings in town). If we can do that we can do something similar to unpermitted/unlicensed STR's.

-Fees should be graduated scale: a whole unit would be highest fee, and two STR rooms in one house would be a higher fee than one.

-Fees and fines should be used solely for the enforcement of the regulations on STR's.

-I saw one comment suggesting seizure of the property of a violator. I'm not in favor of property seizures in general, but enforcement of regulations, enforcement with teeth, is critical. Something like the "blight" fines that accrued daily might be one way to go.

-Taxes must be exactly the same as they are for hotel/motel/B&B's.

-There must be safety and compliance inspections on a regular basis.

-There must be a system for neighbor complaints to be acknowledged, addressed and acted upon.

-There must be a posted sign with a contact number in case of complaints or other STR issue.

TENANTS RIGHTS/TENANTS SUB-LEASING

-It has to be made illegal to evict a long term tenant to convert a unit to STR. It happens. That can't be allowed to continue.

-Tenants who pose as actual renters, who then immediately list their new apartment as a STR should be subject to immediate lease termination. It happens a lot.

This problem comes from both ends of the rental question. People have been evicted by their landlords, with leases broken, as the landlord thinks he can make more turning the unit into an STR. I know at least half a dozen people in the last couple years that that has happened to. City wide the number must be pretty large if I know that many from just among my friends. I've also seen landlords who found out that that nice guy who rented Apartment B, listed it and turned it into an STR the afternoon he got the keys. There are several people in town who posed as long term tenants in multiple units, then listed those same units as Short Term Rentals turning themselves into professional STR providers. If a landlord knows that's what a tenant plans to do then they're both at fault, but often the landlord doesn't know. **We need some discussions in this city about a more balanced approach regarding the rights of tenants and landlords as we are a city with a large number of renters whose rights and issues have been overlooked for a very long time.**

Having spent the last month reading comments, I will not attempt to cover all the ground that so many others have gone over much better than I can. In comment section 1, p.95, a man named Jay Seastrunk has a lot of interesting comments regarding Master Plan specifics and safety/bldg issues. He mentions the possibility of a homeowner with a raised home, building multiple bedrooms under his raised home, each with its own exit door and wonders if something like that, which would be essentially a motel under the pilings, would be legal. That could happen even with the Owner occupy/Homestead regulation scenario.

I wish I'd written down all the page numbers of great comments. I didn't. I know Mr. and Mrs. James Morrison, Jr. are in that first comment section and their well reasoned and very detailed 5 pg comment has lots to say about zoning with regard to single family, two family, multi-family homes. I would urge you to find that one and read it.

Either comment section 1 or comment section 4, look for Dr. Emile Brinkmann, PhD. Dr. Brinkmann was the Chief Economist of the Mortgage Bankers Association, and is considered an expert on residential real estate issues. He feels that a unit removed from the rental market circumvents the Fair Housing Laws. He also talks about zoning issues, distortion of home prices and rental rates, and says that if the homeowner HAS a mortgage and decides to STR, he may be committing Mortgage Fraud unless he explicitly stated that he was going to operate a short term rental on the mortgaged property. It's a lengthy and very informative document, in depth with some recommendations. Again, I urge you to track it down and read it. It's worth it.

Also important are the comments from the Hotel folks and PIANO, the LEGAL Bed and Breakfast group. As PIANO points out, they had to dot all the i's and cross all the t's in order to open their business. If we're going to allow and regulate STR, we are in fact allowing the property owner to

run a business in a residential area. They should at least have to play by the same rules, not just pay the same taxes and think it's a fair game.

After a month of reading all of this, I am more convinced than ever that **IF we allow this into the city, the data from the listing corporations is crucial as is the limitation of permit/licensing to owner occupied dwellings.** Otherwise we'll be overrun with STR's owned by people who don't vote here, use our city as a piggy bank, and who don't care about neighborhoods or displaced locals. I'd like to ban STR outright, but if we have to compromise on this, then at least let's make it tougher to do and of greater benefit to us.

For anyone who thinks this is only a downtown problem, one woman who commented atnola.gov lives on Dominican Street. She says as of LAST summer, she had counted 18 AirB's, excluding VRBO/Homeaway/Craigslist, etc. She and her husband have lived in that house for a very long time. She feels surrounded, without neighbors, and says that two elementary schools in her area are also virtually surrounded. This isn't what we want for our neighborhoods, so let's really think about this. My questions are the tip of the iceberg.

Again, go read what much smarter people than me have written about this and watch out for the smoke and mirrors of the slick PR types putting out info for folks like ANP.



Regards,
Sam Jasper

Nicholas J. Kindel

From: CPCinfo
Sent: Wednesday, November 18, 2015 12:38 PM
To: Nicholas J. Kindel
Subject: FW: Short Term Rental issue with unfairness in conditional use and parking exemptions

From: Joseph Henson [<mailto:josephh@bentmedia.com>]
Sent: Tuesday, November 17, 2015 4:56 PM
To: CPCinfo
Subject: Short Term Rental issue with unfairness in conditional use and parking exemptions

I live in St Roch which is an HU-RD2 district. HU-RD2 district allows Principal B&Bs as permitted use but accessory B&Bs are conditional use. While in the Marigny which is HMR or HMC-1 for the most part (both historic core neighborhoods) Accessory B&Bs are permitted. That is not fair zoning given the updated technologies like airbnb.

As a small one room owner-occupied STR in the St. Roch, I should be able to run an accessory B&B out of our two-family (converted to single) house. Those in the Marigny are able to do it without there being a conditional use process, why shouldn't a small STR in the St. Roch also have that option.

Another thing that is of issue is the parking regulations for bed and breakfasts in the current CZO. In the current CZO it says that for all B&Bs the rule is 1 offstreet space + 1 per 2 guestrooms. This in and of itself is too restrictive and not fair. However, to make matters even more unfair, those residing in ALL Historic Core Neighborhood Districts are exempt from all of the off street parking requirements of Table 22-1 of the CZO.

This means that those in the Marigny and Bywater can have permitted use accessory B&Bs without any off-street parking restrictions but those of us across St. Claude in St. Roch and 7th Ward are required to seek conditional use for an accessory B&B and are required to provide an off street parking space for it. This is completely unfair. All accessory B&Bs should be permitted use and off-street parking should not be required in both Historic Core Neighborhoods and Historic Urban Neighborhood zones.

Thank You,

Joseph Henson

11/17/15 Spr.

What plans are there to simplify the conditional use process (or eliminate it)? For ~~ex~~ instance small B+B's are conditional in St. Roch but permitted use in Marigny + Bywater. How is that fair?

Also, off-street parking is currently required for all A+B's but those in historic core neighborhoods are exempt from all off-street parking requirements in the CZO. How can the playing field be leveled to where neighborhoods like St. Roch have laxer parking requirements like those in the Marigny + Bywater?

Nicholas J. Kindel

From: CPCinfo
Sent: Wednesday, November 18, 2015 12:39 PM
To: Nicholas J. Kindel
Subject: FW: Short term rentals

-----Original Message-----

From: Chad Pellerin [<mailto:chadpellerin69@gmail.com>]
Sent: Wednesday, November 18, 2015 7:10 AM
To: CPCinfo
Subject: Short term rentals

I have two short term rentals operating on my block. The trash is left outside in the mornings to smell and rot until taken the next morning. Sometimes stray animals tear open the bags and my neighbors are left to pick up the left overs. The owners of these two homes do not live there. One is a cardiologist and the other lives in Los Angeles. Both are wealthy and are not using the facilities to supplement their otherwise middle incomes but are tax avoiders. Please do not let such operations continue here. Thanks.

Chad Pellerin 819 Orleans Ave. (504) 522-0880

Sent from my iPhone

Nicholas J. Kindel

From: CPCinfo
Sent: Thursday, November 19, 2015 9:03 AM
To: Nicholas J. Kindel
Subject: FW: Short term rentals

-----Original Message-----

From: Nathaniel Rich [<mailto:richnathaniel@gmail.com>]
Sent: Wednesday, November 18, 2015 3:08 PM
To: CPCinfo
Subject: Short term rentals

To whom it may concern:

I'd like to offer my support for a fair short-term rental policy that allows the practice to continue, albeit with some limitations, and allows the city to benefit from additional tax revenue. Short-term rentals provide a valuable service to a large number of visitors to New Orleans who would prefer to stay in a private residence instead of a hotel. These motivations might be economic (short-term rentals tend to be cheaper, particularly for longer stays); cultural (not all visitors desire the amenities offered by hotels); or geographic (most of the hotels are clustered downtown or in the French Quarter, whereas most people I know would prefer not to stay in either neighborhood during a visit).

I understand that in some cities—like Chicago, Oakland, Washington, DC—Airbnb handles the calculation and collection of local occupancy tax, which seems like a reasonable proposition. I think most Airbnb users, both visitors and homeowners, would be happy to pay such a tax.

I appreciate the concerns of neighbors who live next to homes that seem to have been bought exclusively for short-term rentals, which I agree is a practice that may lead to abuse and have a detrimental effect on neighborhoods. But I think if some basic standard was applied—that homeowners had to live in the house some number of days a year, or that the rental space be situated on a property inhabited by homeowners—much of these problems might be avoided.

I hope that a common-sense compromise can be reached that will allow the practice to continue legally, while providing tax revenue to the city.

yours sincerely,

Nathaniel Rich
New Orleans