

Craig, Sondra

From: Elsen, Nikki
Sent: Thursday, September 8, 2022 8:20 AM
To: Craig, Sondra
Subject: FW: Agenda Item 221153 Airbnb Regulations
Attachments: Middle-Class-Economic-Report.pdf

From: Marty Walleser <mwalleser44@yahoo.com>
Sent: Wednesday, September 7, 2022 1:38 PM
To: Elsen, Nikki <Elsenn@cityoflacrosse.org>
Subject: Agenda Item 221153 Airbnb Regulations

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Good morning,

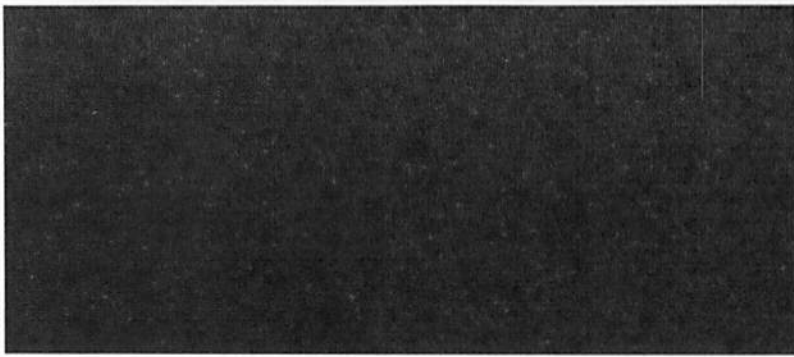
I am writing in opposition of the agenda item 221153 - Neighborhood Revitalization Commission. I own 5 airbnb's in the city of La Crosse. Airbnbs are my passion and primary income. As a property owner in La Crosse we are already subject to significantly higher taxes. La Crosse County is in the top 3% statewide for highest tax rate. According to the Tax-Rate.org, La Crosse County has **one of the highest median property taxes in the United States**, and is ranked 172nd of the 3143 counties in order of median property taxes. Wisconsin itself ranks top 5 for highest taxes in the nation. Adding regulation and fees is just a money grab and direct jab to my minimalistic middle class lifestyle. We work hard to provide an over the top experience to family's, business travelers, entertainers, and even just locals needing a break from reality that has now become know as a staycation. Currently there is a 133 Active airbnb's (according to AirDNA) in La Crosse county, and 21,239 households (according to US CENSUS). Airbnb represent way less than 1% of housing and this small number of airbnbs is not causing any issues with affordable housing in La Crosse. Taxing and regulating rentals will just be passed onto our guests for which with dollars already tight in many families due to record high inflation, this could price La Crosse out of a desirable and affordable destination. Pricing La Crosse out of the short term rental market, will lead to a domino affect of less visitors, less local dollars spent, less room tax and most importantly less people using the preferred option of lodging all because some feel it's best to infringe and collect more money on our middle class properties on top of the La Crosse accommodation tax, La Crosse General Sales & Use Tax and Wisconsin's General sales & Use Tax. These taxes total 23.79 percent on top of host fees, income tax, personal & physical property taxes. Finally I encourage you to browse my link provided below to browse and read the 100's of reviews on each listing of our guests experiences. You will see how our Airbnb's are representing the city and how grateful people are for them! Please don't take away my passion of showcasing & hosting visitors of La Crosse. Please VOTE NO on any regulations or fees/taxes on short term rentals. Thank you.

Marty Walleser - 402 19th Street South - La Crosse

Attached: Airbnb: A New Resource for Middle Class Families

LINK:

[La Crosse's Best Airbnb Stays | Linktree](#). - GOOGLE "La Crosse Best Airbnb's Stays Link Tree"



La Crosse's Best Airbnb Stays | Linktree

A group of friends sharing all of La Crosse's greatest stays!



Airbnb: A New Resource for Middle Class Families





**Good
Neighbors**
On average,
Airbnb hosts
have lived in
their hometowns
for almost 20
years.

For millions of immigrants, the long journey toward the American Dream went past Ellis Island and the Statue of Liberty. These families came to the United States searching for a better life in a land full of opportunity, where happiness and financial stability could be achieved through hard work.

Today, the Statue of Liberty is a symbol of this hope and the freedom to pursue the American Dream, but for many families, that dream feels increasingly out of reach. Economic turmoil and stagnating incomes have meant that hard work alone no longer guarantees Americans will be able to provide comfortable lives for their families.

Amidst this uncertainty, we are proud that Airbnb has become an economic lifeline for the middle class. Home sharing and Airbnb allow local residents to use what is typically one of their greatest expenses — their home — to make additional income that helps them pay the bills.

Policymakers are taking notice and acting to support home sharing and the middle class. Today, Jersey City — less than half a mile from the Statue of Liberty — proposed new legislation that would make the City the first location in the tri-state area to pass common sense home sharing laws. Jersey City has a robust history as a hub for middle class families and we appreciate city leaders' work to pass progressive rules that support working men and women.



Making Ends Meet
Money earned from home sharing helps nearly 60% of Airbnb hosts stay in their homes.

But Jersey City isn't the only city embracing home sharing and Airbnb. London, Paris, Amsterdam, San Jose, Nashville and Philadelphia are just some of the jurisdictions that have enacted commonsense rules for home sharing. Additionally, Airbnb has worked with civic leaders around the world to collect and remit tourist and other hotel taxes in Chicago, Oakland, Santa Clara, Palo Alto, Malibu, Phoenix, Washington, D.C. and the states of Washington, Rhode Island, Oregon, and North Carolina.

This report outlines data regarding Airbnb and middle class families in the United States. Airbnb is committed to helping middle class families, and we will continue to work collaboratively with leaders in cities around the world on fair rules that let people share their homes and make it a little easier for working families to get by.

Middle Class Families Support Home Sharing

An Airbnb survey of hosts in cities across the country, found the average host has lived in their hometown for 19 years and roughly 50 percent of these hosts earn less than the median income in the United States. Three quarters of surveyed hosts say their rent or mortgage is their largest monthly expense and 58 percent indicated that income earned on Airbnb has helped them stay in their homes.

Separate polling, commissioned by Airbnb and performed by Survey USA in July 2015, found that home sharing holds widespread appeal among all Americans, but particularly among middle class families, people looking to supplement their current income stream, and communities of color.

When people learn that the typical home sharer can earn enough money to pay for an entire year's worth of groceries, 51 percent of middle class Americans are interested in sharing their space with visitors. Among those seeking additional income, 59 percent are intrigued by the idea.

Home sharing also has the potential to help a diverse group of Americans. Our national survey found the majority of Hispanic respondents (51 percent), Asian respondents (54 percent), and African American respondents (56 percent), all expressed interest in being able to share their home with visitors.

The modest, but significant amount of money families can earn sharing their space can make a real difference for families. Among survey respondents, 55% said that extra income would make a noticeable and positive difference in their lifestyle.

An Economic Lifeline for the Middle Class

Support for home sharing is robust and growing in part because it offers an economic lifeline for middle class families. The vast majority of Airbnb hosts are working families who rent only their primary residences—the homes in which they live—and data shows that these families can benefit substantially from sharing their space.

According to a recent report compiled for Airbnb by former White House National Economic Advisor and Director of the National Economic Council, Gene Sperling, in the United States alone, Airbnb hosts have earned more than \$3.2 billion over the past seven years and a typical host rents out their home for 66 days per year, earning an extra \$7,530 annually with just a single property. For the average American family making \$50,000 per year, that extra income would be the equivalent of a 14% salary raise.

A 14% Raise

The typical Airbnb host makes \$7,530 each year sharing the home in which they live. That's enough to offset:



78% of mortgage payments



10 months of transportation costs



One year's worth of groceries

For the typical homeowner, \$7,530 could cover 78% of a family's monthly mortgage payments or 10 months worth of transportation costs including gas, car payments, vehicle expenses, and insurance. Additionally, the money earned through Airbnb is a source of income that can help families weather a period of unemployment or an unexpected medical

issue. For some, it simply makes it affordable for them to cover their rent or mortgage and stay in their homes.

The impact of losing this income cannot be overstated. In San Francisco, voters are considering an anti-home sharing ballot measure this fall that would cost the average hosts thousands of dollars annually. According to Economic and Planning Systems, nearly 1200 low-income San Francisco Airbnb hosts would be vulnerable to displacement from their current homes if the measure passes.

Sharing their primary home on Airbnb helps families ease financial strain and improves their quality of life by allowing them to turn what is typically one of their greatest expenses into a tool that helps them to make ends meet. We look forward to continuing to work with policymakers in Jersey City and around the world as they develop thoughtful home sharing laws that support home sharing and the middle class.