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To: zzcouncilmembers@vityoflacrosse.org  
Re: Short Term Rental Ordinance adoption, December 14, 2023

December 13, 2023

Dear Members of the Common Council,

Short Term Rentals (STRs), like hotels, are valuable in the mix of attracting visitors and people with shorter term business in our City of La Crosse. They can bring in valuable room taxes. But STRs must not be disruptive of neighborhoods or otherwise take away from the City's need to increase true residential housing for permanent residents. Any governing ordinance must be reasonable for neighborhood residents and business owners.

I urge you to adopt the proposed ordinance, with the amendments. They will help increase communication in neighborhoods, especially where there are absent landlords. Many operators eager to maintain their high ratings on Airbnb, Virbo, etc. are immediately on top of concerns and pay all room taxes owed to the city, but others do not. Leveling the playing field for Short Term Rental (STR) operators is essential.

I also urge discussion of STRs and their impact not end with adoption of the ordinance and amendments that the Council may or may not add at this time. Hopefully the City will continue close monitoring and discussion including:

- how many dwellings come off the housing market
- appropriate density of STRs
- how to increase affordable, diverse longer-term housing
- how to meet our housing challenges in general as more units come off the market for STRs
- adjusting STR rules to fit particular neighborhoods – some neighborhoods are more commercial and easily fit in STRs without disruption; other residential neighborhoods do not
- what kind of grandfathering should be done for businesses that are located in areas where STRs easily fit in, and/or have already established a business model needing more than the minimum or maximum days of occupancy proposed here
- assurance of collection of taxes including regular self-reporting if needed
- loss of revenue for our schools when La Crosse family-type housing comes off the market
- changes in neighborhood conditions with STRs
- supplementary, specific mandatory materials for STR owners and renters to be sure they understand occupancy limits, noise rules, trespass, etc.

The ordinance and its amendments, with continued close monitoring, will make for uniformly better operators, and stable better neighborhoods.

Thank you for your consideration.

Maureen Freedland

