

Balancing Opportunities & Challenges

Regulating Short-term Rentals
in New Orleans

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Basic Assumptions

1. The current system is not workable
2. Short-term rentals will be permitted, in some form, in New Orleans
3. There are many types of users and uses on STR platforms
4. Any ordinance needs to address New Orleans' specific context
5. Without enforcement, even the best ordinance will fail
6. There are infinite things to discuss

1. SAFETY
2. HOUSING & NEIGHBORHOODS
3. ECONOMIC OPPORTUNITY
4. ENFORCEMENT

ISSUE

Details

Data Point

Sticking Point

Opportunity

1. SAFETY

2. Housing & Neighborhoods
3. Economic Opportunity
4. Enforcement

Goal:

The safety and security of
guests, hosts, and neighbors

I. SAFETY

Habitability

- Physical structure
- Basic amenities
- Vermin-free
- Not currently blighted

Emergency Safety

- Fire extinguishers
- Smoke detectors
- Carbon monoxide detectors
- Safety cards
- First aid kits

Hurricane Planning

- Evacuation plans
- Emergency kits
- Contact information



A man with short dark hair, wearing a light-colored, long-sleeved button-down shirt and dark trousers, stands on a balcony. He is leaning against a white wall on the left and looking off to the right. The balcony has a white metal railing. In the background, there are palm trees and a clear blue sky, suggesting a sunny day in a warm climate.

Insurance & Liability

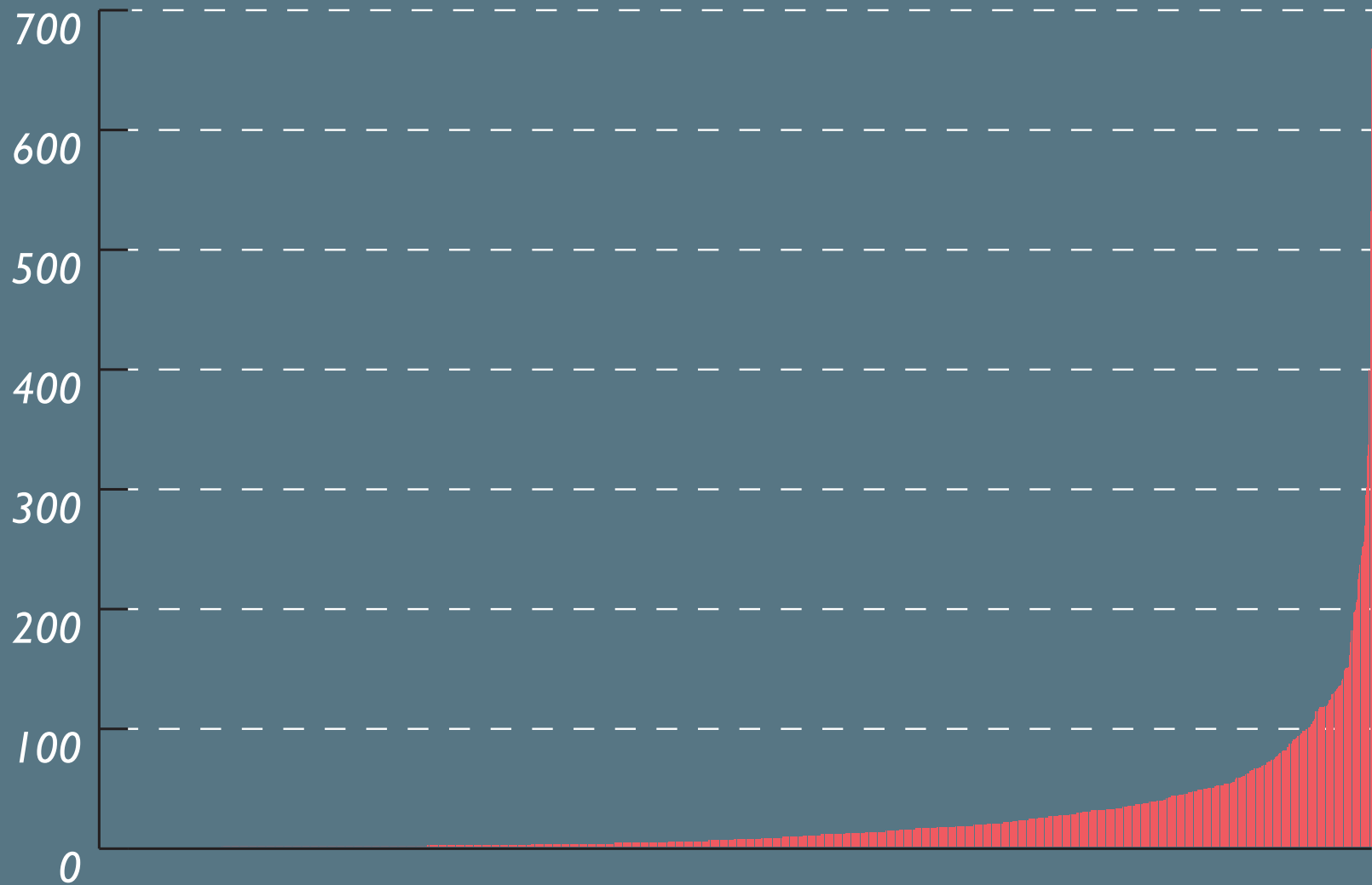
Zac Stone

DATA POINT

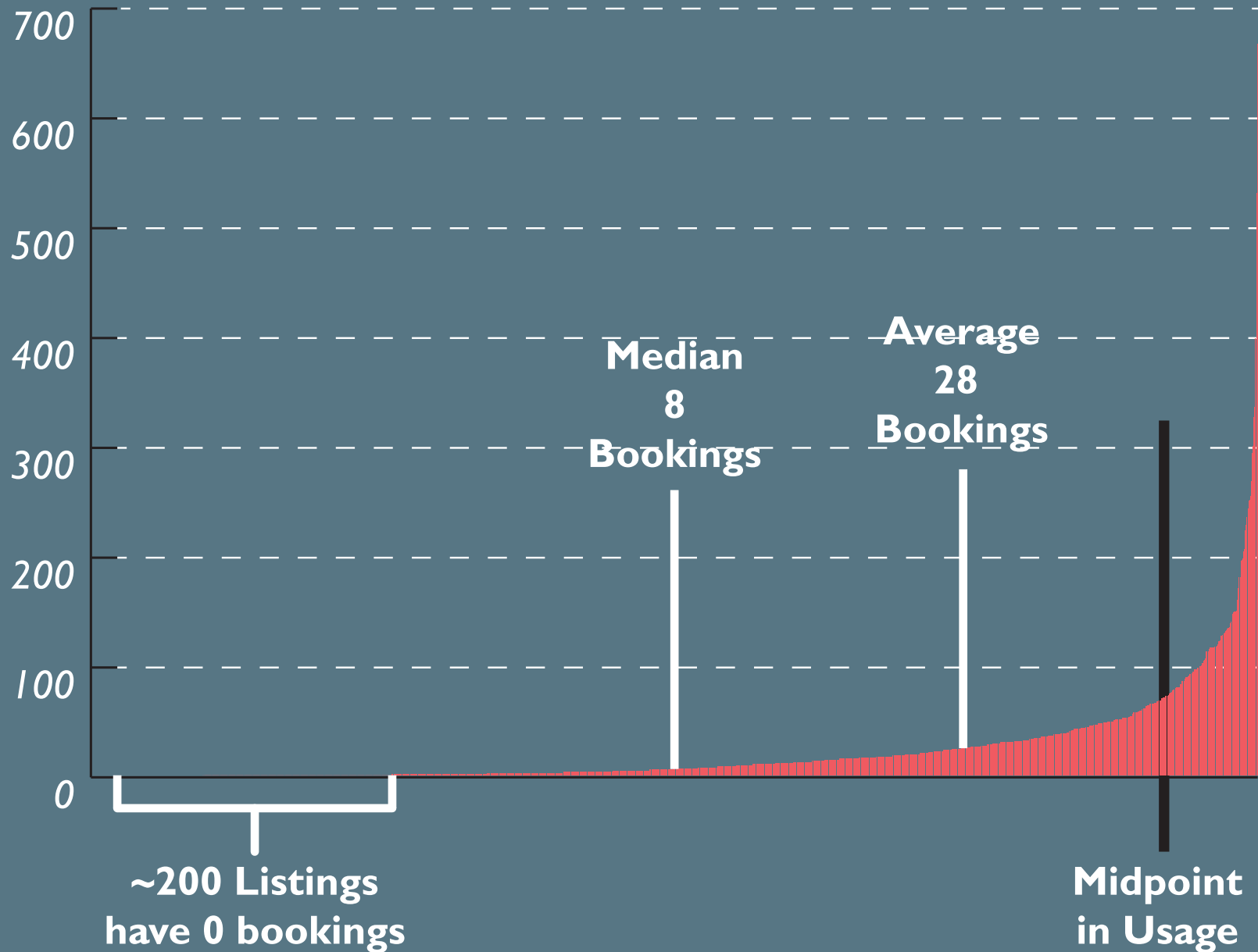
#1: Intensity of Use

The average is not average

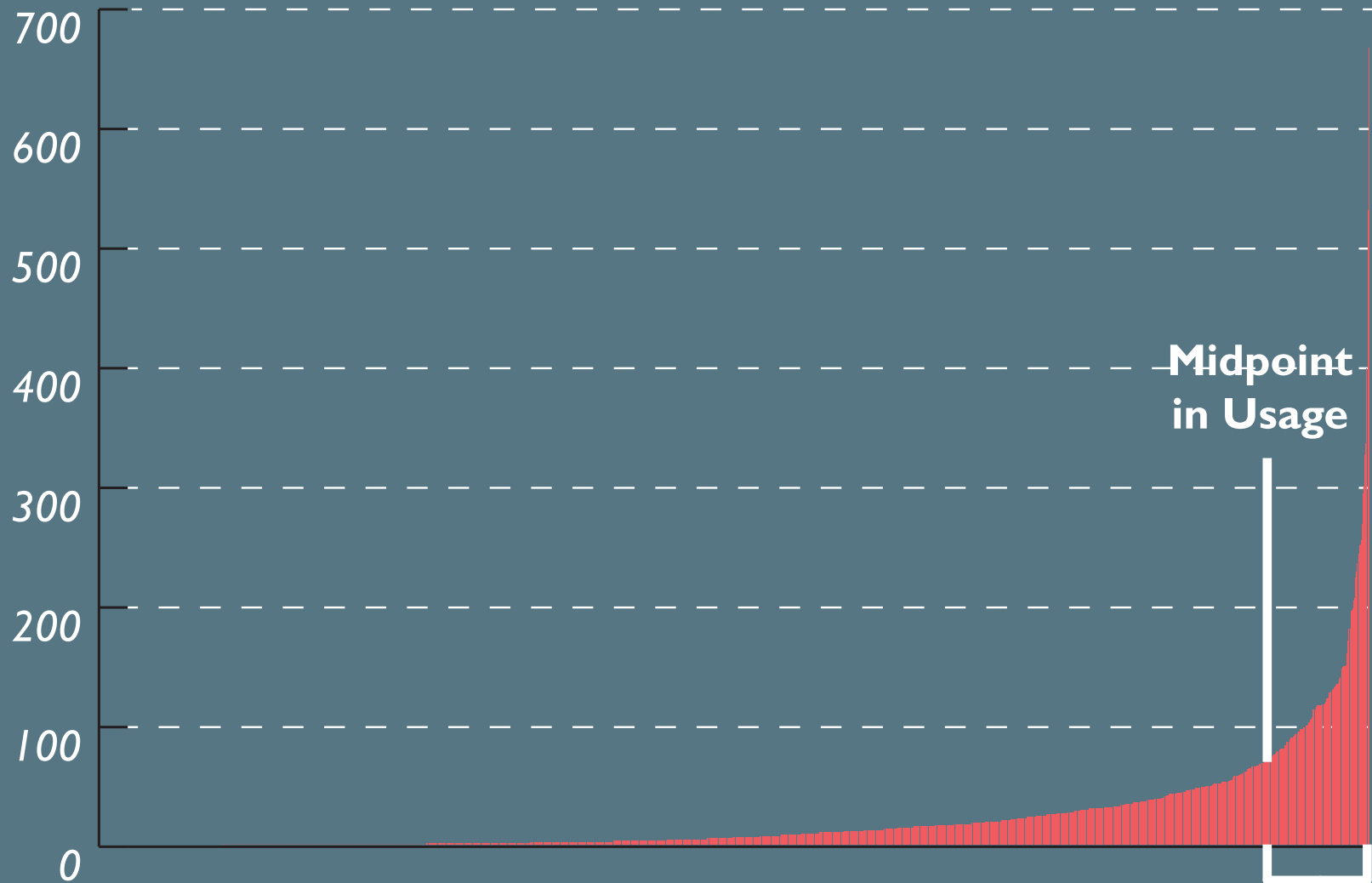
Number of Bookings by Listing



Number of Bookings by Listing



Number of Bookings by Listing



6% Of All Listings Are Responsible For 47% Of All Bookings

STICKING POINT

#1: Inspections

When to call the fire marshal?

SAFETY
OPPORTUNITY
.....

#1: Disaster Housing

Helping in regional aid

1. Safety

2. HOUSING & NEIGHBORHOODS

3. Economic Opportunity

4. Enforcement

Goal:

Neighborhood-scale solutions
to neighborhood-based problems

The Times-Picayune

AM2
75c • METRO EDITION

WEDNESDAY, AUGUST 12, 2015

DAILY & BREAKING NEWS AT



Loyola targets programs to trim its costs

University seeks to save \$10 million

By Richard A. Webster
Staff writer

Loyola University informed its faculty and staff Tuesday that dozens of programs are on the chopping block, as administrators seek to trim \$10 million from its budget over the next five years.

The suggested cuts could potentially hit all departments with final decisions to be made in December. Although the university doesn't specifically propose any faculty and staff cuts at this stage, the elimination of programs would likely result in the loss of jobs.

The proposal is "designed to put Loyola on a sure and solid financial path for the future while also advancing our

See **LOYOLA**, A-9

Common Core gets support

N.O. home prices surge 46% since Katrina

Suburban areas see more modest gains



By Katherine Sayre
Staff writer

The average price of a house in New Orleans has climbed a

But in Jefferson Parish, a traditional south shore star of the metro real estate market, the average price of a house increased by a meager 1 percent over the post-Katrina decade.

a national trend of homebuyers wanting to live in urban core neighborhoods.

But in New Orleans, young people ready to buy their first home are discovering a dearth of

AVERAGE NEW ORLEANS HOME PRICE, PER SQUARE FOOT

WELCOME TO THE
BYWATER
NEW ORLEANS, LA
WHERE THE VACATION NEVER ENDS!

WHO NEEDS
NEIGHBORS
WHEN WE'VE GOT
BRUNCH?

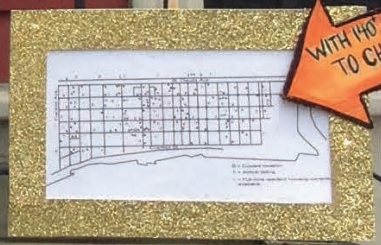
PFFT, AFFORD-
ABLE HOUSING IS
SO
PRE-KATRINA.

YOU TOO CAN
LIVE LIKE A
"LOCAL!"*

* FOR THE
LOW, LOW PRICE
OF
\$250/NIGHT.**

** DOES NOT
INCLUDE CLEAN-
ING FEES.

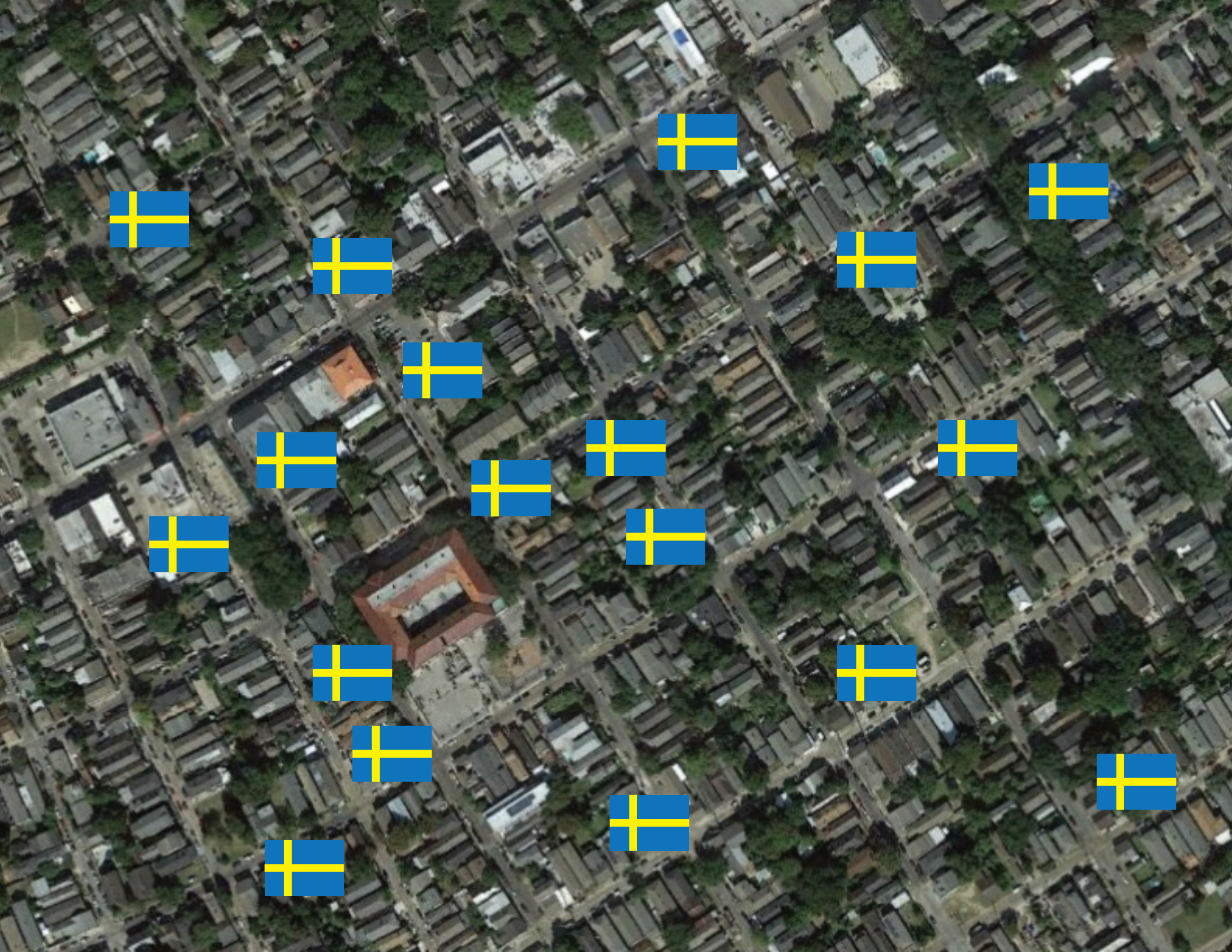
WITH 140+ LOCATIONS
TO CHOOSE FROM!



TEMPORARILY
REAL TATTOOS
FOR YA MAMA'EM,
YA HEARD?

WOW HOW THE
LIVING IS CHANGING!





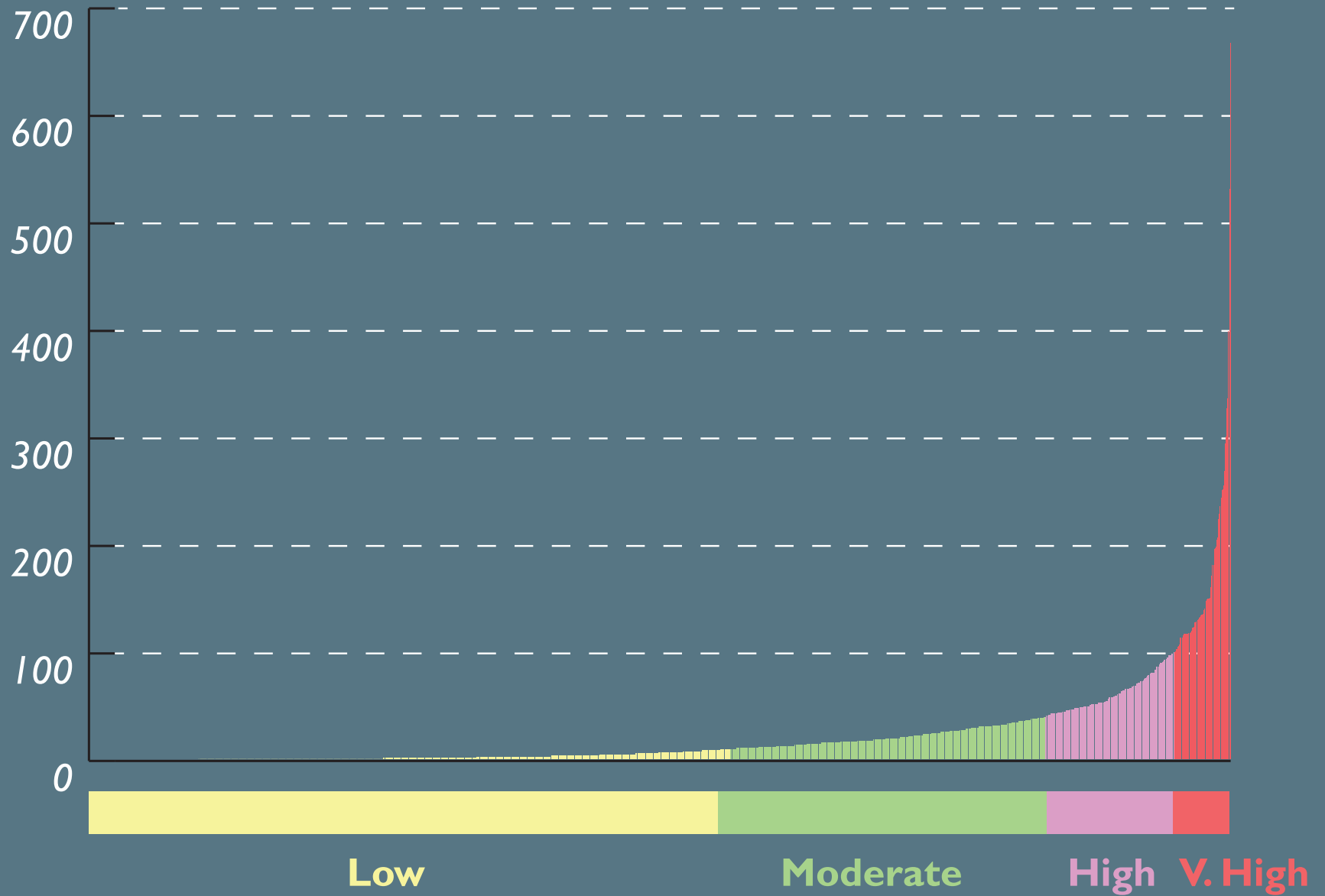
DATA POINT

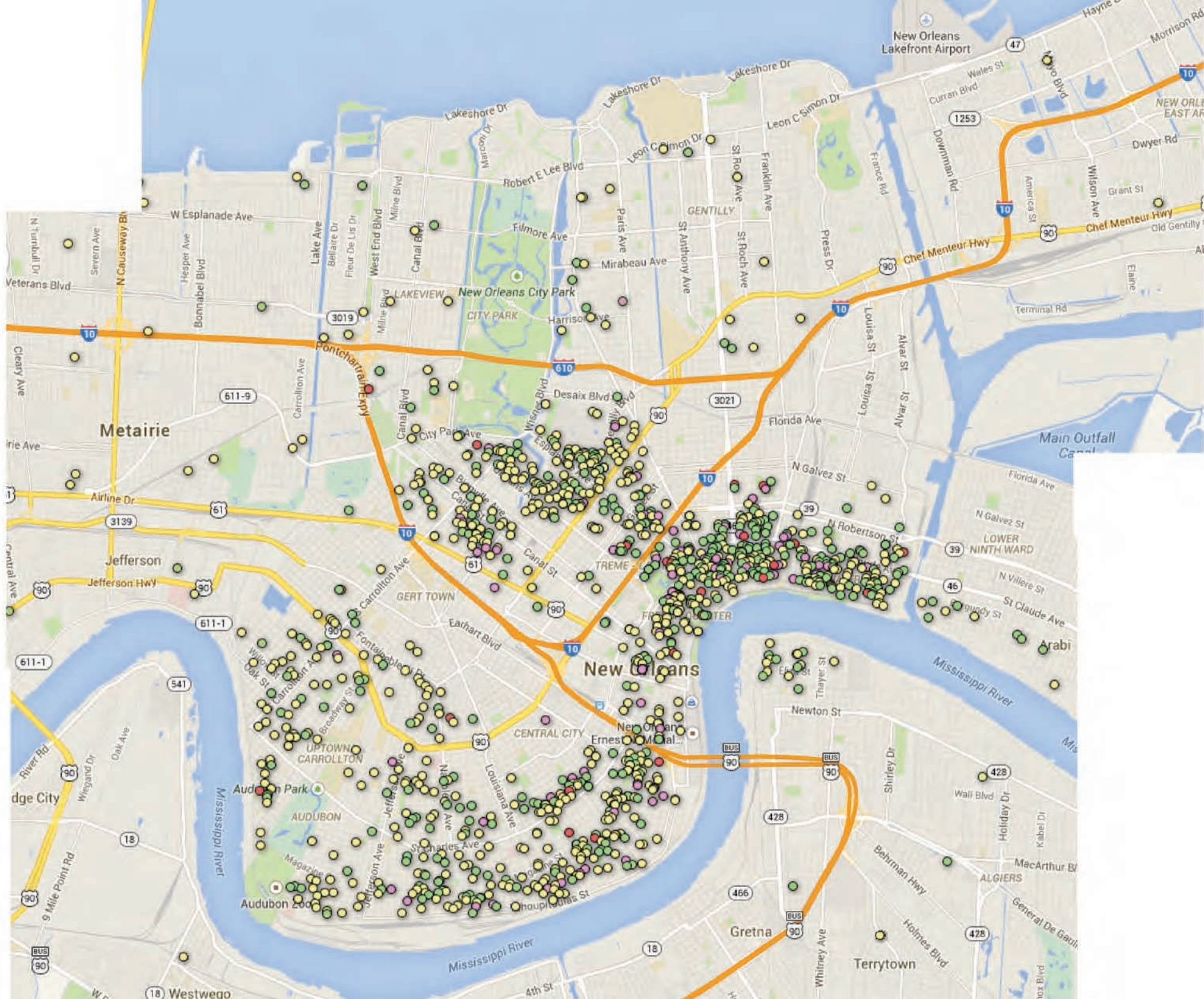


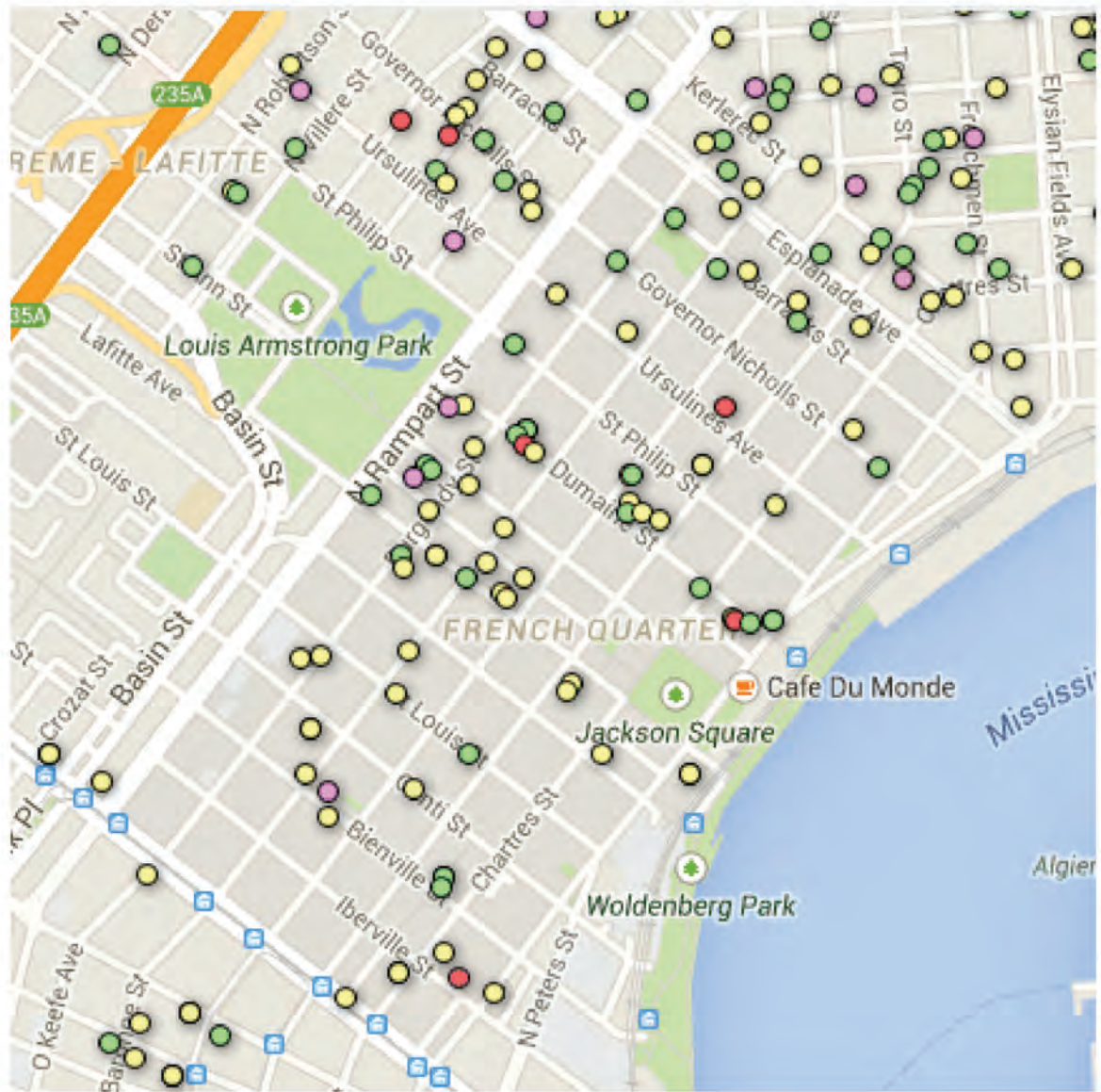
#2: Density of Use

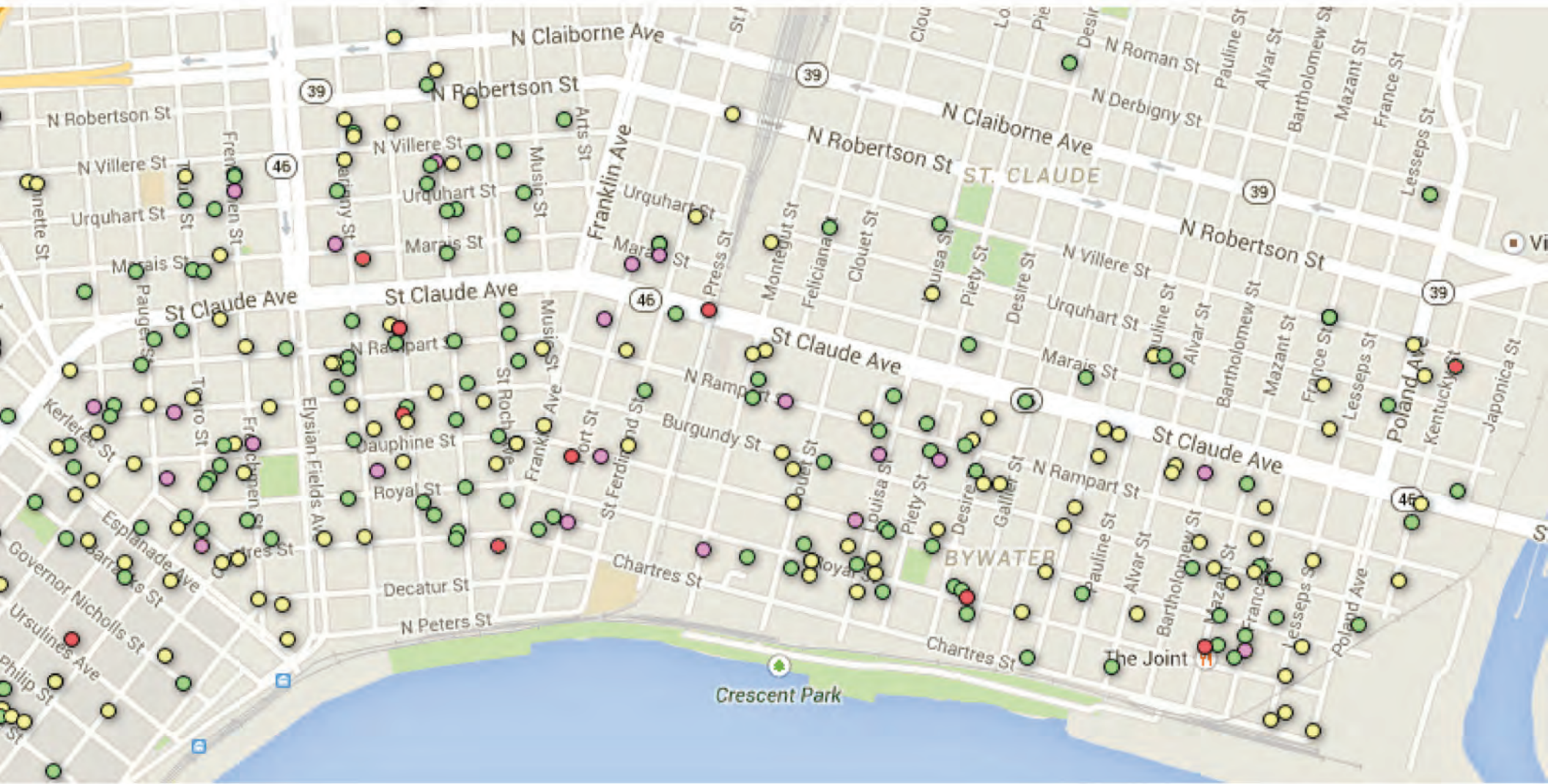
General presence, local abundance

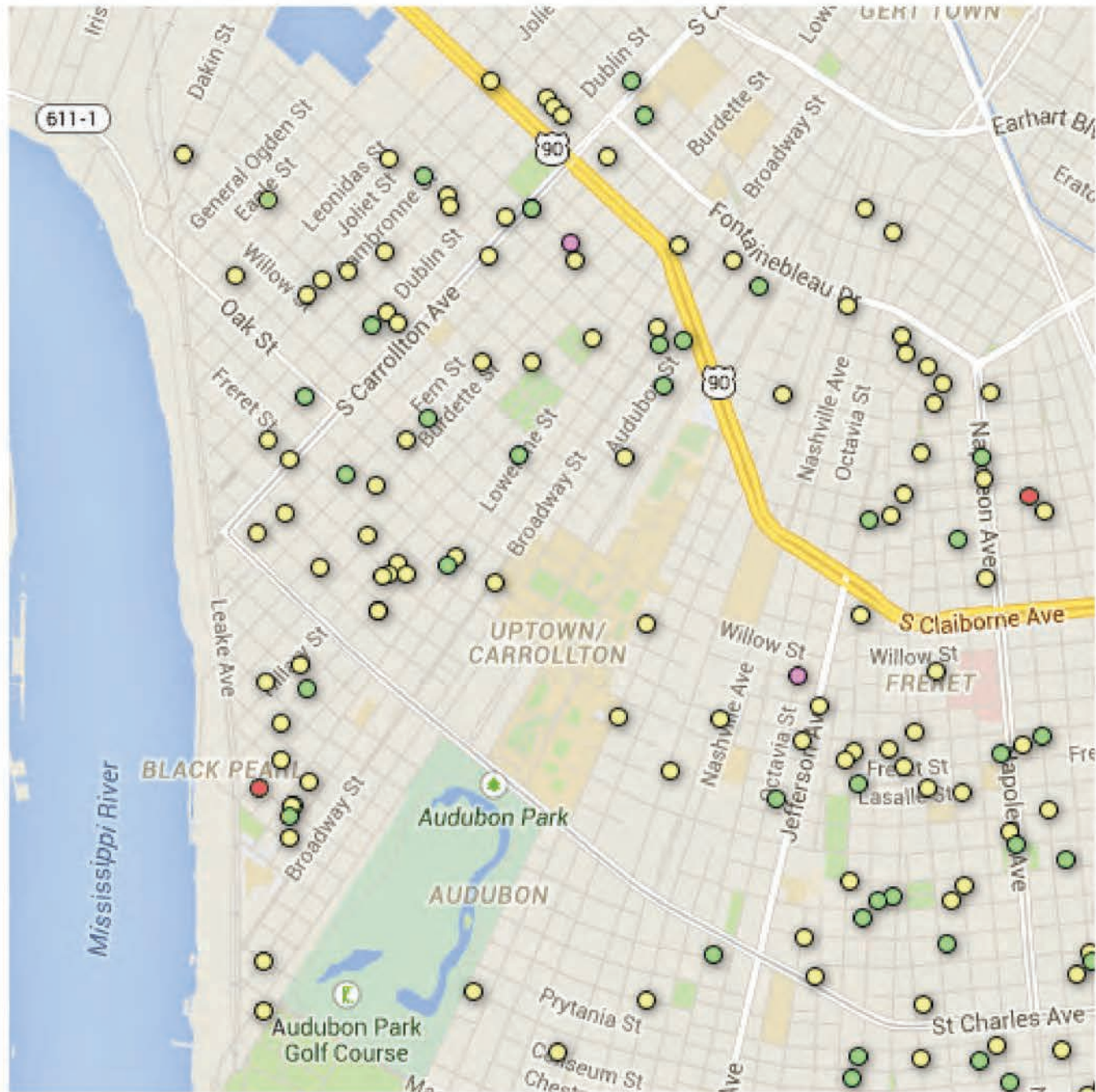
Number of Bookings by Listing











Bedroom Density

Assignment: How many bedrooms are on your block?

Irish Channel



Bywater



Mid-City

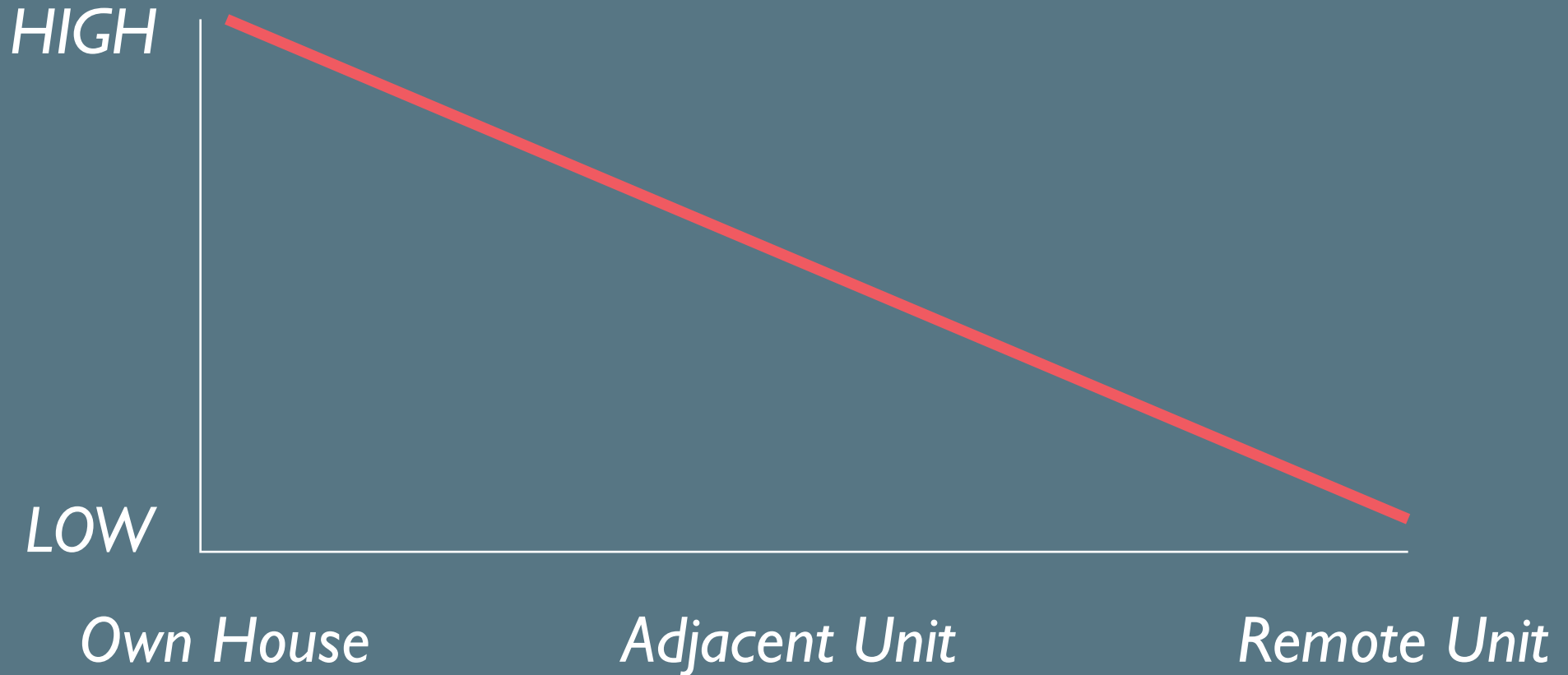


STICKING POINT

#2: Occupancy

When can you remote host?

Theoretical Accountability Level



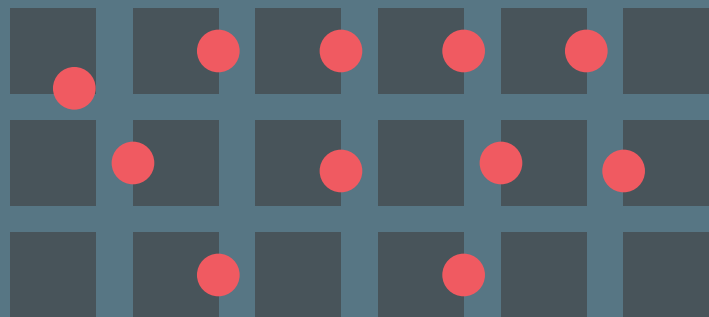
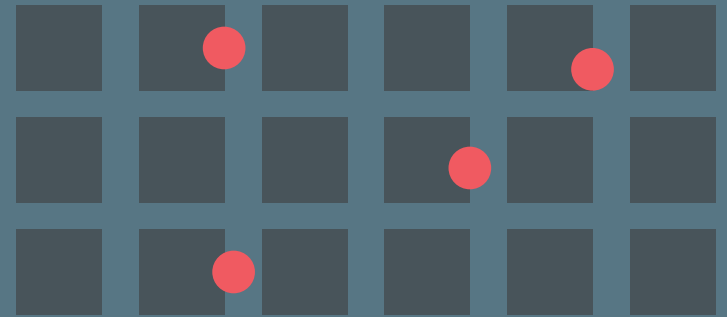
HOUSING OPPORTUNITY

#2: Neighborhood-based Density

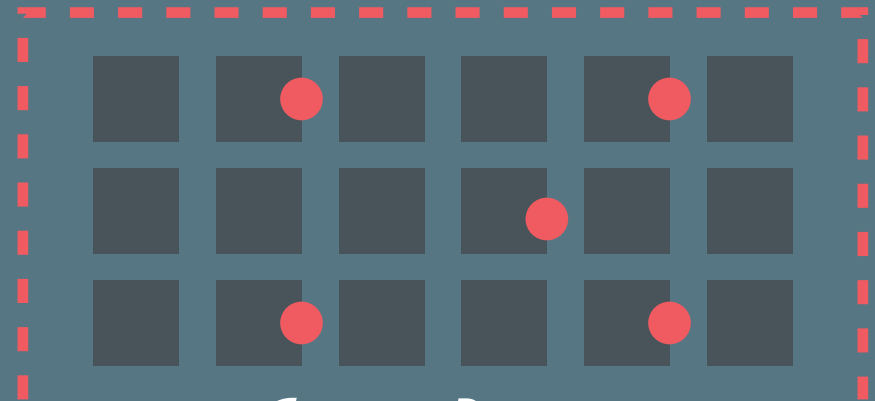
Low-Use Neighborhood



No Density Cap



High-Use Neighborhood



Cap on Permits



HOUSING OPPORTUNITY

#3: The Double Option

Use STRs to incentivize affordable housing



HOUSING OPPORTUNITY

#4: The Give-Back

An STR fee for the housing trust fund



1. Safety
2. Housing & Neighborhoods
- 3. ECONOMIC OPPORTUNITY**
4. Enforcement

Goal:

Promote a more equitable access
to the tourist economy

3. ECONOMIC OPPORTUNITY

In 2013, approximately 100,000 visitors to the New Orleans area stayed in private home rentals.

- They generated a **total economic impact of \$174.8 million**, comprised of \$99.8 million in direct spending and \$74.9 million in secondary spending.
- Visitor spending also resulted in the creation or support of nearly 2,200 full-and part-time jobs.
- These jobs are expected to create a total of **\$56.1 million in additional earnings** for residents.
- Visitor spending is also estimated to generate a total of **\$10.8 million in tax revenue** for state and local governments. Of that total, roughly \$6.1 million will go to the State of Louisiana, and \$4.7 million will be claimed by local governments in the New Orleans area.

3. ECONOMIC OPPORTUNITY



Bellhop

Desk clerk

Concierge

Maid

Laundry worker

Janitor

Maintenance worker

Management

Social media manager

Advertiser



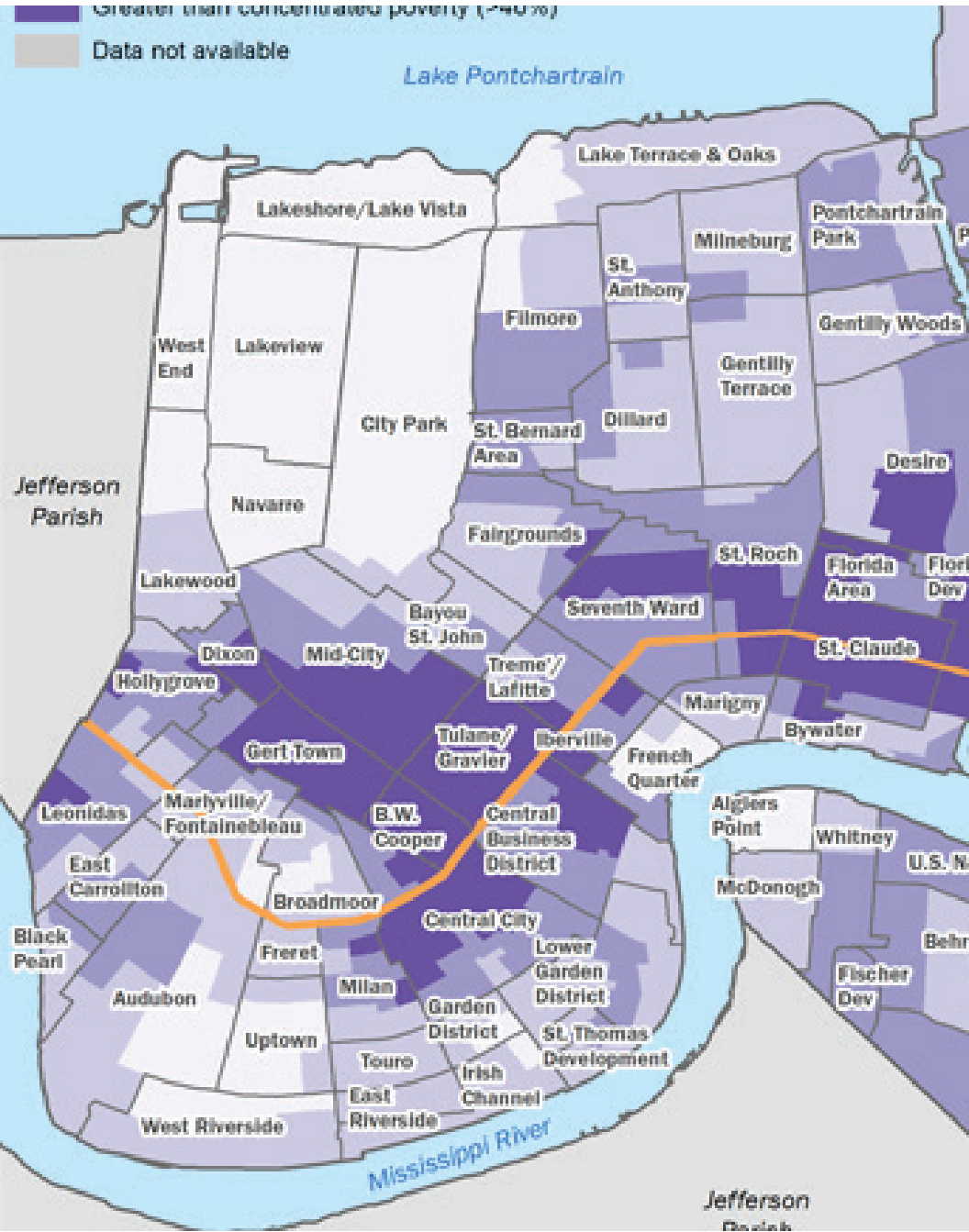
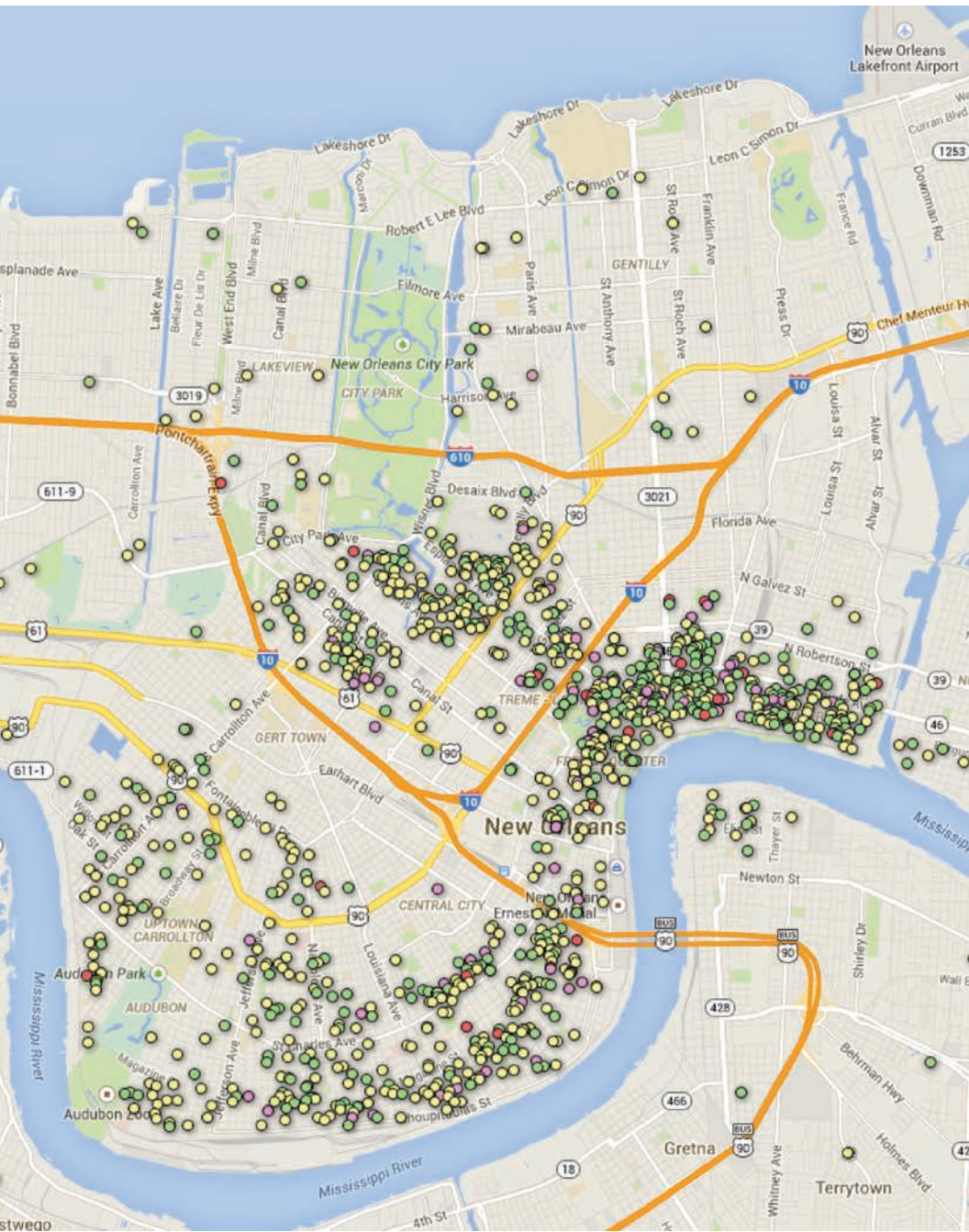
You

DATA & STICKING POINT



#3: Equity of Use

How to decouple STRs from gentrification
Subtle (and not subtle) barriers to opportunity



3. ECONOMIC OPPORTUNITY

As many as

78%

of rental units
in New Orleans
need major repairs

About

1/3

of houses
in New Orleans
lack Internet access

At least

58%

of renters
in New Orleans
are cost burdened

ECONOMIC OPPORTUNITY

#5: Non-profit ownership

Alternative models of benefit



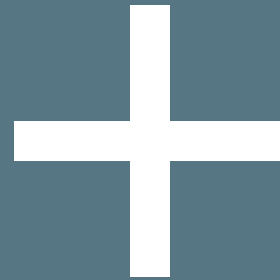
ECONOMIC OPPORTUNITY

#6: Spin-off Relationship

Deepening the tourist economy



You



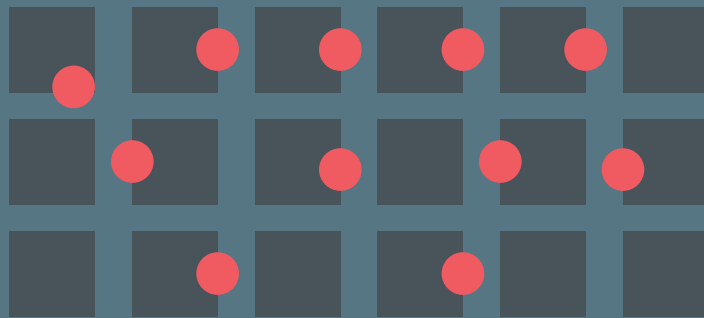
*Tour guides
Artists
Neighborhood businesses
Job training
Transit
Volunteer groups*

...

ECONOMIC OPPORTUNITY

#7: Event-based Flexibility

Simple processes for monetizing big moments



1. Safety
2. Housing & Neighborhoods
3. Economic Opportunity
- 4. ENFORCEMENT**

Goal:

An efficient and effective system

4. ENFORCEMENT

Complaint-Driven System



- Getting Started
- Account & Profile
- Hosting
- Traveling
- Reviews
- Business Travel
- Trust & Safety
- Taxes
- Policies
- Contact

New Orleans, LA

When deciding whether to become an Airbnb host, it's important for you to understand the laws in your city. As a platform and marketplace we do not provide legal advice, but we want to provide some useful links that may help you better understand laws and regulations in New Orleans, LA. This list is not exhaustive, but it should give you a good start in understanding your local laws. If you have questions, contact the [Bureau of Revenue](#) or other city agencies directly, or consult a local lawyer or tax professional.

- **Business License.** An Occupational or General Business license is required for certain types of businesses in New Orleans. Further information is available at the Department of Revenue's [information page](#).
- **General Information.** The City provides general information about permits and taxes in [this Resource Guide](#), which defines the different types of "bed and breakfast" classifications.
- **Permits and Licenses.** New Orleans residents renting out an apartment or room may be required to obtain certain permits. For more information on required permits and licenses, visit the City's [information page](#).
- **Taxes and Fees.** New Orleans residents renting out an apartment or room must, where applicable, pay sales and hotel occupancy taxes. For more information on the City of New Orleans tax for hotels/motels, review the [New Orleans City Code](#) and the [New Orleans Tax Forms](#). Applicable taxes could include the occupational license tax, the sales tax, and the hotel occupancy privilege tax. Louisiana sales tax and the Stadium & Exposition Hotel tax may apply as well. For more information on the State of Louisiana tax for hotels/motels, review the [Louisiana Sales Tax FAQ](#) and the [New Orleans Exhibition Hall Authority Taxes FAQ](#) (administered by Louisiana).
- **Other Rules.** It's also important to understand and abide by other contracts or rules that bind you, such as leases, condo board or co-op rules, HOA rules, or rules established by tenant organizations. Please read your lease agreement and check with your landlord if applicable.

We are committed to working with local officials to help them understand how Airbnb benefits our community. Where needed, we will continue to advocate for changes that will allow regular people to rent out their own homes.

Last updated: January 26, 2015

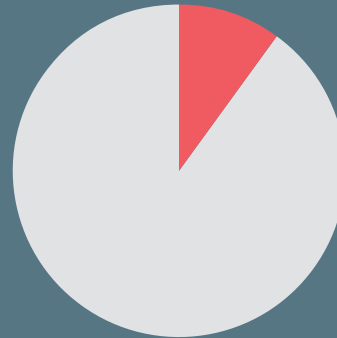
DATA POINT

#4: Legality of Use



San Francisco

5%



Portland

10%



New Orleans

0%?

Permit Sign-ups at Six Months

ENFORCEMENT OPPORTUNITY

#8: Matched Database

Shared responsibility to prevent 'bad actors'

