



September 13, 2024

The Honorable Andre Dickens,
Mayor,
City of Atlanta
Atlanta City Hall
55 Trinity Ave, S.W.
#2500
Atlanta, GA 30303-3584

The Honorable Doug Shipman
President,
Atlanta City Council
Atlanta City Hall
55 Trinity Ave, S.W.
Second Floor East
Atlanta, GA 30303-3584

RE: Support Ordinance 24-0-1487

Dear Mayor Dickens, President Shipman, and members of the Council:

On behalf of Chamber of Progress, a tech industry association promoting technology's progressive future, I write to urge you to **support Ordinance 24-0-1487**, which would eliminate barriers to the short-term rental market and raise critical revenues for affordable housing projects.

Short term rentals can strengthen local economies by giving hosts and local businesses additional income streams. Most hosts do not fall into the category of traditional property investors or conglomerates.¹ Instead, they are individuals residing in their primary homes, seeking to diversify their income streams to meet financial needs. With interest rates and rents rising, short term rentals can help residents stay in their homes. Between 2018-2023, home prices in Atlanta rose more than 65%, putting the Atlanta metro area below the Home Ownership Affordability Monitor Index's affordability threshold for the first time in a decade.² Hosting short-term rentals can help residents offset the rising cost of housing.

Short term rental opportunities also encourage visitors and tourists to explore more of the city. According to survey data, 92% of hosts provided recommendations for local restaurants and cafes, and guests reported that 41%

¹ <https://www.sec.gov/Archives/edgar/data/1559720/000119312520294801/d81668ds1.htm#toc>

² <https://bipartisanpolicy.org/blog/a-snapshot-of-housing-supply-and-affordability-challenges-in-atlanta/>

of their overall trip spending occurred in the neighborhoods they stayed in.³ Short term rentals offer visitors the opportunity to experience more of the city and its small businesses than other lodging options, which tend to be concentrated around tourist attractions and downtown areas.

The proposed ordinance would streamline short-term rentals in Atlanta and increase access to affordable housing. The ordinance would eliminate existing barriers, including a requirement to apply for and obtain a license before hosting a short-term rental, that may have blocked Atlanta residents from earning extra income to keep up with housing payments. Levying the occupation tax on short-term rentals will also help the city raise critical revenues to support Mayor Dickens' ambitious goal to combat homelessness.⁴

For the sake of constituents trying to keep up with rising housing costs and small businesses looking to expand their customer base, **we urge you to support this ordinance.**

Sincerely,

A handwritten signature in black ink, appearing to read "K. Marshall", enclosed within a hand-drawn oval shape.

Kouri Marshall,
Director of State & Local Government Relations, Central US

³ <https://news.airbnb.com/airbnb-estimated-direct-economic-impact-in-the-u-s-nears-34-billion/>

⁴

<https://apnews.com/article/atlanta-mayor-dickens-homelessness-housing-unhoused-ffc7b0423e1fc4de34812b1686646a7>