

From: [Scott Archer](#)
To: [Amy Johnson](#)
Cc: [Dan Atchison](#); [Josh Eggleston](#); [Ruth Stellmacher](#)
Subject: FW: STPA Ordinance Amendment on 10/14 Council agenda
Date: Thursday, October 10, 2024 3:57:24 PM
Attachments: [image001.png](#)
[image002.png](#)
[TS Support STPA Amendment10_14_24.pdf](#)
Importance: High

Amy,

Please see attached written testimony for inclusion with the 10/14 City Council agenda (item 7.1.a on Draft agenda).

Thank you,

Scott Archer
Deputy City Manager
Community Services Department
503-588-6274

From: Angie Villery <angie@travelsalem.com>
Sent: Thursday, October 10, 2024 3:43 PM
To: Scott Archer <sarcher@cityofsalem.net>
Cc: Josh Eggleston <JEggleston@cityofsalem.net>; Dan Atchison <DAtchison@cityofsalem.net>; Anton Cobb <anton@travelsalem.com>; AUSTIN MCGUIGAN <mcguigan.austin@co.polk.or.us>
Subject: Re: STPA Ordinance Amendment on 10/14 Council agenda
Importance: High

Hi Scott! Thank you for reaching out! Please find attached a letter of support for Monday's reading. Unfortunately, Monday is a holiday for Travel Salem staff, and those of us that would attend the meeting are traveling and unavailable.

Please let me know if I can assist with anything further.

We appreciate the City's hard work!



angie

VILLERY

president & CEO
(aka playmaker)

630 Center St. NE
Salem, Oregon 97301
office: 503.581.4325 x130
angie@TravelSalem.com
TravelSalem.com

From: Scott Archer <sarcher@cityofsalem.net>
Date: Tuesday, October 8, 2024 at 9:33 AM
To: Angie Villery <angie@travelsalem.com>
Cc: Josh Eggleston <JEggleston@cityofsalem.net>, Dan Atchison <DAtchison@cityofsalem.net>
Subject: STPA Ordinance Amendment on 10/14 Council agenda

Hi Angie,

A reminder that the ordinance amending the STPA fee to exclude short term rentals is scheduled to be on the City Council agenda this coming Monday, 10/14. Your testimony on this topic on behalf of Travel Salem in writing, in person at the meeting, or both would be helpful.

Let me know if you have any questions.

Thank you,

Scott Archer, ICMA-CM

Deputy City Manager

City of Salem | Community Services Department

555 Liberty Street SE, Room 220

Salem, Oregon 97301

sarcher@cityofsalem.net | 503-588-6274

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October 8, 2024

Salem City Council
555 Liberty St. SE
Salem, OR 97301

Subject: 7.1a First Reading of Ordinance Bill No. 13-24 to Amend SRC Chapter 38

Dear Salem City Council,

Travel Salem and the Salem Tourism Promotion Area Committee fully support the proposed amendment to SRC Chapter 38 regarding the Salem Tourism Promotion Area (STPA) renewal process.

The current language for the STPA renewal provides all short-term rental (STR) hosts (homeowners) the privilege to vote on program renewal. However, this was not the original intent of the ordinance. During the formation of the STPA, the hoteliers anticipated this situation and wanted to ensure an equitable voting system. The STR brands (e.g., Airbnb, VRBO) are responsible for collecting and remitting the Transient Occupancy Tax (TOT) at the state and local level. In the same way, the STR brands are responsible for collecting and remitting STPA fees. Along these same lines, the brands would have the vote to renew the STPA, not the STR host. There would have been a voting inequity between hundreds of STR hosts and 23 hotel owners representing 2,078 hotel rooms. The original intent was to fairly represent hotels in the market since many STR hosts only offer a single room. Thus, the hoteliers when creating the STPA, intended that the STR brands would have the vote, similar to a hotel owner having a vote.

Due to the restricted timeline for renewing the STPA in January 2025, a short-term solution is to amend the definition of “transient lodging” to exclude short-term rentals and accessory short-term rentals from the STPA fee. Immediately following the renewal, Travel Salem and the Salem Area Lodging Association will work with the City of Salem to draft a permanent solution that provides clarity and reinstates the requirement for STR brands to collect and remit the STPA.

Since established in January 2020, the STPA has significantly boosted Salem TOT collections to record levels, as well as driven the region’s economic impact of visitors to \$783 million annually while providing employment for 7,700+ residents.

Thank you for your attention to this important matter.

Warmest regards,

Angie Villery
President & CEO