



February 22, 2018

Norman City Council members
c/o City of Norman
201 W. Gray St.
Norman, OK 73069

Dear council members,

During the Feb. 15 oversight meeting, a topic of discussion was Airbnb operating in the city. Specifically, discussion focused on residential zoning for Airbnb and other short-term rentals by owners.

The VisitNorman board of directors would like to encourage the City of Norman to solidify arrangements for Airbnb to submit hotel/motel tax so that the split for VisitNorman, the Norman Arts Council and the Norman Parks and Recreation Department does not forfeit revenue that could be collected from overnight guests using Airbnb and other short-term rentals in the interim.

VisitNorman supports the City of Norman's efforts to research and study how to best regulate short-term rentals in our community. We do not think you should wait to sign the agreement with Airbnb for voluntary guest tax collection. Waiting until the details are finalized concerning regulations to sign an agreement (one that has already been signed by Oklahoma City and Tulsa, Oklahoma's largest municipalities) leaves money on the table, especially a concern for the arts who are facing funding constraints during this legislative cycle. The arts and parks provide quality-of-life enhancement that makes Norman attractive to its residents and visitors alike.

As a community partner, we want to also offer our expertise as the official destination marketing organization to participate in the discussion regarding Airbnb operating in the City of Norman going forward.

VisitNorman exists to promote the city, to attract overnight meeting, convention, sport and tourism business to the community, and to enhance and contribute to the overall identity and economic wellbeing of the city. VisitNorman's vision is to be the leader who proactively markets and develops Norman as the preferred destination in Oklahoma.

Sincerely,

Dan Schemm,
VisitNorman Executive Director

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