

Memo

To: Board of Directors

From: CEO Ryan Castle

Date for BOD: December 12th, 2019

Re: Short-Term Rental Campaign

The short-term rental issue is quickly gaining inaccurate and biased coverage nationally, and anti-rental opposition groups are already starting to create a narrative in Cape Cod. Due to these factors it is vital that we move quickly to develop a campaign that outlines accurate and positive message regarding the benefits of tourism and short-term rentals in the region. In addition, CCIAOR needs more resources ready to deploy to local communities when short-term rentals are discussed by having available resources to help towns craft bylaws regulating the short-term rental industry without harming the industry with burdensome regulations.

It is critical to frame the issue in the unique context of the region, so that Cape Cod does not get mired in the national debate, where details are often irrelevant to what is happening locally - and prior to the upcoming 2020 tourism season. Acting quickly will help manage the narrative around positive tourism and the role of short-term rentals for this community, industry and the local environment.

Proposed Course of Action:

Polling

CCIAOR has initiated contact with NAR and our polling company Real Strategies. CEO Ryan Castle had an initial meeting with our pollster Joe Goode last week, and Joe is preparing a poll for Barnstable County with an oversampling of the Town of Barnstable for deployment in mid to late January. The cost of the poll is entirely picked up by NAR. The purpose of the poll is to test key public relations messages and what messages most resonate to combat the negative attention of short-term rentals and to test out what provisions of short-term rental bylaws CCIAOR may propose will be the most politically popular.

Model Legislation

CCIAOR hosted an initial phone call with NAR's land use law firm Robinson & Cole, who happens to be out of Boston and does private work on Cape Cod as well. In discussing the issues, R&C will provide CCIAOR a proposal to write model bylaw language that would create registration bylaws and other potential bylaws that fit within CCIAOR's Short-Term Rental Public Policy and with input from the Vacation Rental Committee. The scope of the proposal will be a review of all short-term rental laws on the Cape currently, proposals to use with towns that consider regulation of short-term rentals and talking points and alternatives as we work through the legislative process in each town.

Proactive Messaging Campaign

CCIAOR should start a proactive messaging campaign that supports the following key points about the local, short-term rental community:

- Tourism is good for the community - providing thousands of jobs and millions of dollars in economic impact annually;

- The Cape Cod region short-term rental industry is different than the mega-companies based online that have exploded in recent years. It is a longstanding, mainstream industry that provides reliable revenue for residents - helping make housing affordable while supporting the local economy and residents;
- The short-term rental tax is supporting important water quality and environmental upgrades in the region - that would otherwise go unfunded.

This will include the economic messaging reminding the community about the positive impact of the tourism industry, the revenue stream it provides to local residents for affordable housing, as well as the added and necessary new revenue stream generated by the tax to modernize the water system - an expensive cost that can be shared with tourists versus having local residents shoulder the entire burden.

Cost

CCIAOR is still evaluating the cost of the program but plans to submit it to NAR as an Issue Mobilization grant and potentially a Consumer Advocacy Grant. There is a skin in the game requirement, but Corporate Ally Program funds cover much of the skin in the game, but staff maybe coming back to the board in January for authorization of the skin in the game funds out of the CCIAOR Issue Mobilization Reserve Fund. We also will be evaluating funding from MAR's Private Property Protection Fund.

Approximate Costs:

Polling – Covered by NAR outside of grant request

Legal Work - \$25,000

Communications Consulting and Message Development - \$21,000

Communications Ad Buys and Collateral Material - \$60,000

Grassroots Mobilization and Lobbying - \$30,000