

**From:** [Diane Andreini](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] addition taxes for STR  
**Date:** Monday, July 8, 2024 9:19:08 PM

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I really don't understand what this council has in mind – raising the taxes for STR is a terrible idea. These rentals are such a wonderful way of tourists to visit our city and see how we really live because they are spending their time with residents.

An additional cost to their stay only hinders them from visiting our city and spending their money here. We need to encourage visitors to come here --- not discouraging them from visiting.

Most of us that have STRs are doing it to add to our incomes so that we can **continue** to live here.

ADDING AN ADDITION TAX TO THE TOT IS A VERY BAD THING – Think about this - do you want to be voted in at the next city council election – I am not voting for you if you raise the TOT taxes!! Thanks for reading this, Diane

**From:** [Andreas Ernst](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Oppose RAISE the TOT and Biz License Tax  
**Date:** Monday, July 8, 2024 9:21:30 PM

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Dear city council,

Thanks for reading my comments. I wanted to share that I strongly oppose the planned increase in TOT and Biz License Tax. I believe that a business friendly environment will be beneficial to all residents and I'd hate to see even more businesses, short term rentals and entrepreneurs leave Santa Rosa for Florida, Texas and Arizona and their business friendly environment.

Thanks for considering my comments,

Andreas Ernst

**From:** [Nikki Stoddart](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Do NOT raise the STR tax!  
**Date:** Tuesday, July 9, 2024 10:20:09 PM

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Dear Santa Rosa city council members,

I am writing to strongly express my displeasure at the current proposal to raise the STR tax. Santa Rosa should be welcoming visitors who come to enjoy the beautiful wineries, spend money in the restaurants, buy from the shops and boutiques- thereby supporting small businesses, from cleaners to handy-man, chefs, gardeners, pool cleaners, and many other important workers. Raising the STR tax simply means you are making travel to Santa Rosa more expensive for visitors.

You must understand that in order to keep a STR successful and running well, we have many hard costs- cleaning, repairs, maintenance, garden, pool, utilities, mortgage and property taxes. Property owners cannot simply eat the cost of the increased taxes- they must be passed on to the guests. Guests already balk at the huge taxes that get tacked on to their nightly rate, and many are now turning to other vacation destinations. If you raise this tax, it is going to hurt Santa Rosa. Instead of generating more tax revenue from STR's, you are going to drive business away, shutter short term rentals, and ultimately lose this valuable tax base. Do not do this.

Furthermore, Santa Rosa is becoming less and less business friendly, with many investors pulling out and looking to move their investments to more business friendly states and cities. Pleased do not make the problem worse! We are trying our best, as small business owners, to provide lovely accommodations to the families who come visit our beautiful area.

Nikki Stoddart  
Santa Rosa property owner