



Core Principles of Short-Term Rental Policy

Tax Parity



Most traditional lodging properties pay either a regional tax or regional assessment that funds tourism marketing and promotion, and in some areas supports key infrastructure that drives visitor activity. **While some short-term rentals contribute to these efforts, many do not.**



- Ensure **all lodging properties** operate within a **similar competitive framework and equitably contribute** to the promotion and sustainability of Michigan's tourism economy.



- **Require new revenues, generated from short-term rental taxes, be dedicated to strengthening Michigan's tourism economy**, including direct support for Pure Michigan and other tourism promotion efforts that drive visitation and economic impact statewide.

Regulatory Parity

Traditional lodging properties are subject to minimum safety and operational standards designed to protect visitors. In many cases, **short-term rental properties are not held to comparable standards.**

- Implement basic, common-sense **consumer protections for short-term rental properties** to ensure consistent best practices statewide.
 - These include: minimum insurance requirements, essential safety measures such as fire extinguishers and smoke detectors, and the creation of a statewide registry to ensure proper enforcement of taxes, assessments, and compliance standards.

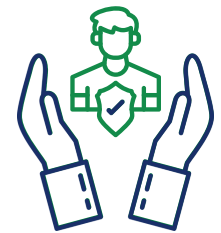




Short Term Rental Legislation

Multiple proposals have been introduced to address short-term rentals and consumer protections in Michigan

Not all proposals work towards tax parity among lodging properties or meaningful regulation.



SUPPORT PENDING HOUSE LEGISLATION

Create parity between traditional lodging and short-term rentals from both a tax and regulatory standpoint.

Establish a statewide, short-term rental property registry.

Implement minimum insurance and basic consumer protection standards.

Create a short-term rental tax for properties not collecting or remitting CVB assessments.

Ensure hosting platforms comply with state laws and collect and remit taxes and assessments.

Oppose HB 5138, 5139, 5140

These bills create a mechanism for a punitive tax on traditional hotels and all other lodging properties.

The bills FAIL to establish a regulatory framework and parity for short-term rental properties.

Revenues generated DO NOT support the tourism or hospitality industry.