

# Implementing a Hotel/Short Term Rental Occupancy Tax

City of Auburn, New York, March 21, 2024

## **What is Hotel Occupancy Tax?**

A hotel occupancy tax is a tax placed on each nights' stay at a hotel, motel, or, short term rental such as an Air B&B style rental.

Also known as “Bed Tax”.

# Hotel Occupancy Tax at the County Level in New York State

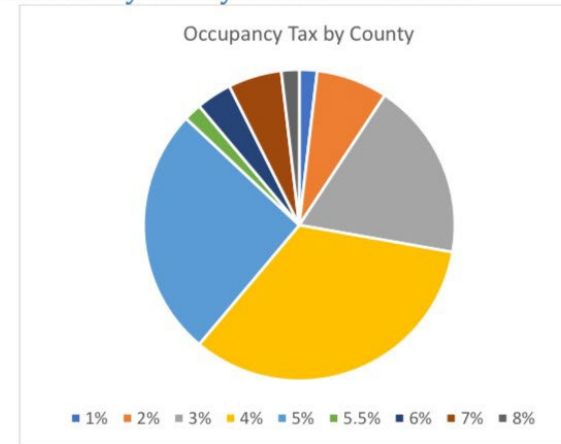


## Occupancy Tax Report

Created by: Cayuga County Convention and Visitors Bureau

The following is a report relating to the occupancy tax in New York State, specifically tracking the impact that occupancy tax increases may have on Cayuga County and individual municipalities that would consider implementing additional occupancy tax.

### Occupancy tax rate by county in New York State



The chart above reflects the current occupancy tax rate in 55 of the 63 counties in New York State. As the chart reflects, approximately 50% of these counties have an occupancy tax of 3% or 4%. Cayuga County's 5% occupancy tax is already a bit higher than 50% of the counties in the state. The highest occupancy tax rate is 8% in Richmond County which is in Staten Island. There's only one county in the state at that rate, and then a couple that are at 5.5%, 6% and 7%. These counties makeup about 20% of the highest occupancy taxes in the state. Another quarter is at 5%, which is where Cayuga County is currently at.

Above Data Provided by Cayuga County Office of Tourism

Cayuga County has had a hotel occupancy tax since the 1990's. This county tax has been 5% for several years and is collected by the County Treasurer. The tax revenue is used to fund the Cayuga County Convention and Visitors Bureau.

- Hotel occupancy taxes are becoming more common as alternatives to property tax to allow generation of revenue for municipalities.
- Across the state there are now over 40 municipalities that have an occupancy tax in addition to their County's occupancy tax.
- In 2023 Governor Hochul signed several home rule legislation request bills that allowed municipalities to implement their own hotel occupancy tax.
- In 2023 Skaneateles and Weedsport worked with Assemblyman Lemondes and Senator May on Home Rule Legislation to enact their occupancy tax.

# Hotel Occupancy Tax rates for Cities in New York State (other than NYC)

City of Beacon	5%
City of Canandaigua	3%
City of Geneva	3%
City of Hudson	4%
City of Ithaca	5%
City of New Rochelle	3%
City of Newburgh	5%
City of Peekskill	3%
City of Port Jervis	3%
City of Poughkeepsie	5%
City of Rye	3%
City of Saratoga Springs	5%
City of White Plains	3%
City of Niagara Falls	5%
City of Yonkers	3%

*Above data collected by City of Auburn City Clerk*

# Hotel Occupancy Tax rates for Towns & Villages

Cornwall, 5%

Dewitt, 2%

Greenburgh, 3%

Lockport, 5%

Mount Pleasant, 3%

Wallkill, 5%

Woodbury, 5%

Goshen, 5%

Briarcliff Manor, 3%

Cold Spring, 5%

Harrison, 3%

Mamaroneck, 3%

Mount Kisco, 3%

Nyack, 3%

Port Chester, 3%

Ryebrook, 3%

Sleepy Hollow, 3%

Tuckahoe, 3%

Tarrytown, 3%

Irvington, 3%

Ardley, 3%

Elmsford, 3%

Dobbs Ferry, 3%

North Castle, 3%

Hastings on Hudson, 3%

Skaneateles, 5%

Weedsport, 7%

*Above data collected by City of Auburn City Clerk*

## Total Hotel Occupancy Tax Rates for Cities/Villages close to Auburn

City of Ithaca: 5% City + 5% Tompkins County = 10%

City of Canandaigua: 3% City + 3% Ontario County = 6%

City of Geneva: 3% City + 3% Ontario County = 6%

Town/Village of Skaneateles: 5% Village + 7% Onondaga County = 12%

Village of Weedsport: 7% Village + 5% Cayuga County = 12%

*Above data collected by City of Auburn City Clerk*



- **The purpose for establishing an occupancy tax is to collect revenue from visitors staying in hotels and the increasing popular short term rentals to lessen the burden on property tax payers, allowing the City to maintain local government services.**
- **As tourism increases as a contributing force in our local economy, the expenses of maintaining tourism appeal are present. Occupancy tax revenue can help fund those expenses and contribute towards funding other general government expenses such as public safety.**

# City of Auburn Tourism Programs: Historic & Cultural Sites Commission

## Established by City Code Chapter 11 Article IV

[Adopted 1-16-2000 by Ord. No. 1-2000; amended in its entirety 2-6-2020 by Ord. No. 2-2020]

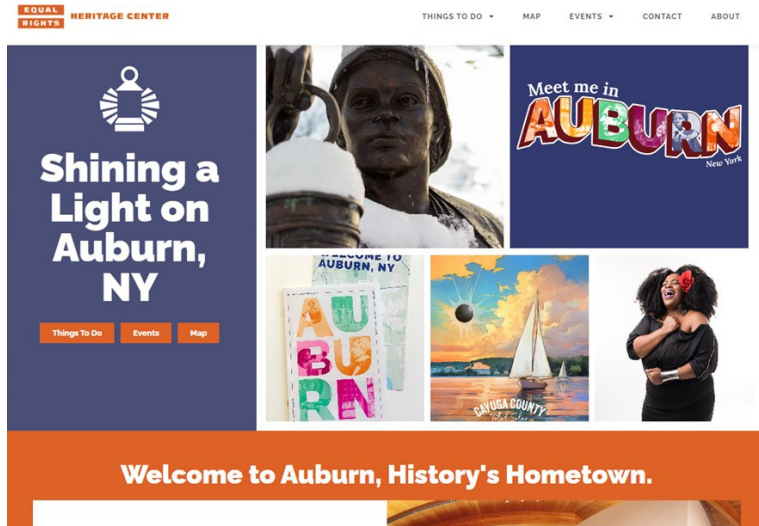
### Partners include:

- Auburn Public Theater
- Cayuga Museum of History & Art and Case Research Lab
- Fort Hill Cemetery
- Harriet Tubman Home, Inc.
- Harriet Tubman National Historical Park
- Seward House Museum
- Schweinfurth Art Center
- Willard Memorial Chapel
- Auburn Downtown BID
- Cayuga County Office of Tourism
- Cayuga County Chamber of Commerce

### Purpose and goals.

To sustain and increase the economic vitality of tourism in the City of Auburn, the Historic and Cultural Sites Commission shall have as its purpose and goals, including but not limited to, the following: development and oversight of a tourism strategy for the City of Auburn; development of a plan to link all historic and cultural sites in the City of Auburn for marketing and promotional purposes, including review and revision of all promotional literature and signage; development of special programming and events among its partner sites; and, maintaining a central visitor information center that serves as its headquarters.

# City of Auburn Tourism Programs: Historic & Cultural Sites Commission



Screenshot of the VisitAuburnNY.com website



Auburn, NY Visitor Guide



Tourism Brands for Auburn, New York

# City of Auburn Tourism Programs: NYS Equal Rights Heritage Center aka Auburn Visitor Center



Est. in 2018



NEW I Love NY  
Kiosks Installed  
in 2024



Accommodating Group Travel



Taste NY Market run by Cornell Cooperative Extension of Cayuga County



Visitor Center Brochures for Visitors

# City of Auburn Tourism Programs: NYS Equal Rights Heritage Center aka Auburn Visitor Center



jeross1313  
Burke, VA

“Highly recommend. We were fortunate during our visit National Park staff and two summer interns were working. Intensive background stories- Harriet Tubman statue and mural; next door is Secretary Seward ‘s home.”

## Front Line Tourism

Lois49  
Ann Arbor, MI

“Well worth the stop A beautiful building, knowledgeable volunteer who was so friendly explaining the exhibits, pointing us to other spots of interest to visit, offering to call and make reservations for us, etc. The building is gorgeous - and so environmentally conscious. The Exhibit was incredibly moving, interesting, engaging. And, of course, not to be missed: the bronze statue of Harriet Tubman (and the mosaic of her across the street)”



Nidal  
San Antonio, TXI

“My history class from the University of Texas at San Antonio (UTSA) visited this location while we were touring Central New York as part of a week-long research trip. The wealth of information available, the interactive exhibits, and the aesthetic details here were all a feast for the eyes, ears, and mind. You will not regret a visit here, folks!”

# City of Auburn Tourism Programs: Market NY Program Established Events



**PCB** Prison City Pub & Brewery  
Mar 11 · 📍  
Brave Brews was voted #5 Best Beer Festival!! From the bottom of our hearts to everyone who attends, pours, sponsors, & votes - THANK YOU!  
USA TODAY #bravebrews #fireandice #pinkboots City of Auburn, NY - auburnny.gov Brave Brews NYS Equal Rights Heritage Center

#auburnny #historyshometown #bravebrewsweekend

10best.usatoday.com  
Best Beer Festival (2024) - USA TODAY  
10Best Readers' Choice Awards



**DOWNTOWN WEEKLY EVENT**

**DOWNTOWN SATURDAY MARKET**  
AUBURN

- Live Music
- Children's activities
- Food truck
- Artisans
- Local food producers
- Taste NY

**EVERY SATURDAY**  
through September 4th • 9 am-1 pm  
at the NYS Equal Rights Heritage Center  
25 South Street • Downtown  
VisitAuburnNY.com



THE COMMUNITY PRESERVATION COMMITTEE PRESENTS

**JUNE TEENTH CELEBRATION**  
SUNDAY JUNE 18, 2023

FEATURING

- 1:00 - 3:00 PM: Free Chapel Tours  
Make & Take Harriet Tubman Lanterns
- 3:00 - 4:00 PM: Organ Concert with Susan May

Free event Willard Memorial Chapel  
17 Nelson St, Auburn, NY 13021



ALBANY SYMPHONY  
**FREE QUINTET CONCERT**  
June 29 at 4 PM  
Home of Harriet Tubman

**AUBURN PRIDE 2019**

NYS Equal Rights Heritage Center Artist-in-Residence

**PRIDE MONTH**

WEDNESDAY, JUNE 20  
10:00 am - 12:00 pm  
Lunch & Learn: Celebrate Pride Month with a special lunch and learn event at the NYS Equal Rights Heritage Center.

THURSDAY, JUNE 21  
6:00 pm - 8:00 pm  
Pride Month Concert: A special concert celebrating Pride Month at the NYS Equal Rights Heritage Center.

FRIDAY, JUNE 22  
7:00 pm - 9:00 pm  
Pride Month Dinner: A special dinner celebrating Pride Month at the NYS Equal Rights Heritage Center.

SATURDAY, JUNE 23  
10:00 am - 4:00 pm  
Pride Month Festival: A special festival celebrating Pride Month at the NYS Equal Rights Heritage Center.

SUNDAY, JUNE 24  
10:00 am - 4:00 pm  
Pride Month Parade: A special parade celebrating Pride Month at the NYS Equal Rights Heritage Center.



# City of Auburn Programs

## Downtown BID Maintenance Contract



City of Auburn funds a Downtown BID Maintenance Contract annually. This funds a maintenance person specifically dedicated to the beautification of Downtown, including summer flower program and winter snow removal.

# City of Auburn Programs

## Auburn Beautification Commission

AUBURN BEAUTIFICATION COMMISSION ROADSIDE HISTORICAL MARKER RESTORATION



Auburn Beautification Commission

City of Auburn provides funds to the Auburn Beautification Commission annually. ABC sponsors clean-up events at City parks and the Owasco River, gateway signage & Seward Park Sign just to name a few of their projects over the years.



# City of Auburn Programs: Falcon Park



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## City of Auburn Programs: Falcon Park



**Pictured above are team travel buses that stayed at the Holiday Inn during the NJCAA Tournament in 2021.**

**“In a fantastic opportunity to showcase the state-of-the-art facility, Falcon Park in the City of Auburn will be the host site for the National Junior College Athletic Association’s Division III World Series over the next two seasons. Falcon Park, which is home to Cayuga Community College athletics and the Auburn Doubledays of the Perfect Game Collegiate Baseball League, will host the eight-team World Series in 2024 and 2025. The park is also the host site for the NJCAA Region III Baseball Final Four in 2023 and 2024.”**

**-CCC press release**

# City of Auburn Programs: Falcon Park 2023 Visiting Teams

March		April		May		June		July		August		September		October	
CCC baseball	Visitor	CCC baseball	Visitor	CCC baseball	Visitor	DDay basebal	Visitor	Dday baseball	Visitor	CCC soccer	Visitor	CCC soccer	Visitor	CCC Soccer	Visitor
	TC3		ADK CC		Jeff. CC		Niagara		Geneva		Bryant & Str.		ADK CC		North Cntry
	MVCC		Broome CC		Finger Lakes		Elmira		Elmira				Lackawanna		Jamestown
	MVCC		Herkimer CC				Batavia		Niagara	<b>Youth baseball tournament</b>			MVCC		Finger Lakes
	CGCC		Hudson V CC	<b>NJCAA Regional Tournament</b>			Jamestown		Syracuse	Rochester			Niagara CC		TC3
			Jeff. CC	Erie CC			Newark		Jamestown	Cortland			Hartwick		Hudson V CC
					Herkimer CC		Cortland		Newark	Churchville					
		<b>Other college baseball</b>		Niagara CC			Syracuse		Batavia	Baldwinsville					
			Bryant & Str.		Hudson V CC		Geneva			Syracuse					
			St. John Fish.						<b>Pro Soccer</b>	Ithaca					
			Ithaca		<b>Pro Soccer</b>				Syracuse						
			St. Lawrence		Syracuse				Michigan						
			Oswego		Los Angeles										
			Fredonia												
				<b>High School baseball</b>											
				Cortland											
			Penn Yan		Jamesville										
			W. Genesee		Liverpool										
			ESM												
			C. Square												
			Syracuse												
			Fulton												
			Onieda												

# City of Auburn Programs: Auburn Doubledays



# City of Auburn Programs: Casey Park Ice Rink



Cafe 108

5d · 🌐

Our newest friends who came into the shop yesterday all the way from Utica, NY. They filled up on waffles,... See more



👤👍👍👍 136

20 comments 5 shares



# City of Auburn Programs: Summer Events

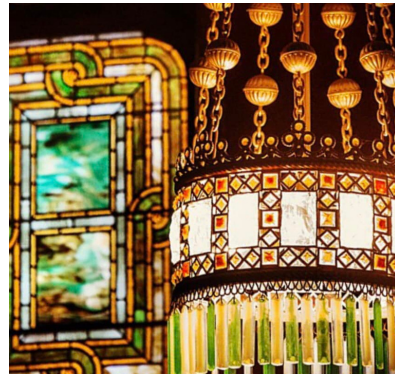


#AUBURNNY  
FOUNDERS DAY  
AUGUST 10, 2024  
HISTORY'S HOMETOWN





# City of Auburn Programs: Downtown Revitalization Initiative (DRI) Grant & American Rescue Plan Act Funding (ARPA)



The City made investing in our cultural sites an economic priority with both DRI & ARPA funding:

## Seward House Museum

- DRI, \$ 863,925.
- ARPA, \$ 250,000.

## Schweinfurth Art Center & Cayuga Museum

- DRI, \$ 1,868,974. for West End Arts Campus
- ARPA, \$ 250,000. to each organization

## Auburn Public Theater

- DRI, \$ 700,000.
- ARPA, \$ 250,000.

## Willard Memorial Chapel

- DRI, \$ 267,500.
- ARPA, \$ 250,000.

## City of Auburn, the impact of Tourism on general city services:

- Hoopes Park - annually used for weddings
- Police, Fire, Ambulance
- Upkeep of Streets, Sidewalks, Parks
- Wear and tear on City infrastructure

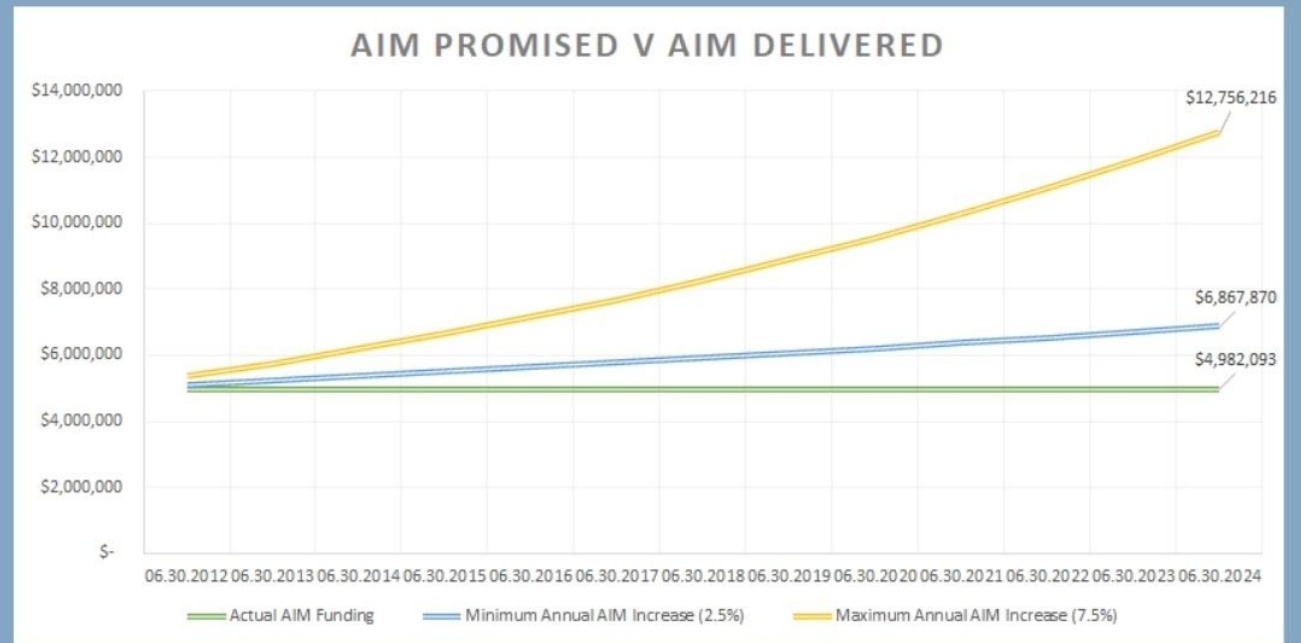
City of Auburn, NY AIM Promised vs. AIM Delivered

	Actual AIM Funding	Minimum Annual AIM Increase (2.5%)	Maximum Annual AIM Increase (7.5%)
06.30.2012	\$ 4,982,093	\$ 5,106,645	\$ 5,355,750
06.30.2013	\$ 4,982,093	\$ 5,234,311	\$ 5,757,431
06.30.2014	\$ 4,982,093	\$ 5,365,169	\$ 6,189,239
06.30.2015	\$ 4,982,093	\$ 5,499,298	\$ 6,653,431
06.30.2016	\$ 4,982,093	\$ 5,636,781	\$ 7,152,439
06.30.2017	\$ 4,982,093	\$ 5,777,700	\$ 7,688,872
06.30.2018	\$ 4,982,093	\$ 5,922,143	\$ 8,265,537
06.30.2019	\$ 4,982,093	\$ 6,070,197	\$ 8,885,452
06.30.2020	\$ 4,982,093	\$ 6,221,951	\$ 9,551,861
06.30.2021	\$ 4,982,093	\$ 6,377,500	\$ 10,268,251
06.30.2022	\$ 4,982,093	\$ 6,536,938	\$ 11,038,370
06.30.2023	\$ 4,982,093	\$ 6,700,361	\$ 11,866,247
06.30.2024	\$ 4,982,093	\$ 6,867,870	\$ 12,756,216

**When originally announced by Governor Pataki, NYS AIM funding was intended to be increased annually anywhere between 2.5% - 7.5% based on how a city handled annual property tax increases.**

# A missing link: New York State AIM Funding

**AIM = Aid & Incentives to Municipalities**



# Cayuga County 5% Hotel Occupancy Tax Revenue collected in the City of Auburn

## Hotel Tax Revenue (City of Auburn only)

Hotels	2022	2021	2020	2019	2018
1st qtr	\$ 54,187.72	\$ 62,863.28	\$ 42,208.09	\$ 44,948.85	\$ 47,118.41
2nd qtr	\$ 113,544.73	\$ 92,471.09	\$ 30,324.41	\$ 87,091.37	\$ 86,971.69
3rd qtr	\$ 178,576.30	\$ 144,862.13	\$ 91,101.77	\$ 139,390.20	\$ 133,141.37
4th qtr	\$ 106,197.50	\$ 88,109.65	\$ 79,046.84	\$ 79,795.96	\$ 80,235.40
<b>Hotel total</b>	\$ 452,506.25	\$ 388,306.15	\$ 242,681.11	\$ 351,226.38	\$ 347,466.87
Airbnb total	\$ 167,779.59	\$ 156,445.06	\$ 96,062.95	\$ 65,414.76	\$ 30,791.16
(whole County)					

*Above Data Collected by City of Auburn Comptroller,  
provided by the Cayuga County Treasurer's Office*

## Items for consideration by City Council:

### 1. Establish a City Hotel & Short Term Rental Occupancy Tax in the City of Auburn

What would a City of Auburn Hotel Occupancy Tax Generate for Revenue?

- Hotel annual estimated at \$452,000. + Airbnb estimated at \$48,000. = \$500,000. at Every 1% of hotel occupancy tax = \$100,000 estimated in revenue
- For Comparison: every 1% property tax increase generates on average approximately \$120,000.
- We have started the Home Rule Legislation request process with our State Representatives.

## Items for consideration by City Council:

2. Pass a Council Resolution Asking the Cayuga County Legislature to split 50/50 the Cayuga County Hotel Occupancy Tax collected within the City of Auburn with the City. Basically how we collect local sales tax: County gets 2%, City gets 2%. We could also consider NYS Home Rule Request for this.

What would this generate for revenue?

- Cayuga County Hotel Occupancy Tax annually estimated at \$452,000. + Airbnb within the City estimated at \$48,000. = \$500,000.
- The City of Auburn receiving 50% of the Cayuga County Hotel Occupancy tax would generate \$250,000. annually.

# How to Implement a City of Auburn Hotel Occupancy Tax?

Requires NYS Legislature Home Rule Request Legislation.

1. Process started with a letter from Mayor in December 2023 asking our State Representatives to start the Home Rule Process.
2. State Senate has introduced the Home Rule Request Bill.
3. State Assembly will need to introduce Home Rule Request Bill.
4. Once State Bills are introduced, City Council Resolution of Support for those bills would be voted on by the City Council.
5. By the end of the State Legislative session in June 2024, the State Senate and State Assembly would need to adopt the Home Rule Request Bills.
6. Summer/Fall 2024, Home Rule Request Bill would need to be signed into law by the Governor.
7. When all of the above is completed the City of Auburn City Council would need to adopt a Local Law to Establish the Hotel Occupancy Tax.
8. If all of the above can happen by November 2024, the City Hotel Occupancy Tax could take effect January 1, 2025.
9. City Treasurer would register local hotels in December 2024 and collect payments quarterly. First quarter payments from hotels would be due in April 2025.

✓ Next Steps

Questions 