



MATANUSKA-SUSITNA BOROUGH

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MEMORANDUM

DATE: May 29, 2024
TO: Mayor and Assembly
FROM: Michael Brown, Borough Manager
RE: Manager's Weekly Post

Waterbody Setback Advisory Board: The Waterbody Setback Advisory Board has met six times and successfully gathered the necessary information to draft the proposed ordinance in its upcoming meetings. The board has decided to increase its meeting frequency to twice monthly to ensure it will have meaningful recommendations within the targeted September timeframe.

Borough-wide Comprehensive Plan Update: Recently, a senior borough planner has been engaged with various communities across the Borough to gather valuable input on critical community issues and to provide meaningful solutions to the challenges facing those communities. This outreach has been instrumental in highlighting our residents' unique needs and aspirations. While the planner has since moved on from our team, her contributions have laid a strong foundation for the next stages of the plan.

The Planning Department remains committed to completing the plan; however, it will extend the schedule to prioritize completing waterbody setback recommendations. We anticipate completing the draft and initiating a new round of public engagement this fall, with a target of bringing the plan to the Planning Commission and Assembly early next year.

Short-Term Rental Data over Last 10 Years: This is a follow-up to the May 21 Assembly meeting where Mat-Su Convention and Visitors Bureau President and CEO Casey Ressler was asked for data on short-term rentals over the last 10 years. Mr. Ressler states the earliest full year of data they can access is 2015. Note that if a lodge or hotel-type property lists its rooms with a short-term rental service (Airbnb, VRBO, etc.), it is aggregated into the data. That typically is a very low percentage, however.

Analyzing short-term rental data is a good way to gauge the independent travel sector of the tourism industry. Typically, group tours and cruise lines utilize hotels, which are not included in this report.

Year	Average short-term rental listings/month	Total Revenue
2015	100	\$280,188
2016	223	\$1,966,680
2017	386	\$5,101,103
2018	506	\$8,506,290
2019	676	\$11,276,643
2020	640	\$10,831,834
2021	707	\$17,088,269
2022	962	\$21,140,233
2023	1,170	\$23,446,215
	YTD through April 2024, \$5,035,539 in reported revenue	

Through the end of April 2024, the average length of stay was 3.1 days, and the average daily rate was \$208/night, up \$7 from 2023.

As more properties become available, the occupancy rate has fallen, however. In April 2024, the occupancy rate was 37 percent, down 12.1 percent from April 2023. In 2023, the overall occupancy rate was 48 percent, down from 52 percent in 2022 to 59.3 percent in 2021.