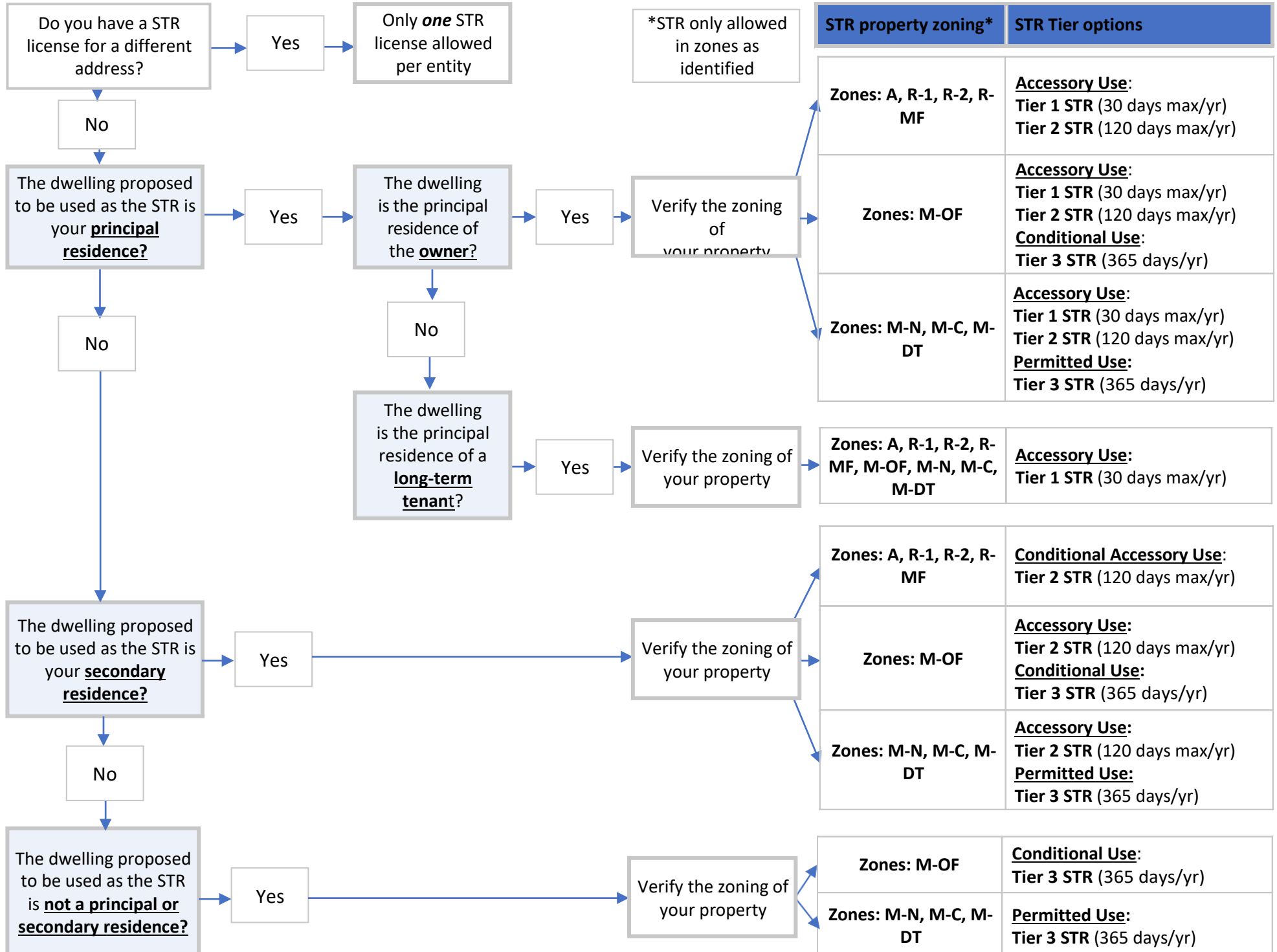


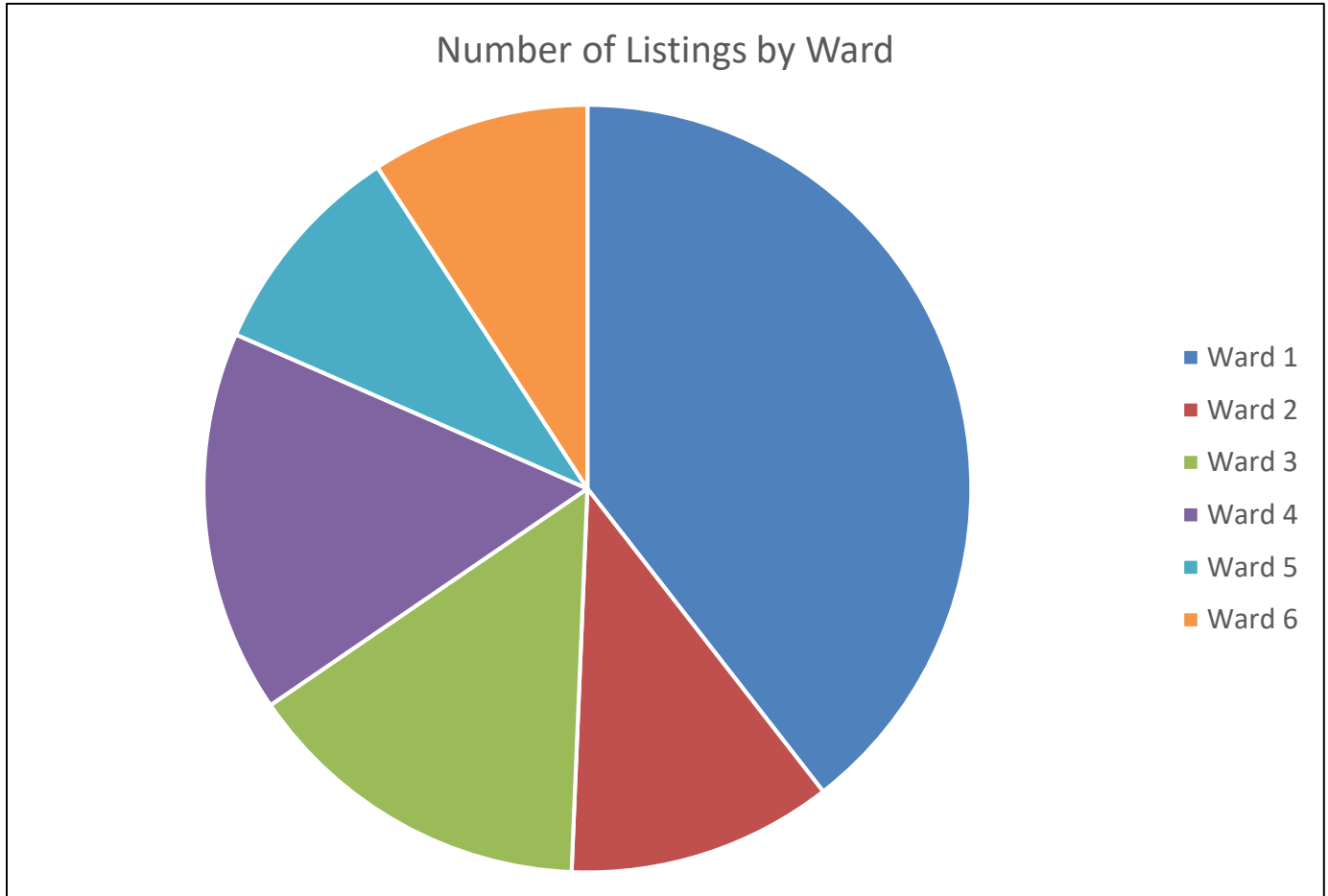
Short-term Rental Data Analysis
Planning Commissioners Carroll and Loe
November 2022

STR Flowchart



Short-term Rental Data Analysis

Listing by Council Wards

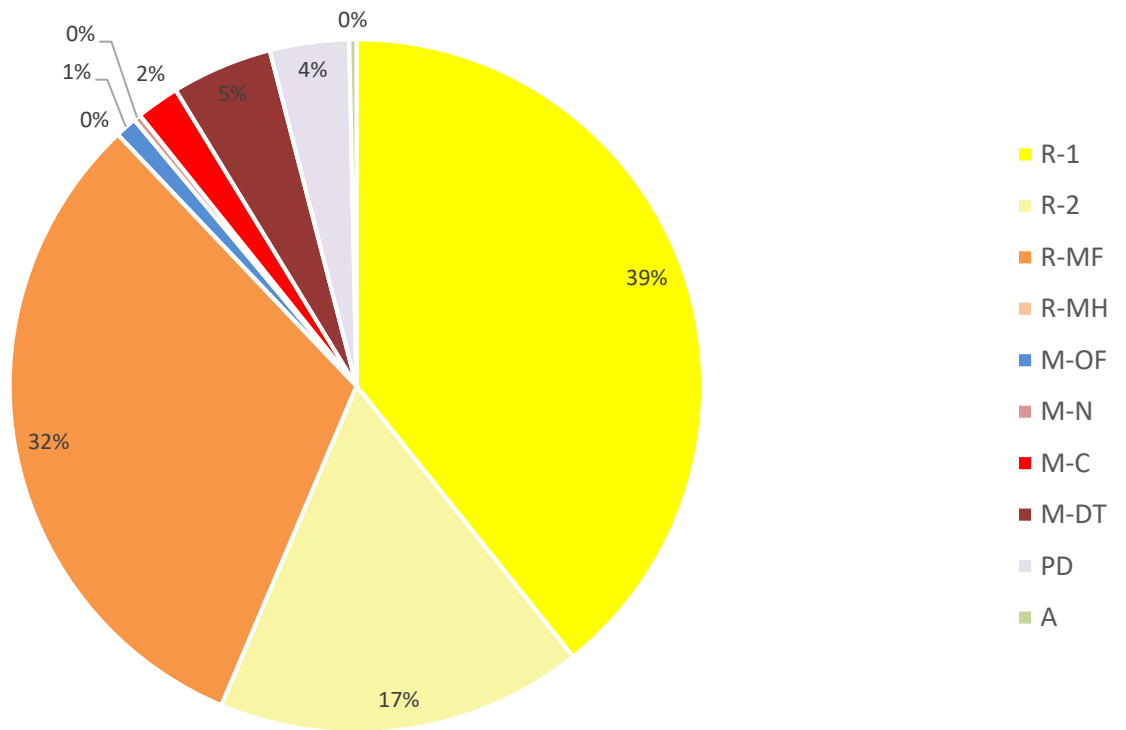


City Ward	listings	Percent of total listings
Ward 1	120	39%
Ward 2	34	11%
Ward 3	45	15%
Ward 4	49	16%
Ward 5	28	9%
Ward 6	28	9%
TOTAL	304	100%

Short-term Rental Data Analysis

Listing by Zoning Classification

Number of Listings by Zoning Classification



Occupancy, Income and STR information by Ward/Census Tract (CT)

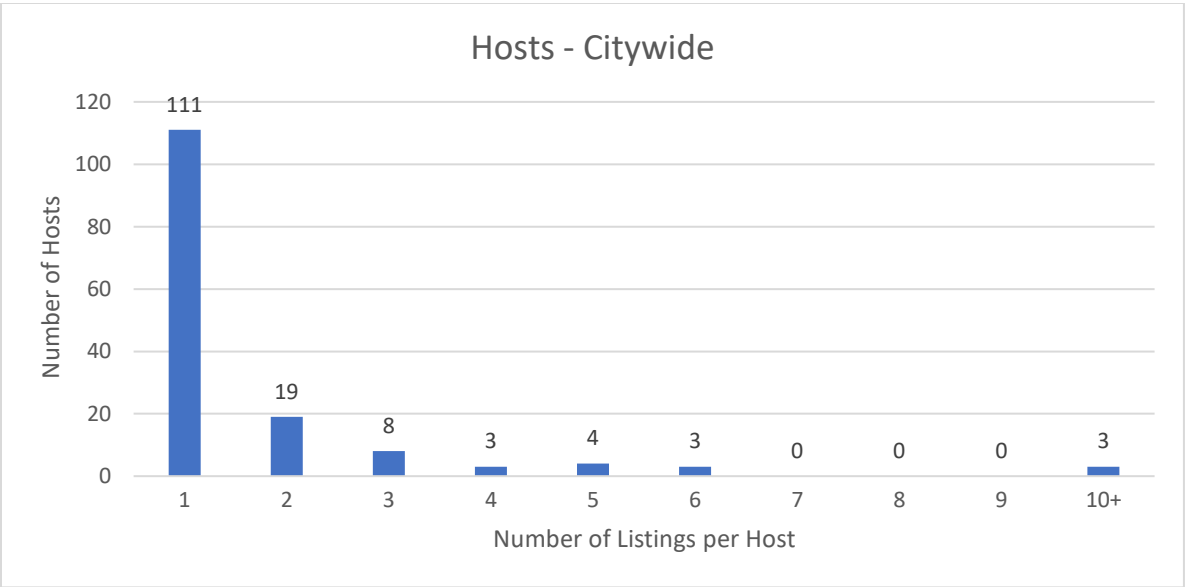
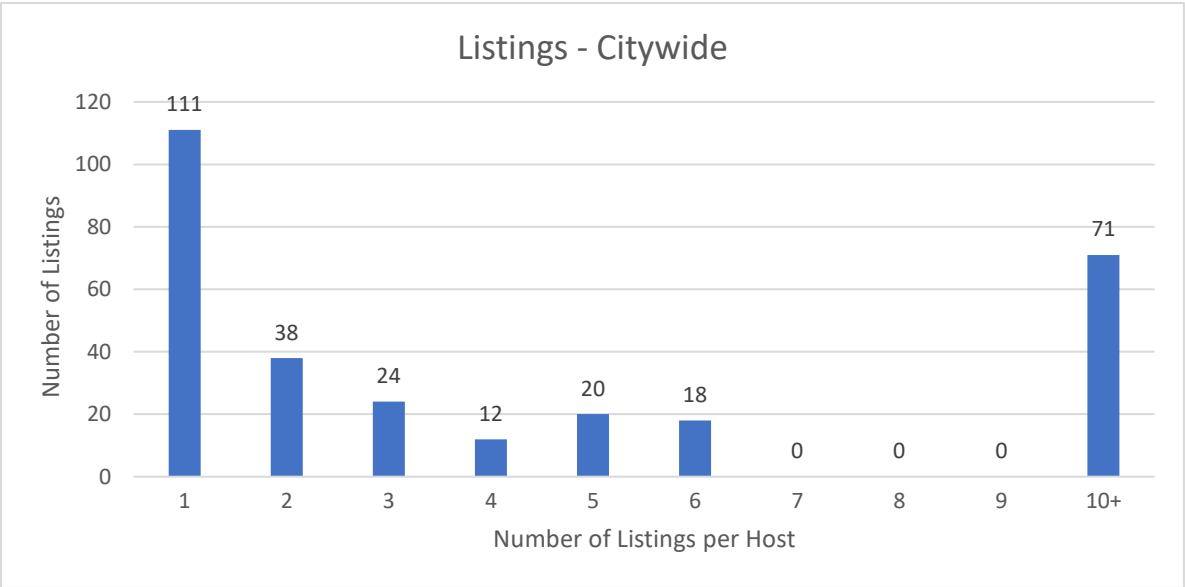
Owner occupied dwelling units, renter occupied dwelling units, median household income (MHI) and percentage below poverty data are from USCB American Community Survey (ACS) DP04, S1901, S1702, S0101. NOTE: "ward" data is based on the alignment, as possible, of ward areas with census tract areas. The census tract (CT) highlighted for each ward is the CT with the highest number of STR identified in each ward.

City of Columbia data establishes the datum; yellow identifies data close to the datum, green indicates positive trends, red indicates negative trends

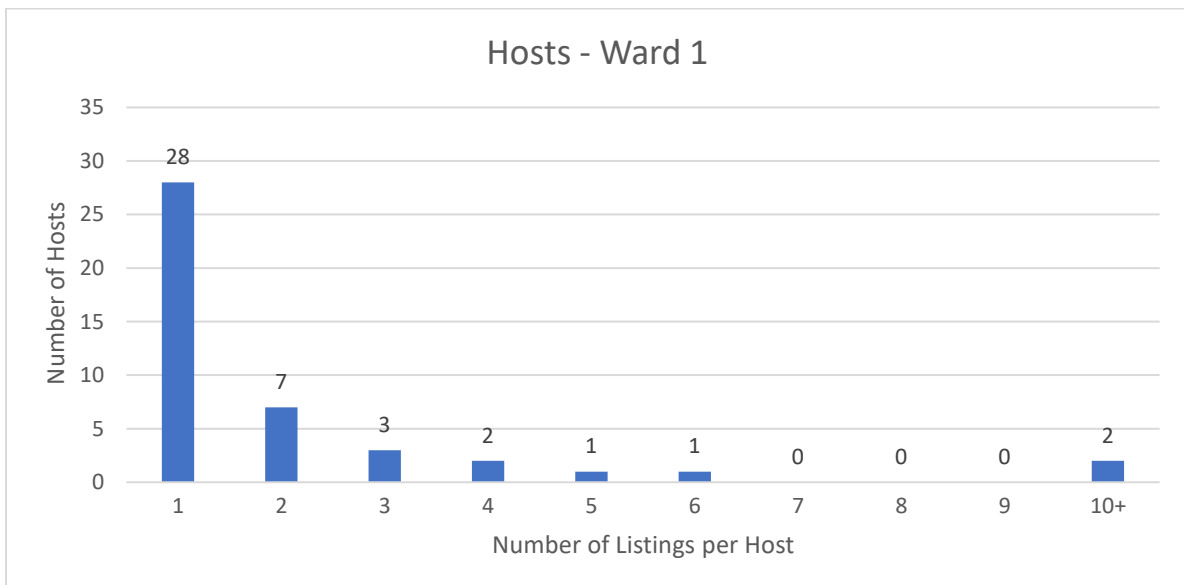
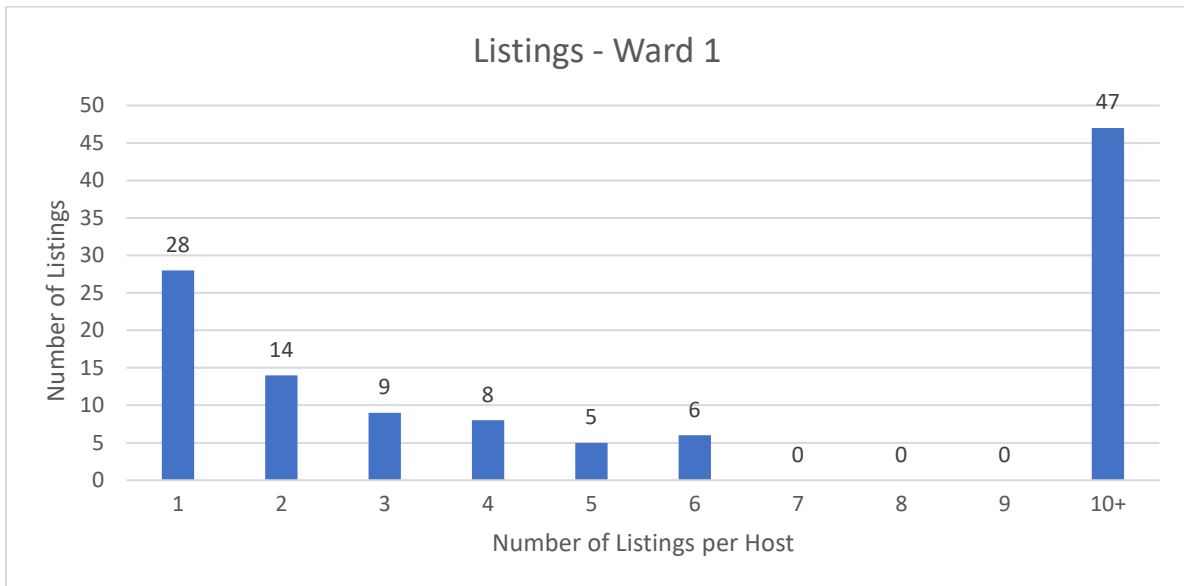
Area	Total housing units 2020	Occupied housing units 2020	Median Age	Owner occupied housing - 2020	Renter occupied housing - 2020	2020 MHI	% Below Poverty Level	~% of STR that appear to operate as a "principal residence"	Total # of STR reviewed in area
USA	138,432,751	122,354,219	38.2	64.40%	35.60%	\$64,994	9.10%		
Diff. between 2010 & 2020 data			1	-2.20%	2.20%	\$13,080	-1.00%		
Missouri	2,804,664	2,440,212	38.7	67.10%	32.90%	\$57,290	8.90%		
Diff. between 2010 & 2020 data			0.7	-2.90%	2.90%	\$11,028	-1.10%		
City of Columbia	53,746	49,371	28.8	47.40%	52.60%	\$53,447	8.50%	26.58%	300
Diff. between 2010 & 2020 data			2.1	-1.10%	1.10%	\$12,160	-2.50%		
"Ward 1" (CT 5, 7, 9, 21)	7,801	6,761	27.96	23.66%	76.34%	\$27,246	35.74%	11.48%	122
Ward 1 - diff bet 2010 & 2020				-1.24%	1.24%	\$4,997	0.14%		
CT 21 (No Central & Douglass Pk)	1,891	1,544	26.50	13.30%	86.70%	\$26,774	36.40%	21.62%	56
CT 21 - diff between 2010 & 2020				-6.20%	6.20%	\$9,211	-10.90%		
Diff. between CT 21 & Ward 1 average				-10.36%	10.36%	-\$472	0.66%		
"Ward 2" (CT 14.01, 14.02, 15.07)	8,293	7,618	34.03	53.83%	46.18%	\$62,489	7.50%	55.56%	27
Ward 2 - diff bet 2010 & 2020				n/a	n/a	n/a	n/a		
CT 14.02 (Parkade & Valley View Gardens)	2,311	2,099	38.00	56.00%	44.00%	\$56,815	2.70%	50.00%	14
CT 14.02 - diff between 2010 & 2020				n/a	n/a	n/a	n/a		
Diff. between CT 14.02 & Ward 2 average				2.18%	-2.18%	-\$5,674	-4.80%		
"Ward 3" (CT 2, 15.06, 16.04)	11,803	10,986	30.50	38.07%	61.93%	\$44,238	13.27%	27.91%	48
Ward 3 - dif bet 2010 & 2020				0.10%	-0.10%	\$11,604	-3.33%		
CT 2 (Benton-Stephens)	1,007	948	26.90	18.00%	82.00%	\$29,452	13.00%	21.62%	37
CT 2 - diff between 2010 & 2020				-3.80%	3.80%	\$9,535	-8.90%		
Diff. between CT 2 & Ward 3 average				-20.07%	20.07%	-\$14,786	-0.27%		
"Ward 4" (CT 6, 12.01, 12.02, 18.07)	8,726	8,010	41.13	77.38%	22.63%	\$85,595	3.45%	51.06%	47
Ward 4 - diff bet 2010 & 2020				0.45%	-0.50%	\$17,546	-3.23%		
CT 6 (SW area inside Stadium loop)	2,079	2,028	45.50	80.40%	19.60%	\$89,138	2.20%	51.85%	27
CT 6 - diff between 2010 & 2020				2.00%	-2.20%	\$20,055	-6.00%		
Diff. between CT 6 & Ward 4 average				3.03%	-3.03%	\$3,544	-1.25%		
"Ward 5" (CT 11.07, 11.08)	8,770	8,220	35.23	58.93%	41.08%	\$70,715	3.25%	28.57%	28
Ward 5 - diff bet 2010 & 2020				n/a	n/a	n/a	n/a		
CT 11.07	2,153	2,085	42.70	43.20%	56.80%	\$65,952	4.10%	22.73%	22
CT 11.07 - diff between 2010 & 2020				n/a	n/a	n/a	n/a		
Diff. between CT 11.07 & Ward 5 average				-15.73%	15.73%	-\$4,763	0.85%		
"Ward 6" (CT 3, 10.01, 10.04, 11.05, 11.06)	10,584	9,418	26.14	26.02%	73.98%	\$38,042	18.92%	21.21%	33
Ward 6 - diff bet 2010 & 2020				-2.33%	2.33%	\$6,969	10.82%		
CT 11.05	2,032	1,949	24.30	10.60%	89.40%	\$39,946	34.90%	13.33%	15
CT 11.05 - diff between 2010 & 2020				n/a	n/a	n/a	n/a		
Diff. between CT 11.05 & Ward 6 average				-15.42%	15.42%	\$1,904	15.98%		

Analysis of Multi-Listing Activity in Columbia’s Current STR Market

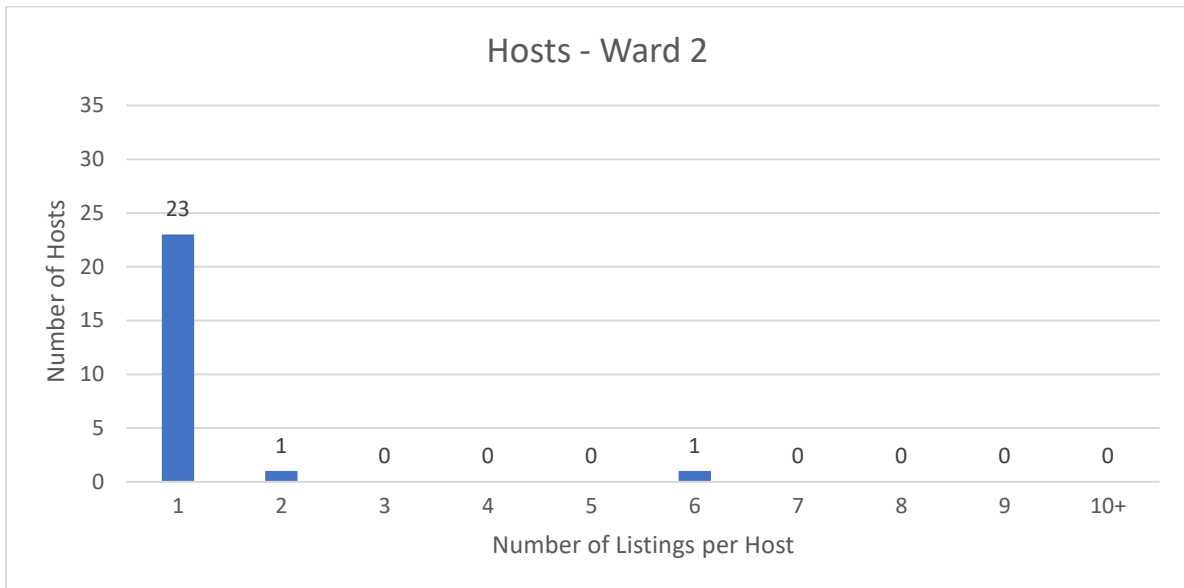
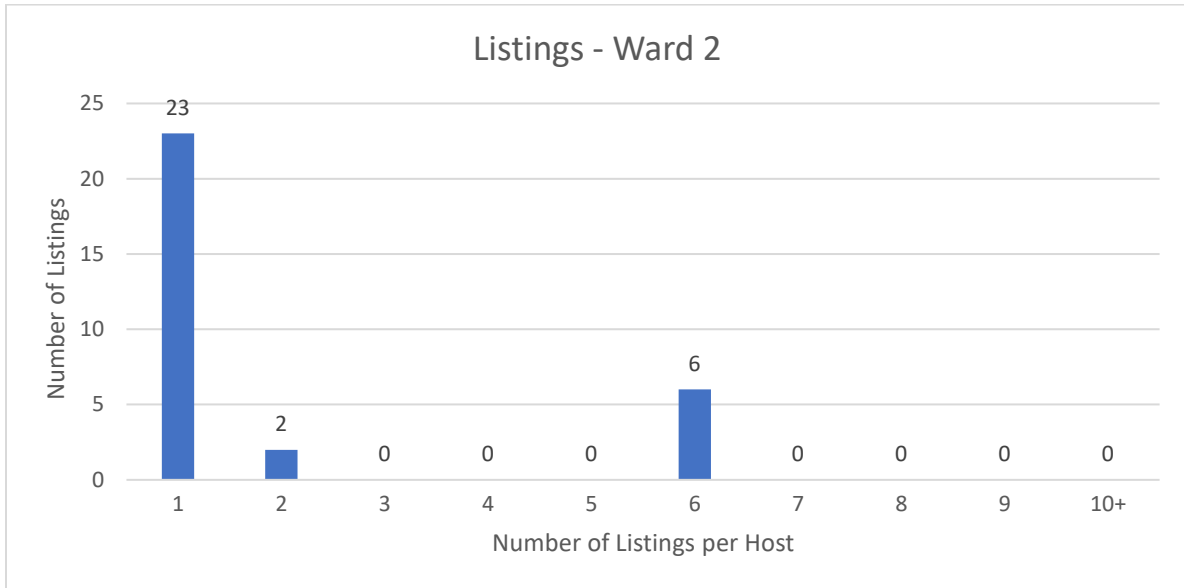
CITY OF COLUMBIA



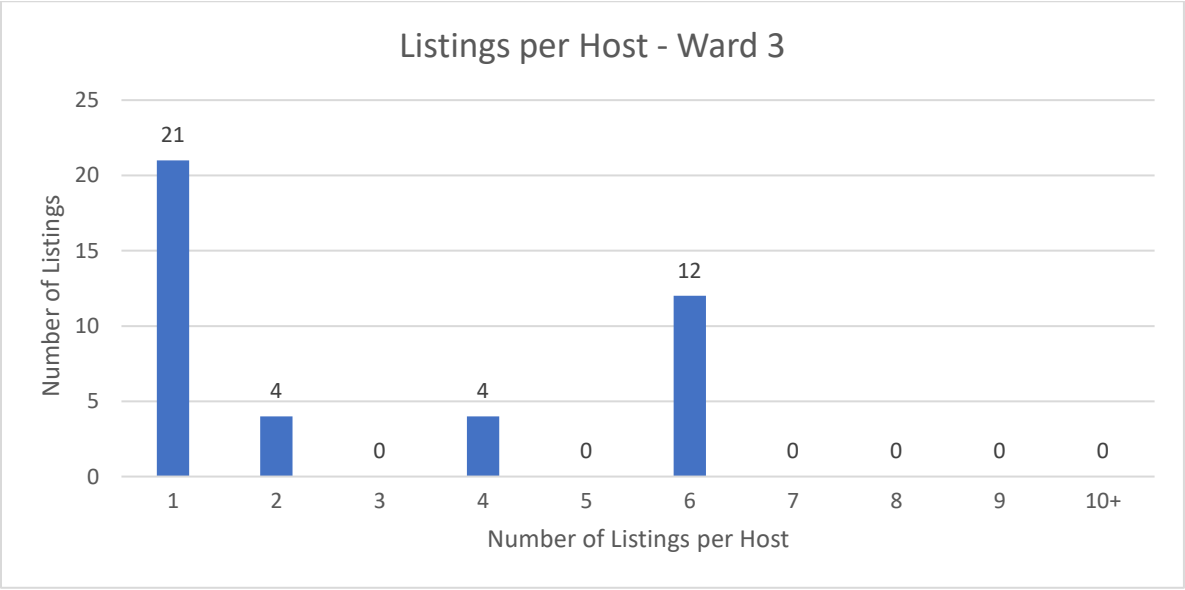
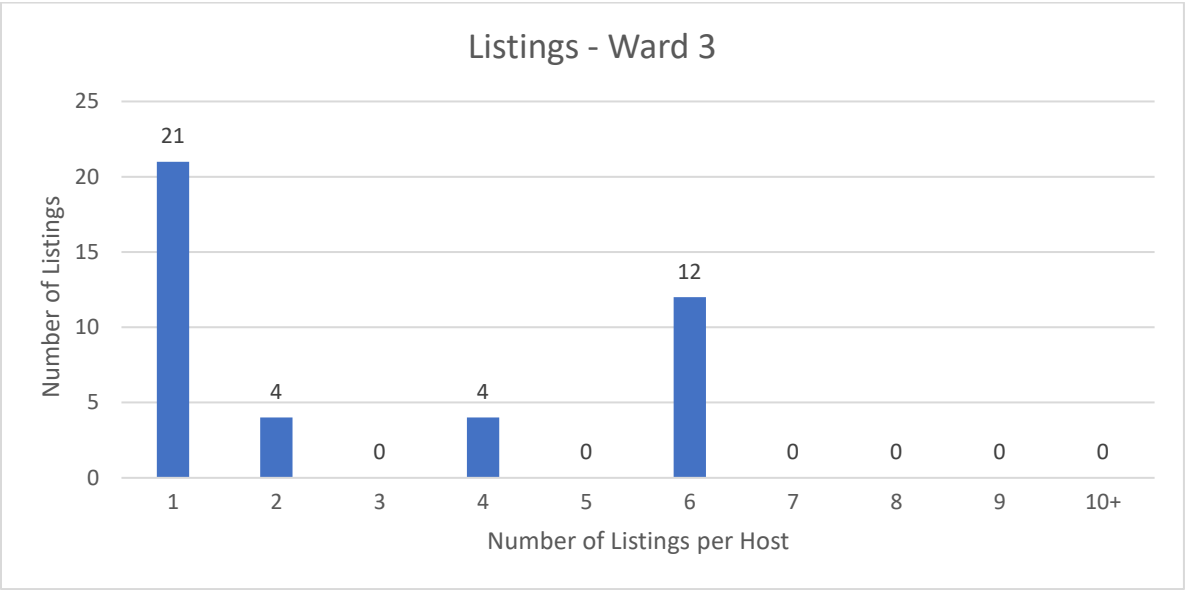
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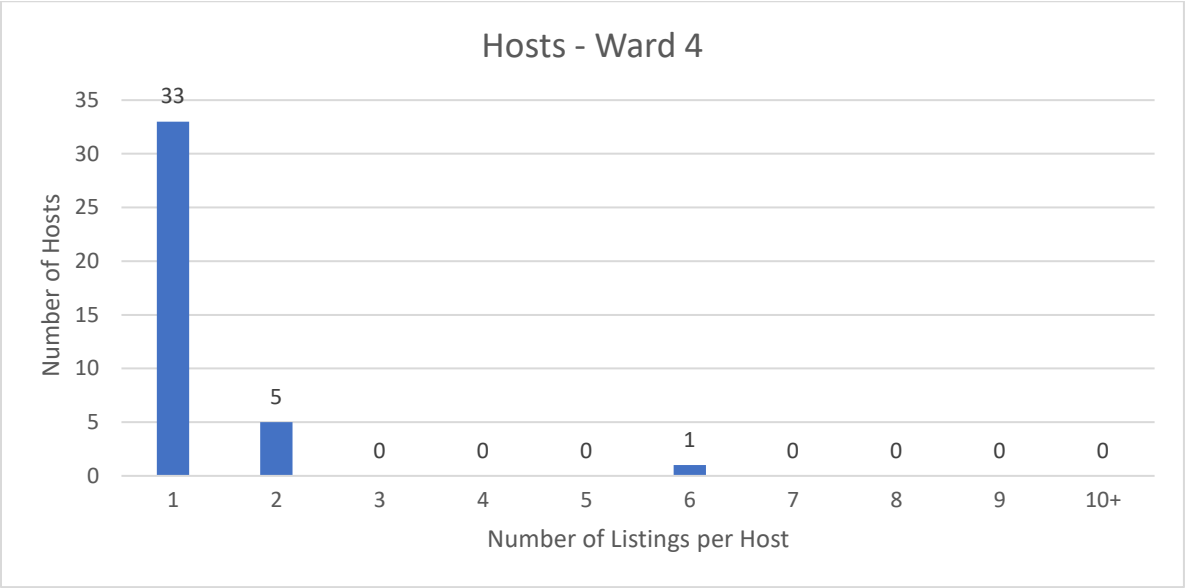
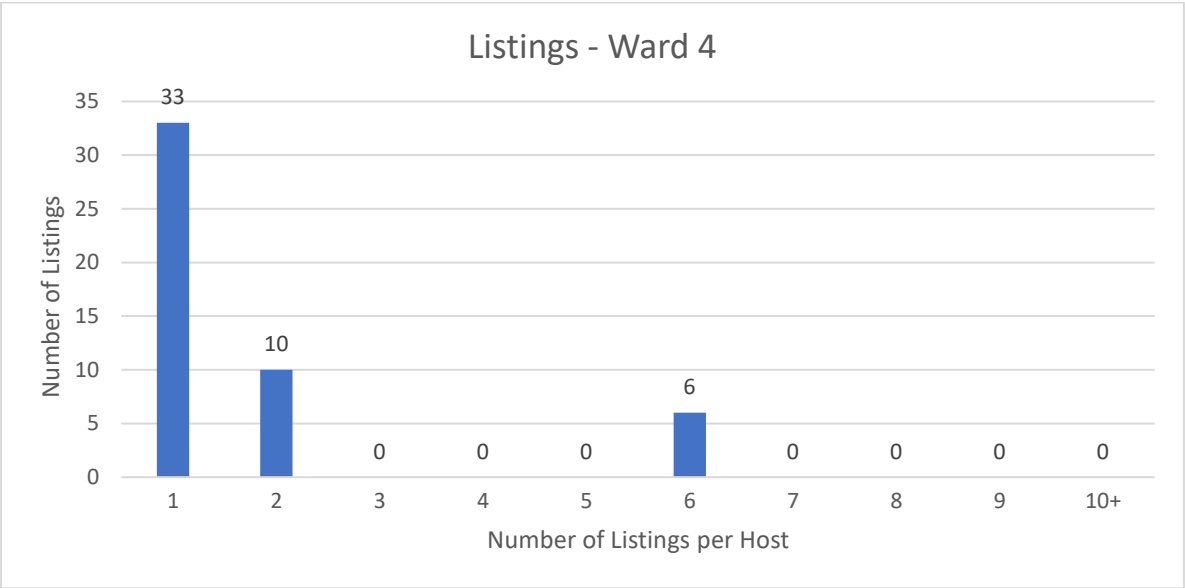
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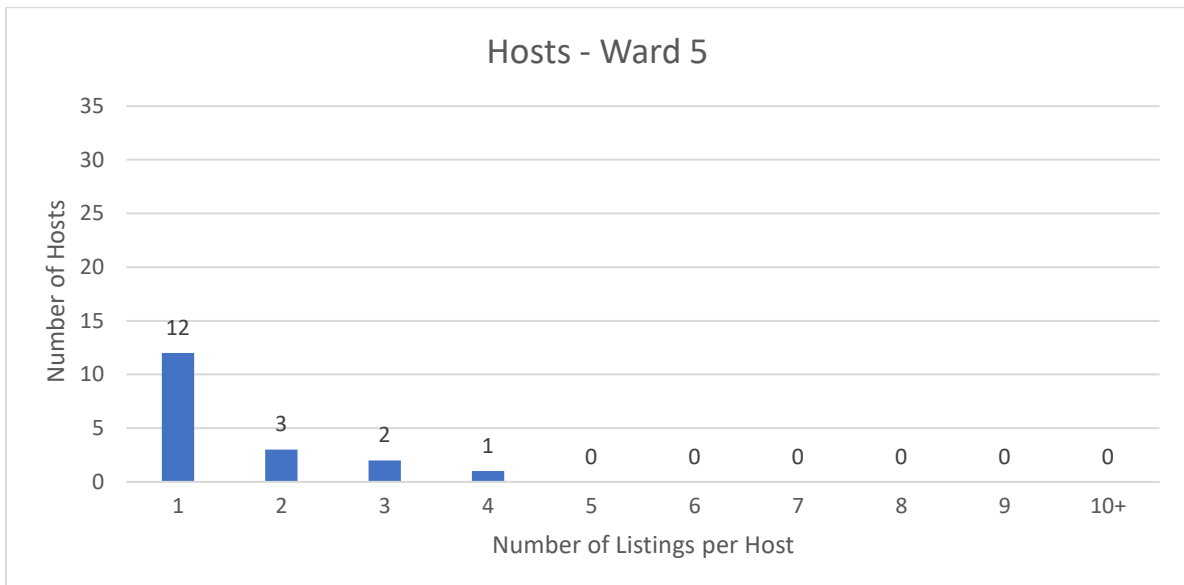
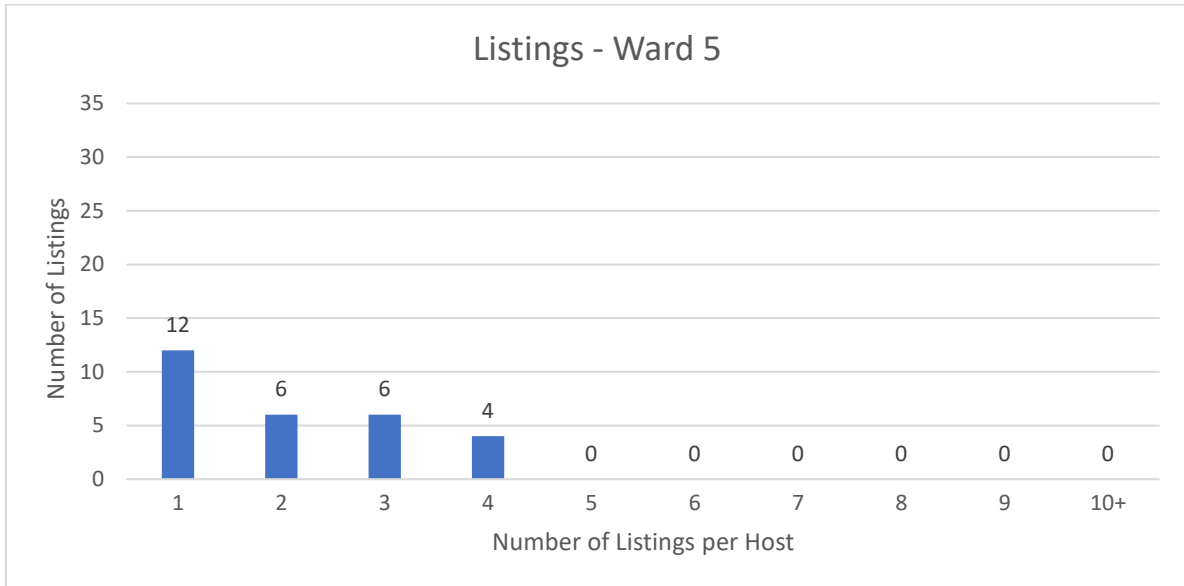
WARD 3



WARD 4



WARD 5



WARD 6

