

EXHIBIT 1: 57% of Airbnbs are operated by hosts that self-identify their location as outside Jersey City

LIST OF 108 CITIES HOSTS COME FROM OTHER THAN JC

(source –www.insideairbnb/jersey-city)

Albany, New York
Allentown, Pennsylvania
Ann Arbor, Michigan
Asbury Park, New Jersey
Atlanta, Georgia
Atlantic City, New Jersey
Austin, Texas
Bayonne, New Jersey
Bernards, New Jersey
Egypt
Boston, Massachusetts
Boulder, Colorado
Brigantine, New Jersey
Brooklyn, New York
Brossard, Quebec, Canada
Brussels, Brussels, Belgium
Carolina, Carolina, Puerto Rico
Cherry Hill, New Jersey
Chicago, Illinois
China
Cork, Cork, Ireland
Curitiba, State of Paraná, Brazil
Dallas, Texas
Dominican Republic
Dumont, New Jersey
East Windsor, New Jersey
Easton, Pennsylvania
Edgewater, New Jersey
Edison, New Jersey
Elizabeth, New Jersey
Florence, Tuscany, Italy
Grosse Pointe, Michigan
Hampton Bays, New York
Hawthorne, New Jersey
Hoboken, New Jersey
Houston, Texas
Hudson County, New Jersey
Hudson, New Jersey
Ithaca, New York
Jundiaí, State of São Paulo, Brazil
Lehi, Utah
London, England, United Kingdom
Los Angeles, California
Marlborough, Massachusetts
Memphis, Tennessee
Mexico City, Federal District, Mexico
Miami Beach, Florida
Miami, Florida, United States
Middlesex, New Jersey
Millburn, New Jersey
Mississauga, Ontario, Canada

Montclair, New Jersey
Montreal, Quebec, Canada
Mount Sinai, New York
Neptune City, New Jersey
New City, New York
New Delhi, Delhi, India
New Orleans, Louisiana,
New Windsor, New York
New York, Iowa
Newark, New Jersey,
Newport, New Jersey
North Bergen, New Jersey
North Brunswick Township, New Jersey,
Northvale, New Jersey
Nottingham, England, United Kingdom
Nutley, New Jersey
Oakland, New Jersey
Palisades Park, New Jersey
Panama City Beach, Florida
Park City, Utah
PH
Philadelphia, Pennsylvania
Pittsburgh, Pennsylvania
Plano, Texas
Portland, Oregon
Princeton, New Jersey
Queens, New York
Red Bank, New Jersey
Ridgefield Park, New Jersey
Ridgefield, New Jersey
Ridgewood, New Jersey,
Russia, Krasnodar Krai, Russia
Salem, Massachusetts
Santo Domingo, National District, Dominican Republic
Scarsdale, New York
South Orange, New Jersey
Stamford, Connecticut
Stanford, California
Staten Island, New York
Stony Brook, New York
Summit, New Jersey
Temple City, California
Toms River, New Jersey
Toronto, Ontario, Canada
Union City, California
Union City, New Jersey
Union, New Jersey
Ventura, California
Washington, District of Columbia
Wayne, New Jersey
Weehawken, New Jersey
West Bloomfield Township, Michigan
West New York, New Jersey
West Orange, New Jersey
Winchester, Massachusetts

12 other states:

1. New York
2. Tennessee
3. Texas
4. Pennsylvania
5. California
6. Michigan
7. South Carolina
8. Utah
9. Florida
10. Louisiana
11. Portland
12. Georgia

10 other countries:

1. Italy
2. Egypt
3. Canada
4. Ireland
5. Brazil
6. Dominican Republic
7. Belgium
8. UK
9. Russia
10. India

EXHIBIT 2: EMAIL REQUEST FROM COMMERCIAL OPERATOR SEEKING 100 HOUSING UNITS IN JC TO BE FLIPPED TO STR/e.g. Airbnb

Subject: Looking to lease 100 apartments
From: "Colby Swartz" <colby@hihoward.net>
Date: Wed, January 2, 2019 [REDACTED]
To: [REDACTED]

Hi [REDACTED],

We are looking to rent 100 units in Jersey City with a lease start of February 1st or 15th. Our company, Howard operates furnished short-term rentals and is looking for units that match our criteria:

- 6 minute or less walk to the Grove St or Exchange PI PATH stations
 - 2 bedrooms or larger
 - Owner open to us operating and subletting the unit as a furnished rental.
- We are looking to move quickly and *can sign leases within 48 hours*.

Please fill out this form if you have a property that may work. Our acquisitions team will reach out right away to schedule a showing.

<https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fec2-52-26-194-35.us-west-2.compute.amazonaws.com%2F%2F%3F%3D3358039%26%3D5dfd5b66-b7b5-4945-8aa6-1fcaeca1283c%26%3D9c49852e-1b87-4d44-8d6c-d5a393275ba6&data=01%7C01%7C062e1904035f4686fca008d74d7f0657%7C98b918a86d8a456ba32fb6fdc6b6a653%7C0&data=liXUxq650EITKKI7waXM3Xr04VrFrC1OU%2BwhybFv9N4%3D&reserved=0>

Best,
Colby

Colby Swartz
VP of Real Estate at Howard
Phone: 646-632-1421

EXHIBIT 2B: SPOT THE DIFFERENCE?

See right: Airbnb “screen grab of Jersey City” referenced in repeated media articles shown on the right. (Average price shown in Airbnb release nothing like actual average price/night \$163)

See left: Reality courtesy of www.insideairbnb.com/jersey-city/ shown immediately below

(GREEN DOTS REPRESENT HOME-SHARING WHICH IS MAINTAINED UNDER THE REGULATION)

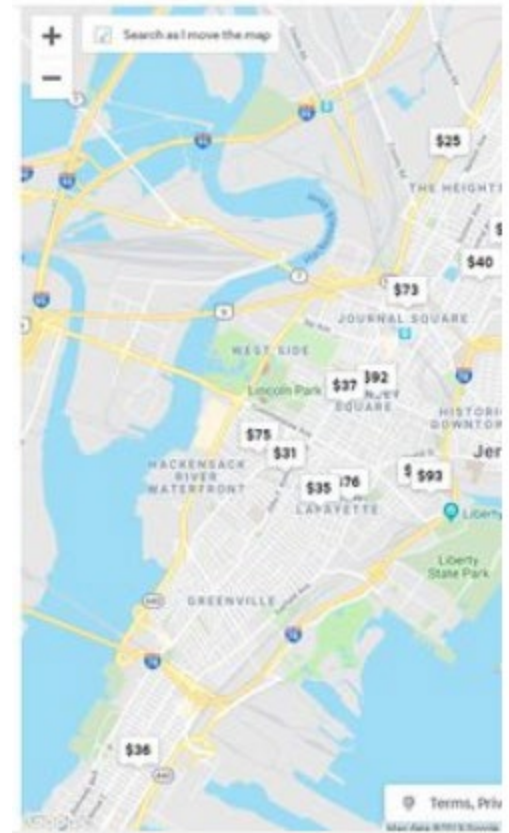
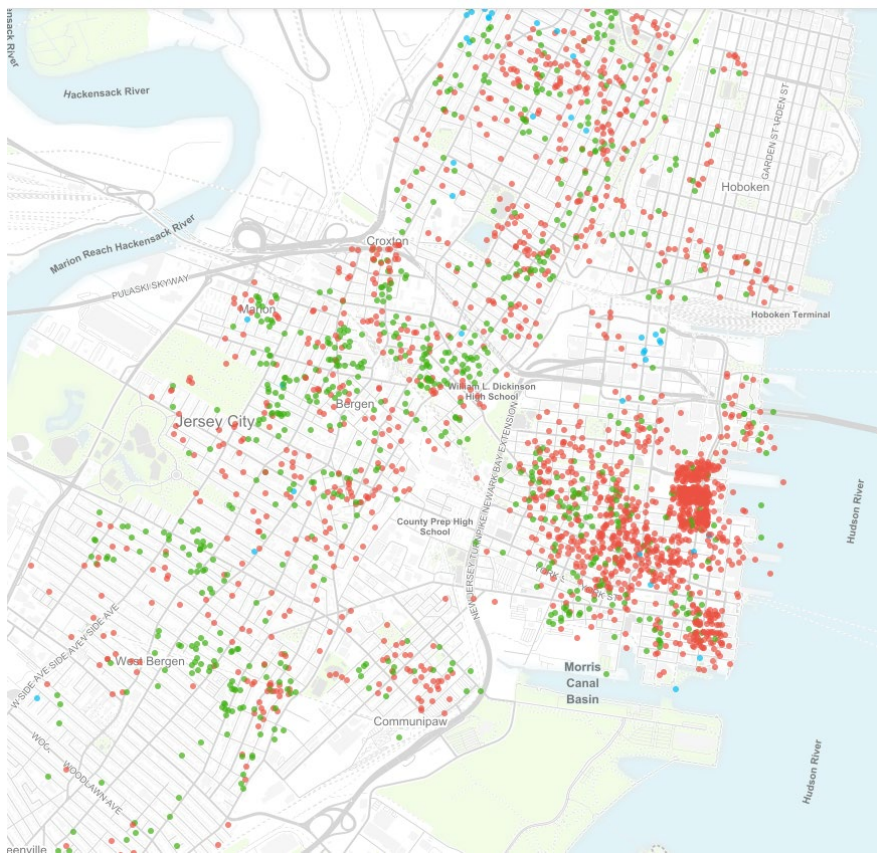


EXHIBIT 3: SAMPLE OF ONE MULTI-HOST EXTERNAL INVESTOR AND HIS PORTFOLIO OF JC RENTALS PREVIOUSLY OCCUPIED BY JC RESIDENTS THAT WERE CONVERTED TO FULLTIME AIRBNB BUSINESS

1. **5 Apartment Rentals converted to STR @ 474 Washington St**

(5) x apartments = homes for 10-15 people but as tourist accommodation up to 30 people

Total on 5 units per day \$1,200 x 20 days per month = \$29,900 per month, x 12 = **\$358,000**

2. **2 Apartment Rentals converted to STR @ 350 Warren St**

(2) x apartments (4 bedrooms) = homes for 4-6 people but as tourist accommodation up to 12 people

\$578 x 20 days per month = \$11,560 per month x 12 = **\$138,720**

3. **2 x duplexes / whole brownstone converted to STR @ 323 York St**

(2) x duplex apartments (5 bedrooms) = homes for 4-6 people but as tourist accommodation up to 14 people

\$588 x 20 days \$11,760 x 12 = **\$141,120**

4. **2 x apartments converted to STR @ 313 Washington St**

(2) apartments (4 bedrooms) = homes for 4-6 people but as tourist accommodation up to 12 people

\$568 x 20 days \$11,360 x 12 = **\$136,320**

5. **5 x Apartments/ Whole Brownstone converted to STR @ 221 First St**

(1) 4 bedroom apartment (tourist accommodation up to 12 people) \$369 x 20 days \$7,380 x 12 = **\$88,560**

(2) 3 bedroom apartment (tourist accommodation up to 10 people) \$339 x 20 days \$6,780 x 12 = **\$81,360**

(3) 2 bedroom apartment (tourist accommodation up to 6 people) \$269 x 20 days \$5,380 x 12 = **\$64,560**

(4) 2 bedroom apartment (tourist accommodation up to 6 people) \$279 x 20 days \$5,580 x 12 = **\$66,960**

(5) 2 bedroom apartment (tourist accommodation up to 6 people) \$269 x 20 days \$5,380 x 12 = **\$64,560**

6. **3 x apartments converted to STR @ 142 Newark Avenue**

(1) 3 bedroom apartment (tourist accommodation for up to 10 people) \$329 x 20 days = \$6,580 x 12 = **\$78,960**

(2) 3 bedroom apartment (tourist accommodation for up to 10 people) \$319 x 20 days = \$6,380 x 12 = **\$76,560**

(3) 2 bedroom apartment (tourist accommodation for up to 6 people) \$259 x 20 days = \$5,180 x 12 = **\$62,160**

7. **3 x apartments converted to STR @ 340 Grove Street**

(1) 3 bedroom apartment (tourist accommodation for up to 8 people) \$319 x 20 days = \$6,380 x 12 = **\$76,560**

(2) 3 bedroom apartment (tourist accommodation for up to 8 people) \$309 x 20 days = \$6,380 x 12 = **\$74,160**

(3) Studio apartment (tourist accommodation for up to 4 people) \$149 x 20 days = \$6,380 x 12 = **\$74,160**

8. **2 x apartments converted to STR @ 615 Jersey Avenue**
- (1) 2 bedroom apartment (tourist accommodation for up to 6 people) $\$199 \times 20 \text{ days} = \$3,980 \times 12 =$
\$47,760
 - (2) 2 bedroom apartment (tourist accommodation for up to 4 people) $\$159 \times 20 \text{ days} = \$3,180 \times 12 =$
\$38,160
9. **3 x apartments converted to STR @ 209A York St**
- (1) 2 bedroom apartment (tourist accommodation for up to 5 people) $\$189 \times 20 \text{ days} = \$3,780 \times 12 =$
\$45,360
 - (2) 2 bedroom apartment (tourist accommodation for up to 5 people) $\$189 \times 20 \text{ days} = \$3,780 \times 12 =$
\$45,360
 - (3) 2 bedroom apartment (tourist accommodation for up to 4 people) $\$159 \times 20 \text{ days} = \$3,180 \times 12 =$
\$38,160

Total housings units taken = 27 (missing 3 others – actual confirmed total is 30)

Total home loss for JC residents = ~90 people

Annual Total income for non-resident multi-host = ~\$1 - 1,700,000

**Exhibit 4: HEAT MAP SHOWING AIRBNB LISTINGS CONCENTRATED AROUND PATH STOPS/
PROXIMITY TO MANHATTAN:**

NOTE that 92% OF ALL AIRBNBs ARE WITHIN 0.5miles OF PUBLIC TRANSPORT TO MANHATTAN

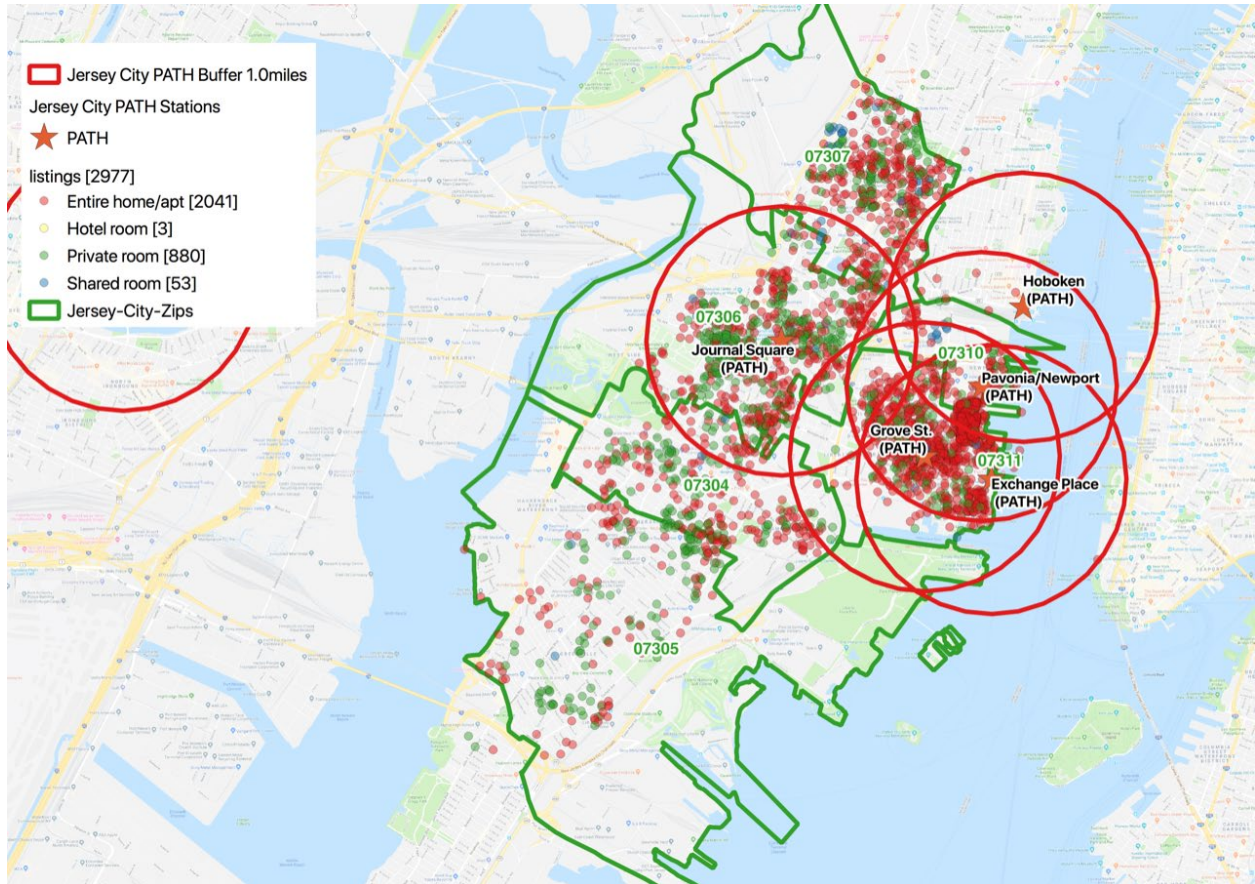


Exhibit 5: HOW AIRBNB “HACKED” LOCAL DEMOCRACY IN JC

Before our Council had even voted the corporation was busy employing political strategy. They paid Expedition Strategies, Inc. a company that runs political campaigns to produce a poll. Questions were phrased in a highly confusing and misleading way. The company running it would not reveal their data collection methods nor how much of the sample had been discarded.

In addition to the “poll”, Airbnb continued to court local and social media, providing stories and misleading Editorials by their Public Relations personnel. Airbnb have continued to spend and advertise with local media. Their hosts repeatedly wrote in local papers – one host showed up in a televised advert as “a small business owner” touting how much benefit Airbnb had brought to the area and her laundromat business. (Not sure how many tourists wash clothes while on vacation vs a resident). It turns out she is a host, running Airbnb in JC, something that was not disclosed.

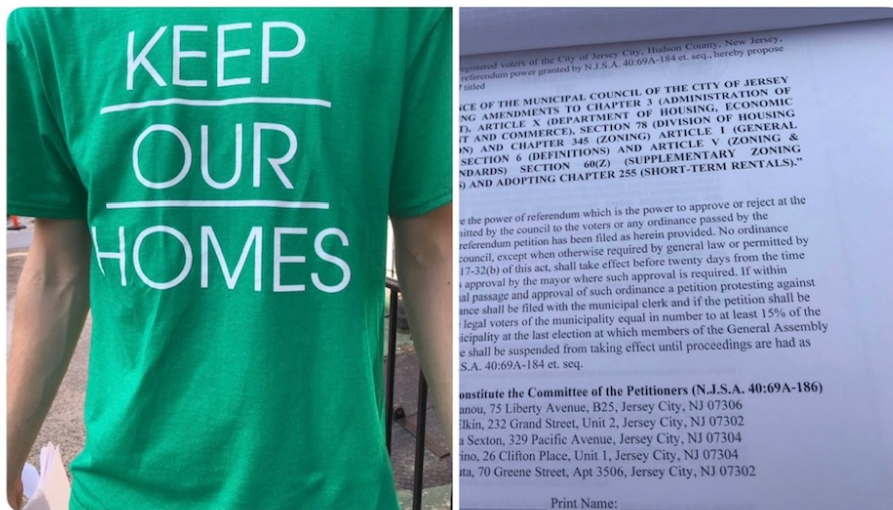
Airbnb, Inc. paid a company to collect 20,000 signatures to put regulation against them to a public vote (according to the City Clerk less than half qualified but it was enough to surpass the threshold). They are now spending between \$3,000,000 and \$5,000,000 to convince the public against regulation that would lessen their profits – over 80% of which is derived from commercial operators.

What has been totally overlooked is how such signatures were obtained: their paid-for signature gatherers wore Keep Our Homes T-shirts and put forward arguments that **Regulation of Airbnb would impact Section 8 Rent Control**.



JC Village Mom
@JCVillageMom

AirBnB out in force in the neighborhood giving out misleading information on how the new @SolomonforJC @miramira4 backed ordinance affects Section 8 and Rent Control. They are trying to get enough signatures to bring the new ordinances to a referendum vote. Don't be fooled.



Inside Airbnb

6:19 PM · 7/9/19 · Twitter for iPhone

16 Retweets 16 Likes



JC Village Mom @JCVillageMom · 7/9/19

Replying to @JCVillageMom

I used to have great neighbors (like @CommutingLarry who occasionally stopped on his way to work to chat with Super Dad) in the nice 4 unit affordable housing apartment building on the corner. It is now a 6 unit boarding house w/strangers constantly going in and out w/suitcases.



JC Village Mom @JCVillageMom · 7/10/19

Ringing every doorbell on my block today!

When I advised my neighbor that it was the AirBnb people trying to get the new ordinance to a referendum vote the petitioner denied it! 😡😡

