



HOCKING HILLS

LODGING OWNERS
ASSOCIATION

Open Letter to HHLOA Members

January 29, 2026

Dear Members,

Our Advocacy Journey

As many of you are aware, our association has been actively involved in promoting fair, consistent, and transparent short-term rental regulations in the Hocking Hills region since the first draft standards were introduced last summer. Throughout this process, we have maintained our commitment to ensuring that regulations are clear and equitable for all involved.

In addition to regulatory concerns, we have experienced notable increases in real estate taxes. These unexpected hikes have placed a substantial financial burden on our rental operations, prompting many of us to question the justification and fairness behind such significant increases. The lack of transparency in the calculation methods and their inconsistent application has led to further uncertainty and concern.

Ongoing Engagement

Over the past year, our leadership team has taken an active role in meetings, provided feedback, and urged the zoning committee to make improvements to regulatory language, ensure consistency, and clarify implementation. Our efforts have focused on maintaining open communication and fostering productive relationships with local officials and stakeholders. Many of you joined one of the Town Hall Meetings in which we provide impact statements to the zoning committee members present.

Despite our continual outreach, the zoning committee has now presented Draft #6 as the final version, which will be submitted to the Commissioners for a vote on 2/12/26. Unfortunately, our repeated appeals for collaboration and documentation of our concerns have been met with a lack of engagement from Michael Linton and Audie Wykle, outside of basic acknowledgment.

Advocacy Efforts Need to Be Immediate

At this critical stage, it is essential that we have access to legal resources, including experts in regulatory and policy matters. Their expertise will be vital in evaluating the final proposed regulation and identifying areas where we can take action to protect our rights as lodging owners.

We also need resources to effectively address the rising real estate tax and formulate an appropriate plan. To support both initiatives, we have set a goal to raise \$20,000 for resource support and legal review.

How You Can Help

Every contribution—large or small—strengthens our collective voice and ensures HHLOA stays proactive, informed, and prepared to protect our interests.



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To contribute, please visit: <https://www.hockinghillslodgingownersassociation.com/donate/>

We sincerely appreciate your continued engagement and support as we work together to safeguard our businesses and future prosperity.

Sincerely,

HHLOA Board