



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 17-00672

City Council

12/14/2017

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### **DISCUSSION ITEM**

**FROM:** City Council Vice President Sherri F. Myers

**SUBJECT:**

Discussion of Mayor Hayward's advertisement for Airbnb

**SUMMARY:**

Mayor Hayward is currently appearing in a new ad campaign for the short-term home rental company Airbnb. It is reported that the ad is currently being promoted via social media as well as on air in the Tallahassee market.

Within the ad, the Mayor is identified as, "Ashton Hayward - Mayor of Pensacola, Florida."

A question has been raised as to the appropriateness of a sitting Mayor advertising for a private company, seemingly giving the impression that the "City of Pensacola" supports Airbnb.

This matter should be discussed by the City Council.

**PRIOR ACTION:**

None

**STAFF CONTACT:**

Don Kraher, Council Executive

**ATTACHMENTS:**

1) Video of Ad

**PRESENTATION:** No