Attention City Council RE Short Term Rental Regulations,

I am writing today to introduce myself and share my story in regard to the upcoming imposed regulations that City Council is considering for Winnipeg Manitoba would affect myself, and my family.

My name is Cherie Stroppa. I am a proud Manitoba Metis woman who comes from a long line of ancestors born and raised here in Winnipeg, along the Red River. I grew up in the North End of Winnipeg where my family lived in poverty. The family I came from was broken, whether you could attribute this to the effects of residential schools, racism, or poor socio-economic factors, I realized at a very young age that I needed to break this cycle for myself.

When I was 8, I started my life as an entrepreneur. I collected bottles door to door, I sold artwork, and flower arrangements door to door. By the time I was 10, I was delivering newspapers. When I turned 12, I had flyers all over the neighbourhood promoting my babysitting business. By the time I was 15, I was working 3 part time jobs after school and on weekends to earn money.

I was the very first person in my family to go to post-secondary school. I started attending University at the age of 22, only taking a few courses a semester. By the time I was 26, I found myself to be a single mother of two children, and I continued to struggle the balance of raising children, working in the hospitality industry to support us, and not giving up my dream of finishing university and becoming a teacher. It was a difficult journey, but eventually I finished a 4-year degree in seven years, and I became an educator who has the opportunity to make a difference in the lives of children each and every day. Most importantly, I made a difference in the life I offered my own two children that I raised. I opened so many doors for them, that had always been closed to me. I was successful in breaking the cycle.

About 4 years ago, I bought a piece of land in the Exchange District, not far from the banks of the Red River where my ancestors would meet to trade goods at the Forks. This was the start of my short-term vacation rental business in Winnipeg. I bought brand new furnishings and decorated my space to compliment the historical charm of the warehouse conversion while meeting the modern amenities such as in suite laundry, a fully stocked kitchen, and a beautiful private patio where my guests can go up to the rooftop use the grill I provide to BBQ and quietly watch the sun set over this beautiful city of ours.

My guests LOVE the impeccably clean and private space I have created. I have countless positive reviews that can be shared:

“We had an absolutely lovely stay! The apartment was beautiful, as well as an easy walking distance from lots of great food places! We’d happily stay here again next time we are in Winnipeg”! - Samantha

“Cherie was really responsive and easy to work with. She takes great care of her place, and we appreciated her thoughtfulness and the care she puts into making sure you have the things you may need while you are away from home”. Michelle
“A wonderful getaway with my best friend! The condo is in a great central location and was cozy beyond expectations! We had everything we needed and then some. From the comfy pillows and blankets, to the lovely welcome treats, we felt truly welcome, comfortable, and relaxed! Can’t wait to visit again”! - Lori-Anne

I could go on and on sharing reviews and positive experiences of the service that I provide my guests. Ultimately, you are able to see that it is a service that is welcomed, and needed in Winnipeg, and is helping bring people back downtown and revitalize our city.

There was a short period of time that COVID wreaked havoc on my business, much like it did in the hospitality industry around the world. Being that my space was in a central location, there was an influx of inquiries where people who lived in Winnipeg were looking for a place to party. Being a responsible host who cares for my space and my furnishings I was able to shut that down immediately. I have cameras at my entrance. I make it known that I don’t accept for any type of party or gathering, and unregistered guests are not allowed on the premises. I only allow for 2 people to stay per bedroom. If someone was to break one of my rules, I cancel the stay, and personally go down to take care of my business and have them leave. Implementing regulations such as limiting the number of guests, having a licence process, insisting on noise regulators, and security cameras, and hosts who then monitor their stays are important aspects that I feel would benefit all involved.

I wanted to give you a little glimpse into my personal life, and my business. I would have liked to have had the opportunity to have spoken at the next council, however as mentioned I am a teacher, and life in the schools has been very difficult through COVID as well, and I cannot just afford myself the luxury of taking a school day to deal with this. It would be nice if opportunity to discuss further would open up to evenings or weekends. I would be happy to be a part of a committee that could sit

down together and help explain the process of the short-term vacation rental industry and help guide and develop regulation that would take this industry into the future in a safe and healthy manner. At this point, I strongly feel that creating regulations such as insisting the rental is only in your primary residence, and maximizing the number of days you can rent, would destroy my business model, my future, and my retirement plan. I am just as committed and responsible to a property I own and primarily reside in, as one I own and reside in secondary when I spend time in our Historic Exchange District. I urge you to consider how this affects people like myself. I have worked very hard through my life to be in a position to purchase this little piece of land, and I urge you to not just take it away.

Cherie Stroppa
Crestview, St. James.