

**Dernell Johnson**

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Date: 8/11/2025

**New Orleans City Council**

1300 Perdido Street

New Orleans, LA 70112

**ATTN: Aisha R. Collier, Assistant Clerk of Council**

**Re: Appeal for Renewal of Short-Term Rental License – CSTR License No. 23-CSTR-11209**

Dear Aisha R. Collier,

I am writing to respectfully request your consideration in renewing my short-term rental license, CSTR License No. 23-CSTR-11209, which expired on June 4, 2024. Unfortunately, I did not submit a renewal application prior to the expiration date, and my lapse in licensure has now exceeded 180 days, requiring me to appeal directly to you for reinstatement.

The short-term rental in question is not merely a source of income—it is a cornerstone of Baldwin & Co.'s ability to serve our community in transformative ways. The revenue generated from this rental directly funds Baldwin & Co.'s community programs, which include:

- Donating **thousands of new books to children in New Orleans** each year.
- Providing **free tutoring services** to children who need additional educational support.
- Donating **household goods to families in need**, ensuring stability and dignity for those facing hardships.
- Covering **travel costs to bring some of the most prominent thought leaders in the country** to New Orleans for public talks, workshops, and cultural exchanges.
- Hosting our **annual Baldwin & Co. Book Festival**, where we celebrate the love of reading by providing free books, food, and entertainment to the community.

- Offering **free financial literacy programs**, where we conduct 2-hour classes to teach residents how to be more fiscally responsible and economically empowered.

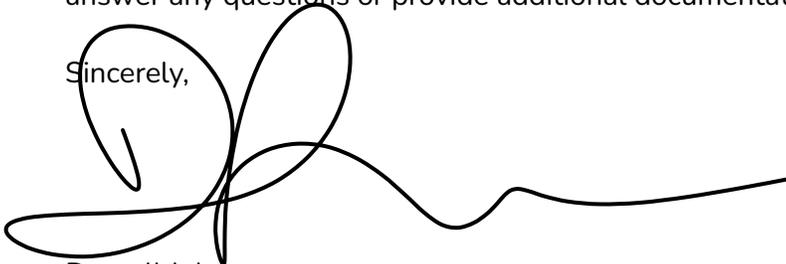
These programs—and so many other phenomenal community service activities—are made possible in large part through the revenue from Baldwin & Co.'s short-term rental. Without this source of funding, our ability to sustain these initiatives and expand their impact would be severely diminished.

I recognize and respect the rules governing short-term rental licenses in our city, and I take full responsibility for missing the renewal deadline. This lapse was unintentional, and I am committed to full compliance with all regulations moving forward. I am asking for your understanding of the extraordinary community benefits that stem from my short-term rental operations and for the opportunity to continue using it as a tool for meaningful public service.

I respectfully request the City Council grant me permission to regain my short-term rental license so that Baldwin & Co. can continue its mission of literacy, empowerment, and community enrichment for the people of New Orleans.

Thank you for your time, attention, and consideration of this appeal. I would be honored to answer any questions or provide additional documentation regarding the impact of our work.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized initial 'D' followed by a long, horizontal, wavy line that extends to the right.

Dernell Johnson