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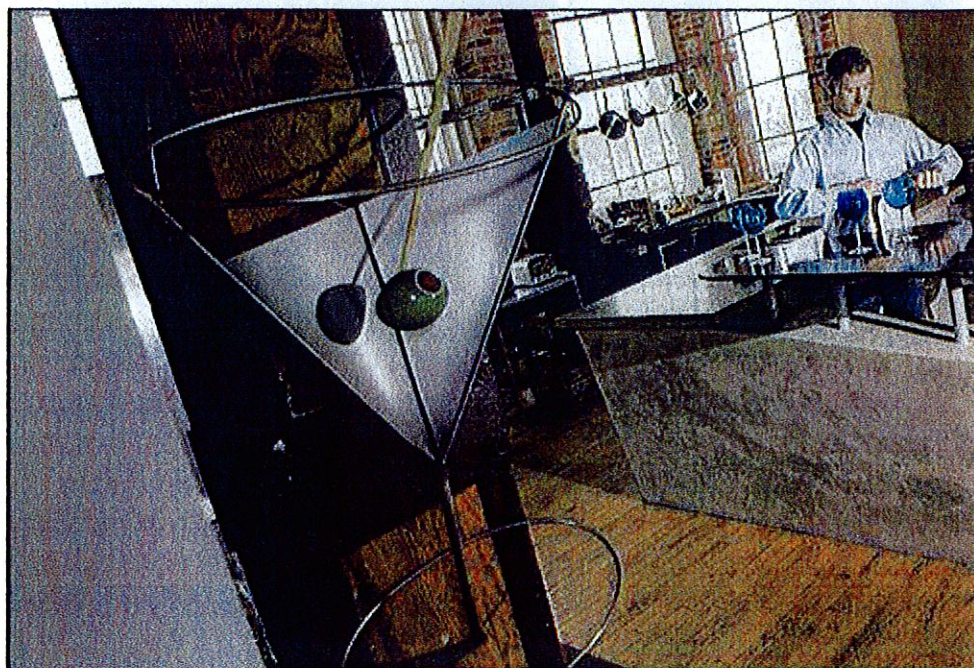
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Monday, December 19, 2005



Donna Terek / The Detroit News

Scott Damman says he is negotiating the final details of a lease of his 6,000-square-foot, newly refurbished Corktown loft. He expects to get at least \$25,000 and perhaps more than \$40,000 based on the final negotiations.

For rent: Super Bowl digs

Detroiters seek big cash from Big Game

John Wisely / The Detroit News

DETROIT -- If the Super Bowl isn't enough entertainment for you, Joe Bozynski will throw in a stocked bar, plus tickets to see Kid Rock and the Red Wings.

Not to mention the use of a 2004 GMC Envoy in case Detroit is covered in snow.

Bozynski, 36, owns a condo on Woodward near Ford Field. He's one of dozens of Metro Detroiters hoping to score financially by renting out a home during Super Bowl XL on Feb. 5.

Most experts say the demand for renting private homes for the big game will fall well short of the supply, but scores of homeowners are gambling they will be among the lucky ones to ink a deal.

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Scott Damman appears to be one. He said he is negotiating the final details of a lease of his 6,000-square-foot Corktown loft. He expects to get at least \$25,000 and perhaps more than \$40,000 in the final negotiations.

He is working with an advertising agency that includes a public relations firm that manages special events. He said he doesn't know who the eventual user of his home will be.

Damman has refurbished the loft over the past few years, and his home was featured on a cable television program about interior design. Near the Lodge Freeway and Michigan Avenue, the site offers spacious views, ample parking and a short drive to Ford Field.

He plans on putting the money back into his loft, likely for new windows and an upgraded heating system.

Many other hopeful homeowners are paying between \$100 and \$200 to advertise their houses on Web sites like Eventhomere rentals.com, a Georgia-based firm that focuses on sports-related rentals. The sites have drawn homes from the huge to the humble hoping to cash in.

"Over the past two weeks, we've had a lot of interest," said Sarah Pharr, the listings manager for the Web site. "No one has told us for sure that they have a contract, but they are seeing more activity."

Home rental is a phenomenon that follows major sporting events like the Super Bowl, the Ryder Cup and others. Among the homes offered on Web sites are:

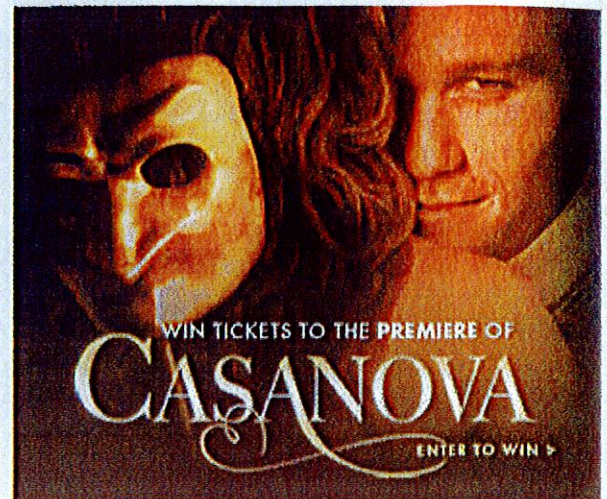
A two-bedroom bungalow in Lincoln Park for \$1,250 a day.

A geodesic dome near Mexicantown for \$1,300 a day.

A historic Detroit mansion on the waterfront with a basement boat well for \$25,000 for the week.

Some corporations that plan to have executives in town for a week or more choose the private rental homes instead of hotel rooms, which typically charge a premium during big events like the Super Bowl.

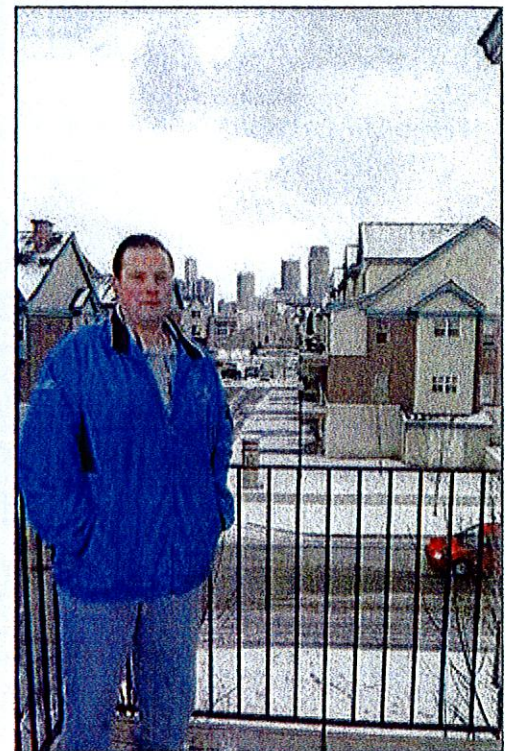
Wealthy individuals who attend such events are also known to rent homes where they can spread out and relax.



Rental rules

If you use a dwelling as a home and rent it out for fewer than 15 days in the year, you need not declare any of the rental income for tax purposes, according to the Internal Revenue Service.

Source: Internal Revenue Service



Along with his Detroit condo, Joe Bozynski is offering four tickets to the Red Wings game and Kid Rock concert Super Bowl week. ▶ See full image

"It's definitely high-end," said Michael Dietz, president of Dietz Trott Sports and Entertainment, a sports marketing firm based in Bingham Farms. "There's more space (in a home), and it's a lot more private."

Still, Dietz said the market is likely to be limited, and many of the deals that will happen have likely already been completed.

Bozynski hopes his added-value items will make his place stand out. He's offering four tickets to the Red Wings game against the St. Louis Blues scheduled for Feb. 1 and four more for the Kid Rock concert scheduled for Feb. 3 at Joe Louis Arena.

He recently repainted and replaced the carpeting in his condo, which faces Woodward and offers a short walk to Ford Field. He plans on converting one of its three bedrooms into a wet bar.

"I saw it as an opportunity to make some extra money," said Bozynski, who owns the Salty Dog Tavern in southwest Detroit. "I'm asking \$30,000. A lot of people are asking \$30,000 to \$40,000, but they aren't throwing in the extras that I am."

He thinks he has a good chance, but he's prepared if nothing pans out.

"If I don't rent it out, I'm going to have a hell of a party," said Bozynski, a Lions season ticket holder.

Tax rules allow homeowners to rent out their primary residence for up to 15 days each year, tax-free.

Parkii and Leo Gillis hope the originality of their home makes it stand out. The couple lives in a geodesic dome on Vernor Highway near Mexicantown. For \$8,400, creative Super Bowl fans can spread out in 4,000 square feet of space, with radiant floor heat and nary a right angle in sight.

"I think it's really conducive to creativity in terms of thinking outside the box," Parkii Gillis said. "We're really hoping to rent it out."

Realtors said the hype surrounding such events often exceeds the reality when it comes to home rentals.

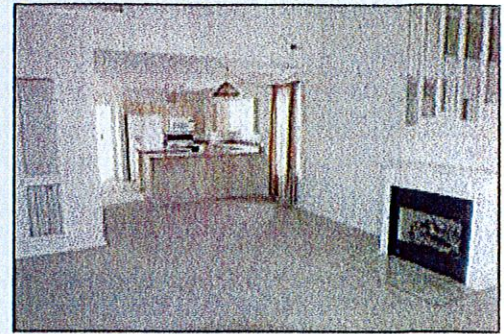
When the Ryder Cup was held at Oakland Hills Country Club in Bloomfield Township last year, many local residents sought to rent out their homes.

But the number that actually signed deals was likely a couple of dozen, rather than the hundreds who tried, said Don Amalfatino, an associate broker in the Birmingham office of Weir Manuel Realtors, which handled some of the rentals.

"There was a lot of excitement, but there were probably fewer than people thought," Amalfatino said.

The Ryder Cup was a weeklong event held in a residential area while the Super Bowl is more of a weekend event held downtown.

"For the Super Bowl, we're not hearing the requests," he said.



W. Edwin Smith / The Detroit News

Joe Bozynski recently replaced the carpeting and repainted his condo, which faces Woodward and boasts a short walk to Ford Field. ► [See full image](#)

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