Short Term Rentals (STRs)

Housing Advisory Board

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Rapid Expansion of the Sharing Economy:

Travelers:

- Online booking; competitive pricing
- New options for accommodations
- Growing interest in lifestyle travel

Operators:

- New income generating opportunity
- Leveraging an underutilized asset
- Sharing over consuming

Short Term Rentals (STRs): Summary

What we've learned:

- +300 STRs currently

- $5 million in revenue in 2018

- Approximately 40% increase in room nights, 2017 to 2018

- Potential loss of occupancy tax revenue

Short Term Rentals: Key Issues

- Current LUMO regulations predate rise of STRs

- Health & safety concerns

- Potential missed occupancy tax revenue

- Community benefits and impacts
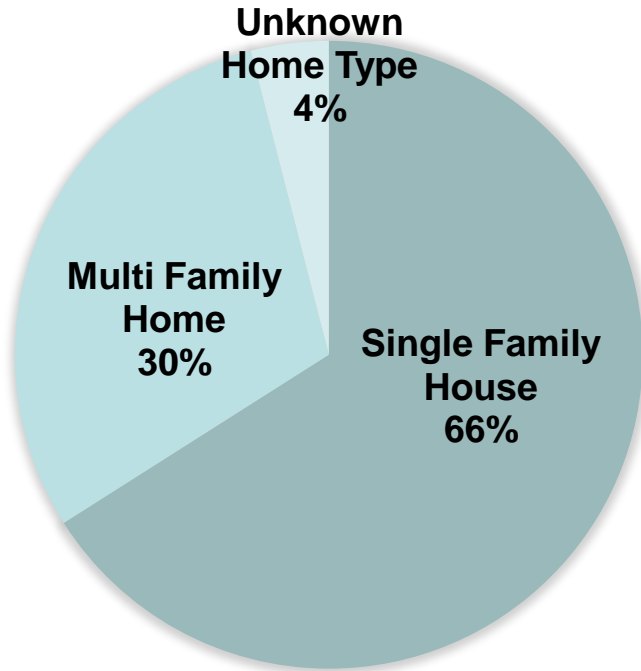
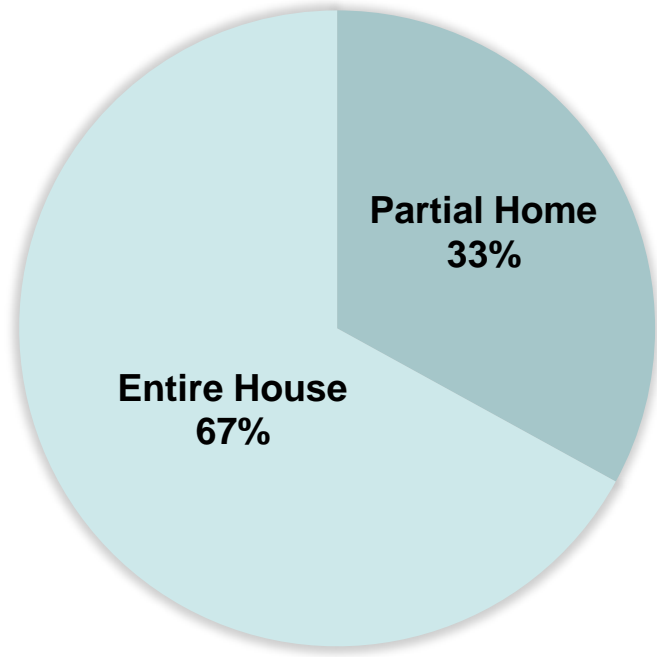- Limited staff capacity for enforcement

- Short-Term Rental
  - Hosted
  - Unhosted
  - Dedicated Vacation Rental

- Home Occupation

- Tourist Home

- Overnight Lodging

Short Term Rentals: Statistics

Short Term Rentals: Feedback to Date

Neighbors:

- Parking
- Noise
- Strangers in the neighborhood

Hoteliers:

- Level playing field
- Impacts to business

STR Operators:

- Customer demand for this option
- Customer reviews help ensure appropriate use
- STR revenue is important source of personal income

Staff:

- Health and safety
- Occupancy tax revenue

- Limited staff capacity

  – One zoning compliance officer for town

- Third-party vendors:

  – Can help identify STRs

  – Can assist with selected enforcement activities

  – $5,000-$25,000/year

  – Additional staff time still required

Short Term Rentals: Preliminary Timeframe for Staff Approach

Short Term:

1. Outreach, Education & Enforcement

- Webpage
- Inform STR operators of applicable regulations
- Inform property owners of complaints

Next 6-12 Months:

2. Ordinance Update

- Engage community stakeholders and receive input
- Develop a task force
- Identify key goals
- Check in with Council
- Draft updated standards
- Present for Advisory Board review and Town Council review and approval

3-6 Months After New Ord:

3. Education & Enforcement

- Conduct education campaign on new ordinance
- Enforce new standards

Steps to Developing an Ordinance

1. Council Direction

2. Appoint Advisory Board Champions and Community Members to Task Force

3. Community engagement
   – Regular task force meetings
   – Surveys

4. Check in with Council

5. Draft updated standards

6. Council review and approval

1. Attend Community and Task Force Meetings to learn more about STR topic

2. Upcoming Surveys

3. Updates to be posted online: https://chplan.us/STRs

4. Contact:
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Discussion & Feedback