



GRANICUS

govService

Host Compliance

Camden

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Monitoring Short-Term Rentals (STRs) presents both widely known and underappreciated challenges



Getting **visibility** into STR data is **nearly impossible**



Manual processes weigh on my team and **drain our budget**



Our **internal alignment** is ineffective and **suffers**



So much of my **time is wasted** on **finding more room in the budget**

🕒 **<10%**

Of STR owners voluntarily get registered and pay all of their taxes

🕒 **20-30%**

Issues with STRs growing at an alarming rate year over year

The Short-Term Rental Market is Exploding

Many communities are struggling to define and enforce regulations that preserve community character and keep communities safe while ensuring revenue collection.



15x

the # of short-term rental listings since 2011



27

global markets have seen home rentals outperform hotels in the last year



100s

of different platforms make it nearly impossible to manually track STR property listings

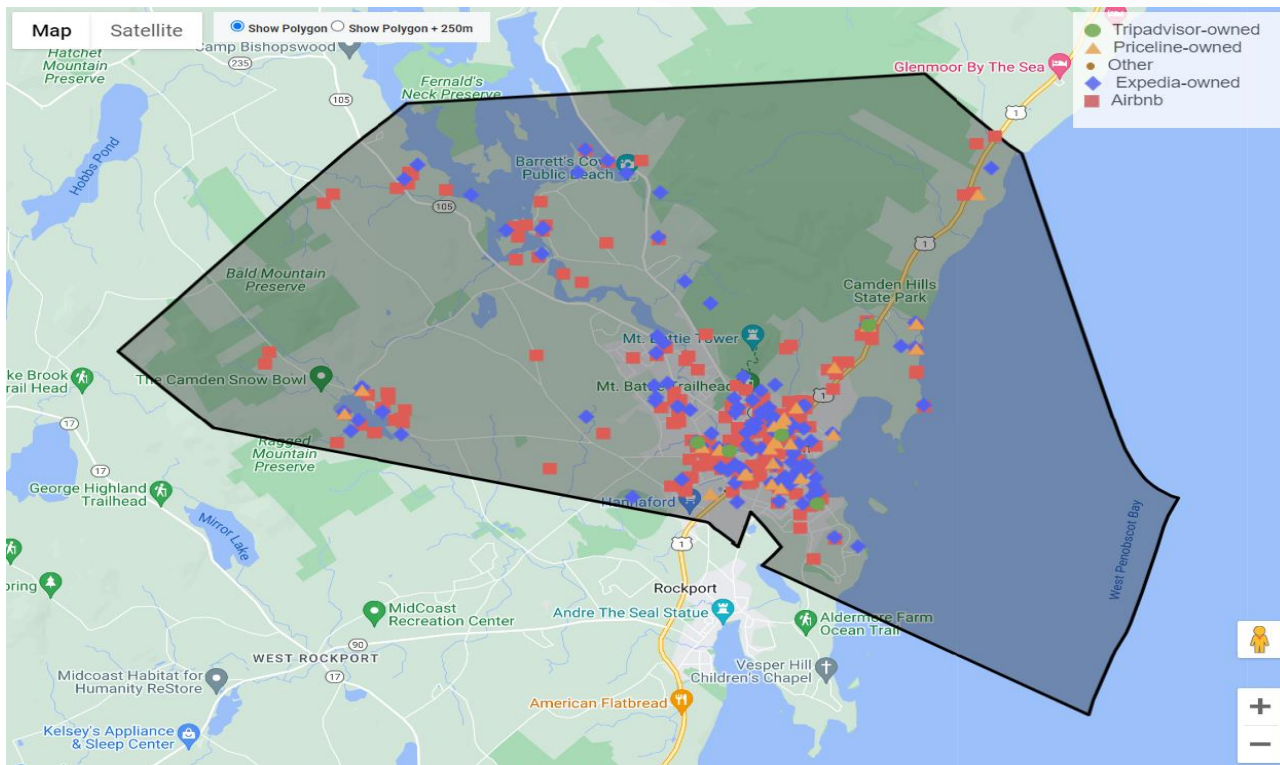


239%

Increase in STR related party complaints in the last year

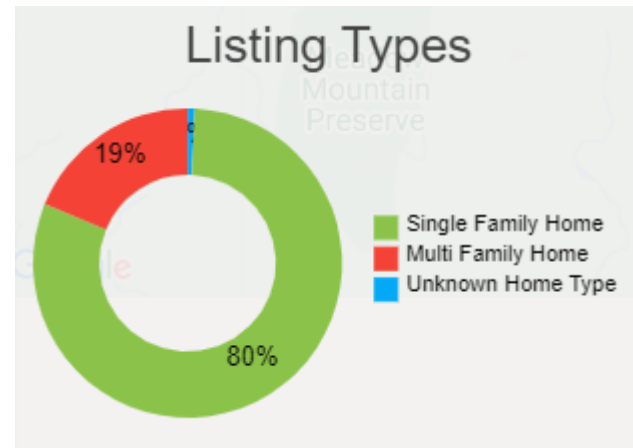
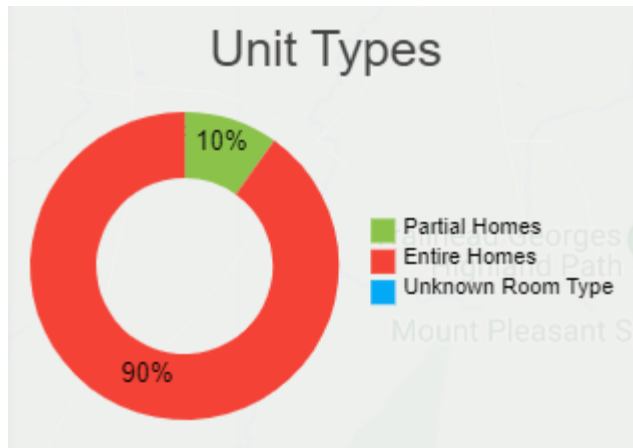
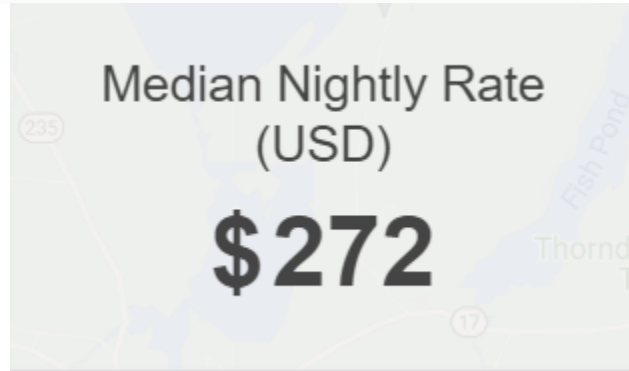
...and in Camden we have identified 398 listings, representing 339 unique rental units*

Short-term rentals in Camden as of August 2023



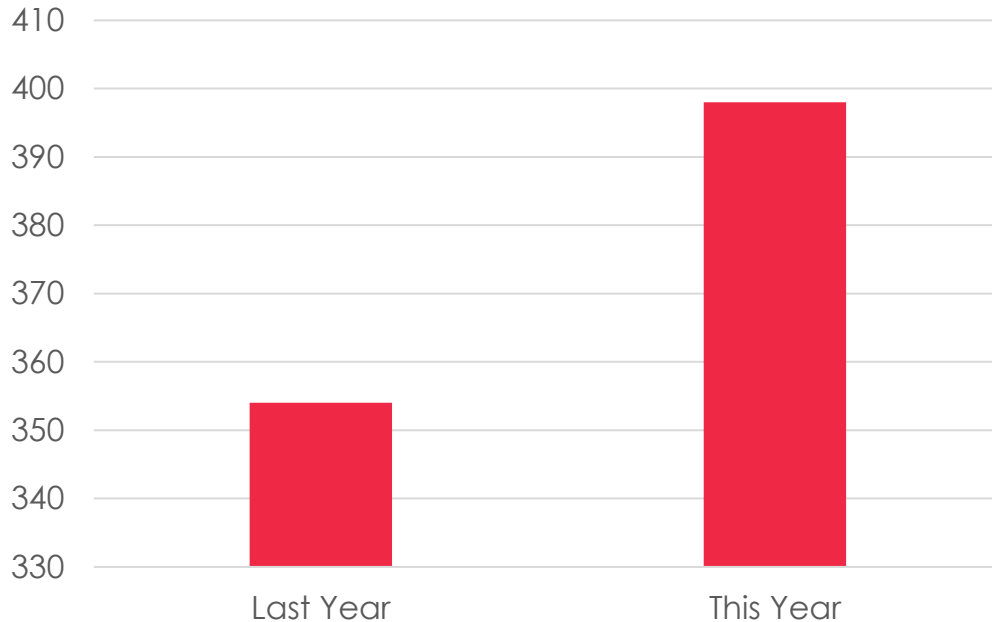
* Granicus Host Compliance's pricing is based on the count of listings and rental units that would need to be analyzed and monitored for compliance. In terms of listings, this number is 405 as we will expand our search area by several hundred yards beyond the borders of Camden to capture all relevant listings. Source: Granicus Host Compliance Proprietary Data

Camden STR Market Details



The number of short-term rental listings has grown 12% in Camden over the last year

YoY Growth

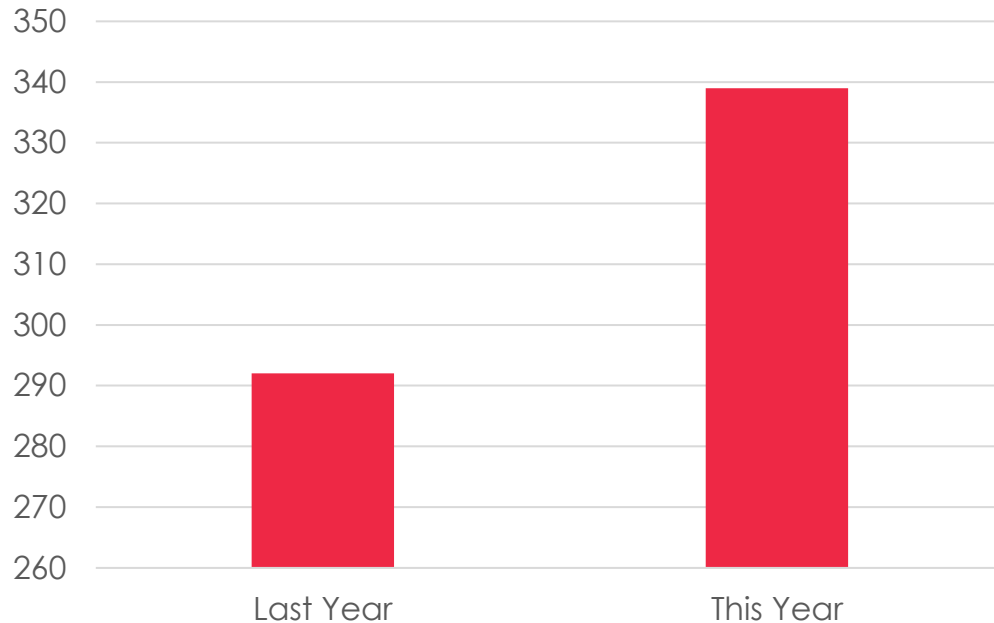


12%
YoY Listing Growth



Counting only unique rental units, Camden has seen 16% growth since last year

YoY Growth



16% *YoY Rental Unit Growth*



Regulating Short-Term Rentals

Jeffrey Goodman, AICP - *Planning Consultant, Granicus*

What is an STR?

- Bed & breakfast
- Boardinghouse
- Vacation home
- Vacation rental
- Resort property
- Roominghouse
- Inn
- Tourist home
- Cottage home
- Villa rental
- Seasonal rental
- Transient home
- Shared living house
- Homestay
- Homeshare
- Flophouse
- Short-term stay
- Lodging house
- Temporary rental
- Holiday home
- Farm stay
- *Chambre d'hôtes*
- *Casa rural*
- Residential hotel
- Hosted stay
- Lodging rental
- Holiday camp

Regulatory

Lens
A overarching goal that allows a community to make nuanced and targeted regulation to the local context



Short Term Lentils

Developing a lens



Community Input

View from on the ground, often tinged with self-interest, tourists don't vote



Market Data

STR effects on housing, economic development, Market characteristics:

- ✓ Location
- ✓ Size
- ✓ Price, etc.



Governmental Expertise

Community-wide view, long-range plans and priorities, budget

Regulatory Typology



“What is a good ordinance to look at?”

Different...

- ✓ Priorities
- ✓ Budgets
- ✓ Housing Market
- ✓ Political Will
- ✓ Context



Regulatory Trends

"This is my former house on Josephine st. where me, my ex and our neighbors were forced out of in the spring by a woman who lives in New Jersey and who lied to everyone's face from the beginning about her intentions. Now both sides are an Airbnb and I thought I might let the outta towners know....

#welcometonola
#happymardigras"



RESTART

Housing Issues

- Professionalization of industry trends towards those with property and capital
- Gap between long-term rents and short-term rental income creates pressure on renters and homebuyers
- Most expensive neighborhoods are not where pressure emerges
- Always easier to protect units than try to rollback changes

Concerns

- Urban: Gentrification, builders' trend to luxury
- Suburban / Small town:
Vulnerable groups, losing local real estate control
- Rural: Limited housing options, difficulty attracting new residents, workforce housing



Major vs. Minor Violations



Major Violations

Licensing violations

- Immediate penalties

Examples: advertising without license, operating outside scope of license, failure to pay taxes, etc.



Minor Violations

Quality of life violations

- Rectify situation
- Look for patterns of problems
- 'Cool down' periods

Emerging Issues



Tax Collection & Auditability

Are you getting the right amount from the platforms?



Local Assessment

Are STRs being assessed as residential or commercial property?

How are comps impacting neighbors' assessments?



Infrastructure & the Environment

How different is STR usage from residential usage in water and waste systems?

Common Mistakes

1. Not having a planning lens
2. Not treating lodging holistically
3. Not communicating expectations



Contact Info

Please feel free to contact us anytime if you have any questions about short-term rental compliance and how to best address the associated challenges.

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