STRAC
February 28th, 2017

STR Licensing and Violations Update

Excise and Licenses
As of February 28th, there are 1,001 active STR licenses in Denver.

Host Compliance Data shows 2,989 unique STR properties in Denver.
- Before last week’s NOVs sent, there were 3,088 unique STR properties.
- Nearly 100 listings subsequently removed since NOV mailings.

Compliance rate for STR operators in Denver now hovering around 30%
From 1/24/17 through 2/21/17, Host Compliance identified close to 1,900 unique STR properties in the City.

Reconciling Host Compliance data with current EXL licensing data resulted in mailing over 1,000 NOVs to unlicensed operators.

NOVs were mailed to both physical Denver address, as well as owner address if different.
STR Violations Cont...

➢ NOVs also included 1 of 3 “friendlier” flyers to educate on licensing requirements.

➢ Addresses on NOVs all handwritten to ensure operator or property owner opens letter.

➢ NOVs include date for compliance before being subject to administrative citations.

➢ All sent in 3 “batches” or waves of mailing. 3-1-1 Operators equipped with knowledge to answers surge in STR calls.
Operators believed they were in compliance by only registering for a Lodger’s Tax ID, but not completing final step for Business License.

Operators thought they were no longer listing, but still had active advertisement after ordinance effective date.

Property owners unaware long term tenants conducting STR operations without permission (both apartment complexes and single family homes).

First time learning of requirement, and subsequently becoming licensed.

Operators claiming they’re only operating/advertising for min of 30 days.

- Follow up directions to host to make sure listing clearly states 30 day min, and availability calendar reflects only 30 days at a time for booking.

On rare occasions, NOV might have been sent to wrong address. Correct NOV subsequently mailed afterwards.

Stopped operating and advertising all together.
Steady decline in unique STR properties in Denver since ordinance took effect. Could continue to decline as more NOVs are sent to operators.
Monitor and track those operators that are not compliant as of their compliance due date (14 calendar days after issuance).

Operators still not compliant after time period can be subject to admin citations. Flexibility, or good cause can still be used in certain situations, i.e., still waiting for Lodger’s Tax application to be completed.

Set-up “red-tagging” protocol for physical property when no response is received from property owner or operator.

Continue to use Host Compliance to identify operators not yet identified.
Questions?