Excise and Licenses
Short Term Rental License Update

STRAC 1/24/17
STR Business License Ordinance took effect 1/1/17:

- As of today (1/24/17):
  - 759 active STR licenses
  - 244 temporary STR licenses
  - 971 Lodging Tax Accounts w/ Treasury*

* 330 notice to license letters sent to operators with Tax ID #s, but are missing STR business license.
Since August of 2016, EXL has contacted and monitored 294 operators for STR compliance leading into 2017. Of those operators:

- 155 became licensed
- 121 stopped operating
- 8 only obtained Lodger’s Tax ID, or haven’t completed full license process.

Remaining operators who have been contacted/identified (10) and have not come into compliance have been sent Notice of Violations with 14 days to cure before Admin Citations are issued.

3 Licensees currently under primary residency requirement audit.
STR Operators
Identified and Monitored Since August ’16
(Proactive Monitoring + Complaints)

- Became Licensed: 155
- Stopped Operating: 121
- Have Tax ID, Still Need STR License: 10
- In Violation: 8

STR Operators Identified Since August
Unlicensed Short Term Rental Operator and Location Identified

Notice of Violation (NOV) Sent to Operator Address (14 Days to Cure)

If NOV is not cured, Admin Citation (AC) of $150 issued (14 days to cure)

If AC is not cured, escalating fines of up to $999 per incident

If AC fines are not cured, property is physically posted of violation.

*Unlawful for anyone but City inspectors to remove posting of violation.*

General Violation (GV) can also be issued, or warrant for arrest in extreme cases.
STR License Numbers in Comparable Jurisdictions:

San Francisco & Denver Comparison

Compliance Rate % (estimate)

Total Licenses / Permits Issued

Source: San Francisco Gate News Article, 4/7/16
Portland & Denver Comparison

Compliance Rate % (estimate)

Total Licenses / Permits Issued

Source: Portland Tribune News Article, 11/22/16
STR License Numbers in Comparable Jurisdictions

Austin & Denver Comparison

![Bar chart comparing STR license numbers between Denver and Austin](chart.png)

- **Denver**:
  - Owner Occupied (Type I): 759
  - Non-owner Occupied (Type II): 287
  - Multi-family (Type III): 147

- **Austin**:
  - Owner Occupied (Type I): 926
  - Non-owner Occupied (Type II): 287
  - Multi-family (Type III): 147

Source: *Data provided directly from City of Austin staff*
Nashville & Denver Comparison

Source: [City of Nashville Open Data Site](#)
Stay Legit Denver campaign continuing forward into Phase II:

- Targeted advertising to STR users and operators
- Digital, geo-targeting of Denver residents and visitors
- Facebook, SEO, Spotify, geo-targeted display ads, etc:

Since launch in December:
- 7.6M impressions
  - Includes 120K Spotify spots + impressions
- 8,242 clicks across Facebook, Spotify, and geo-targeted display ads.

- Continued Evaluation
  - Continued Facebook campaign?
  - More aggressive messaging to those who have visited the site and exited without proceeding through to application
  - Additional outreach to platforms?
Stay Legit Denver

Digital Advertising

Renting your home on Airbnb? Stay Legit starting Jan. 1

Stay Legit Denver

Is your short-term rental licensed? Stay Legit starting Jan. 1

Stay Legit Denver

Short-term Rental Certification

City and County of Denver Government
December 29, 2016 at 9:04am

Renting your home in Denver? Make sure you're properly licensed by January 1st.

Stay Legit Denver

Renting your home on Airbnb? Denver home renters must be licensed by January 1 to avoid fines. Register in three easy steps.

HTTP://WWW.DENVERGOV.ORG

Learn More
The City and County of Denver requires hosts to obtain a license in order to offer a short-term rental in their primary residence for fewer than 30 days. Hosts must be licensed by Dec. 31.

Do you rent out your home or a portion of your home for less than 30 days?

- **NO**
  - No license needed

- **YES**
  - Is your rental your primary residence?
    - **NO**
      - Your short-term rental is NOT legit!
    - **YES**
      - Do you have permission to short-term rent (from your landlord or HOA)?
        - **NO**
          - No license needed
        - **YES**
          - Visit Now to Stay Legit & Get Licensed!
Expectation that license numbers will increase with:

- NOVs and ACs being issued to non-compliant operators
- Reconciling Lodging Tax ID accounts with Business License accounts
- Continued Stay Legit Denver marketing & advertising
- Host Compliance services to begin combing through STR advertisements

Licensure / compliance on pace with other comparable cities, especially considering how long Denver STR program has existed.
Questions?