Denver STRAC Update
November 28th, 2017

Excise and Licenses
Current STR License & Enforcement Numbers

Licenses/Compliance:
- Total STR Licenses in Denver: 2,249
- Total number of unique STR properties in Denver: 3,386
- Current compliance rate of ~66%
- 147 licenses have been renewed while 93 have expired

Notice of Violations (NOVs), Postings, and Admin Citations (ACs):
- Total NOVs issued: 1,938
- Total ACs issued: 42 - 8 @ $500, 34 @ $150 for a total of $9,100 in fines issued.
- Total number of properties posted: 44
<table>
<thead>
<tr>
<th>Date</th>
<th># of Unique STR Properties</th>
<th># of STR Licenses</th>
<th>% of Units Identified</th>
<th>% Compliance Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/27/2016</td>
<td>3,751</td>
<td>520</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>1/25/2017</td>
<td>3,200</td>
<td>876</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>2/21/2017</td>
<td>3,030</td>
<td>985</td>
<td>63%</td>
<td>32%</td>
</tr>
<tr>
<td>3/9/2017</td>
<td>2,761</td>
<td>1,263</td>
<td>58%</td>
<td>45%</td>
</tr>
<tr>
<td>4/18/2017</td>
<td>2,751</td>
<td>1,432</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td>5/30/2017</td>
<td>2,906</td>
<td>1,565</td>
<td>65%</td>
<td>54%</td>
</tr>
<tr>
<td>6/15/2017</td>
<td>3,121</td>
<td>1,680</td>
<td>66%</td>
<td>54%</td>
</tr>
<tr>
<td>7/25/2017</td>
<td>2,855</td>
<td>1,879</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>8/22/2017</td>
<td>3,099</td>
<td>2,018</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>9/23/2017</td>
<td>3,098</td>
<td>2,054</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>10/20/2017</td>
<td>3,277</td>
<td>2,148</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>11/21/2017</td>
<td>3,386</td>
<td>2,249</td>
<td>72%</td>
<td>72%</td>
</tr>
</tbody>
</table>

![STR Trend Monitoring](image-url)
Adobe Analytics:
➢ Help us assess the website’s usability and areas for improvement through metrics including visits, pageviews, bounce rate, average time on page, and user acquisition

Internal STR Dashboard (live by the end of December):
➢ Allows EXL to set-up the dashboard, based on reports we already run, to see data trends in real time and make adjustments accordingly.
   ➢ For example, if we see a large spike in calls related to Application Assistance we can pinpoint what issues need to be resolved within the application or with Technology Services if there is a bug.
➢ Slicers can be added or edited to filter data by Complaints, Violations, zip code, etc. and all graphs/maps on that page will respond.
Lodger’s Taxes:

➢ Total number of STR Lodger’s Tax Accounts: 2,606
➢ Total Lodger’s Tax revenue collected from STR operators through November 21\textsuperscript{st}, 2017: $1,865,333.78
   ➢ This includes 210 monthly filers and 934 quarterly filers
   ➢ An additional 1,462 Lodger’s Tax Licensees are registered to file annually
   ➢ This amount does not include OPT or license fees

➢ Using Lodger’s Tax Account numbers, Denver is at 77% compliance rate

➢ The Treasury Department and City Attorney’s Office are still evaluating legal concerns with the AirBnB Tax Collection Agreement
Show Cause Hearings:
➢ 2 licenses have been surrendered as a result of Show Cause Settlements
➢ 3 properties applied for Lodging Facility Licenses as they did not fit the requirements for an STR License
➢ 8 additional licenses submitted to the City Attorney’s Office for Show Cause Hearings
➢ 10 cases under further investigation
Boulder’s Principal Residence Rules:

Principal residence means the dwelling unit in which a person resides for more than one-half of the year. However, if:

(1) the entire unit is offered and available for rental for more than twenty days in any month; or,
(2) the person owns another dwelling unit that is not licensed for long term rental;
(3) the person's spouse or domestic partner has a different principal residence;
(4) the person's driver's license, voter registration or any dependent's school registration shows a different residence address, or
(5) the Boulder County Assessor lists a mailing address different from the dwelling unit address

it shall be presumed that the dwelling unit in question is not a principal residence.

Provided, however, no presumption shall apply in any criminal proceeding.
1. Why did you get licensed?

- [ ] I received a Violation from the City
- [ ] I received a Citation with a monetary fine from the City
- [ ] An Inspector from the City posted a Notice on my door
- [ ] I wish to follow the law
- [ ] I want my guests to feel safe in a licensed rental

Other (please specify):


2. Where did you learn of the requirements to obtain an STR License?

- [ ] Word of mouth - a friend, family member, or co-worker told me
- [ ] I saw a "Stay Legit!" advertisement on Facebook or another social media site
- [ ] I heard about it on the news or radio
- [ ] The STR platform I use (AirBnB, VRBO, etc.) communicated the licensing requirements to me

Other (please specify):


**3. Will you be renewing your STR Business License?**

- Yes
- Currently in process
- No
- I don't know

**4.** Using any number from 0 to 10, where 10 is extremely easy and 0 is extremely difficult, what number would you use to rate how easy or difficult it was for you to navigate the [STR Business License website](http://www.denvergov.org/str)?

<table>
<thead>
<tr>
<th>10 Extremely easy</th>
<th>9</th>
<th>8</th>
<th>7</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>0 Extremely difficult</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

**5.** What was the most easy or difficult part of the online STR registration process?

<table>
<thead>
<tr>
<th></th>
<th>Very Easy</th>
<th>Easy</th>
<th>Somewhat Easy</th>
<th>Moderate</th>
<th>Difficult</th>
<th>Somewhat Difficult</th>
<th>Very Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registering through the STR business license website</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Obtaining my Denver Lodger's Tax ID</td>
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<td></td>
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<td></td>
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<tr>
<td>Understanding STR License Requirements / Ordinance</td>
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<td></td>
</tr>
<tr>
<td>Identifying my license number (Business File Number)</td>
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</tr>
</tbody>
</table>

Other (please specify)
6. What platform(s) do you use to conduct STR operations?

- AirBnB
- Vrbo/Homesaway
- Craig's List
- TripAdvisor/Flipkey
- Tripping.com
- Other (please specify)

7. How often do you rent your home?

- 1-4 reservations per year
- One reservation per month
- One reservation every week
- Several reservations every week
- Every day
- Other (please specify)

8. If you did not conduct short-term rentals (rentals for less than 30 consecutive days), what would you do?

- Rent my home to long-term tenants
- Sell my home
- Nothing, I would not operate a business within my home
- Other (please specify)
9. What can we do to improve the online STR registration process?

10. Please provide your email address below if you would like more guidance with the STR licensing process, and an Excise and Licenses representative will contact you.

Done
➢ Technology Services has integrated the STR Application with Treasury’s Tax software to ensure only valid Lodger’s Tax ID #s are entered. We will continue to reach out to those who have not obtained a business license.

➢ Renewal fixes will be tested and should be released by Technology Services by mid-December.

➢ Another survey will be distributed to Licensees December 1st.

➢ The vendor contract proposals are under review and a new agreement should be signed within a week.

➢ Analyze 1st year data from the dashboard and Adobe Analytics to strategize program improvements for 2018.

➢ The Legislative team and City Attorney’s Office will determine if additional rules will be added to the Primary Residence requirement:
  ➢ Occupancy limits, advertising regulations, nuisance abatement, etc.
Questions?

www.Denvergov.org/STR