



# Short Term Rentals

August 2019

# Short Term Rental (STR) Compliance

## 3 Main Steps:

- Craft your local ordinance
- Identify STR properties
- Enforce compliance

*STRs are no longer “new” or “emerging”. They have become an important part of the lodging mix that guests expect from your destination.*

# Timeline

- **December 2015** – Short Term Rental Ordinance, \$35.  
Required fire inspection. No limits or caps on number of STRs.  
Occupancy limits. Parking requirements. Noise. Trash storage.
- **August 2016** – Airbnb Voluntary Collection Agreement  
*Does not include GRT. Airbnb will not disclose locations or number of hosts.*
- **December 2017** – Less than 12 units registered over a two year time period.
- **April 2018** – Updated the STR Ordinance with a new fee structure, \$400/\$300.
- **May 2018** – Audit/Compliance set up with Host Compliance, LLC.

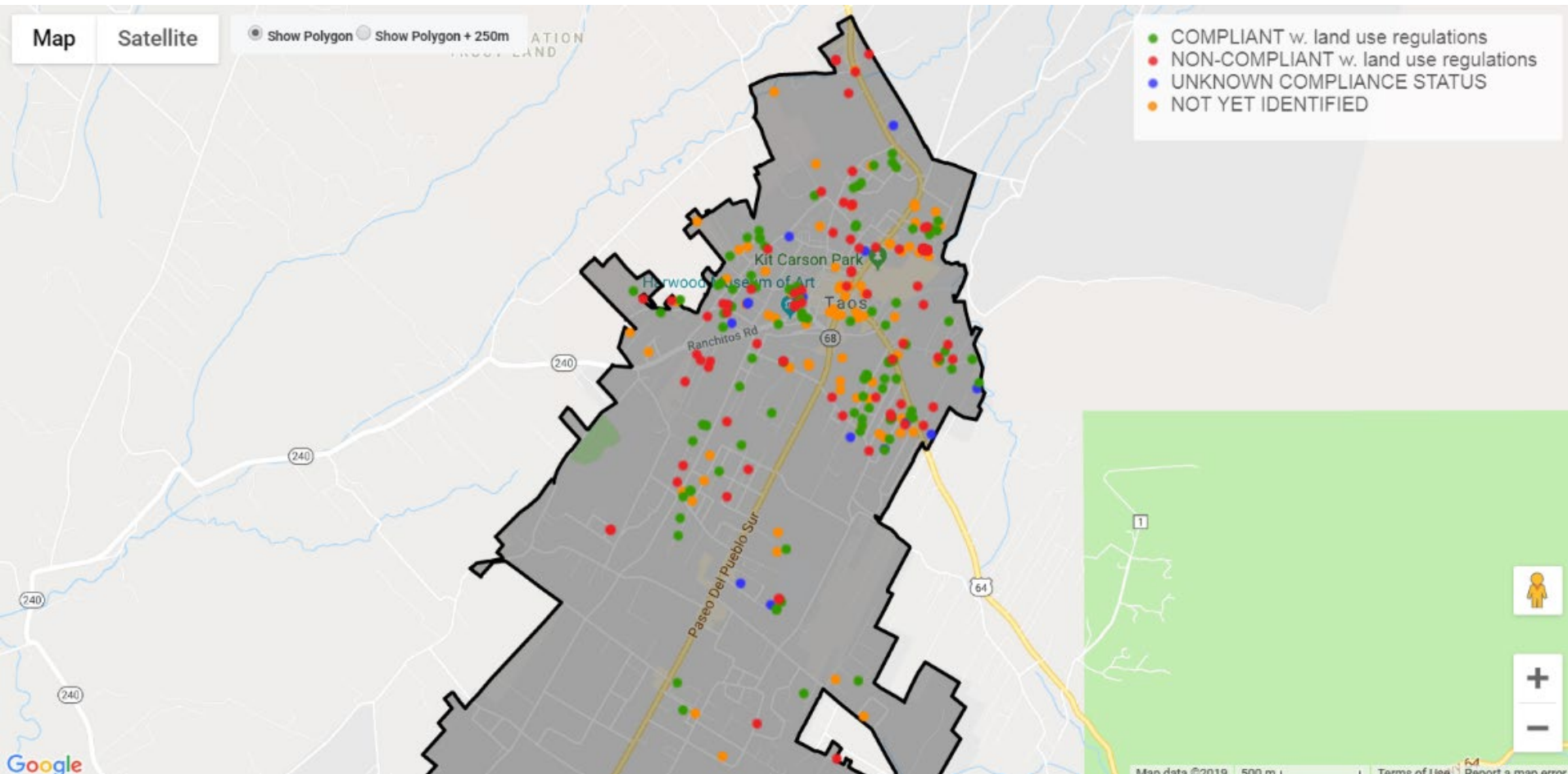
# STR Ordinance

- \$100 Affordable Housing Fee (if STR is not primary residence)  
\$35 Business Registration  
\$150 Fire Inspection  
\$50 Short Term Rental Monitoring  
\$50 STR Compliance/Code Enforcement  
\$15 STR Permit, Admin, Processing Fee
- Owner/Management company responsible for reporting lodger's tax and submitting gross receipt tax.
- Annual fee required per unit.

# Host Compliance, LLC

- How many STRs are in the Town of Taos?
- Where are they located?
- Who owns these properties?
- Service as a software to:
  - Identify physical addresses of STRs
  - Launch online/mobile permitting
  - Monitor compliance
- Sent first warning violation notices to 100 property owners.

# Compliance and Monitoring

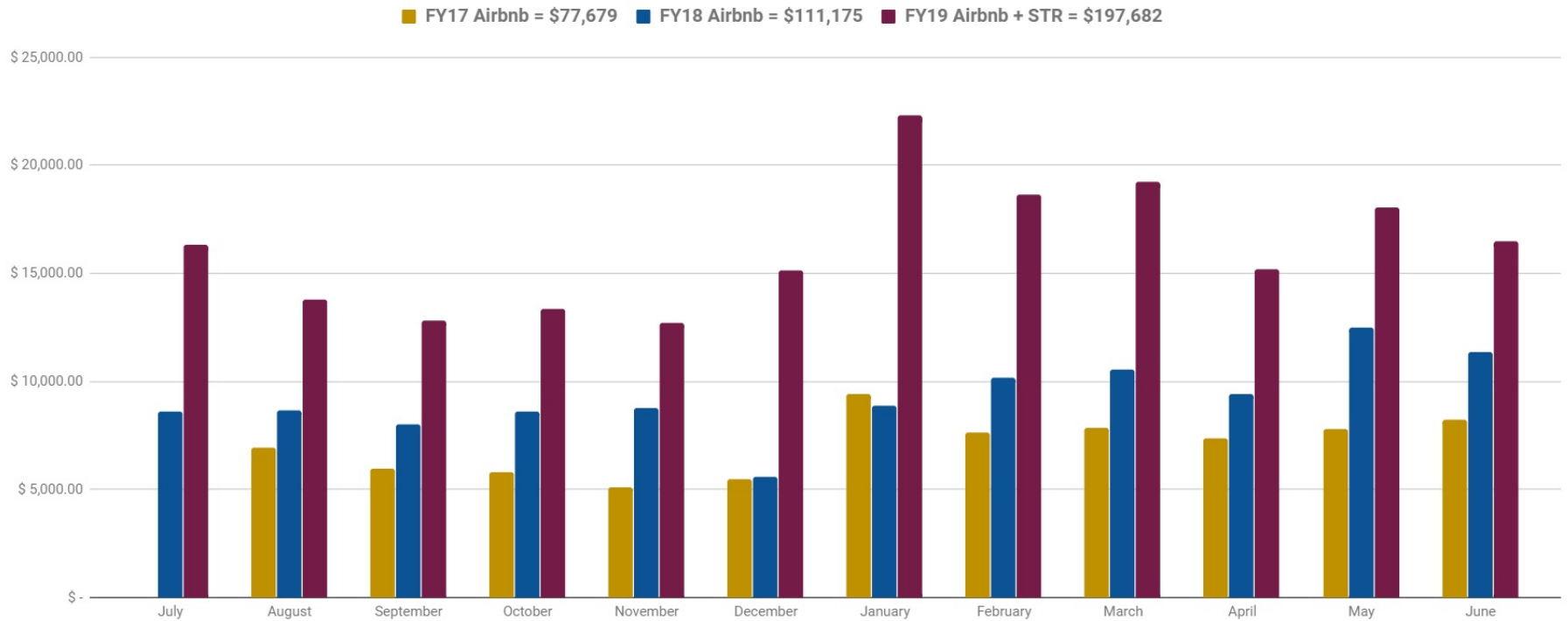


# As of August 20, 2019

- 121 STRs registered. 80 are still non-compliant. 89 addresses still in need of identification.
- 4% have been identified as primary residence homeowners. (out of 300 units)
- Almost \$500,000 collected since Aug. 2016
- Percentage of Lodgers Tax Collected from STR:  
**FY17** \$77,679 (7.3%)  
**FY18** \$111,175 (9.7%)  
**FY19** \$197,682 (16%)  
*78% increase since FY18*

# Airbnb and STR Lodgers Tax Collected

Airbnb and STR Collected





# State Legislation

- **January 2019** – Senate Bill 106 passed.  
Will go into effect January 1, 2020.  
Allowing everyone to interpret the law the same without the ambiguity that Exemption G was causing.
- **March 2019** – House Bill 6 passed.  
Went into effect July 1, 2019.  
Otherwise known as the “Internet Tax” – extending gross receipt taxes to e-commerce businesses. Only the statewide GRT rate of 5.125% is being subject to collection. The local increment of the GRT is not being required until 2023.

# Los Alamos

Each community is unique:

- Is your economy based on Tourism?
- How many rooms available in LA with existing hotels?
- Can the workforce afford to live or find a place to live in the community?
- What does growth in the tourism sector look like in your community?
- Los Alamos has approximately 20 STRs/63 pillows listed on Airbnb which is equivalent to one hotel.



Ana Karina Armijo

Director of Marketing and Tourism

Town of Taos

Ph. (575) 737-5849

Email [aarmijo@taosgov.com](mailto:aarmijo@taosgov.com)