

# Short-Term Vacation Rentals

*Bringing greater balance to Palmetto Dunes*

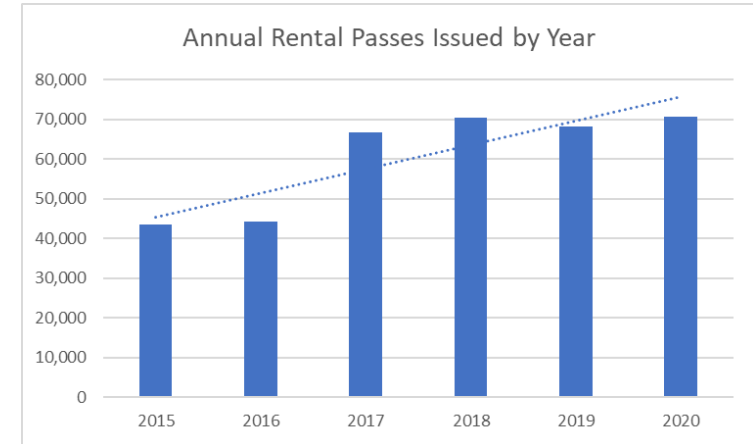
# Trends

*What is occurring within Palmetto Dunes and nationally?*

- Growing number of STRs

**Palmetto Dunes Properties Rented on a Short-Term Basis by Year**  
*(Excluding Leamington and Shelter Cove)*

Property Category	2018	2019
Single Family Residential Home	33%	40%
Villa/Multi-Family Residential Home	63%	66%
<b>All Properties (Homes and Villas)</b>	<b>50%</b>	<b>54%</b>



- Transition from rental management companies to owner-managed (31% in 2018 → 53% in 2019)
  - Fueled by VRBO, AirBNB
  - Greater owner profit margins
- Longer rental season (June to August → May to October)
- Heightened industry and guest focus upon cost per person
  - Larger homes and larger groups
- More income-supported properties

# Concerns

*What's happening in Palmetto Dunes?*

- Community impact of STR trends
  - Traffic and Parking
  - Noise
  - Quality of life
- Rationale of owners selling and buying

# Objectives

*What might we do?*

- Achieve greater balance
  - Palmetto Dunes is best with a blend of rental, part-time and full-time residents
  - Consider potential approaches

# Current Situation

*What did Palmetto Dunes do?*

- Ad-hoc committee formed in March, 2019
  - Owners who rent, don't rent, Board and staff
  - Survey of 1,115 owners
  - Meetings with PMC, realtors and bike rental companies
  - Recommendations presented in October, 2019
- Board debated and voted on each policy during the January, February and June board meetings
- Developed and circulated STR PPG to the community for feedback
  - Version 0.1 in October
  - Version 0.2 in November—with all 0.1 owner comments
  - Version 0.3 in December—with all 0.2 owner comments

# Owner Feedback

*What comments most commonly arose from the STR PPGs—and what changes were made?*

- Why the need to register?
  - Don't we already have the data?
  - Why re-register annually?
- Why a one-hour response time—and when?
  - Clarified it will be the vast minority of situations
  - Importance of guest responsiveness
- Why restrict passes?
  - No fines, focus upon compliance
  - Not automatic: discuss issues with POA
  - Appeal process
- Why not more aggressive policies?
  - Less is more
  - Can revisit if needed
- What about Appendix B?
  - Implementation requires covenant amendment
    - Minimal rental duration
    - Occupancy
  - Collect feedback in 2020, potentially address 2021

# Implications

*What is being asked and why?*

## Owners

- Spend a few minutes online annually
  - 15-20 minutes to register
  - 10 minutes when changes are needed
  - 10 minutes to review and confirm on/before 12/31
- Be responsive to your guests
  - Owners or PMCs return calls within 1 hour, if called
- Help educate your guests for a better experience
  - Display the 8.5X11” rules summary
  - Share [www.WelcomeToPalmettoDunes.com](http://www.WelcomeToPalmettoDunes.com)
- Be engaged
  - Know what occurs in your property
  - Select the best PMC for your property
  - Understand and adhere to community policies
  - Be proactive in guest selection, noise, etc.

## POA and Community

- Realign rental workload
  - Shift PM functions from Security to owners
  - Shift monitoring from neighbors to owners
- Communicate
  - Inform owners of what occurs in their property
- Enable scalability
  - Prevent added staffing costs as rentals grow
- Deliver greater balance
  - Provide a better experience for everyone within Palmetto Dunes

# Key Owner Benefits

*How do the STR PPGs help owners?*

- Better guest and neighbor experience
  - Fewer citations
  - Fast resolutions
  - Safer
  - Less noise
- Property protection
  - Push notifications to understand what occurs in your home
- Preserve the value/desirability of Palmetto Dunes
  - Not a community of inns or room rentals
- Save money
  - Limits the need for added staffing
- Greater balance
  - Our unique strength is a blend of rentals, part-time and full-time residents

# Next Steps

*How do we move forward?*

- Vote to adopt version 0.3 STR PPG with an effective date of April 1, 2021
- Consider additional policies only if necessary: less is more
- Explore a covenant amendment (a heavy lift) to implement:
  - Minimal rental duration
  - Maximum occupancy