

STR PROGRAM UPDATE

October 8, 2024



STR PROGRAM OVERVIEW

Rentalscape Software Roll Out & Launch

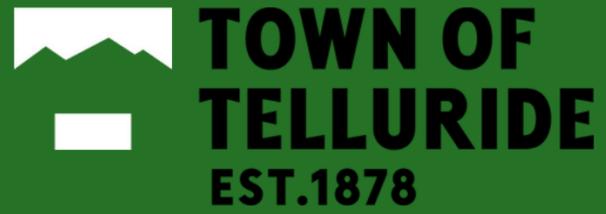
License Data & Revenue

Admin Fee & Regulatory Fee Program

Tax Revenue

A Glance into 2025





RENTALSCAPE SOFTWARE LAUNCH & ROLL OUT

Later than expected...



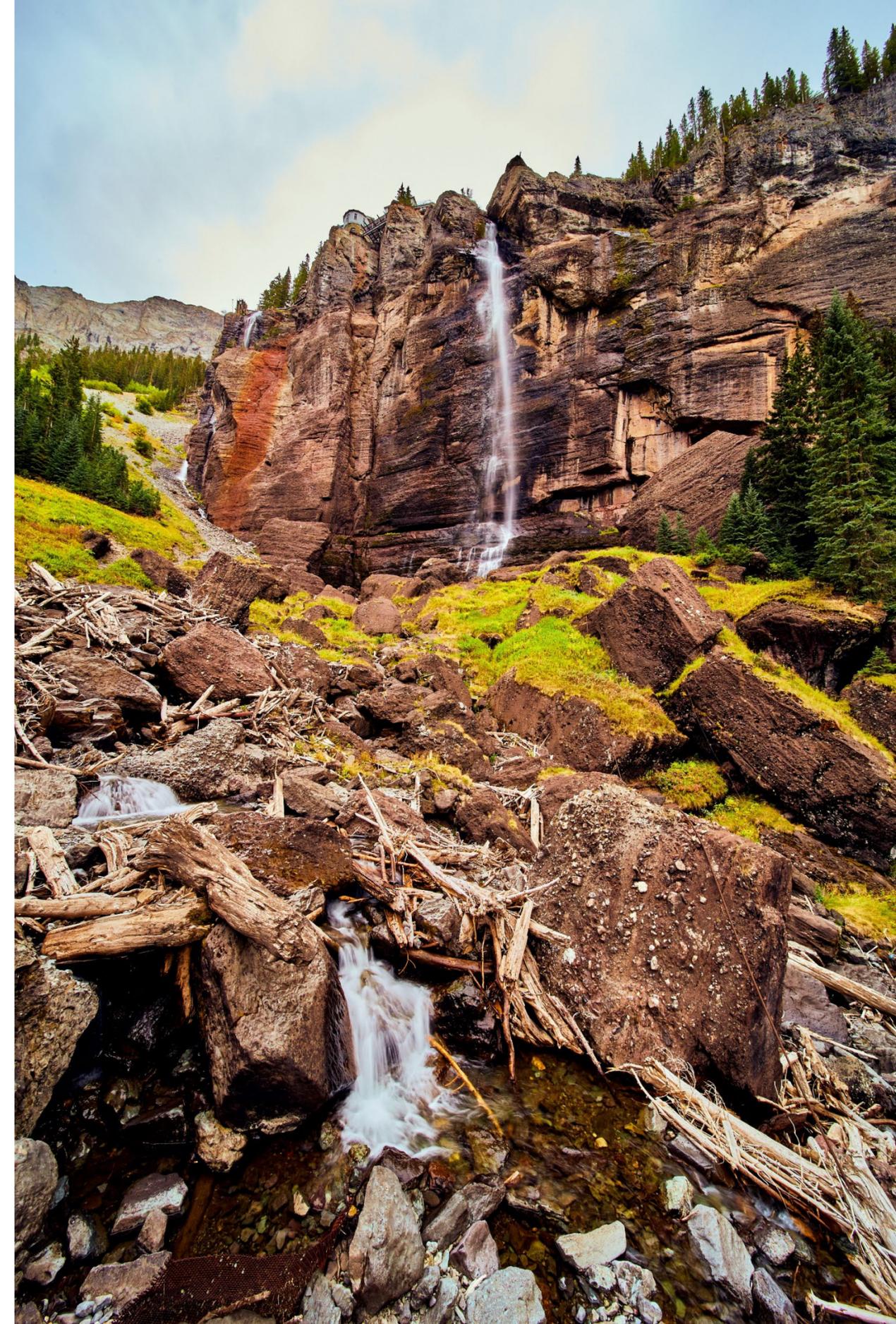
RENTALSCAPE

MUNIREvs no longer met the STR reporting and compliance needs of the Town, and the Town signed a contract with Deckard Technologies (Rentalscape) in November of 2023 to utilize their STR licensing module. The Town has utilized Rentalscape's compliance module since September 2022, but added the licensing and tax remittance module in December 2023.

Due to unforeseen circumstances and Telluride's unique set of requirements under the STR Program, the software did not launch until June 26, 2024, with a hybrid training session hosted in Council Chambers for the public on June 27, 2024.

A deadline of August 15, 2024 was set to bring all STRs into compliance regarding licensing and taxes due, and was pushed to August 21, 2024 to allow staff additional time to process applications, as well as additional time for the public to file 6 months of back taxes.

Staff continues to work with Rentalscape to collaborate on software enhancements to make the process more cohesive and efficient.





LICENSE DATA & REVENUE

By Category & Room Count



LICENSES BY CATEGORY

STR, MID-TERM & LONG-TERM

The STR Program introduced the following license categories for 2024:

- Classic License
- Residential License
- Limited License
- Lodging License
- Mid-Term License
- Long-Term License

DISCLOSURES & AFFIDAVITS

All licenses require, upon renewal annually, a financial/ownership disclosure and a self-inspection checklist. The Residential & Limited Licenses require rental affidavits, due to the limited nature of those licenses.

All of the following 2024 data provided in this presentation is from 9/11/24.

Classic STR License Fee Structure

# of Sleeping Rooms	Total with 40% Regulatory Fee & Admin Fee
1	\$1,332
2	\$2,211
3	\$3,090
4	\$3,969
5	\$4,848
6	\$5,727

Limited & Residential STR License Fee Structure

# of Sleeping Rooms	Total Fee
1	\$381.50
2	\$392.50
3	\$403.50
4	\$414.50
5	\$425.50



LICENSE RECAP BY CATEGORY

CLASSIC, RESIDENTIAL, LIMITED & LODGING

CLASSIC – Unlimited license available for properties in the Non-Residential Zone.

RESIDENTIAL – Limited license, by way of the Land Use Code, available for properties in the Residential Zone.

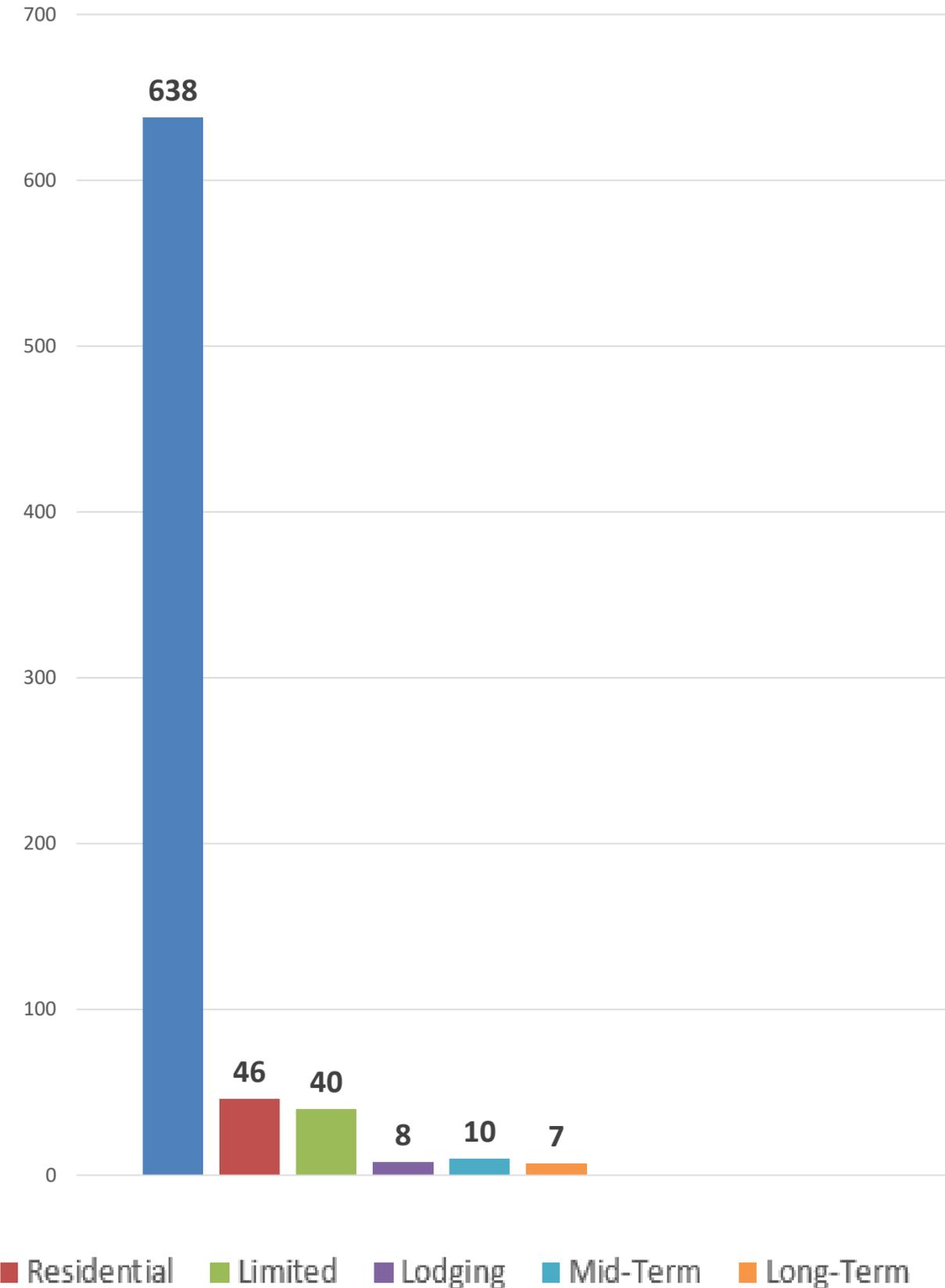
LIMITED – Limited license, by way of choice, available for properties in the Non-Residential Zone.

LODGING – Unlimited license available for any hotel, motel, boardinghouse, rooming house, lodge (owned by a single entity & having an onsite lobby, or fractional/time share model) within a Lodging Establishment.

MID-TERM – A zero fee license for rentals over 29 nights and less than 6 months.

LONG-TERM – A zero fee license for rentals over 6 months.

Total License Count – 749



■ Classic ■ Residential ■ Limited ■ Lodging ■ Mid-Term ■ Long-Term

STR LICENSE REVENUE BY CATEGORY

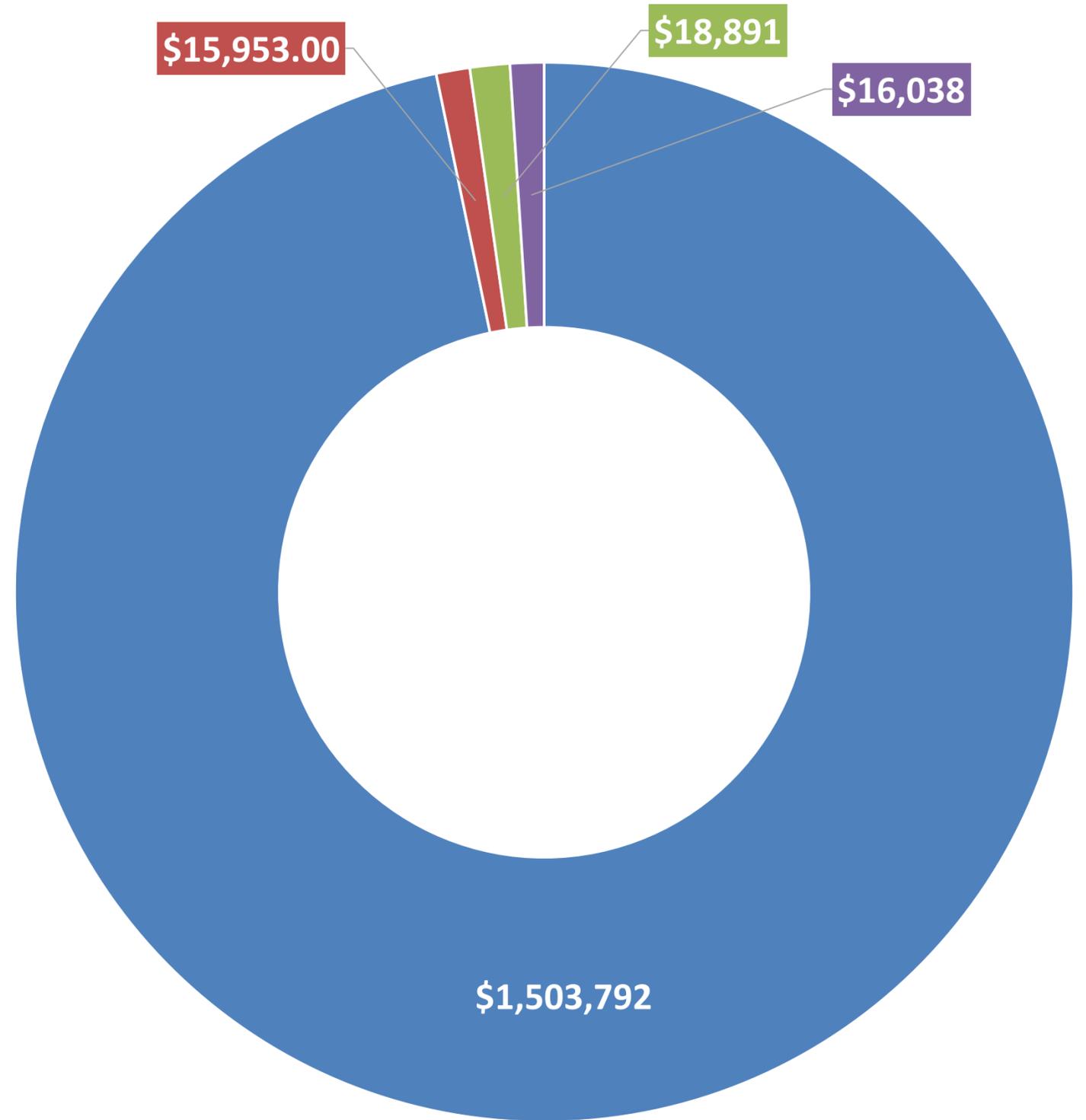
REVENUE



Total STR license revenue for 2024 as of 9/11/24 was \$1,554,674.

Mid-Term and Long-Term licenses are zero fee and are required for data collection purposes only.

2024 License Revenue

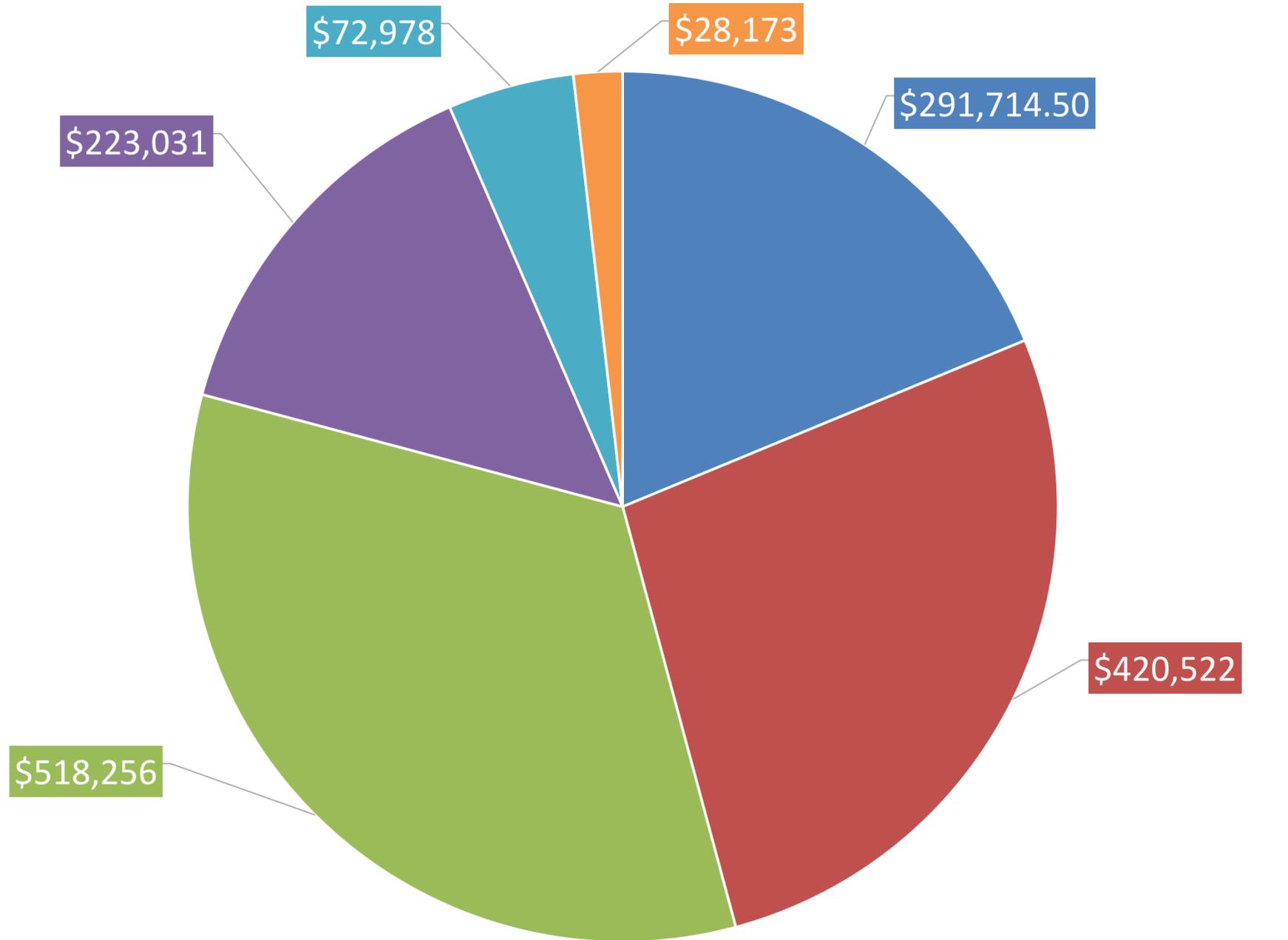


■ Classic ■ Limited ■ Residential ■ Lodging



STR LICENSE REVENUE BY ROOM COUNT

REVENUE



(Total Revenue - \$1,554,674)



- 1 Sleeping Room (224)
- 2 Sleeping Rooms (205)
- 3 Sleeping Rooms (193)
- 4 Sleeping Rooms (75)
- 5 Sleeping Rooms (26)
- 6+ Sleeping Rooms (9)



STR LICENSE REVENUE COMPARISONS

REVENUE

Though base license fees went back to what they were before 2D passed, the addition of the Administrative Fee and Regulatory Fee Program have seen an increase on STR license revenue.

Total 2023 STR license revenue— \$349,129

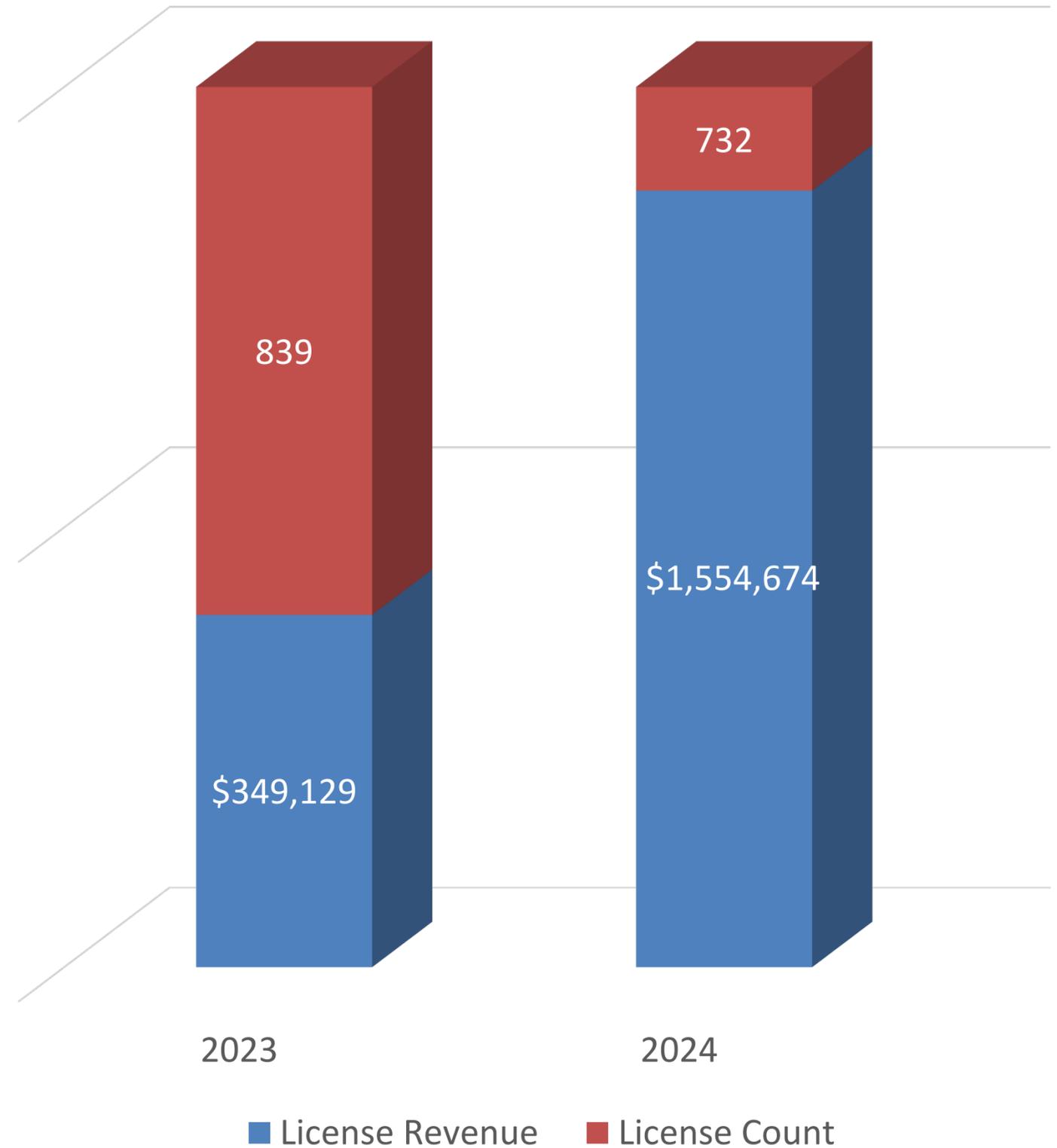
-\$174,564.50 of this went to the Affordable Housing Fund (50% fee increase from 2D)

Total number of STRs issued in 2023— 839

Total 2024 STR license revenue— \$1,554,674

Total number of STRs issued in 2024— 732

-As of 9/11/24



Administrative Fee & Regulatory Fee Program

REVENUE

An **Administrative Fee** of \$288 per license is applied to the following license categories:

- Classic License
- Residential License
- Limited License

As of 9/11/24, the Town has collected **\$208,512** in revenue from the Administrative Fee. This fee funds the Town's enforcement, regulation and compliance of the STR industry.

A **Regulatory Fee** of \$857 per sleeping room is applied to the following license categories:

- Classic License

As of 9/11/24, the Town has collected **\$1,184,374** in revenue from the Regulatory Fee Program. This fee program financially supports housing programs that enhance the Town as a resort economy.



STR TAXES

REVENUE

All non-hotel type STRs remit 15.15% in total taxes each month. 11% of that is remitted directly to the Town of Telluride through Rentalscape. The remaining 4.15% is remitted to the State of Colorado through the Sales and Use Tax System (SUTS).

TAX REVENUE COLLECTED TO DATE (9 / 11 / 24)

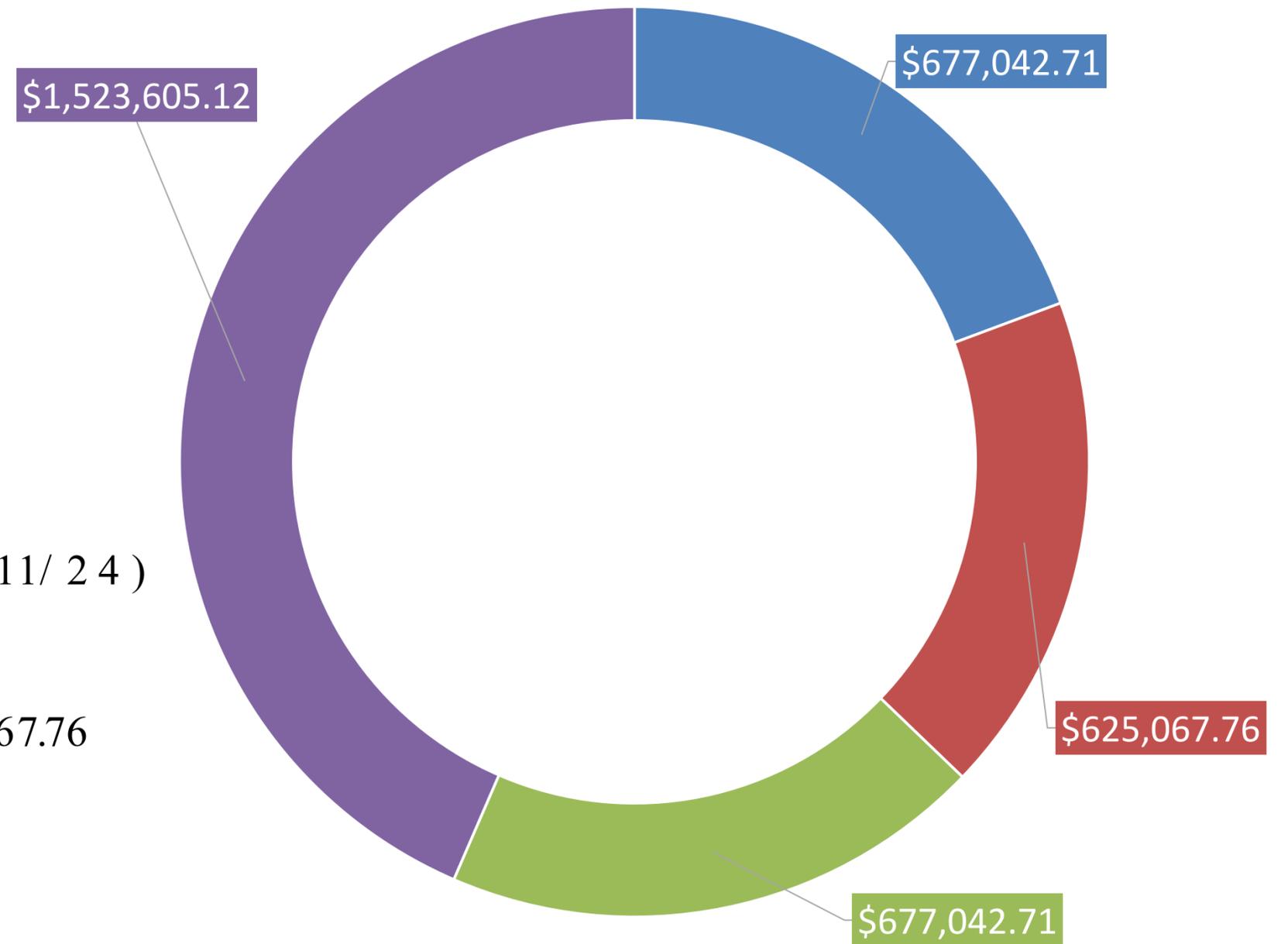
Town Lodgers Tax (2%) – \$677,042.71

Town Affordable Housing Excise Tax (2.5%) – \$625,067.76

Town (Lodging) Excise Tax (2%) – \$677,042.71

Town (Lodging) Sales Tax (4.50%) – \$1,523,605.12

Total Tax Revenue Collected To Date - \$3,502,758.30



- Town Lodgers Tax (2%)
- Town Affordable Housing Excise Tax (2.5%)
- Town Lodging Excise Tax (2%)
- Town Lodging Sales Tax (4.50%)



TAX COMPARISONS

REVENUE

2023 Taxes Collected

Town Lodgers Tax (2%) – \$1,236,710

Town Affordable Housing Excise Tax (2.5%) - \$1,165,948

Town (Lodging) Excise Tax (2%) – \$1,244,826

Town STR Sales Tax (4.50%) – \$2,786,363

Total Tax collected in 2023 – \$6,433,847

2024 Taxes Collected

Town Lodgers Tax (2%) – \$677,042.71

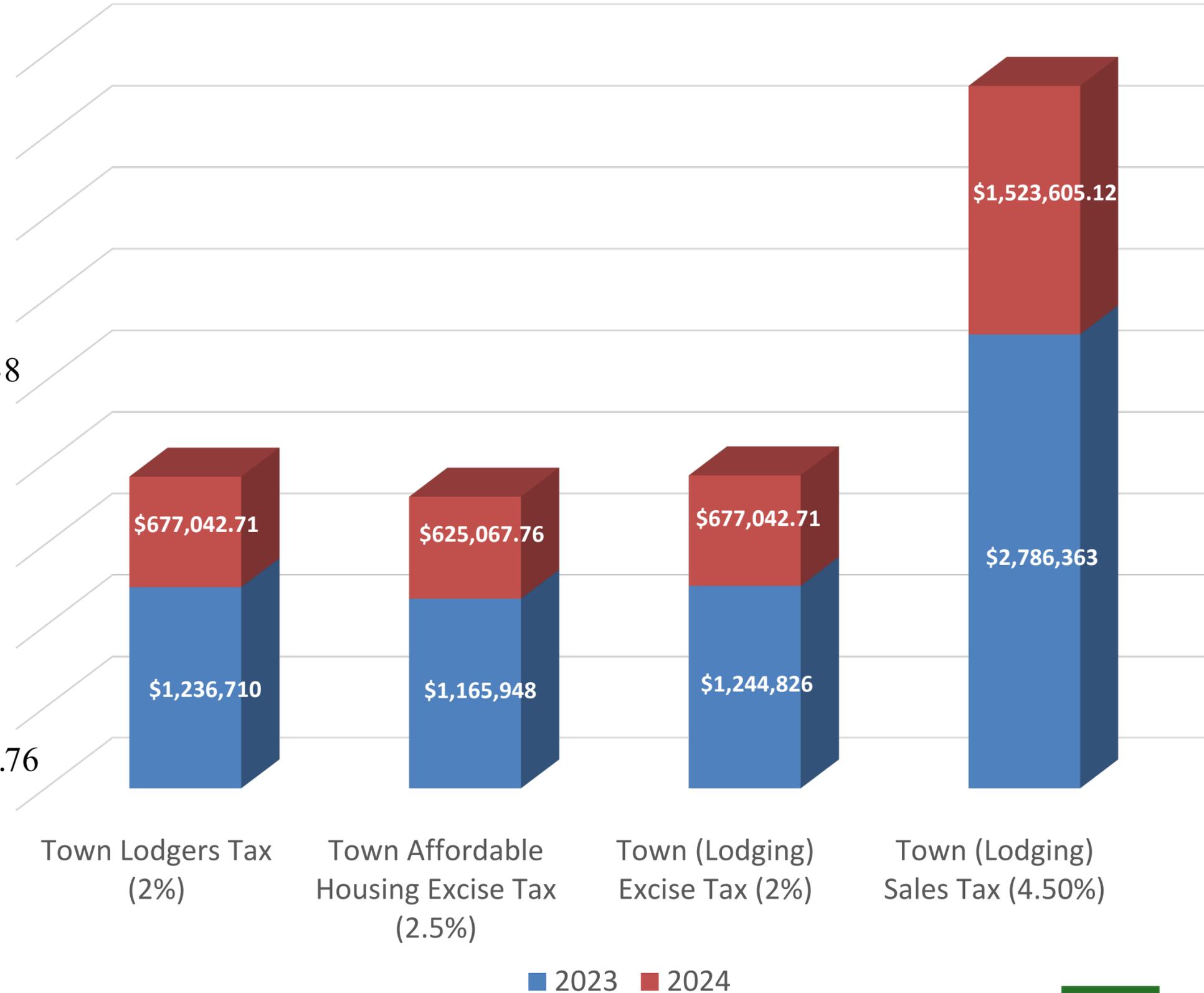
Town Affordable Housing Excise Tax (2.5%) - \$625,067.76

Town (Lodging) Excise Tax (2%) – \$677,042.71

Town STR Sales Tax (4.50%) – \$1,523,605.12

Total Tax collected in 2024 - \$3,502,758.30

(as of 9/11/24)



SURVEY RESULTS

STR PROGRAM & RENTALScape

Staff distributed an STR survey to current license holders to gain valuable feedback on the application process, tax remittance process, disclosures, and general navigation of Rentalscape as a software.

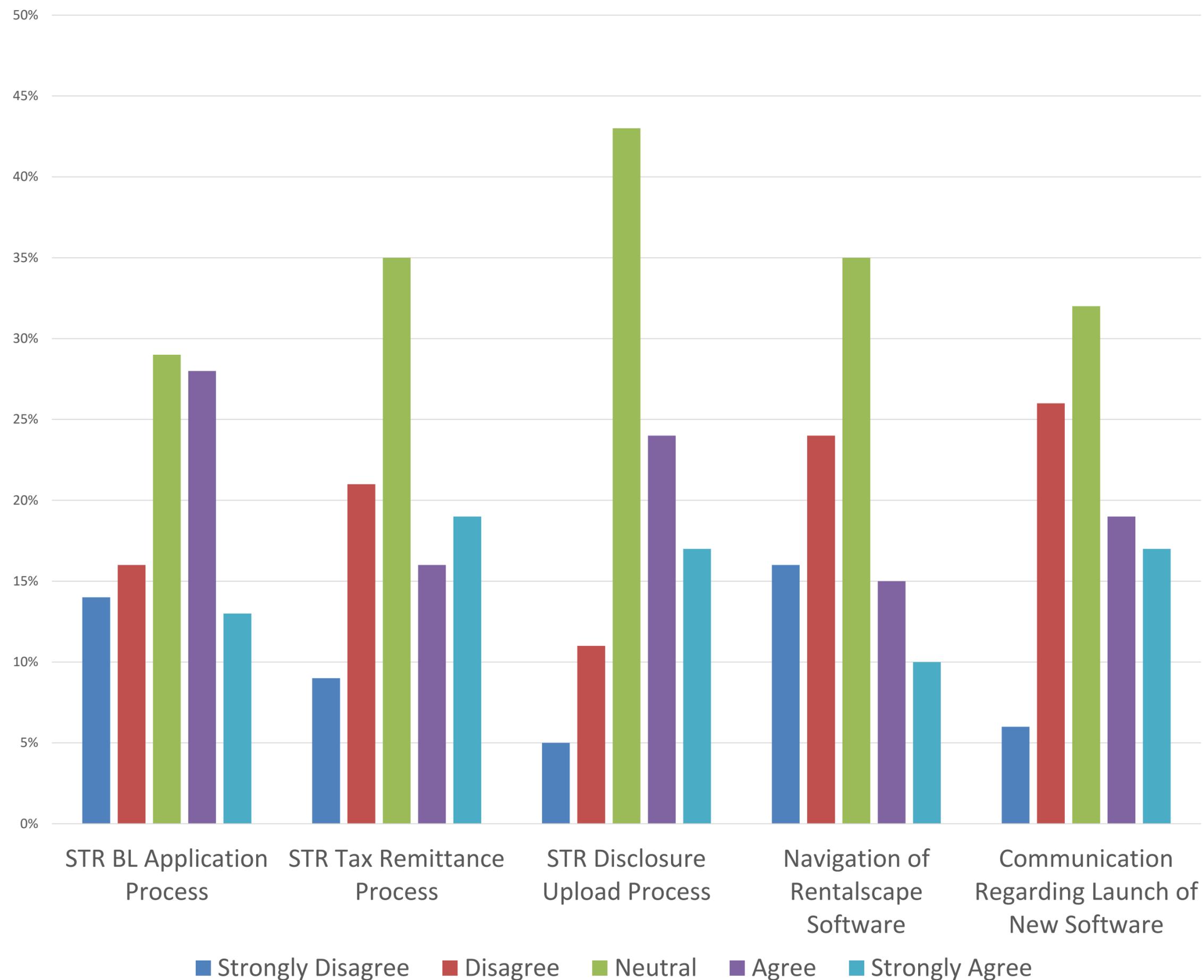
The survey was released on September 13, 2024, and was open for two (2) weeks.

TOTAL RENTAL LICENSE HOLDERS

749

SURVEY RESPONSES RECEIVED

30



A GLANCE INTO 2025

STR PROGRAM & RENTALScape

Staff continues to work with Rentalscape representatives and programmers on software enhancements regarding navigation and usability. Taking survey results into consideration, as well as feedback from property owners and managers, staff is excited to announce a few new upgrades for 2025 STR Renewals and beyond.

BULK STR CHECKLIST DISCLOSURE- Slated for 2025 renewals

MULTIPLE ACCOUNT USERS- Slated for 2025 renewals

TAXES DUE REMINDER EMAILS – Slated for 2025 renewals

PRINTABLE STR LICENSE PDF – Slated for 2025 renewals

BULK RENEWALS – Slated for 2026 renewals



QUESTIONS?

Ashley Berard | aberard@telluride-co.gov
STR Program Administrator & Business Licensing