

Studying the Idea of Legalizing, Regulating and Taxing Short-term Rentals of Single Family Homes in Mammoth Lakes

A Preliminary Gathering of Facts, Issues & Strategies

CONTENTS:

- 1. Current Lodging Inventory and Issues**
- 2. Trends: International Market for Short-term Rental of Single Family Homes**
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- 5. Licensing, Compliance & Enforcement Strategies**

Current Mammoth Lakes Lodging Inventory and Issues

Source: *Mammoth Lakes Economic Forecast and Revitalization Strategies Report*, October 6, 2011, as commissioned by the Mammoth Lakes Town Council and prepared by Economic & Planning Systems, Inc. (Berkeley, CA).

Nb. Mammoth Lakes has a total of 2,153 Single Family Detached units of which 810 (30%) are occupied by full-time residents. The remainder (70%) are second homes and/or have been traditionally employed as transient rental units.

Table 1
Housing and Lodging Inventory, Mammoth Lakes, 2010
Economic Forecast and Revitalization Strategies

Type	Residents	Second Homes	Transient Rentals	Total
Dwelling Units [1]				
Condo/Hotel	0	99	598	697
Condo - Market Rate	1,140	2,248	2,006	5,394
Condo/SFD - Affordable	65	0	0	65
Single Family Detached	810	1,237	106	2,153
Apartment - Market Rate	367	0	0	367
Apartment - Affordable	166	0	0	166
Mobile Home	125	0	0	125
Subtotal	2,673	3,584	2,710	8,967 [3]
% of Total	29.8%	40.0%	30.2%	100.0%
Hotels [2]				
Hotel	0	0	1,181	1,181
Resort Hotel (4-5 star, full service)	0	0	0	0
Subtotal	0	0	1,181	1,181
Total Units	2,673	3,584	3,891	10,148

[1] A structure in which one household can reside. Has its own entrance and cooking/eating facilities. Can be used for permanent residence, rented to tourists, or used as a second home.

[2] Owned/operated by a single entity as opposed to a condominium which is comprised of units owned by multiple individuals.

[3] There are an additional 125 units estimated to be vacant.

Source: Mammoth Lakes GIS, Transient Occupancy Tax Reports, US Census, and Economic & Planning Systems estimates.

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Pp. 2-3 – Summary of Findings

“The scale and diversity of the visitor demand derived from markets served by Mammoth Lakes provide ample opportunity for revitalization and growth of the resort community consistent with the General Plan. The strong historical linkage to the Southern California market, which currently is the source of 85 percent of visitors, will continue to sustain Mammoth Lakes and provide a base of skier and other recreational activity visits. While national trends in skier-visits per year have been relatively constant for 20 years and the aging of the “baby-boomers” will erode an important demographic group, there are

opportunities for Mammoth Lakes to compete more effectively for national and international visitors, thus improving the quality (e.g. average expenditure per skier-day) of visitors as well as their quantity.”

“While Mammoth Lakes has sustained itself on business from weekend and spontaneous Southern California-based visitors, *it has not effectively competed for the longer stay destination visitors.* Such destination visitors, especially those that visit repeatedly, are the “gold standard” in resort communities as they have a greater economic impact (higher expenditures) and also tend to smooth out visitation during the mid-week and other “off-peak” periods. However, *attracting such destination visitors involves competition with other major destination resorts providing similar recreational opportunities and facilities.* The national and international destination visitors have a wide range of options when choosing a recreational destination, and will make that *choice based on the quality of the experience: visitor amenities, quality of lodging, and community “ambiance”, as much as on the quality of the skiing.*”

“Much of the existing lodging properties and strip commercial shopping centers are older and do not provide the services or attractions demanded by the destination visitor.”

“Successful resort communities, built as they are upon highly competitive visitor markets, must achieve more or less continuous innovation and re-investment. Visitor demand and related economic activity can never be taken for granted -- visitor demand will only be sustained and increased through a process of continual reinvestment and improvement that responds to competitive conditions, particularly for the destination visitor which is the Town’s greatest opportunity is to expand beyond the traditional Southern California based visitor market.”

P. 6 – Conclusions and Directions

“... [Mammoth’s] vision will not be realized without a concerted effort by the Town to assure that regulatory or financial barriers to the desired development are lowered by a focused set of regulatory reforms (as contemplated by the new Zoning Ordinance) and financial incentives.”

“... *age and quality of lodging rooms available, and range of non-skiing amenities and attractions are sub-par in comparison to other resorts”*

“*The status quo has proven ineffective in attracting and retaining the sort of investment that is needed to obtain destination resort status”*

“Without a fundamental shift in the approach to fees, the overall regulatory environment and the alignment of organizational priorities, Mammoth Lakes will continue to struggle in its efforts to become a destination resort or to substantially improve its fiscal outlook”

P. 7 - Recommendations and Actions

“(Recommend) Shift from a focus of short-term exaction of fees, to a long-term strategy focused on stabilizing and growing revenues in the form of TOT, sales tax and property tax.”

P. 7 – Actions to Accomplish Goals

“... complete the zoning code update, including update and revision of the housing ordinance”

P. 9 – Geographic Visitor Groups

“Second Homeowners... estimated to be 3600 ... indicating 40 percent of the housing stock. These homeowners add to visitor base when they occupy or rent their units”

“Regional Visitors (e.g. Southern California-based) have a tendency to make impromptu short term (e.g. weekend) visits, meaning that visitation is highly dependent on weather conditions and other variables. Consistent with the characteristics of the weekend visitor market, Mammoth experiences wide swings in business between the weekends and weekdays, and between seasons. Adding visitations during the week and during the spring and fall shoulder seasons would increase business revenues”

“Destination Visitors (Nationally-and Internationally-based) ... are valued as they tend to have longer stays than the regional visitors, spend more money per visitor-day, and book trips well in advance of their visits. This cohort of potential visitors is very large”

“The challenge in attracting destination visitors is creating a competitive “product” or environment to attract them; a visit to Mammoth will be weighed against other destinations such as Lake Tahoe, Utah resorts, Colorado resorts, and even European resorts”

“The positive effects of Mammoth’s increased accessibility through air service could be multiplied by making an overall improvement in the quality of the town’s non-ski based attractions, entertainment and lodging options.”

Page 12-15 – Occupancy and Visitation Trends

“The average occupancy rate for the past 10 years is 36 percent for all properties. Hotels achieve 54%, while condos achieved 30 percent occupancy over the same period.”

“Mammoth’s occupancy rates trails other competitive resorts that average between 41%-55%”

“While Mammoth’s skier visits are strong, retail revenues and lodging occupancies are relatively low.”

P. 16 – Retail Performance

“The performance of Mammoth’s retail and restaurant businesses is a function most notably of the annual occupancy of the transient bed base... and the average expenditure levels of the overnight guests”

“The majority of the Town’s retail sales are generated by transient overnight visitors and second homeowners. The transient bed base and its guests comprise an estimated 40 percent of the Town’s retail sales, and second homeowners 20 percent, and residents 24 percent, the remaining 15-20 percent from surrounding communities.”

P. 23 – Conclusions

“Mammoth has very strong skier visits on par with the largest destination resorts in North America. However, Mammoth’s weekend visitation pattern results in low annual occupancies and low retail sales. *In order to extend visitor stays, grow mid-week business; grow off-seasons business, the Town needs to improve the lodging, retail, and non-outdoor activity options to attract affluent destination visitors.*”

“The low lodging occupancies are a function of the weekend oriented visitation pattern.”

“In order to attract destination visitors who stay longer, the quality and diversity of lodging options needs to be improved. Destination visitors are typically more affluent than weekend visitors and seek higher quality of lodging.”



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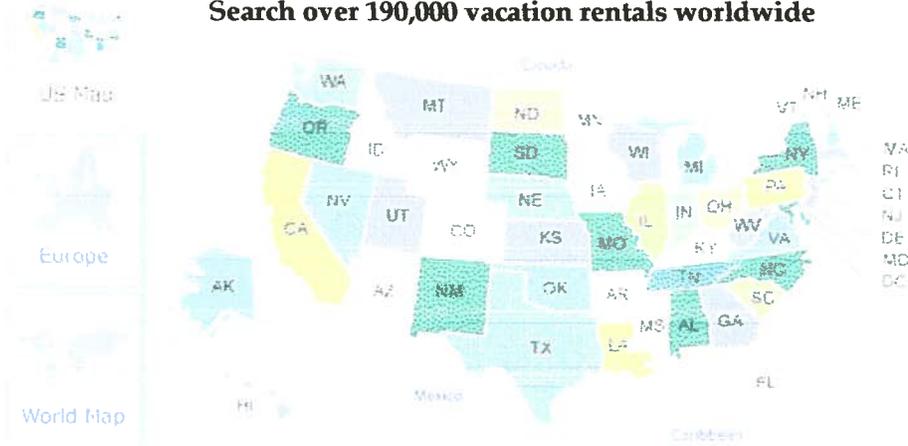
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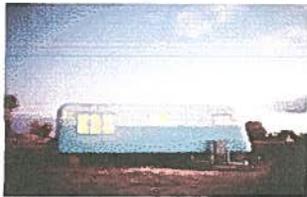
A hut in the forest near Skinnskataberg, Sweden. All source at welcomebar.com

By [Name] (10/25/12) 1 Comment

EVERY March my most organized friends start reserving waterfront rooms, urban oases or country cabins for their perfect summer getaway, while I procrastinate, overwhelmed by the options. Recently, I logged onto VRBO.com (Vacation Rental by Owner), only to find my head spinning at the length of its roster — 180,000 properties worldwide. Scrolling through Hotels.com (145,000 hotels in more than 60 countries) and Airbnb.com (over 100,000 short-term rental places in 192 countries), I almost gave up.

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Trailer in Marfa, Tex. from \$110 a night at Boutique-Homes.com

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Then I stumbled upon DesignTripper.com, a site that features 200 or so beautifully photographed small hotels, inns and houses — a slim roster of properties, which appeared to be so breathtakingly designed that the destination seemed secondary.



DesignTripper is one of several curated Web sites that have recently sprung up, offering an alternative to those endless lists on mainstream sites.

“On the big booking Web sites you find all the corporate hotels, but if you want to find the cabin, cottage, B&B or family-owned hotel, it is really hard,” said Meghan McEwen, the founder of Designtripper.com.

“Not everyone enjoys the big hunt for that little gem,” said Krista Garcia, an analyst at the research firm eMarketer, who notes that

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Who Threw Israel Under the Bus?



BEST FOR Design-obsessed travelers who, as the Web site puts it, are more interested in "thoughtful design" than "in-room Jacuzzis." This is a site for browsers, not for travelers searching for a quick booking.

EASE OF USE The images are captivating and the commentary is thoughtful, but booking, which is not done through the site, is not made easy, with links to the properties' Web sites often buried within the text. Practical details, like child-friendliness, are often lacking, and prices aren't always included, which means you might get sticker shock when you log onto the actual property site.

GEOGRAPHIC RANGE 200 properties in 39 countries, from the United States to Uganda.

MrandMrsSmith.com

Though older (it was introduced in 2005), MrandMrsSmith.com continues to attract selective users. The site's "review team" visits the properties; those visits are followed by an anonymous stay by friends and family who report back on the listed boutique hotels, luxury spas, guesthouses and country inns, which include an 18th-century stone house with a high-tech design in Wales (starting at £480 for a long weekend, or \$780, at \$1.55 to the pound), and a four-bedroom beach home in Australia for \$750 Australian dollars a night, about the same in U.S. dollars.

BEST FOR Travelers who like "insiderly" reviews, and membership perks (the "BlackSmith" free membership gets you Champagne, late check-in and epicurean picnic hampers, while the "SilverSmith," at \$60 a year, also includes 50 percent off selected hotels the month they are introduced on the site).

EASE OF USE Plugging in your destination and dates quickly pulls up a list of prices and availability at various properties. But reviews by the site's "anonymous visitors" seem to contain no criticisms, so you might feel as if the place is too good to be true. Also, users can't book houses online, but must call (800) 464-2040 and speak to a member of the site's "travel team."

GEOGRAPHIC RANGE 950 properties in 65 countries, from the Maldives to Mexico.

UniqueHomeStays.com

Boutique B&Bs and luxury rentals, primarily in Europe, are the focus on this site. There are 14 B&B properties available in Britain alone, one a manor home in the Cotswolds with a croquet lawn and swimming pool that costs £50 per night for a double.

BEST FOR Travelers who prefer the intimacy of staying in someone else's house, whether it be with the hosts on site, serving you breakfast, or renting a fully furnished house.

EASE OF USE Photo galleries, pricing, customer testimonies and information on activities are all helpful, but while the site allows online booking, sometimes you must do a provisional booking and wait for confirmation.

GEOGRAPHIC RANGE 140 homes in 14, mostly European, countries.

WelcomeBeyond.com

Founded by two globe-trotting Berlin-based brothers, this site offers lodgings with personality: a six-bedroom, cliffside villa in Phuket, Thailand, goes for 1,338 euros per night (chef included), and a cozy forest hut in Sweden with no electricity costs 44 euros.

BEST FOR The adventurous traveler who can appreciate the unusual -- bordering on eccentric -- collection of properties, which include castles, yurts and tree houses.

EASE OF USE The home page gives the choice of trolling by "location or interest." It's fun to search by interest, with categories like "unusual destinations" or "food and wine." Slide shows, maps and details on amenities and activities are all useful. Properties are booked by contacting the manager of each place via the site -- not great for impatient clients who want the immediate gratification of booking online.

GEOGRAPHIC RANGE Roughly 100 properties in nearly 30 countries, from South Africa to Morocco.

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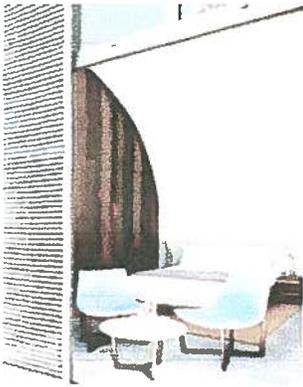
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Hotel in St. Tropez, France, from 450 euros a night at [DesignHotels.com](#)

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Palazzo in Tuscany, Italy, from \$4,450 a week at [DesignTripper.com](#)

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Bungalow in Santa Catarina, Brazil, doubles from \$623 a night at [MrandMrsSmith.com](#)

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Houses in Cornwall, England, from 2175 a night at [UniqueHomeStays.com](#)

Readers' Comments

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people are starting to prefer sites "where the experts are trusted tastemakers who save the consumer time."

What follows are six sites offering a tailored portfolio of lodgings from quirky to sleek. Be forewarned: the sites vary greatly in terms of price and geographical range, and offer different degrees of user-friendliness. Some don't even include prices. But if you, like me, are put off by exhaustive listings, here's another way to while away the afternoon.

[Boutique-Homes.com](#)

Billing itself as "temporary housing for chic nomads," this Web site offers a collection of unusual lodgings. You can book not only a beautifully restored vintage trailer with polished wood interiors in Marfa, Tex., for \$110 to \$130 a night, but also a detached hotel room with a glass wall in the mountains of Norway from 1,250 kroner per night, or \$210, at 6 kroner to the dollar.

BEST FOR The traveler who likes offbeat places and properties, like a convent in Corsica, complete with a Baroque chapel (price is negotiable). The site is also good for price-conscious travelers — a "Cheap and Chic" section includes one of the oldest homes in Kyoto for \$144 a night.

EASE OF USE With lively property descriptions, photos, practical information, a blog and reviews by previous visitors, there is little you won't know about the property before you book, which must be done by filling out an online inquiry form. Searching is enjoyable too, as you can choose by style (modern, rustic, urban, etc.), location type (beach, country, desert, etc.) and continent. But not all the listings have what you need. Cinco Camp, a set of cabins in Texas, has great photos but no information. Further browsing reveals that it is "currently not available," which makes you wonder why it is on the site at all.

GEOGRAPHIC RANGE 166 rentals and 35 hotels in 33 countries.

[DesignHotels.com](#)

Begun in 1993 as a marketing company for 10 contemporary hotels, Design Hotels, based in Germany, now lists scores of artfully designed hotels. The company recently began a new experiment: pop-up hotels. Through October, the pop-up is a beach club, renovated by Design Hotels, in Mykonos; rooms start at 120 euros, or \$153, at \$1.26 to the euro.

BEST FOR The five-star traveler who wants style above all else and appreciates a Web site that mirrors that sensibility.

EASE OF USE A cinch. Plug in your destination and dates and a list of hotels comes up with prices and a "book now" link. Though many properties are well-known boutique hotels, the accompanying videos, produced with mood music and shimmering photographs, are alluring. But why aren't there customer reviews?

GEOGRAPHIC RANGE 220 hotels in 41 countries.

[DesignTripper.com](#)

Lush photographs and blog-like entries explore the intersection of travel and design at "indie" hotels, B&Bs and inns. Properties include Podere Palazzo, a five-bedroom Tuscan farmhouse with an infinity pool, from \$4,450 a week and Casa Ninamu, a thatched jungle/beach home in Mexico starting at \$400 a night.

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Legal SFRs in Peer Resorts

The availability of short term lodging is a key goal of the Town of Vail. Very early on the town recognized the need to provide a wide range of lodging opportunities to our guests and visitors. Short term rentals fill a unique niche in the market that cannot be filled by hotel rooms alone.

— Town of Vail, Colorado Association of Ski Towns Survey (2011)

The formulation of a strategy that replenishes the lodging base and favors a diverse lodging inventory is important to the long-term sustainability of a visitor-based economy that purposefully seeks to attract a diverse visitor base.

— Aspen/Snowmass Lodging Inventory Study (2012)

The short-term rental of single family homes is legal, regulated and subject to taxation in peer resorts across the west, including **Squaw Valley, Tahoe City, South Lake Tahoe, Truckee, Aspen, Vail, Avon (CO), Estes Park (CO), Winter Park (CO), Grand Lake (CO), Silverthorne (CO), Basalt (CO), Glenwood Springs (CO), Steamboat Springs, Telluride, Breckenridge, Crested Butte, Park City, Sun Valley (ID), Big Sky (MT), Taos (NM), Whistler (B.C.), Napa, St. Helena, Wawona (Yosemite), Yosemite West, Kirkwood, Indian Wells, Sausalito and Big Bear.**

Nb. Both Park City and Lake Tahoe had restrictions on nightly SFR rentals. When Park City changed its ordinance allowing SFR nightly rentals and the collection of TOT from it they received **an increase in TOT receipts of 9.95% and increase in tourism spending of 4.7%. Lake Tahoe's TOT receipts increased by 13.4% and tourism spending increased by 8.9%.** Interestingly **Lake Tahoe found the average days stayed by a transient renter in a hotel / motel at 3.4 days, condos at 3.5 days and private SFSRs at 10.4 days.** It seems apparent that the increase in overall tourism revenue could be tied to dramatic increase in days stayed.

Aspen, CO

From *The Aspen Times*, March 27, 2012:

Council eases potential limits on Aspen vacation rentals Ordinance amended to allow unrestricted number of stays: “...an ordinance on vacation rentals, which the council passed unanimously, does make it clear that **all owners of property — whether in residential, commercial or lodging districts — will be required to obtain a city-issued business license and permit in order to legally rent out a house to vacationers. Not only that — they must pay sales taxes on those rentals,** a requirement that already was part of city code but rarely was enforced in the past.”

From: "Sara Adams" <Sara.Adams@ci.aspen.co.us>

Date: May 30, 2012 9:48:16 AM PDT

To: "Allison McDonell" <almcdon@earthlink.net>

Subject: RE: Aspen study/ survey on Short Term single family rentals

Hi Allison,

Kathy Yang from the Finance Department is contacting you to answer your questions about tax collection.

On the planning side of things, Council just approved an ordinance that allows residential short term rentals in all zone districts without limitation (this applies to single family, duplex and multi-family buildings). The rentals (30 days or less) are required to get a business license and a rental license. Since rentals were already happening throughout town with barely any complaints (6 in 10 years or so) Council decided that legalizing the current situation was not going to have a huge impact on the community.

Previously, the Code allowed only 2 rentals per year that were 6 months or less each in duration. Compliance with the old rules was a huge problem. It is our general policy to enforce on a complaint basis only, so there were few complaints that we needed to enforce (which involved letters, follow up, municipal court and a lot of brain damage). The reality was that hundreds of rentals were operating out of compliance with Code requirements, which is why Council decided to change the Code.

The new regulations allow the City to revoke the rental permit if a violation of specific standards occurs, which is a lot easier than citing someone into municipal court and the paperwork that ensues.

Let me know if you have any questions or give me a call to discuss. Good luck!

Best, Sara

Sara Adams, Senior Planner
City of Aspen, 130 South Galena Street
Aspen, CO 81611
tele. 970|429.2778
fax. 970|920.5439
www.aspenpitkin.com

From Aspen Chamber of Commerce: <http://www.aspenchamber.org/where-to-stay/home-rentals/>

"Your home away from home. There are a variety of homes available in Aspen to welcome the solo traveler, large families or friends on a group holiday. Long term or weekly rentals allow you to live like an Aspen local. Whether in a studio apartment downtown or in a large, luxury home in the historic West End, home rentals in Aspen provide you with the comfort, security and access to everything the Aspen lifestyle has to offer."

Park City, UT

From Park City CoC / Visitors Bureau:

1. "\$5.5 million in transient room tax revenues ..."
2. "Winter Visitors: 10.4% from California, 1.8M total skier visits ~ 180K California skiers skiing PARK CITY"

Winter Visitor

59% Male 41% Female

Average Age = 43

Repeat Visitors 74%

Avg Length of Stay 5.9 nights

Avg Days Skied/Snowboarded: 4.9

Avg Party Size 3.9 people

State of Residence

California 10.4% • Florida 6.7%

Texas 6.5% • New York 4.7%

International 5.5%

Table 38
Skier Days

Year	Skier Days Utah	Percent Change	Skier Days Park City Area	Percent Change	Market Share of Utah
2009-10	4,045,153	1.3%	1,734,023	5.4%	42.8%
2010-11	N/A		1,866,317	7.6%	N/A

Source: National Ski Areas Association, National Ski Statistics
 National Ski Areas Association, National Ski Statistics
 Source: U.S. Department of Commerce, Bureau of Economic Analysis

Table 39
Park City Nightly Lodging Inventory

	Units	Pillows
Hotel	1,914	3,828
Studio	587	1,468
One bedroom	982	2,455
One + loft	69	173
Two bedroom	1,391	6,260
Two + loft	71	120
Three bedroom	739	4,609
Three + loft	47	106
Four bedroom	104	2,584
Four + loft	26	221
Five bedroom	81	1,013
Five + loft	3	36
Six bedroom	43	624
Seven bedroom	8	132
Eight bedroom	1	19
Nine bedroom	1	21
Total	6,237	24,068

Source: The Utah Chamber of Commerce, 2010

Table 40
Park City Timeshare Lodging Inventory

	Units	Pillows
Hotel	24	48
Studio	108	270
One bedroom	214	535
One + loft	29	73
Two bedroom	422	1,099
Two + loft	0	36
Three bedroom	12	78
Three + loft	0	52
Four bedroom	6	51
Four + loft	8	68
Total	819	3,110

Source: The Utah Chamber of Commerce, 2010

Accommodations

Condo/Vacation Home 37%

Hotel/Motel/Lodge 23%

Family & Friends 19%

Owned Condo or Vacation Home 10%

Timeshare 7%

From Park City: <http://www.visitparkcity.com/visitors/lodging-hotels/>

No matter how much recreation you fill your days with here in Park City, it's nice to know there are so many places to rest up for the next one. Park City is home to a wide variety of lodging - everything from hotels and luxury mountainside homes to spacious condos. And the best part, you can check hotel availability right now or search our Park City Hot Deals for the best lodging, restaurant, activities and events promotions available.

Your next rustic mountain getaway is unbelievably easy to get to. Park City is just a 35-minute ride from Salt Lake International Airport...home to more than 800 daily scheduled flights, many arriving before noon. You'll find more lodging options than ski trails...from hotel rooms and condominiums to bed & breakfast inns and dormitory rooms. Park City has approximately 6,000 units and rooms-or 23,000 pillows-to accommodate guests.

Comparable Resort Data

Town	Short Term Rentals Permitted	History	TOT Rate
Aspen	Yes	open to all 2012	2% Lodging 2.1% City Sales, 3.6% State & County Sales, 0.4% RTA, 2.9% State Sales Tax = 11%
Avon	Yes	long standing	4% Sales Tax, 4% Accommodations = 8%
Town of Frisco	Yes (in tax code)	long time	2.35% Lodging Tax, 10.125% total rate
Breckenridge	Yes (all accommodations)	long time	3.4% Accommodations, 2.5% Sales Tax = 5.9%
Vail	Yes (since inception)	long time	4% Town, 2.9 State Sales, 1.5% Eagle County Sales, 1.4% Marketing = 9.8%
Estes Park	Yes	long time	4% Town, 2.9 State Sales, 0.6% County Sales = 9.5%
Silverthorne	Yes	long time	2% Lodging, 2% Sales Tax = 4%
Mountain Village	Yes	Long time	4% Lodging, 2% Restaurant, 1% County Sales, 2.9% State Sales, 4.5% Town sales = 12.4%
Winter Park	Yes (in tax code)	long time	1% Accommodations, 4% Sales 2.9% State Sales, 1% County Sales = 8.9%
Mt Crested Butte	Yes	long time	5% Town, 1% Gunnison Co, 2.9% State Sales, 0.6% RTA, 4% Lodging = 13.5%
Crested Butte	Yes	long time	4% Town, 1% Gunnison Co, 2.9% State Sales, 0.6% RTA, 4% Lodging = 12.5%
Park City	Yes	long time	3% Transient Room, 7.45% State Sales & Use Tax = 10.45%
Dillon	Yes	long time	2% Lodging, 8.275% Sales = 10.275%
Glenwood Springs		long time	3.5% City Accommodation, 2.9% State Sales, 1% Garfield County, 1%RTA, 3.70% City Sales = 12.1%
Fraser	Yes	long time	2.9% State Sales, 1% County Sales, 1.8%County Lodging, 4% Town Sales = 9.7%
Telluride	Yes (with restrictions)	long time, recent changes	2% Town Lodging, 2% County Lodging 2.9% State Sales, 4.5% Town Sales, 1% County Sales = 12.4%
Jackson (WY)	Yes (with zoning restrictions)		2% Lodging, 6% Sales = 8%
Big Bear	Yes (no historic distinction)	long time	8% with "Measure Y"
Mammoth Lakes	Certain Areas	long standing	13.00%

Comparable Resort Selected Data

Town	2011 Lodging Revenue	Population Full	Town Area (Sq. Miles)	2011 Total Accommodations Tax
Aspen	\$106,646,050	6196	3.5	\$11,731,065
Avon	\$18,650,654		8.25	\$1,492,052
Town of Frisco	\$109,059	2697	3	\$1,077,127
Breckenridge	\$42,647,083	3535	5.3	\$2,558,825
Vail	\$160,184,898	5305	4.3	\$15,698,120
Estes Park	\$26,315,789	5956	8.9	\$2,500,000
Silverthorne	NA	4432	N/A	NA
Mountain Village	\$24,592,823	1,486	3.3	\$3,049,510
Winter Park	\$20,433,708	998	8	\$1,818,600
Mt Crested Butte	NA	911	1.54	
Crested Butte	NA	1,780	0.7	
Park City		8,708	9.4	
Dillon		897	2.3	\$542,309
Glenwood Springs	NA	9,000	4.8	
Fraser	NA	1,097	1.9	
Telluride	NA	2,452	0.74	
Jackson (WY)	NA	10,002	2.9	\$2,336
Big Bear	\$39,595,075	5272		\$3,167,606
Mammoth Lakes(est)	\$73,846,154	8,234	4	\$9,600,000

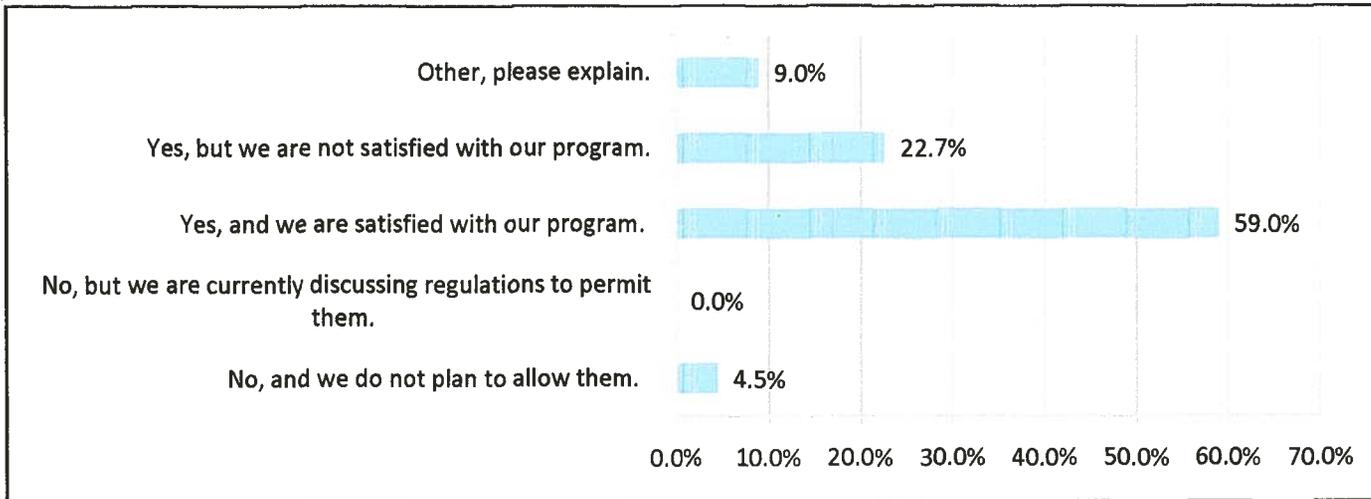
Short Term Rental Survey of CAST communities:

Short term rentals of single family homes and condominium units are prevalent in most resort towns, especially with the accessibility of websites such as vrbo.com and homeaway.com. The Aspen Community Development Department is interested in compiling information about how other CAST communities currently address short term rental properties to aid in our discussions on the topic. Please contact Sara Adams at (970) 429-2778 or sara.adams@ci.aspen.co.us if you would like more details from the survey.

1. Name, municipality, email (to send the results of the survey)

Avon, Silverton, Summit County, Town of Frisco, Breckenridge, Town of Vail, Town of Estes Park (answered twice), Town of Grand Lake, Town of Silverthorne, Town of Mt. Village (answered twice), Town of Winter Park, Town of Mt. Crested Butte, Crested Butte, Park City, Town of Silverthorne, Town of Dillon, City of Glenwood Springs, Town of Fraser, Town of Telluride, Town of Jackson.

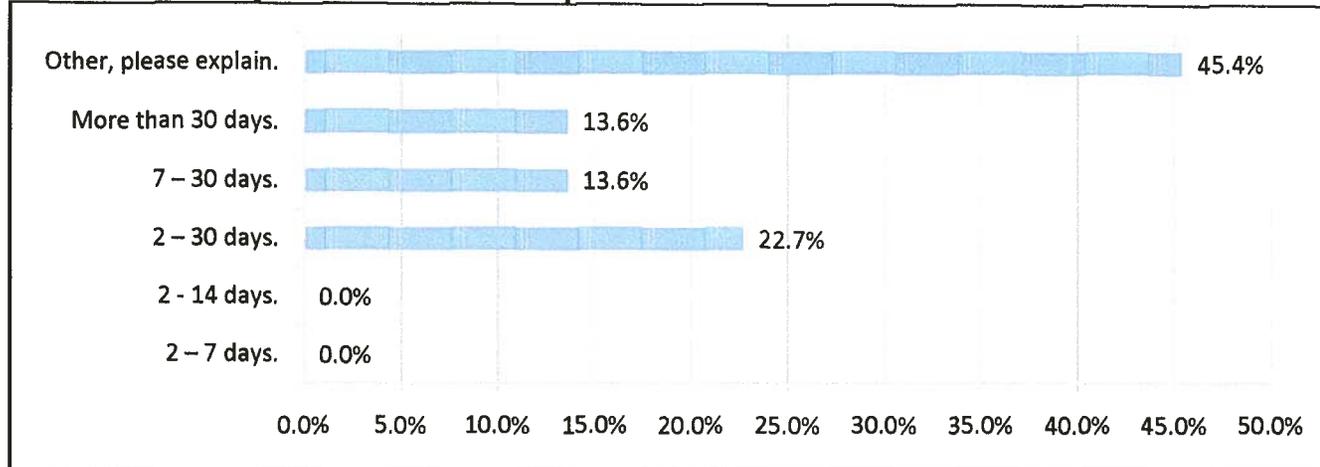
2. Are short term rentals permitted in your community? If you answer “No” to this question, then you do not need to proceed to question no. 2.



“other” answers:

- Yes, by and large we are satisfied but we have not had the discussion lately. (Crested Butte)
- Telluride recently made clarifying changes to its restrictions (Town of Telluride)

3. What are the numbers of days short term rentals are permitted?

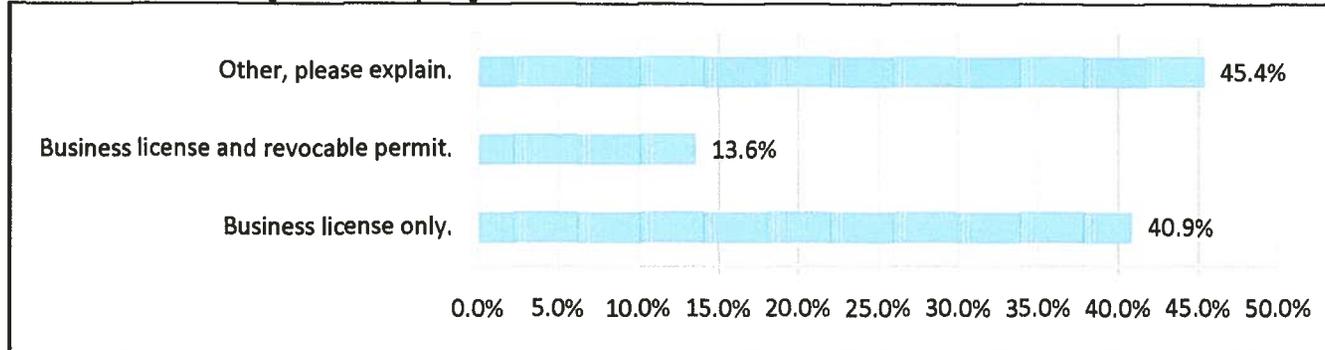


“Other” answers:

- No more than 30 days (Frisco)
- The number of days of short term rentals is unregulated. Instead, the maximum number of days a hotel room may be booked is 30 days. (Town of Vail)
- Any number of days from 1 – 30. Anything more than 30 is considered long term. (Town of Estes Park)
- No limitation, but short term is defined as any rental less than 30 consecutive days to one entity. (Town of Grand Lake)
- HOAs set up number of days, up to 30 days is considered short term (Town of Silverthorne)
- Any period less than 30 days (Town of Mountain Village)
- 30 days or less (Town of Estes Park)
- 1 – 29 days (Town of Mt. Crested Butte)

- More than 30 days (Crested Butte)
- We consider them an accommodation unit and they are only allowed in zones where motels, hotels, etc. are allowed. (City of Glenwood Springs)
- Short term rental is defined as less than 30 days in our codes. There are significant restrictions and mandates (annual affidavits) for those renting in residential zones.(Town of Telluride)

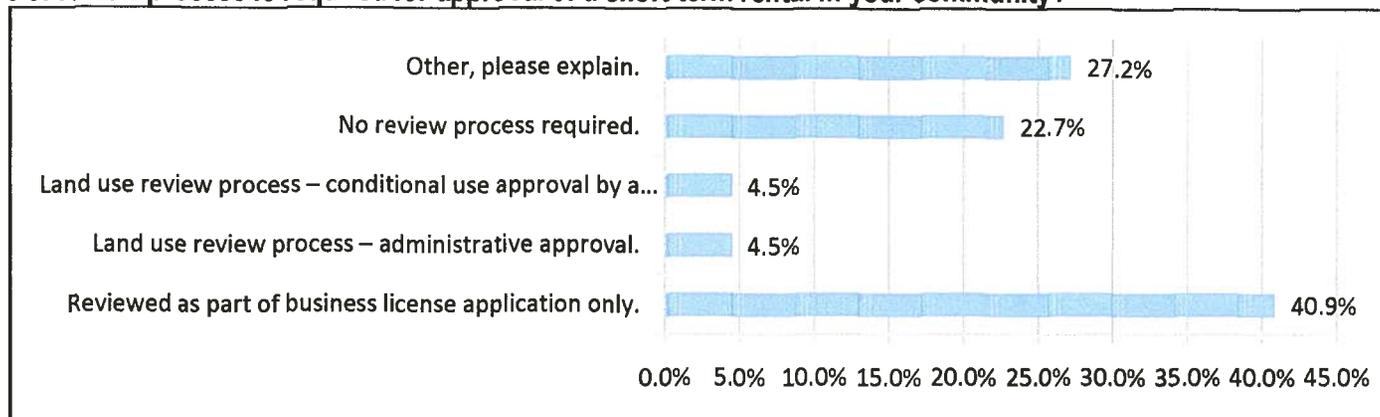
4. What type of authorization does your municipality utilize to track short term rentals?



“other” answers:

- Business license and sales tax license for management company; sales tax license only for individual property owner (Avon)
- Business license and lodging fee form (Silverton)
- Other (Summit County)
- Business license and sales taxes (Town of Silverthorne)
- Business license for properties within Town limits, Permit for properties in the unincorporated Estes Valley. (Town of Estes Park)
- Pillow Tax license (Town of Mt. Crested Butte)
- Business/Sales tax license (Town of Silverthorne)
- Business license and sales tax license (City of Glenwood Springs)
- Sales and Excise Taxes; Town Clerks Department also monitors internet sites for noncompliance (Town of Telluride)

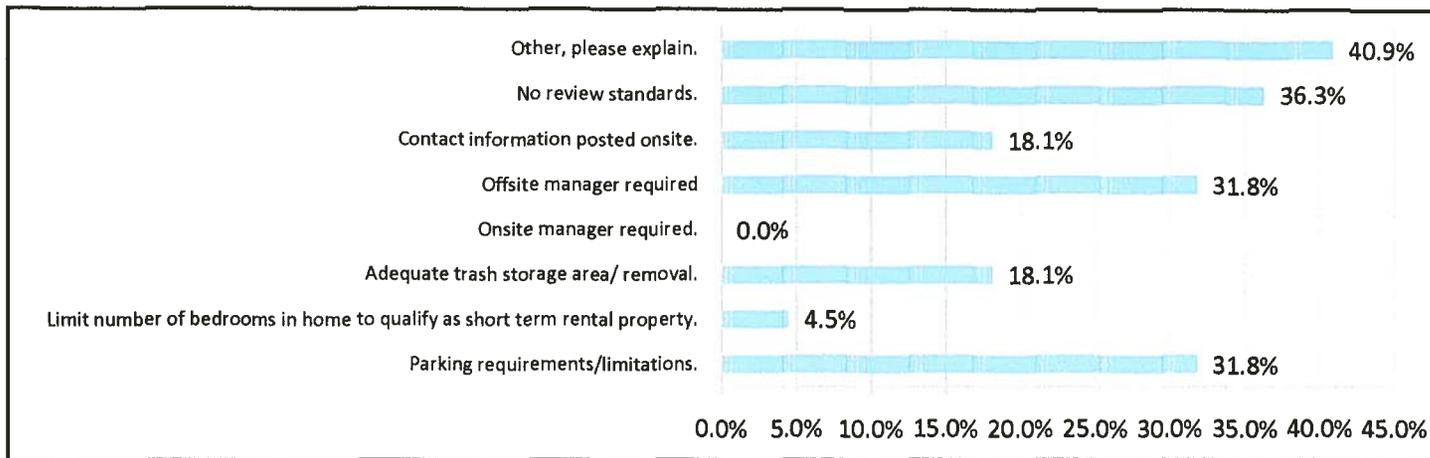
5. What type of review process is required for approval of a short term rental in your community?



“other” answers:

- Reviewed by Staff as part of business/sales tax license application; property must be within allowable overlay district. (Avon)
- It depends on the zone the rental is located in. As a general rule any Commercial or Commercial Transitional properties are handled administratively. Any other Zone requires a different process. (Town of Grand Lake)
- Typically administrative. In some zones it is a conditional use permit by review body. (Park City)
- No review process required as only allowed in existing approved accommodation units that are limited to certain zones. (City of Glenwood Springs)
- Business licensing and sales and excise taxes; also compliance by monitoring and affidavit. (Town of Telluride)

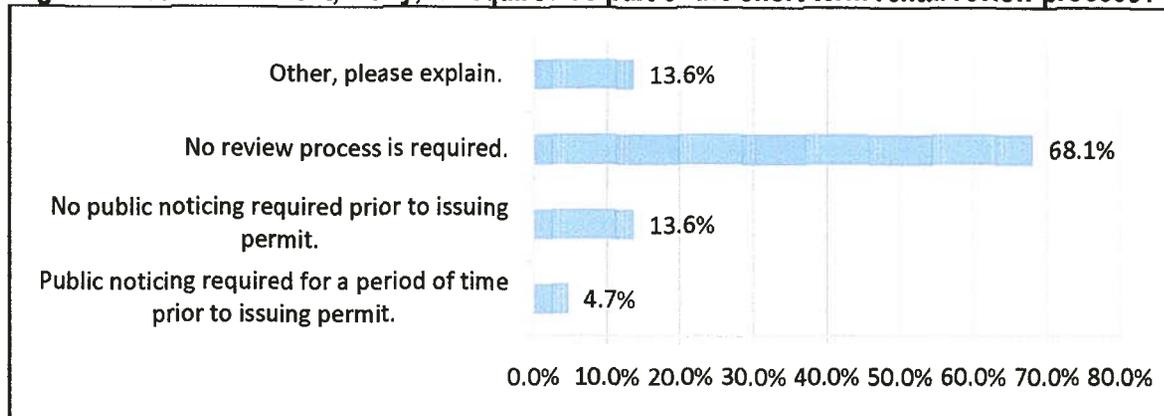
6. Which of the following items are included in the review standards for short term rentals in your community? (select all that apply)



“other” answers:

- Sales and Lodging Tax collection required (Town of Vail)
- The home is required to comply with our Development Code Sections 5.1 and 5.2 (Town of Estes Park)
- Local contact person within 15 minutes response time/snow storage on site/ “comment” letters from neighbors/ notification process to neighbors/ annual review of complaints/ possible Trustee review and conditions (Town of Grand Lake)
- DRB review and approval for project (Town of Mountain Village)
- Estes Valley Development Code Section 5.1.B at www.estes.org describes the requirements. (Town of Estes Park)
- Wood burning stove instructions if applicable (Crested Butte)
- Building inspection required (Park City)
- Review for proper Zoning District (Town of Dillon)
- Regional contact mandated; business license number, street address and condo # mandated on all advertising including internet advertising. (Town of Telluride)

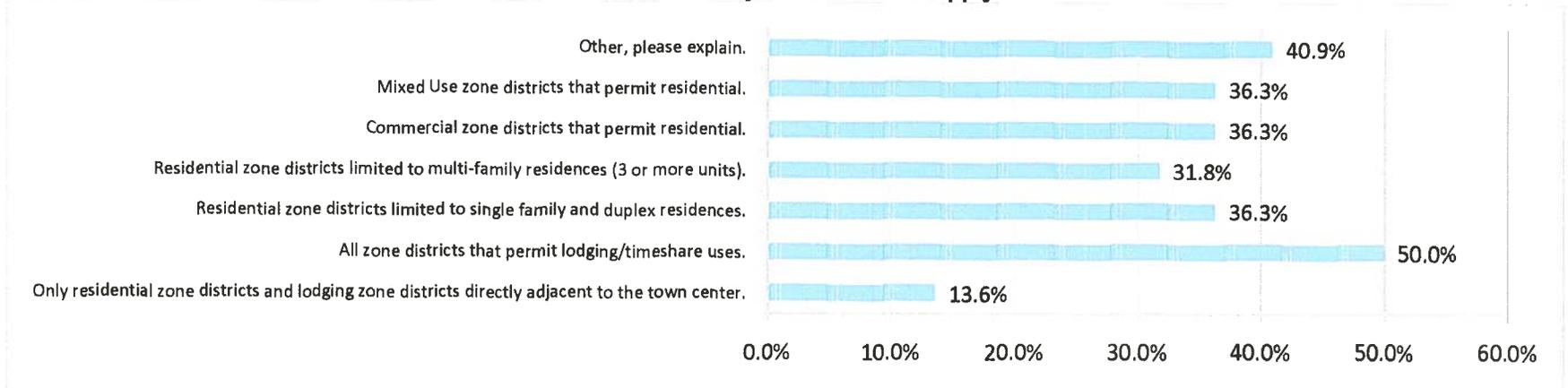
7. What type of neighborhood involvement, if any, is required as part of the short term rental review process?



“other” answers:

- Commercial Zones no notice prior/Other Zones certified letters with 15 day “comment” period (Town of Grand Lake)
- In some zones it is a conditional use (Park City)

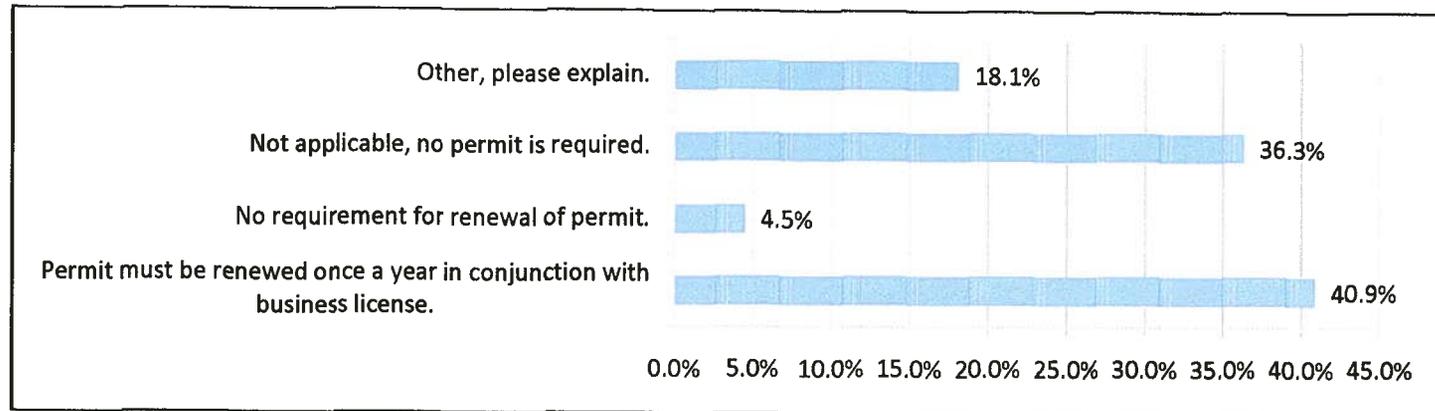
8. Which zone districts allow short term rentals in your community? Select all that apply.



“other” answers:

- Short term overlays and specific PUDs (Avon)
- No limitations (Breckenridge)
- Allowed in all zone districts where residential uses are permitted (Town of Vail)
- Allowed in Accommodations Zone District with no restrictions (Town of Estes Park)
- All zones but Industrial allow NR, but process is different depending on Zone (Town of Grand Lake)
- All residential zones with the exception of the mobile home district (Crested Butte)
- Residential Zones near resort (Park City)
- All zones (Town of Fraser)

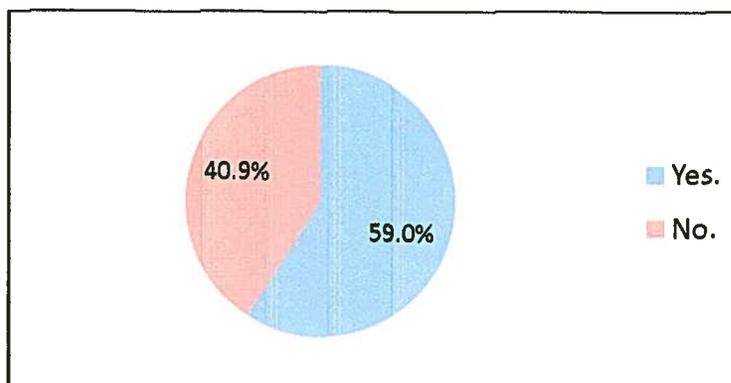
9. How often is a permit for a short term rental required to be renewed? (if a permit is required)



“other” answers:

- Renewed yearly on Jan. 1. NR license is in lieu of Business license. If property is in Commercial Zone and pays commercial property tax rates it can opt for a business license. (Town of Grand Lake)
- There is not permit outside of business license. (Town of Silverthorne)
- Annually. (Town of Mt. Crested Butte)

10. Has permitting short term rentals created any problems in your community, such as compliance issues?



11. If you answered yes above, what types of problems or issues have arisen?

- It has been difficult to identify short term rental and have them remit applicable taxes. VRBO listings do not list locations. Have had issues with number of guests, parking, running additional businesses out of homes, noise, neighborhood complaints. (Town of Estes Park)
- Originally there was a period of time where homeowners were not aware of the licensing, but most now know regulations and enforcement is much less time consuming. (Town of Grand Lake)
- Usually parking and neighbor complaints. (Town of Silverthorne)
- Trash, licensing, tax collection (Town of Mountain Village)
- Some homes are rented to more than the max. allowable number of guests. Noise and trash complaints also occur (Town of Estes Park)
- Few problems...most often issues with single family residences renting to more than one family at a time...but mostly very good (Town of Mt. Crested Butte)
- We have spent some time tracking down short term rentals through websites such as VRBO and it is a constantly changing population that requires attention. (Crested Butte)
- We have short term rentals that do not come in for a license. (Park City)
- Short-term renting without applying for a business/sales tax license; not collecting/remitting sales tax, excess trash, parking issues (Town of Silverthorne)

- Difficult to track compliance with limited staff and ease of renting online. Will be working with Summit County and Eye Street on finding those properties that do not obtain business license and remit sales and lodging taxes. (Town of Dillon)
- We have seen illegal use of residential properties as short term rentals, particular on vacation rental websites and have had to do enforcement. We proposed an ordinance with requirements to regulate, but no action was taken by the governing body. This continues to be problematic as it is difficult to discern the location of illegal short term rentals from website advertising and the City is currently not deriving sales tax from illegal rentals. (City of Glenwood Springs)
- Non-compliant VRBOs: no business license, no sales tax collection, etc. (Town of Fraser)
- Failure to lock trash containers (bears); transient nature of short term renters (don't know the culture/rules/neighbors); late night parties in residential neighborhoods; parking etc. (Town of Telluride)

12. Any additional comments?

- The illegal rentals cause(d) problems, but once short term rentals were allowed and permits issued problems were resolved. (Avon)
- The availability of short term lodging is a key goal of the Town of Vail. Very early on the town recognized the need to provide a wide range of lodging opportunities to our guests and visitors. Short term rentals fill a unique niche in the market that cannot be filled by hotel rooms alone. (Town of Vail)
- The Town also permits (no fee) vacation homes in the unincorporated Estes Valley through the development code. This began last year in an attempt to identify properties to ensure the collection of taxes for county and Local Marketing District and to provide the property owners with the regulations. (Town of Estes Park)
- As with any new program, public awareness is the major point to stress. Use every means available to you to get the word out about the program and have someone specific listed they can talk with or e-mail. (Town of Grand Lake)
- It allows more options for second home owners. Whether this negatively impacts the availability of long term rentals is debatable. It does have some potentially positive effects on hot bed generation in Town. (Crested Butte)
- The Town of Jackson does not allow for the rental of any residential properties outside of the lodging overlay for less than 30 days. (Town of Jackson)

Regulating Single-Family Rentals as a Realistic Revenue Opportunity for the Town of Mammoth Lakes

October 23, 2012

Disclaimer

- This sensitivity analysis is designed to show possible economic consequences of renting single family homes in Mammoth Lakes. The author has based the analysis on publicly available information from various municipal and public websites, but relies on the source data to be correct. No compensation has been received by the author of this study which has been created to assist the Mammoth Town Council in considering potential financial alternatives . No party should rely on the information without directly engaging the authors.

Revenue Opportunity

- Legalize and regulate short term single family home rental with a business license and TOT permit – town-wide or in select resort-adjacent zones
- Existing restrictions by CC&R's and all neighborhood quality-of-life rules remain in force
- Acknowledges and regulates what has taken place in Mammoth for many years – AND provides mechanisms for compliance, enforcement and revenue collection.

Resort Competitors Embrace Full Use of Housing Stock

An extensive study by Aspen's financial staff leads to the following conclusions:

- 95.5% of CAST (Colorado Association of Ski Towns) towns surveyed allow short term rentals (including Vail, Beaver Creek, Aspen, Breckenridge, and Park City)
- **Interviews of 7 Finance Directors at the CAST towns indicate that short term rentals of luxury vacation homes is *not* considered to be in competition with their other lodging interests; Rather, they are treated as a different class of accommodation opportunity.**
- Vail, Big Bear, Breckenridge, Beaver Creek, Park City and Telluride Mountain Village and many others have a long history of incorporating short term vacation rentals as part of rental units available.
- Aspen and many others have, after a long study process, made changes to their municipal codes to facilitate unrestricted short term rentals
- Most resorts seek to maximize the variety of housing opportunities in order to satisfy a wider range of visitor demand
- **Vail finds that hotel suites average 3.1 guests per unit, condos 6.1 guests/unit and vacation rental homes average 9.8 visitors per unit, creating a range of capacity attractive to all potential renters**

Comparable Resort Data

Town	Short Term Rentals Permitted	History	TOT Rate
Aspen	Yes	open to all 2012	2% Lodging 2.1% City Sales, 3.6% State & County Sales, 0.4% RTA, 2.9% State Sales Tax = 11%
Avon	Yes	long standing	4% Sales Tax, 4% Accommodations = 8%
Town of Frisco	Yes (in tax code)	long time	2.35% Lodging Tax, 10.125% total rate
Breckenridge	Yes (all accommodations)	long time	3.4% Accommodations, 2.5% Sales Tax = 5.9%
Vail	Yes (since inception)	long time	4% Town, 2.9 State Sales, 1.5% Eagle County Sales, 1.4% Marketing = 9.8%
Estes Park	Yes	long time	4% Town, 2.9 State Sales, 0.6% County Sales = 9.5%
Silverthorne	Yes	long time	2% Lodging, 2% Sales Tax = 4%
Mountain Village	Yes	Long time	4% Lodging, 2% Restaurant, 1% County Sales, 2.9% State Sales, 4.5% Town sales = 12.4%
Winter Park	Yes (in tax code)	long time	1% Accommodations, 4% Sales 2.9% State Sales, 1% County Sales = 8.9%
Mt Crested Butte	Yes	long time	5% Town, 1% Gunnison Co, 2.9% State Sales, 0.6% RTA, 4% Lodging = 13.5%
Crested Butte	Yes	long time	4% Town, 1% Gunnison Co, 2.9% State Sales, 0.6% RTA, 4% Lodging = 12.5%
Park City	Yes	long time	3% Transient Room, 7.45% State Sales & Use Tax = 10.45%
Dillon	Yes	long time	2% Lodging, 8.275% Sales = 10.275%
Glenwood Springs		long time	3.5% City Accommodation, 2.9% State Sales, 1% Garfield County, 1%RTA, 3.70% City Sales = 12.1%
Fraser	Yes	long time	2.9% State Sales, 1% County Sales, 1.8%County Lodging, 4% Town Sales = 9.7%
Telluride	Yes (with restrictions)	long time, recent changes	2% Town Lodging, 2% County Lodging 2.9% State Sales, 4.5% Town Sales, 1% County Sales = 12.4%
Jackson (WY)	Yes (with zoning restrictions)		2% Lodging, 6% Sales = 8%
Big Bear	Yes (no historic distinction)	long time	8% with "Measure Y"
Mammoth Lakes	Certain Areas	long standing	13.00%

Comparable Resort Selected Data

Town	2011 Lodging Revenue	Population Full	Town Area (Sq. Miles)	2011 Total Accommodations Tax
Aspen	\$106,646,050	6196	3.5	\$11,731,065
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Silverthorne	NA	4432	N/A	NA
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Big Bear	\$39,595,075	5272		\$3,167,606
Mammoth Lakes(est)	\$73,846,154	8,234	4	\$9,600,000

**Option 1: Town-Wide Overlay; Maximize Potential Total Units
(Estimated Existing Units Prohibited from Short Term Rentals)**

Zone	Number of Units
RR (Rural Residential)	362
RSF (Residential Single Family)	1,765
RMF-1 (Residential Multi-Family-1)	577
Total:	2,704

**Data estimated using Mammoth Lakes Zoning Map, Compliance Guide & TOT Property Search Tool
(<http://www.ci.mammoth-lakes.ca.us/index.aspx?NID=2010>)*

Premium Local Rates

	Units	Sleeps	Summer <i>Non-Holiday</i>	Winter <i>Non-Holiday</i>
Westin Monache	42	4	\$479	\$899
Village at Mammoth	10	8	\$449	\$859
	Units	Sleeps	Summer <i>Holiday</i>	Winter <i>Holiday</i>
Westin Monache	42	4	\$929	\$1,239
Village at Mammoth	10	8	\$449	\$1,499

Mammoth TOT Sensitivity Analysis- Option 1 All Potential Homes

Homes Not Zoned for Short Term Rentals (a): 2,704

% of Homes Participating	12.50%	25.00%	50.00%	75.00%	100.00%	
Number of homes Participating	338	676	1352	2028	2704	
Potential Days Available (Homes* 365)	123,370	246,740	493,480	740,220	986,960	
Historic Occupancy Percentage(b)	36%	36%	36%	36%	36%	
Nights Occupied	44,413	88,826	177,653	266,479	355,306	
Nightly Rental Rate						
	\$500	\$22,206,600	\$44,413,200	\$88,826,400	\$133,239,600	\$177,652,800
	\$700	\$31,089,240	\$62,178,480	\$124,356,960	\$186,535,440	\$248,713,920
	\$900	\$39,971,880	\$79,943,760	\$159,887,520	\$239,831,280	\$319,775,040
Town TOT (d) : 13%						
	\$500	\$2,886,858	\$5,773,716	\$11,547,432	\$17,321,148	\$23,094,864
	\$700	\$4,041,601	\$8,083,202	\$16,166,405	\$24,249,607	\$32,332,810
	\$900	\$5,196,344	\$10,392,689	\$20,785,378	\$31,178,066	\$41,570,755
Net Occupancy Percentage	4.5%	9.0%	18.0%	27.0%	36.0%	

Footnotes

(a) Source: Mammoth Lakes Zoning Map TOT Property Search Tool. RSF 1,765 units RR 362 units RMF-1, 577 units

(b) 10 year average from Town records

(c) Town of Big Bear reported 2011 TOT from Homes of \$1,813,440, representing 57% of its \$3,167,606 total

(d) Resort areas authorizing short term TOT =95% of CAST towns and Tahoe

Option 2

Resort Corridor Overlay Revenue Opportunity

- 303 RSF properties between Canyon and the Village
- 23 at Hidden Valley
- 24 at The Bridges
- 11 - already zoned for legal nightly rental on Lodestar
- 277 houses in the Majestic Pines area between Canyon and Eagle
- 192 RSF properties in the Majestic Pines area south of Eagle
- **Total: 819, not including the 11 that are already in the legal zone.**

What is Mammoth's Potential SFR Inventory in the Resort Corridor?

- 9,245 total single family homes in Mammoth
- 3,140 occupied by full-time residents (34%)
- 6,105 homes not occupied by full time residents (2nd homes or vacant) (66%)
- 819 second homes in “resort corridor”
- Therefore, vacant or available 2nd home units units (66%)=541 potential homes

-Source: “Town of Mammoth Lakes Housing Element 2007-2014”, adopted June 23, 2010.

Mammoth TOT Sensitivity Analysis- Resort Corridor Overlay

Homes Not Zoned for Short Term Rentals (a): 819

% of Homes Participating	12.50%	25.00%	50.00%	75.00%	100.00%
Number of homes Participating	102.38	204.75	409.5	614.25	819
Potential Days Available (Homes* 365)	37,367	74,734	149,468	224,201	298,935
Historic Occupancy Percentage(b)	36%	36%	36%	36%	36%
Nights Occupied	13,452	26,904	53,808	80,712	107,617

Nightly Rental Rate

	\$500	\$6,726,038	\$13,452,075	\$26,904,150	\$40,356,225	\$53,808,300
	\$700	\$9,416,453	\$18,832,905	\$37,665,810	\$56,498,715	\$75,331,620
	\$900	\$12,106,868	\$24,213,735	\$48,427,470	\$72,641,205	\$96,854,940

Town TOT (d) : 13%

	\$500	\$874,385	\$1,748,770	\$3,497,540	\$5,246,309	\$6,995,079
	\$700	\$1,224,139	\$2,448,278	\$4,896,555	\$7,344,833	\$9,793,111
	\$900	\$1,573,893	\$3,147,786	\$6,295,571	\$9,443,357	\$12,591,142

Net Occupancy Percentage	4.50%	9.00%	18.00%	27%	36%
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Footnotes

(a) Source: Mammoth Lakes Zoning Map TOT Property Search Tool. RSF 1,765 units RR 362 units RMF 1, 577 units

(b) 10 year average from Town records

(c) Town of Big Bear reported 2011 TOT from Homes of \$1,813,440, representing 57% of its \$3,167,606 total

(d) Resort areas authorizing short term TOT =95% of CAST towns and Tahoe

Resort Corridor Illustrates Reasonable TOT Impact

- Town wide historic occupancy has been around 36% for some time
- TOT Impact Sensitivities are run ranging from 4.5% occupancy(12.5% of historic) to 36% occupancy(100% of historic)
- Resulting TOT impact ranges from\$ 874,385 to \$6.9 million on most conservative revenue case

Summary and Conclusion

- Existing SFR neighborhoods with CC&R's will not change unless residents vote to change
- Mammoth budget plight is severe- safety, security, and quality of life including Whitmore pool and other thoughtful measures enacted by town are in danger of elimination- simply to pay the judgment
- SFR TOT is a benefit to attracting guests, paying property managers, trades, caterers and all other aspects of the Mammoth economy
- The SFR rentals are a different category altogether-they do not compete with hotels and condos according to research from 7 ski town financial managers
- Enforcement straightforward through licensing and requirement for posting license numbers in advertising
- Financial impact of TOT potentially enough to restore all cuts to services, recreation and other measures.

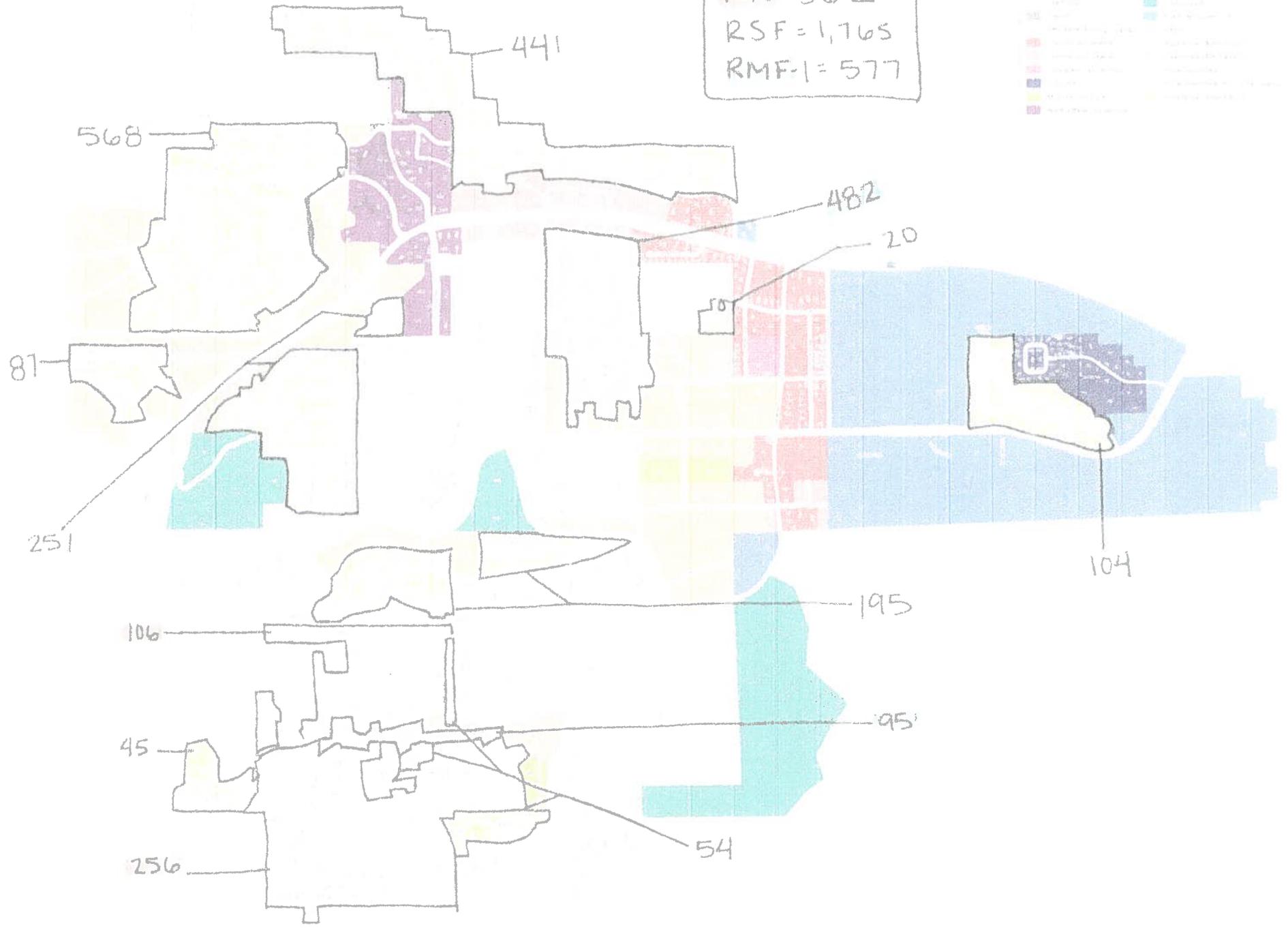
Appendices

- Appendix A Mammoth Zoning Map
- Appendix B Town Guide to Zoning
- List of Sources

RR=362
 RSF=1,765
 RMF-1=577

Zoning

Office	Medium Density Residential
Light Industrial	Neighborhood Commercial
Community Office	Neighborhood Office



APPENDIX B: Town Guide to Zoning



Town of Mammoth Lakes: Guide to Zoning for Transient Use

This table summarizes the Zones in which transient rental or occupancy is permitted within Mammoth Lakes. Transient rental or occupancy is defined as rental or occupancy of a structure for sleeping or lodging for 30 consecutive days or less, in exchange for a fee or other similar consideration (Municipal Code Title 17.05). Renting a property for transient use requires a Town of Mammoth Lakes business license and registration and payment of Transient Occupancy Tax.

Zone (Municipal Code – Title 17)	Transient Use Allowed:	Transient Use Prohibited	Not Applicable
RR (Rural Residential)		X	
RSF (Residential Single Family)		X	
RMF-1 (Residential, Main Family 1)		X	
AD (Accessory Dwelling Overlay)		X	
MHP (Mobile Home Park)		X	
RMF-2 (Residential, Main Family 2)	X		
CL (Court and Lodging)	X		
CG (Commercial General)	X		
R (Resort)	X		
SP (Special Plans)	X		
VA (Airport)	X		
M (Industrial)			X
PS (Public and Quasi-Public)			X
OS (Open Space)			X
OSSC (Open Space Street Corridor Overlay)			X
EO (Equine Overlay)			X

Please note that this table is intended as a guide only, although some zones permit transient use primarily. Other regulations, such as those found in master plans, C&Rs, or project conditions of approval may prohibit transient rental within a particular development. It is recommended that you contact the Town's Community Development Department for verification of zoning and transient rental regulations for any particular property at (760) 934-8989 or town@mammoth-lakes.ca.us.

This table is the Town of Mammoth Lakes Zoning Manual that is the Town's version of the California State Zoning Law and is a summary of the Town's Zoning Ordinance. It is not a legal document. For more information, please contact the Town of Mammoth Lakes Community Development Department for more specific information. The Town does not regulate or enforce C&Rs.

The transient use of mobile home parks is prohibited by individual mobile home park covenants. The State regulates mobile home parks.

The R Zone permits transient use unless project conditions of approval, C&Rs or conditions of approval prohibit the use of the structure for transient use. C&Rs are available for the following:
 Highway Right-of-Way Overlay (HROW) (17.05.010)
 Highway Right-of-Way Overlay (HROW) (17.05.020) – See Division for a list of conditions of approval that prohibit the R Zone application for transient use.
 Greyhawk Mobile Home Park (17.05.030) is located at Lake Mary Road and Green Hill Street. Mobile Home Parks that are not subject to this regulation.

Transient use is permitted within accessory dwelling units (ADUs) subject to:
 April 18, 2019 (revised December 11, 2019)

Sources

- <http://www.thevillagelodgemammoth.com/Rooms>
- <http://www.visitmammoth.com/about-mammoth/>
- <http://www.ci.mammoth-lakes.ca.us>
- <http://gis.mono.ca.gov/tot/>
- http://www.coskitowns.com/cms_files/Survey_Archives/survey_short_term_rentalsRESULTS.pdf
- <http://www.westinmammoth.com/rooms>
- [Town of Mammoth Lakes TOT Revenue History Reports \(TOT– Monthly Tax Receipts\) \(http://www.ci.mammoth-lakes.ca.us/documents/3/37/TOT%20Receipts%20Monthly%20Final%20thru%202012%2004_201206201918180001.pdf\)](http://www.ci.mammoth-lakes.ca.us/documents/3/37/TOT%20Receipts%20Monthly%20Final%20thru%202012%2004_201206201918180001.pdf)
- **Town of Mammoth Lakes Fiscal Year 2012-2013 Baseline Budget**
http://www.ci.mammoth-lakes.ca.us/documents/3/35/302/01TownBudget2012-06-20%20Consol%20sml_201206191029154495.pdf

Licensing, Compliance & Enforcement Strategies for Single-family Rentals

Most of our peer resorts have concluded that in the interests of TOT capture, quality of life enforcement and guest experience issues, permitting and regulating SFRs is a much more effective approach across the board than a blanket prohibition.

Zoning and licensing requirements generally include standardized parking, trash, fire, snow removal, and noise compliance clauses, specific advertising requirements (i.e. business license number must be listed on all advertising), a requirement for having in-town property management and prominent posting of 24-hour contact information right at the property, as well as a standard methodology and specific requirements for reporting of income and payment of license fees and TOT.

Some examples of code and licensing language from other communities:

In the City of [Breckenridge, Colorado](#):

4-1-8-1: SPECIAL CONDITIONS OF LICENSE; SINGLE-FAMILY ACCOMMODATION UNITS:

A. Special Conditions: In addition to the other requirements of this chapter, the owner of a single-family accommodation unit licensed pursuant to this chapter shall, as a condition of such license, be subject to the following requirements:

1. The motor vehicles of all occupants of the single-family accommodation unit shall be parked only on the site of the single-family accommodation unit, or in a town designated parking area located off of the site of the single-family accommodation unit. No motor vehicles shall be parked on the lawn or landscaped areas of a single-family accommodation unit, or in the public street or right of way adjacent to the single-family accommodation unit. No person shall be permitted to stay overnight in any motor vehicle

which is parked at a single-family accommodation unit. Further, all motor vehicles parked at a single-family accommodation unit shall comply with the requirements and be subject to the limitations of section 9-3-11 of this code.

2. No privately owned, nongovernmental vehicle with a passenger capacity of sixteen (16) persons or more shall be used to transport persons to or from a single-family accommodation unit, or parked upon the premises of a single-family accommodation unit.

3. The storage and disposal of all trash and garbage from a single-family accommodation unit shall comply with the requirements of title 5, chapter 2 of this code.

4. While occupying a single-family accommodation unit, no person shall: a) make, cause or control unreasonable noise upon the single-family accommodation unit which is audible upon a private premises that such occupant has no right to occupy in violation of subsection 6-3C-1A2 of this code, or b) violate title 5, chapter 8 of this code.

5. No single-family accommodation unit shall be operated in such a manner as to constitute a nuisance pursuant to title 5, chapter 1 of this code.

6. The licensee shall provide to the town clerk the name, address and telephone number of any current management company, rental agency or other person employed or engaged by the licensee to manage, rent or supervise the single-family accommodation unit. It shall be the duty of the licensee to update such information throughout the term of the license so that the town clerk always has the correct and current information.

7. At the time of the issuance of the license the licensee shall provide to the town clerk the name, address and telephone number of a local contact person who is authorized by the licensee to receive communications from the town concerning the single-family accommodation unit. The local contact person may be a management company, rental agent or other person employed or engaged by the licensee to manage, rent or supervise the single-family accommodation unit. The local contact person shall maintain a residence or permanent place of business within the town. The designated local contact person may be changed by the licensee from time to time throughout the term of the license. To effect such change, the licensee shall notify the town clerk of the change in writing and shall, at the same time, provide the town clerk with the name, address and telephone number of the licensee's replacement contact person. Any replacement contact person shall meet the requirements of this subsection A7.

—B. Owner Liable: Compliance with the special conditions set forth in subsection A of this section shall be the nondelegable responsibility of the owner of a single-family accommodation unit; and each owner of a single-family accommodation unit shall be strictly liable for complying with the conditions set forth in subsection A of this section.

From the [City of St. Helena, CA \(Napa County\)](#):

General Regulations

Short-term rentals are subject to the following regulations:

1. Permits are valid for two years and are not transferable. At the end of two years, the permit holder will have to apply for a new permit.
2. Overnight occupancy is limited to two times the number of

bedrooms plus two people, up to a maximum of five bedrooms and 12 people.

3. The owner must include “house policies” in the rental agreement and post the house policies within each guest bedroom. The house policies must include the following provisions:

a) Quiet hours are to be maintained from 10:00 p.m. to 7:00 a.m., during which time noise within or outside the short-term rental unit must not disturb anyone on a neighboring property.

b) Amplified sound that is audible beyond the property boundaries of the short-term rental unit is prohibited.

c) Except as permitted by the planning director, vehicles must be parked in the designated onsite parking area and must not be parked on the street overnight.

d) Parties and group gatherings are limited to twice the number of overnight occupants permitted in the short-term rental, up to a maximum of 20 people.

4. Auctions and commercial functions are prohibited at the short-term rental unit.

5. All advertising for the short-term rental unit must include the number of the short-term rental permit.

6. Once the permit is approved, and prior to April 1st of each subsequent year, the owner must have the unit inspected by the fire department and provide a written notice to all property owners within 300 feet of the property. The notice is to include the contact information for the local contact person who is available to respond to the unit within 30 minutes whenever the unit is rented and occupied. The notice must also include the number of guests permitted to stay in the unit, parking restrictions attached to the permit, the contact information for the city official members of the public may contact to report violations, and a copy of the fire inspection certificate. A copy of this notice must be provided to the planning department.

7. The owner is responsible for ensuring that guests do not create unreasonable noise, engage in disorderly conduct, or violate laws

regarding the consumption of alcohol or the use of illegal drugs.
8. The owner must collect transient occupancy taxes of 12% of the rent charged and remit these taxes to the city at the close of each calendar quarter.

9. The permit may be revoked by the planning director at any time if the owner violates any provision of the Short-Term Rental Ordinance or conditions of permit approval.

In [The City of South Lake Tahoe](#):

Owner Required to Comply with City Codes

All owners of Vacation Home Rentals are required to comply with the City's regulations for operating the rental. Enforcement of the Vacation Home Rental Ordinance is handled by the City of South Lake Tahoe Police Department, Code Enforcement at (530) 542-6107.

Rules for Operating a Vacation Home Rental

- A permit from the Chief of Police and a business license is required to operate a VHR.
- No more than two people per bedroom, plus four additional people, are allowed to remain overnight.
- The number of parked vehicles is controlled, and must be conspicuously posted on a permit inside and a sign outside the residence for benefit of the renters and responding police.
- **An agent for the property must be available for immediate contact and compliance to the ordinance.**
- If within a commercial zone, signage and parking must comply with defined regulations. VHR properties may not be used for commercial activities such as weddings, receptions or large parties. All Vacation Home Rental permits must be renewed annually. A renewal notice will be mailed from the City before the expiration date and may be paid by check or online.

Fines for Failure to Comply First time violations will generate a warning to the property owner. Subsequent violations will accrue fines incrementally from \$250 for 2nd violation, \$500 for a 3rd and \$1000 for a 4th. More than 4 violations in a 12 month period may result in the revocation of the VHR permit for a minimum period of 12 months.

Filing a Complaint Community members wishing to file a complaint regarding Vacation Home Rentals may do so by submitting following the procedures outlined in the VHR Complaint Form and sign and submit the form to the Police Department. You may also call Community Service Officer, Mr. Bob Albertozzi to discuss your concerns at 530-542-6107.