



# TOWN OF HILTON HEAD ISLAND

## SHORT-TERM RENTAL INITIATIVE

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### Focus Group: Vacation Rental Industry Experts

12/15/2021

In-Person

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**Facilitators:** Anne Cyran; Teri Lewis; Missy Luick

**Attendees:** Jocelyn Staiger, Hilton Head Area Association of Realtors  
Ariana Pernice, Hilton Head Island-Bluffton Chamber of Commerce  
Ed Bray, Beach Properties  
Mike Alsko, Coastal Home and Villa  
Bill Miles, Hilton Head Island-Bluffton Chamber of Commerce  
Andrew Schumacher, Palmetto Dunes  
Dru Brown, Island Time Hilton Head  
Charlie Clark, Hilton Head Island-Bluffton Chamber of Commerce

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### Notes

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#### General Information

- Island Time manages approximately 140 STR properties.
- Palmetto Dunes has approximately 1,000 STR properties and then another 600 STRs in Leamington and Shelter Cove that can use their roads and amenities. PD recently adopted STR regulations, there were some elements that they could not regulate because it required approval of more than 50% of their owners.
- Coastal Homes and Villas manages approximately 600 properties.
- Beach Properties manages approximately 400 properties.
- The goal is compliance.
- 80% of the STRs on HHI are professionally managed.

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Notes from Participant Comments

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- The Economic Impact Study that they have contracted is expected to be completed by the end of 2021.
- The past 18 months have experienced strong occupancy rates.

#### Data Collection

- The data collected regarding STRs will be key, and it needs to be accurate.
- Look into whether we can get the data locally versus contracting with a data collection company.
- Realtor market reports could assist with providing accurate data.
- Their sister property in Kiawah has expressed concerns that the Kiawah STR ordinance is overly regulated and caps the number of STR rentals by street.
- Do not want to see a cap or too much specificity.
- Do not want individual guests to have to register with the Town to rent an STR unit.

#### Concerns:

- How the ordinance be enforced and what it will be enforced against
- The property management companies do not want to be in the compliance business.
- Many of the complaints/issues (trash, noise, parking) are behavior-related. These issues need to be quantified and not just anecdotal. Are there BCSO reports, code enforcement complaints, call logs to quantify?
- The process needs to be slowed down to ensure that it is correct and that we do not have to back track. Looking for assurances that this process, regulation, and outcomes are well-thought out and possible negative repercussions are identified/considered.
- If an ordinance is adopted, the effective date needs to provide enough time for STR owners to make necessary changes. Suggest 6-month lead time.
- Controlling occupancy – it will be too difficult to enforce – it would be better to use parking to control the occupancy.
- How to STR owners who are don't live here participate in the process?

#### General Support for:

- Looking at how the PUDs regulate STRs and applying that outside of the gates.
- Minimum number of nights of stay (most profession property management companies require a 3 to 4 night minimum stay).
- Registration process that includes a local contact or property management company

- Health/Safety requirements/inspections.
- Support regulating parking based on site specifics.
- Enforce the rules we already have (noise, trash, parking, etc.)
- Willingness to put education/compliance pieces (noise, trash, parking, turtles, etc.) in rental agreements. (This works for the STR's that are professionally managed).
- Agreement that there are fewer compliance issues inside the gates vs. outside the gates.

#### Questions/Follow Up

- The STR initiative page link to the Property Management Company Coalition and the Realtors.
- The property management companies are willing to put something in their units related to education on noise and being a good neighbor similar to what they do for sea turtle protection.