



Short Term Rental Committee Findings

What Has the STR Committee been doing?



Numerous Public Meetings
since May 2018



Reviewed local and national
trends concerning STR's

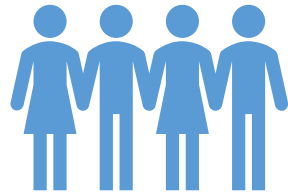


Engaged in public discussion
on issues surrounding the
potential of regulating STR's



Developed a survey to gather
broader public insight on the
presence/effects of STR's on
the community as a whole.

A (Sort of) New Economy



What do we mean when we say “short term”?

Shorter periods than your average residential
rental (30 days or less)

Catering to transient / tourist population

Marketed either owner-to-consumer, or through
agencies



Stats for Maine - Just on AirBnb (2017)

\$43 million revenue

Average annual income \$6,900 per owner

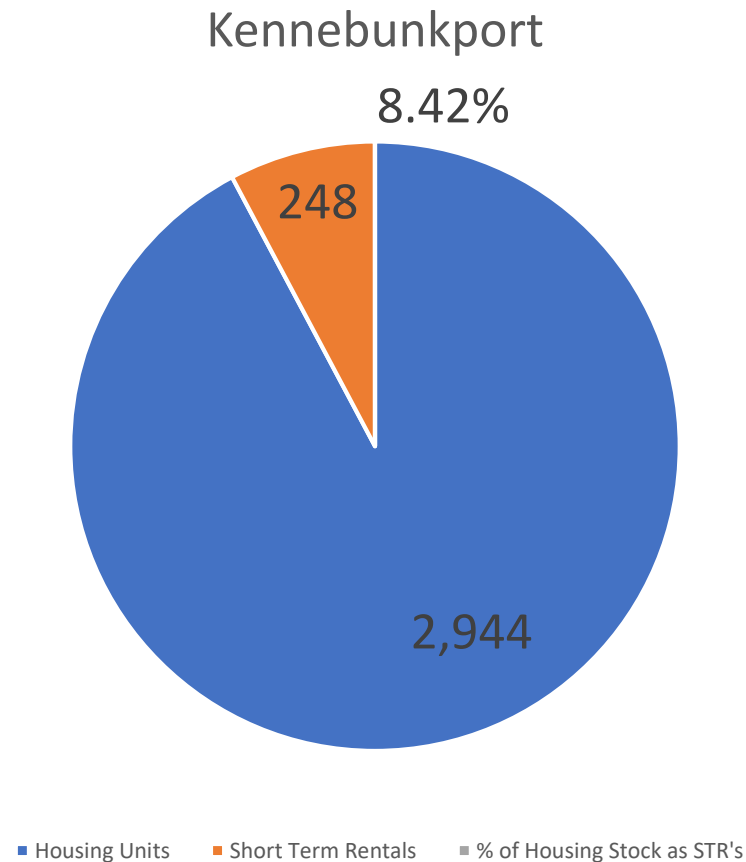
282,000 visitors (up 62% from 2016)

Average listing occupied 30 nights during year

Average stay: 2.7 nights

100% increase in listings 2015-2016

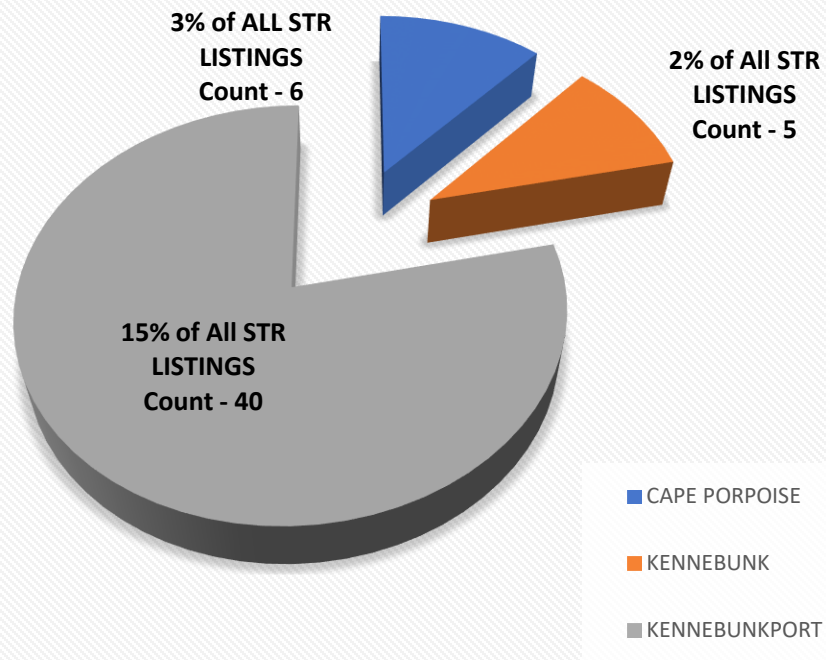
How much housing stock is used in some way for short term rentals?



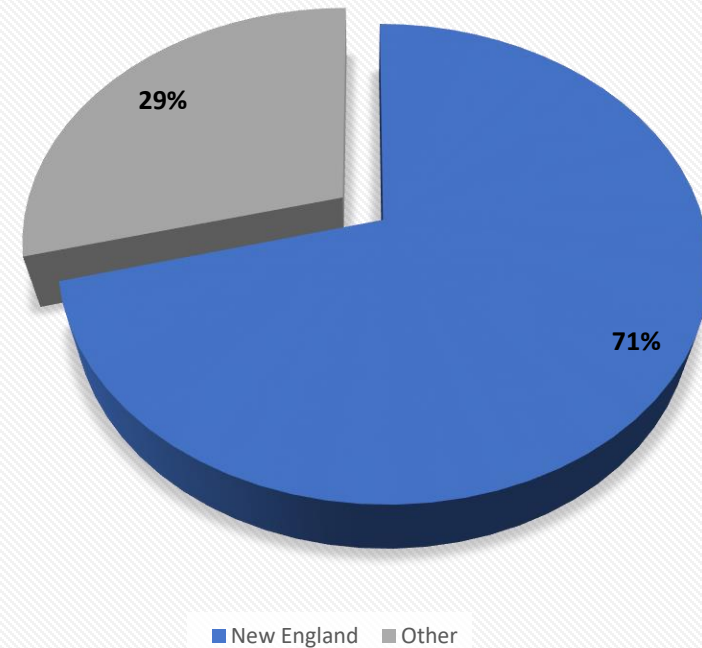
Data Sources: US Census American Fact finder 2017, Staff Research, www.pressherald.com/2018/08/20/short-term-rental-tensions-surge-in-portland-and-some-just-cant-live-with-it/

Where do the owners of STR's Live?

**STR LISTING
BREAKDOWN BY TOWNS**



**STR LISTING
BREAKDOWN BY REGION**



Survey Results:



9 QUESTIONS



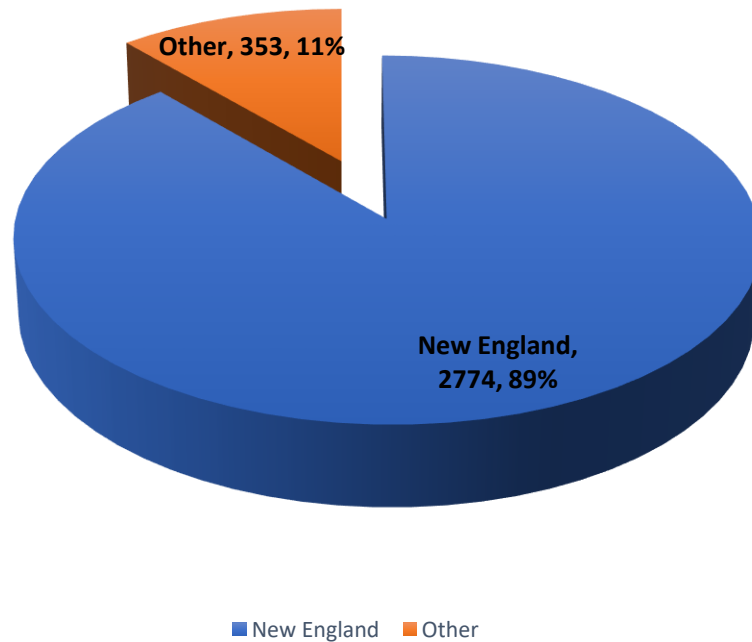
TOTAL SURVEYS SENT OUT: 2,825



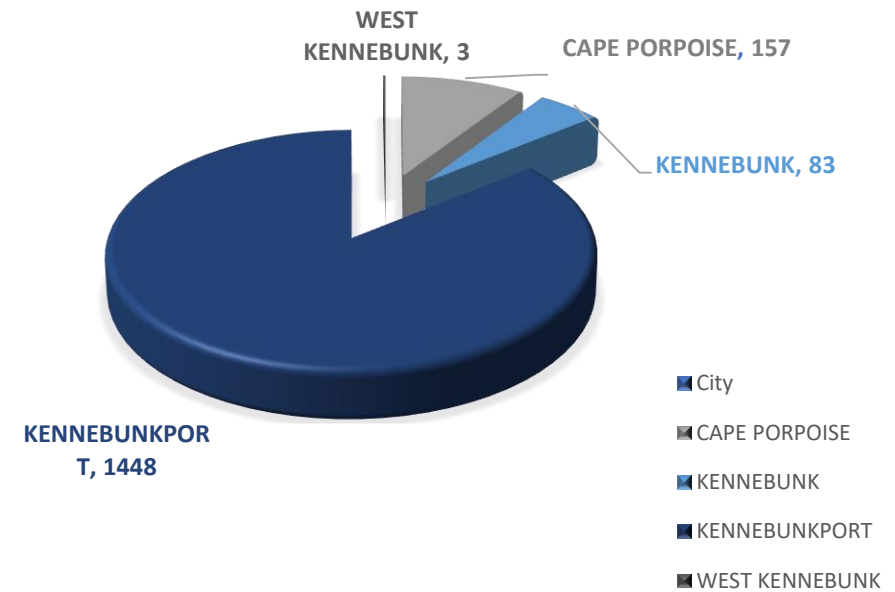
TOTAL RESPONSES: 811
29% RESPONSE RATE
71% CHOSE NOT TO RESPOND

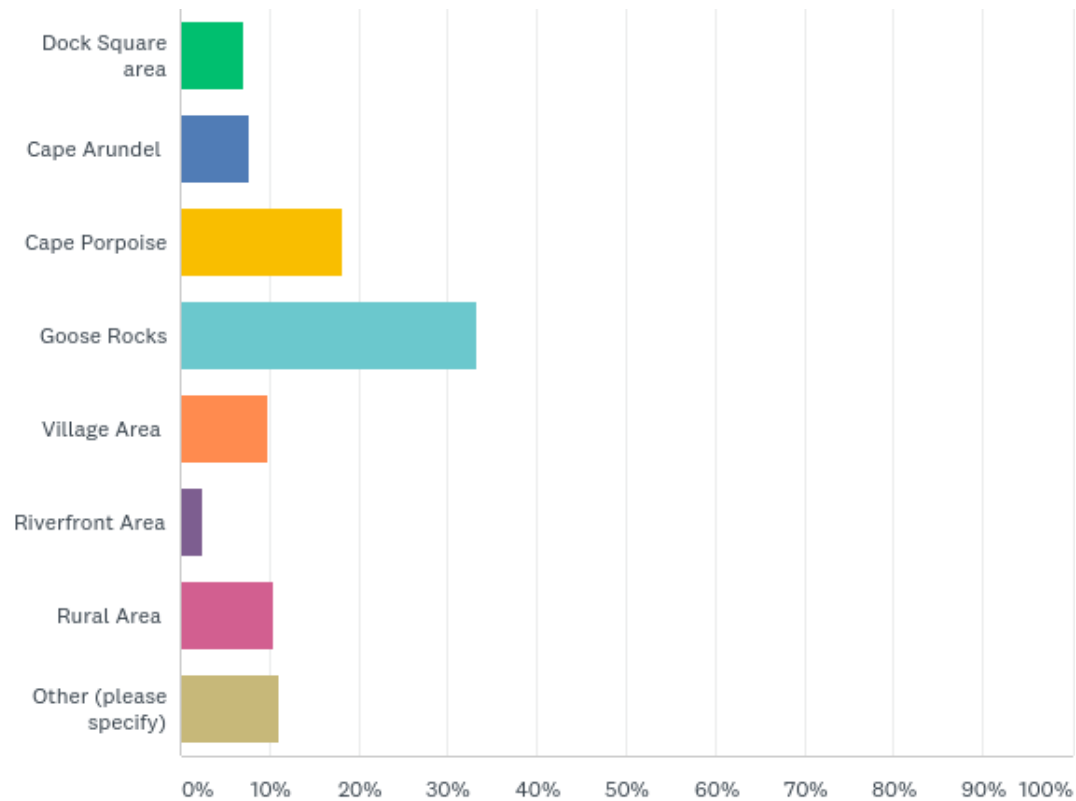
Where were the Surveys mailed to?

STR SURVEY MAILING
BY REGION



STR SURVEY MAILING ADDRESS

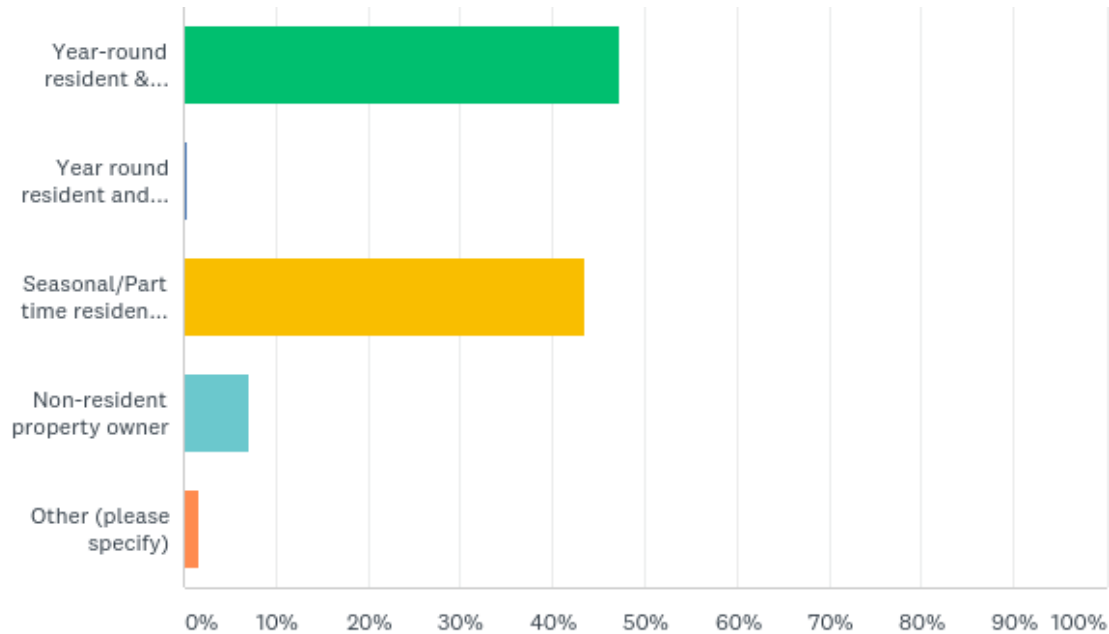




| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|------------|
| Dock Square area | 7.08% | 57 |
| Cape Arundel | 7.70% | 62 |
| Cape Porpoise | 18.14% | 146 |
| Goose Rocks | 33.29% | 268 |
| Village Area | 9.81% | 79 |
| Riverfront Area | 2.48% | 20 |
| Rural Area | 10.43% | 84 |
| Other (please specify) | 11.06% | 89 |
| TOTAL | | 805 |

Q1: Describe where you live or own property in Kennebunkport.

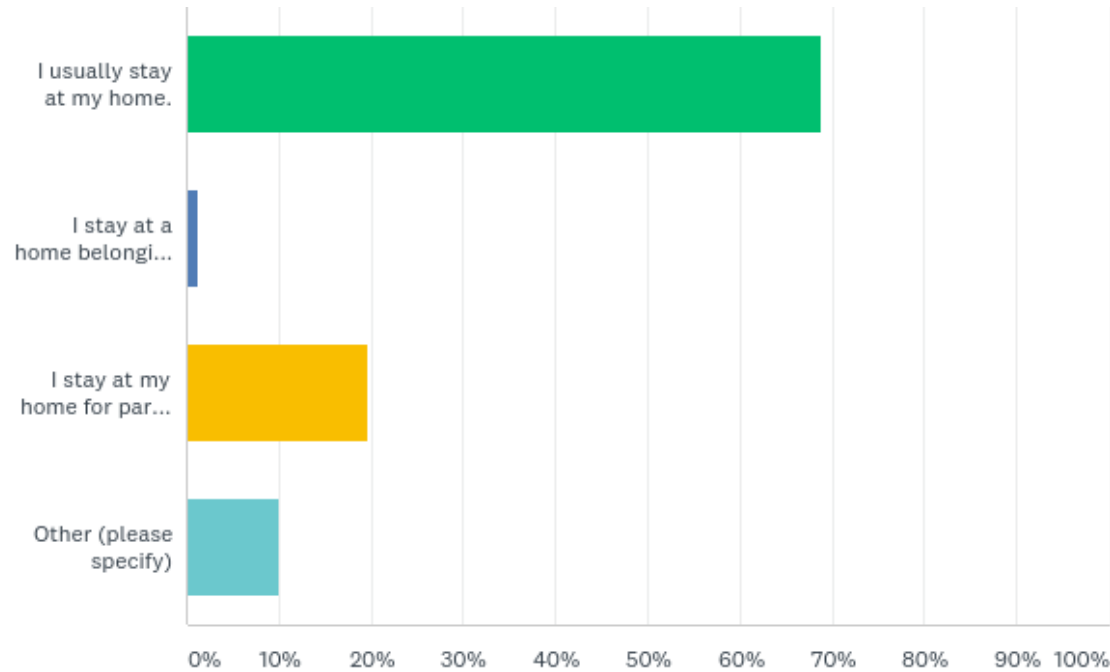
Answered: 805 Skipped: 6



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Year-round resident & property owner | 47.27% | 381 |
| Year round resident and renter | 0.50% | 4 |
| Seasonal/Part time resident and property owner | 43.55% | 351 |
| Non-resident property owner | 7.07% | 57 |
| Other (please specify) | 1.61% | 13 |
| TOTAL | | 806 |

Q2: Describe your relationship to the Town of Kennebunkport

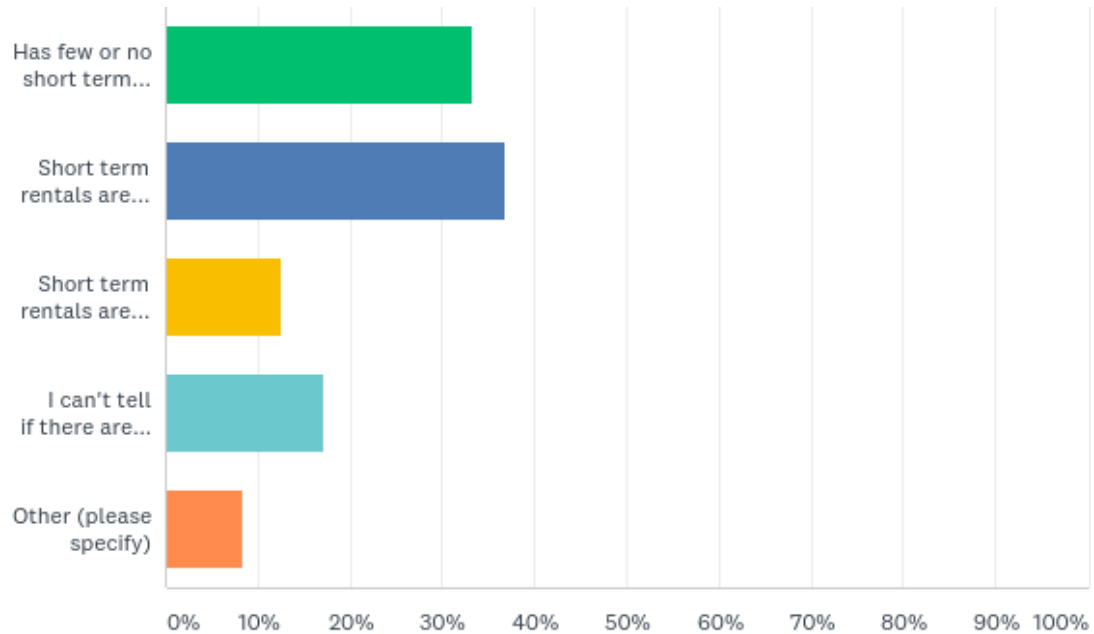
Answered: 806 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| I usually stay at my home. | 68.92% | 286 |
| I stay at a home belonging to friends or family | 1.20% | 5 |
| I stay at my home for part of the season and rent it out when I am not staying there | 19.76% | 82 |
| Other (please specify) | 10.12% | 42 |
| TOTAL | | 415 |

Q3: If you are a part time resident, please describe your lodging in Kennebunkport

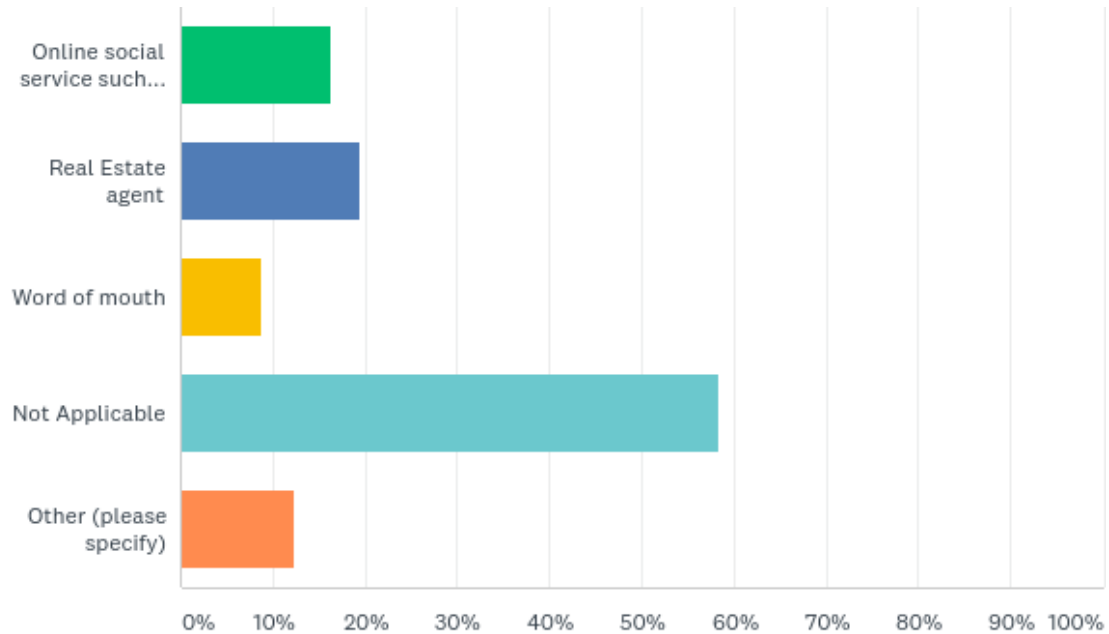
Answered: 415 Skipped: 396



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| Has few or no short term rentals | 33.25% | 264 |
| Short term rentals are common now and in the past | 36.78% | 292 |
| Short term rentals are common but were not common in the past | 12.47% | 99 |
| I can't tell if there are short term rentals in my neighborhood | 17.25% | 137 |
| Other (please specify) | 8.44% | 67 |
| Total Respondents: 794 | | |

Q4: Please describe your neighborhood as it relates to short term rentals.(Check all that apply)

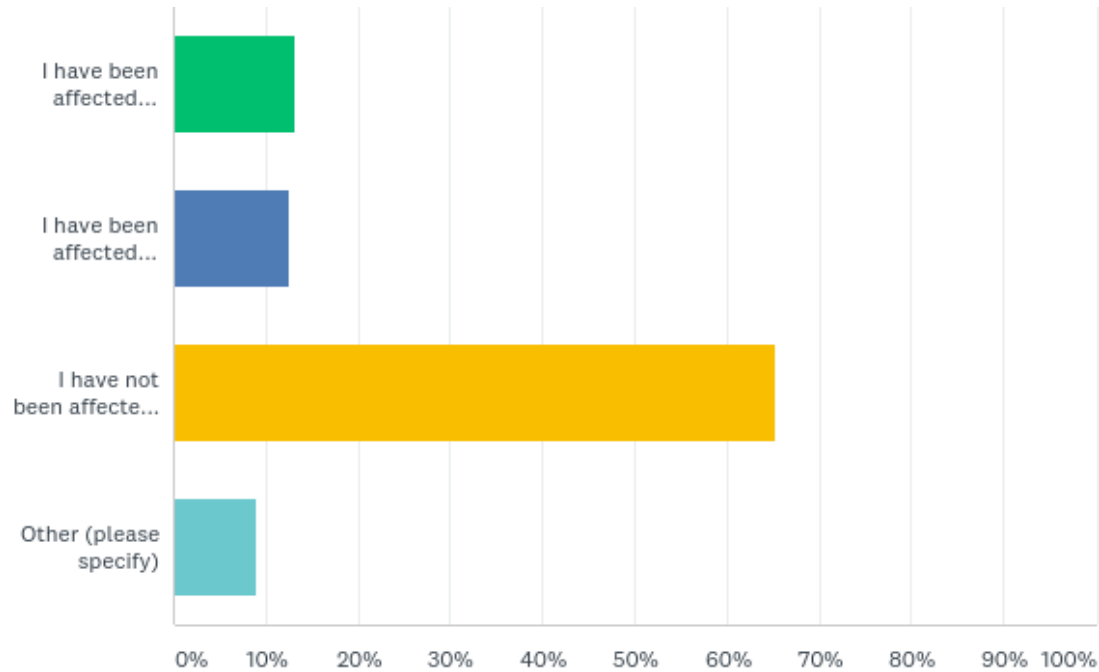
Answered: 794 Skipped: 17



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Online social service such as VRBO, Airbnb | 16.36% | 117 |
| Real Estate agent | 19.44% | 139 |
| Word of mouth | 8.81% | 63 |
| Not Applicable | 58.32% | 417 |
| Other (please specify) | 12.45% | 89 |
| Total Respondents: 715 | | |

Q5: If you rented your property out short term what type of marketing/advertising service do you use? (Check all that Apply)

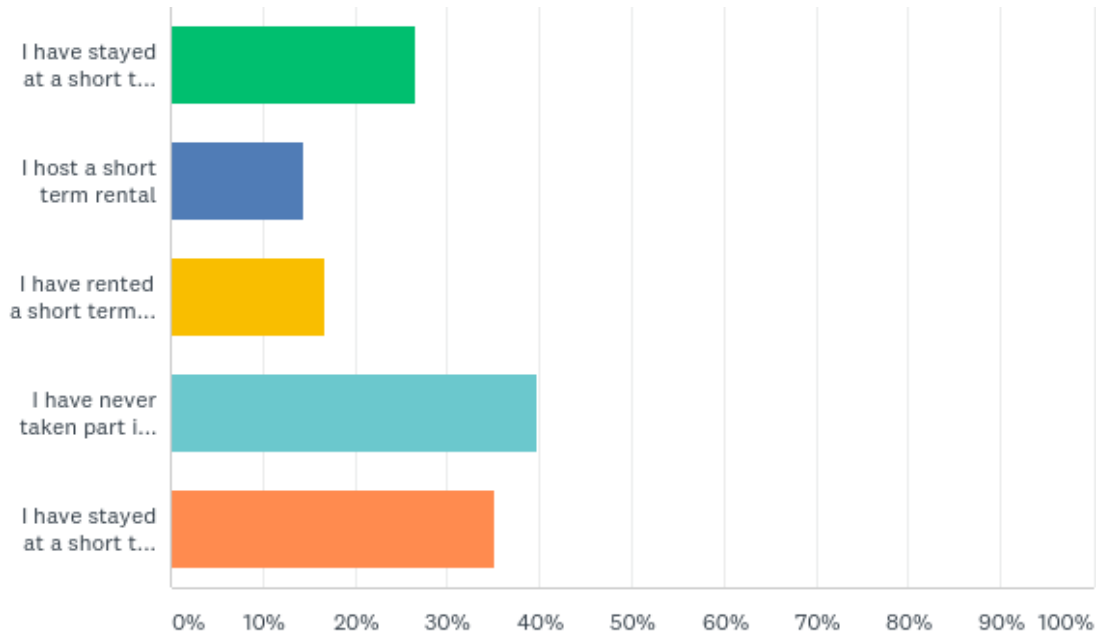
Answered: 715 Skipped: 96



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| I have been affected positively | 13.27% | 104 |
| I have been affected negatively | 12.50% | 98 |
| I have not been affected positively or negatively | 65.31% | 512 |
| Other (please specify) | 8.93% | 70 |
| TOTAL | | 784 |

Q6: Have you been affected by Short Term rentals in your immediate area?

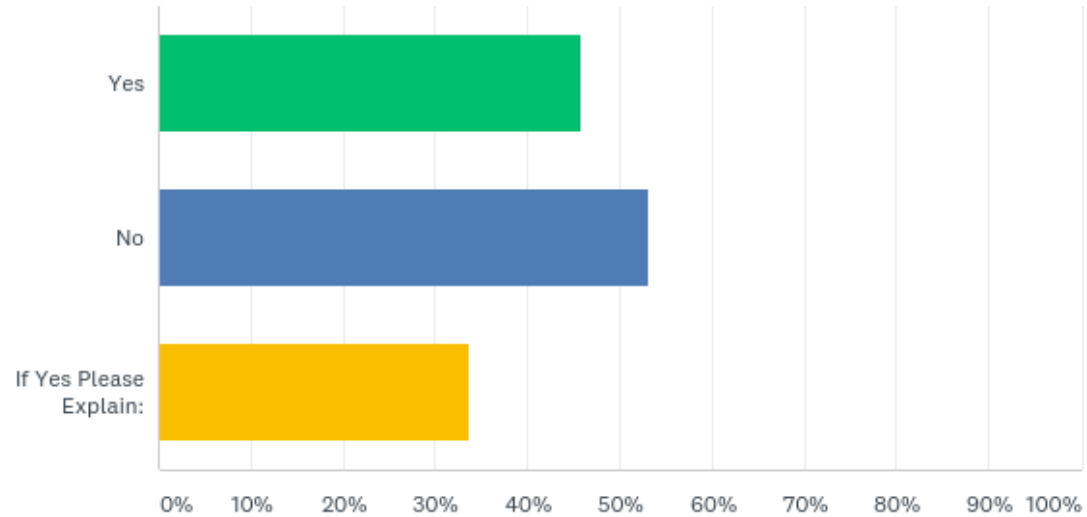
Answered: 784 Skipped: 27



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| I have stayed at a short term rental | 26.54% | 185 |
| I host a short term rental | 14.49% | 101 |
| I have rented a short term rental and been a host | 16.79% | 117 |
| I have never taken part in a short term rental | 39.74% | 277 |
| I have stayed at a short term rental outside of Kennebunkport | 35.15% | 245 |
| Total Respondents: 697 | | |

Q7: What is your history with Short Term Rentals? (Check all that apply)

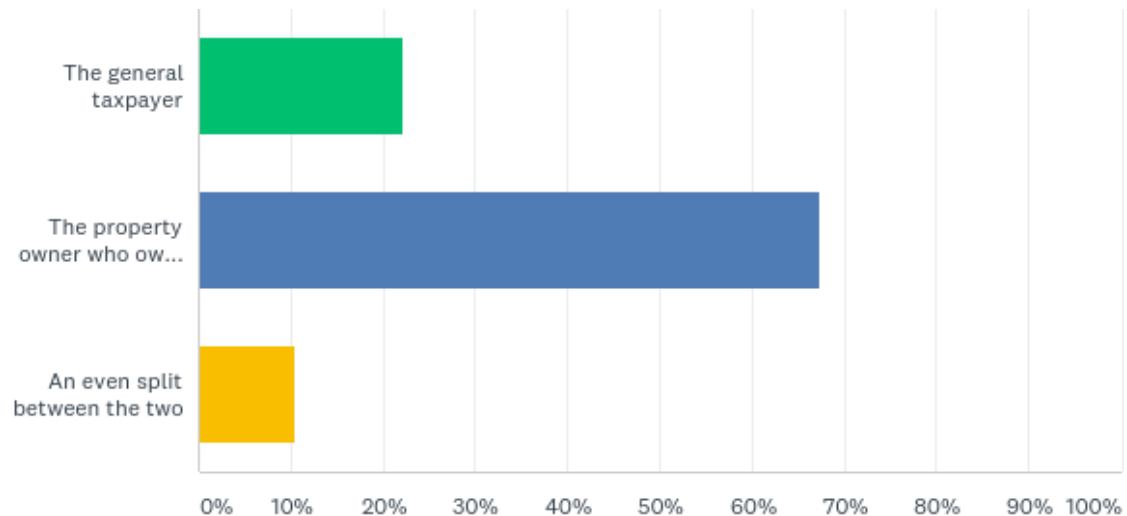
Answered: 697 Skipped: 114



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|-----|
| Yes | 45.88% | 345 |
| No | 53.06% | 399 |
| If Yes Please Explain: | 33.78% | 254 |
| Total Respondents: 752 | | |

Q8: Should the Town regulate short term rentals? If yes what specifically?

Answered: 752 Skipped: 59



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| The general taxpayer | 22.24% | 159 |
| The property owner who owns the short term rental | 67.27% | 481 |
| An even split between the two | 10.49% | 75 |
| TOTAL | | 715 |

Q9: If the town votes to regulate short term rentals, I believe the costs of administration should be paid by:

Answered: 715 Skipped: 96



Survey Says....Looking a little deeper

- 2,000 survey recipients did not participate
- Of the 268 respondents from the Goose Rocks area 80 support regulating Short Term Rentals
- Of the 79 respondents from the Village area 53 support regulating Short Term Rentals
- Of the 146 respondents from Cape Porpoise, 68 support regulating Short Term Rentals



Public Participation.... Things we heard

- Complicated issue!
- Kennebunkport is a vacation community.
- Short Term Rentals have been a historical part of Goose Rocks Beach.
- Property owners who rent their property short term are heavily invested in their properties and have significant concerns regarding any regulatory actions that the town may pursue.
- Many consider the income made from short term rentals as being vital to their financial stability
- Most are highly invested in ensuring that their properties are well maintained, properly insured and that problem guests are not invited back.
- Local businesses experience a positive effect.



Short Term Rental Committee.... Some of their individual comments

- Consider review of local nuisance ordinances related to noise, traffic and parking.
- Consider limiting number of Short Term Rentals in certain areas, such as private roads and primary residential areas.
- Simplify ways to determine noise issues.
- Leave it alone.
- Monitor level of short term rentals over next few years.
- Consider basic registration for the purpose of having owner contact info/way to track complaints.
- Gentrification of many properties for rental purposes affects character of quaintness of Kennebunkport, and pushes out those seeking affordable cottages.



Staff Observations....

- Of the specific complaints noted, many centered around behavior issues, such as noise, drunkenness, etc.
- Data regarding complaints/issues surrounding Short Term Rentals is not being tracked in such a manner that can be easily analyzed or attributed to short term renters.
- Should an ordinance be put into place, costs of enforcement will vary based on the level of complexity.

Additional Questions

Perceived Issue

- Full time residences are being converted to short term rentals
- Properties are being sold to specifically be used as short term rentals, and as such artificially increase sales prices.

What we found

- Without a registry of short term rentals to compare on an annual basis conversion of residences is difficult to verify
- Without a registry of short term rental properties to analyze against real estate sales, intent of buyers is difficult to predict. Real estate sales prices likely increase due to the desirability of Kennebunkport in general.

Additional Questions

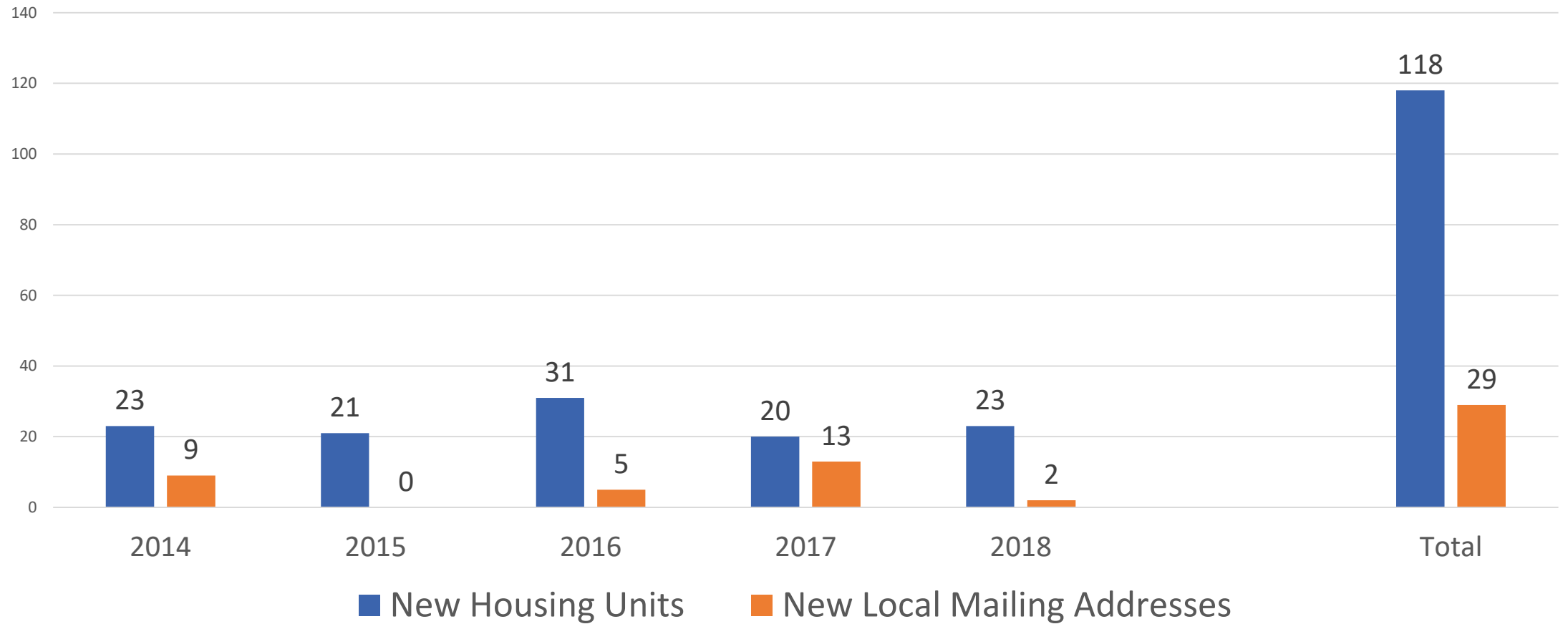
Perceived Issue

- Noise and trash issues have increased due to visitors who stay at short term rentals
- Kennebunkport has less residents and more empty second homes that are short term rentals.

What we Found

- Current data collection tools and resources are unable to specifically pinpoint noise and trash complaints to short term vacation users vs. full time residents.
- We do know that non-resident ownership of residential property is increasing dramatically over resident ownership.

New Housing Units vs New Local Mailing Addresses





Questions to ask

- Are STR's increasing in town? How many is too many?
- Complaints, How many of them are because of STR's?
- Current nuisance ordinances, are they effective?



Things to
Consider...

Trend Monitoring of
Short Term Rentals

Departmental review
of current “nuisance”
ordinances