

# *Estes Valley STR Advocacy Update*

**January 23, 2024**





# Agenda

Introductions

Important Linkage Fee  
Reminders

SB 24-033 Status Update &  
What You Can Do to Fight It!

2024 EVSTRA Memberships

Q&A



***Today's Emcee:***  
Jane Livingston  
*EVSTRA President*



***Guest Speaker:***  
Becky Robbins  
*EVSTRA Board Member*



***Guest Speaker:***  
Austen Bierl  
*EVSTRA Board Member*

## *Before We Get Started...*

- This event is a webinar, so attendees will not be able to turn on cameras or mics
- For questions, please use the chat feature (remember to keep questions respectful, specific, and on topic)
- We will have a survey at the end of the webinar. Please take a few minutes to tell us how we did!
- In a few days, we will send the recording, slide deck, and links shared here



Learn more and  
become a member  
today at

**[EstesValleySTRA.org](https://EstesValleySTRA.org)**

## *About the Estes Valley STRA*

**Mission:** To **educate the community about short-term rentals**, improving the quality of life in the Estes Valley.

We're here to share the unique experience of the Estes Valley that we've been privileged to enjoy with our friends and family, extending it to the vacationers who choose our community as their destination.

At EVSTRA, our focus is on **responsible short-term rentals**, a practice that not only boosts the local economy but also secures our community's **long-term future**.



Learn more and  
become a member  
today at

**[EstesValleySTRA.org](https://EstesValleySTRA.org)**

# *Board of Directors*



Jane Livingston  
*President*

Austen Bierl  
*Board Member*

William Brown  
*Board Member*

Andy Graham  
*Board Member*

Julie Reichle  
*Board Member*

Becky Robbins  
*Board Member*

**Your Name Here!**  
*Committee Member*



*Apply Today* • Throw your hat in the ring for future positions at **EstesValleySTRA.org/About**

# *Estes Valley Updates*

*Join Today* • See membership plans and benefits at **[EstesValleySTRA.org/Join](https://EstesValleySTRA.org/Join)**

# *Estes Park Town Linkage Fee + License Renewal*

2024 Vacation Home Licensing Fee and Workforce Housing, Regulatory Linkage Fees are **due Jan. 31. Checks received after the due date will not be accepted regardless of postmark date.**

- Licensing Fee: \$200 base fee, \$50 fee/bedroom
- Linkage Fee: \$1,430

## **Credit/Debit Card Online:**

Go to **[estepark.colorado.gov/vacationhomelicensing](https://estepark.colorado.gov/vacationhomelicensing)** and select "Vacation Home License Payments"

## **Cash or Check:**

Make checks payable to Town of Estes Park

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# *Support Bill Brown for Estes Park Town Trustee!*



**Bill Brown for EP Town Trustee**

@bill.brown.for.ep.town.trustee

Register to vote at [GoVoteColorado.com](https://www.GoVoteColorado.com),  
the County Clerk's office or the Town  
Clerk's office up to Election Day

**March 11:** Last day for eligible electors to  
establish residency in the State of CO.

**April 2:** Election Day

Town Hall polls open from 7 a.m. to 7 p.m.



## *B&B Moratorium*

During the Nov. 14 Town Board meeting, the Town Clerk presented Ordinance 11-23 to amend the Municipal Code regarding B&Bs. EVSTRA members and community stakeholders showed up and participated in public comment.

**The Town Board voted not to move forward with any changes and to continue the moratorium on new B&B licenses for another six months.**

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Please participate in the CLARA **survey for Estes Valley by Jan. 31 via the link in chat**

# *State Update*

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# *Lodging Property Tax Treatment Bill*

## **SUMMARY**

Would classify certain short-term rentals as commercial property for real estate taxation purposes

- Would **quadruple the property taxes** of affected short-term rentals
- *Not applicable to properties rented for 90 days or less in prior calendar year*
- *Not application to properties that are the principal residence of the owner*

Short-term rentals classified as commercial property would be valued as residential property using only the market approach to valuation

- Such properties would not benefit from the consideration of the income approach used in valuing other commercial properties based upon a capitalization of earnings from the property

# *Lodging Property Tax Treatment Bill*

## **SUMMARY CONTINUED**

Assessors would mail notices each year to STR owners listed in a statewide database and the owners would be required to certify the number of days rented in the prior year.

- If **greater than 90 days**: the property would be taxed in the next year as **commercial property**
- If **less than 90 days**: the property would be taxed as **residential property**

Fiscal note on bill indicates:

- Would increase local government revenues by \$371.2 million
- Would decrease state spending by \$78.2 million due to the reduction in the state share of school finance spending

If enacted, it would be **placed on the November 2024 general election ballot** and would be effective only if approved by the voters.

## *How You Can Take Action*

Reach out to legislators and tell them to

### **VOTE NO:**

- **Senator Janice Marchman:**  
janice.marchman.senate@coleg.gov
- **Representative Judy Amabile:**  
judy.amabile.house@coleg.gov
- **Governor Jared Polis:**  
governorpolis@state.co.us

See the link in chat for **sample letters**

Attend Colorado Association of REALTORS' **Elevate Your Advocacy Skills: Master the Art of Legislative Testimony on Jan. 29 at 1 p.m.** Register by Jan. 26 via the link in chat.

Join CLARA for **Day at the Capitol • Tuesday, Feb. 6 from 8 a.m. – Noon**

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# *EVSTRA Membership*

*Join Today* • See membership plans and benefits at **[EstesValleySTRA.org/Join](https://EstesValleySTRA.org/Join)**

# How Your Membership Dollars Go to Work for You



## Operating Expenses

Basic functional expenses, such as website maintenance, accounting and software



## Professional Support

Specialized services, such as PR, lobbying and legal support



## News & Advocacy Resources

Keeping you up-to-date on everything you need to know & providing tools and support to protect your right to rent

*Join Today* • See membership plans and benefits at [EstesValleySTRA.org/Join](https://EstesValleySTRA.org/Join)



# Membership Benefits



## **Networking & Events**

Members-only meetups and workshops to help you grow your knowledge and your connections.

## **Growth & Development**

Exclusive resources to help you fill your calendar, get more five-star reviews, elevate your guest experience, and more.

**+ LAUNCHING THIS SPRING**

# **Members-Only Portal & Digital Community!**

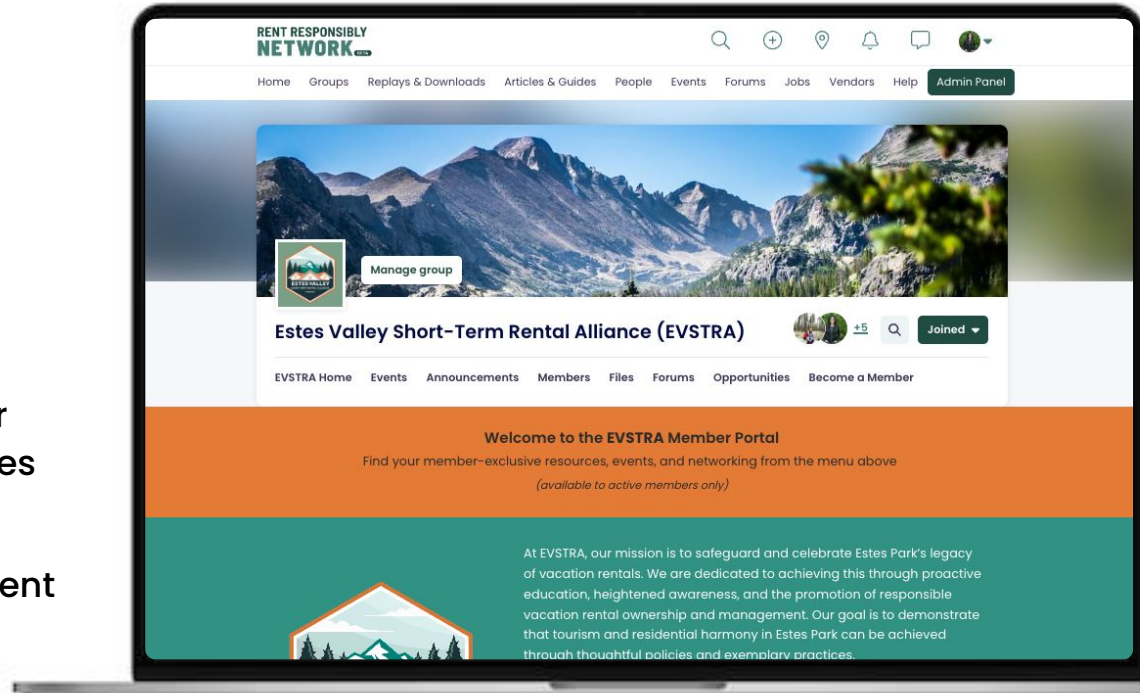
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# Members-Only Portal & Digital Community

*Coming This Spring!*

Your digital one-stop shop for:

- Accessing member resources, news, and events
- 1:1 chats and discussion forums
- Finding local service providers
- Templates, downloads, and other handy tools to short-cut processes
- Past event replays
- Additional benefits through the Rent Responsibly Network



*A Place for Everyone*



*Join Today* • See membership plans at  
**EstesValleySTRA.org/Join**

**Single Short Term  
Rental**

**\$125/year**

Annual membership for  
people who own or manage  
one Short Term Rental in the  
Estes Valley

JOIN

**2 Short Term  
Rentals**

**\$200/year**

Annual membership for  
people who own or manage  
two Short Term Rentals in the  
Estes Valley

JOIN

**3 to 5 Short Term  
Rentals**

**\$300/year**

Annual Membership for  
people who own or manage  
three Short Term Rentals in  
the Estes Valley

JOIN

Housekeeping Company • Vendor to  
STR Properties • Service Company •  
Contractor • Affiliate

**\$25/year**

Annual Membership for  
housekeeping companies,  
vendors to Short Term Rentals,  
Service Companies,  
Contractors, Affiliates

JOIN

**Management  
Company: 6 - 10  
Homes**

**\$450/year**

Annual Membership for  
people who own or manage  
six to ten Short Term Rentals  
in the Estes Valley.

**Management  
Company: 11 - 20  
Homes**

**\$650/year**

Annual membership for  
property management  
companies managing eleven  
to twenty Short Term Rentals

**Management  
Company: 21 - 35  
Homes**

**\$885/year**

Annual Membership for  
property management  
companies managing  
twenty-one to thirty-five

**Management  
Company: 36+  
Homes**

**\$1500/year**

Annual Membership for a  
property management  
company managing thirty six  
or more Short Term Rentals in



# Questions?

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*Thank you for attending!*

**EstesValleySTRA.org**