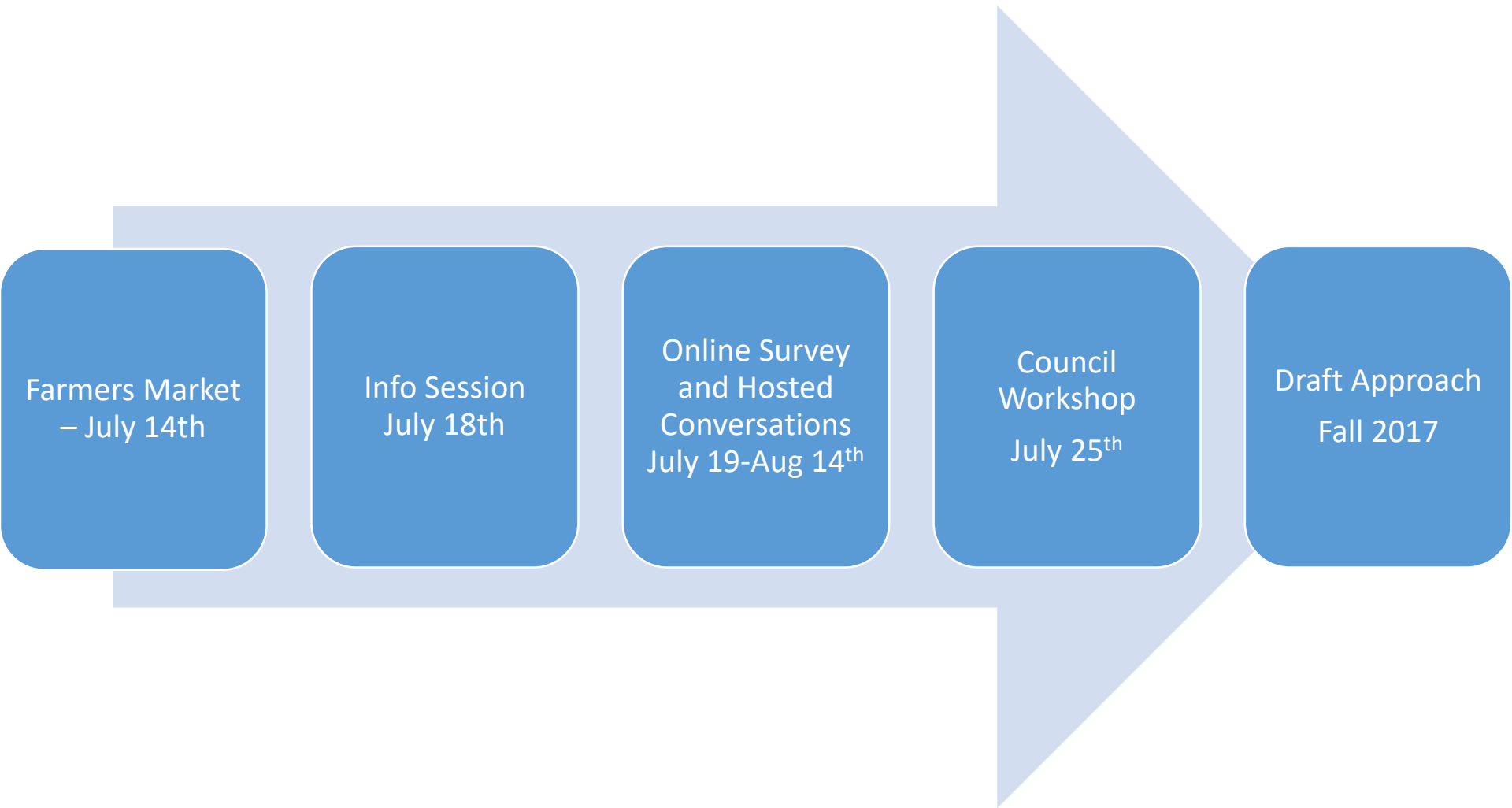




PEMBERTON SHORT-TERM RENTALS – WHAT’S THE DEAL?

INFORMATION SESSION JULY 18TH

Process



Village of Pemberton 'Tourist' Accommodation

- RC-1 Residential Country Inn;
- C-1 Town Centre Commercial (Hotel/Country Inn);
- C-2 Tourist Commercial (Hotel/Motel);
- C-3 Portage Road Commercial (Hotel/Country Inn);
- C-5 Neighbourhood Pub Commercial (Hotel/Motel)/Country Inn)

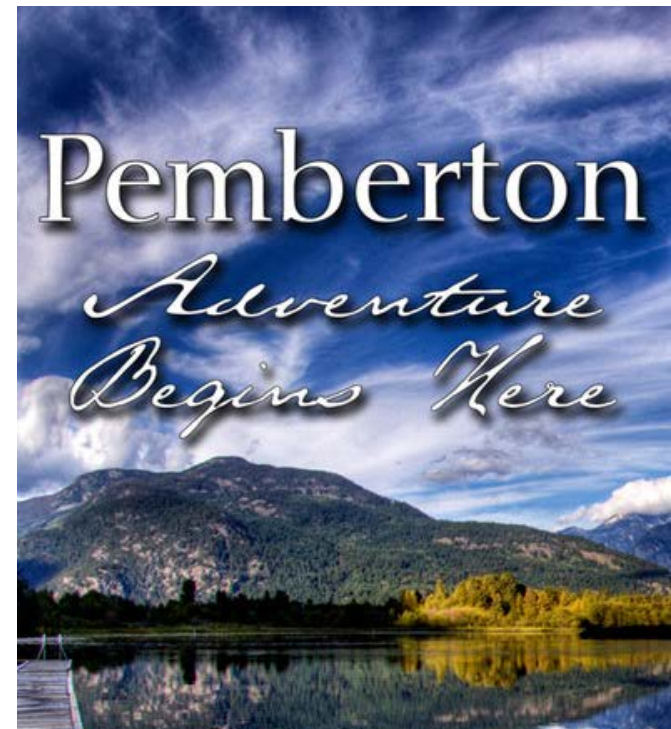
And

RS-1, RSA-1 and RSA-2 – B&B's



RS-1, RSA-1 and RSA-2 – B&B's

- Remains a **lived in** family residence
- **Breakfast** as well as a bed
- **No more than 2 bedrooms,**
- **Parking** for each bedroom
- Business **License**
- Pay a **higher rate of water/sewer taxes**



What is a short-term rental?

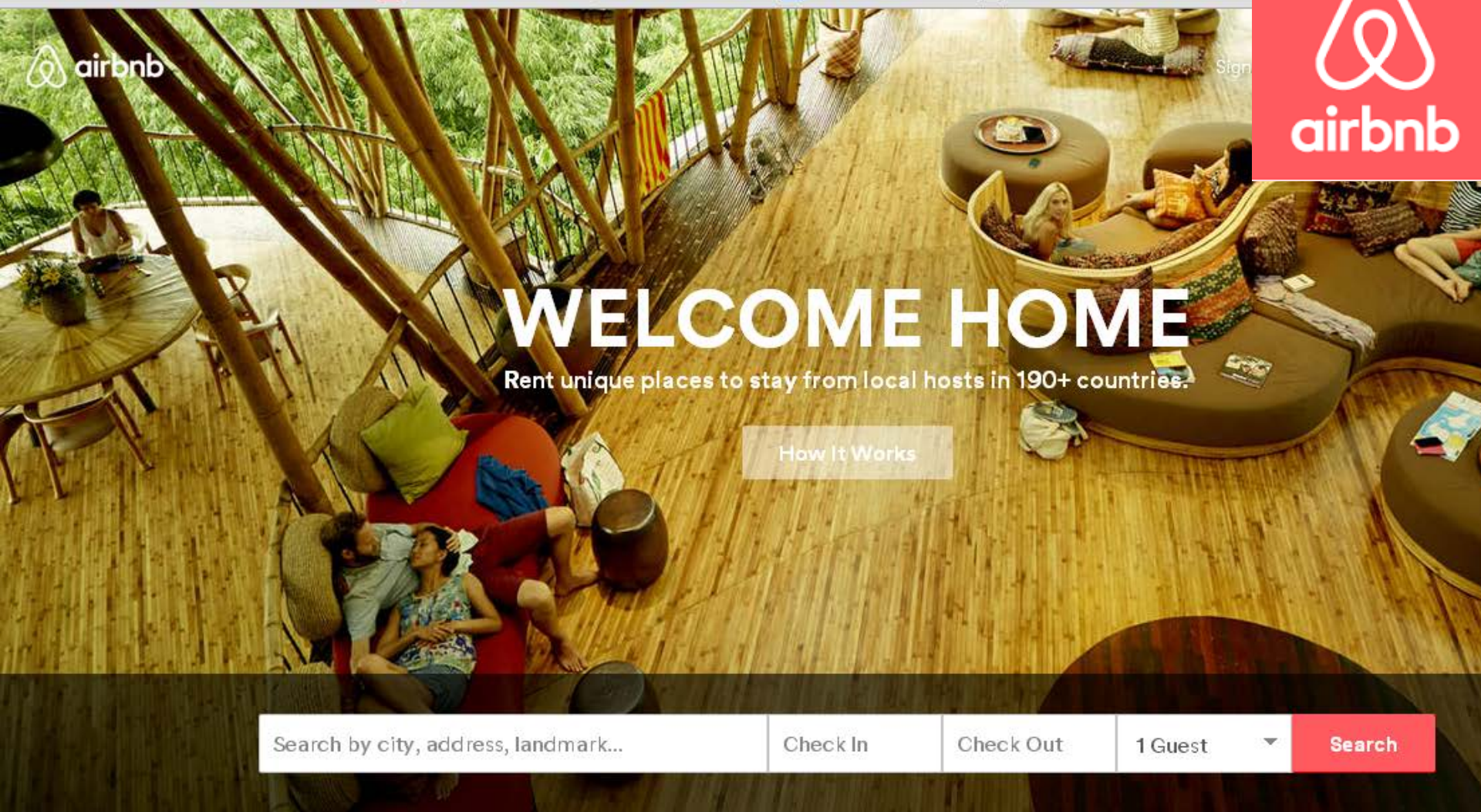
Typically, the term “Short-Term Vacation Rental” is the practice of renting out a furnished room, suite, home, apartment, cabin or condominium for a short-term stay, usually periods less than 28-days at a time.

Simple?



Complex





WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

How It Works

<input type="text" value="Search by city, address, landmark..."/>	<input type="text" value="Check In"/>	<input type="text" value="Check Out"/>	<input type="text" value="1 Guest"/>	<input type="button" value="Search"/>
-------------------------------------------------------------------	---------------------------------------	----------------------------------------	--------------------------------------	---------------------------------------

Just for the weekend

Pemberton 80+ listings

tourism pemberton - Go x Pemberton, Canada - Air x
Airbnb, Inc. [US] | https://www.airbnb.ca/s/Pemberton--Canada/homes?allow_override%5B%5D=&ne_lat=50.33274406262891&ne_lng=-122.790

A notification has been sent by wilson3065. Confirm NASNavigator2 main window.

Pemberton Anytime 1 guest

Become a Host Help Sign Up Log In

HOMES EXPERIENCES

Room type Price range Instant Book Refund policy More filters



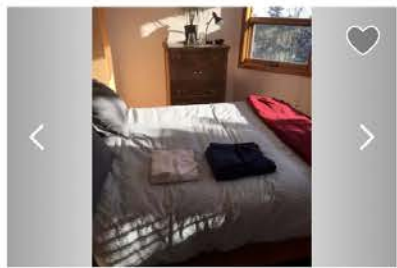
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Private room · 1 bed
NEW



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Entire home/apt · 1 bed
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Private room · 1 bed
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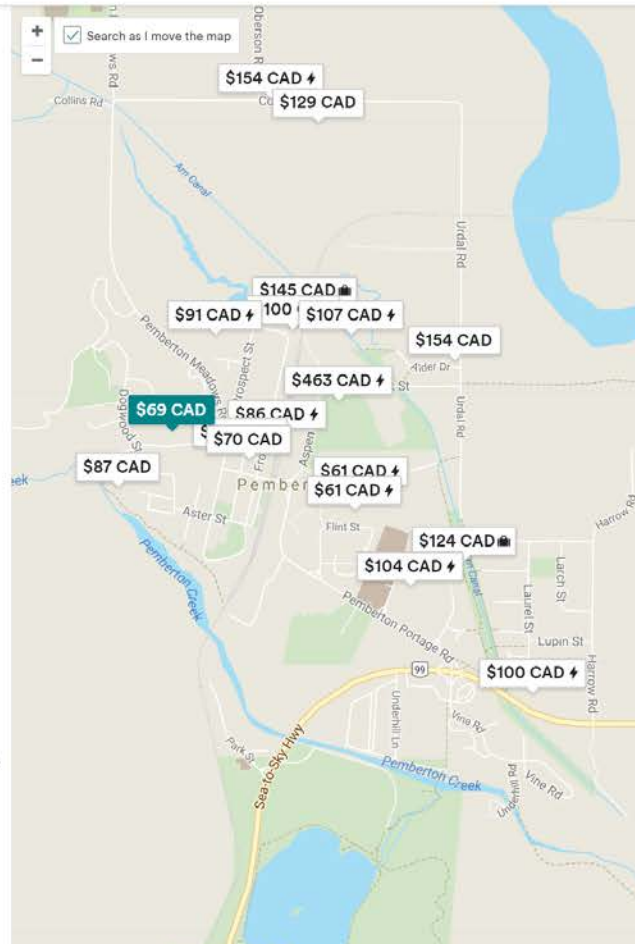
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From \$86 CAD - Private suite in Modern Farmhouse
Private room · 1 bed
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#

THE NEW SHARING ECONOMY

ACCOMMODATION



Hilton

93 YEARS TO BUILD



610,000 ROOMS, 88 COUNTRIES

airbnb

4 YEARS TO AMASS



650,000 ROOMS, 192 COUNTRIES

Collaborative Economy?

Wikipedia

...enables distribution, sharing and reuse of excess capacity in goods and services.

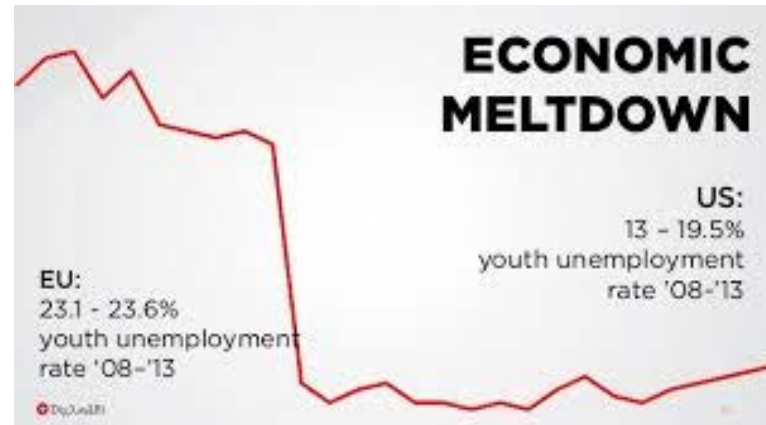
. [is] not the Internet 'gift economy' as originally conceived, a utopia in which we all benefit from our voluntary contributions.

Why?



Connectivity

Economic Challenges



Demand for more options/ better service - transparency

Why here?

- Sharing trend
- Amazing location
- Tourism in BC in booming
- Tourism in S2S is booming
- Housing is expensive





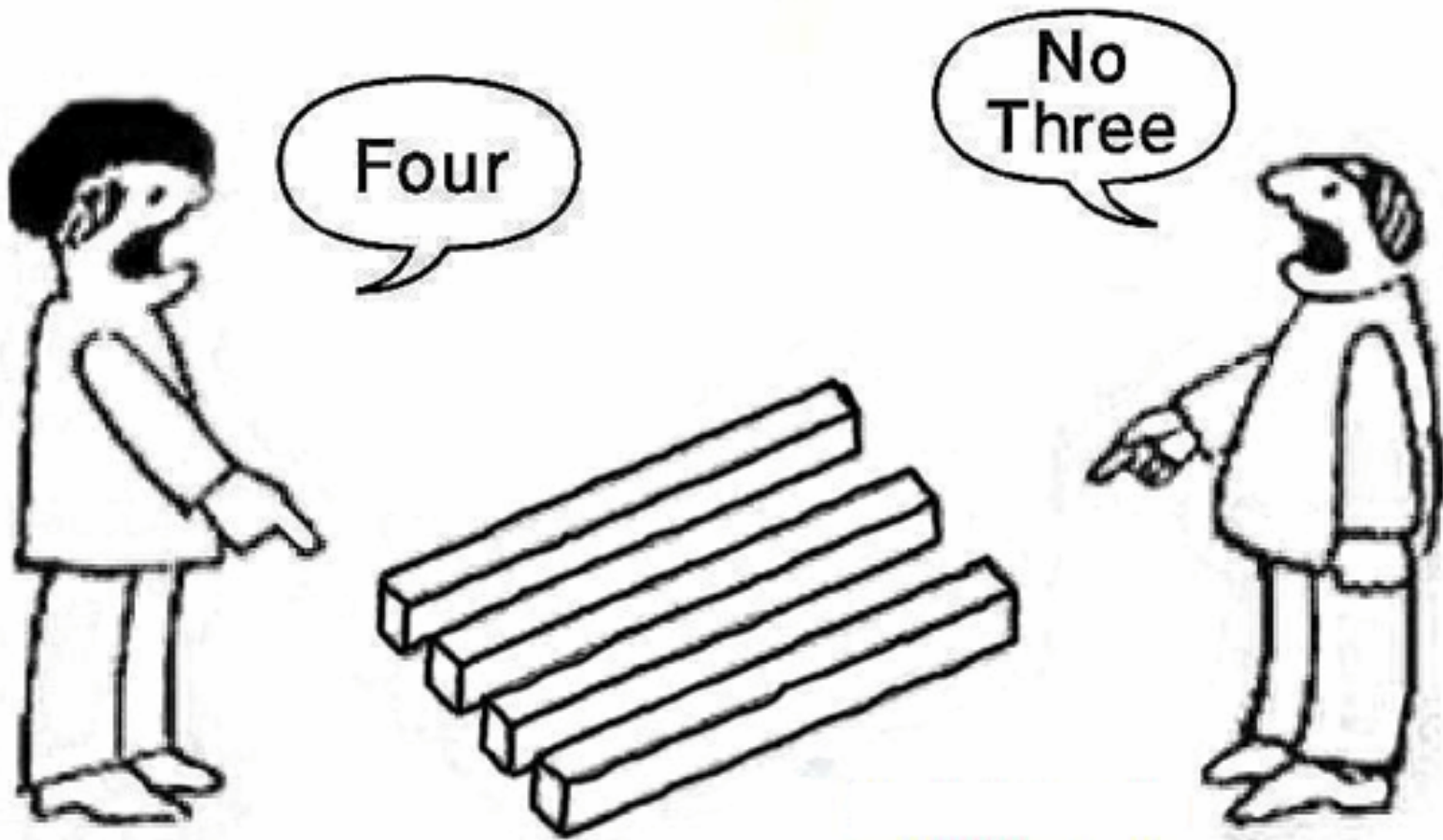
#EXPLOREBCDAY

6:30pm Monday, August 1st
@ Pemberton Visitors Centre
Hosted by @tourismpembertonbc

Adventure Begins Here



BLOG.HELLOBC.COM/INSTAMEET2016



Small Steps Big Changes

Earn money as an Airbnb host

From saving for home repairs to taking a dream trip, hosts use extra income to fund their passions.

[Start Hosting](#)





Castrate gentrification.

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each holiday apartment a local tenant has to leave their home.

#boycottairbnb



Stop milking it.

When you book an apartment, think about the rising rent prices for locals, an increase in touristification and people going through social displacement. For each holiday apartment a local tenant has to leave their home.

#boycottairbnb

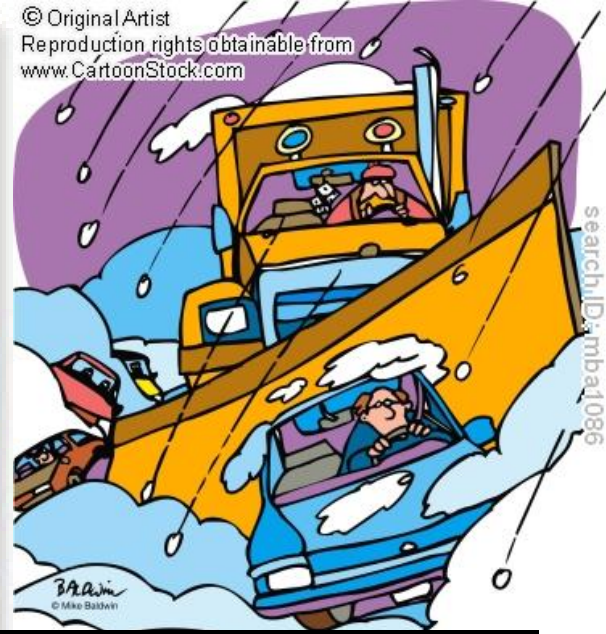
ALKOHOLFREI

Kaiser





I Can't Stand It Anymore!



© Original Artist
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www.CartoonStock.com

searchID:mbat1086

BRAIN
© Mike Baldwin

108 RENTALS
HOUSING TWO BEDROOM,
Sublease, nice area, BAR-
GAIN Rent. Drawback: Big
hairy spiders drop off bed-
room ceiling at night.
LOW RENT \$262 CANDLE



ALIENS
NEXT DOOR

Challenges and Benefits

COMMONLY IDENTIFIED CHALLENGES

- Noise and security
- Unfair tax advantage
- Increased cost of housing
- Loss of community feel
- Parking overflow, traffic and snow clearing challenges
- Safety and fire hazards
- Erosion of core commercial area and important commercial tax base

COMMONLY IDENTIFIED BENEFITS

- Increased investment return – absentee owners
- More accommodation options – improves visitor experience
- Increased development
- Positive intermingling of visitors and residents
- Offsets the cost of housing for **local** residents
- Offsets the costs of the local property for some **part-time** residents

How to go forward?



Fundamental questions?

Policy - # of units

If allowed, where and how much, how often?

What specific policy tools?

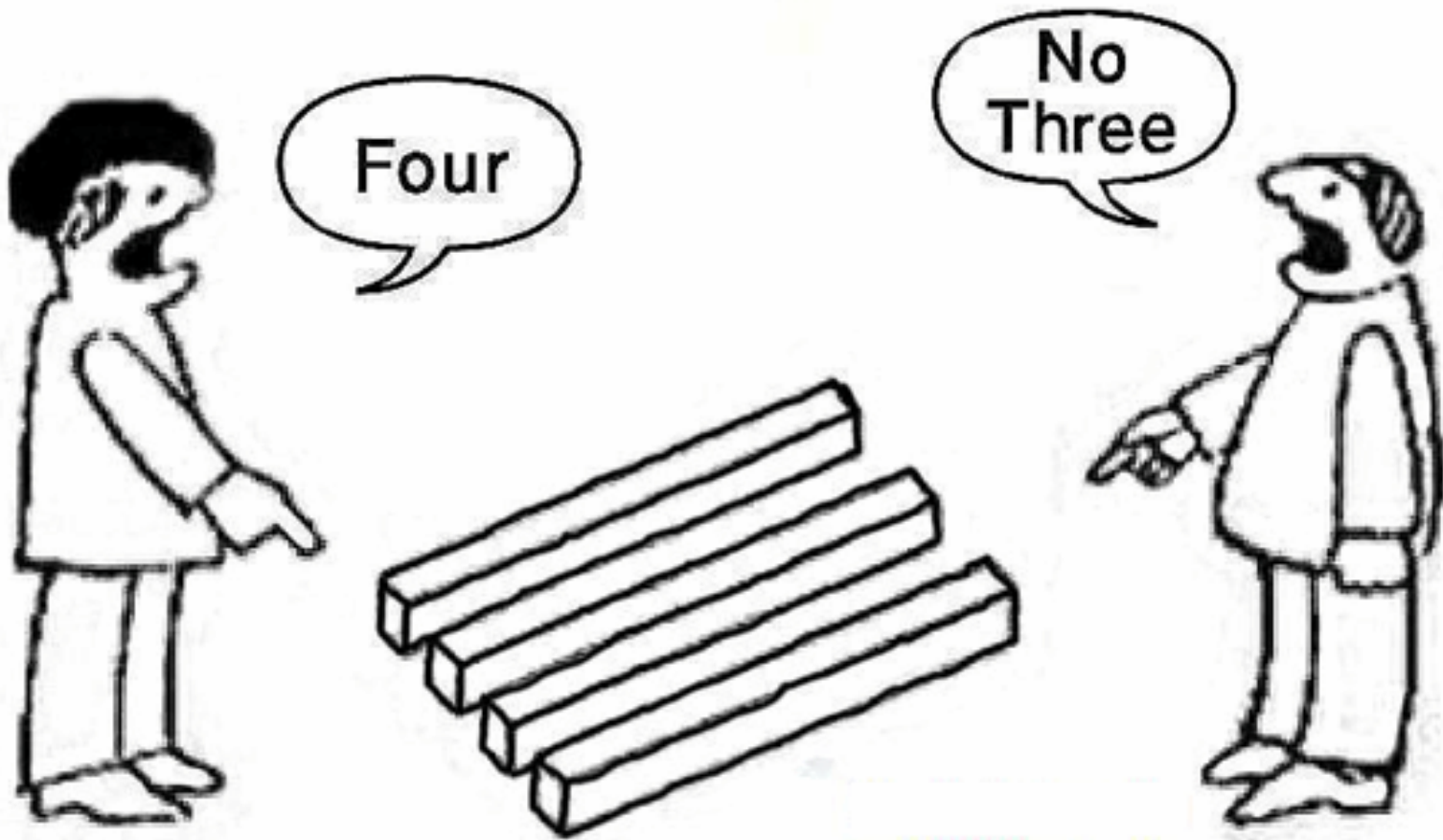
How to enforce?

Management

- Registry
- Health and Safety
- Good Neighbour
- Enforcement Costs
- Taxes
- Etc.

<i>Policy Area</i>	<i>Limited</i>	<i>Limited +</i>	<i>Permissive</i>
<i>Zoning</i>	Residential Single Family	Duplexes, townhouses	All zones
<i>Total # days</i>	30 days	30+ days, minimums	Unlimited - 365
<i>Seasonality</i>	One season	Up to three	Year round
<i>Residence ownership</i>	Primary residence	One secondary residence	Any type and number
<i>Entire home or rooms</i>	Limited to rooms	Limited to one dwelling unit	Entire dwelling and suite
<i>Location</i>	One limited area	A few areas	Entire community
<i>Number Permitted</i>	Capped	in between	Entire community
<i>Registration</i>	Yes, and business licence	One or the other	None required

<i>Mgmt. Area</i>	<i>Limited</i>	<i>Limited +</i>	<i>Permissive</i>
<i>Registration</i>	Yes and business license	One or the other	None required
<i>Health/Safety Check</i>	Multiple times per year	Once a year	Every 2+ years
<i>Infraction Deposit</i>	\$1,000+	\$0<\$>\$1000	\$0
<i>Number of people</i>	1 per room	2 per room to a maximum of 6	6+
<i>Onsite Management</i>	Owner/Manager on site	Manager reachable 24/7	None
<i>Parking</i>	On site two stalls	On site one per room	On site/Off site one per room
<i>Enforcement</i>	Proactive	Mix	Complaint
<i>Advertising Enforced</i>	Allowed with a license; fines	N/A	Not enforced
<i>Taxes</i>	Commercial and Tourism tax/fee	One or the other	None



Small Steps Big Changes

How to Go forward? Engagement

- **Community goals and priorities**
- **Understand context** - Tourism trends and expectations, extent of issues
- **Tailor to your needs** – limit area or # of units, # of nights, primary residence, or type of sharing
- **Manage the operations where the need suits it**– fees, bonds, parking safety checks, neighbour agreements, contact info
- **Level the playing field** appropriately
- **Start slow** - Don't be afraid to learn and revisit it.

Whistler – Traditional, Limited



- Recognized in the mid-nineties
- Zoned neighbourhoods RTA
 - Resort Lands – payment to Tourism Whistler
 - Primary or secondary residence
- Regulates: Zoning and Business Regulation
- Little recent engagement
- Tightening up enforcement tools in 2017
- Some pro-active enforcement

Unique:

- Housing crises still
- Strong incentive for STR
- Temporary Commercial Use 2010
- 75% of dwellings are secondary residences

Tofino – Genie back in the bottle - Permissive



- 130-350 operating in Tofino
- Larger lots – required a caretaker on site
- 82% of homes are allowed
- Only one dwelling can be rented on a site
- Business licenses
- Little enforcement initially
- 2017 – Proactive enforcement and tightening use

Unique:

- Critical staff housing shortages
- Strong incentive to STR
- Most dwellings are single family
- 50% of dwellings are secondary residences

Sun Peaks – Pre-AirBnB - Limited



- Unclear zoning and transfer of government – inherited issue
- Continuous concerns for decades – never resolved
- Extensive public consultation on changes
- Allowed in Single Family residences only – Spot Zoning \$1,500!
- Reduced fees for applications to incent early takers
- Now has 30 STR spot zoned homes
- Looking at townhouses now

Unique:

- Clear demand for 'residence like' rentals
- 85% secondary residences
- Switched from whole property to one dwelling
- \$500 infraction deposits, 24/7 contacts, inspections

Nelson – New Age – Limited +



- Community of character homes, desire to rent
- Tourism need
- Extensive consultation
- Generally allowed in all homes and regulated by limited number of business licenses
- Flexible approach, considered many angles
- Enforcement of 30 day rule?

Unique:

- Most recent of the four to regulate
- Student demand
- Caps the amount at 110, year round.
Capped 3/block
- Secondary residences can rent in the summer only
- Anyone can apply for a 30 day permit

Back to Pemberton...

tourism pemberton - Go x Pemberton, Canada - Air x
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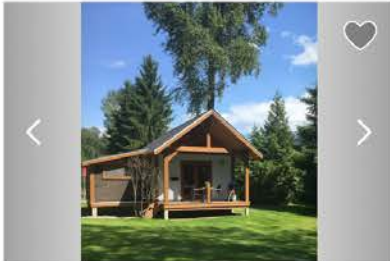
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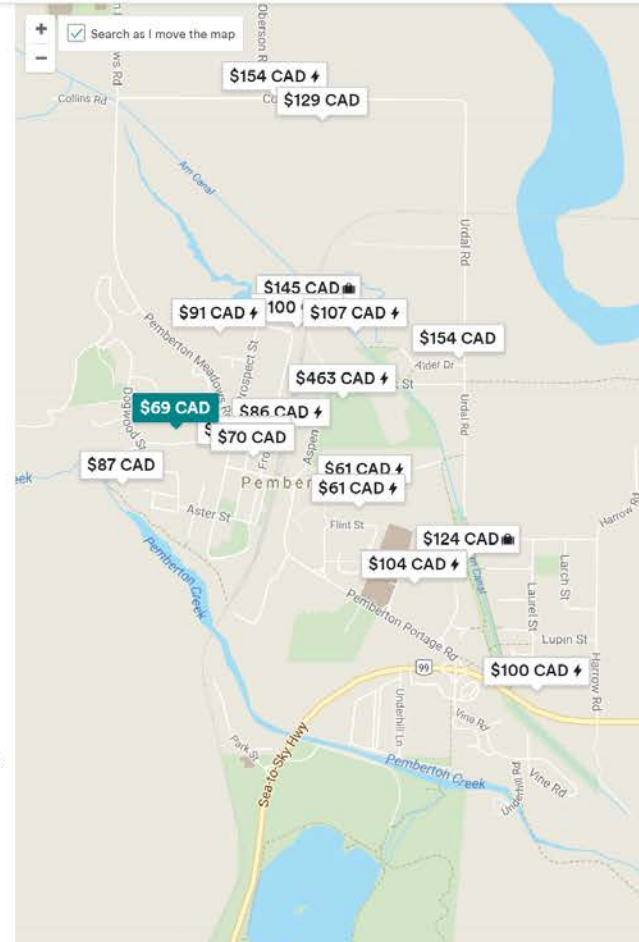
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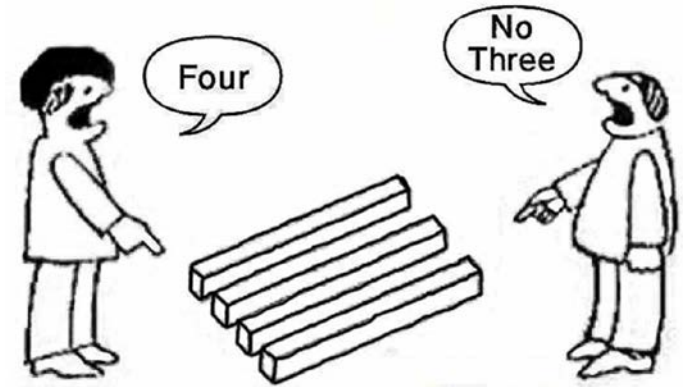
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Where are we now? Pemberton

- **Community goals and priorities**
- **Understand context** - Tourism trends and expectations, extent of rental issues, forward looking trends
- **Tailor to your needs** – limit area or # of units, # of nights, primary residence, or type of sharing
- **Manage the operations where the need suits it**– fees, bonds, parking safety checks, neighbour agreements, contact info
- **Level the playing field** appropriately
- **Start slow** - Don't be afraid to learn and revisit it.

Context



- Long-term rental challenges
- Relatively high price of homes
- Is Pemberton the next Next Squamish/Whistler?
- 80+ AirBNB, few 'legal' – obvious need from visitors?
- Whistler is hitting record seasons
- BC is hitting record tourism results
- More long term rentals on the horizon for Pemberton
- Whistler is cracking down on non-zoned nightly rentals

Have your say!

- Tonight! Pemberton Community Centre
- Online Survey, July 19th – Aug 14th
- Home-based Sessions, July 19th – Aug 14th
- Committee of the Whole Meeting, July 25th

Drafting a built in Pemberton approach to STRs

- Zoning Bylaw Open House, Fall 2017

?

Remainder of the night

1. Continue to review the briefs
2. Ask questions 1 on 1
3. Please fill in the worksheet on the table and leave it at the door
4. Take a moment to indicate your thoughts on Short-term rental challenges/benefits in Pemberton
5. Take the survey tomorrow!
www.surveymonkey.com/r/pembertonstr