

Licensing

Concept: Require STR managers obtain an annual business license endorsement. Require proof of insurance and offer opportunity to update designated contact information. Licenses to automatically expire if inactive.

Rationale: Annual license will keep STR owners more engaged with City, improving accuracy of designated contact information and ensuring that insurance is in place for guests. Automatic expiration clause needed to prevent “license hoarding” under a cap.

Other options:

- Retain existing standard that business license endorsement must be renewed with change in ownership.