

Monday, May 13, 2024
Commission Workshop
7 PM



Town Hall Commission Chambers
247 Edwards Lane
Palm Beach Shores, FL 33404

Mayor Alan Fiers
Vice Mayor Tracy Larcher

Commissioner Steven Smith
Commissioner Roby DeReuil
Commissioner Kathleen McGahran

Town Attorney Keith Davis
Town Treasurer Darlene Hopper
Town Clerk Jude M. Goudreau

PLEASE NOTE:

THIS MEETING IS ALSO CONDUCTED USING COMMUNICATION MEDIA TECHNOLOGY

Join information.

Meeting link:

<https://townofpalmbeachshores.my.webex.com/townofpalmbeachshores/my/j.php?MTID=mb1d12f17210ba51edc1083201296679f>

Meeting number: 2634 787 8503 Password: 0513

Join by phone +1-408-418-9388 United States Toll Access code: 263 478 78503





COMMISSION WORKSHOP AGENDA

(click Icon  to view backup material)

1) Call to Order

- Pledge of Allegiance
- Roll Call

2) Discussion Items:

- Short Term Rentals: *(Vice Mayor Larcher)*
 - a. Proposal-Rentalscape 
 - b. Proposed Fees Schedule 
- Annual Fire Inspection Fee Schedule 
- Bicycles on the Parkway 
- Dredging Project- Interlocal Agreement with Lake Park.

3) Project Updates:

- Sea Spray Site

4) Public Comments: (3 minutes per person, per topic, state your name for the record.)

5) Adjournment:

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision made by the Town Commission with respect to any matter considered at this meeting or hearing, such interested person will need a record of the proceedings, and for such purpose may need to insure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. The meeting/hearing will be continued from day to day, time to time, place to place, as may be found necessary during the aforesaid meeting. IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA), THIS DOCUMENT CAN BE MADE AVAILABLE IN AN ALTERNATE FORMAT (LARGE PRINT) UPON REQUEST AND SPECIAL ACCOMMODATIONS CAN BE PROVIDED UPON REQUEST WITH THREE (3) DAYS ADVANCE NOTICE. FOR HEARING ASSISTANCE: If any person wishes to use a hearing device, please contact the Town Clerk.



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MAY 7, 2024

PRICE PROPOSAL

for the

Town of **Palm Beach Shores**, FL

SHORT-TERM RENTAL ("STR") INVENTORY, COMPLIANCE & ANALYTIC SERVICES

presented by



engineered by



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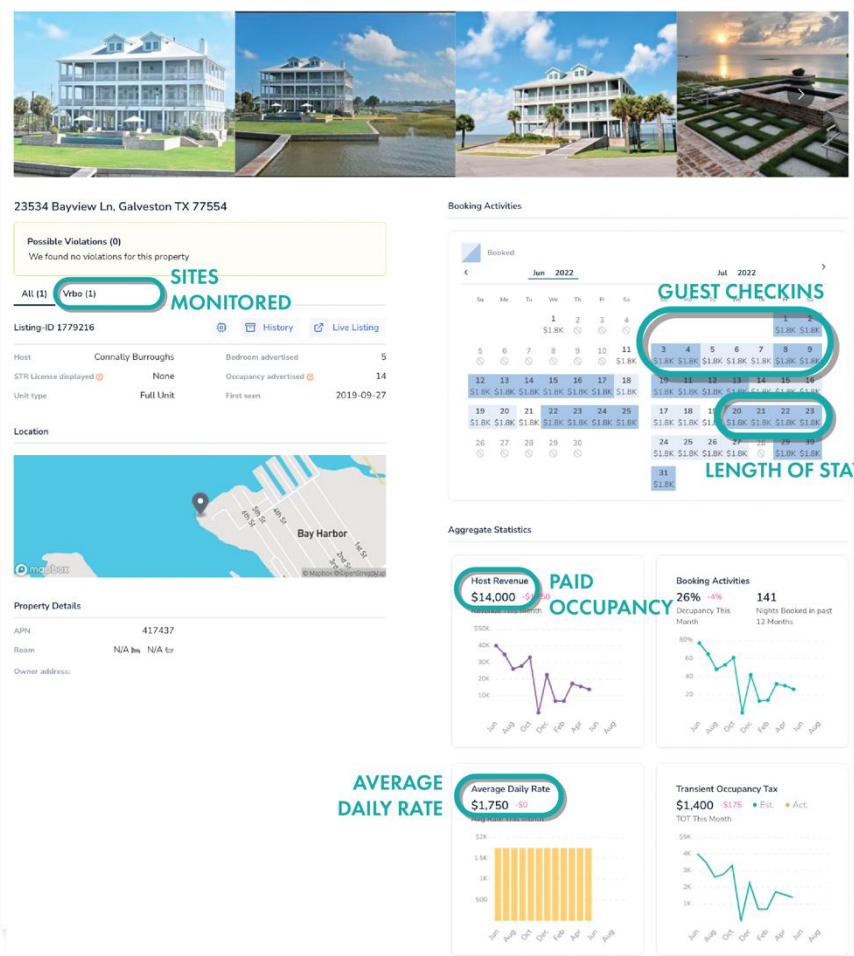
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EXECUTIVE SUMMARY

Rentalscape Short Term Rental ID & Monitoring Platform

Deckard Technologies utilizes data science expertise to assist local governments with managing their compliance activity and enforcement, such as short-term rental (STR) properties. Our technology ensures that everyone is held accountable to play by the same set of rules, follow all guidelines and ordinances, and pay their fair share of fees and taxes. To accurately track activity within Town of Palm Beach Shores, the Rentalscape platform identifies the exact address of the STR listings within the Town limits, enabling accurate display of STR activity within the Town and within community districts. Rentalscape groups listings and calculates statistics on a per-property basis. By mapping the exact location of properties, Rentalscape avoids double-counting activity. Knowing the exact location of STR properties enables compliance, enforcement, tax collection and complaint management activities.

About Rentalscape



Deckard's Dashboard management platform for STR will discover, identify, and efficiently present all STR activity in Town of Palm Beach Shores, using unique technical capabilities such as its proprietary future booking detection software, automatic non-compliance recognition, industry-best address identification.

Rentalscape is the only platform that shows upcoming rentals and bookings as they occur within 24 hours of the reservation being made.

This allows Rentalscape users to reach out to owners and hosts who are unlawfully renting and address any issues relating to these future rentals long before guests arrive, thereby eliminating disturbances, neighbor complaints and other common issues that often arise from illegal rentals.

FIGURE 1: Rentalscape Property card

Rentalscape maintains a database of every booking and stay made on all major platforms. Our system contains information dating back to late 2019 for every STR in Town of Palm Beach Shores. All data can be viewed interactively on the Rentalscape portal with unlimited user access and downloaded on demand in Microsoft Excel format.

Rentalscape dashboard map view shows the exact location of all STR activity, includes districts as defined by the Town and displays individual property information and aggregate statistics on a per district basis.

Rentalscape presents detailed STR activities including the precise address, owner information, booking history, availability and more. For each individual booking, the platform provides the actual date the reservation was made as well as the start and end date of each booking, ensuring that the Town is able to distinguish back-to-back bookings. These insights are not possible to achieve by simply viewing the listings itself.

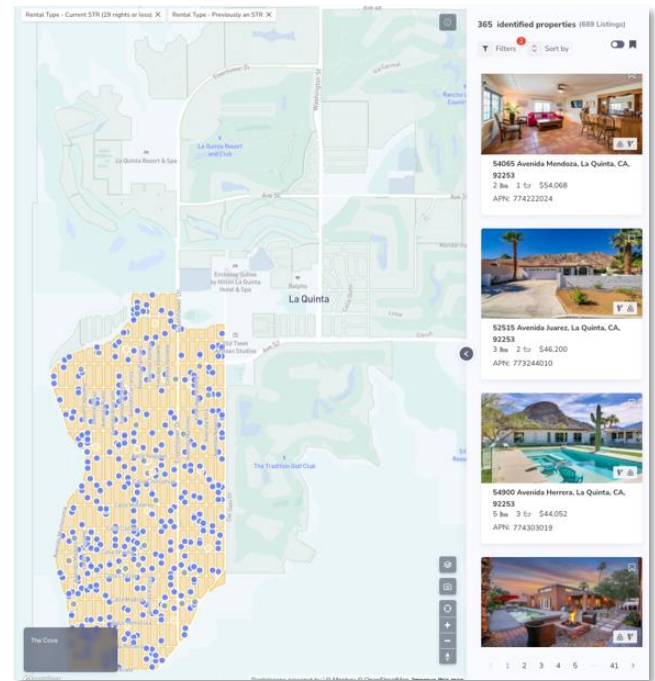


FIGURE 2: **Rentalscape** Map

In Summary

In every jurisdiction in which we are providing service we have increased compliance and improved tax collection. Our process starts with producing the cleanest data possible – ensuring reporting is accurate and compliance levels are carefully monitored. We have in-house property appraisers and STR property managers. We also regularly consult with Town staff to ensure we are always up to date with the latest STR best practices. Our systems come with unlimited user access and unlimited end-user training. Our customers give testimonials regarding the ease of use of our systems and vastly superior level of customer service when compared to other providers in the market.

REFERENCES

We believe that **continuous innovation** is required to face the challenges of today and of tomorrow. We are proud of our achievements and solutions that enable cities and counties to manage short-term rental activities and to ensure local rules and ordinances are enforced for the betterment of local residents.

The following References are examples of successful partnerships between Deckard Technologies and its clients.

REFERENCES

- **City of Sunny Isles Beach, FL**

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- **City of Holmes Beach, FL**

James Thomas, CODE COMPLIANCE
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- **City of Cape Canaveral, FL**

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PROPOSED PRODUCTS

THE RENTALScape PORTAL

The Rentalscape portal is a cloud-based system for Town staff to track STR properties, monitor STR activity, manage STR permits and record information about properties. The data in the system is constantly being updated as new properties are discovered and address identified, as new permit applications are made and as permits are expired or revoked.

The Rentalscape portal displays information on all STR listings found within the Town going back at least 12 months. We use US Census data to identify Town limits and any parcels or listings within the limits are monitored. Rentalscape also tracks properties outside the Town until they are accurately identified. On occasion, the STR listing estimated location for a property falls outside the Town, but the actual location of the property once address identified is inside the Town.

Rentalscape displays:

1. Any permitted STR property
2. Any property with a currently live STR listing
3. Any property with historic STR listings
4. Any property with a future or past STR booking (even if the property currently does not have a live listing)

Rentalscape includes the ability to filter the properties displayed (e.g., only permitted properties, or only properties in a specific HOA), and to download all results. All data displayed is available for direct download from Rentalscape.

Information shown in Rentalscape for each property includes:

Property Characteristics

1. Property address
2. Owner name and mailing address
3. Ownership type (primary residence, secondary/investment property)
4. Property type
5. Number of bedrooms and bathroom at the property, per public records data
6. A map showing the property's location
7. Maximum occupancy per Town of Palm Beach Shores ordinance

Listing Characteristics

8. Listing URL for each listing associated with each specific property
9. Listing ad ID for each listing associated with each specific property
10. Rental calendar showing current month's activity as well as past twelve months and upcoming three months booking activity (calendars update daily)
11. Rentalscape clearly and easily differentiates between regular bookings and host-blocked dates that are not revenue-generating
12. Host name (when available)
13. Stay limitations (minimum/maximum)
14. Permit/license number if included in the listing
15. Daily Rental rate at time of booking
16. Rental frequency
17. Individual links to all active listing for the property
18. **PDF copy of each listing, as well as a history of all previous versions of the listing**, to identify any possible changes, as well as keep a record in case the listing is taken down by the host. Each image has a date-stamp showing when it was created and is kept indefinitely.
19. Rental type (Whole home, shared home)
20. Bedrooms and bathrooms advertised
21. Maximum occupancy, per listing

Estimated Sales Tax Based on Rental Activity

22. Occupancy rate
23. Estimated rental income
24. Estimated tax

Rentalscape is configured to match the Town's ordinance and is capable of flagging violations following the Town's exact rules, including but not limited to permit registration and occupancy advertised versus permitted occupancy. Rentalscape looks for bookings less than 30 days when flagging STRs. When bookings longer than 30 days are created, these are correctly categorized as long-term rentals and do not cause a property to be treated as an STR.

Rentalscape actively monitors permit status and STR listings daily, flagging violations as they occur. We have encountered situations where other providers have flagged properties as "no longer listed" or "only performing long-term rentals", that later re-list or take a short-term booking, and are subsequently missed by these other vendors as violating the Town ordinance. **Rentalscape continuously monitors every listing every day** including bookings up to a year in advance. As soon as an unpermitted booking is taken, Rentalscape sets a violation.

Rentalscape includes a **Dashboard** that provides an overview of all STR activity in the Town. This Dashboard includes aggregated revenue, bookings, and property data, and highlights top-earning hosts and owners as seen below. Please note that some charts will not be activated until we go live in Town of Palm Beach Shores.

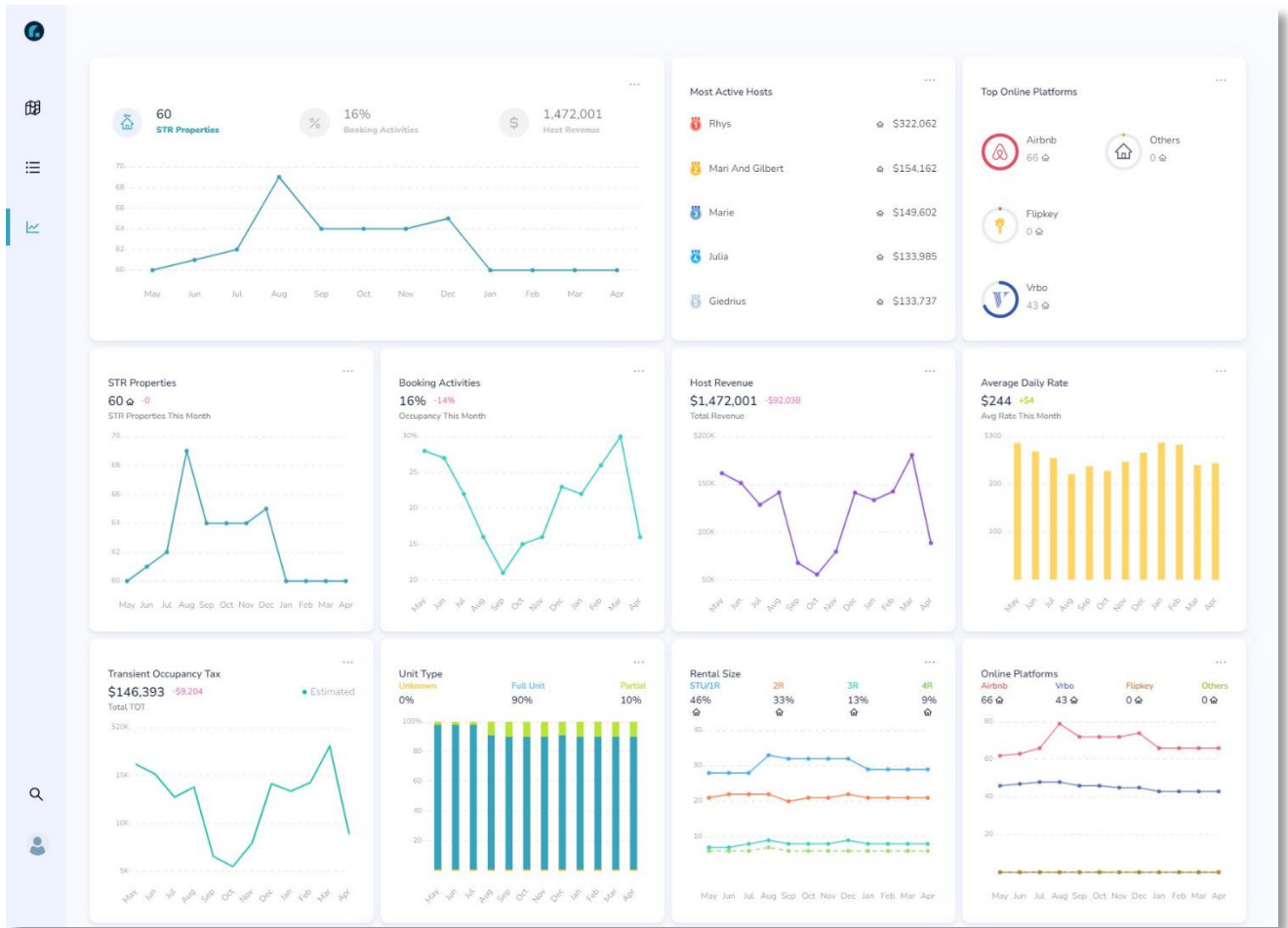


FIGURE 3: **Rentalscape** Town of Palm Beach Shores Dashboard Example



More is more.

Rentalscape monitors more than **716** online listing sites for **FLORIDA**, with more being added every day. So, if it's listed, we're already monitoring it. That's why we find and identify **more STRs than any other platform.**

[12vacation.com](#)
[123beachusa.com](#)
[1525innamiaw.com](#)
[18oceanplace.com](#)
[21miflower.com](#)
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niamiburyvacationrental.com
niaminecureluxtravel.com
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myvacationhaven.com
naple777.com
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oasison18th.com
oceanalchemy30a.com
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www.destinwestvillasort.com
www.dragonflypropertymanagement.com
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www.exclusivewest.com
www.fewo-dwell.de
www.flykey.com
www.floridacastalrentals.com
www.forgottenshoreproperties.com
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www.getrentidestals.com
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www.holidaydays30a.com
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IMPLEMENTATION & TRAINING

Implementation is on your timeline!! Upon Contract signing, Deckard will assign Town of Palm Beach Shores a Dedicated Account Manager, who will work with the Town to develop "best practices" based on Deckard's experiences with other clients. The account manager will ensure that the implementation process proceeds smoothly and will be the main point of contact for any questions, suggestions, training, or concerns. The account manager will also participate in periodic calls with Town staff as requested.

And since Rentalscape is Cloud Based, no hardware or software is installed!

Most jurisdictions have been up and running with Rentalscape within a couple weeks with Address Identification complete within 4 weeks of receipt of the permit and listing data.

Sample Timeline



FIGURE 4: Sample Timeline for Rentalscape

PRICING PROPOSAL

Currently, Rentalscape is showing close to **167 live STR listings in Town of Palm Beach Shores**. Based on the number of live STR listings, we estimate there are **90+ short-term rental properties in the Town**, advertised on one or more platforms.

While other providers charge a recurring identification fee annually, Deckard Technologies only charges an identification fee once when the property is initially identified. In addition, we only charge fees on a per property, not per listing, basis. Since a single property can have multiple listings, we feel it is unfair to charge fees based on listing count. Finally, we do not charge one fee for compliance monitoring and another for rental activity monitoring as, in our view, these are the same service.



ADDRESS IDENTIFICATION, COMPLIANCE MONITORING & RENTAL ACTIVITY REPORTING	PRICE
<ul style="list-style-type: none"> • Estimated 90 properties • Identify property address • Identify property owner address • Real-time reporting of all new listings & daily calendar monitoring • 10,000+ Websites monitored Daily, worldwide • FutureCast™ - Identify future bookings as they are made on the rental platform • Automatic identification of violations 	\$3,000
REPORTING & ANALYSIS	
<ul style="list-style-type: none"> • On Demand, Dynamic reporting, offering multiple ad hoc reports • Filters allowing users to focus on specific segments of the STR population 	INCLUDED
DEDICATED ACCOUNT MANAGER	
<ul style="list-style-type: none"> • Single Point of Contact for Town staff for all matters • Ensures the Town is following Industry best practices • Shepherds the implementation process from start to finish • Periodic meetings/calls throughout the life of the account 	INCLUDED
UNLIMITED ACCOUNTS & TRAINING SESSIONS	
<ul style="list-style-type: none"> • No limit on the number of Rentalscape user accounts • No per-session training costs 	INCLUDED
TOTAL YEAR ONE	\$3,000

NOTE – Pricing valid for 90 days.

NOTE 2 – Pricing Confidential.

OPTIONAL PRODUCTS PRICING

OUTREACH CAMPAIGN	
<ul style="list-style-type: none"> Letter campaign to inform STR owners/hosts about compliance requirements and procedures All letter templates will receive Town approval pre-campaign Campaign includes one Introductory letter and two additional escalation letters 	\$2,500 OPTIONAL, but HIGHLY recommended for Maximum Compliance)
STR REGISTRATION PORTAL	
<ul style="list-style-type: none"> Online, intuitive portal for registration and renewal Fields customizable to meet Town needs Pursue delinquent payments from hosts Provide daily reports on new and modified permits 	\$5,000 (OPTIONAL)
COMPLAINT 24/7 HOTLINE & ONLINE FORM	
<ul style="list-style-type: none"> 24/7 US based bi-lingual Call Center with live agents – Classic (see Page 13 for Detail Information) Online complaint form (Complaint Form only \$2,000) 	\$3,500 (OPTIONAL)
CONSTITUENT PORTAL	
<ul style="list-style-type: none"> Public facing portal (Link placed on Jurisdiction's website) Permit Data and Responsible Party contact info for STR Property (Standard) 	\$5,000 (OPTIONAL)

OPTIONAL PRODUCTS

STR Registration and Renewal Portal is a configurable system that is customized for each client branding, custom fields such as occupancy rules specific to the Town (e.g., occupancy limits, bedroom counts), collection of documents as required for the STR registration process, STR registration approval portal, configurable STR permit pricing and expiration, collection of any STR permit fees, regular reporting, allows for renewals and updates.

24/7 Complaint Line & Online Form is available for fielding complaints raised by the public related to short-term rentals. The Complaint Line is a 24/7 Live US based Call Taker environment. The Call Taker collects the appropriate information (ie address, property owner, type of incident, date of incident, etc) and contacts the designated Town contact. Hotline services are offered at 3 different levels:

Basic - Standard call flow. Information is taken and forwarded to the Town. Calls are referred to the appropriate staff without follow up required.

Classic - Call Center will contact the local contact when information is available (permitted properties), notify them of the complaint then forward the information to the local Town contact.

Premier - Premium call flow. Dispatcher will attempt to get a complaint resolution. The local contact can be contacted up to 3 times before referring caller out to appropriate staff.

Rentalscape Online Complaint Form is also available. Neighbors can report and provide evidence for non-emergency concerns. The Complaint Form is customized with your logo. All complaints are logged and reported to the appropriate staff/departments.

Tax Payment Portal can be utilized to collect taxes from STR operators on a monthly, quarterly, or yearly basis. The Rentalscape Tax Payment system collects information regarding the number of nights available for booking, and the number of nights booked. The system is customized for each jurisdiction and includes automatic calculation of tax due based on the Town's tax rate, automatic calculation of late fees and penalties, and the ability to apply leniency on a per-property basis for late fees should it be required. The Rentalscape Tax Payment system utilizes Stripe payment processing that allows for payment by credit card or by ACH payments. Payments are directly remitted to the Town. The system generates nightly reports that are delivered to the Town, allowing for easy reconciliation of transactions. This system reduces the manual work required when processing paper forms.

Letter Campaign for STR Hosts - Rentalscape will create and send letters to all Identified STR hosts/owners explaining the Town's STR ordinances, requirements, and process. The letter templates will be approved by the Town staff prior to beginning the mailings. Rentalscape's targeted letter campaign, timed to generate best results, have shown great efficacy in cutting the number of unregistered hosts by over 50% within the first six months of a new client engagement.

STR Constituent Portal – The Constituent Portal is an interactive public online map for publication of all registered short-term rentals within the Town. The exact information on the map can be configured to meet the Town's needs and includes information such as the property owner and emergency contact information. The portal is branded with the Town's information and can include links to systems such as the short-term rental registration system.

Foreclosure/Vacant Property Portal helps government agencies combat blight created by vacant and foreclosed properties! By identifying at risk vacant properties and contacting the responsible party, Rentalscape helps you carry out enforcement to increase compliance with Vacation Property Ordinances.

Rentalscape LTR Portal is a configurable system that enables our customers to have oversight and insight to all LTR properties in their jurisdiction. Additionally, we give them the ability to run communication and outreach programs for both compliance and awareness. It is the only platform on the market that offers this combination of registration and communication services.

For Discussion - Short Term Rental Fee Structure

5/10/2024

Fees	Amount	Comments
Vacation Rental Registration (per bedroom):	\$ 200	
Annual Renewal Fee (per bedroom):	\$ 150	
Registration Modification Fee:	\$ 150	
Local Business Tax Receipt:		
Annual Inspection:		life safety, building code, local code
Annual Inspection "No Show" :		
Modification of Existing Registration:	\$ 150	
Transfer of Responsible Party:	\$ 150	
Penalties		
Late Renewal Fee:	\$ 200	
Providing False and Misleading Information on Application:	\$ 2,500	
Operating without DPBR License:	\$ 500	
Operating without a Town-issued Registration and/or BTR	\$ 500	
Penalties for Violating the Short-Term Vacation Rental Ordinance		allowed under Sec. 18-52?
First Offense: \$1,000	\$ 1,000	
Second Offense: \$2,500	\$ 2,500	
Third Offense: \$2,500	\$ 2,500	



**TOWN OF PALM BEACH
SHORES
Building Department
247 Edwards Lane
Palm Beach Shores, FL 33404
(561) 844-3457**

**Revised Inspection Fee Schedule for Annual Fire Inspections
May 9, 2024**

ANNUAL FIRE INSPECTIONS - INSPECTION FEE SCHEDULE	
A. RESIDENTIAL	
2,500 sq ft and under	100.00
2,501 - 5,000	180.00
5001 - 10,000	240.00
10,001 - 15,000 sq ft	270.00
15,001 - 30,000 sq ft	360.00
30,001 - 100,000 sq ft	450.00
B. COMMERCIAL	
5,000 sq ft and under	180.00
5,001 - 15,000 sq ft	270.00
15,001 - 30,000 sq ft	360.00

Jose Rodriguez

Jose N Rodriguez, BCA, CFM, MCP

Sec. 48-4. Traffic.

- (a) No motor vehicle, as defined in F.S. § 320.01, shall be operated at any time upon the town's parkway (except in designated parking lot facilities associated with Town Hall) or upon the United States government easement running parallel to the north side of the Lake Worth Inlet.
- (b) No moped as defined in F.S. § 316.003(77), motorized bicycle as defined in F.S. § 316.003(2), or motorized scooter as defined in F.S. § 316.003(82), shall be operated upon the town's parkway (except in designated parking lot facilities associated with Town Hall) or upon the United States government easement running parallel to the north side of the Lake Worth Inlet at any time. Nothing contained in this article shall be deemed to prohibit the operation of an electric personal assistive mobility device as defined in F.S. § 316.003(83) upon the town's parkway or upon the United States government easement running parallel to the north side of the Lake Worth Inlet.
- (c) No bicycle, roller-skates, rollerblades, skateboards or scooters shall be operated upon the town's parkway or in Inlet Park on any day during the week, during the following periods of time: dusk until dawn, inclusive. Operators or riders of bicycles, roller-skates, rollerblades, skateboards or scooters shall yield the right-of-way to other pedestrians on the town's parkway in the Inlet Park and shall not otherwise endanger or interfere with such pedestrian traffic.
- (d) No quadricycles shall be operated upon the town's parkway or in Inlet Park at any time.
- (e) The prohibitions set forth in subsection (a) through (d) shall not be applicable to town personnel in the course of conducting official town business.
- (f) *Parking:*
 - (1) *Designated areas.* No person in a park shall park a vehicle in other than an established or designated parking area, and such use shall be in accordance with the posted directions there and with the instructions of the chief of police and/or his officers who may be present.
 - (2) *Overnight parking.* No person in a park shall leave a vehicle standing or parked overnight.

(Ord. No. O-5-12, § 1, 4-16-12)