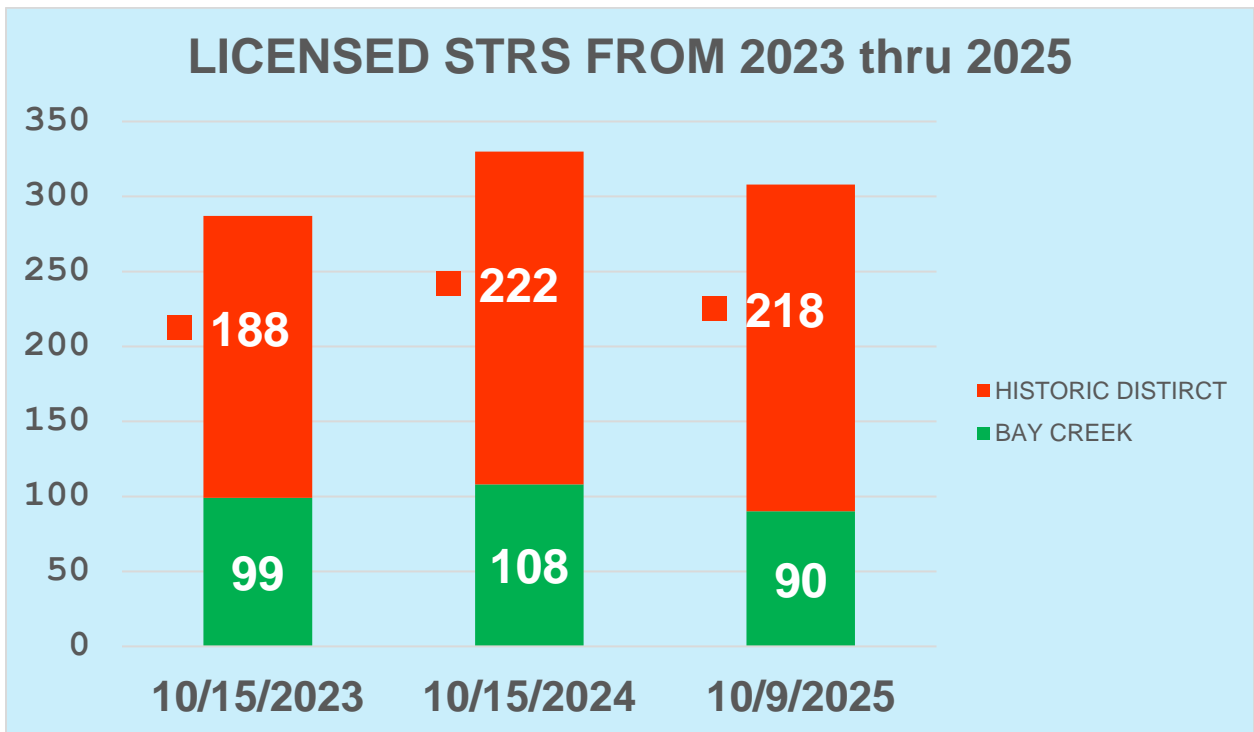


	Agenda Title:	Agenda Date:
	Short Term Rental Statistics	October 16, 2025
	Subject/Proposal/Request:	
	Short-Term Rental Statistics	
Town of Cape Charles	Attachments:	For Council:
	None	Action: Information: X
	Staff Contact(s):	Reviewed by:
	Katie H. Nunez, Director of Planning & Zoning Administrator	Rick Keuroglan, Town Manager

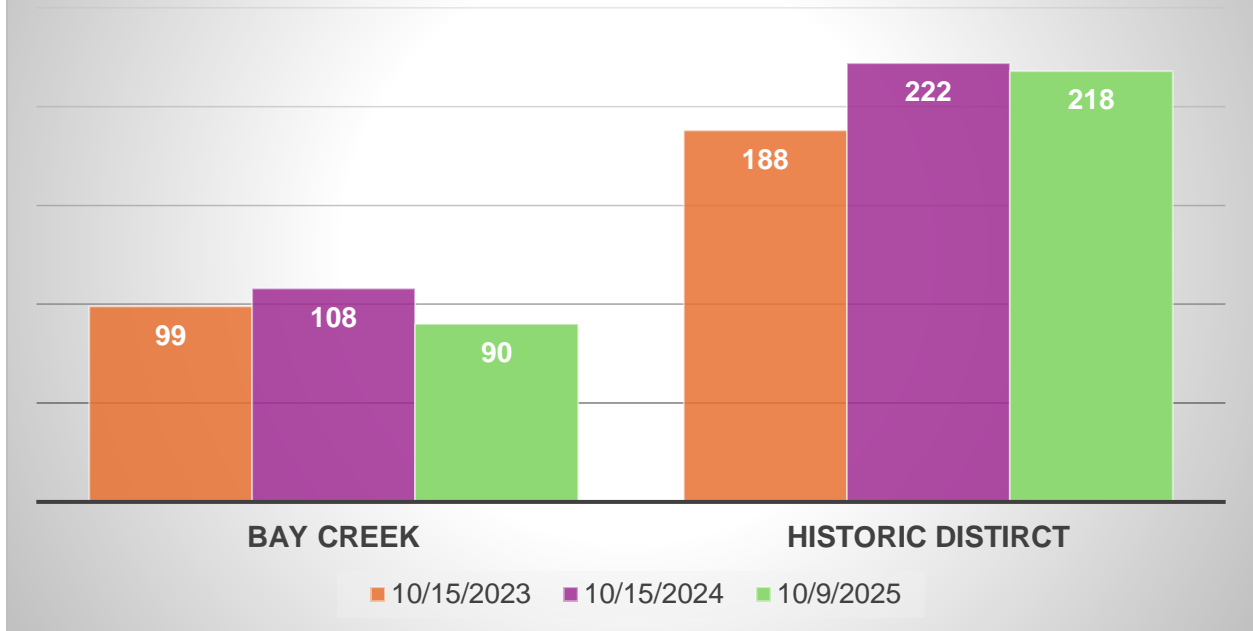
Background: Since 2023, my office has been maintaining a database on Short Term Rental business licenses to assist us in developing various policies regarding short term rentals.

There will be general fluctuations in these numbers by year as properties are sold and new owners may not wish to utilize the property for Short Term Rentals or market demands have shifted and the rate of return may not be as favorable and property owners are choosing to offer their home as a Short Term Rental.

Item Specifics:



**ANNUAL LICENSED STRs from 2023 - 2025
Bay Creek / Historic District**



For the 2025 Licensing Year, we have done a further breakdown of the various areas within the original part of Town which also includes a street-by-street breakdown where STRs licenses are located as well as block by block within each street. Bay Creek data is broken down between North and South by subdivision, then by street as a whole within the Bay Creek PUD.

DATA SUMMARY FOR STRs 2025 as of 10/9/2025

BY TOWN AREA	# Total	% of Total
Historic District	217	70%
Bay Creek	90	29%
Harbor	0	0%
RES-3	1	0%
GRAND TOTAL	308	100%

HISTORIC DISTRICT - BY STREET			BY BLOCK							
Name of Street	# Total	% of Total in HD	0-99	100-199	200-299	300-399	400-499	500-599	600-699	700-799
Bay Avenue	6	3%	2	1	2	0	1	0	0	0
Fig Street	1	0%	0	1	0	0	0	0	0	0
Fulcher Street	1	0%	0	0	0	1	0	0	0	0
Harbor Avenue	2	1%	0	0	2	0	0	0	0	0
Jefferson Avenue	26	12%	0	0	2	1	4	11	8	0
Madison Avenue	22	10%	2	1	6	1	2	6	4	0
Mason Avenue	19	9%	2	4	5	3	0	5	0	0
Monroe Avenue	32	15%	4	4	6	0	0	11	7	0
Nectarine Street	6	3%	2	0	0	0	1	2	1	0
Park Row	3	1%	3	0	0	0	0	0	0	0
Peach Street	10	5%	0	4	0	0	0	2	4	0
Pine Street	3	1%	0	1	0	0	0	0	2	0
Plum Street	7	3%	2	0	0	0	2	2	1	0
Randolph Avenue	37	17%	2	1	8	2	5	9	8	2
Strawberry Street	9	4%	0	1	3	3	0	1	1	0
Tazewell Avenue	26	12%	2	3	7	0	2	4	7	1
Washington Avenue	7	3%	0	0	2	0	0	1	4	0
TOTAL BY HISTORIC DISTRICT	217	100%	21	21	43	11	17	54	47	3
			9.68%	9.68%	19.82%	5.07%	7.83%	24.88%	21.66%	1.38%

BAY CREEK TOTALS	# of STRs	% within Bay Creek
BAY CREEK NORTH	38	42%
BAY CREEK SOUTH	52	58%
BAY CREEK TOTAL	90	100%

BAY CREEK NORTH - SUBDIVISIONS	# TOTAL	% of BC NORTH	% of TOTAL BAY CREEK
Bay Vista	0	0	0
The Colony	12	32%	13%
Kings Bay	18	47%	20%
Marina Resort	4	11%	4%
Marina Village East	4	11%	4%
TOTAL BY BAY CREEK NORTH	38	100%	42%

BAY CREEK SOUTH - SUBDIVISIONS	# TOTAL	% of BC SOUTH	% of TOTAL BAY CREEK
Bayside Village	19	37%	21%
Fairways	20	39%	22%
Heron Pointe	0	0%	0%
The Hollies	1	2%	1%
Muirfield Village	2	4%	2%
New Quarter	4	8%	4%
Plantation Point	1	2%	1%
Signature	4	8%	4%
TOTAL BY BAY CREEK SOUTH	51	100%	57%

BAY CREEK - BY STREET	# TOTAL	% of Units in Total in Bay Creek
American Court	0	0
Arnie's Loop	2	2%
Bahama Road	2	2%
Bayside Avenue	5	6%
Brass Ring Circle	1	1%
Bridgeton Drive	1	1%
Captain Orris Browne	3	3%
Carissa Ct.	1	1%
Carousel Place	3	3%
Cassatt Knoll	1	1%
Charlestown Drive	1	1%
Churchill Downs	4	4%
Creekside Lane	1	1%
East Bay Drive	1	1%
Edinburgh Lane	1	1%
Foster Court	0	0%
Heron Pointe Drive	0	0%
Kings Bay Drive	9	10%
Kings Court	7	8%
Lakeview Court	2	2%
Marina Village Circle	4	4%
Minchew Court	1	1%
Moon Court	1	1%
Old Course Loop	12	13%
Prestwick Turn	7	8%
Saratoga Place	0	0%
Sunset Blvd.	11	12%
Troon Court	1	1%
Turnberry Arch	0	0%
Walbridge Bend	7	8%
William Scott Lane	1	1%
TOTAL BY BAY CREEK	90	100%

Finally, the Town Council offered a reduced rate of the Short-Term Rental (STR) Zoning Permit for the 2026 Licensing Year, specifically a 50% reduction to the \$450 Fee that will be effective as part of the 2026 Licensing Year. The rationale behind this one-time reduced rate was to encourage property owners to assist the Town in gathering the necessary information on the STR properties relative to determining compliance with the requirements of the new STR Ordinance relative to the # of legal bedrooms which determines the maximum STR Occupancy Rate as well as other property specific information concerning driveways, curb cuts, and parking capacity on-site. The STR Zoning Application must have been filed by 6/30/2025 in order to qualify for this reduced rate.

15 Property Owners availed themselves of this offer from the Town Council and submitted their complete STR Zoning Application by 6/30/2025 and will receive a rebate of \$225 once they apply for their 2026 STR Zoning Permit.

Staff have been diligently working with our software vendor, Deckard Technologies, operating as RentalScapes for the STR Software, in the setup and programming of the STR Software. As you may recall, this software will provide the following services relative to the Short-Term Rentals:

- 1) Registration and Licensing Module and Quarterly Transient Occupancy Tax Reporting and Payment Module
- 2) Safety Inspection Module
- 3) Public GIS STR Website of all STRs operating in the corporate limits of the Town,
- 4) Complaint and Violation Module, including 24/7 hotline and other relevant Town information to report STR issues.

As you know, we have had a vacancy in the Inspector & Compliance Officer position for the last three and half months; however, we recently brought on Casey Quilter in this position, and he has jumped right in. Through his efforts, we have been able to issue a mass e-mail to the STRs licensees to give them an update on the process for the 2026 licensing year where all licenses (new and renewals) will occur through our software, have updated our website page for STRs with this information as well, update our database to ensure completeness for all contact information (especially e-mail addresses) and provide our full database to our software vendor to populate the software with all of the 2025 STR License information so that the majority of the accounts will be pre-populated and the property owner will just be confirming the information is still correct. We are working towards an early November GO LIVE date on the software but, before we launch, we are pulling together a small group of TESTERS to ensure we have programmed this correctly, including all of the programmed calculation of business license fees and transient occupancy taxes.

I am able to provide further info and detail on the software at your meeting. It is my intent that at the Town Council November meeting we will be providing you with a full demo of each element of this software since most of you will not be able to see it (once launched) unless you have an STR license.

Recommendation: For Town Council information only.