



Presenter:

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Revenue Customer Service Manager

Introduction

For many years, the town knew there were rental properties available in our market, but we did not have an effective way to track the data. We believed there were thousands of rental properties out there but struggled to identify them.



How can we find them?



The way to get started is to quit talking and begin doing.

Walt Disney

Timeline

2015-2017

Began trying to identify rental properties-Used Excel to monitor information. Found properties at higher tax rate

Dedicated (2) Revenue Collectors to ATAX collection full time-Divided island and sent questionnaires street by street. Created new Excel spreadsheet to track data.

2019

Tried to reconcile rentals with reports received from property management companies-Incorporated an Access database...realized it was an unmanageable task because property owners continue to switch companies,

Received access to GIS mapping system. At the time this was used as a tool not as a main source of data. It initially only provided us did not use different GIS functions,

After some trial and error, we now have an integrated and multi-functional map. Our map has multi-layers and a 'live' dashboard.

On the road to compliance

Initial Project Stages and Questions

Who is renting? How many property rentals are there? How will we keep track of the data? What tools can we use to find the rentals?

Look outside the box for tools

- Property management reports
- Internet searches
- Register of Deeds, Real Property Listings
- Excel/GIS -How can IT assist us?



Where to begin?

- It all began 10 years ago with a paper map, an intern, and an excel spreadsheet
- Street by street, one address at a time....we were determined to identify our rental market
- We began with low hanging fruit but had many questions

More questions than answers....

- · How would we find the owner of a property?
- How is the <u>property taxed</u>?
- Do they own any additional property?
- What do we want to know once we find a property?
 - Are they renting?
 - Long-term or Short-term or both?
 - Do they use a licensed management company?
 - How long have they been renting?
- What will be our process if they are renting? What if they are not renting? How will we keep track?



Now what?

- We created a questionnaire and mailed it to property rental owners
- We determined if taxes were due to the town based on the owner's response to the questionnaire and audits
- Original Excel sheet began to become cumbersome.....

Things to remember

- You need accurate records...no one wants to be contacted twice
- Be prepared for negative feedback...after all you are asking them for personal information
- Follow up is important! Don't tell them you are auditing them if you aren't prepared to do so
- Be professional and be sure to respond to those who are not renting... if no audit is required, send a thank you letter





What we learned

- Beware of low hanging fruit
- You cannot reconcile everything
- Some will fall between the cracks
- Be patient and don't give up

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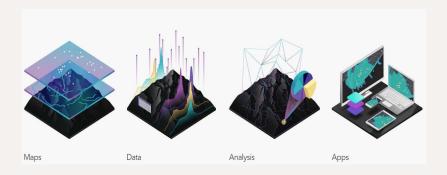
What is GIS?

How does GIS work?

A geographic system (GIS) is a system that creates, manages, analyzes and maps all types of data.







Why GIS works for us?

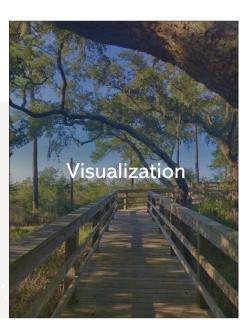


Visualization

Enforcement

Management

Education



Our GIS Map

Map: Base map Layer

Contents: Operational Layers

Links: Beaufort County's Property Database

Uploads: Local files

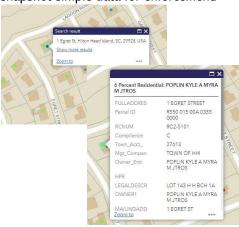


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Data Set Fields

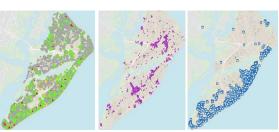
The searchable fields were designed to snapshot simple data for enforcement.





Project Focus

- Map area assignments
- Hot spot concentration
- Complaints



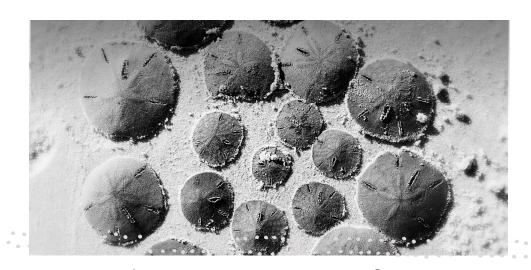
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Information we can share

Public

Town Staff Town Council



What can a picture tell us?

All in a day's work

- FY 2021: 244 audits resulted from investigations collecting \$177,517.40 additional revenue
- FY 2022: 298 audits resulted from investigations collecting \$183,574.39 additional revenue

And now it's time to quit talking and begin doing.....



Short-term Rental Initiative

In addition to requiring a permit the ordinance addresses short-term rental regulations related to:

- -Permits, licenses, fees and taxes
- -Vehicles and parking
- -Trash storage and removal
- -Noise management
- -Complaint tracking and response
- -Violations



Citation Sources



ESRI.COM



PHOTOGRAPHY – APRIL AKINS

