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Town of Hilton Head Island
Short-Term Rentals

Key Dates:

- **May 19, 2022** - Town Council approved the Short-Term Rental Ordinance.
- **August 15, 2022** - The Town hired the Revenue Customer Service Manager and the Director of Public Safety.
- **August 17, 2022** - The Town executed a contract with STR Monitoring Software Vendor, GovOS.
- **September 1, 2022** - Kick Off Meeting with GovOS.
- **October/November 2022** - Town staff worked with GovOS to test and develop STR solution software, create workflows and procedures for several departments, launched comprehensive STR Public Communication Plan, and hired three full time temporary administrative assistants.
- **December 2022** - GovOS mailed out 4,843 registration letters to potential STR operators. Town staff completed training on GovOS software.
- **January 3, 2023** - Go "live" date for the STR Permitting Portal.
- **February 2023** - GovOS mailed out 2700 registration letters to potential STR operators.



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Short-Term Rentals by the Numbers as of April 28, 2023

- **30,747** total advertised listings (includes hotels, timeshares, multiple listings for same property, etc.).
- **14,548** total active STR advertised listings verified by GovOS.
- **75%** of STR listings have been identified by GovOS.
- **5,997** STRs identified by GovOS through advertisements.
- **5,836** STR Permit applications received.
- **1058** STR new business licenses processed.
- **\$422.50** STR average daily rental rate.
- **\$379** hotel average daily rental rate (based on Expedia data)



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Short-Term Rentals Permit Inventory Data as of April 28, 2023

- **1,601** of the STR Permit inventory are single family homes.
- **4,235** of the STR Permit inventory are villas.
- **56%** of the villas are 2 bedrooms units.
- **6.1** is the average maximum occupancy for 2-bedroom villas.
- **350** STR Permits issued that have more than 5 bedrooms.
- **3,132** is the average square footage of the single-family home.
- **4.25** is the average number of designated parking spots at the single-family homes (includes garage parking).

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Short-Term Rentals

Short-Term Rentals Enforcement data as of April 28, 2023

51 total number of complaints through hotline and online.

- **33%** (17) total number of noise complaints
- **44%** (20) total number of parking complaints
- **6%** (3) total number of trash complaints
- **17%** (11) other complaints such as illegal rental

Director of Public Safety is in partnership with local security teams as well as Beaufort County Sheriff's Office for enforcement and data collection.

Town of Hilton Head Island

Short-Term Rentals

GovOS Short-Term Rentals Nuisance Hotline

- GovOS hotline agents answer the calls in the order they are received.
- The calls are routed to multiple agents/teams to try to get a live agent first before other options are offered to the caller.
- The agents are answering calls for all GovOS clients.
- The average wait time for a caller is 2-8 minutes.
- The caller has an option to leave a voice message after 10 minutes.
- If voice message is left, an agent will return the call when they are next available.
- The hotline agent will contact the STR Agent on record to resolve complaint.
- If STR Agent does not answer call, a detail voice message is left.
- Code Enforcement follows up on the complaint to ensure resolution.
- Any unsolved resolutions are addressed by the Town's Public Safety Director.

Town of Hilton Head Island

Short-Term Rentals

Short-Term Rentals Online Complaint

- Online complaint form available on the Town's website <https://hiltonheadislandsc.gov/short-termrentals/renter/>
- Complaints received online will be reviewed by Code Enforcement during normal business hours.
- Code Enforcement Officers are scheduled for weekends.
- Code Enforcement Officers monitor the online complaints daily to ensure resolution.
- Any unsolved resolutions are addressed by the Town's Public Safety Director.
- <https://str.govos.com/log-in/>




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Short-Term Rentals

Short-Term Rentals Permit Dashboard

- <https://hiltonhead.maps.arcgis.com/apps/dashboards/6702e5d8f3ef4618a32bec09e3e7991>
- <https://hiltonhead.maps.arcgis.com/apps/dashboards/348b3299c27845fa92245932fb15b88d>
- Public dashboard will show permitted properties as well as total number of complaints.
- Staff dashboard will show:
 - Number of Bedrooms
 - Square Footage
 - Number of Parking Spots
 - Maximum Occupancy
 - Hotspots
 - Number of STR in each Neighborhood
 - Complaints
 - Number of each Type Complaint
 - Address



Category	Value
8.3k	
5.4k	3100
43.4k	7.8
15.7k	2.7
11.4k	2
1.6k	
1.6k	
3.6	
13	12
2	

Town of Hilton Head Island

Short-Term Rentals

We've only just begun.....

- Next mailing of registration letters to potential STR operators late May 2023.
- Staff training is an ongoing process.
- Continued analysis and collection of data.
- Finding new ways to assist public.
- Continue updates to website and social media from Communications Team.
- Continue to educate and reach out to public.

