



TOWN COUNCIL REGULAR WORK SESSION

Monday, July 1, 2024 @ 7:00PM

Town Hall Conference Room

View meeting online LIVE at <https://www.frontroyalva.com/673/Town-Hall-Live>

7:00pm 1. Roll Call

2. Closed Meeting

3. **New Business**

A. Rezoning Application from Rappahannock HC LLC Requesting an Amendment to the Zoning Map to Reclassify 1321 Happy Creek Road from R-S Suburban Residential to R-1 – *Lauren Kopishke*

B. A Request from Mark Poe for a Special Use Permit to Allow a Short-Term Rental Located at 415 E. Main Street – *Lauren Kopishke*

C. Liaison Committee Meeting Items for July 18, 2024 – *Mayor Cockrell*

4. Adjourn

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CLOSED MEETING AGENDA STATEMENT

Meeting Date: July 1, 2024

Item# 02

MOTION ON TO GO INTO CLOSED MEETING

[to be approved by affirmative recorded vote, with motion set forth in detail in the minutes]

I move that Town Council convene a closed meeting, pursuant to Sections 2.2-3711 and 2.2-3712 of the Code of Virginia, for the following purpose:

1) pursuant to §2.2-3711(A)(1) of the Code of Virginia, for the discussion, consideration, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees, or employees of any public body, more specifically the Clerk of Council, Planning Commission, Board of Zoning Appeals (BZA) and Local Board of Building Code Appeals (LBBCA); and,

2) pursuant to Section 2.2-3711(A)(7) of the Code of Virginia, for consultation with legal counsel and briefings by staff members or consultants pertaining to actual litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body, more specifically, the *Town of Front Royal v. Jennifer McDonald*.

Motion to Certify Closed Meeting at its Conclusion

[At the conclusion of the Closed Meeting, immediately re-convene in open meeting and take a roll call vote on the following:]

I move that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Act as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.

Moved _____ Seconded _____

VM Sealock _____ Ingram _____ Morris _____ Rappaport _____ DeDomenico-Payne _____ Wood _____



COUNCIL REGULAR WORK SESSION AGENDA STATEMENT

Meeting Date: July 1, 2024

Item# 03A

Agenda Item: Rezoning Application from Rappahannock HC LLC Requesting an Amendment to the Zoning Map to Reclassify 1321 Happy Creek Road from R-S Suburban Residential to R-1 Residential District.

Summary: The application for review is requesting an amendment of the Zoning Map of the Town of Front Royal to reclassify 1321 Happy Creek Road, identified by tax map number 20A21-2-4, from R-S, Suburban Residential District to R-1 Residential District. The stated purpose of the rezoning is to permit smaller residential lots, allowing the owner to construct an additional 22 residential lots for a total of one-hundred four (104) single-family residential units.

Due to the large number of documents for this request, it has been placed in the link below. Click and then hit "allow" if you are prompted.

<https://frontroyalva.box.com/s/rt27rkptd6lgprh1hdi6l4ya560iu3ge>

Budget/Funding: See fiscal impact analysis report for details. The development would generate an estimated additional 400k in annual tax revenue.

Staff Recommendation:

Town Staff supports the Planning Commission's recommendation of approval to the Front Royal Town Council for Rezoning Application #2400250 to amend the Zoning Map of the Town of Front Royal to reclassify 1321 Happy Creek Road, identified by tax map number 20A21-2-4, from R-S, Suburban Residential District to R-1, Residential District."



COUNCIL REGULAR WORK SESSION AGENDA STATEMENT

Meeting Date: July 1, 2024

Item# 03B

Agenda Item: Request for a Special Use Permit to Allow a Short-Term Rental Located at 415 E. Main Street – Poe

Summary: Special Use Permit for a Short-Term Rental located at 415 E. Main St. The applicant intends to rent three (3) separate units on the second floor, which includes a total of six (6) bedrooms with no more than twelve (12) occupants at a time. Parking is not required for businesses located on Main Street.

Budget/Funding: N/A

Staff Recommendation:

Town Staff supports the PC's recommendation of approval to the Front Royal Town Council for Special Use Permit #2400294 for a Short-Term Rental located at 415 E. Main Street.

Staff does not recommend any additional conditions.

PUBLIC HEARING

#2400294 – SPECIAL USE PERMIT

SHORT-TERM RENTAL

415 EAST MAIN STREET

Town of Front Royal, Virginia

Planning Commission Monthly Meeting Agenda

☐ Consent Action ☐ Administrative Action ☒ Public Hearing ☐ Discussion

Agenda Item: Special Use Permit – Short-Term Rental #2400294

MEETING DATE: June 26, 2024

SUMMARY: A Special Use Permit application has been submitted requesting a Short-Term Rental located at 415 E. Main Street. The applicant intends to rent three (3) separate units on the second floor, which includes a total of six (6) bedrooms with no more than twelve (12) occupants at a time. Parking is not required for businesses located on Main Street.

STAFF RECOMMENDATION: Staff recommends approval of Special Use Permit #2400294.

DRAFT MOTION:

"I move that the Planning Commission forward a recommendation of approval to the Front Royal Town Council for Special Use Permit #2400294 for a Short-Term Rental located at 415 E. Main Street."

NOTE: This is only a draft motion. Alternative motions are also welcome.

PLANNING COMMISSION ACTION:

Moved _____ Seconded _____

Marshner _____ Williams _____ Marrazzo _____ Gillispie _____

☐ Approved ☐ Approved w/ Conditions ☐ Denied ☐ Other



**TOWN OF FRONT ROYAL
DEPARTMENT OF PLANNING & ZONING**

**Planning Commission Regular Meeting
June 26, 2024**

APPLICATION #:

2400294

APPLICANT:

Mark Poe

APPLICATION SUMMARY:

A Special Use Permit application has been submitted requesting a Short-Term Rental located at 415 E. Main Street. The applicant intends to rent three (3) separate units on the second floor, which includes a total of six (6) bedrooms with no more than twelve (12) occupants at a time. Parking is not required for businesses located on Main Street.

GENERAL INFORMATION:

<i>Site Addresses</i>	415 E. Main Street
<i>Owner(s)</i>	ZP LLC
<i>Zoning District</i>	C-2, Community Business District
<i>Historic District</i>	Yes
<i>Tax Identification</i>	Tax Map #20A8-8-6
<i>Request</i>	The Applicant is requesting to rent three (3) separate units on the second floor, which includes a total of six (6) bedrooms with no more than twelve (12) occupants at a time.

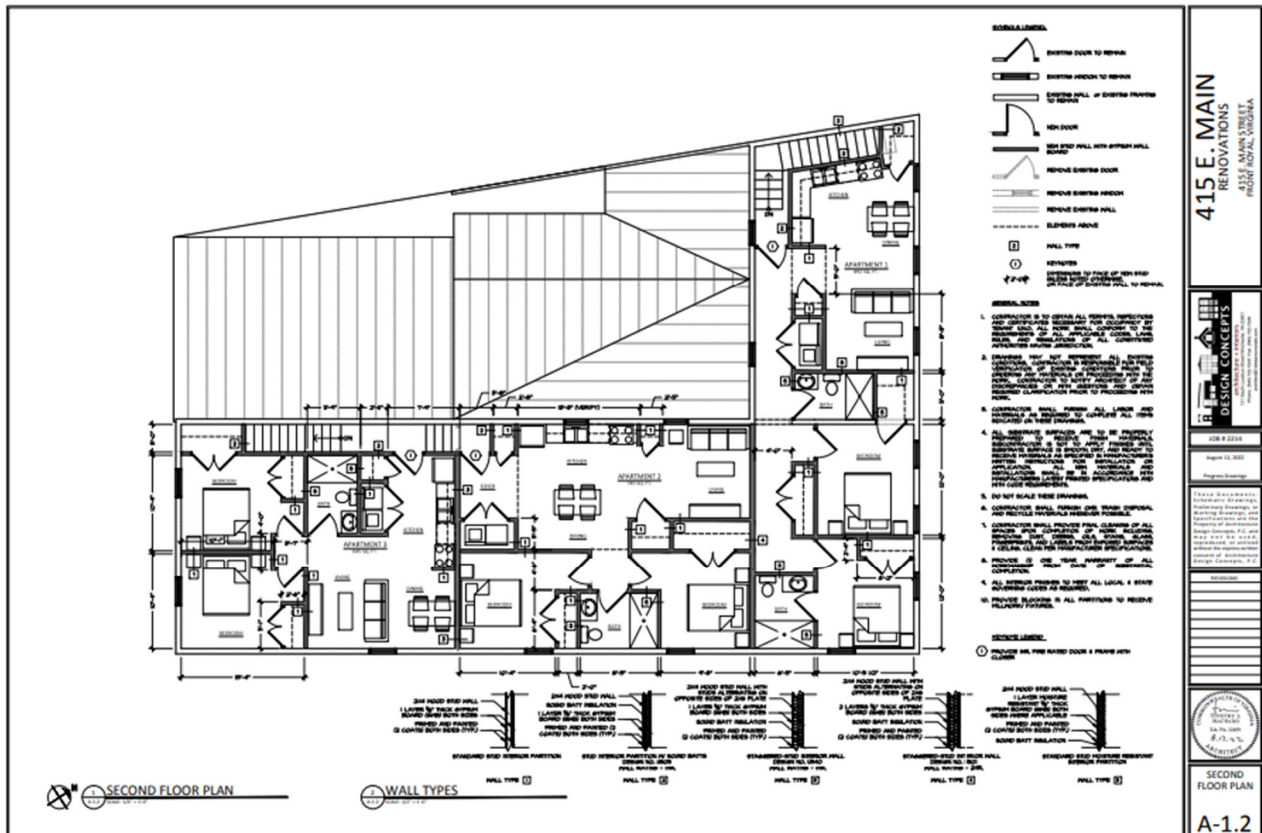
View of Front Left Elevation – 415 E. Main Street



View of Left Elevation – 331 Kerfoot Avenue



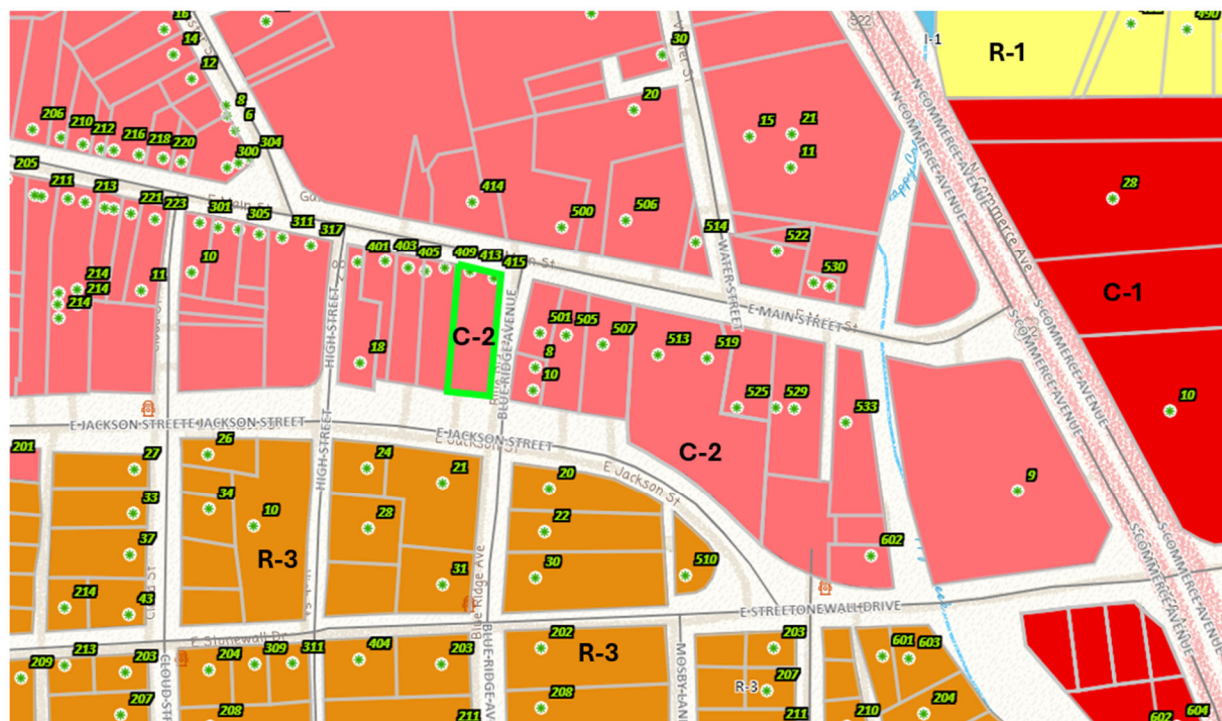
Floor Plan – 415 E Main Street



Vicinity Aerial Map (Warren County GIS) – 415 E Main Street



Aerial Zoning Map (Warren County GIS) – 415 E Main Street



STAFF RECOMMENDATION:

Town Code regulations requires Town Council approval for more than ten (10) occupants per dwelling unit. This application is requesting approval for three separate units, each unit will contain two (2) bedrooms for no more than four (4) occupants per unit.

Parking is exempt for this property due to its location on Main Street.

Staff recommends approval with no conditions.

ATTACHMENTS: Application and supporting documents.

2400294



Town of Front Royal
Department of Planning and Zoning
102 East Main Street
PO Box 1560
Front Royal, VA 22630

Main: 540-635-4236
Fax: 540-631-2727
www.frontroyalva.com
planning@frontroyalva.com



SPECIAL USE PERMIT REQUEST FOR SHORT TERM RENTAL

APPLICANT:

NAME: Mark Poe PHONE: 540-683-1736
ADDRESS 424 Poe Hill Road Front Royal VA 22630
E-MAIL mpoe08@gmail.com

PROPERTY OWNER:

NAME: SAME ZP LLC PHONE: _____
ADDRESS _____
E-MAIL _____

PROPERTY DESCRIPTION:

PROPERTY ADDRESS 415 E. Main St.
TAX MAP 20A886 SECTION _____ BLOCK _____ LOT _____
SUBDIVISION NAME _____
ZONING DISTRICT C-2 ACREAGE .2186
SPECIFIC SPECIAL USE PERMIT REQUEST Short Term Rental

☒ Whole house rental 3 units ☐ Partial rental, # of rooms rented _____
☐ Primary Residence ☐ Secondary Residence

ATTACHMENTS: The following must be submitted with the application. Additional information may be required depending on the nature of the request.

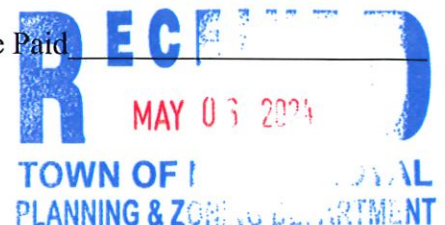
- ☐ Survey plat or sketch to scale of property showing all **existing** improvements, parking and refuse area and property boundaries.
- ☐ Provide a map of area attractions
- ☐ Provide proof that notification to operate was sent to the HOA, if applicable.
- ☐ Complete management plan.
- ☐ Written consent given to the Town to inspect for compliance.
- ☐ Emergency dwelling evacuation diagram (posted in each bedroom)

☒ Application fee of \$400.00 Receipt # 1298 Date Paid _____

IN CASE OF AN EMERGENCY

pd Check # 1092

Revised 12/21/2022



If there is an emergency, or there are questions in regard to the property, please contact (owner) _____
at (phone number) 540-683-1736 or (property manager) _____
at (phone number) _____.

If the emergency requires immediate assistance, please call the following or 911.

Front Royal Police Department: 540-635-2111 or 911, 900 Monroe Ave, Front Royal, VA 22630

Front Royal Volunteer Fire & Rescue: 540-635-2540 or 911, 221 N Commerce Ave, Front Royal, VA 22630

Warren Memorial Hospital: 540-636-0300 or 911, 351 Valley Health Way, Front Royal, VA 22630

Electrical Outage: 540-635-3027, 1101 Manassas Avenue, Front Royal, VA 22630. Outages may be reported online at <https://www.frontroyalva.com/FormCenter/Energy-Services-6/Report-Electric-Problem-46>.

Emergency/afterhours 540-635-2111

OCCUPANCY

The Special Use Permit limits the occupancy for this short-term rental at 4 People and 2 Bedrooms.

NOISE

It shall be a violation of Chapter 106 of the Front Royal Town Code for any person, without compelling reason, to make noise that by reason of its volume, pitch, duration, or repetition, considering the time of day, is likely to disturb the rest of any person of ordinary sensibilities or interfere with such person's lawful and peaceful enjoyment of property owned or rented by him.

PARKING

Minimum available parking is 6 vehicle(s) in the driveway.

TRASH AND RECYCLING

All trash and recycling shall be placed in containers provided by the owner.

- Trash receptacles are located (Clarify location of trash bags and receptacles)

At The Back of the Building Under The Stairs outdoor

- Trash is collected (State the day of the week trash is picked up by the Town and where the container is to be placed on trash day)

As of 5/7/24 - Monday's

CHECK-IN & CHECK-OUT

Provide details

Check out AT 10:00 AM
Check In At 4:00 P.M.

WIFI/PHONE/ETC

Provide details for special amenities if available

Full Kitchen, Washer + Dryer Wifi

SPECIFIC PROPERTY DETAILS

Provide details regarding acreage, landscape, property boundaries (no trespassing notice), unique characteristic, warnings, kitchen use, house amenities, HVAC, etc.

.2186 Acre Lot With Two Story Building. Three upstairs Apartments
With 14 Parking Spaces Back To Jackson St

AREA ATTRACTIONS

Provide a map of area attractions

- Attractions: i.e., Shenandoah National Park, Shenandoah River State Park, Skyline Caverns, Golf Courses, Canoe Companies
- Groceries & Convenience: i.e., Walmart, Target, Martins, CVS
- Restaurants
- Wineries & Breweries

SPECIFIC PROPERTY REGULATIONS

May be dictated by approved conditions or owner preference, examples below

- No shooting of firearms
- No outdoor fire burning
- No fireworks

NO Pets

As per 175-3

Revised 12/21/2022

Short-term rental- means the provision of a room or space that is suitable for, intended for occupancy for dwelling, sleeping, or lodging purposes, for a period of fewer than 30 consecutive days, in exchange for a charge for the occupancy. Any residential use that falls within the definition of short-term rental as defined in § 15.2-983, as amended, of Virginia State Code.

Short-term rental facility – A building or accessory structure, other than a hotel, motel, or bed-and-breakfast home, where lodging is provided for compensation on a short-term basis, and open to the public or transient guests. The maximum number of occupants shall not exceed ten (10) unless determined appropriate by Town Council.

Short-term rental:

§ 175.151 Short-term rentals.

Short-term rentals shall be permitted in all Zoning Districts by Special Use Permit and shall at a minimum meet the following requirements:

- A. The short-term rental owner of a dwelling unit to be used for a short-term rental shall apply for a Special Use Permit through the Department of Planning and Zoning and receive approval from Town Council prior to utilizing the dwelling unit as a short-term rental. Town Council may impose conditions necessary to mitigate adverse effects of the use on neighboring properties.
- B. The one-time application fee shall be \$400.00.
- C. Staff will conduct an inspection prior to the issuance of the Special Use Permit approval. Additional inspections will be conducted on a complaint basis to ensure compliance with the performance standards listed in this section, along with any additional conditions imposed by Town Council, if applicable.
- D. The maximum number of occupants in the dwelling unit shall be determined by the number of bedrooms; there shall be no more than two (2) adults per bedroom. However, the maximum number of occupants shall not exceed 10 people unless approved by Council.
- E. Parking for the use shall be located in driveways or other designated and approved parking areas.
- F. There shall be no visible evidence of the conduct of such short-term rentals on the outside appearance of the property.
- G. A fire extinguisher shall be provided and visible in all kitchen and cooking areas; smoke detectors shall be installed in all locations as identified in the 2015 or 2018 Uniform Statewide Building Code (2018 Version required usage beginning July 1, 2022); and a carbon monoxide detector must be installed on each floor in every dwelling.
- H. The owner of the dwelling used for short-term rentals shall give the Town written consent to inspect any dwelling used for short-term rental to ascertain compliance with all the above performance standards upon a twenty-four-hour notice.
- I. A property management plan demonstrating how the short-term rental will be managed and how the impact on neighboring properties will be minimized shall be submitted for review and approval as part of the permitting process to the Planning Department. The plan shall include local points of contact available to respond immediately to complaints, clean up garbage, manage unruly tenants and utility issues, etc. It shall also be posted in a visible location in the short-term rental. The contact numbers shall be provided to Town staff, public safety officials and, if applicable, the HOA of the subdivision. The plan must be provided as part of the rental contract.

- J. If the property is located within a subdivision governed by a homeowners' association, the Planning Department must receive proof that a notification to operate the short-term rental was sent to the HOA.
- K. The owners of the rental shall provide an emergency evacuation plan for the dwelling and the neighborhood.
- L. A copy of Chapter 106 of the Town of Front Royal Code relative to noise must be provided at the short-term dwelling.
- M. All outdoor burning shall be in compliance with Chapter 78 of the Town of Front Royal Code.
- N. Failure to comply with the approved conditions and/or supplemental regulations will subject the permit to revocation by the Zoning Administrator at any time.

Property Owner's Signature: 

CERTIFICATION:

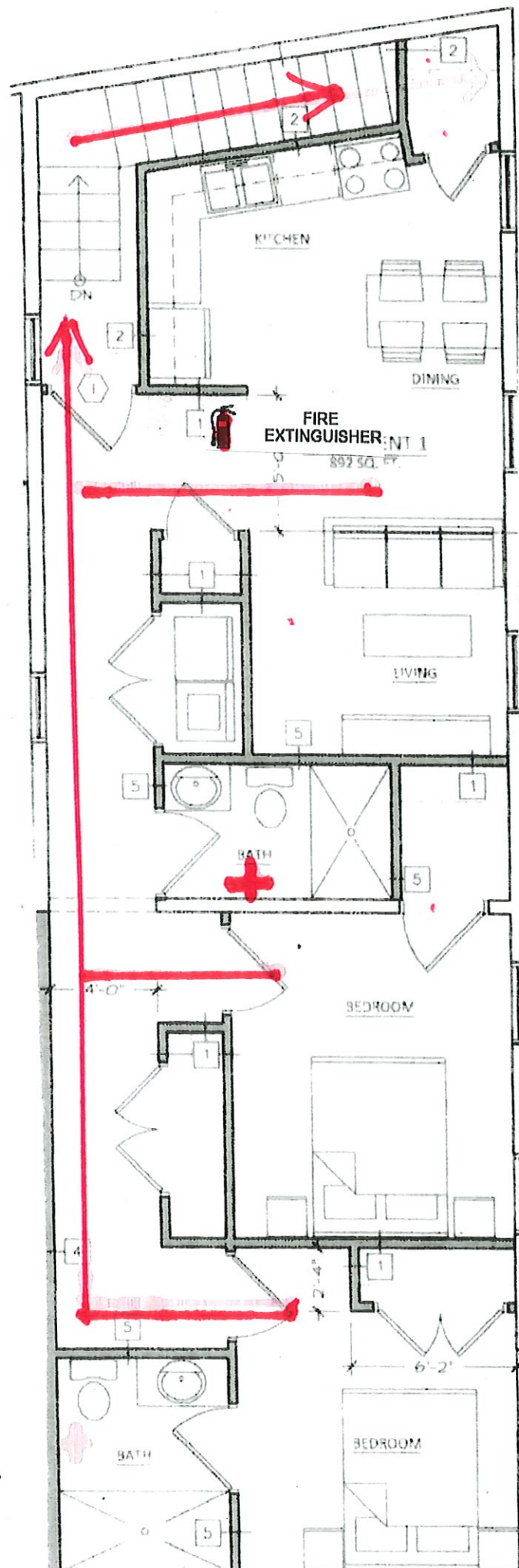
I certify that the information provided with this application is correct to the best of my knowledge and should the special use permit be granted, the project will comply with the conditions imposed upon it and will be implemented only as approved by Town Council.

Signature  Date 3/25/2024

By submitting this application, the applicant grants permission to Town officials and employees to enter upon the property, which is the subject of this application, during reasonable hours and for purposes related to the application process.

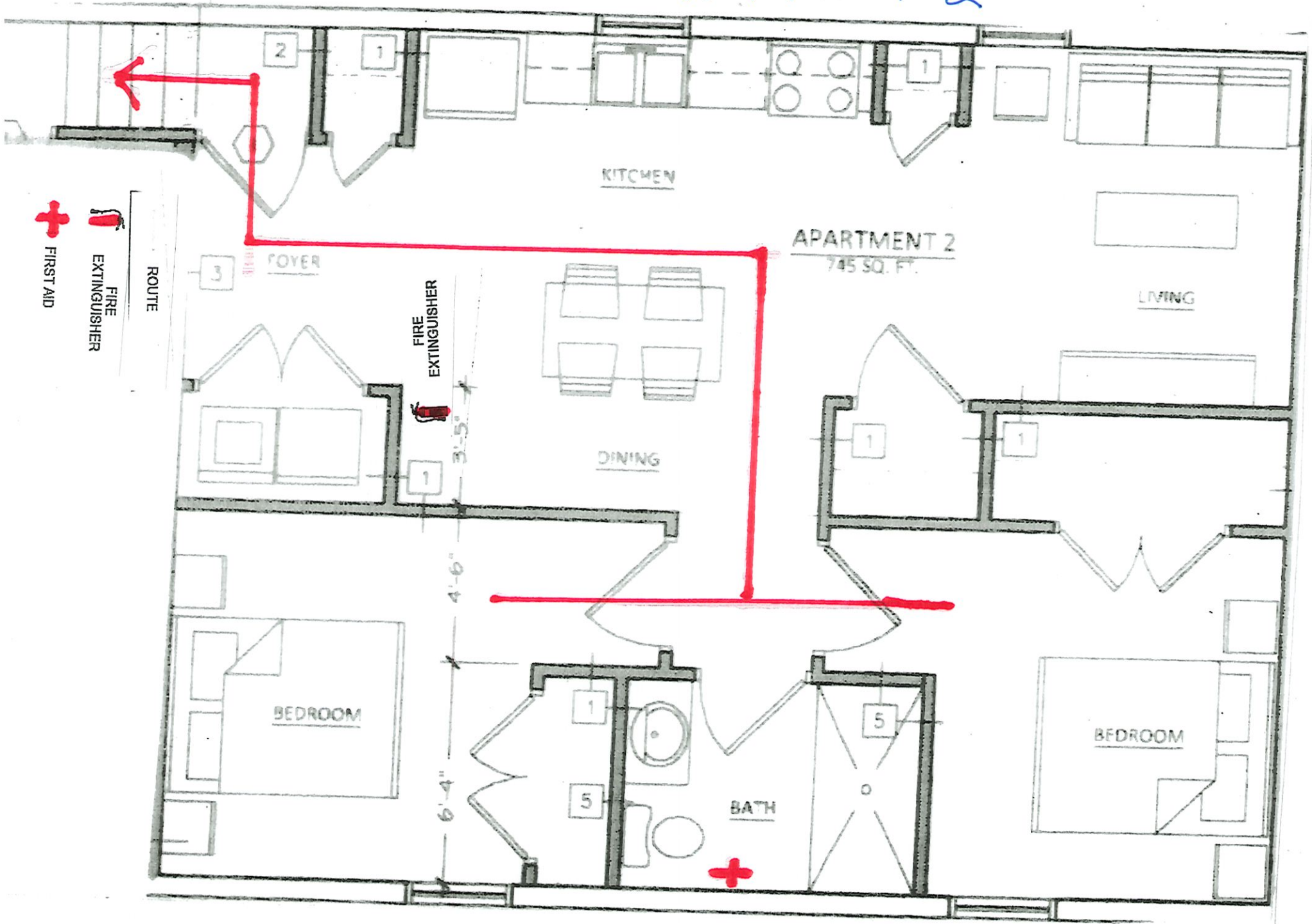
**FIRE
EXTINGUISHER**

APARTMENT 1

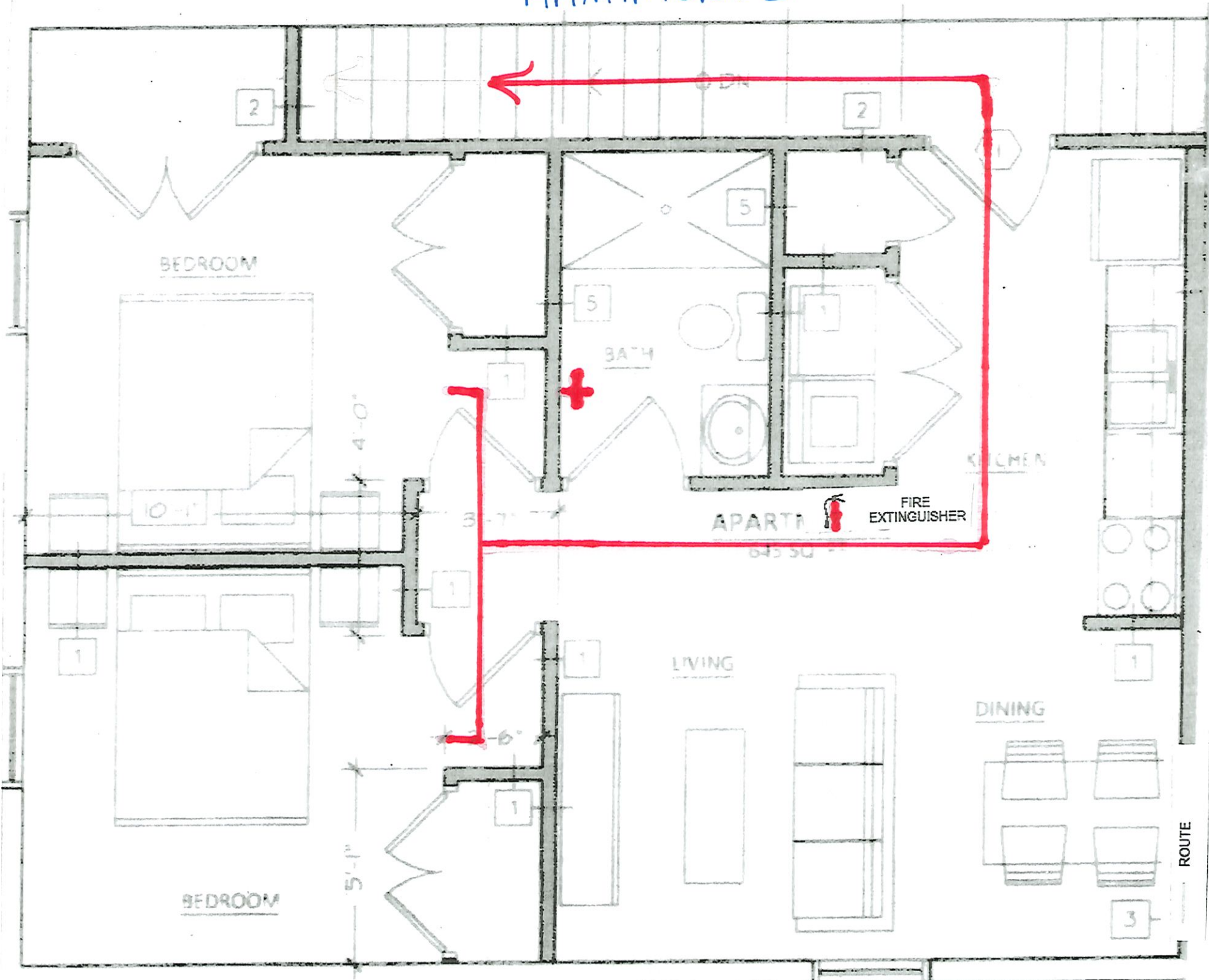


RE
GUISHNER: NT 1
892 SQ. FT.

APARTMENT 2



APARTMENT 3



FIRE
EXTINGUISHER

FIRST AID

Airbnb Management Plan

1. Property Maintenance and Upkeep:

- Regular inspections: Schedule routine inspections to ensure the property is well-maintained and in good condition.
- Repairs and maintenance: Promptly address any issues or repairs reported by guests or identified during inspections.
- Cleaning services: Hire reliable cleaning services to thoroughly clean the property before and after each guest's stay.
- Groundskeeping: Maintain outdoor areas, including landscaping, gardens, and amenities such as pools or patios.

2. Guest Experience Management:

- Communication: Provide clear and timely communication with guests, including check-in instructions, house rules, and local recommendations.
- Guest support: Offer assistance and support to guests throughout their stay, addressing any questions, concerns, or issues promptly.
- Amenities: Ensure that the property is well-equipped with amenities to enhance the guest experience, such as toiletries, kitchen essentials, and entertainment options.
- Personalized touches: Consider adding personalized touches such as welcome baskets or local guides to make guests feel welcomed and valued.

3. Marketing and Booking Management:

- Listing optimization: Optimize Airbnb listings with high-quality photos, detailed descriptions, and competitive pricing to attract potential guests.
- Promotions and discounts: Offer promotions or discounts during off-peak seasons to attract more bookings.
- Availability management: Maintain an updated calendar to manage availability and prevent double bookings.
- Guest reviews: Encourage guests to leave positive reviews and respond promptly to any feedback to enhance the property's reputation and attract more bookings.

4. Financial Management:

- Pricing strategy: Implement a dynamic pricing strategy to adjust rates based on demand, seasonality, and local events.
- Expense tracking: Keep track of expenses related to property maintenance, cleaning services, utilities, and marketing to ensure profitability.
- Revenue optimization: Explore additional revenue streams such as offering extra services or partnering with local businesses for guest discounts.
- Tax compliance: Stay informed about local tax regulations and ensure compliance with tax requirements for short-term rentals.

5. Legal and Regulatory Compliance:

- Licensing and permits: Obtain any necessary licenses or permits required for operating short-term rentals in the area.
- Zoning regulations: Ensure compliance with local zoning regulations and homeowners' association rules.
- Safety standards: Adhere to safety standards by providing smoke detectors, fire extinguishers, and other necessary safety equipment.
- Liability insurance: Obtain liability insurance to protect against potential damages or accidents on the property.

6. Community and Neighbor Relations:

- Respectful behavior: Encourage guests to be respectful of neighbors and local community members by following house rules and being mindful of noise levels.
- Communication with neighbors: Maintain open communication with neighbors and address any concerns or complaints promptly.
- Community engagement: Contribute positively to the local community by supporting local businesses and participating in community events or initiatives.

7. Sustainability and Environmental Responsibility:

- Energy efficiency: Implement measures to reduce energy consumption, such as using energy-efficient appliances and lighting.
- Waste management: Encourage recycling and proper waste disposal practices among guests and provide recycling bins or composting options if available.
- Eco-friendly amenities: Consider offering eco-friendly amenities such as reusable water bottles or toiletry dispensers to minimize waste.

By following this comprehensive management plan, you can ensure the successful operation of your Airbnb properties while providing an exceptional experience for guests and maintaining positive relationships with the local community.

Property Maintenance and Upkeep for Airbnb

Effective property maintenance and upkeep are essential for the success of your Airbnb business. Ensuring that your property is well-maintained not only enhances the guest experience but also protects your investment in the long term. Here's a detailed plan for managing property maintenance and upkeep:

1. Regular Inspections:

- Conduct regular inspections of the property to identify any issues or maintenance needs. Inspections should be scheduled before and after each guest's stay, as well as periodically during longer stays.
- Create a checklist for inspections to ensure thoroughness, covering areas such as plumbing, electrical systems, appliances, HVAC, safety equipment, and general cleanliness.

2. Preventive Maintenance:

- Implement a preventive maintenance schedule to address common issues before they escalate into larger problems. This may include tasks such as:
 - HVAC system servicing and filter replacements.
 - Plumbing inspections for leaks or clogs.
 - Checking and replacing worn-out or damaged appliances.
 - Roof and gutter maintenance to prevent water damage.
 - Sealing cracks or gaps to maintain energy efficiency.
- Keep detailed records of maintenance activities, including dates, tasks performed, and any repairs made.

3. Repairs and Maintenance:

- Promptly address any maintenance issues or repairs reported by guests during their stay. Make it easy for guests to communicate maintenance needs through a designated contact method, such as a phone number or messaging platform.
- Establish relationships with reliable contractors, repair technicians, and service providers to quickly resolve maintenance issues as they arise.

- Have a contingency plan in place for emergencies, such as plumbing leaks or electrical problems, to minimize disruptions to guests and prevent further damage to the property.

4. Cleaning Services:

- Hire professional cleaning services to thoroughly clean the property before and after each guest's stay. Ensure that cleaning personnel are trained to maintain high standards of cleanliness and sanitation.
- Provide cleaning checklists and guidelines to cleaning staff to ensure consistency and thoroughness in their work.
- Conduct periodic inspections after cleaning to verify that the property meets cleanliness standards and address any areas that may require additional attention.

5. Groundskeeping:

- Maintain outdoor areas such as landscaping, gardens, and patios to enhance the overall appeal of the property.
- Schedule regular lawn care, trimming bushes, and removing weeds to keep the exterior of the property well-maintained.
- Inspect outdoor amenities such as swimming pools, hot tubs, or barbecue grills to ensure they are clean, safe, and in working condition.

6. Guest Feedback and Follow-Up:

- Encourage guests to provide feedback on the cleanliness and maintenance of the property during their stay.
- Follow up with guests after their stay to address any concerns or issues they may have encountered regarding property maintenance.
- Use guest feedback to identify areas for improvement and make necessary adjustments to your maintenance plan.

By implementing this comprehensive maintenance plan, you can ensure that your Airbnb property remains in excellent condition, providing a positive experience for guests and maximizing your returns on investment.

Guest Experience Management of an Airbnb

Guest Experience Management for Airbnb

Creating an exceptional guest experience is paramount to the success of your Airbnb business. By prioritizing guest satisfaction and providing personalized service, you can ensure positive reviews, repeat bookings, and referrals. Here's a comprehensive plan for managing the guest experience at your Airbnb property:

1. Clear Communication:

- Provide clear and detailed communication with guests from the initial inquiry to post-stay follow-up. Ensure that all communication channels, such as messaging platforms or email, are easily accessible and responsive.
- Clearly communicate check-in instructions, house rules, amenities, and local recommendations to guests before their arrival to set expectations and enhance their overall experience.

2. Responsive Guest Support:

- Offer prompt and attentive support to guests throughout their stay. Provide a designated contact person or phone number that guests can reach out to for assistance with any questions, concerns, or issues.
- Address guest inquiries or requests promptly, whether they relate to property amenities, local attractions, or maintenance issues. Make guests feel valued and well-cared for during their stay.

3. Personalized Touches:

- Add personalized touches to enhance the guest experience and make their stay memorable. Consider:
 - Welcome amenities such as a handwritten note, local snacks, or a bottle of wine.
 - Providing recommendations for local attractions, restaurants, and activities based on guests' preferences and interests.
 - Offering additional services such as grocery delivery, transportation assistance, or in-home chef services to cater to guests' needs and preferences.

4. Well-Equipped Amenities:

- Ensure that your property is well-equipped with amenities to meet guests' needs and enhance their comfort during their stay. This may include:
 - High-quality linens, towels, and toiletries.
 - Fully stocked kitchen with cooking essentials, utensils, and appliances.
 - Entertainment options such as smart TVs, board games, or streaming services.
 - Basic household items like cleaning supplies, laundry detergent, and ironing facilities.

5. Seamless Check-In and Check-Out Process:

- Streamline the check-in and check-out process to minimize hassle and inconvenience for guests. Provide self-check-in options with clear instructions and keyless entry systems whenever possible.
- Offer flexible check-in and check-out times when feasible, accommodating guests' travel schedules and preferences to the extent possible.

6. Proactive Guest Engagement:

- Proactively engage with guests throughout their stay to ensure their needs are met and to gather feedback on their experience. This may include:
 - Sending personalized messages or emails to check in on guests and offer assistance or recommendations.
 - Soliciting feedback through surveys or follow-up communication after guests' departure to identify areas for improvement and address any concerns.
 - Encouraging guests to leave reviews and ratings to share their positive experiences with other potential guests.

7. Continuous Improvement:

- Regularly review guest feedback and performance metrics to identify trends and areas for improvement in the guest experience.
- Use guest feedback to make data-driven decisions and implement changes to enhance the guest experience over time.
- Stay informed about industry best practices and emerging trends in hospitality to remain competitive and innovative in your guest experience offerings.

By implementing this comprehensive guest experience management plan, you can create memorable and enjoyable stays for your guests, fostering loyalty and positive word-of-mouth recommendations for your Airbnb property.

Marketing and Booking Management of an Airbnb

Marketing and Booking Management for Airbnb

An effective marketing and booking management strategy is essential for maximizing occupancy rates and revenue for your Airbnb property. By implementing targeted marketing tactics and optimizing your booking process, you can attract more guests and secure bookings year-round. Here's a detailed plan for marketing and booking management:

1. Listing Optimization:

- Create a compelling Airbnb listing that highlights the unique features and amenities of your property. Use high-quality photos, detailed descriptions, and engaging headlines to attract potential guests.
- Utilize keywords and search engine optimization (SEO) techniques to improve the visibility of your listing in Airbnb search results.
- Regularly update your listing with accurate availability, pricing, and any special promotions or discounts to keep it competitive and relevant.

2. Promotions and Discounts:

- Offer promotions or discounts during off-peak seasons or for longer stays to incentivize bookings and attract budget-conscious travelers.
- Utilize Airbnb's promotional tools such as special offers, last-minute discounts, or early bird discounts to drive bookings during slower periods.
- Collaborate with local businesses or attractions to offer exclusive discounts or packages for guests staying at your property.

3. Dynamic Pricing Strategy:

- Implement a dynamic pricing strategy to adjust your rates based on demand, seasonality, local events, and competitor pricing. Use data analytics and pricing optimization tools to set optimal rates for maximum profitability.
- Monitor market trends and adjust pricing strategies accordingly to capitalize on opportunities and maximize revenue potential.
- Offer flexible pricing options such as weekly or monthly discounts to attract longer-term bookings and increase occupancy rates.

4. Availability Management:

- Maintain an up-to-date calendar with accurate availability to prevent double bookings and ensure a smooth booking process.
- Utilize Airbnb's calendar synchronization features to sync your Airbnb calendar with other booking platforms to avoid conflicts and optimize your property's occupancy.
- Set minimum stay requirements and advance booking notice to manage availability and optimize booking patterns.

5. Guest Reviews and Ratings:

- Encourage guests to leave positive reviews and ratings after their stay by providing exceptional service and memorable experiences.
- Respond promptly and professionally to guest reviews, whether positive or negative, to demonstrate your commitment to guest satisfaction and address any concerns raised by previous guests.
- Showcase positive guest reviews and ratings on your Airbnb listing to build trust and credibility with potential guests.

6. Targeted Marketing and Advertising:

- Identify your target audience and tailor your marketing efforts to reach them effectively. Utilize targeted advertising on social media platforms, search engines, and travel websites to reach potential guests who match your ideal guest profile.
- Collaborate with influencers, travel bloggers, or local tourism boards to promote your property to their followers and attract a wider audience.
- Utilize email marketing campaigns to engage with past guests and encourage repeat bookings, as well as to share updates, promotions, and special offers.

7. Customer Relationship Management (CRM):

- Implement a CRM system to manage guest inquiries, bookings, and communication effectively. Use CRM data to personalize guest interactions, track guest preferences, and nurture relationships for repeat bookings.
- Leverage guest data and analytics to identify trends, preferences, and booking patterns, enabling you to optimize your marketing and booking strategies for better results.

By implementing this comprehensive marketing and booking management plan, you can attract more guests, increase bookings, and maximize revenue for your Airbnb property. Stay agile and

proactive in adapting your strategies to changing market conditions and guest preferences to maintain a competitive edge in the short-term rental market.

Financial Management of an Airbnb

Financial Management for Airbnb

Effective financial management is crucial for running a successful Airbnb business and maximizing profitability. By implementing sound financial practices and strategies, you can optimize revenue, minimize expenses, and ensure the long-term financial health of your Airbnb property. Here's a comprehensive plan for financial management:

1. Pricing Strategy:

- Implement a dynamic pricing strategy to adjust rates based on factors such as demand, seasonality, local events, and competitor pricing. Utilize pricing optimization tools and data analytics to set optimal rates for maximum revenue.
- Offer different pricing tiers or packages to cater to various guest preferences and budget ranges.
- Regularly monitor market trends and adjust pricing strategies accordingly to stay competitive and capitalize on revenue opportunities.

2. Expense Tracking and Budgeting:

- Maintain detailed records of all expenses related to your Airbnb property, including property maintenance, cleaning services, utilities, insurance, marketing, and booking platform fees.
- Create a comprehensive budget that outlines anticipated expenses and revenue projections for each month or quarter. Review and update the budget regularly to reflect changes in market conditions or operational needs.
- Identify areas where expenses can be optimized or reduced without compromising guest experience or property quality.

3. Revenue Optimization:

- Explore additional revenue streams to supplement income from guest bookings. This may include offering extra services or amenities such as airport transfers, guided tours, or in-house dining options for an additional fee.
- Partner with local businesses or service providers to offer exclusive discounts or packages for guests staying at your property.

- Utilize upselling techniques to encourage guests to purchase add-on services or upgrades during their stay, such as late check-out or premium amenities.

4. Tax Compliance:

- Stay informed about local tax regulations and ensure compliance with tax requirements for short-term rentals in your area. This may include occupancy taxes, sales taxes, or tourist taxes that may be applicable to your Airbnb property.
- Keep accurate records of rental income and expenses to facilitate tax preparation and reporting. Consider consulting with a tax professional or accountant to ensure compliance with tax laws and maximize tax deductions.

5. Financial Reporting and Analysis:

- Generate regular financial reports to track key performance metrics such as occupancy rates, average daily rates (ADR), revenue per available room (RevPAR), and net operating income (NOI).
- Analyze financial data to identify trends, patterns, and areas for improvement in revenue generation and expense management.
- Use financial insights to make informed decisions and adjustments to your pricing, marketing, and operational strategies to optimize financial performance.

6. Cash Flow Management:

- Maintain sufficient cash reserves to cover operating expenses, maintenance costs, and unforeseen emergencies.
- Implement cash flow forecasting to project future income and expenses and ensure adequate liquidity to meet financial obligations.
- Consider establishing a reserve fund or contingency plan to cover unexpected expenses or periods of low occupancy.

7. Risk Management and Insurance:

- Mitigate risk by obtaining appropriate insurance coverage for your Airbnb property, including property insurance, liability insurance, and coverage for short-term rentals.
- Review insurance policies regularly to ensure adequate coverage and protection against potential risks such as property damage, liability claims, or loss of rental income due to unforeseen circumstances.

By implementing this comprehensive financial management plan, you can optimize revenue, control expenses, and ensure the financial sustainability and success of your Airbnb property.

Stay proactive and vigilant in monitoring financial performance and adjusting strategies as needed to adapt to changing market conditions and business needs.

Legal and Regulatory Compliance of an Airbnb

Legal and Regulatory Compliance for Airbnb

Compliance with relevant laws, regulations, and local ordinances is essential for operating an Airbnb property lawfully and responsibly. Failure to adhere to legal requirements can result in fines, penalties, or even legal action. Here's a comprehensive plan for ensuring legal and regulatory compliance:

1. Licensing and Permits:

- Research and obtain any necessary licenses or permits required for operating short-term rentals in your area. This may include business licenses, rental permits, zoning permits, or tourist accommodation licenses.
- Familiarize yourself with the specific regulations and requirements governing short-term rentals in your jurisdiction, as they may vary by location.

2. Zoning Regulations:

- Understand local zoning ordinances and regulations governing short-term rentals in your area. Ensure that your property is zoned appropriately for short-term rental activity.
- Comply with any restrictions or limitations on the number of guests allowed, minimum stay requirements, parking regulations, or noise ordinances.

3. Safety Standards:

- Adhere to safety standards and regulations to ensure the safety and well-being of guests staying at your Airbnb property.
- Install and maintain essential safety equipment such as smoke detectors, carbon monoxide detectors, fire extinguishers, and emergency exit signage.
- Conduct regular safety inspections to identify and address potential hazards or safety risks on the property.

4. Tax Compliance:

- Understand and comply with tax obligations related to short-term rentals in your area. This may include occupancy taxes, sales taxes, tourist taxes, or transient occupancy taxes.
- Keep accurate records of rental income and expenses for tax reporting purposes. Consider consulting with a tax professional or accountant to ensure compliance with tax laws and maximize deductions.

5. Rental Agreements and Contracts:

- Draft comprehensive rental agreements or rental contracts outlining terms and conditions of the rental arrangement, including payment terms, cancellation policies, house rules, and liability disclaimers.
- Ensure that rental agreements comply with relevant laws and regulations governing rental agreements in your jurisdiction.

6. Data Protection and Privacy:

- Protect guest privacy and comply with data protection laws and regulations, such as the General Data Protection Regulation (GDPR) in Europe or the California Consumer Privacy Act (CCPA) in the United States.
- Implement measures to safeguard guest information and personal data collected during the booking process, such as encryption, secure storage, and data access controls.

7. Accessibility Compliance:

- Ensure compliance with accessibility laws and regulations to accommodate guests with disabilities or special needs.
- Make reasonable accommodations to ensure that your property is accessible to all guests, including providing accessible parking, entrances, and facilities as required by law.

8. Insurance Coverage:

- Obtain appropriate insurance coverage for your Airbnb property, including property insurance, liability insurance, and coverage for short-term rentals.
- Review insurance policies carefully to ensure that they provide adequate coverage for short-term rental activities and comply with any insurance requirements imposed by Airbnb or local regulations.

9. Stay Informed and Updated:

- Stay informed about changes in laws, regulations, and local ordinances that may impact the operation of your Airbnb property.
- Monitor updates and notifications from Airbnb regarding changes in their terms of service, policies, or regulations affecting hosts.

By implementing this comprehensive plan for legal and regulatory compliance, you can ensure that your Airbnb property operates lawfully, responsibly, and ethically, minimizing the risk of legal issues and protecting the interests of both hosts and guests.

Community and Neighbor Relations of an Airbnb

Community and Neighbor Relations for Airbnb

Building positive relationships with the local community and neighbors is crucial for the long-term success and sustainability of your Airbnb property. By being a responsible host and contributing positively to the neighborhood, you can foster goodwill, minimize disruptions, and enhance the overall reputation of your property. Here's a comprehensive plan for community and neighbor relations:

1. Establish Open Communication:

- Introduce yourself to neighbors and local community members to inform them about your Airbnb property and establish open lines of communication.
- Provide neighbors with contact information and encourage them to reach out if they have any concerns or issues related to your property.
- Be proactive in addressing any concerns or complaints raised by neighbors promptly and respectfully.

2. Set Clear Expectations:

- Communicate clear expectations with guests regarding house rules, noise levels, parking regulations, and respectful behavior towards neighbors.
- Include information about neighborhood amenities, local attractions, and cultural norms in your guest welcome materials to encourage guests to be considerate of the community.

3. Minimize Disruptions:

- Implement measures to minimize disruptions to neighbors, such as enforcing quiet hours, limiting the number of guests allowed, and discouraging loud parties or events.
- Provide guests with guidelines on parking arrangements, garbage disposal, and respecting property boundaries to avoid inconveniencing neighbors.

4. Address Concerns Promptly:

- Respond promptly and courteously to any concerns or complaints raised by neighbors regarding noise, parking, or other issues related to your Airbnb property.
- Take proactive steps to address and resolve concerns, such as contacting noisy guests, adjusting house rules, or implementing additional measures to mitigate disruptions.

5. Be a Good Neighbor:

- Be a considerate and respectful neighbor by adhering to local ordinances, zoning regulations, and neighborhood standards.
- Support local businesses, participate in community events, and contribute positively to the neighborhood to demonstrate your commitment to being a responsible member of the community.

6. Foster Positive Relationships:

- Build positive relationships with neighbors by being friendly, approachable, and responsive to their needs and concerns.
- Consider hosting neighborhood events or gatherings to foster goodwill and strengthen community ties.

7. Address Negative Incidents Proactively:

- Take proactive steps to address any negative incidents or conflicts that may arise with neighbors, such as noise complaints or property damage.
- Apologize sincerely, offer appropriate compensation or restitution if necessary, and take corrective action to prevent similar incidents from occurring in the future.

8. Seek Feedback and Collaboration:

- Seek feedback from neighbors on ways to improve community relations and address any ongoing concerns or issues.
- Collaborate with neighbors, local community groups, or neighborhood associations to identify opportunities for partnership and collaboration in improving neighborhood quality of life.

By implementing this comprehensive plan for community and neighbor relations, you can cultivate a positive and harmonious relationship with the local community, minimize conflicts, and enhance the overall experience for both guests and neighbors at your Airbnb property.

Sustainability and Environmental Responsibility of an Airbnb

Sustainability and Environmental Responsibility for Airbnb

Promoting sustainability and environmental responsibility at your Airbnb property not only helps reduce your environmental footprint but also enhances the guest experience and demonstrates your commitment to corporate social responsibility. Here's a comprehensive plan for integrating sustainability practices into your Airbnb business:

1. Energy Efficiency:

- Implement energy-efficient measures to reduce energy consumption and lower utility costs. This may include:
 - Installing energy-efficient appliances, lighting fixtures, and HVAC systems.
 - Using programmable thermostats to optimize heating and cooling settings based on occupancy.
 - Encouraging guests to conserve energy by turning off lights, electronics, and appliances when not in use.

2. Water Conservation:

- Promote water conservation by installing low-flow fixtures, such as faucets, showerheads, and toilets, to minimize water usage.
- Encourage guests to use water responsibly by providing information on water-saving practices, such as taking shorter showers and reusing towels.
- Regularly check for leaks and repair any plumbing issues promptly to prevent water waste.

3. Waste Reduction and Recycling:

- Implement waste reduction measures by providing recycling bins and composting facilities for guests to separate recyclable materials and organic waste.
- Minimize single-use plastics and disposable items by offering reusable alternatives such as glassware, utensils, and toiletry dispensers.
- Educate guests on proper waste disposal practices and the importance of recycling to reduce landfill waste.

4. Eco-Friendly Amenities:

- Offer eco-friendly amenities and products to guests, such as biodegradable toiletries, refillable soap dispensers, and organic bedding and linens.
- Source locally produced and sustainable goods to support local businesses and reduce carbon emissions associated with transportation.
- Provide guests with information on nearby eco-friendly attractions, activities, and transportation options to encourage sustainable tourism practices.

5. Green Cleaning Practices:

- Use environmentally friendly cleaning products that are non-toxic and biodegradable to minimize the impact on indoor air quality and the environment.
- Adopt green cleaning practices, such as using microfiber cloths and steam cleaning, to reduce water and chemical usage while maintaining cleanliness and hygiene standards.
- Educate cleaning staff on sustainable cleaning techniques and provide training on proper product usage and disposal.

6. Sustainable Landscaping and Outdoor Spaces:

- Maintain outdoor spaces with sustainable landscaping practices, such as native plantings, drought-resistant vegetation, and rainwater harvesting systems.
- Minimize the use of chemical pesticides and fertilizers that can harm local ecosystems and wildlife.
- Create outdoor recreational areas that promote sustainability, such as bicycle racks, walking trails, and community gardens.

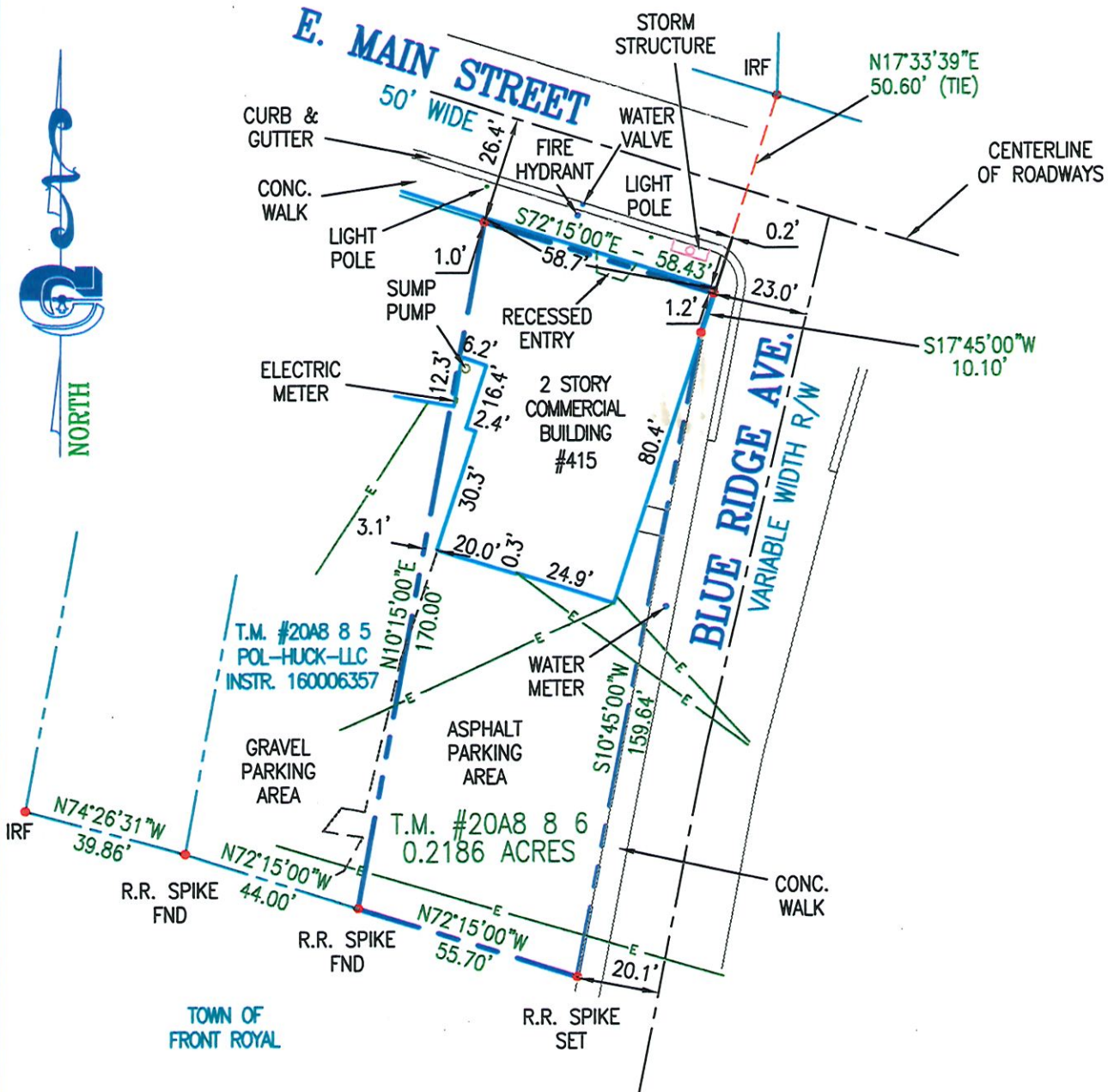
7. Environmental Education and Awareness:

- Educate guests about your property's sustainability initiatives and encourage them to participate in conservation efforts during their stay.
- Provide educational materials and resources on local environmental issues, conservation projects, and eco-friendly lifestyle tips.
- Engage guests in eco-friendly activities and experiences, such as nature walks, wildlife spotting, or volunteering opportunities with environmental organizations.

By implementing this comprehensive plan for sustainability and environmental responsibility, you can minimize the environmental impact of your Airbnb property, enhance the guest experience, and contribute to a more sustainable and responsible tourism industry.

NOTES

1. THE SUBJECT PARCEL IS NOW IN THE NAME OF CRAIG A. ZUNKA AS RECORDED IN D.B. 335 PG. 240.
2. THE SUBJECT PROPERTY IS IDENTIFIED AS T.M. #20A8 8 6, ADDRESSED AS #415 E. MAIN STREET.
3. THE ENTIRE PROPERTY SHOWN HEREON IS LOCATED IN A H.U.D. DEFINED 100 YEAR FLOOD ZONE PER F.I.R.M. COMMUNITY PANEL #51187C0112C, DATED 6-3-08.
4. NO TITLE REPORT FURNISHED. EASEMENTS AND/OR ENCUMBRANCES NOT SHOWN HEREON MAY EXIST.
5. SOURCE OF MERIDIAN, EASEMENTS, B.R.L.'S, IF SHOWN HEREON, WERE TAKEN FROM PLAT(S) RECORDED IN D.B. 116 PG. 428.



SURVEYOR'S CERTIFICATE

THIS IS TO CERTIFY THAT ON NOVEMBER 4, 2021 I MADE A FIELD SURVEY (WITH AN ACCURACY OF 1:10,000) OF THE PROPERTY SHOWN HEREON AND THAT ALL IMPROVEMENTS AND VISIBLE EASEMENTS KNOWN TO ME ARE SHOWN HEREON; THAT THERE ARE NO ENCROACHMENTS BY IMPROVEMENTS EITHER FROM ADJOINING PREMISES OR FROM SUBJECT PREMISES OTHER THAN AS SHOWN HEREON AND THAT THE HOUSE IS NOT LOCATED WITHIN A H.U.D. DEFINED FLOOD HAZARD AREA.

GIVEN UNDER MY HAND THIS 5TH DAY OF NOVEMBER, 2021.

BOUNDARY SURVEY BOUNDARY SURVEY OF THE PROPERTY OF CRAIG A. ZUNKA

DOWNTOWN BUSINESS MAGISTERIAL DISTRICT
WARREN COUNTY/TOWN OF FRONT ROYAL, VA
SCALE 1"=40'



1286 RIDGEWAY ROAD
FRONT ROYAL, VA 22630
540-622-6100

SHEET 1 OF 1

= Civil War Driving Tour

Pick up a free copy of the driving tour at the Front Royal Visitors Center.

MAP KEY

- Gas Stations
- Antique Shops
- Camping
- ATMs
- Power Stations
- Boat Landing



Front Royal Mural Tour

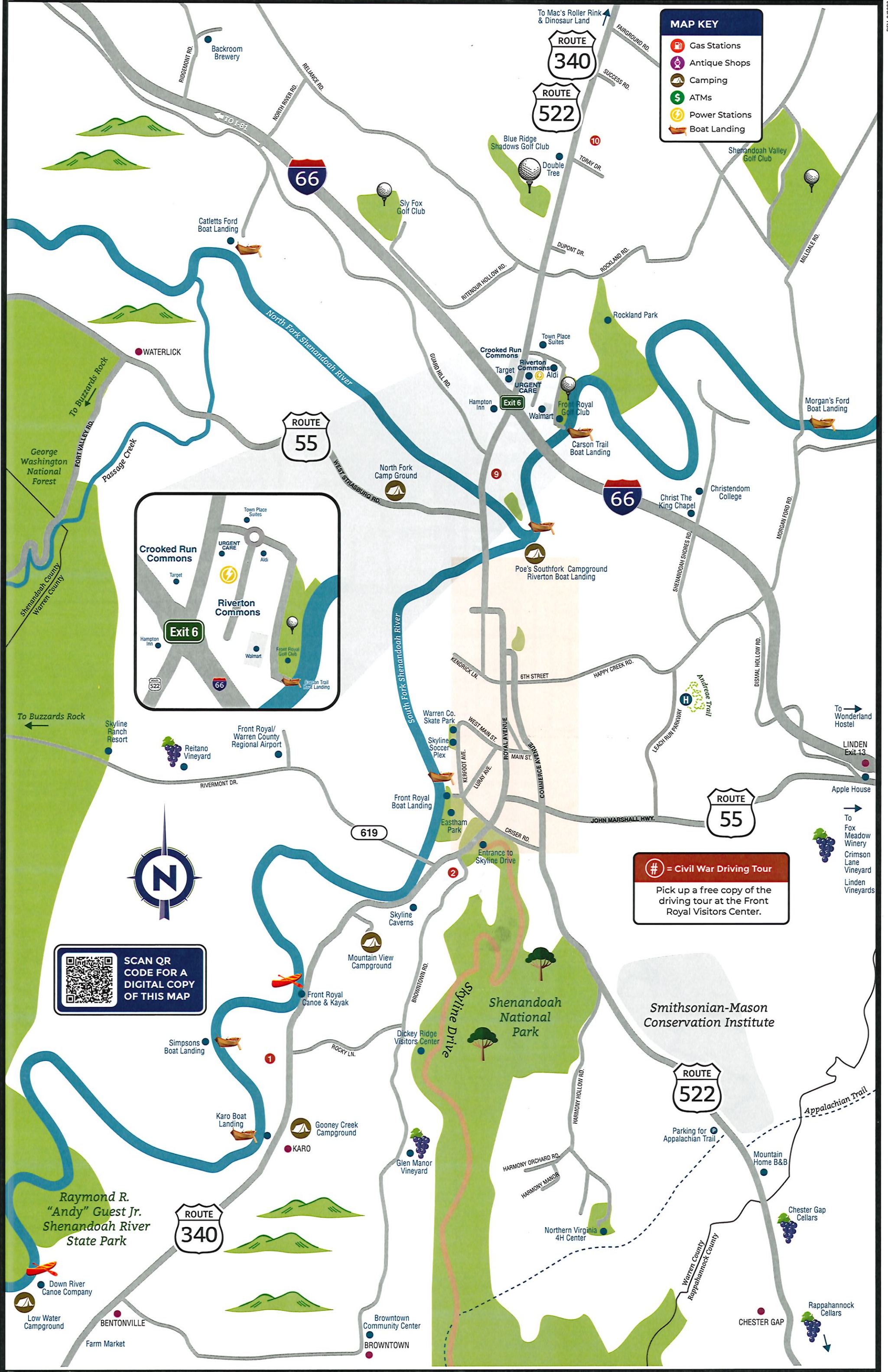
- River and Mountain**
Kidd Lane
- Vibrissa**
Kidd Lane
- Mountain Trails**
120 E Main St
- Front Royal Text**
131 E Main St
- Life in the Blue Ridge**
200 E Main St
- Clouds on Cloud**
Cloud St
- Wings Project**
High St
- C&C Frozen Treats**
409 E Main St
- Woodpeckers of the Valley**
501 E Main St



Inset Map: Downtown Front Royal

This inset map provides a detailed view of the downtown area, showing streets from E. Main Street to Stonewall Drive and from Church Street to Water Street. It highlights numerous businesses, museums, and landmarks, including the Warren Heritage Society, Belle Boyd Cottage, Warren Rifles, Balthis House, Beer Museum, On Cue Honey & Hops, Down Home Comfort Bakery, Mountain Trails, Town Hall, Court House, Royal Cinemas, Try Thai, Daily Grind, Royal Spice, Cloud St, Main St, Geek, Element, High St, Back 40, C&C Frozen Treats, L. Dee's Pancake House, DMV, and Stokes General Store. It also shows the location of the Visitors Center and the DMV.

SCAN QR CODE FOR A DIGITAL COPY OF THIS MAP



MAP KEY

- Gas Stations
- Antique Shops
- Camping
- ATMs
- Power Stations
- Boat Landing

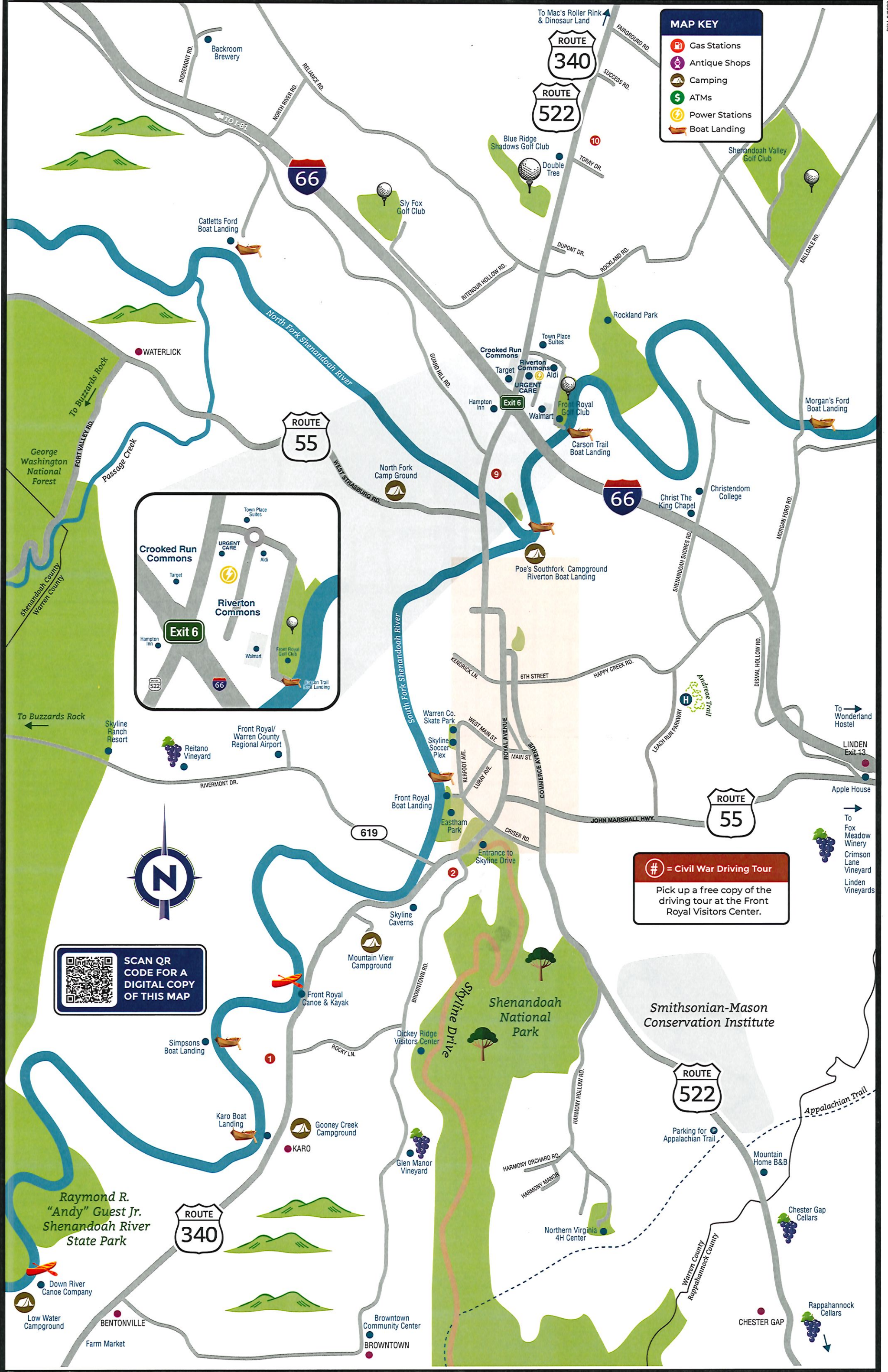
Inset Map: Crooked Run Commons and Riverton Commons

Shows Exit 6 on Route 66, with nearby locations including Target, Urgent Care, Aldi, Walmart, and Front Royal Golf Club.

= Civil War Driving Tour

Pick up a free copy of the driving tour at the Front Royal Visitors Center.

SCAN QR CODE FOR A DIGITAL COPY OF THIS MAP





COUNCIL REGULAR WORK SESSION AGENDA STATEMENT

Meeting Date: July 1, 2024

Item# 03C

Agenda Item: Liaison Committee Meeting Items for July 18th Agenda

Summary: Council is requested to suggest items for the Front Royal-Warren County Liaison Committee Meeting Agenda for July 18, 2024. Pursuant to Policy, items are due to the Clerk by 1:00pm on July 10th. The Town will be hosting the meeting in the Town Hall Upstairs Conference Room at 6:00pm. Council is also requested to delegate a councilmember to attend the meeting with the Mayor.

Budget/Funding: None

Staff Recommendation: Council to determine items for the Liaison Committee Agenda and delegate a council member to attend the meeting.



AGENDA

TOWN/COUNTY LIAISON COMMITTEE MEETING

Warren County Government Center

Board Room

Thursday, April 18, 2024 at 6:00 PM



- Call to Order – Cheryl L. Cullers, Chair of the Warren County BOS
 - 1) Processing Housing Violations & Tenant and Landlord enforcement policy (deferred to July)
 - 2) McKay's Springs – County
 - 3) Transportation & Infrastructure Committee – County
 - 4) Update on School Zone Cameras – County
 - 5) Water Supply Plan – Town
 - 6) Boundary Line Adjustment for Town Corporate Limits on East/West Criser Road - Town
- Next Meeting – Thursday, July 18, 2024, at 6:00 PM (Council Chambers)
- Adjournment