



City of Highland  
Building and Zoning

July 27, 2021

To: Combined Planning & Zoning Board

From: Breann Vazquez, Director of Community Development

RE: Special Use Permit for Short-term Rental at 1320 Zschokke

A special use permit for a short-term rental at 1320 Zschokke was tabled at the July 7, 2021 Combined Planning & Zoning Board meeting. This item will be brought back on to the table at the August 4, 2021 meeting. Updated supplemental information from the applicant is attached for your review.

For clarification purposes, it should be noted that the application refers to a property management agreement for the short-term rental. The property management agreement specifies Marge Donnelly as the owner of the property and Kingdom Stays as the property manager.



# City of Highland

## DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT BUILDING AND ZONING DIVISION

### SPECIAL USE PERMIT APPLICATION

Certain uses, because of their special operational or physical characteristics, may or may not have a detrimental impact on nearby permitted uses, depending upon their precise location, manner of operation, and other factors. Such special uses require careful case-by-case review, and may be allowed only pursuant to the following requirements and procedures.

1. Pre-Application Conference: A pre-application conference shall be required prior to submission of any application for Special Use Permit pursuant to Section 90.057.
2. Application & Fee: A proposal for a zoning district amendment shall be filed with the Administrative Official on forms provided herein along with a \$200.00 review and processing fee as required pursuant to Section 90.067 of the City's Zoning Code. Additionally, any proposal to construct a non-residential structure greater than 2,500 square feet shall comply with the Site Plan Review Procedures contained in Article 13 herein. An application shall not be scheduled for public hearing until the application form has been fully completed, the filing fee paid, and all required information submitted.
3. Public Notice - City: The Office of the Administrative Official shall be responsible for having an official notice of the public hearing published in a newspaper of general circulation at least fifteen (15) days prior to the hearing. The notice shall fix the time and place of the hearing and shall describe generally the change requested.
4. Notice to Neighbors - City: It shall be the City's responsibility to submit a notice of intent to surrounding property owners by regular mail **no less than 15 days prior to the scheduled meeting date**. The notice shall contain the time and place of the public hearing and a statement regarding the purpose of the hearing, including, but not limited to, the location of the subject property(s) being considered for rezoning, the existing and proposed zoning classifications and proposed uses for the site. (Notice must entail a minimum of 250 feet from the applicant's property lines).
5. Public Hearing: The Combined Planning and Zoning Board shall hold a public hearing at which time citizens and parties of interest shall have an opportunity to be heard. At the hearing any interested party may appear and testify, either in person or by duly authorized agent or attorney. The public hearings are held in City Hall located at 1115 Broadway, Highland, IL in the Council Chambers.
6. Combined Planning and Zoning Board Recommendation: The Administrator shall prepare an advisory report on every request for a special use permit and present said report to the Combined Planning and Zoning Board at the next regular Combined Planning and Zoning Board meeting. The Combined Planning and Zoning Board shall hold a public hearing at which time citizens and parties of interest shall have an opportunity to be heard. In order to recommend approval or disapproval of a proposed special use permit, the Combined Planning and Zoning Board shall consider the following matters:
  - a. Whether the proposed amendment or special use is consistent with the City's comprehensive plan;
  - b. The effect the proposed amendment or special use would have on public utilities and on traffic circulation;

- c. Whether the proposed design, location and manner of operation of the proposed special use will adequately protect the public health, safety and welfare, and the physical environment;
  - d. The effect the proposed special use would have on the value of neighboring property and on this City's overall tax base;
  - e. The effect the proposed special use would have on public utilities; and
  - f. Whether there are any facilities near the proposed special use, such as schools or hospitals that require special protection.
7. Decision by Council: The City Council shall act on every request for a special use permit at their next regularly scheduled meeting following submission of the Combined Planning and Zoning Board's advisory report. Without further public hearing, the Council may grant a special use permit by an ordinance passed by simple majority vote of all members. In a separate statement accompanying any such ordinance, the Council shall state their findings of fact, and indicate their reasons for approving, with or without conditions, or denying the request for a special use permit.

**EXHIBIT "A"**  
**Special Use Permit Application**

Return Form To:

Administrative Official  
City of Highland  
2610 Plaza Drive  
Highland, IL 62249  
(618) 654-7115  
(618) 654-1901 (fax)

For Office Use Only

Date Submitted: \_\_\_\_\_  
Filing Fee: \_\_\_\_\_  
Date Paid: \_\_\_\_\_  
Date Advertised: \_\_\_\_\_  
Date Notices Sent: \_\_\_\_\_  
Public Hearing Date: \_\_\_\_\_  
Zoning File #: \_\_\_\_\_

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**APPLICANT INFORMATION:**

Applicant: Miles Maggio Phone: (618) 830-1817  
Address: 801 N Keebler Rd Zip: 62234  
Email Address: miles@kingdom-stays.com  
Owner: Marge Donnelly Phone: (618) 791-0474  
Address: 308 Laurel St Zip: 62249  
Email Address: margedonnelly@yahoo.com

**PROPERTY INFORMATION:**

Street Address of Parcel ID of Property: 01-2-24-05-11-204-030

Property is Located In (Legal Description): KINNE LOUIS E ADD LOT 13 50X142

Present Zoning Classification: R-1-D Single Family Residence 50 Ft. Lot Width (0432 - Two Unit - Residential) Acreeage: 7100 sqft (0.163 acres)

Present Use of Property: Rental property for small family downstairs and seperate unit for apartment upstairs.  
(0432 - Two Unit - Residential)

Proposed Land Use: Short-Term Rental, Whole-Home Accomodation Stays (no services or goods rendered)

Description of proposed use and reasons for seeking a special use permit:  
Kingdom Stays is representing Marge Donnelly, the property owner, and guests that want to stay at:  
1320 Zschokke St Highland, IL for the proposed use of a whole-home, short-term rental accomodation.  
The attached application outlines exactly how the short-term rental will be managed. It also provides a  
history and performance associated with utilizing this Kingdom Stays system of checks and balances  
nested inside neighborhoods. This application provides a strong-degree of confidence that this use will incur a  
net-positive impact on the use, enjoyment, and property values of adjoining properties.

**SURROUNDING LAND USE AND ZONING:**

	<u>Land Use</u>	<u>Zoning</u>
North	<u>Single Family Residential</u>	<u>R-1-D Single Family Residence 50 Ft. Lot Width</u>
South	<u>Single Family Residential</u>	<u>R-1-D Single Family Residence 50 Ft. Lot Width</u>
East	<u>Single Family Residential</u>	<u>R-1-D Single Family Residence 50 Ft. Lot Width</u>
West	<u>Single Family Residential</u>	<u>R-1-D Single Family Residence 50 Ft. Lot Width</u>

Should this special use be valid only for a specific time period? Yes \_\_\_\_\_ No X

If Yes, what length of time? \_\_\_\_\_


<i>Does the proposed Special Use Permit meet the following standards? If not, attach a separate sheet explaining why.</i>	Yes	No
A. Will the proposed design, location and manner of operation of the proposed special use will adequately protect the public health, safety and welfare, and the physical environment;	<b>X</b>	
B. Is the proposed special use consistent with this City's Comprehensive Plan;	<b>X</b>	
C. Will the proposed special use have a minimal negative impact on the value of neighboring property and on this City's overall tax base;	<b>X</b>	
D. Will the proposed special use have a minimal negative impact on public utilities and on traffic circulation on nearby streets; and	<b>X</b>	
E. Will the proposed special use have a minimal impact on the facilities near the proposed special use, such as schools or hospitals require special protection?	<b>X</b>	

**THE FOLLOWING ITEMS MUST ACCOMPANY YOUR APPLICATION:**

1. One copy of a legal description AND warranty deed of the property. If the applicant is not the property owner, a notarized letter from the property owner granting the applicant permission to apply for the request will be required.
2. A current plat, site plan, survey, or other professional illustration.
3. One copy of a narrative statement describing the impact of the proposed change, including the purpose of the request, the desired land use, any traffic conditions that may result, how the proposed change may affect the character of the surrounding properties, and how the proposed change will benefit the City of Highland.
4. Application fee.
5. Any other information required by planning staff (i.e. landscaping plan, elevation plan, exterior lighting plan, etc).

I HAVE READ AND UNDERSTAND THE ABOVE CITY OF HIGHLAND PETITION TO THE COMBINED PLANNING & ZONING BOARD REQUIREMENTS.

Miles A. Maggio  
Applicant's Signature



June 4th 2021  
Date



Kingdom  
Stays

**Representing: Marge Donnelly**

**Highland, IL Short-Term Rental Permit For:**

**Whole-Home, Short-Term Rental Accommodations**

**1320 Zschokke St  
Highland, IL 62249**

**[kingdom-stays.com/neighbors](http://kingdom-stays.com/neighbors)**

**Updated: July 19th, 2021**

**Introduction:**

Thank you for your time and consideration regarding this short-term rental permit. My intention is to represent the families and groups that want to stay at 1320 Zschokke St, and to represent Marge Donnelly, the property owner.

For this relatively newer use of residential properties, there are a lot of questions that arise so my intention is to be as transparent and as thorough as possible.

Since this is relatively newer to neighborhoods and communities, many of the screening, identity verification, surveillance, and house rules enforcement procedures err on the side of caution and safety for everyone. I can provide any additional documentation needed to support the following information provided.

I recognize that it is of extreme importance to ensure the safety, appeal, well-being, and comfortability of surrounding neighbors and properties. It would go against my strongest convictions if I thought there was the slightest chance anyone's property, land values, or safety was adversely impacted. In fact, my priority is to increase the value, appearance, and neighborhood dynamic more than your average neighbor would to see lasting, positive change.

While reviewing the following information, I ask that the Combined Planning and Zoning Board utilizes a reasonable standard to determine whether or not a Kingdom Stays short-term rental accommodation would not cause a substantial adverse impact on the use, enjoyment, or property values of adjoining properties and the short-term rental will not cause an adverse effect upon the public health, welfare, or safety of the community.

**Summary:**

Marge Donnelly has the right to open her property as a short-term rental if the short-term rental will not cause a substantial adverse impact on the use, enjoyment, or property values of adjoining properties and the short-term rental will not have an adverse effect upon the public health, welfare, or safety of the community.

This application outlines exactly how the short-term rental will be managed. It also provides a history and performance associated with utilizing this Kingdom Stays system of checks and balances for whole-home accommodations that are nested within neighborhoods. These will provide a strong degree of confidence that this short-term rental, whole-home accommodation incurs a net positive impact on the use, enjoyment, and property values of adjoining properties as well as the fact that the short-term rental has a net positive effect upon the public health, welfare, and safety of the community.

### **The Kingdom Stays method in neighborhoods:**

The safety and security systems in place have been developed through experience over the past two and a half years, with over 570 reservations, and over 1300 nightly stays. These systems are proven to be effective in their proactive measures to prevent any issues before they arise. They are designed to err far on the side of safety and caution for everyone.

- Installed within the home will be a noise-level monitoring, smoke detector monitoring, and a “crowd detect” monitoring system that proactively alerts a representative of Kingdom Stays the moment guests are breaking the most important house rules. The noise-level monitoring system alerts a representative of Kingdom Stays the moment the prolonged noise-level is above 72 dBs (decibels) [equivalent to one notch/level above conversational noise level] based on a noise decibel chart. Upon being alerted of a “noise event” or a “crowd event” a representative of Kingdom Stays or myself proceeds to monitor the cameras closely and can know very quickly if the house rules are intended to be broken or not so proper communication can be established with the guest at that time. If no communication is established with guests then the owner, Marge Donnelly (who lives 4-minutes away), or a representative of Kingdom Stays will promptly arrive at the home. This alert system goes directly to the representative's smartphone and is always turned on and on their person at all times, even when asleep, it is set such that it wakes him/her up. [See Appendix C for more info.]
- Installed within the home will be a smoke-detector and carbon monoxide detector that proactively notifies the on-call representative of Kingdom Stays there was an alarm that went off in the house. Kingdom Stays has always and will always continue to reach out to guests to ensure they are safe and that everything is fine. This has always been false alarms where someone burned something small on the stove and it triggered a fire alarm. [See Appendix C for more info.] Additionally, every Kingdom Stays home has a fire extinguisher installed centrally on each level of the home and in the kitchen near the stove oven.
- Installed within the home will be a “crowd-detect” monitoring system that proactively alerts a representative of Kingdom Stays the moment an obvious threshold number of mobile devices of any kind is detected within the home. There is also an outdoor HD visual/audio camera system facing each entrance that will ensure the house rules and number of guest limitations are being enforced. [See Appendix D for more info.]
- As an added level of caution, audio and visual cameras will be installed viewing each entrance, drive-way, backyard, and front-yard so as to monitor the property at all times. A representative is alerted with movement and can monitor the premises live. A representative of Kingdom Stays monitors the cameras closely and can know right away if the house rules are intended to be broken or not so communication can be established with the guest at that time. This goes directly to a representative’s smartphone, which is always turned on. [See Appendix D for more info.]



- Kingdom Stays guests are responsible families and groups that prefer a more valuable (expensive) stay. This naturally lends itself to a higher-profile, higher-quality guests. A conservative projection of the nightly price is \$148 per average nightly price once reviews and repeat clientele matures on the whole-home listing (when all costs are considered).
- Guests must first submit a government-issued ID and be verified on the booking platform before staying with Kingdom Stays. Kingdom Stays utilizes a platform that contains the largest data sets of comprehensive travel history to determine if guests are suitable for a short-term stay. There are additional requirements that the platforms require of guests as well, such as age and limitations on the number of guests. In addition to this, each guest must sign they have read and have understood the full house rules.
- Each guest undergoes a comprehensive criminal background check through [Checkr](#), a reputable and comprehensive background check company.

*“Checkr’s AI-powered platform boosts the speed and accuracy of every criminal background search. Backed by our expert research team, our comprehensive offering probes thousands of databases and registries for an exhaustive report including aliases and global watchlist returns. [Checkr](#) provides holistic and in-depth criminal background checks so you can proceed with safety and security in mind.”*

Ref. <https://checkr.com/platform/screenings/criminal-records-check>

- In addition, Kingdom Stays has an internal guest screening process. Guests are asked a series of questions and based on these questions, and years of real-world experience interpreting these responses, guests are accepted or declined. If there are unclear responses or additional questions needed, Kingdom Stays reaches out for clarification or to get the additional information from the guest prior to acceptance or denial of a reservation request application.

- In addition, Kingdom Stays has an internal identity verification process before receiving check-in information. Guests are sent expectations ahead of time, and are required to submit a form with their full information before check-in. If the information does not match that on the reservation then we will ask for that information. This information includes:
  - Reason for staying and submitting application
  - Identifying individuals who are coming along
  - Confirmation of number of guests that are going to be at the property
  - Confirmation of reading, understanding, and abiding by the full house rules
  - First and Last names
  - Gender
  - Birthdate
  - Phone Number
  - Email Address
  - Picture of their government-issued photo ID
  - Permanent Address
  - Year, make, model, and color of the vehicle being used
  - License plate number

If a guest's identity is not fully verified then they are not given the address or access to the home and are asked to complete this process in full or cancel their reservation. This is very important to Kingdom Stays because we want to know who is staying in our homes in every reservation.

- Neighbor relations: Kingdom Stays always reaches out and will continue to reach out to surrounding neighbors to answer any questions, fix any issues, and resolve any disputes that may arise in the coming years. Kingdom Stays has already mailed packets out with more information, direct contact information, website, neighbor registration form, and more information about Kingdom Stays within a 300ft radius of the property. We understand that the neighbor's safety, security, and comfort-level are important in this relationship with the property owner, the value of the home, and the relationship with the neighborhood. Kingdom Stays now has a web page for neighbors to get information about and further engage in the process at [www.kingdom-stays.com/neighbors](http://www.kingdom-stays.com/neighbors).
- Marge Donnelly, the property and short-term rental business owner, lives a 4-minutes drive away and commits to responding promptly to very rare situations that require immediate in-person attention, quelling any concern that the property is not attended to in a rare situation that requires rapid in-person attention.
- Airbnb, Booking.com, VRBO, HomeAway, Direct Booking Website, technology, social media: None of these platforms are good nor bad but are driven by people who make decisions on these platforms that result in good or bad outcomes. Airbnb, for example, has over 6.1 million listings worldwide and is still growing. Watching a Youtube video of

someone describing the risks related to Airbnbs would be as useful in determining risk of driving motorized vehicles by listening to testimonies of car crashes. Worst-case scenarios do exist within the law of large numbers but relevant risk is associated with specifically how someone drives the vehicle or utilizes the platform. Therefore, we cannot speculate on what a short-term rental could do but we need to specifically examine what they already are doing in the community with the specific systems that are being utilized.

- Kingdom Stays specifically pursues locations that would not cause injury to the use and enjoyment of the neighboring properties. Although the maximum number of guests will be restricted to 12, projections show that an upper-limit average of 4.8 guests will be staying at any given time.
- Kingdom Stays specifically pursues properties where a Kingdom Stays short-term rental, accommodations do not unduly impede parking, surrounding traffic flows, or create hazardous or unsafe conditions. Despite the fact that we will be placing a maximum limitation of vehicles parked in the immediate vicinity as 4 vehicles, there are already 3 off-street parking spaces behind the home. Additionally, projections show that these families and groups travel together and an upper-limit average of 1.8 vehicles will be parked in the immediate vicinity at any given time. Requiring guests to prioritize parking in off-street, on premise will ensure zero issues with parking. [Please reference Appendix A. for a diagram of all off-street parking available to guests.]
- Lastly, we want to make a clear distinction between:
  - A. the rate of regular new faces and vehicles and vehicles each year and
  - B. the rate of new faces and vehicles that come and go from Kingdom Stays homes each day/hour.

Kingdom Stays homes experience new faces and vehicles on a regular basis, nightly/weekly. This is very different from what is called “intensity of use;” meaning, the number of individuals leaving the property and going to the property each day/hour are very closely characterized by a low-density residential home. Historically, these families and groups travel together and go do things together and leave/arrive no more than 3 or 4 times in a given day, which is very comparable to a single family residential home. Average utility use is a little lower than that of a single-family home due to the fact that families and groups choose to spend their time at nearby attractions while in town.

- Guests do not use the property intensely since the enforced house rules additionally ensure there is no disruptive noise level across the neighbor’s boundary line. Wear and tear on a home is typical for that of a large single family although every aspect of the home is professionally managed so regular maintenance, upkeep, and cleaning is regular and ongoing anyway.

### **Kingdom Stays track record with neighborhoods and neighbors:**

Several neighbors of Kingdom Stays homes have spoken about their experience living right next to or near a Kingdom Stays home. They have spoken without incentive, independently, and unprompted. See more detailed references at ([www.kingdom-stays.com/neighbors](http://www.kingdom-stays.com/neighbors)):

- Neighbor (adjacent) of Kingdom Stays Fairview Heights home:
  - "I can personally say I have had 0 issues with you or any of your guests/tenants at any point since purchasing the property right behind mine. No noise issues, no upkeep issues, no party's or anything to complain about and as far as I know the neighbors around me have had no issues as well."
- Neighbor of Kingdom Stays home:
  - "If you continue to have the same type of guests come to this home then there will be no issues at all."
- Neighbor (adjacent) of Kingdom Stays Fairview Heights home:
  - "We have had no issues at all with the short-term rental. Upon looking up the listing, we were happy to see that it had great reviews and looks great on the inside."
- Neighbor (adjacent) of Kingdom Stays home:
  - "It has been really quiet since it has started up. We have had no issues at all as it relates to this property."
- Neighbor of Kingdom Stays home:
  - "I can see the home from my front balcony and we have never had any issues there."
- Neighbor of Kingdom Stays home:
  - "I've never seen anything wrong with it."
- Neighbor of Kingdom Stays Fairview Heights home:
  - "We are pleased with how well Miles takes care of his property! The grass is always trimmed, the yard is very clean and the exterior of the home looks great! Miles is a great neighbor to have! We have had zero issues/complaints. His guests have been very respectful to the neighborhood too!"
- Upon dropping off packages to neighbors in the immediately adjacent Kingdom Stays homes with more information about Kingdom Stays homes and direct contact information, Kingdom Stays has not had anyone reach out about the short-term rental, let alone voice any complaints or even concerns. If there were issues as they relate to guests coming into the neighborhood we would have heard about it already. Kingdom Stays homes do not even see a roll of toilet paper missing, let alone suspicious activity. The most exciting security camera footage thus far was of a curious squirrel inspecting the camera.
- There were two circumstances over the last 570 reservations at the previous Kingdom Stays homes managed where it was necessary to reach out to the guests and stop an attempt at a party. As a result of these systems, the party ceased immediately, there were no complaints by neighbors, and law enforcement was not even contacted. This is less than 1/5th of 1% where an attempt at throwing a party occurred and there were zero neighbor complaints or police reports as a result.

**Kingdom Stays homes are more secure, lends to less risk, and lends to less traffic than community and neighborhood standards:**

- Kingdom Stays homes are more secure than the public building you are in right now. Current public buildings in Highland do not have the same screening and identity verification process required to enter Highland public buildings and facilities.
- Kingdom Stays homes are more secure than any of the surrounding parks. No one is screened, no one is required to submit their government-issued photo ID, verified to be accurate, and then monitored with comprehensive surveillance technology.
- Kingdom Stays short-term rental accommodation homes are as-safe, if not, safer than the surrounding single family homes, let alone the equivalent businesses and apartment complexes that are nested in neighborhoods. Most of the businesses, apartment complexes, and single family homes do not have a screening and identity verification process nor the 24/7 noise-level monitoring/ entranceway audio-visual monitoring.
- Although an enforced maximum of 4 vehicles and 12 adults can be allowed on the premises at any given time, it is projected (with these limitations), that an upper limit of 4.8 average guests and 1.8 average vehicles will be parked in the immediate vicinity at any given time. Private, off-street parking is available for 3 vehicles at any given time. This ensures that every aspect of the building, traffic, and infrastructure use is entirely characterized by low-density residential use and appearance.
- Kingdom Stays homes are much less risk-oriented and bring in less daily/hourly traffic than the business strip mall at 3rd and Walnut and Double J Doggie Play N Stay businesses. These two businesses are surrounded on three and two sides, respectively, by single family residential homes (some with children playing in the alley nearby). Although Kingdom Stays homes are surrounded on all sides by single family homes, Kingdom Stays homes never produce anywhere close to the level of foot traffic, road traffic, parking, noise, and congregating that either of these businesses produce. These businesses additionally do not screen visitors, verify identities, or have noise-level monitoring systems and surveillance on the properties. There are many examples in Highland where living next to a commercial business like the ones mentioned previously does not cause a substantial adverse impact on the use, enjoyment, or property values of adjoining properties. Due to the systems in place and nature of the operation, Kingdom Stays homes are much more safe and secure and therefore causes less adverse impact than businesses nested entirely inside Highland neighborhoods. This is more so since all aspects of Kingdom Stays homes are characterized by low-density residential single-family-sized homes.

- Kingdom Stays homes do not bring any more risk associated with the transient nature of traffic than is common in low-density residential neighborhoods. For example, just south of the business strip mall at 3rd and Walnut there is a single family home in a neighborhood that has children that play there. There are other homes with children that live and play there in that alley by the business strip mall and have had no issues at all with the much-higher-volume and transient vehicle and foot traffic associated with these busy businesses.
- Kingdom Stays homes are more secure and lend to less risk than existing home-owner-occupied bed and breakfasts since these homeowners do not get real-time updates of the home when they are away traveling, working, or running errands. These home-owner-occupied bed and breakfasts do not have screening, identity verification, surveillance, and house rules enforcement processes. This includes, but is not limited to, the bed and breakfast at the intersection of Cyprus and 6th St, the bed and breakfast located at the intersection of Walnut and 9th St., and the bed and breakfast that, I am informed, is near the 1320 Zschokke St home. Additionally, none of the bed and breakfasts causes any adverse impact (let alone substantial adverse impact) on the adjoining properties nearby. It is more than reasonable to say, therefore, this short-term rental, whole-home accommodation would not cause an adverse impact (let alone substantial adverse impact) on the surrounding neighborhood and community it will be nested in.

- Individuals or groups with “ill-intent,” (of any kind), would never want to pay money, disclose their full payment information, disclose a picture of their photo ID, make/model/color of vehicle, license plate number, birthdate, phone number, email address, permanent residence, temporary address, and have all that information confirmed before getting the address to the home or even getting access to a house they know is actively audio and visually monitored on each entranceway, noise-level monitored, smoke detector/ carbon monoxide detector monitored, monitored with “crowd detect”, and monitored for glass breaking.
  - Imagine a mere stranger walking up to you to greet you and you said, “hold on!” you need to show me your government-issued photo ID. Then the bystander said, “sure thing,” happy to let you take a photo copy of it and proceeded to greet you in which you said, “hold on!” I need to know your intention for coming to me.” In which, he or she explains the situation to your satisfaction. Imagine you repeat this for their license plate number, make/model, and color of your car, make them confirm favorable friend rules, their permanent address, their temporary address, confirm their phone number, confirm their email address, and even billing information and then you go and double check all this information just to find out it was all correct. You then inform them they will be audio and visually monitored during your friendship. Surprisingly, the new acquaintance still wants to be your friend but even more surprisingly you still stand there in suspicion of them wanting to bar them from friendship. Moreover, imagine this process occurs as your sibling does the same screening process many, many times over that turn into great friendships and amazing experiences over years, yet you yourself still stop anyone from becoming your friend after this level of screening process. This is a good picture of what we are describing when we say we screen the guests yet we will still stand in suspicion of them; when, if they even attempted anything at all, there is a confirmed stack of information to hold them fully accountable for their actions. This is a massive amount of disincentive for individuals or groups with “ill intent” (of any kind) to not book in the first place and simply go elsewhere.
  - Neighbors of Kingdom Stay homes are even less vulnerable and even less accessible and therefore take on less risks than the friend described in the analogy.
- Lastly, the proof is “in the pudding” so to speak when over the past two and a half years, over 570+ reservations and over 1300+ nights later the worst we have seen was 2 attempts to start a party resulting in zero neighbor complaints and a total of zero law enforcement involvement. For comparison’s sake, that is better than most standards used in residences in the area.

**Kingdom Stays' homes are designed to be a blessing to the neighborhood and community:**

- Upon approval of the short-term rental permit, Marge Donnelly, the property owner, has plans to greatly improve the home, curb appeal, lawn, and landscaping with the additional revenue generated as a result of the short-term rental accommodations. She is eager to further boost the property value, thus contributing to the overall value of the neighbourhood and home. The priorities and values of the short-term rental business and property owner of this home align directly with those in the surrounding neighborhood as increasing the appearance and value of the property commands higher rates in the area. (Property owners are incentivised to increase the value, curb appeal, and appearance of the home.)
- Medium and large-sized families increasingly prefer to stay in home accommodations as opposed to a standard hotel and motel accommodation. This is particularly true when it comes to this time in history during a pandemic and with increased levels of urban violence as renting a suburban short-term rental accommodation is not practical in a large city like St. Louis.
- This gives more accessibility, convenience, and options to families that want to come to visit family and partake in family events such as weddings, funerals, family get-togethers, and much more who wouldn't otherwise come if there was not a short-term rental accommodation in town.
- This allows families to come and spend money in Highland as well as gives the opportunity to tell others about Highland and will ultimately generate more economic opportunity for the city. While the guests tend to go to the City Museum, St. Louis Zoo, Archgrounds (as they open back up), they are now choosing to stay in Highland, thus generating local revenue and boosting the spending at local businesses, restaurants and coffee shops.
- This will give more accommodation options to families and small groups that want to travel to the newer developments in Highland and spend money.
- Having guests and local visitors stay in the area will result in more money spent locally in Highland, rather than nearby towns, larger businesses and hotel chains.
- Kingdom Stays homes generate more taxes for the cities they reside in.
- Kingdom Stays homes generate more work-based opportunities in the area where cleaners can bring their children to work and be competitively compensated. It is in the best interest of Kingdom Stays to hire cleaners who live locally, providing a means of employment to a member(s) of the community.



### **Precedent for short-term rental accommodations in Highland, IL:**

- If this level of screening and verification does not safeguard against “substantial adverse impact to the use and enjoyment of adjoining properties”, then what will?
- If this level of precautions taken does not safeguard against injury to the use and enjoyment of neighboring properties, then what level of precautions will?
- Every aspect of life has some level of risk. This is not a zero-level of risk alternative (nothing is), this is an equivalent risk-level, if not, lower risk-level than a single-family home. This has been proven, over 2.5 years and over 570+ reservations and that neighborhoods are secure, that everyone involved is safe. If not allowing a short-term rental system with this track record is not long enough of a track record, then what would be a long enough track record?
- If not this short-term rental permit being allowed by the city of Highland, then what short-term rental permit would be allowed by the city of Highland?
- If Marge Donnelly does not have the right to open her home for short term rental use based on this level of ensuring there is no injury to the use and enjoyment of neighboring properties, then what standard of ensuring this do Highland citizens need to meet to have the freedom to utilize their property the way they choose?
- If that stranger, now acquaintance, wants to be your friend so much that they go through the full Kingdom Stays screening process and agrees to being comprehensively surveilled, would you let them be your friend? If you still do not trust the acquaintance, what conditions would you require to trust him/her? Neighbors of Kingdom Stays homes do not even need to be exposed as much as friends even do.
- Short-term rental properties are the future of travel and not allowing a safe short term rental in your city can result in being less competitive and less accessible in the home sharing travel market going forward. Airbnb alone has 6.1 million listings worldwide and growing and it is anticipated that in the next 5-10 years most cities in the US will have at least five to ten short-term rental whole-home accommodations (many have hundreds already). This decision will set a precedent for future short-term rental accommodations in Highland (allowing quality ones or not).
- If the condition is met that “a Kingdom Stays short-term rental home accommodation at this location does not adversely impact the use and enjoyment of neighboring properties”, then not allowing a Kingdom Stays short-term rental accommodation in this location can jeopardize the precedent of future property rights in Highland.
- For this short-term rental permit, the Building and Zoning Board should not make a decision based on whether or not they think the plans presented will be executed but if the plans will meet the criteria listed in the introduction. If the plans are not executed to the fullest extent outlined in this application, then it is fully enforceable by code and if issues ever were to arise at this location and surrounding properties, then it is safe to say that a short-term rental permit can be revoked at any time.

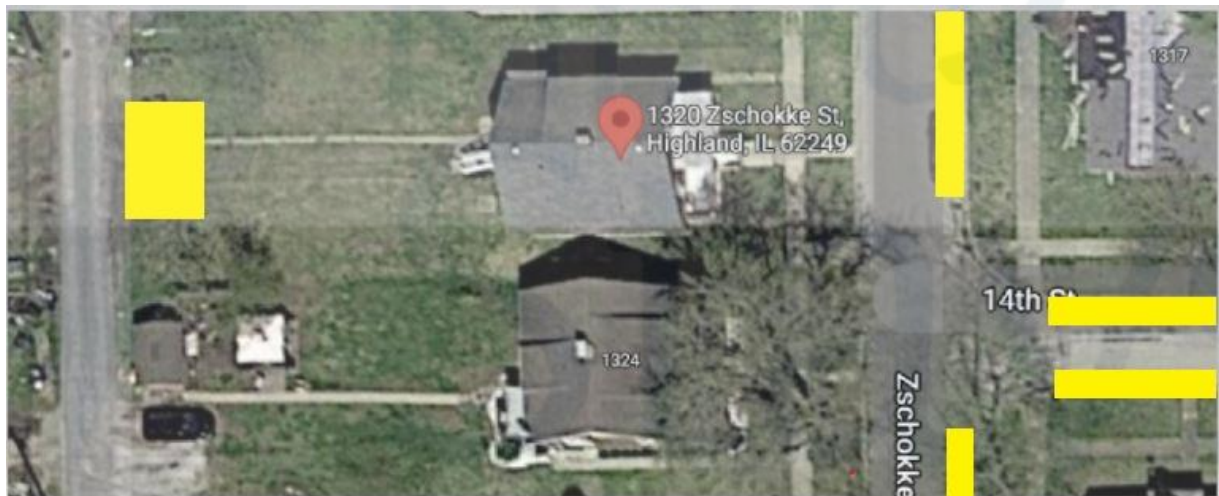
**Appendix A: Off-Street parking for guests further lowering parking congestion risks in addition to all other measures put in place to ensure this.**

Kingdom Stays guests agree to the house rules and enforcement of house rules stating there are no more than 4 vehicles allowed to park in the immediate vicinity (anywhere near the home). This is in addition to the fact that there is comfortably room for 3 cars in the driveway, parking will certainly not be an issue in the neighborhood. Yellow on the left is off-street parking. Yellow on the right is on-street parking. Subsequent documentation shows clearly there are always several on-street parking spaces available to guests. Guests are always communicated to, in advance, exactly where to park so as to prioritize off-street parking (enforceable by camera system).

Additionally, communication is going to be added for this home in particular one hour before check-in saying the following:

**“This is an important precautionary message to all Kingdom Stays Guests: \*\*\*As you approach the house, drive slowly so as to be courteous to children and families walking in the area\*\*\*. It is important to understand you are coming to a nice, quiet neighborhood so it is very important to be respectful, polite, and follow all house rules. You will receive your check-in instructions in one hour.”**

This will also be a house rule and formally enforced with the exterior camera system.



## Appendix B: Reviews from previous guests at Kingdom Stays homes

Kingdom Stays has a very long track record of excellent reviews and compliments from guests. Below is a screenshot of some of the latest reviews we have received from guests. Kingdom Stays offers valuable stays and in return attracts valued guests that are great for neighborhoods and communities and follow all house rules and limitations.

Guests review the quality of their stays across 7 categories, and we track your performance by percentage of 5-star ratings.

Last 7 days    Last 30 days    Last 365 days



**100%**

5-star ratings since last month  
4.88 OVERALL RATING

### Rating overview

Compare 5-star ratings by category or region, and we'll show you if ratings have changed since the previous month.

CATEGORY

REGION

5 listings    Apr 1 → May 1    Rooms and beds    Regions    Amenities

254 reviews

Apr 17 - 19, 2021    Spacious and Comfortable Family Home

Overall quality ★ 5

Miles' house is exactly as you would expect from the listing. Clean, well kept, family friendly, fully stocked with the essentials, and very close to stores/shopping. [View details](#)

Kimberly    Apr 16 - 18, 2021    Comfortable Family Home

Overall quality ★ 5

It's a great house to stay in and the host was very accommodating. He was quick to answer any questions we had. [View details](#)

Paula    Apr 15 - 16, 2021    Spacious and Comfortable Family Home

Overall quality ★ 5

Nice place, nothing fancy, but good price and lots of beds! [View details](#)

Apr 10 - 15, 2021    Spacious and Comfortable Family Home

Overall quality ★ 5

Miles was very tentative to our needs and very quick to respond to any issues. The home is beautiful and close to any wants or needs you may have. [View details](#)

Apr 11 - 13, 2021    Comfortable Family Home

Overall quality ★ 5

The home was well kept, the location was nice and the hospitality was very welcoming. [View details](#)

Apr 17 - Apr 19, 2021    Spacious and Comfortable Family Home

Overall rating ★★★★★

Public review    Reply

Miles' house is exactly as you would expect from the listing. Clean, well kept, family friendly, fully stocked with the essentials, and very close to... [read more](#)

Private note

Miles was attentive and genuinely cared about our happiness during our stay. The house was exactly what we expected and met our expectations. [read more](#)

Feedback

Accuracy ★★★★★

Check-in ★★★★★

Cleanliness ★★★★★

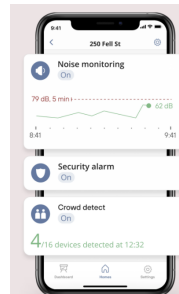
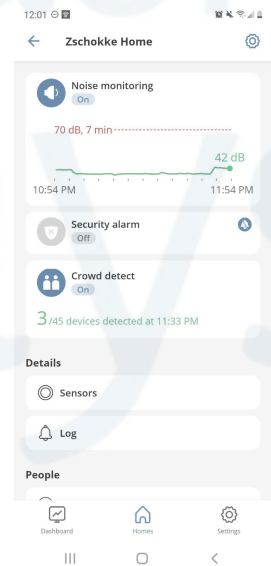
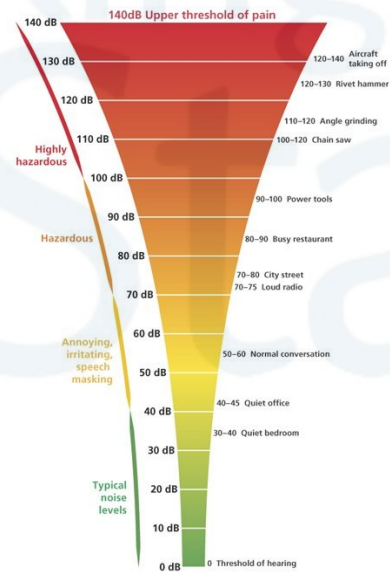
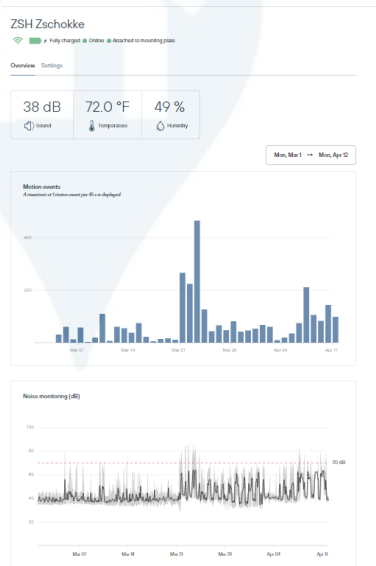
Communication ★★★★★

Location ★★★★★

Value ★★★★★

## Appendix C: Alert System (will be installed within the home)

The innovative alert system will be installed permanently on the central ceiling of the home of each level and will monitor noise-level (non-invasive), motion, smoke detector alarm sound, carbon monoxide detector alarm sound, “crowd detect” (detects number of people/devices within home), temperature, and moisture and then proactively alerts assigned team members via mobile device notification and text message as soon as readings are outside of predetermined ranges. This is a proactive measure to ensure that the house rules can be promptly enforced. Below shows screen-shots of the indicators given both on desktop computer and mobile devices. The screenshot on the right shows that the home has seldom risen above 60 decibels dB “conversational noise level.”



### Peace of mind knowing your homes are protected

#### Noise monitoring

Minut monitors the noise levels in your homes, without recording any sound. Whenever the noise levels go above the pre-set threshold for a customised duration of time you will receive an instant notification.

#### Occupancy monitoring

Make sure your property isn't overbooked with Crowd detect. The feature counts the number of mobile devices in your home and will alert you when it exceeds the threshold, indicating that a large gathering might be assembling.

#### Alarm sound recognition

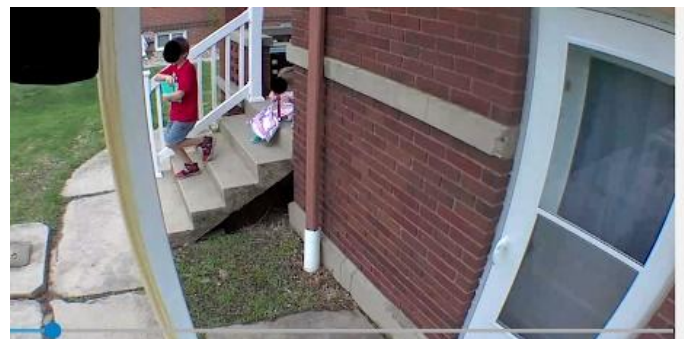
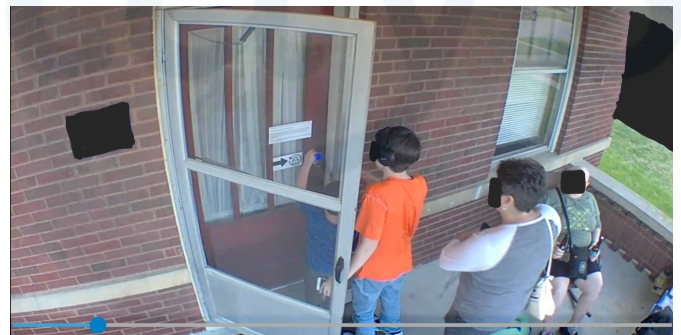
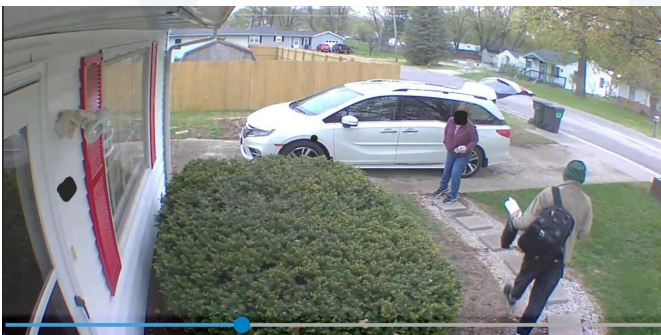
Minut makes your other alarms smart by recognizing their sounds. If your smoke or CO detector sounds, Minut will recognize this and send you an instant notification.

#### Home security alarm

There's a built in security alarm that will trigger if motion is detected when the alarm is turned on. A 95dB siren will sound and the sensor will flash to scare off any intruder.

**Appendix D: Camera System (will be installed in the exterior of the home, viewing each entrance of the home and more)**

Each entranceway will be equipped with a camera system to record motion, HD video (wide angle), and HD audio. The system is able to view in the dark and can be turned on to proactively send mobile notification and text messages when movement is detected. This is a tool to err on the side of caution and understand what is happening on the property so as to promptly and adequately respond to rare situations that may arise. All video and audio is recorded and tagged as motion events so as to easily access the files in the future.



## **Appendix G: Kingdom Stay's house rules (confirmed before applying)**

### **Kingdom Stays house rules are enforced 24 hours a day, 7 days a week.**

Each guest has to confirm to have read, understand, and abide by the full house rules before applying to a Kingdom Stays property. Here are the house rules:

*The house rules will be formally enforced and are very important to ensure a great experience for each and every guest staying with us, so please read them carefully:*

- ① *The platform chat is the primary method of communication.*
- ② *It is mandatory to drive slowly whilst driving through our neighborhood. This will be formally enforced via the exterior camera system.*
- ③ *The primary user must have a valid and updated phone number on the platform.*
- ④ *Disclosure: A full background check will be required before confirmation of reservation.*
- ⑤ *No more than 12 individuals are allowed on or in the property at any given time unless otherwise communicated. Accurately reporting the number of guests staying the night will be accounted for with outdoor entranceway cameras. It is required that you promptly communicate changes in the number of guests staying the night.*
- ⑥ *No excessive noise allowed: this is defined as disruptive noise that can be heard at the neighbor's property line. The noise level will be monitored by a noise-level alert system.*
- ⑦ *If there is any issue related to your stay, you are required to communicate this promptly to Kingdom Stays and allow a representative of Kingdom Stays to come and fix the issue at any time during the stay.*
- ⑧ *No more than 4 cars are allowed to be parked in the immediate vicinity, street, and neighborhood. This is to maintain the character and traffic flow of the neighborhood and will be formally enforced.*
- ⑨ *There is a \$50 late check-out fee unless otherwise communicated.*
- ⑩ *Smoking is only allowed in the backyard. Marijuana is not allowed on the premises under any circumstances due to the close proximity of neighbors. Immediate cancellation of the reservation and a \$250 smoking fee assessed for each day of the reservation if smoking of any kind is detected inside or in front of the property whatsoever. This means smoking is NOT allowed in front of the house, front porch, or front yard, This will be monitored by special smoke-monitoring technology installed within the space and outside entranceway cameras.*

*Kingdom Stays requires an identity verification process upon check-in. This will come in the form of a quick, easy-to-use, online check-in form that can be done straight from your smartphone.*

*Upon guest registration, you must certify that this is not the permanent residence of anyone staying.*

*Feel free to reach out to me with any situation you are not sure of or have any questions about. I am very understanding when it comes to most situations, but do ask.*

*Not following any combination of these rules can result in being responsible for any costs associated with the disruption of the following reservations. Violations can result in instant cancellation of the reservation without a refund.*

**Conclusion:**

The points mentioned previously give a strong degree of confidence that a Kingdom Stay's short-term rental, whole-home accommodation will not cause a substantial adverse impact on the use, enjoyment, or property values of adjoining properties and the short-term rental will not have an adverse effect upon the public health, welfare, or safety of the community. In fact, history shows that it will not cause any adverse impact at all. The information detailed in this application provides a strong degree of confidence that this short-term rental, whole-home accommodation incurs a net positive impact on the surrounding neighborhood and community.

I am asking the Building and Zoning Board to judge based on past track record. I am asking the board to make their final decision based on verifiable evidence, relevant history, and specific evidence as it relates to this property and the Kingdom Stays method in managing short-term rental accommodations. I ask the board to use a reasonable standard to determine if this short-term rental will meet the above criteria. Not following a reasonable standards to assess this specific method utilized to operate a short-term rental, whole-home accommodation places at risk the precedent of undermining the basic right and freedom of the property owner to utilize the property as he or she chooses fit (upon demonstrating beyond a reasonable doubt that other's freedoms, enjoyment, and the property values of adjoining properties are preserved as well). Even Councilwoman Sloan stated, "I have used VRBO and Airbnb. I do think this is something definitely needed. I do not see the issue with parking. There is one of these on Sixth Street and they have no off-street parking. The screening process for this seems more than adequate," in the April 19th City Council Meeting [ref. minutes].

At the end of the day, we are all Americans who are judged based on our hard work and track record and not based on where we come from. We are judged based on a reasonable and equally agreed upon standard that does not change based on feelings, emotions, speculation, or rumors. If the board decides that this is adequate to ensure the wellbeing of the community, then the families that stay at Kingdom Stays will feel welcomed to the City of Highland and families will enjoy their stay in Highland in a respectful and responsible manner.

City of Highland, would you allow a stranger/acquaintance going through this rigid screening process to become your friend?

City of Highland, will you allow Kingdom Stays guests to feel welcomed and in return recommend others in the future to come and do the same, enjoy the city's amenities while increasing revenue to the city, and partake in this home-town, community experience?

City of Highland, will you allow Kingdom Stays families into your community?

**Short-Term Rental Permit for  
1320 Zschokke St Highland, IL 62249**

**Written by: Miles Maggio**

**In full representation of: Marge Donnelly**

**Update: July 19th, 2021**

This serves as a supplementary document to the official short-term rental permit application submission on Monday, July 19th found in the August 4th Building and Zoning Board Meeting Packet. Please click [here](#) and read this file in full.

**Kingdom Stays Supplementary Documentation to the July 19, 2021 Submittal**

Marge, Miles, and the group's intention for creating this document for the building and zoning board is **to ensure the board has the information needed to make a proper decision on this short-term rental permit.**

The following is not to say that there can't be additional restrictions or accommodations made for this short-term rental but only to clear the air and let the truth, evidence, and documentation keep everyone involved honest. In fact, Marge and Miles is requesting approval with a one-year sunset clause and application-outlined system requirement such that it ensures a reevaluation of the project in one year and that nothing in the proposed use is deviated from in the slightest.

All neighbors within 300 feet of the home received a neighbors packet with an easy way to reach out to Marge and Miles for any questions, thoughts, or concerns much ahead of the meeting on July 7th. The property owner and Miles only ask that a decision be made that reconciles all discrepancies and gets to the God-honest truth of if this short-term rental will **“not cause substantial adverse impact on the use, enjoyment, and property values of adjoining neighbors”**. Anything less rewards those who seek to mislead the board and distract from the important things that should help the board determine the decision. For this, Marge and Miles believe truth will prevail.

Marge, Miles, and the group believe that the decision, either way, should be determined in reality and not on exaggerations or misconceptions.

**Does this short term rental not cause a substantial adverse impact on the use, enjoyment, and property values of adjoining neighbors?**

**We, ultimately, believe truth will prevail.**



**The property management model was established much before the July 7th meeting and even before the June 10th submittal of the short-term rental permit application. (Documentation)**

There have been many questions about whether or not Marge and Miles' project meets the newly enacted text of the short-term rental short-term rental permit. Although Marge and Miles spent much time on this in the last meeting, it can be demonstrated undoubtedly that Marge and Miles' project does in fact meet the new text of the new short-term rental short-term rental permit requirement.

A. Below is a screenshot of an email sent to Breann on Wednesday, May 12th at 5:38pm stating, "1. We have decided that if this special use rental permit goes through that the business model will be structured much differently. **Marge Donnelly is contracting Kingdom Stays to manage the property and business as Marge Donnelly will be both the property owner and business owner.** She will inherit all expenses, including those related to managing the home."

Miles Maggio <miles@kingdom-stays.com>  
to BSperaneo ▾

May 12, 2021, 5:38 PM ☆ ↩ ⋮

Hey, Breann!

This is Miles again about the Special Use Permit at 1320 Zschokke St. This is my new email address. I wanted to reach out because I have recently spoken with Marge Donnelly, the property owner. I wanted to double check with her but she is perfectly fine with me representing her in the conversations. I have explained everything in full, including what you explained to me last time we spoke over the phone.

I know things change in such short amounts of time so I wanted to additionally touch base with you on this.

Marge Donnelly decidedly wants to pursue a short-term rental whole-home accommodation at this location and she wants to make sure she is doing this responsibly, taking into consideration everyone's comfortability level (we would like your feedback on this).

Although there was a large misunderstanding in the last building and zoning board meeting, she strongly believes that it fully meets all criteria of the special use permit (we would like feedback on this). She would still like additional feedback on how we can responsibly consider all parties involved and their comfortability level. Based on feedback from last time, we are wanting to approach this special use permit much differently this time around.

1. We have decided that if this special use permit goes through that the business model will be structured much differently. Marge Donnelly is contracting Kingdom Stays to manage the property and business as Marge Donnelly will be both the property owner and business owner. She will inherit all expenses, including those related to managing the home.

B. Below is a snapshot of the google document for the property management agreement that shows the first edit and copy was made on May 19th, 2021 at 2:25pm and additionally that the last edit (and current version during the screenshot taken today July 11th, 2021 at 4:05pm) was made on **June 4th at 1:38am**, which was over a month before the July 7th Building and Zoning Board meeting. This is clear evidence that demonstrates that the property management structure was established way before the July 7th Building and Zoning Board meeting.

← June 4, 1:38 AM

Version history

Total: 3 edits

Only show named versions

JUNE

- ▶ June 4, 1:38 AM  
Current version  
● All anonymous users

MAY

- ▶ May 29, 4:27 PM  
● Miles Maggio
- May 29, 2:25 PM  
● Miles Maggio

Show changes

← June 4, 1:38 AM

Version history

Total: 3 edits

Only show named versions

JUNE

- ▶ June 4, 1:38 AM  
Current version  
● All anonymous users

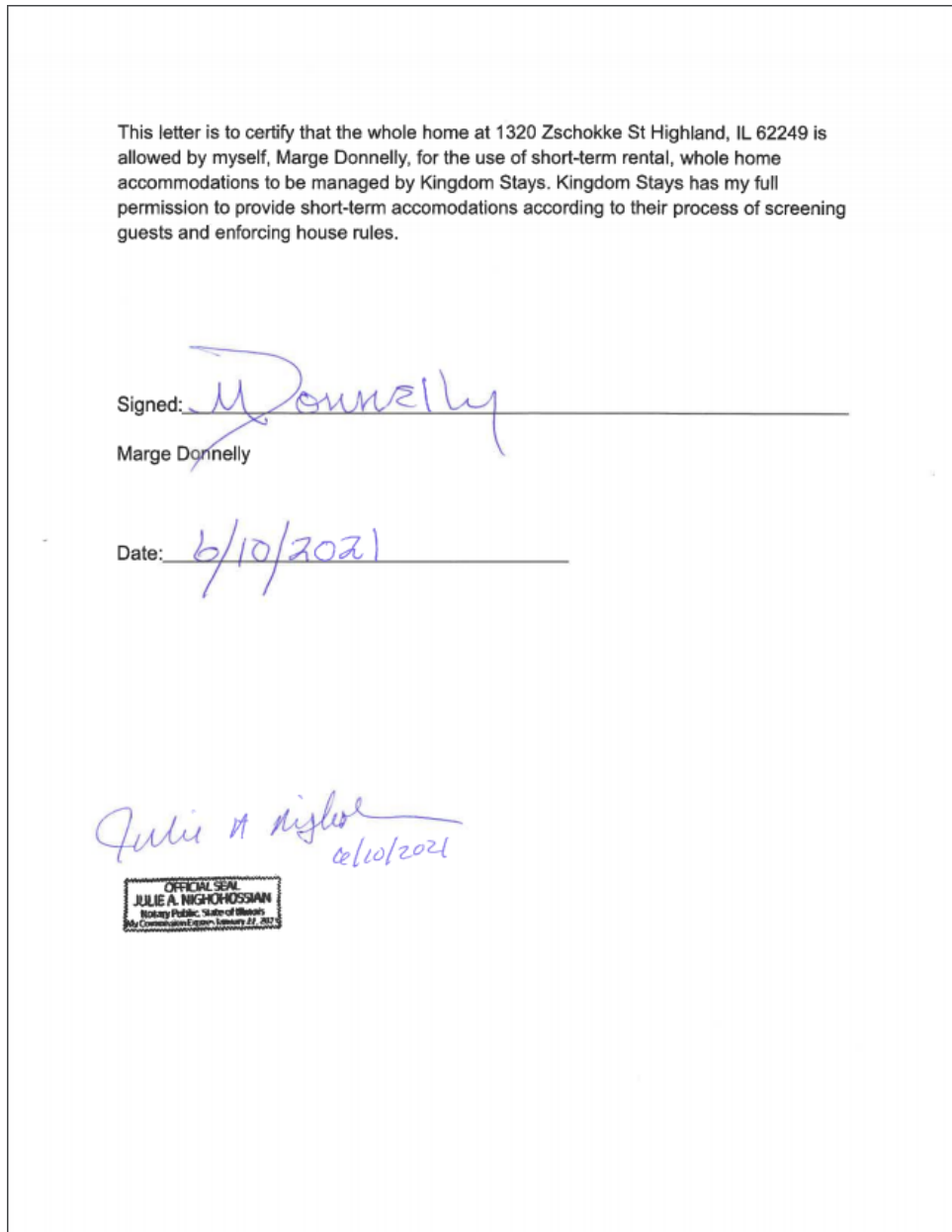
MAY

- ▶ May 29, 4:27 PM  
● Miles Maggio
- May 29, 2:25 PM  
● Miles Maggio

C. The Building and Zoning Board meeting packet includes multiple instances where it states that Marge Donnelly is utilizing Kingdom Stays for **Property Management**. Click [here](#) to view the original packet and please reference page 23 of the PDF that has a notarized document signed June 10th stating,

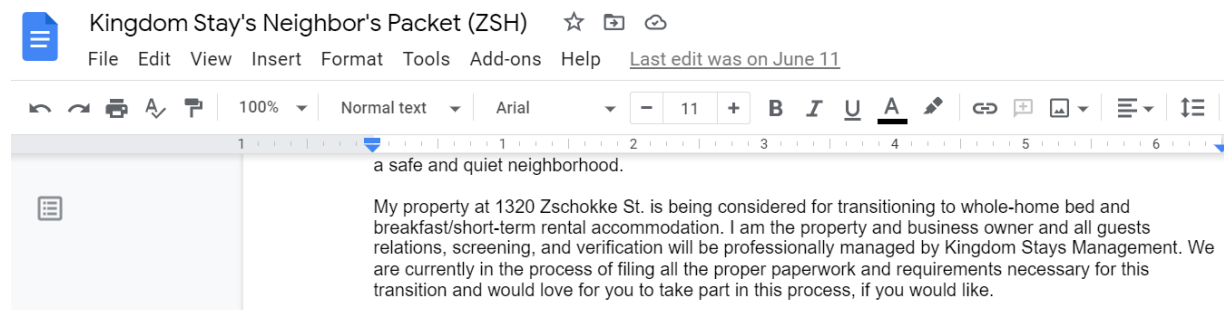
“This letter is to certify that the whole home at 1320 Zschokke St Highland, IL 62249 is allowed by myself, Marge Donnelly, for the use of short-term rental, whole home accommodations to be **managed by Kingdom Stays**. Kingdom Stays has my full permission to provide short-term accommodations according to their process of screening guests and enforcing house rules.”

Below is a snapshot of that same document.



D. Elsewhere in the short-term rental permit application submitted on June 10th, 2021 states in multiple places where Kingdom Stays manages Marge Donnelly's property [here](#). This can also be found on the packet on Highland's website (starting on page 21) [here](#). The word "**Managed**" can be found on the meeting packet on PDF pages 21, 23 (stated earlier), 25, 29, and 30.

E. Below is a snapshot on July 11th at 4:18pm of the neighbor packet that was edited (snapshot displays last edited June 11th) and subsequently printed off and sent by mail to all neighbors within a 300 ft radius of the home weeks before the July 7th Building and Zoning Board meeting. This demonstrates again that the property management structure was established much before the July 7th, 2021 building and zoning board meeting. In the letter sent to neighbors, Marge Donnelly states, "**I am the property and business owner and all guests relations, screening, and verification will be professionally managed by Kingdom Stays Management.**" The full neighbor packet final draft that neighbors received can be found [here](#).



F. On Kingdom Stay's website, it displays only property management services. **Property management services** have been on the website viewable by anyone anytime for the last several months. This page was created in October of 2020 displaying the % to revenue pricing structure. This webpage can be found [here](https://www.kingdom-stays.com/management). <https://www.kingdom-stays.com/management>

G. Karen, a neighbor of this home, claimed to know exactly how many times Miles and the property owner, (Marge) came and left the home for long periods of time. Besides the fact that that's creepy to Marge and Miles, she points to the fact that Miles cuts the grass and is there when a handyman is there to replace the sink. She claims to know that Marge rarely goes to the house. This has absolutely nothing to do with whether Miles is still renting it or property managing it. This is not evidence that supports either leasing or property managing and to indicate Miles is "acting like he's still renting it," is highly misleading and [intellectually dishonest](#). This further puts Karen's integrity at question in Marge and Miles' mind.

H. City staff was given access to the final copy of the property management agreement signed July 19th, 2021. This will not be inserted for public viewing but will be brought in print to the Aug 4th meeting viewable to the building and zoning board.

Therefore, the short-term rental Permit Application fully meets requirements outlined in the new text enacted July 7th, 2021, one agenda item before the agenda on this short-term rental permit.

Here is the new text of the short-term rental short-term rental permit enacted July 7th, 2021:

*“Short-term rentals must be owner-controlled, meaning that a property owner may not rent the property to an individual (renter) and allow the renter to utilize the unit as a short-term rental. The owner may manage the property outright or **contract an entity for professional management services** so long as the contracted entity is only contracted for said services and is not leasing the property from the owner”*

In this case, the owner Marge Donnelly is undoubtedly contracting Kingdom Stays entity for short-term rental management in this proposal. This was decided well before the final submittal for this application on June 10th, 2021 way before the text amendment was even known about.

It is important to mention that Marge and Miles spent large amounts of precious time in the meeting getting asked questions about whether Marge and Miles met the new text change that was just passed in the meeting. All questions were satisfactorily answered by both Marge and Miles on whether the project met the text change.

**The daily price of the short-term rental when fully active is at least \$80 but matures to \$110-\$130 per night. (Documentation)**

It was wrongfully stated by Karen multiple times that Kingdom Stays was previously renting the home at \$37 per night. Below is a screenshot of the VRBO listing that can still be accessed/viewed despite the fact that the dates are blocked. On VRBO, to this date, the listing general price is \$37. What was not mentioned by Karen in the meeting was that there is a red banner above the check-in and check-out dates that says, “**Enter dates for accurate pricing.**” (Anyone can go to the listing online and see this.)

Please click [here](#) to view the listing.

The screenshot shows the VRBO interface for a property in Pocahontas, Illinois. The listing is titled "Comfortable Family Home" and has a price of \$37/night with a 5-star rating and 1 review. A red banner above the booking form reads "Enter dates for accurate pricing." The booking form includes fields for "Check In", "Check Out", and "Guests", and a "Book Now" button. The listing also features a "Free cancellation up to 14 days before check-in" badge and a "Contact host" button for the host, Miles Maggio. The property number is 2186422. The listing includes several photos of the property, including the exterior and interior.

This is a close-up view of the booking form from the VRBO listing. It shows the price of \$37/night, a 5-star rating, and a "Book Now" button. A red banner above the booking form reads "Enter dates for accurate pricing." The booking form includes fields for "Check In", "Check Out", and "Guests", and a "Book Now" button. The listing also features a "Free cancellation up to 14 days before check-in" badge.

Karen also failed to mention in the meeting that **the base price does not include the following: management fees, extra guest fees, taxes, and platform fees.** The cleaning fee alone on a two bedroom space is the full price to pay a professional cleaner which is (at the very least should be \$50). This does not include management fees (\$10-15), extra guest fees, nor platform fees that vary by listing. This is actually very standard on home-sharing platforms where the user expects to see the absolute minimum “base nightly price” as a benchmark to fairly compare with other homes setting aside all other service-dependent fees.

The second picture is a screenshot of the actual reservation details before the operation was shut down. All screenshots are originally raw and only edited to black out the last names of former Kingdom Stays guests.

Nicole F [REDACTED] spent an average of **\$112.75 per night**

Lillie M [REDACTED] spent an average of **\$179.00 per night**


Kimberly L [REDACTED] spent an average of **\$149.50 per night**

The total for these reservations is \$929.00 spent over 8 nights, a nightly average of **\$116.13** per night. The average displayed in the screenshot is additionally accurate at **\$112.63** per night when platform fees are taken out. In other words, **\$112.63 per night** is what is passed on to the recipient of the revenue. These are a sample of the last 3 reservations. These figures are estimated to go much higher when a whole-home accommodation with 2 additional bedrooms (for a total of 4 bedrooms) is allowed and a listing is given time to receive good reviews and tenure on the platform. Any time period before this shows prices that are closer to the \$90-\$100 per night range and are not a good display of a matured listing with reviews that typically come from with Kingdom Stays quality reviews from guests. So, to be clear, this short-term rental was available for a short amount of time so it didn't have much time to “mature” or “plateau” into the nightly prices that is to be commanded with several reviews from guests. With that being said, it was never any lower than \$80 per night (total costs considered).

## Financial Overview




Gross amount ⓘ

**\$929.00**



## Breakdown

Listing View Reservations View

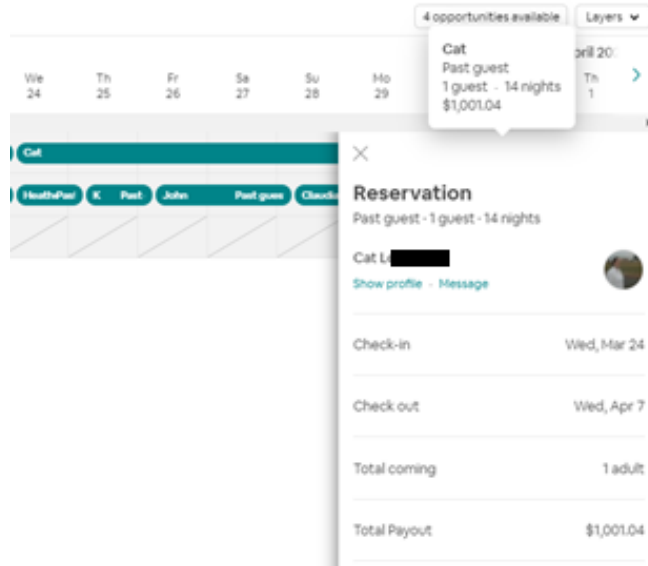
Listing name	Platform	Guest name	Check-in date	Check-out date	Number of nights	Status	Gross amount
Zschokke Home STLE		Nicole F. [REDACTED]	4/7/2021	4/11/2021	4	Approved	\$451.00
Zschokke Home STLE		Lillie M. [REDACTED]	4/11/2021	4/13/2021	2	Approved	\$179.00
Zschokke Home STLE		Kimberly L. [REDACTED]	4/16/2021	4/18/2021	2	Approved	\$299.00
<b>Total</b>							<b>\$929.00</b>

## Statistics

Listing Name	Occupied Nights	Occupancy Rate	Avg. Rev per night	Distributed Revenue ⓘ
Zschokke Home STLE	8	66.7%	\$112.63	\$901.00
<b>Total</b>	<b>8</b>	<b>66.7%</b>	<b>\$112.63</b>	<b>\$901.00</b>



The pictures after this show corroborating screen shots within the platform on how much these reservations were. The totals shown below do not include the platform fees. (Platform fees taken out already). Screenshots are original and only edited to black out the last names of Kingdom



Stays guests.

4 opportunities available   Layers ▾

**Kimberly**  
Past guest  
6 guests · 2 nights  
\$290.03

	Su 18	Mo 19	Tu 20	We 21	Th 22	Fr 23	Sa 24	Su 25	>
Kimberly									
PatrickPas									
Sarah									
Terry									

✕

### Reservation

Past guest · 6 guests · 2 nights

**Kimberly L** [REDACTED]

[Show profile](#) · [Message](#)

---

Check-in Fri, Apr 16

---

Check out Sun, Apr 18

---

Total coming 6 adults

---

Total Payout \$290.03

4 opportunities available   Layers ▾

**Lillie**  
Past guest  
5 guests · 2 nights  
\$173.63

	Tu 13	We 14	Th 15	Fr 16	Sa 17	Su 18	Mo 19	Tu 20	We 21	Th 22	Fr 23	Sa 24	Su 25	>
Lillie														
Kimberly														
Paula														
PatrickPas														
Sarah														
Terry														

✕

### Reservation

Past guest · 5 guests · 2 nights

**Lillie M** [REDACTED]

[Show profile](#) · [Message](#)

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Check-in Sun, Apr 11

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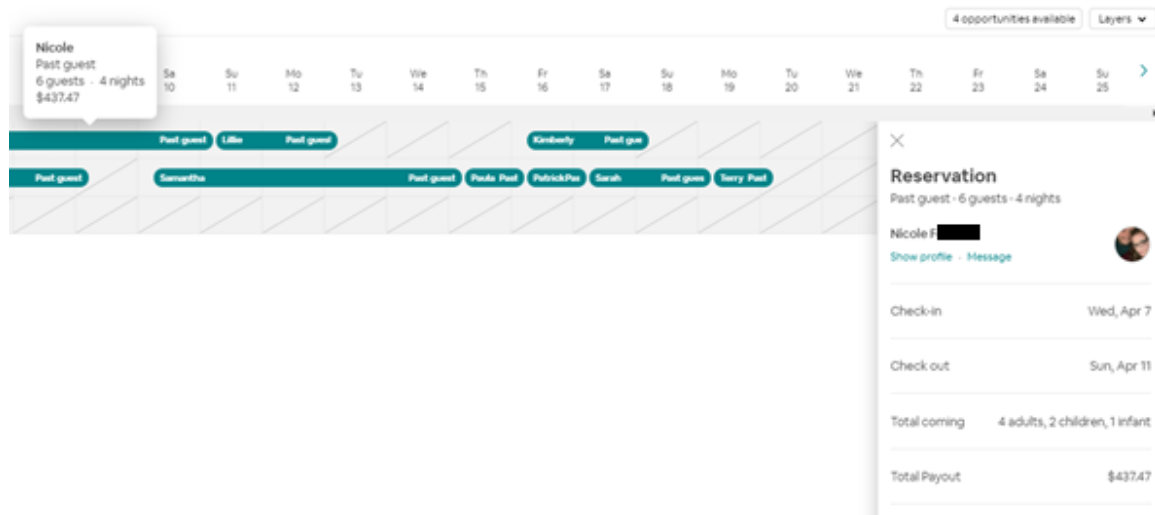
Check out Tue, Apr 13

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Total coming 4 adults, 1 child

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Total Payout \$173.63



Another screenshot shows a breakdown of a reservation earlier on where one adult stayed 14 nights paying a total of \$1239.37 for a nightly average of \$87.88 per night as she received a longer-stay discount from Kingdom Stays. This is another example but earlier on in the development of the listing. Again, \$1001.04 is after the platform and taxes are taken out. Other reservations were mutually cancelled by Kingdom Stays and guests when the short-term rental permit did not pass.

This documentation may seem exhaustive but Marge and Miles can provide plenty of more documents to support this conclusion: the final price paid per night is much higher than the \$37 per night.

Karen, the neighbor, also decided to compare \$37/night to a very poor \$38/night listing all the way in Arkansas, near a well-known destination. Even if Karen was doing a proper price comparison (which is not the case) she hand-picked a very low quality listing in a different supply-demand market therefore (intentionally or unintentionally) misleading the Building and Zoning Board.

It is important to note that even if the price was in the \$37 per night it has very little to do with whether or not the short-term rental would “not cause substantial adverse impact on the use, enjoyment, and land values of adjoining neighbors.” In fact, Kingdom Stays could lower the price of all Kingdom Stay’s listings to \$10 per night and find the very best travelers for each date given. Kingdom Stays could handpick star guests with a minimum of 30 perfect reviews in addition to the extensive screening process. This is supply in demand. The reality is Kingdom Stays does not need “the very best” guests traveling to the region. Kingdom Stays only needs guests that will follow the house rules, whose identity is confirmed in advance of reserving, and will be respectful and courteous to the neighborhood. Kingdom Stays is incentivised further to raise the price to meet supply and demand in the area to generate a fair and balanced price for the property owner and Kingdom Stays. There is no need to lower the price any more below that

which is offered in general hospitality market prices in the area (\$90-\$140) per night. Even if the price was \$37, Karen (or any other neighbor) can't explain why there was **not a single example of any problems with neighbors during the time it was active as a short-term rental**. If there was a single incident (even small) as it related to this short-term rental as a result of the prices, the building and zoning board as well as anyone who attends would have heard about it by now in the last three meetings on this. This home is under close scrutiny (to the point where Karen claims to know how often Marge and Miles go to and from the home at any given time, even stating in the April 19th City Council Meeting, "we will not hesitate to call the police with any infractions we see, so that they are on the record"). Yet, there are still not the smallest of infractions.

These facts (why each reservation's pricing is much higher than the VRBO base price) were fully explained in the last two meetings. This can be seen in the Building and Zoning Board minutes. Karen either forgot Miles' explanation of this (in multiple meetings) or didn't want to give context so as to be intentionally misleading (one of the two).

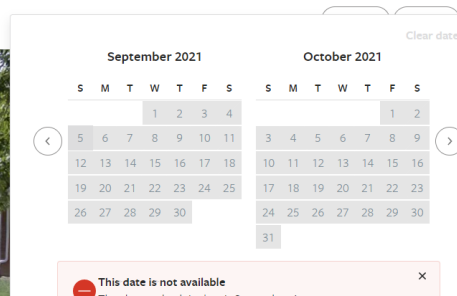
**Miles did not promise to remove the listing if the short-term rental permit did not pass. Miles promised to “cease operation” if the short-term rental permit did not pass.**

Miles committed to shutting down the short-term rental operations (not having any more reservations allowed and canceling existing future reservations). There are a few listings of this home available on the internet and that is through VRBO and Kingdom Stays direct booking website. For some reason, **even though the dates are blocked**, it still displays the listing. *It is not easy to take a listing down after it has been put up.*

This was also restated in the April 4th Combined Planning and Zoning Board Meeting it reads, “Mr. Maggio stated that he had verbal consent to do so and understands that he must cease operations if he does not receive this Special Use Permit.” [ref. Minutes]

This is just like a poster of a vehicle at the dealership. In this situation a neighbor decided to go under a table, rummage through the back shelves, and find a poster. Just because there exists a poster of a certain make and model of a vehicle **does not mean they have it in stock or are actively promoting/advertising it**. Likewise, on VRBO and Kingdom Stays, all you need to do is go and enter your dates and it will stop you from reserving stating that **“This date is not available”**. **Kingdom Stays is not attracting attention or making public notices about these listings** nor does Kingdom Stays have any incentive to do so if users cannot book and therefore is not promoting/advertising these listings. Below is a screenshot showing all dates are blocked off. Finding a product on the internet by clicking around on the internet does not mean that it is actively being marketed or promoted.

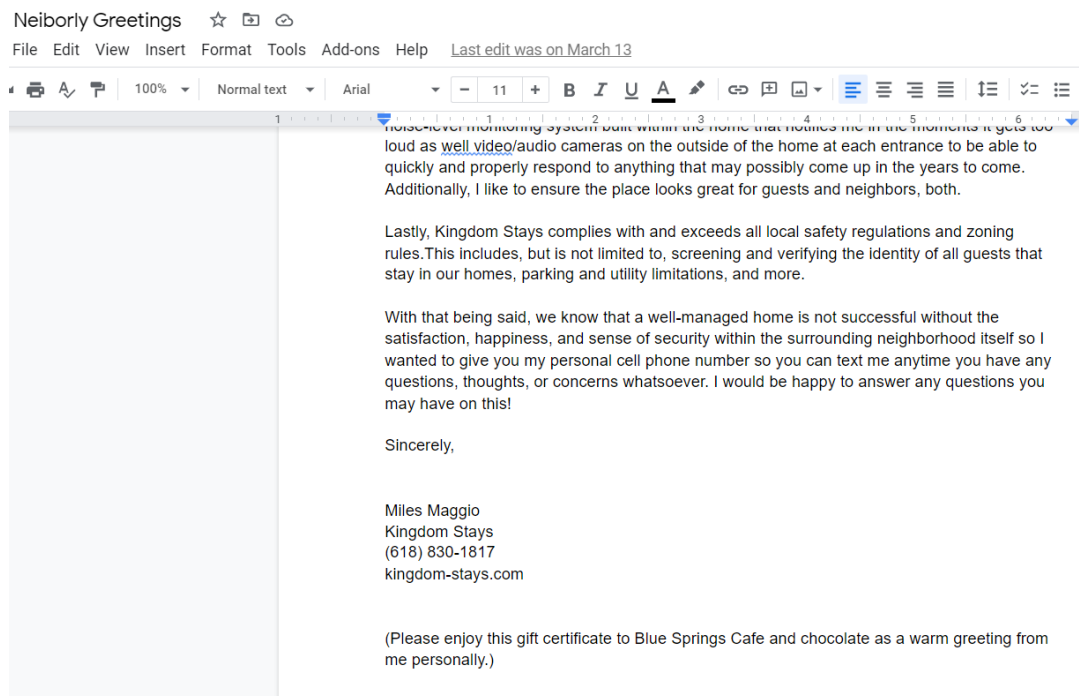
United States of America / Illinois / Highland  
♥ Comfortable Family Home ♥



For Karen to mention that there is a listing still available to view without explaining the dates are blocked (or that it is not actively being promoted) is very misleading to the Building and Zoning Board (intentionally or unintentionally). The Building and Zoning Board cannot make the right decision if they do not have the right facts to work with.

## Miles did not bribe neighbors... (Surprise, Surprise..)

There was an accusation by Karen that gifts given to immediate neighbors earlier this year were bribes. Chocolates and gift certificates were given to neighbors earlier this year **as a neighborly welcome and was not a bribe**. In fact, the letter says, **“Please enjoy this gift certificate to Blue Springs Cafe and chocolate as a warm greeting from me personally.”** Ironically this was not given to Karen but to the immediate adjacent neighbors, most of whom have expressed prior support. Please click [here](#) to view the original letter sent to the immediate neighbors displaying last edited March 13th. (PS: Marge and Miles knows it’s cheesy)



The general cynicism towards Marge and Miles has nothing to do with whether or not this proposed short-term rental will, **“not substantial adverse impact on the use, enjoyment, and property values of adjoining neighbors”**. This is an accusation on Marge and Miles’ intentions and has nothing to do with the actual project itself.

Claiming that Miles bribed neighbors is, again, misleading (intentionally or unintentionally). Marge and Miles just want the building and zoning board decisions to have the truth and verifiable, fact-based documentation and evidence upon decision. **This is all Marge and Miles asks**. It is important to mention again that this accusation is very misleading and puts at question (in Marge and Miles’ mind) this neighbor’s general intention in everything else [this neighbor] said at the last Building and Zoning Board meeting. Miles and Marge are not judgmental people but this level of cynicism is very destructive.

**The business comparisons in the short-term rental permit application are sufficient.**

Karen said, “there is not a residential home on three of the sides but instead there are streets.”

The application reads:

*“Kingdom Stays homes are much less risk-oriented and bring in less daily/hourly traffic than the business strip mall at 3rd and Walnut and Double J Doggie Play N Stay businesses. These two businesses are surrounded on three and two sides, respectively, by single family residential homes (some with children playing in the alley nearby). Although Kingdom Stays homes are surrounded on all sides by single family homes, Kingdom stays homes never produced anywhere close to the level of foot traffic, road traffic, parking, noise, and congregating that either of these businesses produce. These businesses additionally do not screen visitors, verify identities, or have noise-level monitoring systems and surveillance on the properties. There are many examples in Highland where living next to a commercial business like the ones mentioned previously does not cause a substantial adverse impact on the use, enjoyment, or property values of adjoining properties. Due to the systems in place and nature of the operation, Kingdom Stays homes are much more safe and secure and therefore causes less adverse impact than businesses nested entirely inside Highland neighborhoods. This is more so since all aspects of Kingdom Stays homes are characterized by low-density residential single-family-sized homes.”*

Below is a google maps screenshot of where Double J Doggie and the business strip mall are located. The yellowish/tan of the buildings indicate they are commercial buildings and the light white indicate they are residential homes, except new development to the north of Double J Doggie Play N Stay. Karen did not mention that on the other side of the street there is a residential property, albeit some properties are not as close (some are very close), is still factually correct; and (to the point) the reader now understands by this comparison that a much-higher-traffic, higher-risk businesses do not adversely impact the surrounding residential properties and therefore a Kingdom Stays homes wouldn't either.



This all distracts from the main point that all aspects of this short-term rental home are characterized by a low-density single-family home in each element that impacts adjoining neighbors. Those groups and families that want to stay, from prior experience, come and go from the home just as often as regular families would.

**Parking is not an issue at this location:**

One of the neighbors expressed a concern about the parking in the area. This home is able to park 3 vehicles in the back of the homes and the enforced limitation of the number of vehicles being able to park in the nearby vicinity is 4 (enforceable by camera) lending to no risk associated with parking congestion.

Even if it were assumed there was parking congestion, the enforced maximum of 4 vehicles and enforced prioritization of off-street parking ensures that on-street parking is not needed.

Limiting the number of vehicles able to park in the nearby area and enforcing guests prioritize off-street, on-site parking has always lended to no issues as it relates to the parking situation in the nearby area for any of the homes that Kingdom Stays managed in the past.

The application reads,

“Although an enforced maximum of 4 vehicles and 12 adults can be allowed on the premises at any given time, it is projected (with these limitations), that an upper limit of 4.8 average guests and 1.8 average vehicles will be parked in the immediate vicinity at any given time. Private, off-street parking is available for 3 vehicles at any given time. This ensures that every aspect of the building, traffic, and infrastructure use is entirely characterized by low-density residential use and appearance.”

A. Pictures taken Thursday July 16th, 2021 at 6:50pm show plenty of street parking at the intersection of Zschokke St and 14th St.



B. Pictures taken Friday July 17th, 2021 at about 2:30pm show plenty of street parking at the intersection of Zschokke St and 14th St.





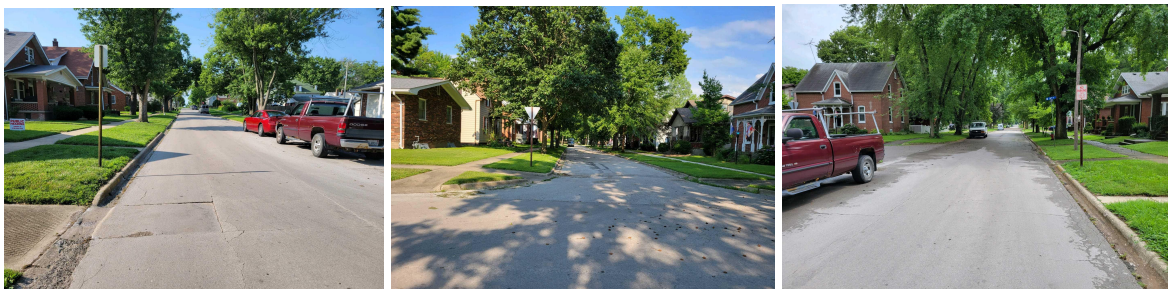
C. Picture taken Friday July 16th, 2021 at about 8:00am shows plenty of street parking at the intersection of Zschokke St and 14th St.



D. Pictures taken Saturday July 17th, 2021 at about 6:04pm show plenty of street parking at the intersection of Zschokke St and 14th St.



E. Pictures taken Sunday July 18th, 2021 at about 5:15pm show plenty of street parking at the intersection of Zschokke St and 14th St.



F. Pictures taken Monday July 19th, 2021 at about 11:10am show plenty of street parking at the intersection of Zschokke St and 14th St.



It is of extreme importance, more so to Marge Donnelly than Kingdom Stays, that facts are presented fairly and honestly to the board. These false accusations and opinions are hurting Marge; it does embolden Miles further to defend the truth in this. The board deserves to make an educated decision based on the facts and evidence.

### **President of non-traditional (“home-sharing”) accommodations in Highland, IL**

Kingdom Stays is the “Gold Standard” method for ensuring there is no adverse impact on the use, enjoyment, and property values of adjoining properties. Kingdom Stays has each of the items below the other short-term rental does not have and additionally has a proven track record of success with these systems in place. It is safe to say this proposed short-term rental will surely **not cause a substantial adverse impact on the use, enjoyment, and property values of adjoining neighbors**. The list of items described above are all systems and processes in place to err far on the side of caution for everyone involved at the home.

The link (not affiliated with Kingdom Stays) is a link to a whole-apartment home sharing accommodation can be found by clicking [here](#). This listing is active with many available dates for reserving.

It was a surprise to me to find that this other home sharing accommodation does not have many of the systems in place that Kingdom Stays always has:

1. no internal screening process,
  2. no house rules except check-in method and check-in check-out method,
  3. parties and events are allowed,
  4. smoking is allowed,
  5. pets are allowed,
  6. has a lock-box key reusable key instead of a programmable smart lock,
  7. does not have security camera on each entranceway,
  8. does not have a noise-level monitoring system,
  9. does not have a smoke detector alarm monitoring system,
  10. does not have a glass-break monitoring system,
  11. does not have specified house rules,
  12. does not define enforcement of house rules,
  13. does not give parameters for noise-levels,
  14. does not have a guest identity verification system in place,
  15. does not define enforcement of accurately reporting the number of guests,
  16. does internally regulate off-site parking,
  17. does not ask who is staying with the reservation holder,
  18. and does not confirm the user has read, understood, and will abide by the house rules (as there are no house rules).
  19. response time: “within a few hours” as opposed to Kingdom Stay’s “within an hour”
  20. does not give a framework to enforce any house rules.
  21. host is not a superhost or has a confirmed identity on the home-sharing platform (this is not required to be an amazing host but, to the point, Kingdom Stays has a long track record of good guest reviews).
- These elements all can be affirmatively ascertained from listing as the proper expectations are required to be set in advance of reserving. In fact, a host on a home-sharing platform is required to affirm whether or not “parties and events,” “smoking,” and “pets” are allowed or not and to Marge and Miles’ surprise this listing has intentionally marked these as allowable. **[Please Keep Reading]**

This is **not** to say this is unsafe to neighbors or this is a neglectful host. In fact, from what Marge and Miles hear over and over again: there has been no adverse impact on the use, enjoyment, or property values of adjoining neighbors, let alone “substantial” adverse impact on adjoining neighbors.

Below is a screenshot of the listing:



#### House rules

- 🕒 Check-in: 12:00 PM - 8:00 PM
- 🕒 Checkout: 3:00 PM
- 🗝️ Self check-in with lockbox

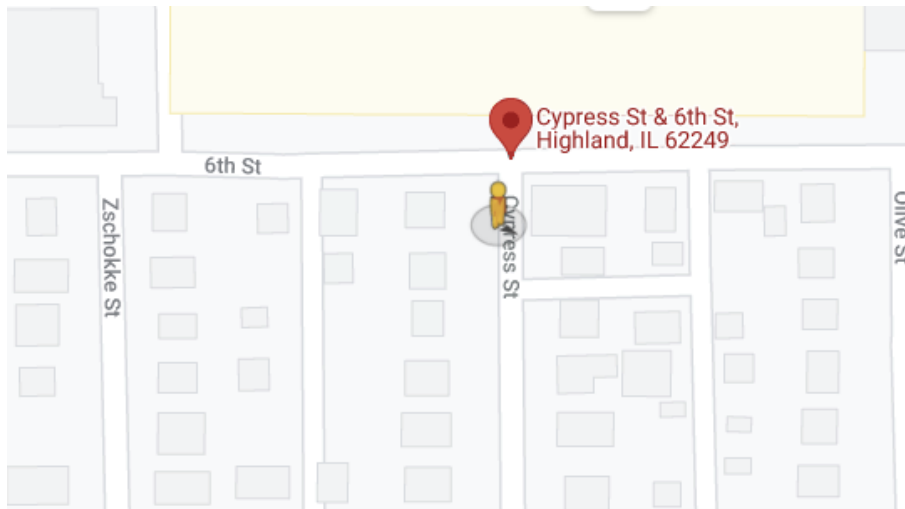
#### Health & safety

- ✈️ Committed to Airbnb's enhanced cleaning process. [Show more](#)
- 🧻 During the COVID-19 pandemic, all hosts and guests must review and follow Airbnb's social-distancing and other COVID-19-related guidelines. [Show more](#)
- 🚒 Carbon monoxide alarm
- 🚬 Smoke alarm

#### You must also acknowledge

- 🏠 Must climb stairs — 1 flight of stairs or elevator available on request by owner

Additionally, below is an aerial view of the accommodation's location as it is surrounded on three sides by low-density residential homes.



Lastly on this note. Approving this new short-term rental at 1320 Zschokke St (not the one above) sets the gold standard for short-term rental accommodations in Highland such that any subsequent permit applications can compare to this the Kingdom Stays method of screening, identity verification, surveillance, and house rules enforcement methods.

**Is this short-term rental accessible to individuals with disabilities/ is it required to be accessible to individuals with disabilities?**

This home is not accessible to individuals with mobility-limiting disabilities although it is accessible to many other individuals with non-mobility limiting disabilities; however, Marge is aware of the financial incentive to make this home accessible for the individuals with disabilities and is considering this as a possibility. It is not required by any governmental entity or organization to be accessible to individuals with mobility-limiting disabilities although it is certainly encouraged. Marge and Miles, regardless, hope the market will correct itself in allowing more short-term rentals accessible to individuals with disabilities but this is not even a possibility if this is not allowed in Highland, IL.

Ref. <https://bhgrlaw.com/2016/02/03/housing-provider-obligations-under-the-fha-and-ada-do-i-need-to-all-ow-service-assistance-animals-in-my-short-term-rental/>

**Conclusion:**

We are sad to report that many of the claims, accusations, and representations presented by Karen have, at the very least, the strong potential to misguide the Building and Zoning Board upon making their decision.

Maybe you are reading everything and listening to neighbors and you are still unsure of the impact associated with a short-term rental at this location. Maybe information from both sides makes it difficult to decide.

Here are some questions to consider:

Will this short-term rental not cause a **substantial** adverse impact on the use, enjoyment, and land values of adjoining neighbors? (**Substantial is a whole lot.**) Sec. 90-216. (c) (3)

Will this short-term rental not have an adverse effect upon the public health, welfare, or safety of the community? Sec. 90-216. (c) (4)

If this level of precautions taken does not safeguard against injury to the use and enjoyment of neighboring properties, then what level of precautions will?

If not allowing a short-term rental system with this track record is not long enough of a track record then what would be a long enough track record?

If not this short-term rental permit being allowed by the city of Highland then what short-term rental short-term rental permit would be allowed by the city of Highland?

If the currently existing short-term rental whole-apartment with very little home-rules/enforcement framework does not cause an adverse impact on the use, enjoyment, and property values of adjoining neighbors, then how would the short-term rental at this location suddenly cause a “substantial” adverse impact on the use, enjoyment, and property values of adjoining properties?

Based on all of the information provided in application and this supplementary documentation, please make a determination based on a reasonable standard when determining if this short-term rental permit can be allowed. Anything less rewards those who seek neighbor overreach and rewards others who mislead or do not look into the facts. Anything less necessarily stifles innovation and traveling accessibility in Highland as an ever growing number of groups and individuals exclusively travel utilizing non-traditional home-share websites.