



govService

Host Compliance

Great Barrington

Bruce McCaskill
October 2021

Subscriber Network
A network of 250M citizen subscribers



govAccess

Transactional websites designed for today's citizen



govService

Online citizen self-service solutions and process automation



govMeetings

Meeting agendas, video, and boards management



govDelivery

Targeted email, text, and social media communications



govRecords

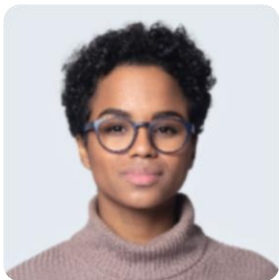
Paperless records management



Granicus Experience Group

A strategic team of experts delivering managed services

Monitoring Short-Term Rentals (STRs) presents both widely known and underappreciated challenges



Getting **visibility** into STR data is **nearly impossible**



Manual processes weigh on my team and **drain our budget**



Our **internal alignment** is ineffective and **suffers**



So much of my **time is wasted** on **finding more room in the budget**

🕒 **<10%**

Of STR owners voluntarily get registered and pay all of their taxes

🕒 **20-30%**

Issues with STRs growing at an alarming rate year over year

The Short-Term Rental Market is Exploding

Many communities are struggling to define and enforce regulations that preserve community character and keep communities safe while ensuring revenue collection.



15x

the # of short-term rental listings since 2011



27

global markets have seen home rentals outperform hotels in the last year



100s

of different platforms make it nearly impossible to manually track STR property listings



239%

Increase in STR related party complaints in the last year

Without compliance, local government knows STRs bring significant challenges

>> Lost economic opportunities

>> Diminished neighborhood character

>> Impact on housing affordability

>> Wasted time and money



The Case that Short-Term Rentals Actually Make Our Neighborhoods Stronger

Kara Wilson · September 25, 2019

News | Technology

Tech challenges (and coronavirus) were the focus for rental managers in 2020

By Linda Fox | December 22, 2020



The New York Times

Airbnb Fights Its 'Party House Problem'

Noise. Damages. Safety questions. Airbnb is racing to address the risks posed by partying guests before it goes public.

Forbes

Dec 2, 2020, 11:20am EST | 511 views

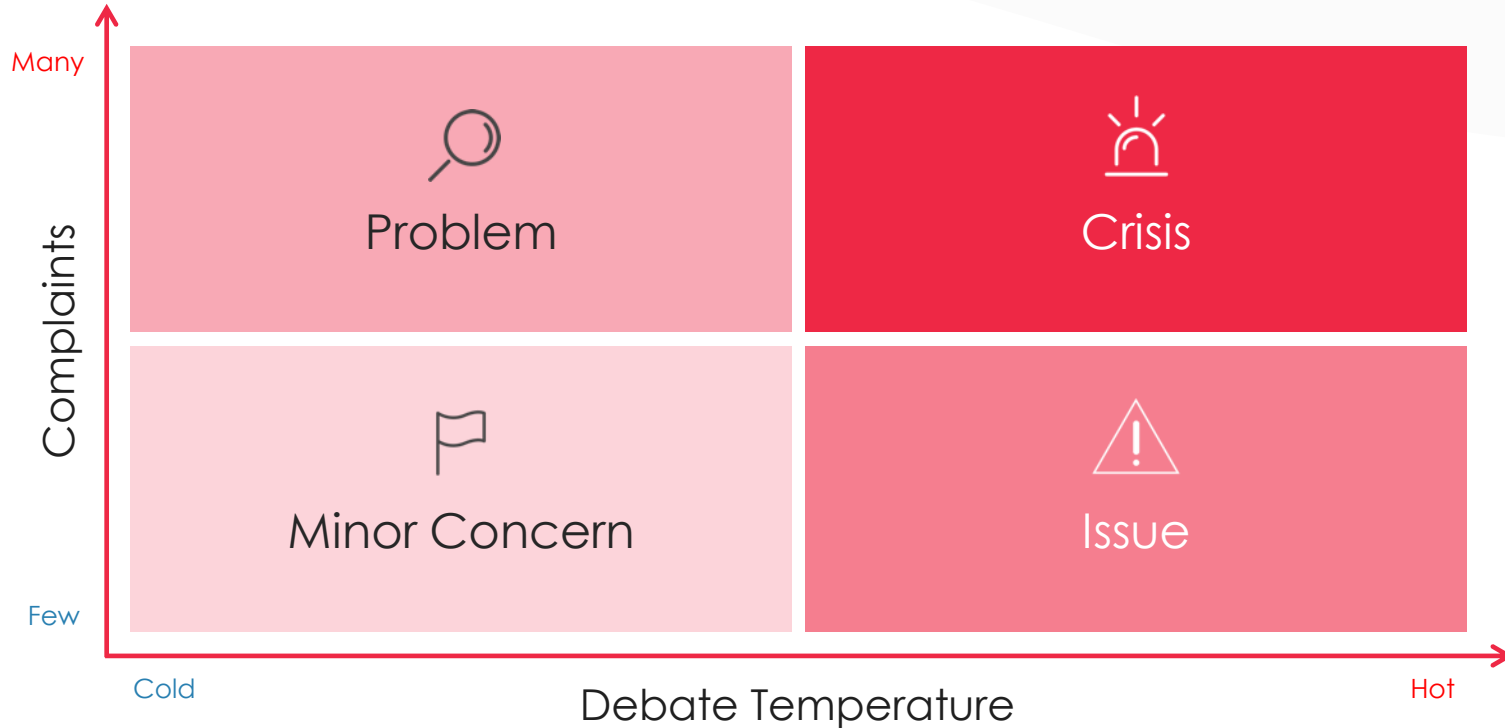
The Growth And Challenges Of Vacation Rentals In The Age Of Covid



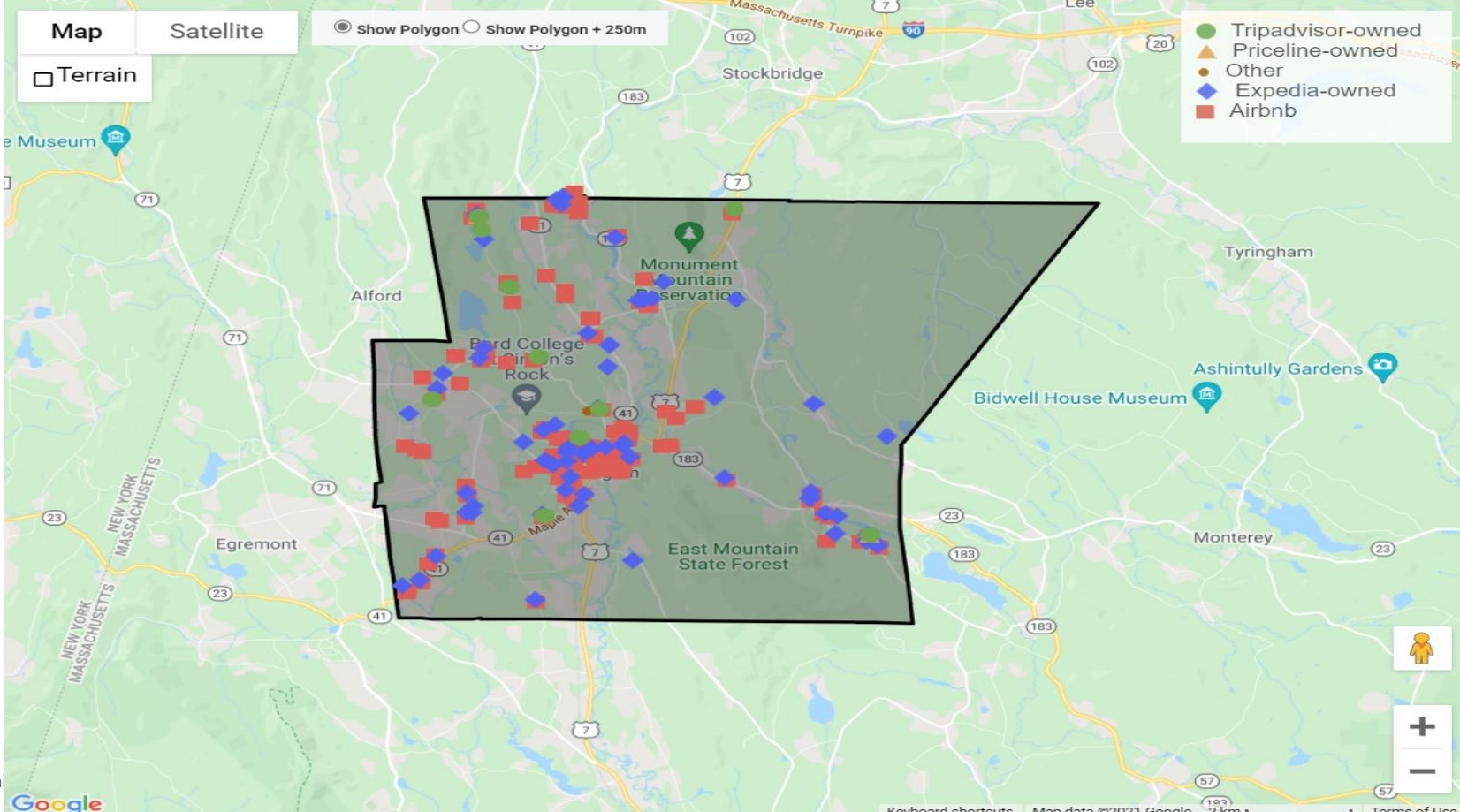
What Are Your Top Priorities?

- Reduce noise, parking, traffic and trash-problems
- Eliminate party houses
- Reduce STR impact on neighborhood character
- Ensure building safety
- Improve responsiveness to neighbor complaints
- Stem STR impact on affordable housing availability
- Improve permit and tax compliance to increase tax revenue
- Ensure a level playing field between law abiding traditional lodging providers and illegal STRs
- Reduce tension between short-term rental property owners and their neighbors
- Make citizens aware that STR problems are taken seriously

How big of a challenge are short-term rentals in Great Barrington?



...and in Great Barrington we have identified 210 listings, representing 169 unique rental units* Short-term rentals as of October 2021

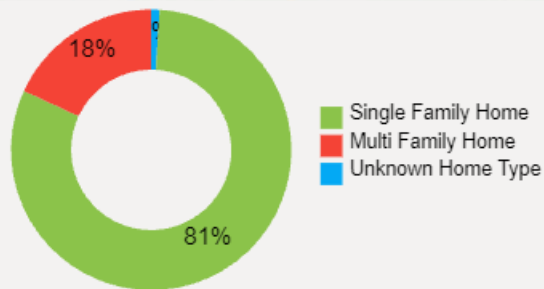


Great Barrington STR Market Details

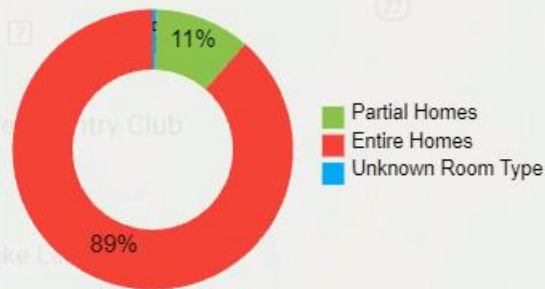
Median Nightly Rate
(USD)

\$290

Listing Types



Unit Types



True Compliance Requires a Holistic Approach

Identifying STRs alone isn't enough. You need to...

Understand the market

Understand the size and scope of short-term rentals in your community



Identify revenue loss

Ensure your community has identified every opportunity for revenue capture, creating an even playing field for all types of providers and residents



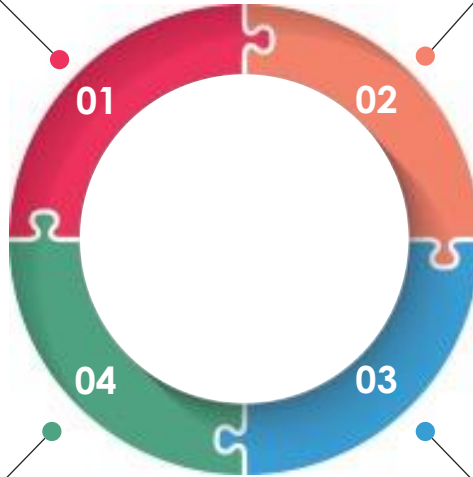
Automate and save

Support greater staff efficiency with impactful tools and process automation to help implement and enforce fair regulations

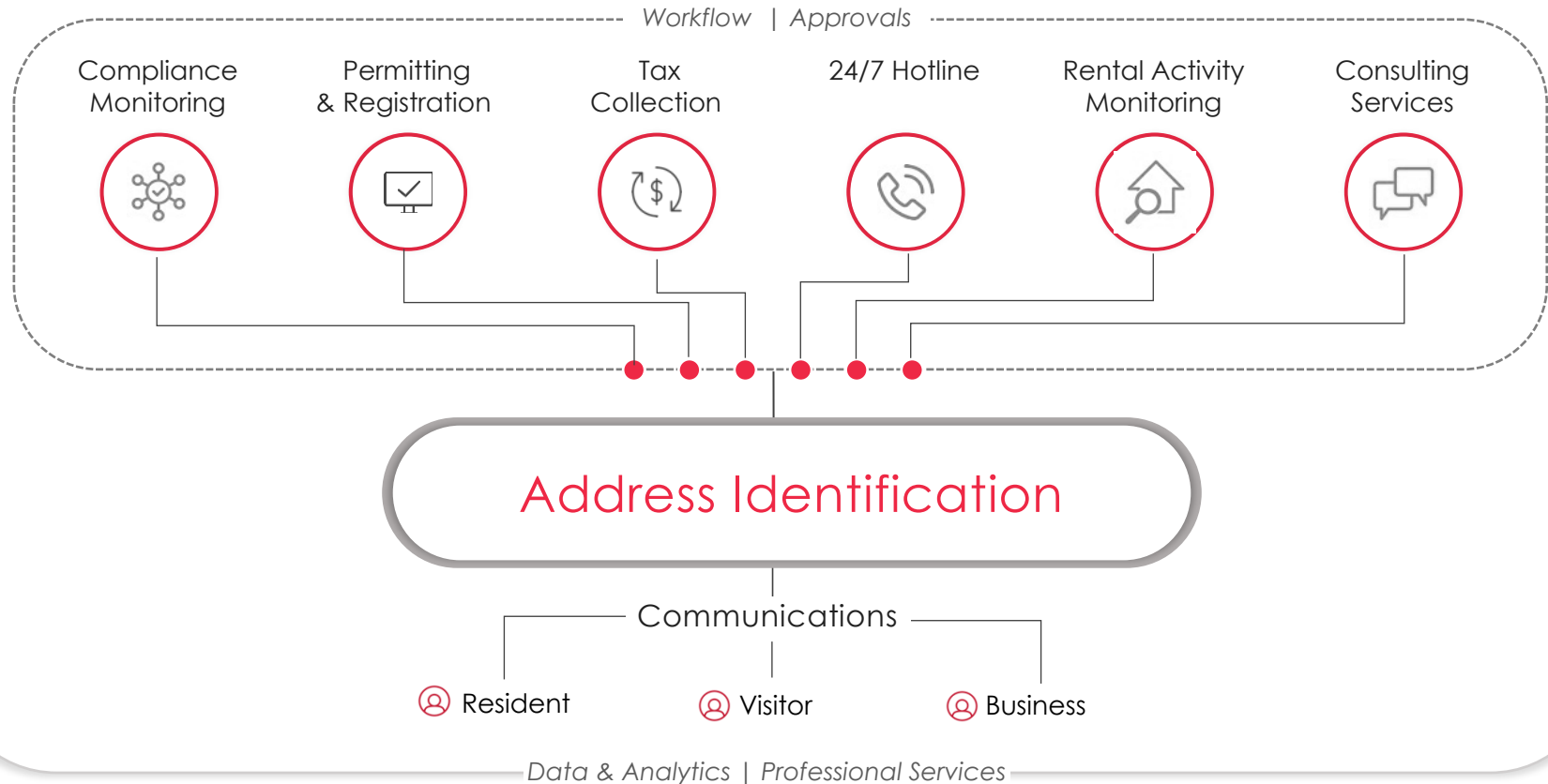


Protect the community

Ensure all lodging providers meet health and safety standards; develop short- and long-term plans to create, grow, or revitalize a community or area



govService **Host Compliance**



Address Identification technology and processes make it possible to easily monitor the STR market and find the addresses and owners of all identifiable STRs

1

Scan

We scan the world's 60+ largest STR websites for all listings

2

Extract

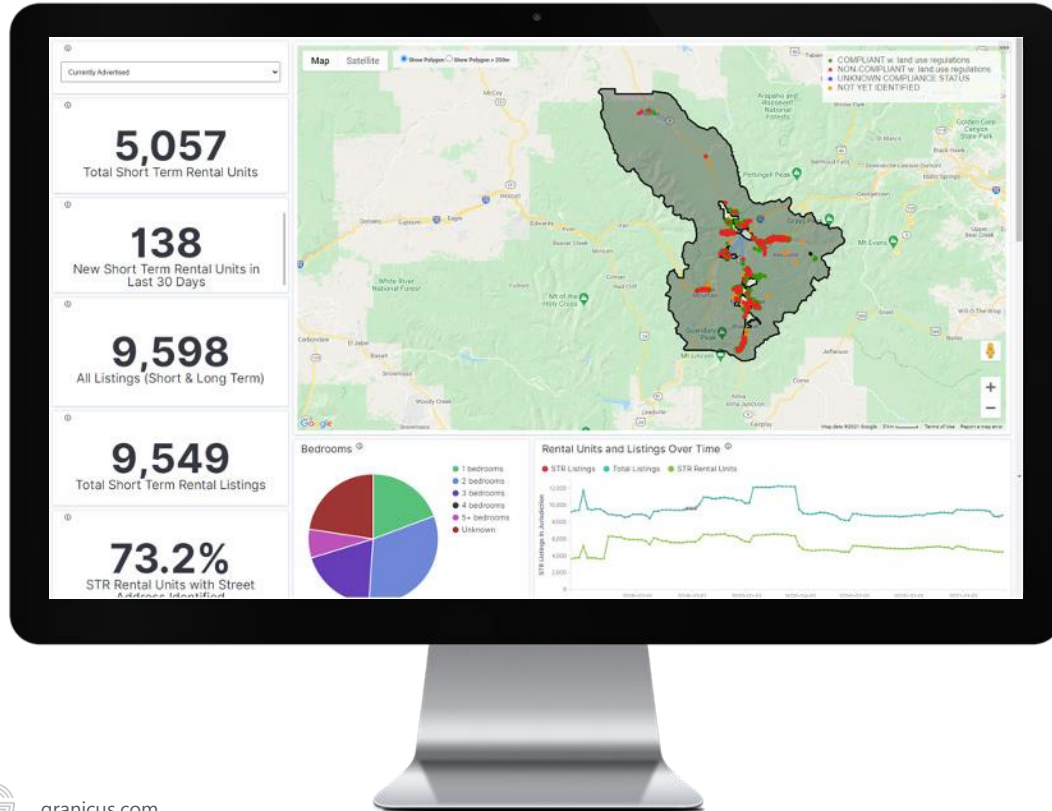
We identify each listing and extract as much information as possible to allow our AI models to narrow down the list of possible address/owner matches

3

Combine

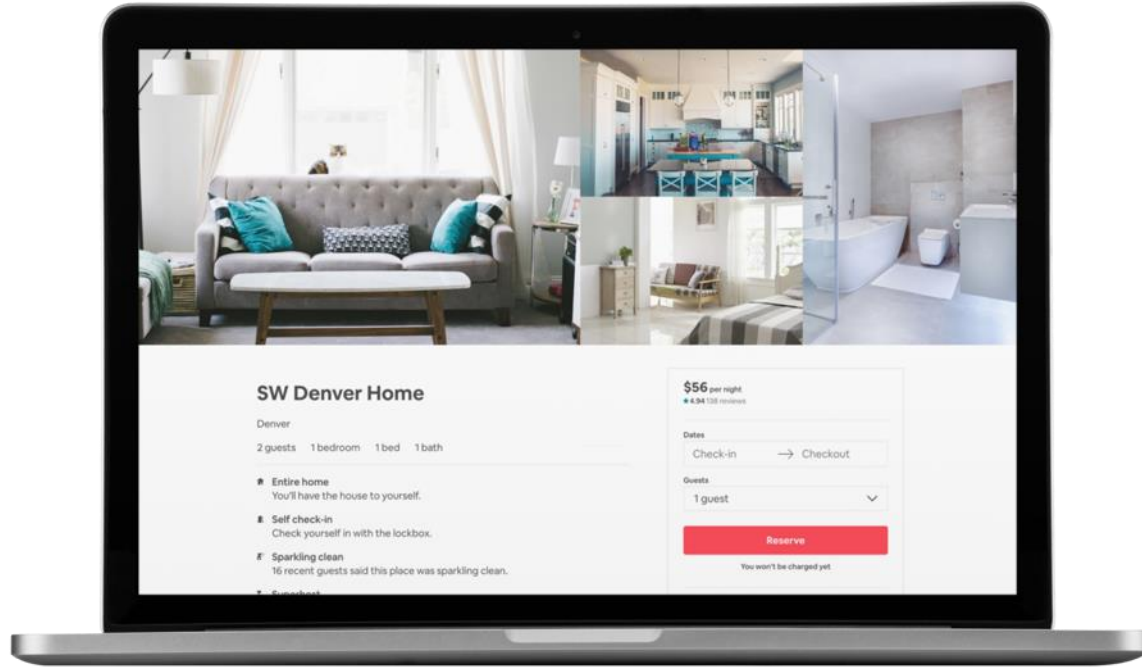
We combine AI and human analysts to identify the exact addresses and owner information for each identifiable STR

Address Identification monitors the STR market and finds the addresses and owners of all identifiable STRs



The data and screenshots are made available to authorized users in an easy-to-use online dashboard and records management system and easily exported in Excel/CSV format

Use software to **automate the systematic capture of listing screenshots**



Full Screen



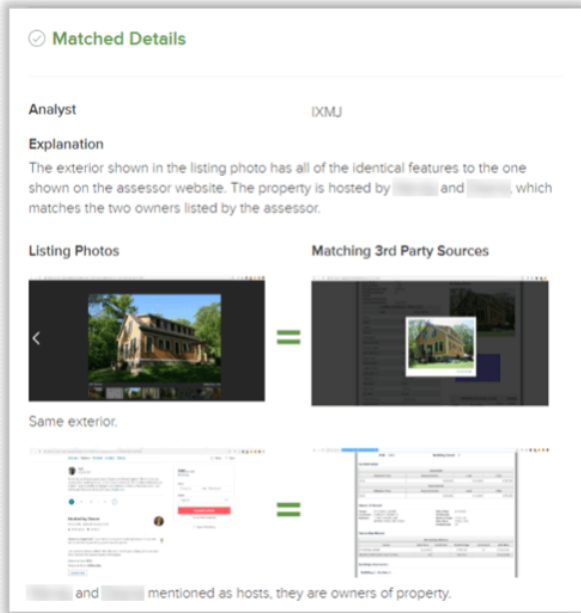
Listing status, metadata and full-screen screenshots are time stamped and made available in real time on the **rental unit record**

The screenshot shows the 'Rental Unit Record' page for a property at 9750 Ryan Gulch Rd, Steamboat, CO 80498, USA. The status is 'Active' (green checkmark) and 'Identified' (green checkmark). There are buttons for 'PRINT' and 'SEND A LETTER'. The page is divided into two main sections: 'Listing(s) Information' and 'Rental Unit Information'. The 'Listing(s) Information' section shows a large photo of a pool and several smaller thumbnail photos. The 'Rental Unit Information' section shows a map of the property and a list of details: Identified Address (9750 Ryan Gulch Rd, Steamboat, CO 80498, USA), Identified Unit Number (10), and Identified Latitude, Longitude (39.6075, -106.8292).

The screenshot shows the 'Listing Details' and 'Timeline of Activity' page. The 'Listing Details' section includes: Listing URL (https://www.airbnb.com/rooms/45098760), Listing Status (Active), Host Compliance Listing ID (air45098760), Listing Title (Cooper Slopeside 2 Story Penthouse, 4 Beds 10 Beds), Property type (Condominium), Room type (Entire home/apt), Listing Info Last Captured (Mar 17, 2021), Screenshot Last Captured (Mar 17, 2021), Price (\$350/night), and Cleaning Fee (\$150). The 'Information Provided on Listing' section includes: Contact Name (Pete), Latitude, Longitude (39.6075, -106.8292), Minimum Stay (# of Nights) (3), Max Sleeping Capacity (# of People) (10), Max Number of People per Bedroom (2.5), Number of Reviews (7), and Last Documented Stay (03/2021). The 'Listing Screenshot History' section shows a timeline of screenshots from January to March. The 'Timeline of Activity' section shows a series of events and documentation pertaining to this property, including: 1 Documented Stay (March, 2021), 3 Documented Stays (February, 2021), Listing air45098760 Reposted (February 19th, 2021), Listing air45098760 Removed (February 10th, 2021), 2 Documented Stays (January, 2021), Listing air45098760 Reposted (January 6th, 2021), Listing air45098760 Removed (January 2nd, 2021), 1 Documented Stay (December, 2020), Listing air45098760 Identified (September 26th, 2020), Listing air45098760 First Crawled (August 27th, 2020), and Listing air45098760 First Activity (August 27th, 2020).

Provide documented evidence of every address match to support all of Great Barrington's enforcement efforts

Example of Searchable Evidence



Example of Legal Declaration

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CITY OF IMPERIAL BEACH-ADMINISTRATIVE CITATION APPEAL

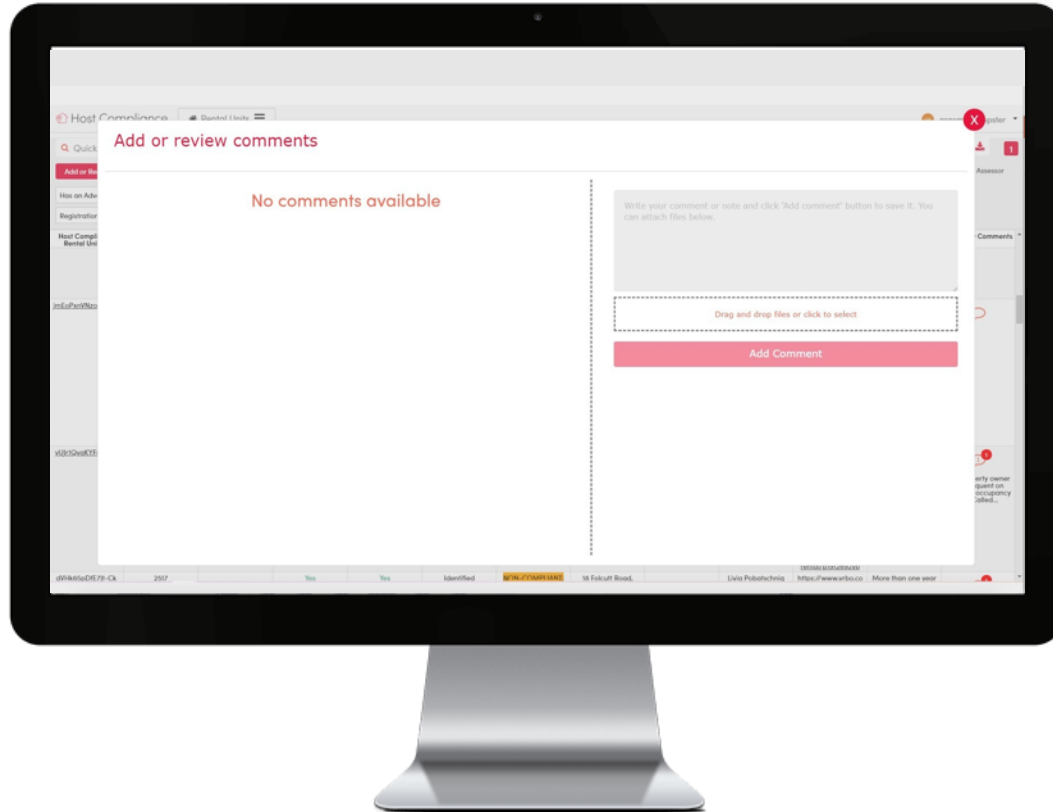
In the Appeal Of Citation Number [REDACTED]	Code Enforcement Case [REDACTED]
[REDACTED]	DECLARATION OF ULRIK BINZER
Appellant,	[IMAGED FILE]
vs.	Hearing Officer: May 30, 2018
CITY OF IMPERIAL BEACH,	Hearing Date: 10:00 a.m.
Respondent.	Hearing Location: Mayor's Office 825 Imperial Beach Blvd. Imperial Beach, CA 91932

I, Ulrik Binzer, declare as follows:

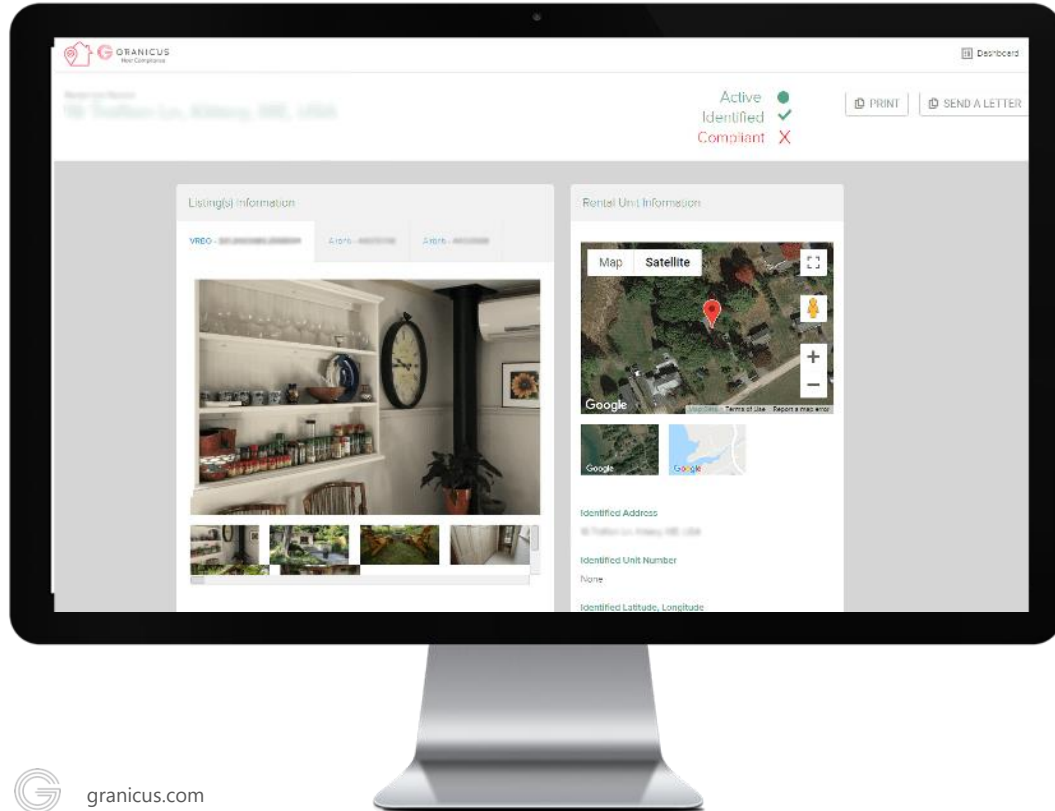
- I am the Chief Executive Officer of Host Compliance, LLC. I have personal knowledge of all the matters stated herein and, if called as a witness, I could competently testify thereto.
- Host Compliance, LLC ("Host Compliance") is a California Limited Liability Company that was formed on October 15, 2015 with its principal place of business located at 735 Market Street, Floor 4, San Francisco, CA 94920. I have worked for Host Compliance since its inception.
- As the, CEO, my duties at Host Compliance include managing all aspect of the Company's operations. I am also the Founder and CEO of Host Compliance. I previously served

1
DECLARATION OF ULRIK BINZER

Easily track the status of individual rentals and create case notes on the unit's record



Compliance Monitoring allows you to stay in control and save time by sending your enforcement letters with the click of a button

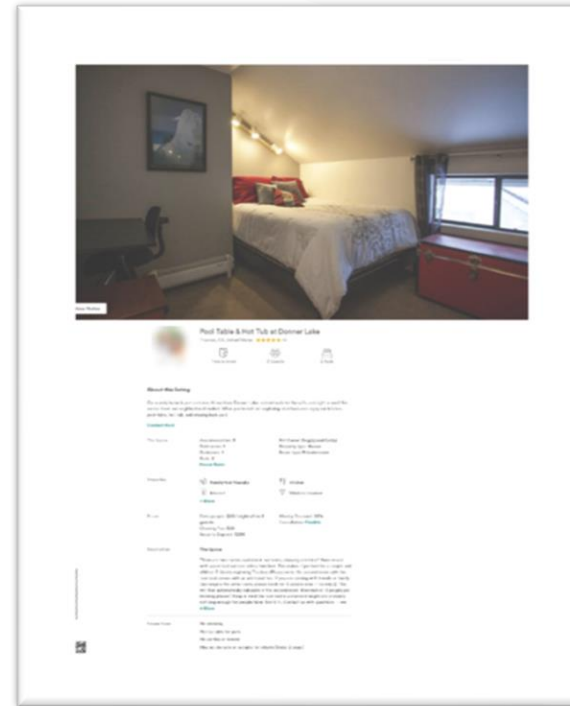


 **SEND A LETTER**

< Back | **Select Letter Template**

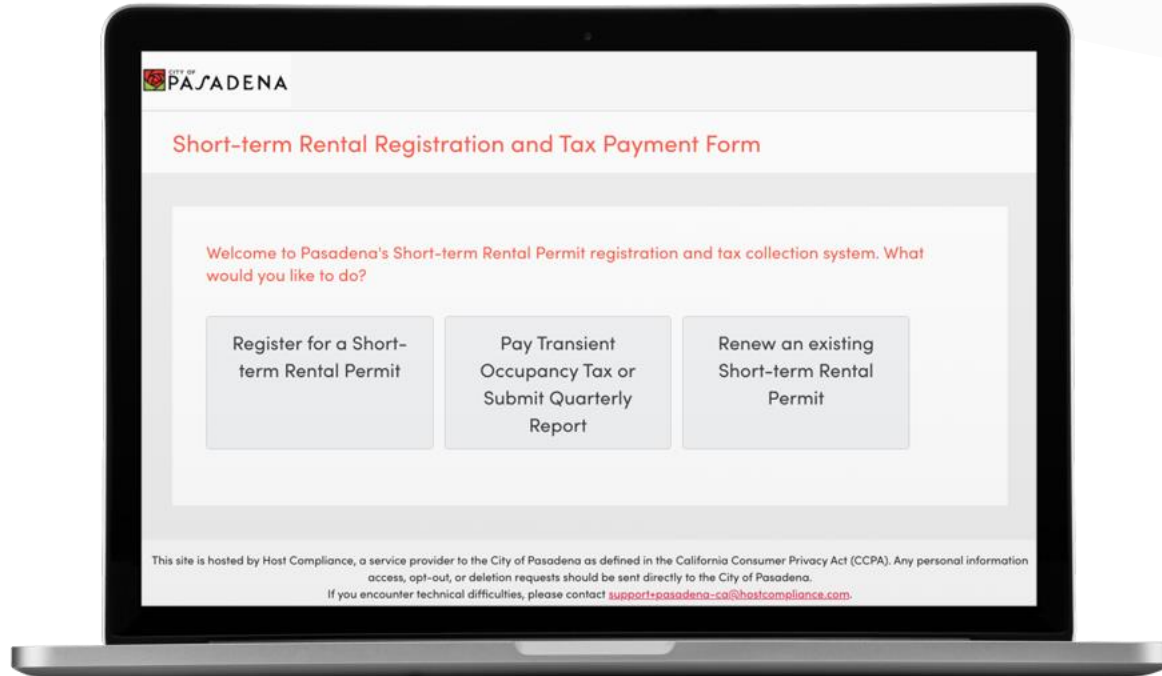


Increase your outreach effectiveness and efficiency by automatically adding evidence to communications



Mobile Permitting & Registration

Simplify Great Barrington's permitting and registration processes and significantly reduce the administrative costs on the back-end



Tax Collection

Simplify Great Barrington's tax collection process and significantly reduce the administrative costs on the back-end

Please enter the taxable receipts for listing 1/2: <https://www.airbnb.com/rooms/XXXXXXX>.
If you have had \$0 taxable receipts for a given quarter, please enter \$0.

Taxable receipts INCLUDE, but are not limited to, nightly rents, weekly rents, standard cleaning fees, pet fees, internet charges, late check-out fees, extra person fees, and resort fees. Taxable receipts EXCLUDE refundable deposits and any additional items included in a special package rate, such as ski passes, or other recreational activity or additional service subject to sales tax.

January 2019 to March 2019	
Taxable receipts e.g. \$2000	No. of nights occupied e.g. 22
\$2,000	30
April 2019 to June 2019	
Taxable receipts e.g. \$2000	No. of nights occupied e.g. 22
\$1,000	15
July 2019 to September 2019	
Taxable receipts e.g. \$2000	No. of nights occupied e.g. 22
\$3,000	45
October 2019 to December 2019	
Taxable receipts e.g. \$2000	No. of nights occupied e.g. 22
\$10,000	200

24/7 Hotline makes it easy for neighbors to report, substantiate and resolve non-emergency STR incidents in real-time

1

Report

Concerned neighbor calls 24/7 short-term rental hotline or reports incident online

2

Proof

Complainant provides info on alleged incident and is asked to submit photos, videos or other proof of the alleged violation

3

Resolution

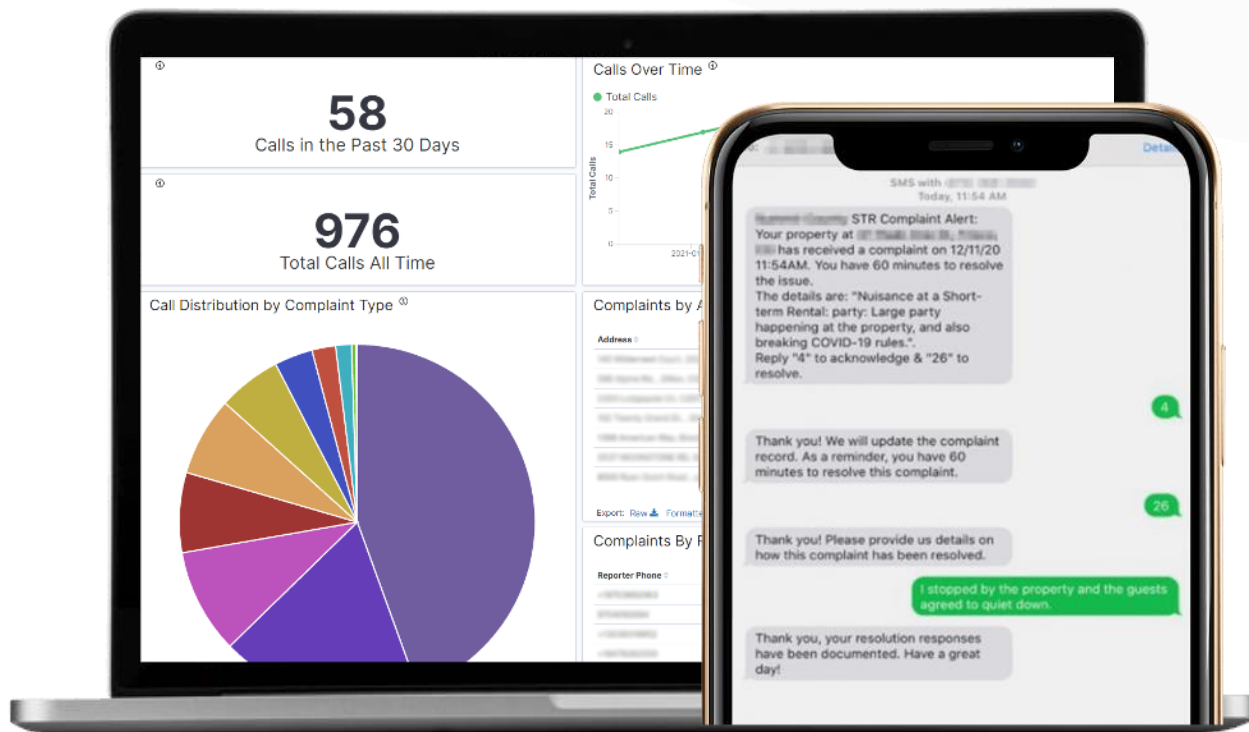
If property is registered, Granicus Host Compliance immediately calls and texts host/emergency contact to seek acknowledgement & resolution

4

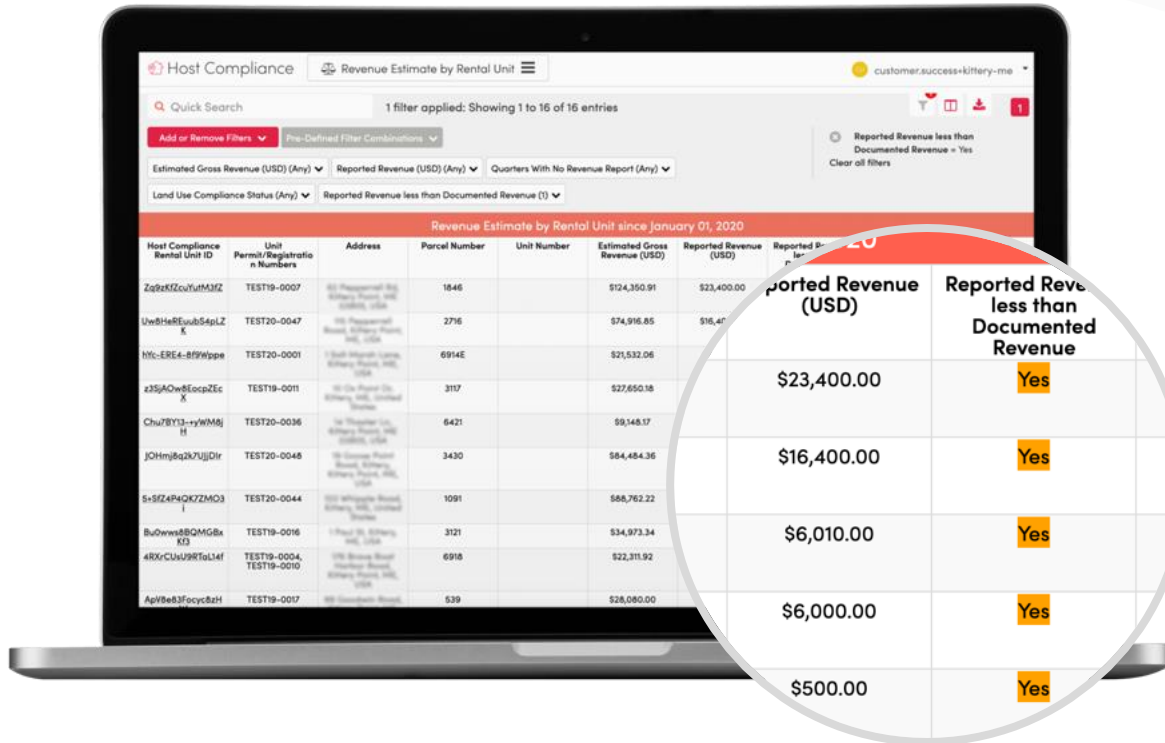
Complete

Problem solved – complaints & resolution notes saved in database so serial offenders can be held accountable

Get detailed reports and dashboards to track all short-term rental related complaints in real-time



Rental Activity Monitoring automates the selection of audit candidates to maximize the impact of audit efforts

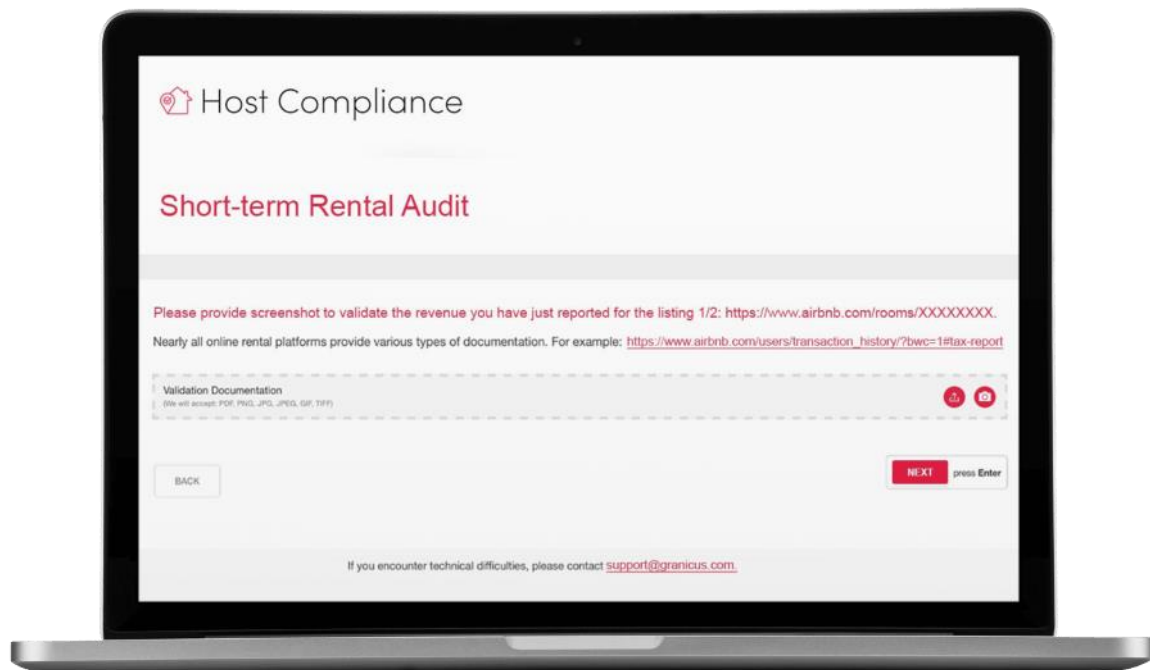


The screenshot displays the 'Host Compliance' software interface. At the top, there's a navigation bar with 'Host Compliance' and 'Revenue Estimate by Rental Unit'. Below this is a search bar and a filter section showing '1 filter applied: Showing 1 to 16 of 16 entries'. The main table is titled 'Revenue Estimate by Rental Unit since January 01, 2020'. The table has columns for 'Host Compliance Rental Unit ID', 'Unit Permit/Registration Numbers', 'Address', 'Parcel Number', 'Unit Number', 'Estimated Gross Revenue (USD)', 'Reported Revenue (USD)', and 'Reported Revenue less than Documented Revenue'. A magnifying glass highlights the last two columns, showing values like '\$23,400.00' and 'Yes'.

Host Compliance Rental Unit ID	Unit Permit/Registration Numbers	Address	Parcel Number	Unit Number	Estimated Gross Revenue (USD)	Reported Revenue (USD)	Reported Revenue less than Documented Revenue
Zq9xKZcuYutM3J2	TEST19-0007	60 Pleasant St, Albany, NY, United States	1646		\$124,350.91	\$23,400.00	Yes
Uw8HeREub54pLZK	TEST20-0047	10 Pleasant St, Albany, NY, United States	2716		\$74,916.85	\$16,400.00	Yes
HyC-ERE4-B9fWpge	TEST20-0001	1 East Main St, Albany, NY, United States	6914E		\$21,532.06		
e35AOW8EocpZec	TEST19-0011	10 Pleasant St, Albany, NY, United States	3117		\$27,650.18		
Chu7BY13-yyWMAjH	TEST20-0036	10 Pleasant St, Albany, NY, United States	6421		\$9,148.17		
JOHmJ8q2k7UjDir	TEST20-0048	10 Pleasant St, Albany, NY, United States	3430		\$84,484.36		
5r5fZ4P4QK7ZMO3	TEST20-0044	10 Pleasant St, Albany, NY, United States	1091		\$88,762.22		
BuOwms8BQMG8xK3	TEST19-0016	10 Pleasant St, Albany, NY, United States	3121		\$34,973.34		
4RXxCUuJ9RTol14f	TEST19-0004, TEST19-0010	10 Pleasant St, Albany, NY, United States	6918		\$22,311.92		
Apl9e83focyc8zh	TEST19-0017	10 Pleasant St, Albany, NY, United States	539		\$28,080.00	\$6,000.00	Yes
						\$500.00	Yes

Identifying tax fraud and occupancy/rental frequency violations by STR listings for signs of rental activity

Streamline the audit process by **requesting all backup information through simple, interactive online forms**



Host Compliance



Short-term Rental Audit

Please provide screenshot to validate the revenue you have just reported for the listing 1/2: <https://www.airbnb.com/rooms/XXXXXXXXX>.

Nearly all online rental platforms provide various types of documentation. For example: https://www.airbnb.com/users/transaction_history?bwc=1#tax-report

Validation Documentation

(We will accept: PDF, PNG, JPG, JPEG, GIF, TIFF)



BACK

NEXT press Enter

If you encounter technical difficulties, please contact support@granicus.com

Hosts can easily **upload** STR revenue statements to verify rental activity

The background features a collage of various business planning documents. On the left, there's a pie chart labeled 'MARKET SHARE' with a segment highlighted and labeled '30%'. Below it is a speech bubble icon. To the right of the pie chart is a '2 YEAR' timeline diagram. Further right is a 'DESIGN' section with a 'WEB' page layout and a 'PLAN' section. Below the 'DESIGN' section is a 'DIGITAL MEDIA' section with a 'PRODUCT' and 'SERVICE' box, and a 'QUALITY' box. In the center, there's a 'Digital Contents ?' note. Below that is an 'INNOVATION' section. At the bottom left, there's a 'CONCEPTS' section with a list of 'A', 'B', and 'C'. In the bottom center, there's a 'TEAMWORK' section with three person icons. To the right of that is a 'TIME LINE' section with a clock icon. At the bottom right, there's a 'SES' section. The overall theme is business planning and consulting services.

Consulting Services

Short-Term Rental regulation creation, updates, and guidance from planning experts

- ✓ Experience with hundreds of communities including 1) access to proprietary regulations data that is the most trusted by government and 2) support on hundreds of regulations.
- ✓ Custom public outreach strategy and messaging framing.
- ✓ Complete draft of a custom short-term rental ordinance.
- ✓ Compliance monitoring and enforcement plan for staff and legal counsel to refine and adopt.

How can you make sure **all voices are heard** while considering short-term rental regulations?



Neighborhoods

- Organized neighborhood groups (including HOAs, etc.)
- Individual homeowners
- Renters
- Housing advocacy groups



Government

- Code Enforcement
- Planning & Zoning
- Public Safety
- Assessor



Lodging

- Existing STR host groups
- Individual STR hosts
- Realtors
- Current lodging providers
- Tourism Board

With **Bang The Table** community engagement in Great Barrington just got easier



Choose the right mix of online feedback tools for your community engagement objectives



Foster meaningful connections and build trust with your community



Deliver a seamless, closed-loop communication experiences for your citizens



Reach targeted audiences and use data to measure effectiveness

Why Government Leaders Choose Granicus

Trusted by thousands of government agencies at all levels



Secure

Security-First

FedRAMP authorized; Tier III, DOD-approved data centers; Private vs. Public cloud.



Simplified

One Platform

Streamline digital services by consolidating to a single platform vs. multiple vendors and applications.



Supported

1 Team, 24/7

Around-the-clock support and training for your entire team; three types of support available – technical, success, adoption.



Innovation Leader

First-to-Market Technology

\$20M Invested Annually in R&D, Foremost innovator of government SaaS technology, with 5 first-to-market solutions.



govService **Host Compliance**



Address Identification

Automated monitoring of 60+ STR websites and online dashboard with complete address information and screenshots of all identifiable short-term rentals.



Compliance Monitoring

Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators.



Permitting & Registration

Online forms and back-end systems to streamline the registration process and capture required documentation, signatures and payments electronically.



Tax Collection

Make tax reporting and collection easy for hosts and staff to submit and review online.



24/7 Hotline






Make it easy for neighbors to report, prove, and resolve non-emergency short-term rental related problems in real-time, any day, at any hour.



Rental Activity Monitoring




Estimate occupancy or rental revenue for each property and identify audit candidates who are under-reporting on taxes or exceeding occupancy regulations.

To accommodate any budget and ensure a high ROI for our clients, our services are priced based on the number of STRs that need to be monitored

Cost per STR Listing/Rental Unit	
 Address Identification	\$45.00 Per Year
 Compliance Monitoring	\$22.50 Per Year
 Permitting & Registration	TBD Per Year
 24/7 Hotline	\$12.00 Per Year
 Rental Activity Monitoring	\$30.00 Per Year

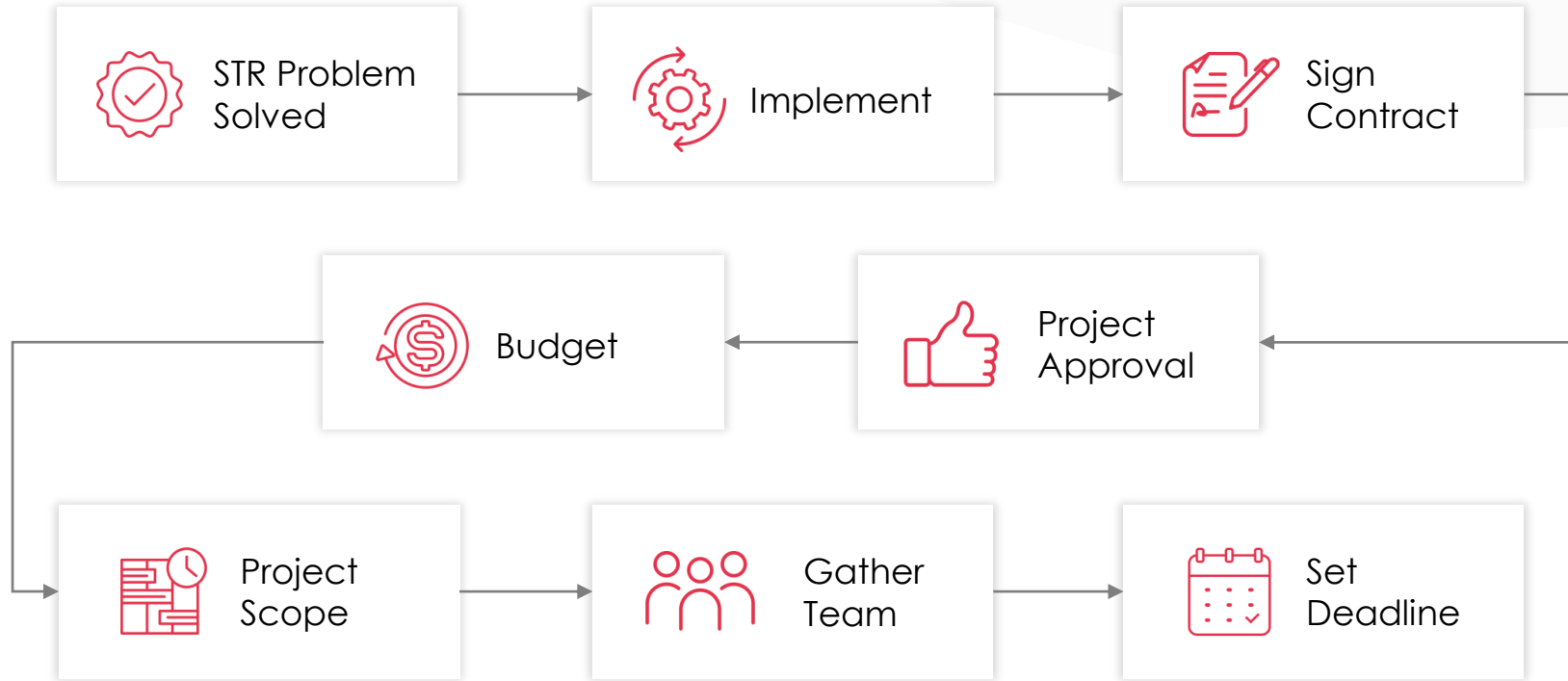


Modular pricing tailored to Great Barrington's short-term rental needs

	Address Identification	\$9,450 Per Year
	Compliance Monitoring	\$3,803 Per Year
	Permitting & Registration	\$5,000 Per Year
	24/7 Hotline	\$2,028 Per Year
	Rental Activity Monitoring	\$5,070 Per Year



Working backwards to a solution to address Great Barrington's STR challenges





Next Steps

I. Send Meeting Summary & Presentation

II. Schedule All Team Value Meeting

Participant: Administration, Finance, Planning, Code Enforcement, Elected Officials

III. Confirm Performance Goals & Metrics

Participant: Administration, Finance, Planning, Code Enforcement, Elected Officials

- a) Return on Investment Experienced by Peer Governments
- b) Alignment on Success Metrics/KPIs

IV. Develop Joint Action Plan for addressing Great Barrington's needs

Participant: Administration, Finance, Planning, Code Enforcement, Elected Officials

- a) Set appropriate expectations
- b) Efficiently utilize staff time
- c) Address requirements, fit, and value
- d) Optimize time to completion while ensuring highest quality

Contact Info

Please feel free to contact us anytime if you have any questions about short-term rental compliance and how to best address the associated monitoring and enforcement challenges.

Bruce McCaskill

bruce.mccaskill@granicus.com

(415) 707-0568

