Granicus Experience Group
A strategic team of experts delivering managed services

- **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
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
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?

Debate Temperature

Complaints

Many

Few

Problem

Minor Concern

Crisis

Issue

Cold

Hot
...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:
- Single Family Home: 81%
- Multi Family Home: 18%
- Unknown Home Type: 1%

Unit Types:
- Partial Homes: 11%
- Entire Homes: 89%
- Unknown Room Type: 0%
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

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

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

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
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**
Listing status, metadata and full-screen screenshots are time stamped and made available in real time on the rental unit record.
Provide documented evidence of every address match to support all of Great Barrington’s enforcement efforts

Example of Searchable Evidence

Example of Legal Declaration

CITY OF IMPERIAL BEACH

ADMINISTRATIVE CITATION APPEAL

Appellant,

vs.

CITY OF IMPERIAL BEACH

Respondent

May 30, 2019

1. I, Erik Binzer, declare as follows:

   1. I am the Chief Executive Officer of Best Compliance, LLC. I have personal knowledge of all the matters stated herein, and if called as a witness, I could competently testify

   2. Best Compliance, LLC (“Best Compliance”) is a California Limited Liability Company that was formed on October 31, 2013 with its principal place of business located at 737 Market Street, Floor 4, San Francisco, CA 94102. I have worked for Best Compliance since its inception.

   3. As the CEO, my duties at Best Compliance include managing all aspects of the Company’s operations. I am also the Founder and CEO of Best Compliance. I previously served

   DECLARATION OF ERIK BINZER

granicus.com
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.
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.
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 by 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.

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

Supported
1 Team, 24/7
Around-the-clock support and training for your entire team; three types of support available – technical, success, adoption.

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

Innovation Leader
First-to-Market Technology
$20M Invested Annually in R&D, Foremost innovator of government SaaS technology, with 5 first-to-market solutions.
### 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.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost per STR Listing/Rental Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Identification</td>
<td>$45.00 Per Year</td>
</tr>
<tr>
<td>Compliance Monitoring</td>
<td>$22.50 Per Year</td>
</tr>
<tr>
<td>Permitting &amp; Registration</td>
<td>TBD Per Year</td>
</tr>
<tr>
<td>24/7 Hotline</td>
<td>$12.00 Per Year</td>
</tr>
<tr>
<td>Rental Activity Monitoring</td>
<td>$30.00 Per Year</td>
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</table>

Note: the pricing reflected is direct, list pricing in USD. The exact scope can be adjusted to meet Great Barrington’s exact monitoring needs in terms of geography, listing sites, listing types and other variables.
**Modular pricing** tailored to Great Barrington’s short-term rental needs

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Identification</td>
<td>$9,450</td>
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<tr>
<td>Compliance Monitoring</td>
<td>$3,803</td>
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<tr>
<td>Permitting &amp; Registration</td>
<td>$5,000</td>
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<tr>
<td>24/7 Hotline</td>
<td>$2,028</td>
</tr>
<tr>
<td>Rental Activity Monitoring</td>
<td>$5,070</td>
</tr>
</tbody>
</table>

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