



GRANICUS

govService

Host Compliance

Douro-Dummer

Kester Bonsu
May 2023

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

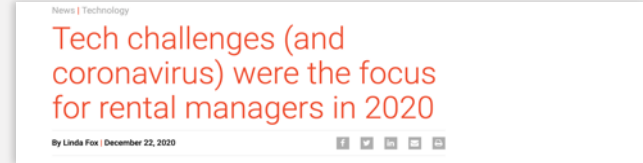
» Impact on housing affordability

» Wasted time and money



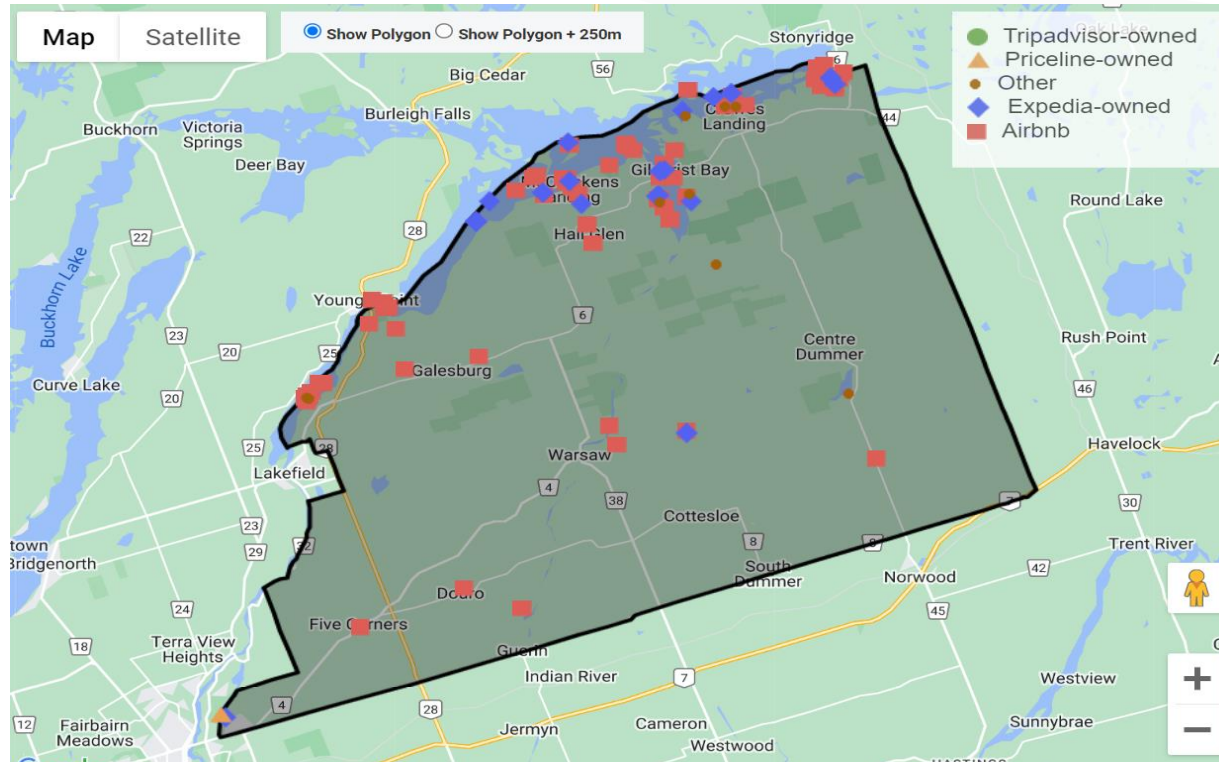
The Case that Short-Term Rentals Actually Make Our Neighborhoods Stronger

Kia Wilson · September 25, 2019



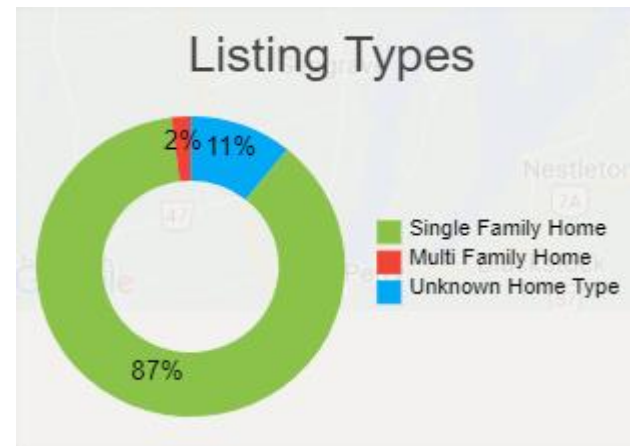
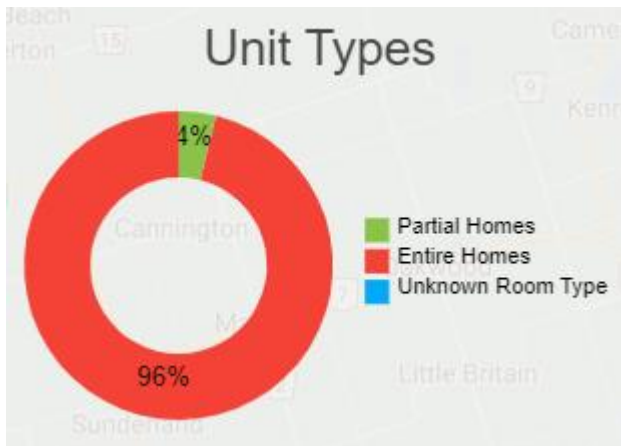
...and in Douro-Dummer we have identified 95 listings, representing 85 unique rental units*

Short-term rentals in Douro-Dummer as of May 2023

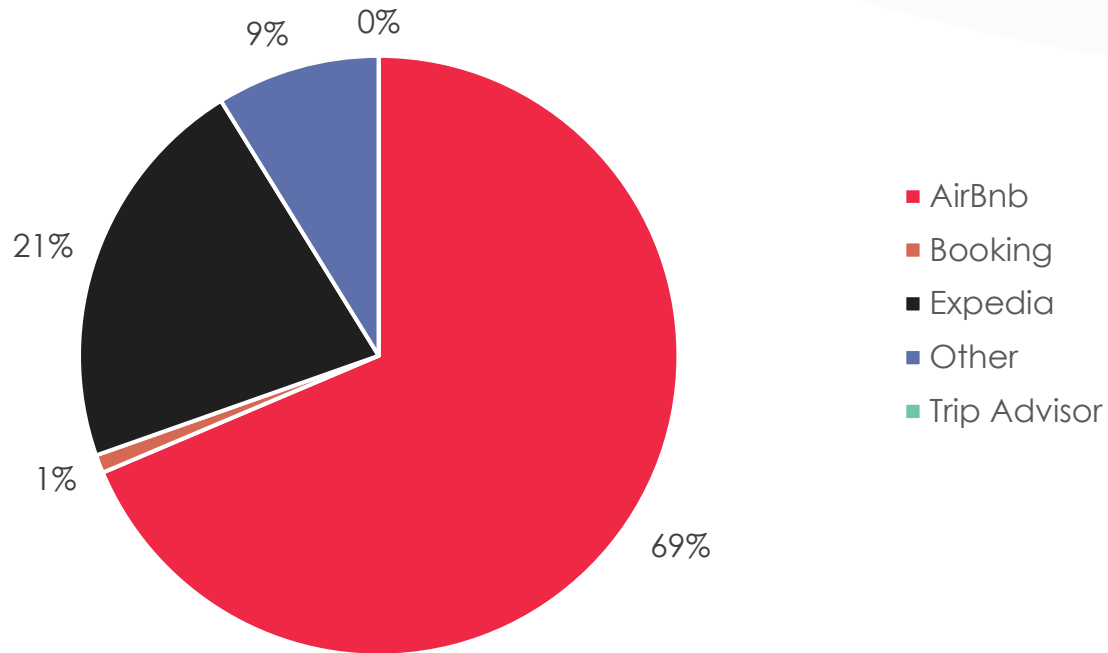


* Granicus Host Compliance's pricing is based on the count of listings and rental units that would need to be analyzed and monitored for compliance. In terms of listings, this number is 102 as we will expand our search area by several hundred yards beyond the borders of Douro-Dummer to capture all relevant listings. Source: Granicus Host Compliance Proprietary Data

Douro-Dummer STR Market Details



Douro-Dummer's short-term rental listings are spread across a number of online platforms



True Compliance Requires a Holistic Approach

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

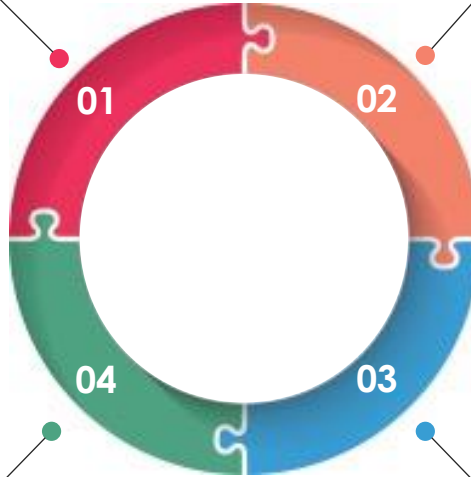
Understand the market

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



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

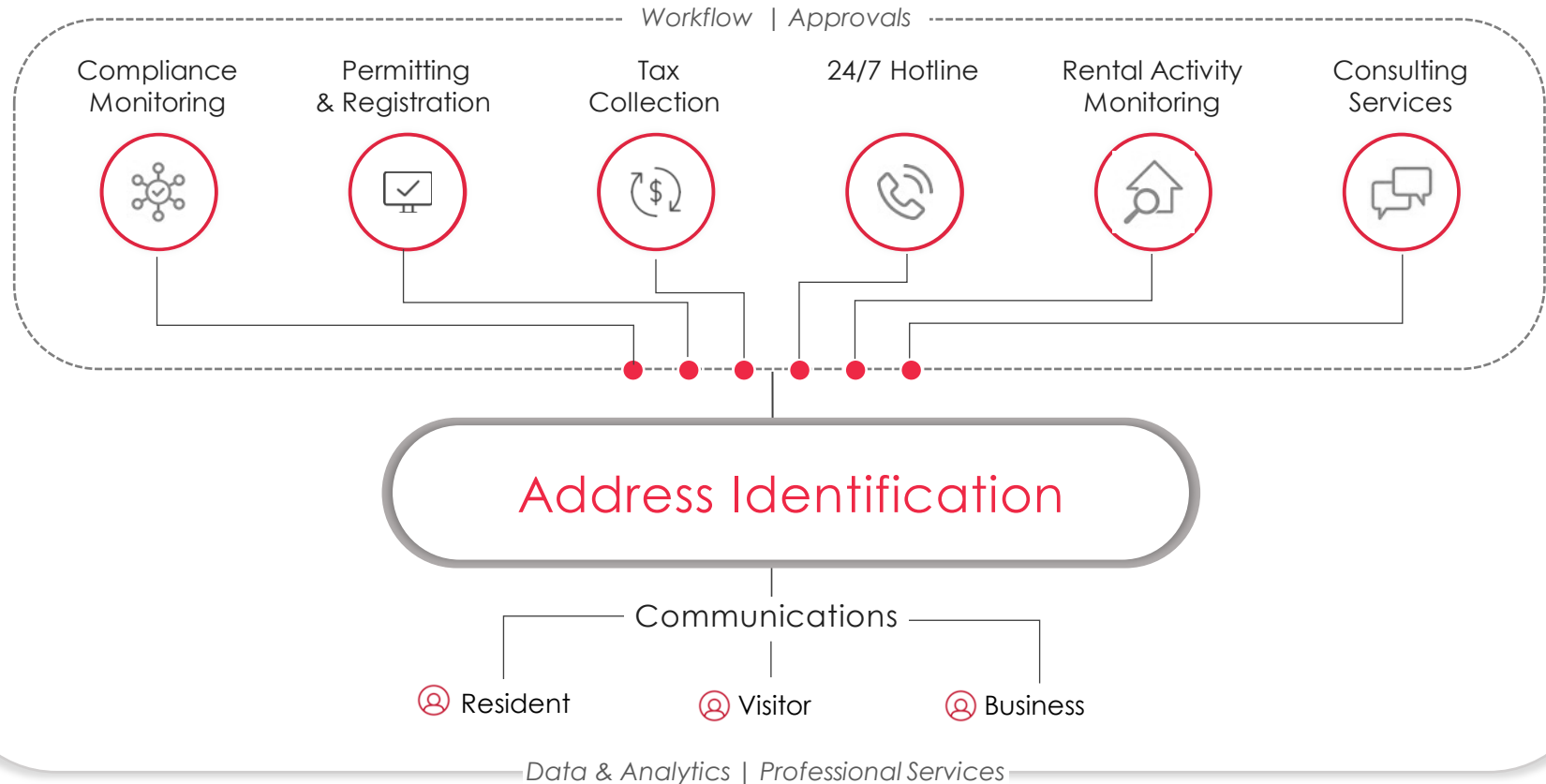
Paperless records management



Granicus Experience Group

A strategic team of experts delivering managed services

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

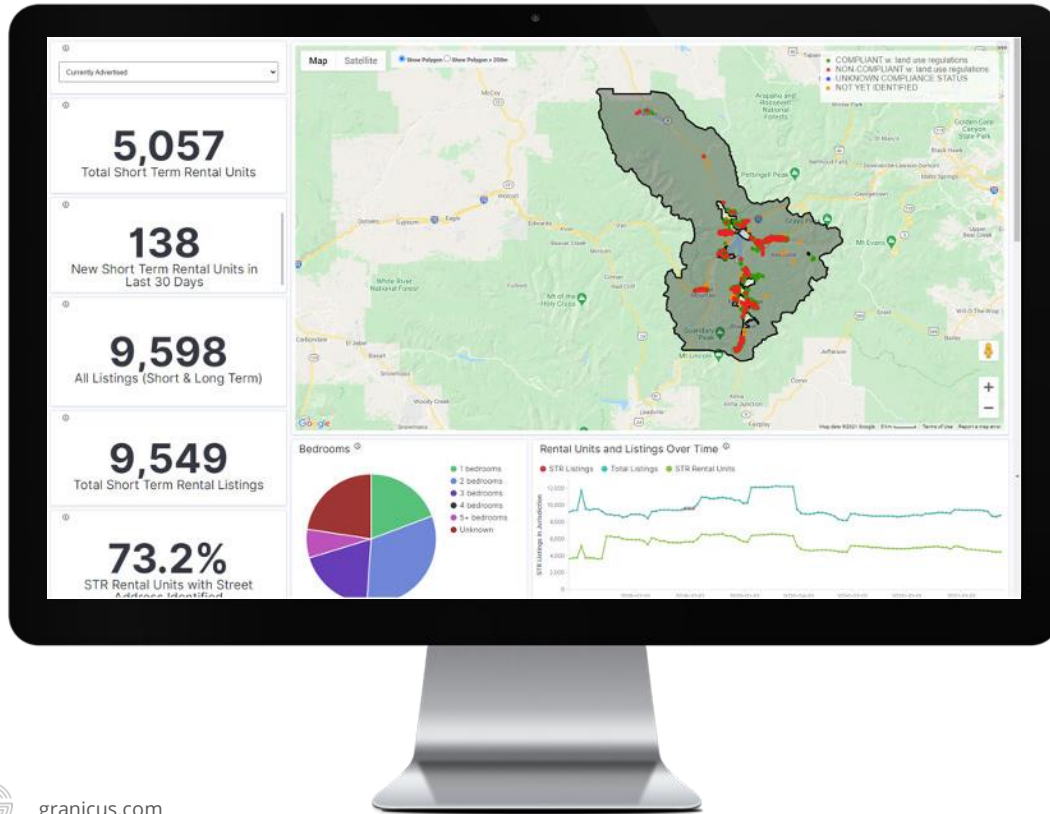
We identify each listing and extract as much information as possible to allow our AI models to narrow down the list of possible address/owner matches

3

Combine

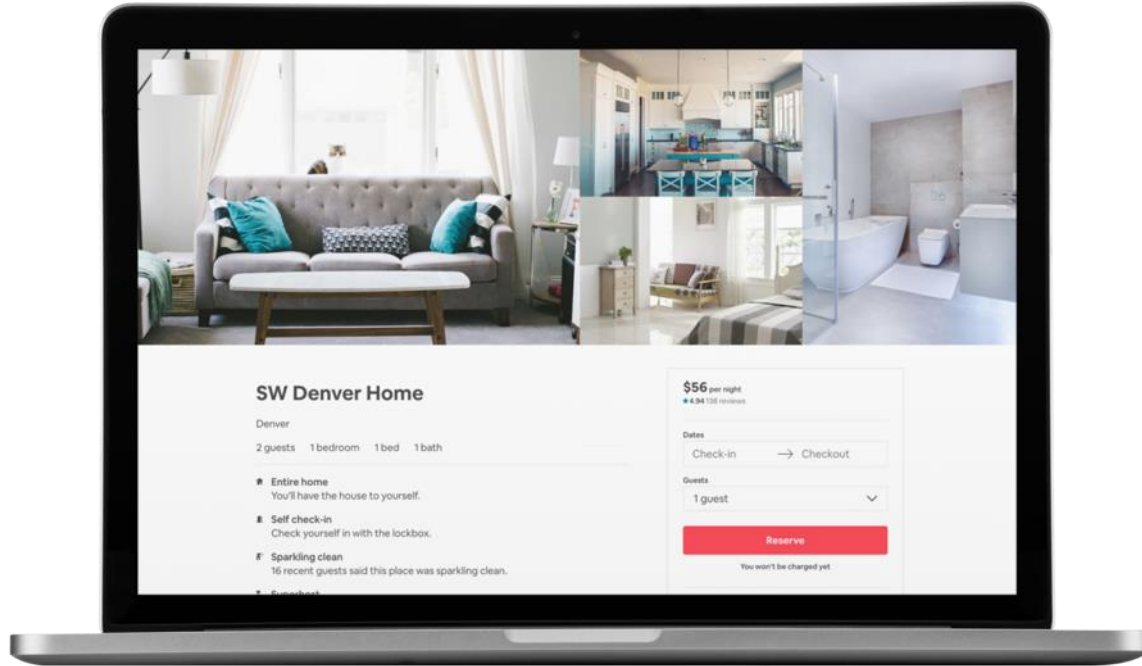
We combine AI and human analysts to identify the exact addresses and owner information for each identifiable STR

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 displays the Granicus Rental Unit Record interface. The top navigation bar includes the Granicus logo, a 'Dashboard' link, and the current record's status: 'Active', 'Identified', and 'Compliant'. Below this, the 'Rental Unit Record' section shows the address: '1750 Aspen Court Rd, Steamboat, CO 80486, USA'. The main content area is divided into three columns: 'Listing(s) Information' with a large photo of a pool area, 'Rental Unit Information' with a Google Maps view of the property, and 'Timeline of Activity' showing a list of events.

Listing Details

Listing URL	https://www.airbnb.com/rooms/445098760
Listing Status	Active
Host Compliance Listing ID	445098760
Listing Title	Copper Slopeside 2 Story Penthouse, 4 Bdrm 10 Beds
Property type	Condominium
Room type	Entire home/apt
Listing Info Last Captured	Mar 17, 2021
Screenshot Last Captured	Mar 17, 2021
Price	\$250/night
Cleaning Fee	\$150

Information Provided on Listing

Contact Name	Pete
Latitude, Longitude	39.80888, -106.87878
Minimum Stay (# of Nights)	3
Max Sleeping Capacity (# of People)	10
Max Number of People per Bedroom	2.5
Number of Reviews	7
Last Documented Stay	03/2021

Timeline of Activity

- 1 Documented Stay March, 2021
- 3 Documented Stay February, 2021
- Listing air45098760 Reposted February 15th, 2021
- Listing air45098760 Removed February 13th, 2021
- 2 Documented Stay January, 2021
- Listing air45098760 Reposted January 6th, 2021
- Listing air45098760 Removed January 3rd, 2021
- 1 Documented Stay December, 2020
- Listing air45098760 Identified September 26th, 2020
- Listing air45098760 First Crawled August 27th, 2020
- Listing air45098760 First Activity August 27th, 2020

Listing Screenshot History

Month	Count
January	4
February	6
March	5

Provide documented evidence of every address match to support all of Douro-Dummer's enforcement efforts

Example of Searchable Evidence

Matched Details

Analyst IXMU

Explanation
The exterior shown in the listing photo has all of the identical features to the one shown on the assessor website. The property is hosted by [redacted] and [redacted], which matches the two owners listed by the assessor.

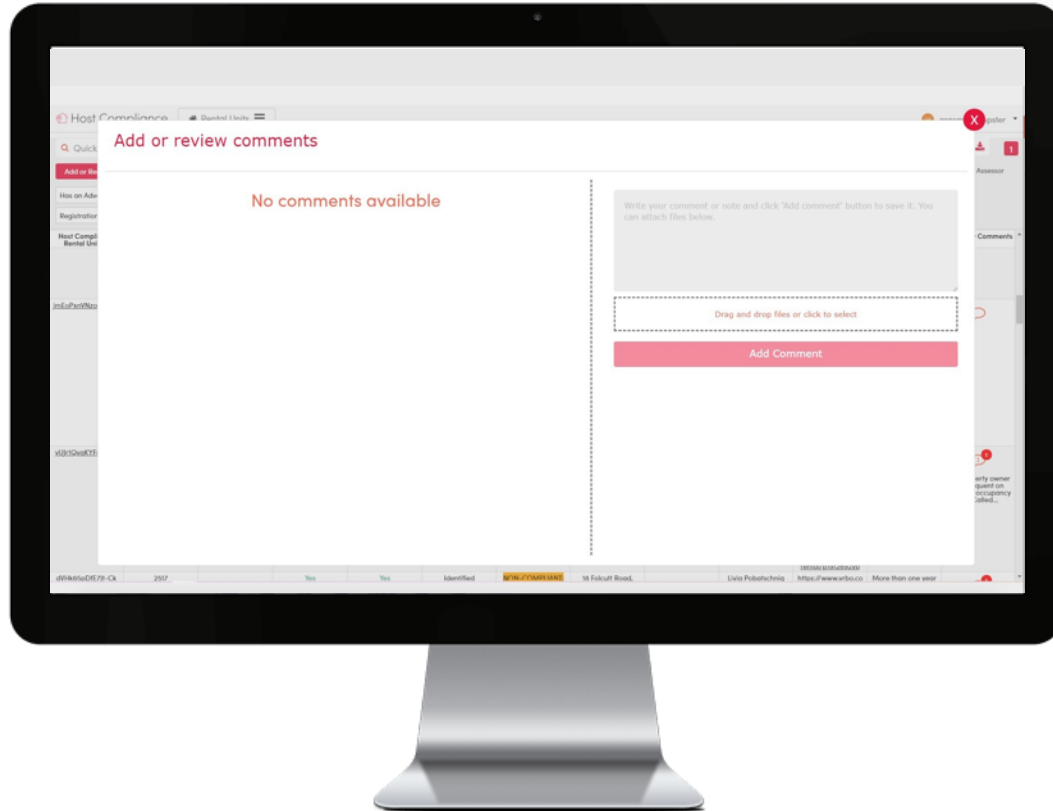
Listing Photos **Matching 3rd Party Sources**

Same exterior.

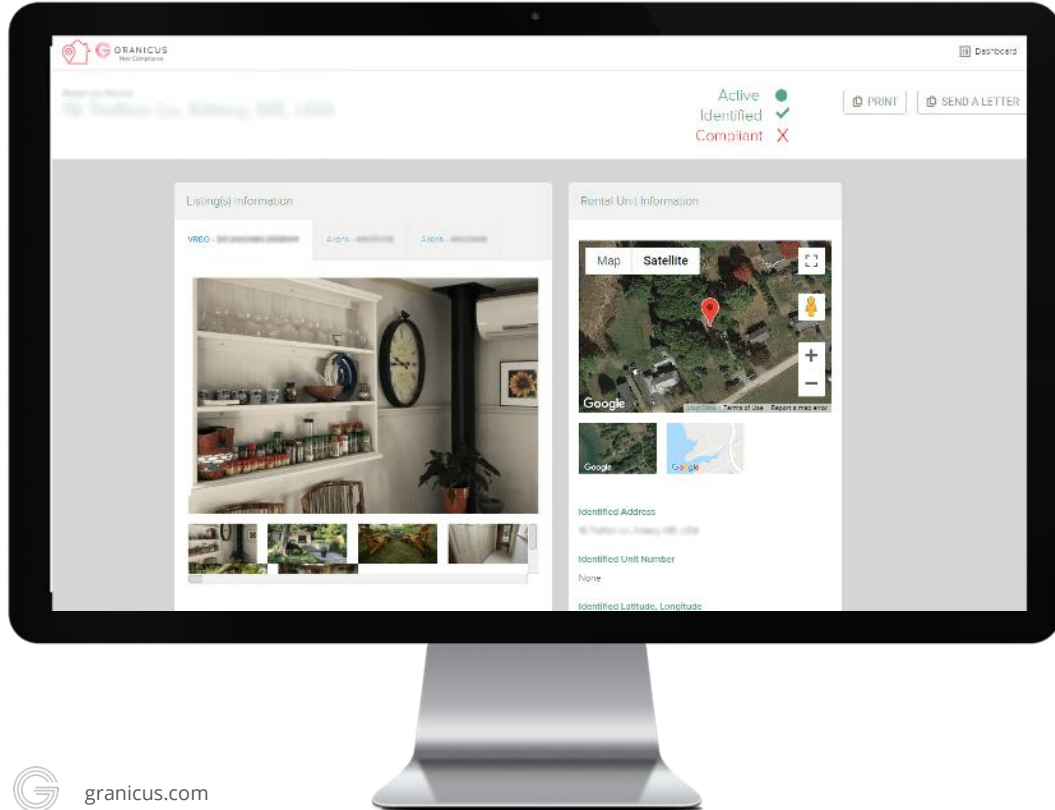
[redacted] and [redacted] mentioned as hosts, they are owners of property.

The screenshot displays a 'Matched Details' report. At the top, it shows a green checkmark icon and the title 'Matched Details'. Below this, the analyst's name 'IXMU' is listed. The 'Explanation' section states that the exterior in the listing photo matches the one on the assessor website, and that the property is hosted by two individuals whose names are redacted, matching the owners listed by the assessor. Two rows of evidence are shown, each with a green equals sign between them. The first row shows a 'Listing Photos' section with a large image of a house and a 'Matching 3rd Party Sources' section with a smaller image of the same house. The second row shows two screenshots of a website listing, with the first one having a red box highlighting a name. At the bottom, a redacted name is mentioned as a host, and it is noted that they are owners of the property.

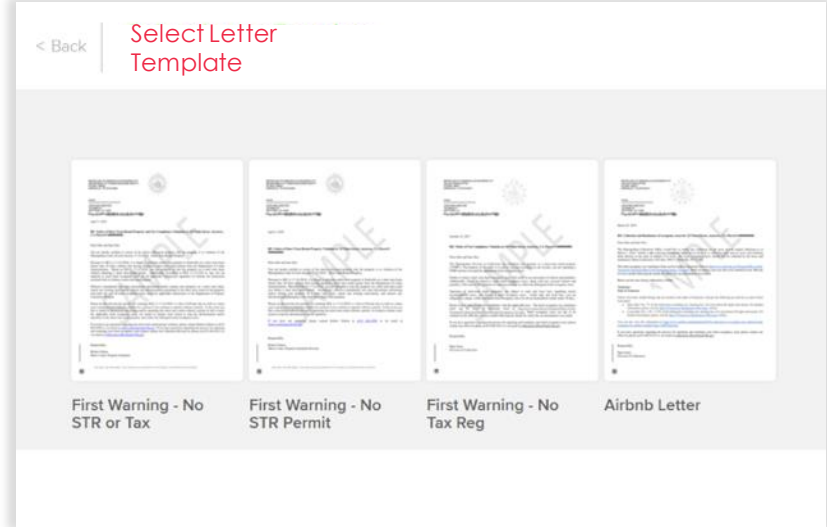
Easily track the status of individual rentals and create case notes on the unit's record



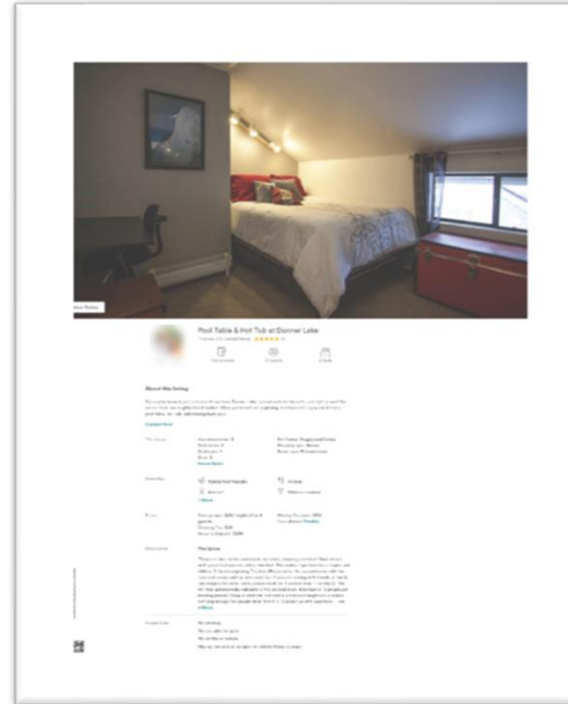
Compliance Monitoring allows you to stay in control and save time by sending your enforcement letters with the click of a button



 SEND A LETTER

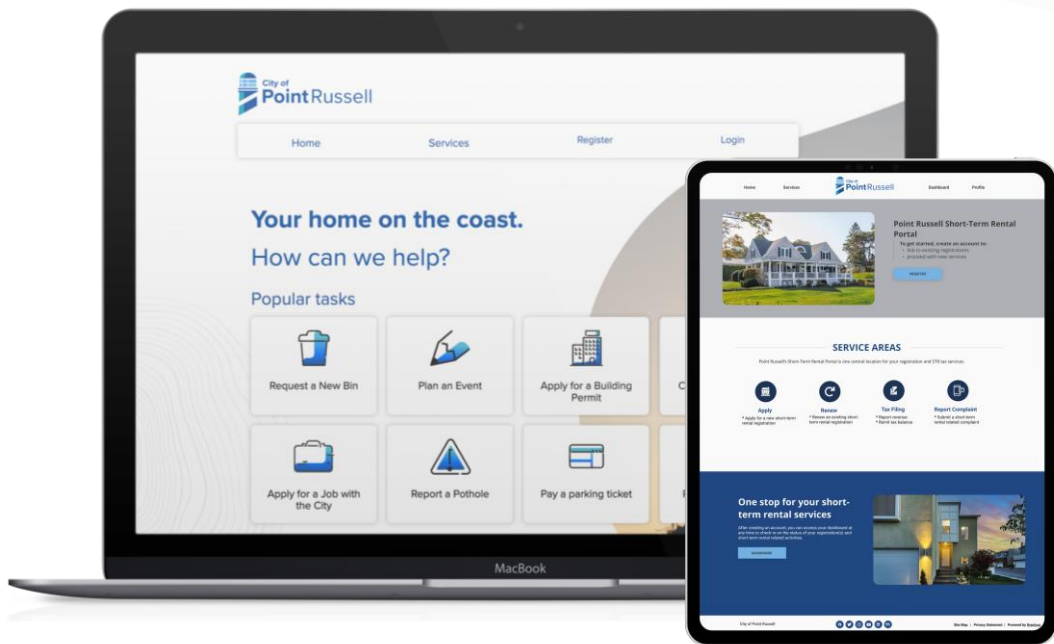


Increase your outreach effectiveness and efficiency by automatically adding evidence to communications



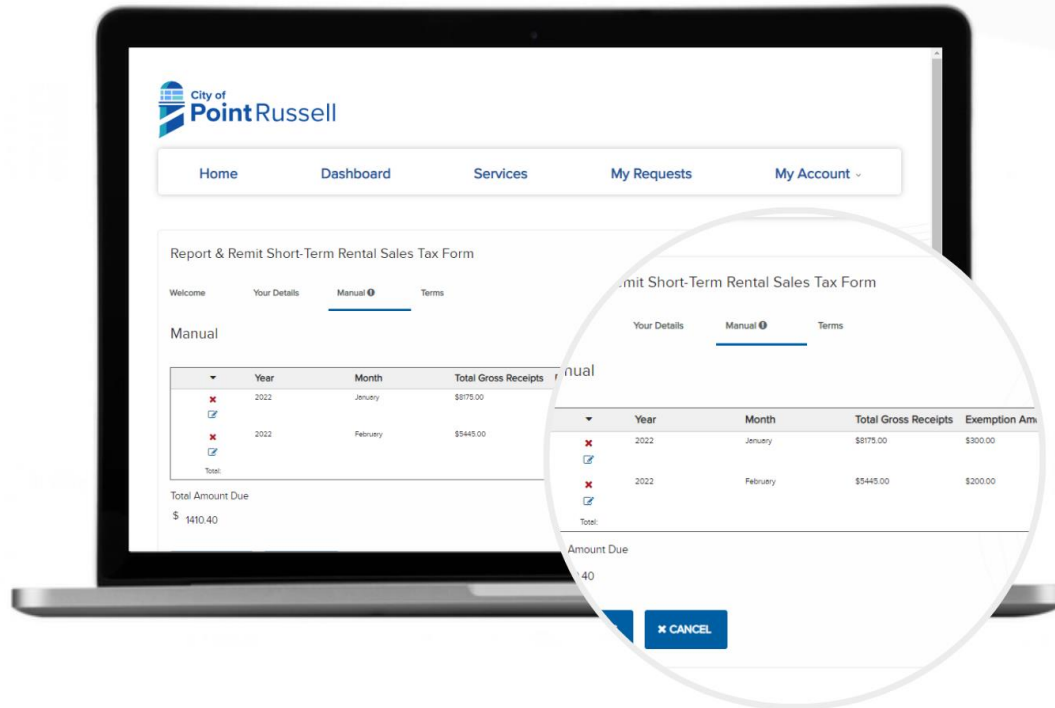
Mobile Permitting & Registration

Simplify Douro-Dummer's permitting, license or registration processes and significantly reduce the administrative costs on the back-end



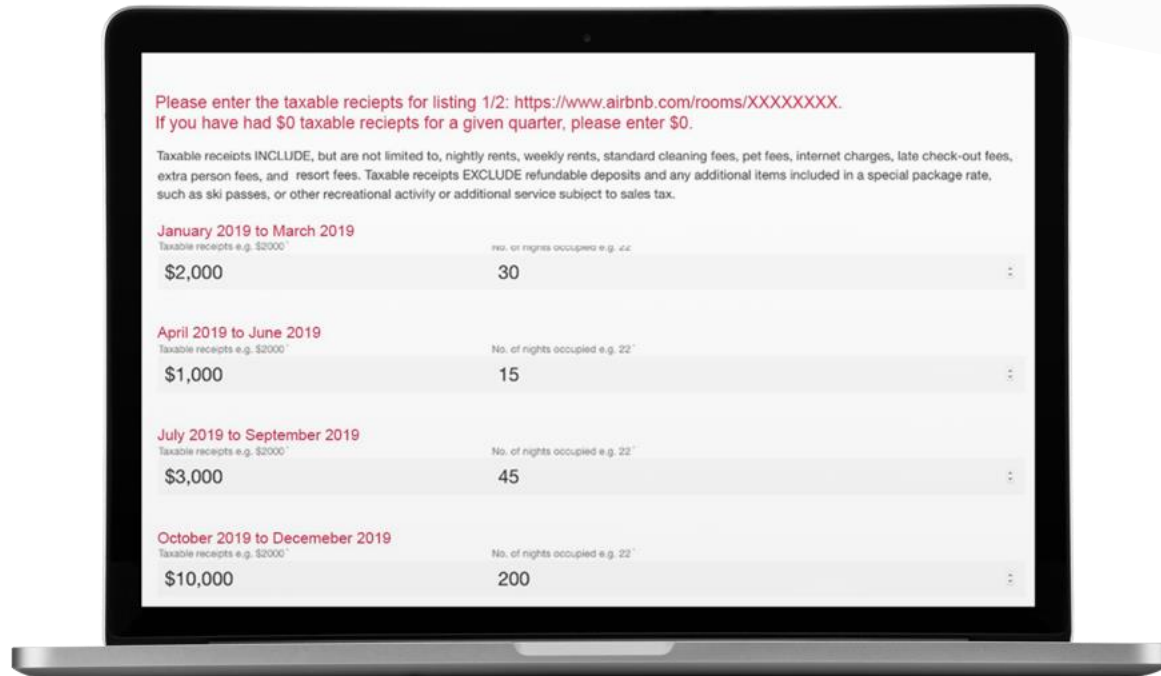
Tax Collection

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



Tax Collection

Simplify Douro-Dummer'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/XXXXXXXX>.
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 Decemeber 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

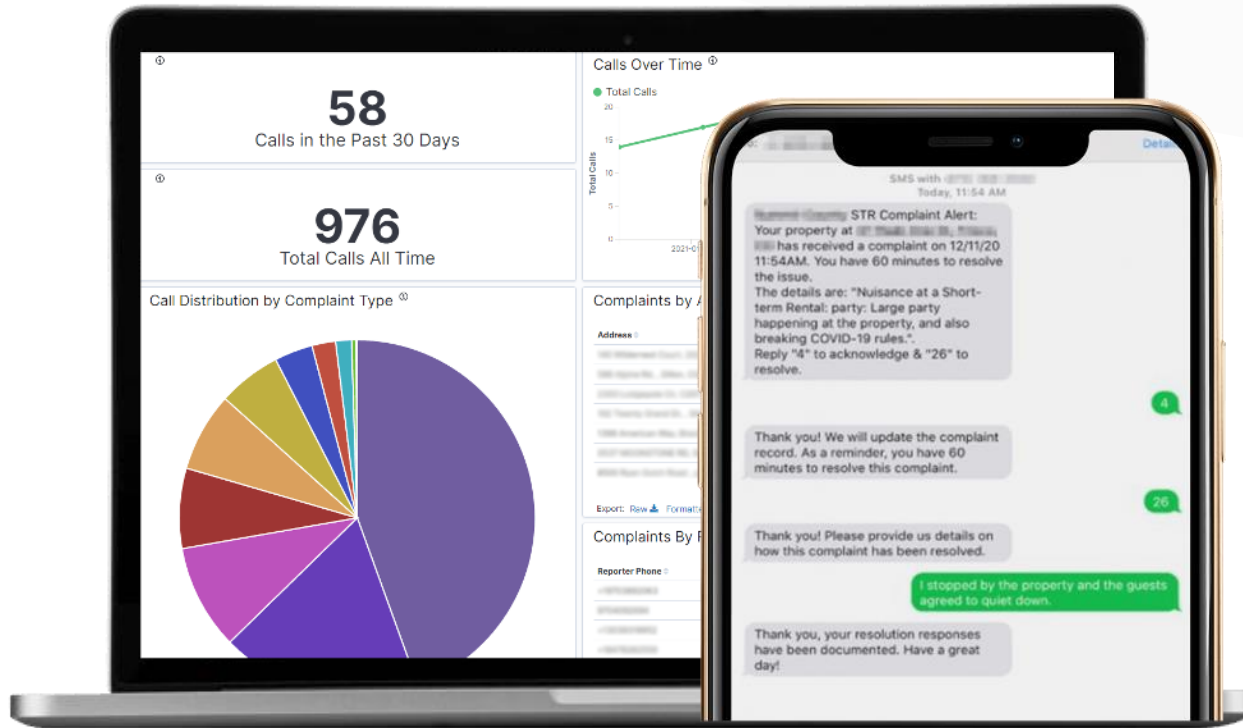
If property is registered, Granicus Host Compliance immediately calls and texts host/emergency contact to seek acknowledgement & resolution

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



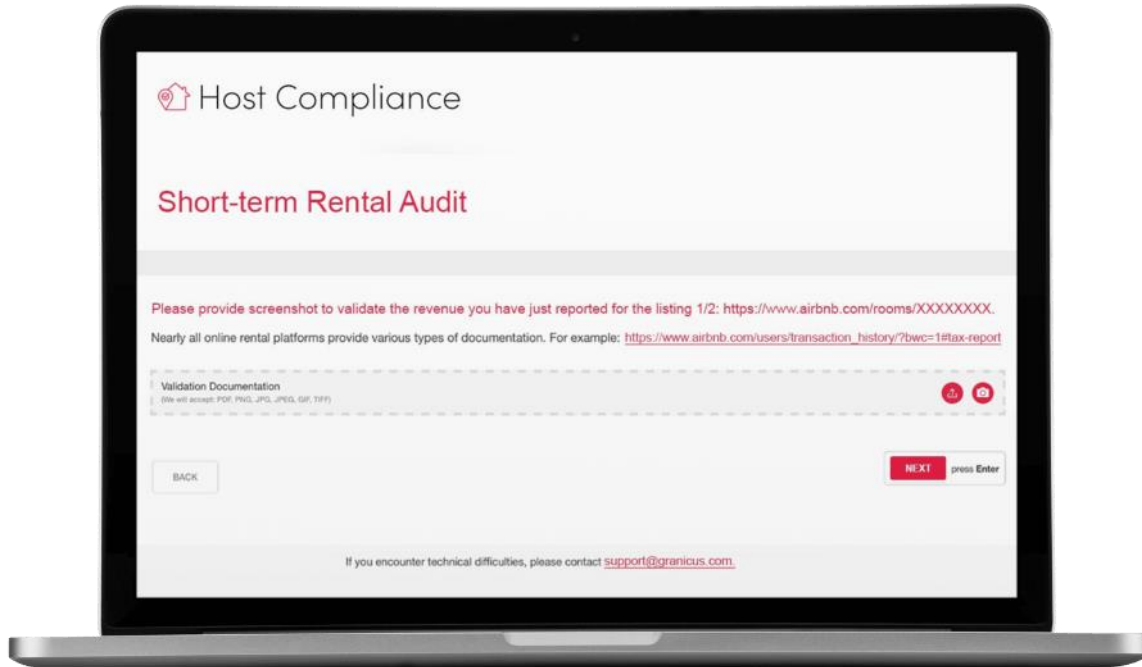
Rental Activity Monitoring automates the selection of audit candidates to maximize the impact of audit efforts

The screenshot shows the 'Host Compliance' software interface. The main table is titled 'Revenue Estimate by Rental Unit since January 01, 2020'. A magnified circular view highlights the following data points from the table:

Reported Revenue (USD)	Reported Revenue less than Documented Revenue
\$23,400.00	Yes
\$16,400.00	Yes
\$6,010.00	Yes
\$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**



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



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 Douro-Dummer 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.



Modular pricing tailored to Douro-Dummer's short-term rental needs



Address Identification

Automated monitoring of 70+ 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.



Mobile Permitting

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

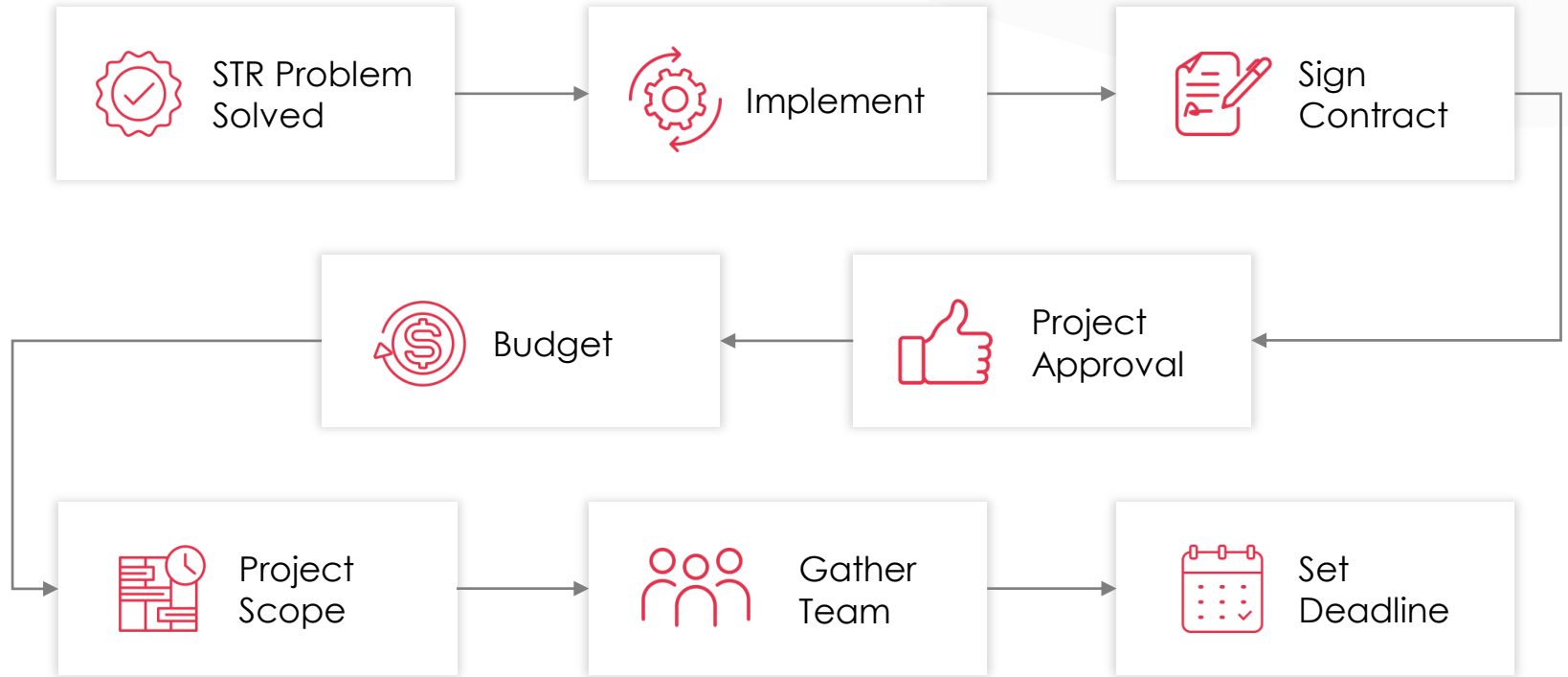
Make it easy for neighbors to report, prove, and resolve non-emergency short-term rental related problems in real-time, any day, at any hour.



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.

Working backwards to a solution to address Douro-Dummer'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 Douro-Dummer'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.

Kester Bonsu

kester.bonsu@granicus.com

