



MEMORANDUM

TO: City Council
City of Saugatuck

FROM: Grayson Moore
Director of Planning/Zoning

MEETING DATE: May 6, 2026

RE: Granicus Proposal – July 1, 2026 – June 30, 2027

REQUEST: City Council approve the Granicus service proposal for short-term rental (STR) compliance monitoring and authorize the City Manager to execute the agreement.

BACKGROUND: The City of Saugatuck previously approved an agreement with the STR compliance monitoring company Granicus in 2024 which consisted of a twelve (12) month initial agreement and the option to renew said agreement for two (2) periods of one (1) year each.

This agreement has provided the following services, which are further described in the attached materials:

- Address Identification
 - Address Identification – Setup and Configuration (*one-time fee*)
 - Address Identification – Online Training (*one-time fee*)
- 24/7 Hotline
 - 24/7 Hotline – Setup and Configuration (*one-time fee*)
 - 24/7 Hotline – Online Training (*one-time fee*)

The table below outlines the annual fee changes for the service. The currently proposed rate represents the first year of a new contract following the initial three-year service period.

<i>Year</i>	<i>Annual Fee</i>	<i>Percent Change</i>	<i>Actual Change</i>
1	\$ 17,665.21	-	-
2	\$ 18,548.47	5%	\$ 883.26
3	\$ 19,475.90	5%	\$ 927.43
Proposed (4)	\$ 21,423.50	10%	\$ 1,947.60

STAFF COMMENTS: The Granicus platform has provided the City with a more efficient and data-driven approach to short-term rental (STR) monitoring and enforcement. The system assists staff in identifying unregistered rentals, tracking compliance, and responding to complaints in a timely manner, all of which would otherwise require significantly more staff time to perform manually.

Since the initial agreement in 2024, the annual cost has increased incrementally. As shown in the table above, the first two renewal periods reflected a consistent 5% annual increase, which is generally reasonable for software and service contract escalations. The proposed renewal for Fiscal Year 2026–2027 reflects a 10% increase, which is higher than prior years and exceeds prior annual adjustments. It is also important to note that this is the first renewal under a new annual contract agreement.

In evaluating this increase, staff note that the overall dollar change is approximately \$1,947.60. While the percentage increase is notable, the actual cost increase remains relatively modest in the context of the City’s overall STR program and the level of service provided. Additionally, the STR market in Saugatuck continues to be dynamic, with ongoing changes in the number and activity of listings, which increases the need for consistent monitoring and enforcement support.

The proposed services continue to provide value by reducing the administrative burden on staff, improving compliance tracking, and supporting enforcement efforts without the need for additional personnel or internal system development. For these reasons, staff find the proposed renewal to be reasonable and recommends approval.

RECOMMENDATION: Staff recommends that City Council approve the Granicus service proposal for short-term rental (STR) compliance monitoring for the period of July 1, 2026 through June 30, 2027, and authorize the City Manager to execute the agreement.

Respectfully Submitted,


Director of Planning & Zoning

Granicus Budgetary Proposal for Saugatuck, MI

ORDER DETAILS

Prepared By: Dilana Vargas
Phone:
Email: dilana.vargas@granicus.com
Order #: Q-536381
Prepared On: 10 Apr 2026
Expires On: 07 Jun 2026

ORDER TERMS

Currency: USD
Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)
Current Subscription End Date: 30 Jun 2026
Period of Performance: 01 Jul 2026 - 30 Jun 2027

PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

Renewing Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Address Identification and Monitoring	Annual	1 Each	\$15,302.49
24/7 Hotline	Annual	1 Each	\$6,121.01
SUBTOTAL:			\$21,423.50

TERMS & CONDITIONS

- This quote, and all products and services delivered hereunder are governed by the terms located at <https://granicus.com/legal/licensing>, including any product-specific terms included therein (the "License Agreement"). If your organization and Granicus has entered into a separate agreement or is utilizing a contract vehicle for this transaction, the terms of the License Agreement are incorporated into such separate agreement or contract vehicle by reference, with any directly conflicting terms and conditions being resolved in favor of the separate agreement or contract vehicle to the extent applicable.
- If submitting a Purchase Order, please include the following language: The pricing, terms and conditions of quote Q-536381 dated 10 Apr 2026 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Saugatuck, MI to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- The terms and conditions set forth in the agreement effective 12 Mar 2024 (the "Agreement") are incorporated herein by reference.



Empowering Modern Digital Government

Rental Activity Monitoring with Granicus
Host Compliance

City of Saugatuck, MI

RFP for Short-Term Rental Enforcement Support

Mike Bozich
Territory Manager
(970) 708-9596
Mike.Bozich@granicus.com

Granicus
1999 Broadway, Suite 3600
Denver, CO 80202
www.granicus.com
Date: February 15, 2024

Commercial – In Confidence

Cover Letter

Dear Evaluation Committee,

Thank you for allowing us the opportunity to present this proposal. Based on the background information provided in the RFP materials and our extensive experience delivering these services and software to hundreds of cities and counties across North America (28 in Michigan), we believe we are uniquely qualified to perform the work described and well-positioned to help the City of Saugatuck achieve its short-term rental ("STR") compliance goals.

We are excited about the opportunity to partner with Saugatuck and confident that Granicus' govService Host Compliance solutions will be the best fit for your needs. At the core of our govService Host Compliance product offering we have our

- **Address Identification module**, which enables communications with hosts and powers our full suite of modules to help manage the additional challenges posed by short-term rentals. We monitor 70+ STR websites, deduplicate listings, and leverage machine learning coupled with a team of more than 200 human analysts to provide our clients with an online dashboard with complete address information, screenshots, and detailed reporting of all short-term rentals in the city.
- **24/7 Hotline:** Makes it easy for neighbors to report, prove, and resolve non-emergency short-term rental related problems in real-time, any day, at any hour with tracking of after-hours complaints and resolution of issues.

In this response, we will detail why the govService Host Compliance solution is the best fit for the city. Along with our amazing customer service, Saugatuck will be provided an ongoing learning resource with Granicus University. Granicus continues to provide support before, during, and after the implementation. This ongoing support coupled with consistently delivering for its customers has led to Granicus becoming the leader in solutions that support government transparency and civic engagement.¹

Mike Bozich

Territory Manager

govService – Host Compliance

mike.bozich@granicus.com

(970) 708-9596

¹Granicus' statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at Granicus' sole discretion. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. Unless otherwise stated, this proposal is valid for 120 days.

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About Us

The Granicus Advantage

More municipalities rely on Granicus technology than any other short-term rental monitoring software provider. Granicus provides a one-stop-shop for solutions relating to the unique needs of communities – combining pre-during- and post- ordinance monitoring into one integrated platform.

Granicus provides technology and services that empower government organizations to create seamless digital experiences for the people they serve. Offering the industry's leading cloud-based solutions for communications, content management, meeting and agenda management, and digital services to more than 6,000 public sector organizations, Granicus helps turn government missions and goals into quantifiable results.

Granicus also offers added functionality across content creation, communications, records management, and digital engagement services. That means more is possible with a single vendor than ever before.

By the Numbers



1999 FOUNDED



6,000+ GOV CLIENTS



48 OF THE 50 MOST
POPULOUS U.S. CITIES



9 OUT OF 10 PROJECT SATISFACTION

250+ AWARD-WINNING WEBSITES

COMPANY RECOGNITION



500+ PARTNERS

across North America using host compliance to identify short-term vacation rentals and enforce compliance

98.9% RETENTION RATE

rate from our current customer base of local government leaders

DEDICATED CUSTOMER SUPPORT AND SUCCESS TEAMS

A robust implementation and customer success organization provide 24/7/365 support resources whenever you need them.

RECOGNIZED BY GovTech

Granicus has been selected as a GovTech 100 company by Government Technology magazine for the past six years.

Philosophy

Relentless Focus on Client Satisfaction

Simply saying we're dedicated to client satisfaction isn't enough. It's our relentless focus and one that we measure. In fact, across all of our client implementations over the past three years, our average client satisfaction rating is 9 on a 10-point scale.

At Granicus, anything less than the best for our clients is unacceptable.

- **Executives** – Our leadership team guides the entire company to do what is best for our clients. Each week, the leadership team reviews client satisfaction survey results and discusses any proactive actions that need to be taken. Our leadership team also brings years of experience across government, software, design, and technology industries to the table.
- **Certified Experts** – Our certified experts are passionate about helping you deliver a superior digital customer experience, which is why we are constantly learning and implementing new and better ways of doing things. Many of our team members hold the following certifications: Web Graphic Design certified, WebAIM WCAG 2.0 and 2.1 educated, Network and CCNA certified.
- **Project Managers and Customer Support** – Our project managers and customer support team are fanatical about your success and will go above and beyond to support you.



Company Information and Office Locations

Legal Name: Granicus, LLC
Website: www.granicus.com
FEIN: 41-1941088

Washington D.C.

1152 15th Street NW, Suite 800
Washington, DC 20005
800.314.0147

Denver (HQ)

1999 Broadway, Suite 3600
Denver, CO 80202
800.314.0147

Saint Paul (Contracts and Payment)

408 St. Peter St, Suite 600
Saint Paul, MN 55102
800.314.0147

Years in Business:

23 Years

Canada

250 City Centre Ave, Suite 806
Ottawa ON K1R 6K7
800.314.0147

United Kingdom

The Beehive, City Place,
Gatwick, RH6 0PA
+44 (0) 800.032.7764

Australia

Level 8, 50 Market Street
Melbourne VIC 3000
+61 3 9913 0020

Executive Summary

More municipalities rely on Granicus technology than any other short-term rental monitoring software provider. Granicus provides a one-stop-shop for solutions relating to the unique needs of communities – combining pre- during- and post-regulation monitoring into one integrated platform. Granicus is serving more than 500 local governments with short-term rental (“STR”) program management software today and has developed a deep understanding of what works and does not when it comes to enforcing STR regulations. The govService Host Compliance solution is widely regarded as the leader in the STR compliance monitoring and enforcement industry.

We are known for sharing best practices from working with our expanding customer base of local governments across North America, providing extensive support, and closely coordinating our activities with our clients. Furthermore, Granicus has been selected as a GovTech 100 company by Government Technology magazine for the past six years and has a 98.9% customer retention rate.

Granicus is a leading government software company with more than 6,000 local, provincial, state, and federal customers, which ensures that the Host Compliance software and services will remain ahead of the rapidly evolving sharing economy. From a financial perspective, Granicus is extremely stable and invests more than \$20M annually in technology development. This investment means your community will benefit from the latest industry-leading advancements in STR identification and monitoring as well as leading security protocols to meet your data security and privacy law compliance needs.

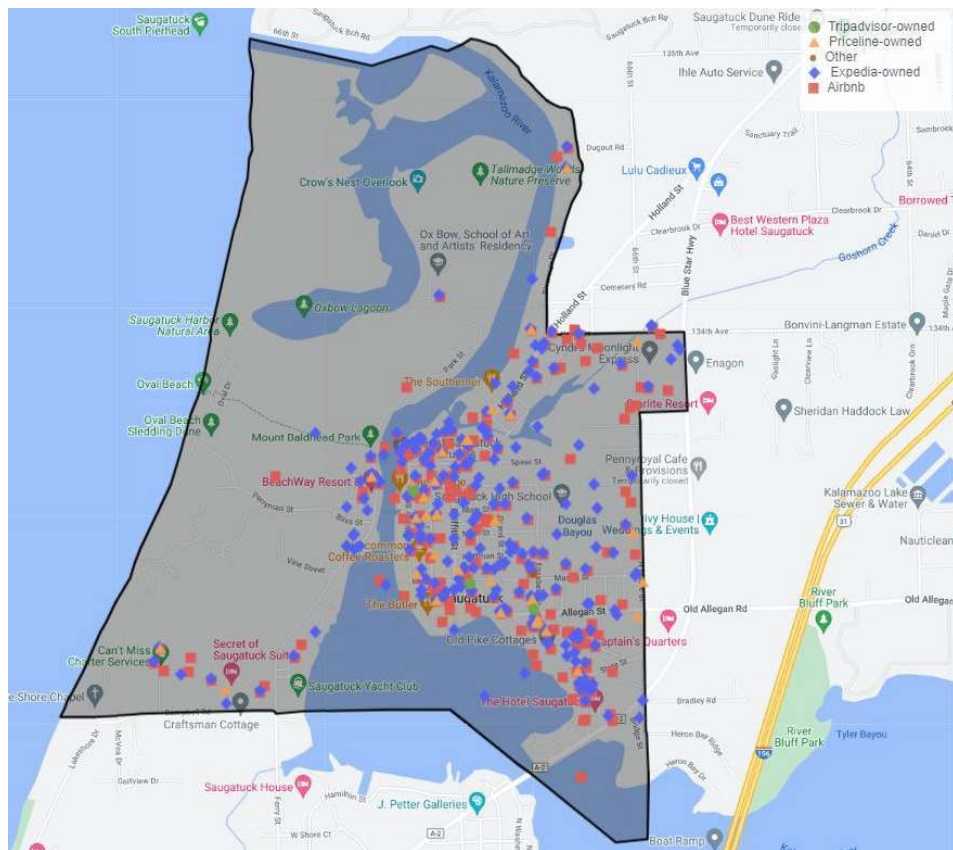
This deep expertise, customer focus, and data-driven approach to innovation would enable us to help you quickly augment your existing processes with an integrated, cost-effective short-term rental compliance monitoring and enforcement solution that has been proven through widespread use in the local government space.

We believe that the govService Host Compliance solutions will enable your city to meet its objective of identifying unregistered rentals, evaluating licensed short-term rental compliance, and handling after hours complaints in Saugatuck.

Our analysis of Saugatuck's local market shows that the city's STR market is incredibly dynamic. To be specific, when we analyzed the STR market from one year ago, we found 417 active listings. One year later, we find 579 active STR listings. This means that in just 1 year, STR listings in Saugatuck grew by 162! Moreover, this net growth-rate doesn't tell the whole story and hides the fact that during the same 1-year time-period, 100 listings were deactivated, 148 listings were reposted, while 114 new listings were created, for a 20% annual turnover rate. What this means is that only 80% of the listings currently active were found online at this time last year. This also means the city would have had to identify 679 listings over the course of the year. We believe this is important as it highlights the dynamic nature of STRs, and we believe we are the only

firm that has the scale, technology, and experience to provide Saugatuck with the quality of service it deserves.

To meet the requirements of Saugatuck's RFP for identifying unregistered rentals, evaluating licensed short-term rental compliance, and handling after hours complaints for the 418 active short-term rental units in Saugatuck, we propose bundling our Address Identification solution, which forms the basis for the Host Compliance platform, with our 24/7 Complaint Hotline. The package would meet all the specifications in the RFP, including the location, identification, and compliance verification of all STRs.



- Address Identification** scans over 70 STR platforms for listings, deduplicates them, and leverages machine learning and a team of over 200 analysts to identify the addresses of listings. Our platform takes high-resolution screen shots of all active listings no less than every 3 days and provides full address and contact information for identifiable STR listings and all available listing information for non-identifiable STR listings, as well as other information, collecting over 150 data points. This module is configured during implementation to assess registration compliance. It also captures sufficient information for more advanced compliance monitoring by any number of parameters (e.g., minimum number of nights available for rent, number of bedrooms and bathrooms, etc.)

- For local governments looking for ways to improve their ability to resolve STR-related neighbor concerns in real time, our **24/7 Hotline** (a staffed telephone and online hotline) is a cost-effective solution that enables the Township to quickly set up and operate a cost-effective code enforcement hotline and online complaint reporting system at a fraction of the cost of doing so using traditional means. Our solution provides an online platform, phone line, and email address to report and resolve non-emergency complaints in real time, provide 24/7 customer support, resolve and/or refer complaints to proper authorities, and can provide weekly compliance reports with a summary of complaints received by STR and the resolution status of complaints received by STR.

Finally, a highly capable Customer Success team that is dedicated to ensuring the city's effective use of the govService Host Compliance platform is included as part of our solution. We have worked with some of North America's most sophisticated cities such as Boston, Hollywood, Las Vegas, Los Angeles, Nashville, San Antonio, New Orleans, Washington DC and Vancouver on their STR problems and bring that experience and expertise to all of our customers, large or small.

Why Host Compliance?

Host Compliance is the most comprehensive and secure short-term rental compliance monitoring software on the market.

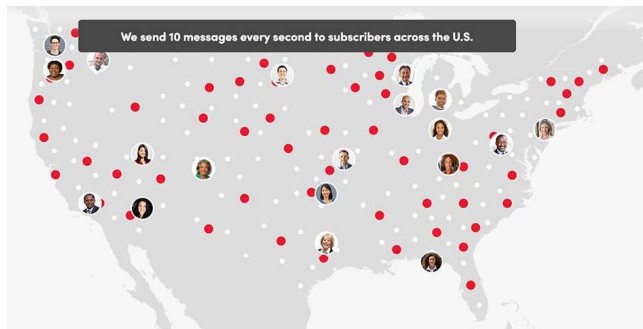
Trusted

Granicus partners with more than 5,500 governments at all levels to provide solutions that enable better communications, process automation, and engagement. This scale has allowed us to quickly learn from our customers and pioneer best practices around

implementation and support, ensuring our partners' long-term success. Our teams of highly trained project managers, dedicated customer success consultants, and a close marriage between our technical support staff and software engineers are just a few reasons why thousands of organizations trust Granicus to support their initiatives.

Comprehensive

Granicus offers the only comprehensive platform to fulfill your government communications, short-term rental management, meeting and agenda automation, and web content management needs. The Granicus' platform allows you and your staff to work within a single platform for a seamless experience with your Granicus solutions and our support staff.



Overview of Proposed Solution

Granicus is pleased to present our platform of new technology and expert professional services to provide Saugatuck with a solution that meets and exceeds the requirements set forth in your Request for Proposal. Our 100% cloud-hosted software solutions were designed specifically for governments like yours to spend less time managing the manual aspects of the short-term rental compliance monitoring process and more time engaging important stakeholders in productive ways. Additionally, our user-friendly and easy-to-deploy software solutions were built to make installation and deployment as effortless as possible. Below you will find a description of each of the proposed Granicus Host Compliance modules, as well as a narrative of our implementation methodology, training, and support overview.

govService Host Compliance

The number of Airbnb type short-term vacation rental listings has grown 15x since 2011. Manually identification and monitoring of Airbnb type short-term vacation rentals as they continue to grow in number is nearly impossible.

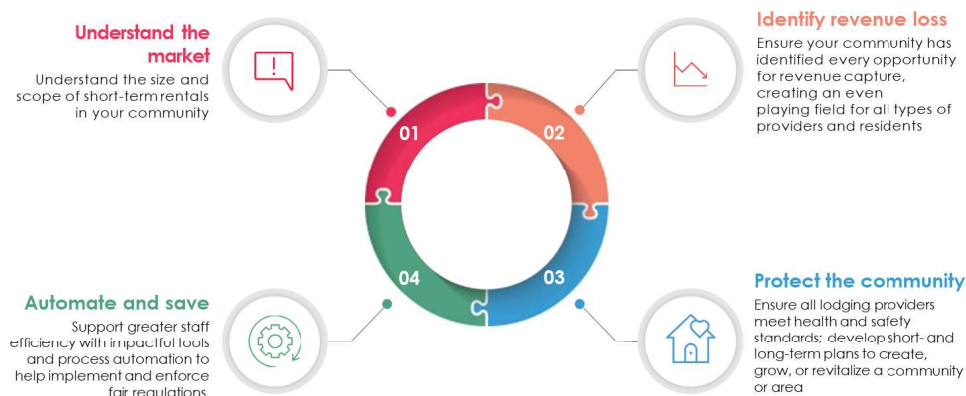
Comprehensive Short-Term Rental Compliance Monitoring Solution for Government

Using artificial intelligence and machine-learning, Granicus' govService Host Compliance solutions provide the data that manual enforcement solutions cannot, reduces the hours spent managing compliance, and provides up to 20 times return on investment with recouped tax, permit, and fee revenues.

What If You Could...

- Understand the scale and scope of short-term rentals in the community and hold non-compliant hosts accountable?
- Recoup critical revenue that would otherwise be lost to non-compliance?
- Establish an even playing field for all types of lodging businesses and reduce the impact on community character?

True Compliance Requires a Holistic Approach. Identifying STRs alone isn't enough. You need to...



Address Identification

With the surge and resiliency of short-term vacation rentals, government agencies are struggling to address the negative side effects of the growing market while capitalizing on the economic opportunity. On top of that, the lack of data on individual properties makes understanding and verifying rental locations and activity extremely difficult.

Without the data, cities are unable to make sure short-term rental operators play by the rules and pay their fair share of lodging and hotel taxes. Now more than ever, leading governments are turning to data and technology to easily monitor the short-term rental market and find the addresses and owners of all identifiable STRs.

The Address Identification solution provides rich STR data that is secure, easy to manage, and quality checked. Listings across platforms are deduplicated, using machine learning matching algorithms, to produce unique properties for identification by human analysts. Use Granicus to monitor more than 70 vacation rental websites, align internal teams, and ultimately recoup critical revenue that would be lost.

“We didn't even know 400 short-term rentals existed in Henderson until we saw the map on the govService Host Compliance software.”

— Eddie Dichter, Planning Manager,
Henderson Nevada

Address Identification Features

- Real-time monitoring of short-term rental listings across 70+ STR websites
- Weekly analysis of STR activity
- STR activity updated every 3-5 days through website scanning
- Up-to-date list of active STR listings
- High resolution & full-screen screenshots of all active listings
- Automated evidence collection
- Full address & owner contact information for all identifiable STRs
- All available listing & contact information for non-identifiable STRs
- Export data into Microsoft Excel or CSV files

DID YOU KNOW?

2x

The number of communities with 100+ STRs more than doubled in the last 4 years

Address Identification Advantage

What If You Could...

- See all individual rental property locations and activities in one search?
- Automate time-intensive tasks like monitoring STR platforms?
- Spend less time effectively regulating and enforcing short-term vacation rental regulations?

With Address Identification You Can...



Figure 1. 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 Microsoft Excel or CSV file formats.

Quickly Identify the Short-Term Rental Properties in Your Community

- Monitor your community for short-term vacation rental listings across 70+ STR websites.
- Precisely identify the addresses and contact information of the associated properties.
- Ensure that your database of short-term vacation rental properties is always fully comprehensive and up to date.
- Access collected data easily with a live web-delivered dashboard.

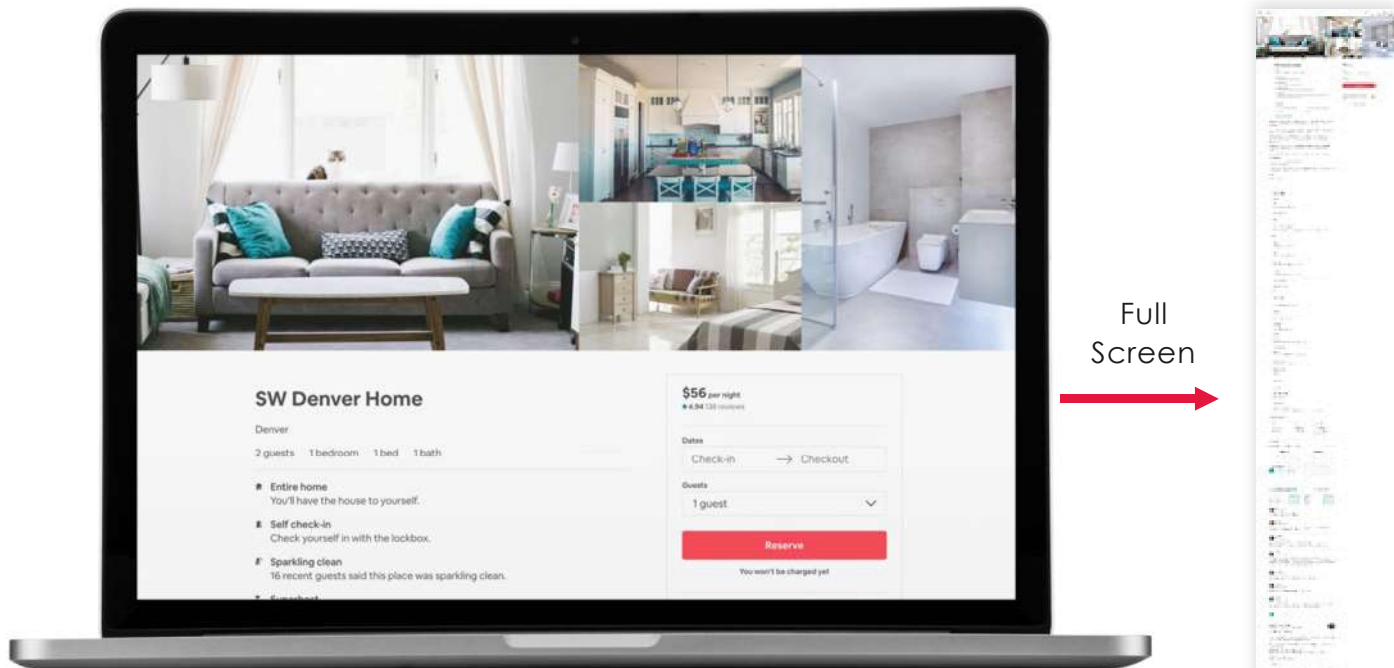


Figure 2: Time stamped, high-resolution images and full-screen capture of each active listing available to print or download.

Automate the Systematic Capture of Listing Screenshots

- Time Stamped full-screen screenshots available to print or download.
- Deduplication of Listings across multiple platforms
 - Listings across platforms are deduplicated, using machine learning matching algorithms, to produce unique properties for identification by human analysts.
- STR activity updated every 3 days for non-compliant properties through website scanning.
 - High-resolution images and screen capture of each active listing (including reviews)
 - Screenshots are time-stamped and include everything related to the listings, including photos, maps, reviews, and descriptive information.
 - Each Screenshot is captured on a random time and day to eliminate the risk of non-compliant short-term rental operators "gaming the system."
- Providing the rationale and evidence is critical if there is ever a dispute with a homeowner over the availability of his/her property for vacation rental.

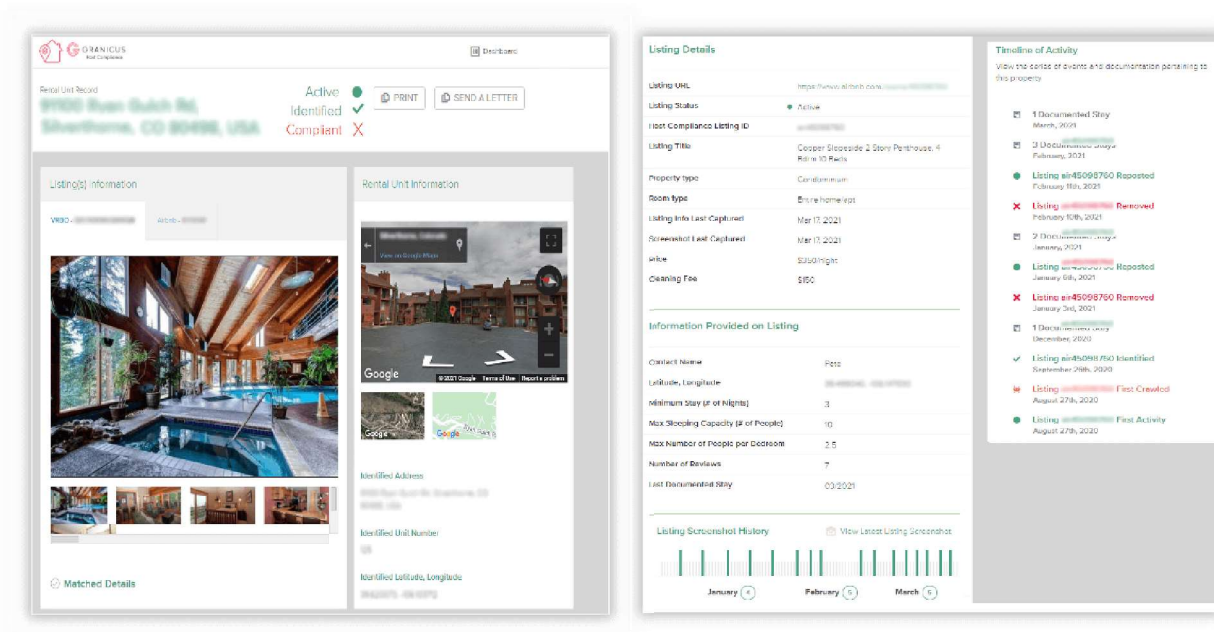


Figure 3: Rental Unit Record - detailed analysis of individual rental units including listing details such as, property type, price per night, cleaning fees, min. night stay, max occupancy and more!

Get a Detailed Analysis of Individual Rental Units

- Listing status
- Complete photo archive of listing images
- Edit owner information
- Timeline of activity including stays
- Removed/reposted listings (Capturing even those trying to stay off your radar)
- Download or Print evidence of listing activity
- Address Identification Match Details

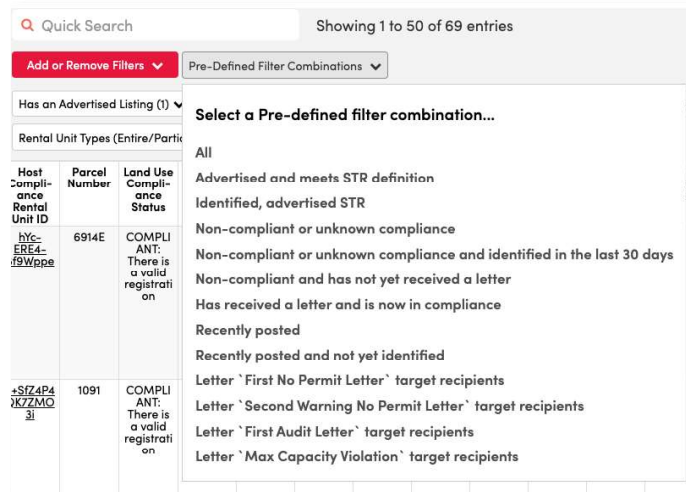


Figure 4: Tabular display of ALL short-term rentals. Quick search, filter, and sort on all relevant data points to create custom reports or set Pre-Defined Filter Combinations. Reports can be downloaded at any time to Microsoft Excel/CSV.

Have a Tabular Display of All Short-Term Rentals

- Pre-defined filter combinations for quick access
- Quickly search fields to find specific information
- Filter and Sort on more than 150 data points and segment short-term rental listings by all relevant dimensions including zip/postal code, usage type, and property type. In addition to the data points listed in the RFP, Host Compliance's data can also be filtered, segmented, and analyzed by the many parameters below:
 - Listing platform
 - Compliance level
 - # of Bedrooms and Bathrooms
 - Maximum advertised occupancy
 - Maximum permitted occupancy
 - Minimum # of nights available for rent
 - Host Name/ID
 - Listings of Other Rentals Offered by the Host
 - # of Reviews
 - First and Last Review dates
 - The date the property was first active
 - Nightly rental rate
 - Contact information, when available
 - A limited number of keywords that may be identified by the City as being of interest

-
- The screenshot displays the 'Add or review comments' section of the HostCommSense application. The interface includes a sidebar on the left with navigation options such as 'Quick', 'Add or Review', 'Host on Az...', 'Registration', 'Host Compl...', 'Bental Un...', 'Subnet', and 'Host'. The main content area is titled 'Add or review comments' and shows 'No comments available'. On the right side, there is a text input area with the instruction 'Write your comment or note and click \'Add comment\' button to save it. You can attach files below.', a dashed box for file uploads with the text 'Drag and drop files or click to select', and a red 'Add Comment' button. The bottom of the screen shows a table with columns for 'IP Address', 'Status', 'Identified', 'IP Address', 'IP Address', and 'IP Address', with data rows for '192.168.1.100', '192.168.1.101', '192.168.1.102', and '192.168.1.103'.

Track Status and Case Notes on Individual Rental Units

- The dashboard consists of six charts:

 - Compliance Status:** A pie chart showing the distribution of properties by compliance status. The legend includes: Compliant STR (green), Compliant LTR (dark blue), Non-compliant (light blue), Non-compliant (purple), Not yet determined (dark grey), and Not yet determined (light grey).
 - Bathrooms:** A pie chart showing the distribution of properties by the number of bathrooms. The legend includes: 0 bathrooms (red), 1 bathroom (teal), 2 bathrooms (green), 3 bathrooms (purple), 4+ bathrooms (dark blue), and Unknown (light blue).
 - Minimum Nights Stay:** A bar chart showing the number of listings for different minimum stay requirements. The x-axis categories are: Not specified, 1-7 Nights, 8-14 Nights, 15-21 Nights, 22-29 Nights, and 30+ Nights. The y-axis is labeled 'Listings' and ranges from 0 to 20,000.
 - Room Type:** A pie chart showing the distribution of properties by room type. The legend includes: Partial Home (orange), Entire Home (blue), and Unknown (light blue).
 - Property type:** A pie chart showing the distribution of properties by property type. The legend includes: Single Family (red), Multi Family (teal), and Unknown (light blue).
 - Identified STR Rental Units Over Time:** A bar chart showing the number of rental units over time. The x-axis is labeled 'Weeks' and shows dates from 2019-10-01 to 2021-04-01. The y-axis is labeled 'Rental Units' and ranges from 0 to 12,000.

Leverage Data to Enforce Short-Term Rental Regulations

- 15
49

- Configure allowable and/or restricted zones in your community
- Number of advertised allowable nights (e.g., Minimum Night Stay)
- Number of advertised guests (e.g., Occupancy Limits)
- Registration Requirements (e.g., Permit, License, Registration, State/Provincial Business License)
- Extract Permit, License or Registration number advertised on STR Listings
- Verify Permit, License or Registration number advertised on STR Listings with number on file

24/7 Hotline

Many cities and counties are wrestling with complaints about “party houses,” parking issues, excess trash, and safety concerns related to short-term rentals. Addressing these complaints in real-time has traditionally been difficult. A simple, personal notification without having to involve police resources is often all that’s necessary, but few governments have the resources to track and execute individual follow up.

Our 24/7 telephone hotline and online complaint resolution service allows neighbors to report non-emergency STR problems, submit evidence, and initiate automatic follow-up activities virtually, making your job a lot easier.



We had an abundance of calls for police services for domestic violence, for drug use, for trash, noise. It became a real issue in the community...and we needed a faster way to identify the short-term rentals and begin enforcement action on them.”

—Pete Roque, Code Enforcement
Supervisor for Garden Grove,
California

24/7 Hotline Features

- Improve response time with real-time outreach to the emergency contacts of problem properties
- Gather photo and video evidence of noncompliance to incite an evidence-backed citation
- Stay updated with detailed reports and dashboards that track all short-term rental related complaints in real-time and over time
- Communicate via text & by phone call to 24/7 emergency contacts
- Receive an email for every complaint received, with a recording of the phone call
- Receive full documentation of all reported incidents — including digital recordings and written transcripts of all calls
- Ensure photos, video footage, and audio recordings can be included to document complaints
- Allow residents to report anonymously with the ability to turn on anonymous complaint option

DID YOU KNOW

239%

The increase in STR party-related incidents in 2020

24/7 Hotline Advantage

What If You Could...

- Improve the ability to resolve non-emergency STR issues without burdening staff?
- Simplify reporting non-emergency related STR complaints?
- Save time and resources with a comprehensive dashboard, digital recordings, and written transcripts of all reports?

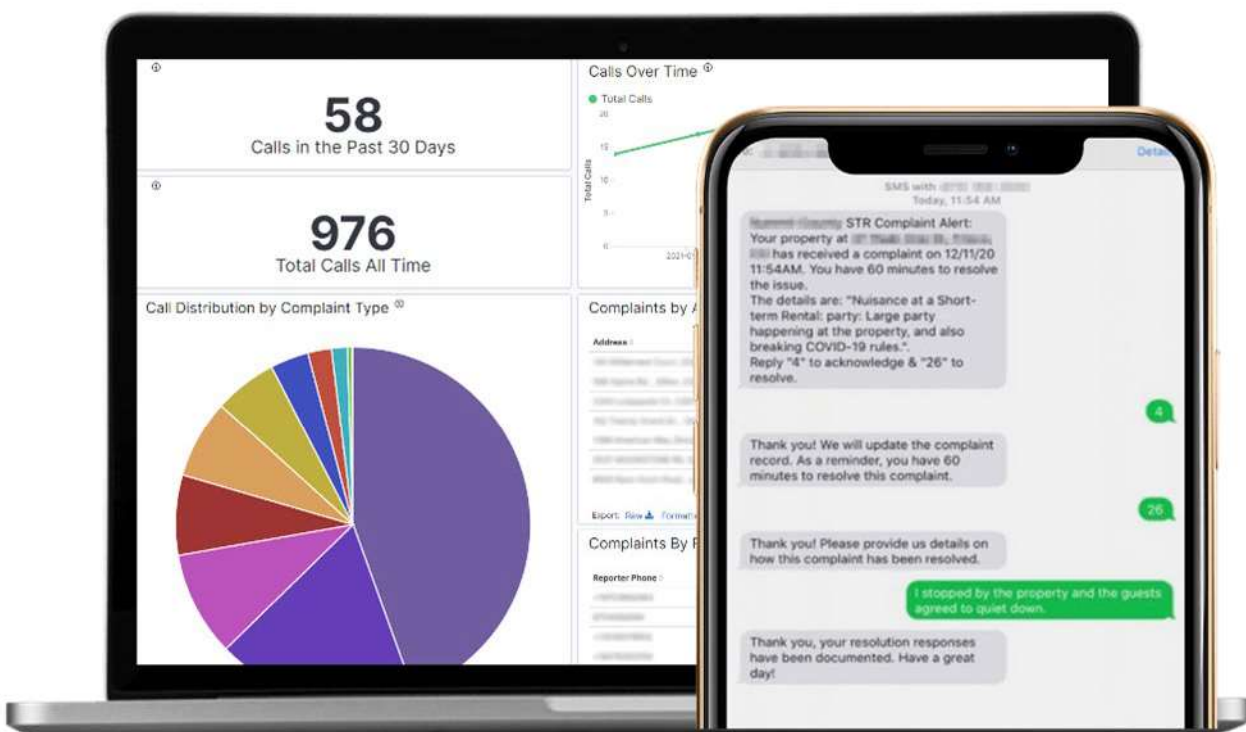


Figure 7: Get detailed reports and dashboards to track all short-term rental related complaints in real-time.

With the 24/7 Hotline You Can...

Deliver Actionable, Tailored Solution

- Automated text & email notifications to the emergency contact on file
- Allow emergency contact to acknowledge and resolve complaints via SMS
- Complainant can opt-in to a callback to update the status of the complaint and escalate the issue
- Real-time outreach to owners of problem properties

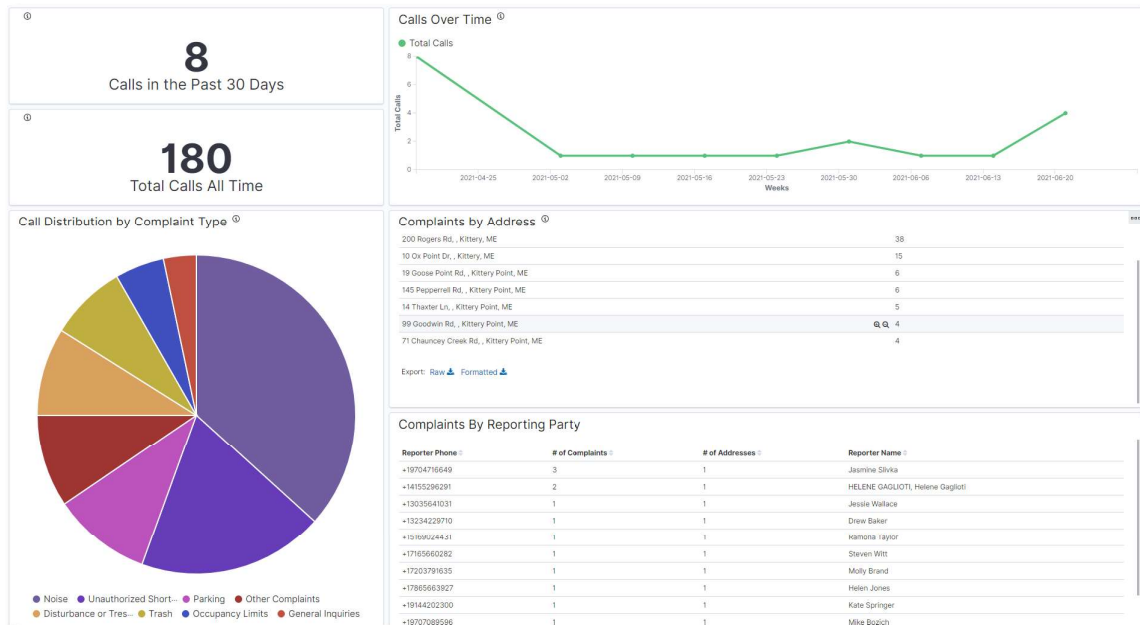


Figure 8: Dashboard summary of all short-term rental related complaints to quickly identify Complaint Type and properties with frequent violations.

Track How Well Your Efforts Are Performing

- Track the number and type of reported incident
- View summary statistics for reported properties
- Monitor hotline related activities with an intuitive dashboard
- Track how well your efforts are performing

Host Compliance | Short-term Rental Hotline | groeme.dempster

Quick Search | Showing 1 to 50 of 190 entries | No filters have been applied.

Add or Remove Filters

Call Time (Any)	Caller Name (Any)	Caller Callback Phone (Any)	Call Recording (Any)	Reported Address	Reported Issue	Complaint Type	Unit Permit/Registration Number	Unit Emergency Contact Number	Caller Requested Notification of Unit Emergency Contact	Caller Requested Automatic Callback	Caller Indicated Problem Resolved	Caller Transferred to Police	Caller-Provided Evidence	Source	Status of Complaint	Add/View Comments
2021-05-23 11:26 PM	Emily Stewart	(615) 562-0081	Call Recording	, ,	Nuisance at a Short-term Rental; other: "She doesn't know the address. She got a voicemail from this number. Please call."	Other Complaints			Yes	Yes	No	Yes		hotline	New	
2020-10-29 02:31 PM	Jasmine Sivka	(970) 471-6649	Call Recording	145 Pepperell Rd, Kittery, Maine	Nuisance at a Short-term Rental; loud party. Caller is stating that there is a large party outside. Please contact back! Thank You!	Noise	TEST20-0046	(970) 47-6649	Yes	Yes	Yes	No		hotline	New	
2021-07-11 12:30 PM	Tana Weeks	(949) 395-6020	Call Recording	1201 Hondius Lane, Estes Park, Colorado	Nuisance at a Short-term Rental; loud party. Caller stated she called last night at 11:30 regarding a party from 10:00pm to 2:00am at 1201 Hondius Lane Estes Park, Colorado 80517 and wanted to make sure there was not a repeat.	Noise			Yes	Yes	Yes	No		hotline	New	
2019-12-23 04:15 PM	David Marcus	(203) 233-9940	Call Recording	788 8th Avenue, San Francisco, California	Nuisance at a Short-term Rental; noise: He is calling regarding them having loud party since last night and is still	Noise			Yes	Yes	Yes	No	1. Caller-Provided Evidence.1	hotline	New	

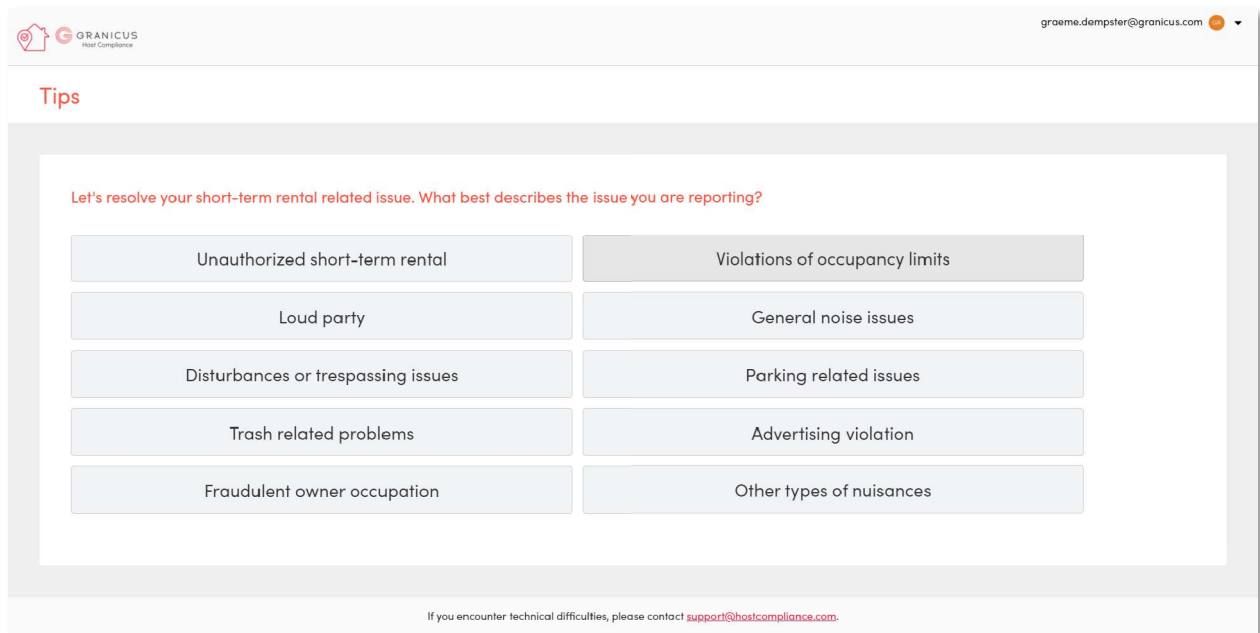
Figure 9: Complete history of all calls and online reported complaints, including call recordings and any supporting evidence provided by the complainant.

Manage Escalations and Complaints Easily

- Use escalation or dispatch functionality if the issue is not resolved within an allocated time frame
- Option to manually manage complaint statuses
- Leave case notes and additional details for collaboration across enforcement team

Give Your Residents a Voice with an Online Complaint Form

- Report issues at short-term rental properties from anywhere
- Mobile enabled for resident ease of use
- Instantly capture and upload supporting evidence from the camera on your device



granicus.com

groeme.dempster@granicus.com

Tips

Let's resolve your short-term rental related issue. What best describes the issue you are reporting?

Unauthorized short-term rental	Violations of occupancy limits
Loud party	General noise issues
Disturbances or trespassing issues	Parking related issues
Trash related problems	Advertising violation
Fraudulent owner occupation	Other types of nuisances

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

Figure 10: Simple online issue/complaint reporting.

Additional Services

Compliance Monitoring

The number of communities significantly impacted by Airbnb type short-term vacation rentals has more than doubled in the last four years. Combatting illegal short-term rental activity becomes even more difficult as listings rise. To ensure that everyone plays by the rules, it is important that operators are educated, compliance is constantly monitored, cases of suspected non-compliance are thoroughly investigated, and the operators who fail to follow the rules are notified proactively.

To make this data actionable, our systems compare it against regulation requirements, and then automatically categorize and label all advertised short-term rental units based on their compliance level:

- Fully compliant properties (e.g., properties that meet all regulatory requirements)
- Partially compliant properties (e.g., properties that satisfy some, but not all the regulatory requirements)
- Non-compliant properties (e.g., properties that do not satisfy any of the regulatory requirements)

Without automation and streamlined processes, there is not enough time in the day to accomplish it all.

“I could not do what Host Compliance does. I don't think a team of ten could do what they do.”

– Kelli Nevills Senior Code Enforcement Officer, Douglas County, Nevada

Compliance Monitoring Features

- Ongoing monitoring of STRs for compliance
- Proactive outreach to non-registered & illegal STR activity
- Weekly compliance reporting
- Up-to-date list of STRs operating illegally
- Comprehensive reporting of all letters sent
- Full-color screenshots of online listings included in letters
- Complete case history for non-compliant listings

DID YOU KNOW 20-30%

Issues with STRs growing at an alarming rate of up to 30% year over year

Compliance Monitoring Advantage

What If You Could...

- Inform property owners of the requirements for operating a short-term rental and how to take action without burdening your team?
- Send personalized communications to non-compliant STR property owners without needing to manually print and mail letters?
- Give your staff time back in their day to focus on community priorities by automatically identifying non-compliant properties?
- Deliver measurable results cost-effectively and quickly without using more resources?

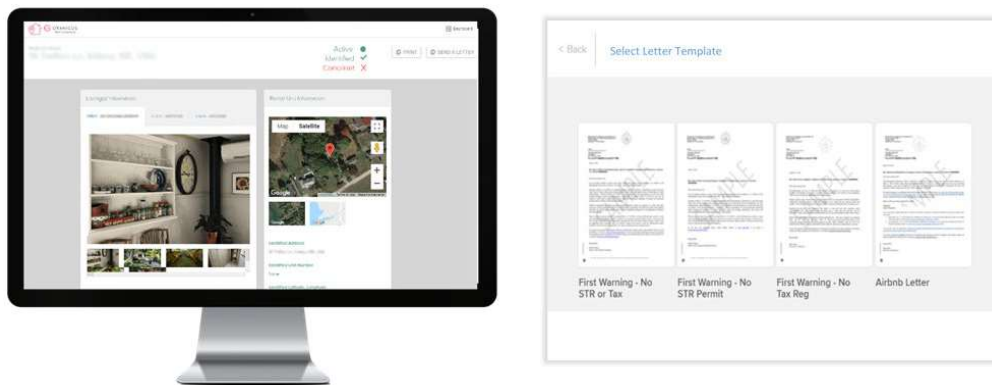


Figure 11: Stay in control and save time by sending your enforcement letters with the click of a button.

With Compliance Monitoring You Can...

Make it Difficult for Non-Compliant or Illegal Operators to Ignore You

- Staff can easily send property owners direct mail communications to make them aware of your STR regulations and requirements with just a few clicks, for example:
 - When new non-registered properties are first identified, staff can send the owner an "initial warning" letter to remind them of the City's STR requirements and provide instruction on how to get into compliance.
 - If the owner does not comply with the rules within 30 days of receiving the "initial warning" letter, staff can send a follow up letter with a more sternly worded "Notice of Violation" letter.
 - If an owner does not comply with the rules after receiving the second letter, staff can review to determine the necessary follow-up based on your STR regulations and compliance rules.
- Include high resolution, color listing screenshots in letters - this inspires action and increases compliance exponentially!
- Include step-by-step directions on how to become compliant

- Reference the specific regulations violated
- List the potential penalties for continued non-compliance

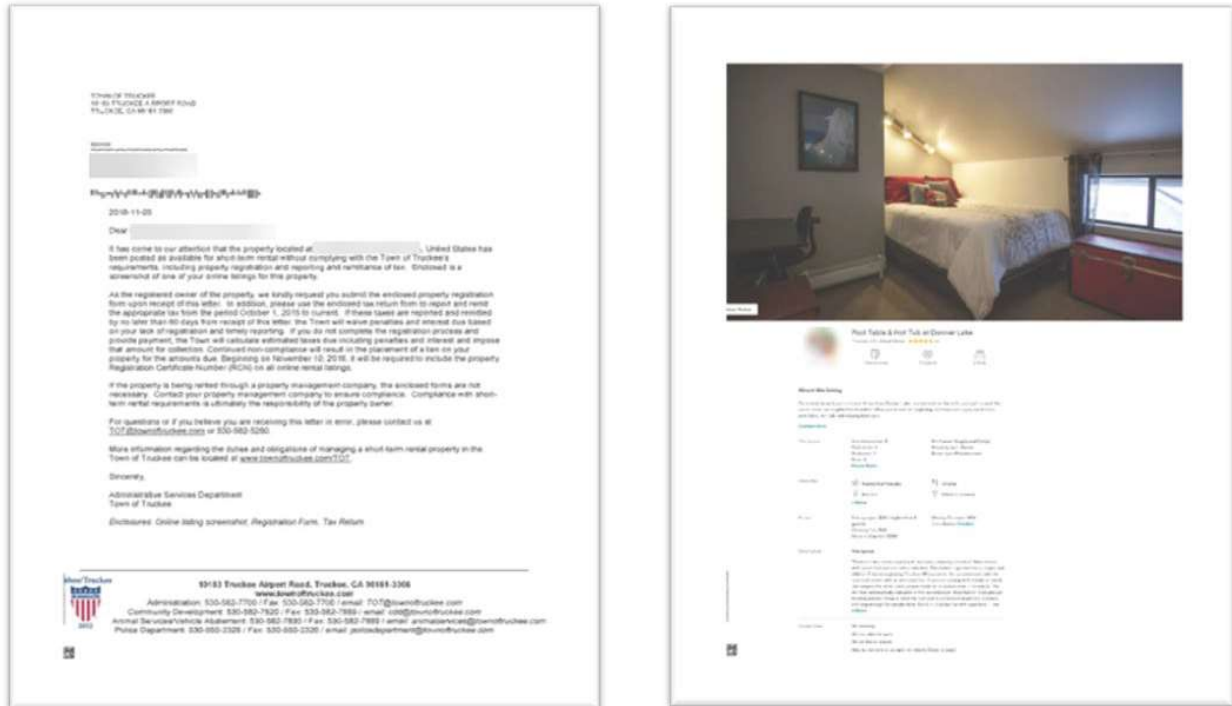


Figure 12: Increase your outreach effectiveness and efficiency by automatically adding evidence to communications.

Save Staff Time by Automating Time-Intensive Manual Tasks

- Efficiently and effectively monitor both illegal and compliant STRs.
- No more envelope stuffing and stamp licking! Send letters using your letterhead with just a few clicks.
- Get access to best practice communications that can be optimized for the
- best compliance results.
- Comprehensive monitoring and reporting for all proactive and reactive compliance outreach all in one dashboard.

Track Communications and Compliance Status

- Newly listed compliant and non-compliant short-term rentals
- Short-term rentals that have eliminated all advertising on all the websites monitored by Host Compliance
- Re-listings of non-compliant properties
- Short-term rentals that have become compliant because of outreach
- Short-term rentals that are still listed despite initial or repeated outreach

- Verify that letter notifications were sent to the correct address, and track whether email notifications were opened

Permitting, Licensing & Registration

The first step in any short-term rental compliance program is getting the hosts and managers to register their properties to remain compliant or remit taxes. Many communities are struggling to modernize their short-term rental registration processes, and as a result, they are unable to maximize compliance, reduce costs, or increase tax revenues.

Host Compliance builds tools for local governments that help them streamline the registration process and guide applicants through what could otherwise be complex permitting workflows. Plus, Host Compliance makes it even easier for operators to become compliant because there are no additional usernames or passwords to remember. The result? Happier staff and happier residents.

“Host Compliance has improved client services for greater flexibility and convenience. The online portal has saved time and resources...It has also been a popular way to connect people to one-on-one assistance with our staff.”

—Roy Given, Finance Director, Marin County, California

Permitting, Licensing & Registration Features

- Streamlined annual renewal process
- Branded outreach for swift compliance
- Fully configurable processes to meet your specific registration requirements
- Ease of use, error-proofing, and legal compliance
- Higher compliance rates and increased efficiency
- Better data for enforcement
- Mobile (cell phone, tablet, etc.) optimization and responsive design
- Configurable workflows and forms
- Automated reminders
- Clear and easy-to-read instructions and navigation

DID YOU KNOW

50%+

of short-term rental hosts prefer to handle their business from their mobile devices? Our solutions are enabled for mobile.

Permitting, Licensing & Registration Advantage

What If You Could...

- Give staff and residents a user-friendly and easy-to-administer solution for the registration of non-compliant STRs?
- Simplify outreach with personalized communication that directs the owner how to apply for an STR permit or license online?
- Save time and resources by reducing errors and wasted staff time and wasted energy?

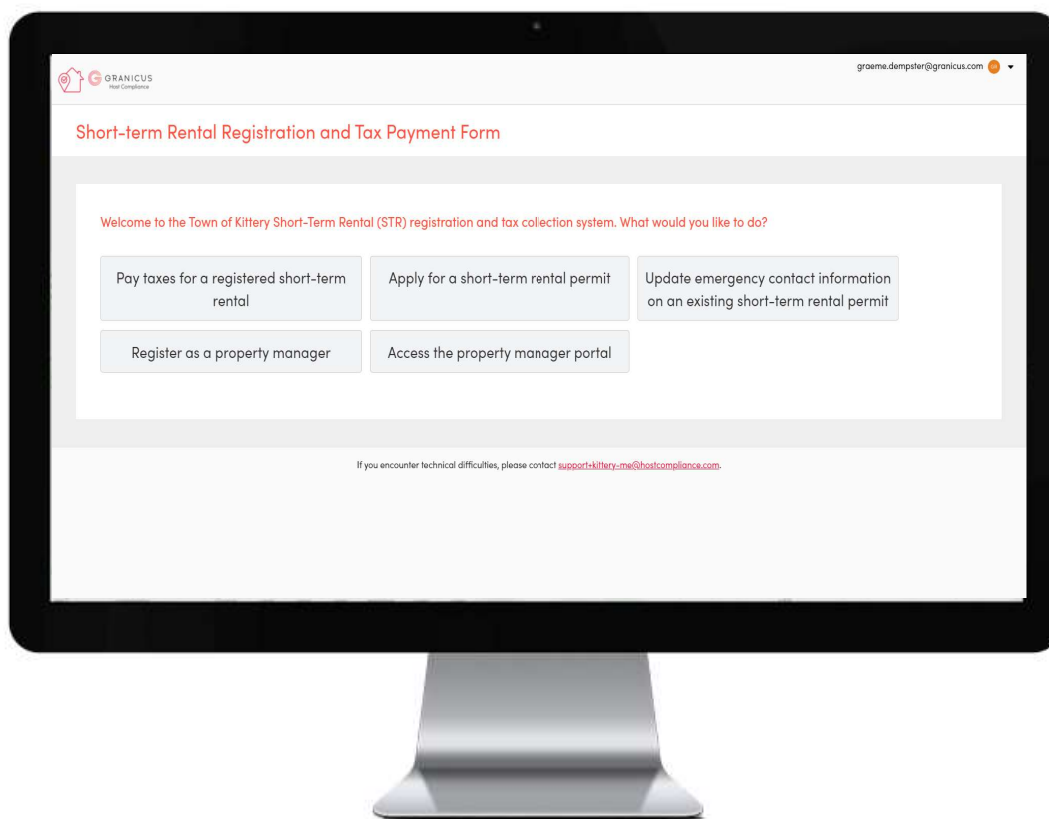


Figure 13: Simplify permitting and registration processes for residents and significantly reduce the administrative costs on the back end.

With Permitting & Registration You Can...

Streamline Your Short-Term Rental Permitting, Licensing, and Registration Process

- Make it easy for STR hosts to register and renew from anywhere
- Clear and easy-to-read instructions and navigation
- Mobile friendly forms that work on any device (e.g., responsive design, resized text)
- Allow for online payment collection (e.g., Credit Card, Debit Card, and ACH)
- Collect electronic signatures from any device

- Elevated compliance rates and increased revenue collection

Figure 14: Easily manage the review and approval/denial process on a single screen.

Easily Review and Approve or Deny Applications

- Confirmation emails automatically sent to applicant during review
- Printable PDF with Registration # and Expiration automatically emailed upon approval
- Ability to perform follow-up outreach to properties who do not submit sufficient documentation
- Staff explanation included in automatic email notification for denied applicants
- Configurable review status (e.g., Department Reviews)

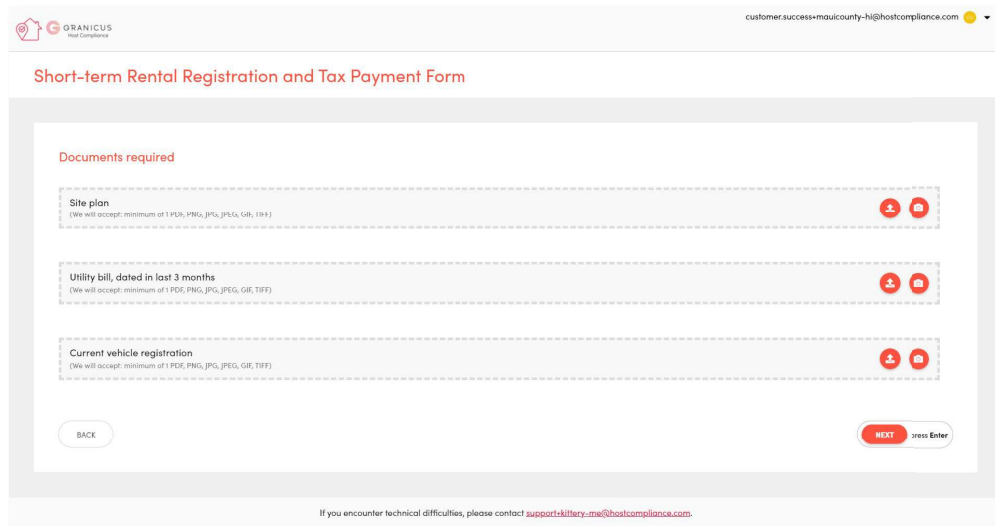


Figure 15: Collect all required information during the application process. Residents can easily upload required documents from their computer or enable the camera from a mobile device to provide supporting documentation.

Improve Data and Collection Processes for Residents

- Data is updated daily and can be exported into Microsoft Excel or CSV file format
- Staff can search, enter, and correct information, as well as append with additional information
- Staff can use the data for outreach, monitoring, and compliance purposes



Figure 16: Property managers can easily register multiple properties at once and manage their account of active short-term rental properties.

Support Bulk Registration for Property Managers

- Applicants can register multiple properties in a single workflow
- Update contact information and manage their active short-term rentals
- Make a single payment for multiple properties at the same time

Provide Integrated Payment Options for Residents

- Allow for online payment collection (e.g., Credit Card, Debit Card, and ACH)
- All payments are processed through an integrated third-party payment processor, Stripe.com
- Stripe has been audited by a PCI-certified auditor and is certified to PCI Service Provider Level 1—the most stringent level of certification available in the payments industry
- Staff can search for past payments and registration applications while also being able to request corrections be made or additional information be added to applications

Tax Collection

Without proper enforcement, only a fraction of short-term rentals will remit tax and comply with regulations. Many cities and counties are missing out on a steady stream of revenue that could be reinvested in the community to improve affordable housing, tourism activities, and more.

“Because our taxes are due quarterly, it gives us time to reach out to folks and educate them before there are any penalties involved. So, if someone recently started renting and weren't aware of the rules, they'll get notified within that first three-month period and be able to come into compliance without any additional penalties or interest due.”

– Chrissy Earnhardt, Administrative Services Manager, Truckee, California

Tax Collection Features

- Configurable workflows and forms
- Automatic penalties & interest calculation for late remitters
- Ability to collect electronic signatures
- Automated reminders
- Property owner can pay from a variety of devices
- Ability to enter payments received in person or by mail
- Securely enable collection of taxes online via integrated debit card, credit card, or e-check (ACH) payment options
- Deposit all funds directly into the city's bank account via daily direct deposits
- Clear and easy-to-read instructions and navigation

DID YOU KNOW

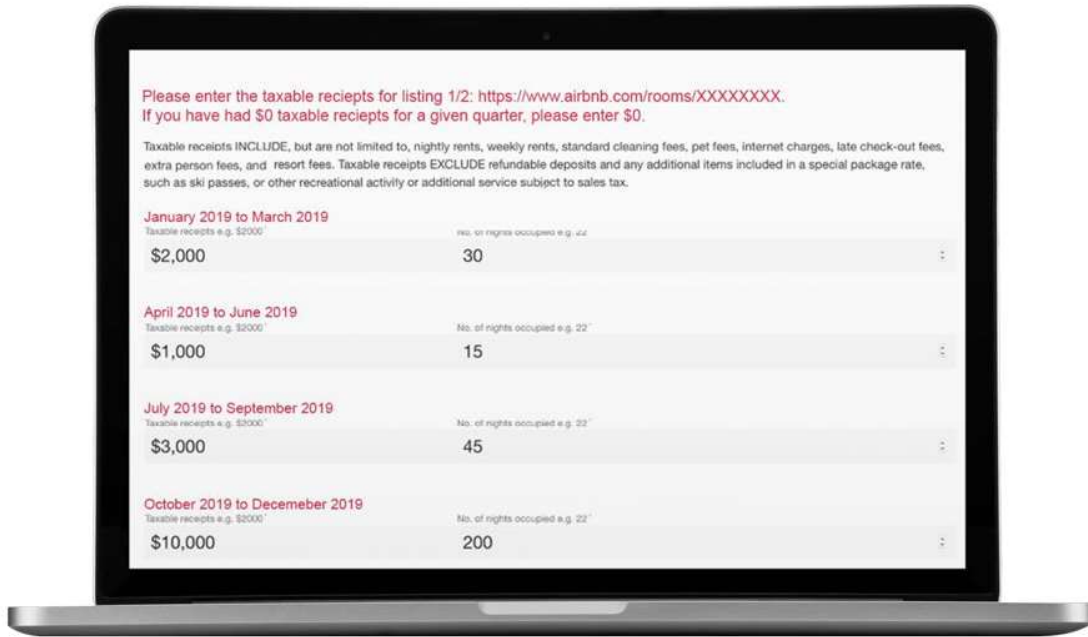
<10%

Of STR owners voluntarily register and pay all of their taxes?

Tax Collection Advantage

What if you could...

- Make tax reporting and collection easy for hosts and staff to submit and review online?
- Save time and resources with a robust document management system that educates applicants on STR requirements?
- Recover untapped revenue potential by the thousands or millions?



Please enter the taxable receipts for listing 1/2: <https://www.airbnb.com/rooms/XXXXXXXXX>.
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.

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

Figure 17. Simplify your tax collection process and significantly reduce the administrative costs on the back end.

With Tax Collection You Can...

Improve Data and Collection Processes for Residents

- Applicants can report itemized earnings
- Update contact information and manage their active short-term rental
- Makes payments for their property easily online
- Automatic reminders for Hosts

Host Compliance Reported Revenue

Quick Search Showing 1 to 50 of 685 entries

Add or Remove Filters No filters have been applied.

Registration Number (Any)	Period Start (Any)	Period End (Any)	Reported Taxable / Assessable Receipts (USD) (Any)								
Registration Number	Data Source	Stripe Charge ID	Period Start	Period End	Nights Occupied	Reported Taxable / Assessable Receipts (USD)	Taxes (USD)	Late Payment Penalties (USD)	Accrued Interest (USD)	Time Submitted	Uploaded documents
TEST21-0016	registration_system	ch_1JCSLFXKjKCK07HN5GZFkdZ	2021-03-31 08:00 PM	2021-06-29 08:00 PM		\$50,000.00	\$6,000.00	N/A	N/A	2021-07-12 12:50 PM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2018-12-31 07:00 PM	2019-03-30 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2019-03-31 08:00 PM	2019-06-29 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2019-09-30 08:00 PM	2019-12-30 07:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2019-06-30 08:00 PM	2019-09-29 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2019-12-31 07:00 PM	2020-03-30 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2020-06-30 08:00 PM	2020-09-29 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2020-03-31 08:00 PM	2020-06-29 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2021-03-31 08:00 PM	2021-06-29 08:00 PM	10	\$1,000.00	\$120.00	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2020-12-31 07:00 PM	2021-03-30 08:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0039	registration_system	ch_1JAsiOKjKCK07HNndV1Pj	2020-09-30 08:00 PM	2020-12-30 07:00 PM		\$0.00	N/A	N/A	N/A	2021-07-08 11:37 AM	
TEST21-0033	registration_system	ch_1JAHAGKjKCK07HNVEEBAg	2021-03-31 08:00 PM	2021-06-29 08:00 PM	7	\$5,000.00	\$600.00	N/A	N/A	2021-07-06 12:30 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2020-09-30 08:00 PM	2020-12-30 07:00 PM	7	\$70.00	\$8.40	\$1.68	\$0.41	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2019-12-31 07:00 PM	2020-03-30 08:00 PM	4	\$40.00	\$4.80	\$0.96	\$0.67	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2020-06-30 08:00 PM	2020-09-29 08:00 PM	6	\$60.00	\$7.20	\$1.44	\$0.57	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2018-12-31 07:00 PM	2019-03-30 08:00 PM		\$0.00	N/A	N/A	N/A	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2020-12-31 07:00 PM	2021-03-30 08:00 PM	8	\$80.00	\$9.60	\$1.92	\$0.19	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2019-09-30 08:00 PM	2019-12-30 07:00 PM	3	\$30.00	\$3.60	\$0.72	\$0.61	2021-06-28 03:42 PM	
TEST21-0033	registration_system	ch_1JPQLFKjKCK07HNhVMDcL	2019-06-30 08:00 PM	2019-09-29 08:00 PM	2	\$20.00	\$2.40	\$0.48	\$0.48	2021-06-28 03:42 PM	

Figure 18: Complete summary of all reported revenue and payments made on a single screen.

Support Tax Remittance for Hosts

- Data is updated daily and can be exported into CSV files
- Staff can search and append with additional information
- Staff can use the data for outreach, monitoring, and compliance purposes

 Jasmine Slivka Testing

Property Manager Portal

Bulk Tax Reporting

Bulk Tax Reporting abilities are intended for property managers who need to report on multiple properties simultaneously. In order to proceed, you will need:

- To be the property manager contact on file for the permit
- To have a list of your Registration Numbers

Please download our [Excel/CSV template](#) here to complete and upload on the next screen. Note: The template will contain sample data.

[BACK](#) [NEXT](#) press Enter

If you encounter technical difficulties, please contact support@truckee-co@hostcompliance.com.

Figure 19: Property managers can report earnings for multiple properties and make a single bulk tax payment.

Support Bulk Tax Remittance for Property Managers

- Applicants can report itemized earnings for multiple properties in a single workflow
- Update contact information and manage their active short-term rentals
- Make a single payment for multiple properties
- Automatic reminders for Property Managers

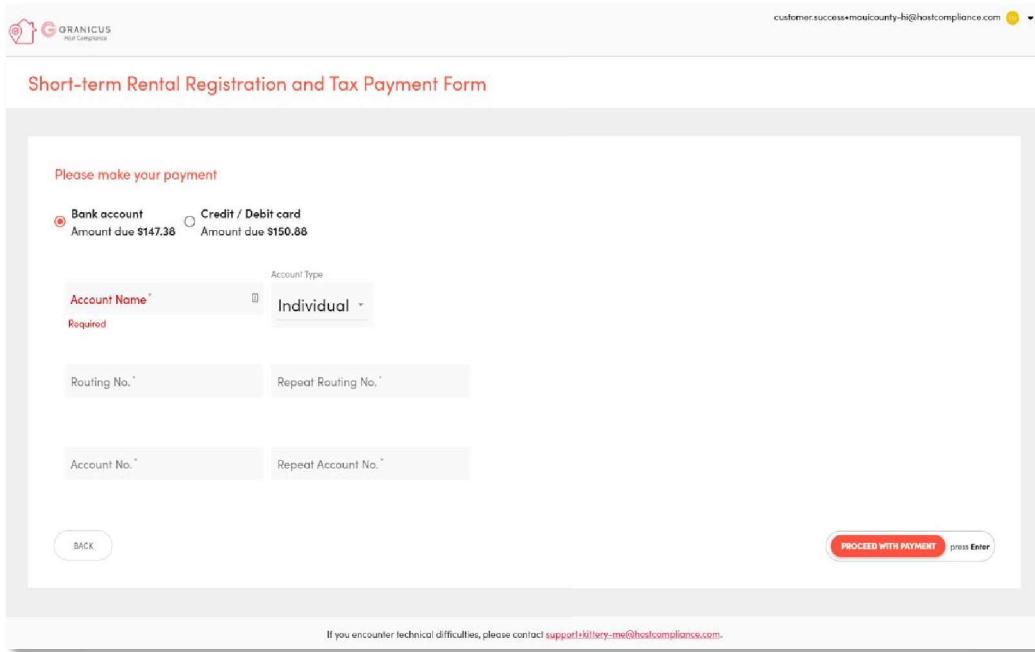


Figure 20: Collect payment for hotel/occupancy/tourist tax online through secure payment portal and have it deposited in the account of your choosing.

Provide Trusted Payment Options for Hosts

- All payments are processed through a 3rd party payment processor, Stripe.com
- Stripe has been audited by a PCI-certified auditor and is certified to PCI Service Provider Level 1—the most stringent level of certification available in the payments industry
- Staff can search for past payments and registration applications and request corrections to applications with additional information

Rental Activity Monitoring

Many short-term rental operators fail to report and remit the right amount of short-term rental related taxes. Likewise, many cities and counties struggle to enforce their rental frequency and rental cap related regulations. Additionally, identifying the under-reporting of taxes and rental cap violations is increasingly difficult. Tax collectors and code-enforcement staff often lack the data and proof needed to go after tax-dodgers and ordinance-violators.



Short-term rentals are different than hotels. With hotels, you have an auditable trail. Host Compliance gives us that auditable trail. We can make sure we are collecting taxes fairly." –

Zak Kelley, a Special Project Manager,
Metro Government of Nashville, and
Davidson County

Rental Activity Monitoring Features

- Up-to-date list of specific short-term rental hosts suspected of under-reporting taxes
- Automatic capture of online indicators of rental activity
- Accurate, quarterly estimates of each rental's gross rental revenue
- Weekly screenshots of reviews and calendars for each active listing
- Select candidates for audits and utilize our letter-sending capabilities for initial communication on your letterhead
- Seamless document collection and review
- Ability to invoice and collect back taxes
- Custom reports and analysis to support tax audits and other STR related investigations

DID YOU KNOW?

90%

of hosts generate 40% of the revenue — randomly selecting hosts to audit doesn't produce a great ROI on your efforts.

- Analyze data to support tax audits
- Configure data to look back on prior reporting periods

Consulting Services

The number of homes listed for short-term rent has grown exponentially in the last few years. With this rapid growth, many communities are—for the first time—experiencing positive and negative consequences of an increased volume of “strangers” in residential communities.

To mitigate the negative consequences and increase the positive outcomes, local governments have had to invest even more staff time and resources towards implementing effective short-term rental regulation. However, there is no one-size-fits-all, regulatory approach to regulation that will work for all communities.

Proven Customer Success

Situated near Lake Tahoe, Truckee, California's population can double on holiday weekends. With a limited number of hotels and plenty of single-family homes that are unoccupied most of the year, Truckee saw a dramatic increase in properties listed on online short-term vacation rental (STR) platforms as the market grew.

Meet Our Experts

Jeffrey Goodman

Jeffrey is an urban planner, considered one of the nation's leading authorities on short-term rentals and how they impact communities. He has previously contracted with both the City of New Orleans and Airbnb and advised researchers on short-term rentals in a range of cities including San Francisco, Portland, New Orleans, and New York. Jeff has spoken about short-term rentals across North America, including at the APA's National Planning Conference. He graduated from Yale College and earned his Master of Urban Planning from Harvard University. He is the author of a recent featured article in Planning Magazine on the topic of STR regulation.

Consulting Services Benefits

- Custom public outreach strategy and messaging framing
- Complete draft of a custom short-term rental regulation
- Compliance monitoring and enforcement plan for staff and legal counsel to refine and adopt
- Data based on our work with hundreds of cities, counties, and state governments

DID YOU KNOW?

60%

of those surveyed in a recent ICMA event had, or were moving towards, regulations

Success Stories

Summit County Colorado | Short Term Rental Success Story | Granicus



OVERVIEW

Summit County, CO is a popular resort town with the highest concentration of short-term rentals (STRs) in the country. With short-term rental management and communications software powered by Granicus, this small but mighty team increased compliance, collected valuable STR data, and made smart, data-informed updates to their ordinance.

SITUATION | COMPLIANCE AND COMMUNICATIONS

As STRs grew in popularity, the Summit County jurisdiction approved regulations and licenses and the county began using software to enforce its STR ordinance, which led to the use of Granicus solutions in 2020. Later – to improve communications with STR owners and property management companies – the department began using Granicus' marketing and communications software. This unique software pairing allowed Summit County to launch a communications strategy that serves as an aid to help local STR hosts become more compliant by virtue of sheer awareness.

SOLUTION | REMINDERS AND REGULATIONS

By creating several relevant topics and subscriber lists, the two-person STR team has been able to quickly send targeted messaging to interested groups, which has alleviated unwanted outreach. The purpose of the communications is to help the STR community understand the regulations, which they hope will be reflected in compliance down the line.

RESULTS | EDUCATION AND ENFORCEMENT

Granicus software helped the county collect \$1.6M in total payments in just one year. Their 24/7 STR hotline helped the team peacefully resolve more than 400 complaints in 365 days. And the median open rate for the county's STR emails is 78%, well above the average rate for government communications.

Above all, the software has helped Summit County better manage STRs, assess their effect on the community, and communicate with involved parties to make them an asset instead of a hindrance.

MUST HAVE SOLUTION

govDelivery

Host Compliance

“The public wants to be compliant. They want to do the right thing. You can't just have something on your website or in the paper and hope that people follow up. It's important to communicate with the public – especially as a government agency – and govDelivery helps us do that.”

Brandi Timm
Short-Term Rental Program
Coordinator

Alabama Mountain Lakes Tourist Association | Granicus | Success Story



Alabama Mountain Lakes Tourist Association

Creating Positive Tax Revenue from Rentals in North Alabama



OVERVIEW

When the Alabama Mountain Lakes Tourist Association saw hotel development stalling, they discovered the hidden growth of short-term rentals across 16 counties. By working with Granicus to drive tax compliance, they were able to increase statewide revenue collection by eight percent.

SITUATION | MANUAL AND MONOTONOUS

Spanning 16 counties in the North Alabama region, the Alabama Mountain Lakes Tourist Association provides support and awareness to a wide area of popular destinations. The issue of short-term rentals (STRs) was making an impact on the area's economy. While Alabama Mountain Lakes Tourist Association President Tami Reist stated she's a fan of short-term rentals, even using them herself, the revenue shortfall from residents operating STRs left her feeling that operators were taking a one-sided advantage of the organization that helped attract visitors.

SOLUTION | AUTOMATED AND ACCESSIBLE

After meeting with the State Tourism Director to review the data, the decision was made to move forward with a new host compliance program. With the state's support, Reist had Granicus work to identify homes that were not properly paying lodging tax as STRs and send, per Reist's count, over 2,500 notification letters through Granicus' Host Compliance Tax Collection and Letters modules. These letters connected STR operators to a website where they could be properly educated about their tax responsibilities, as well as settling any outstanding taxes.

RESULTS | PAPERLESS AND PRACTICAL

In just two months, Reist found a 21% increase in revenues billed out through the Granicus Host Compliance system. After launching the letter campaign in January and February 2022, over 40 properties had logged into the system to address revenue collection issues by March. Since then, the system has gained 500 community users and, driven by the 16 counties in Reist's area alone, statewide STR revenue collection in Alabama increased by 8%.

MUST HAVE SOLUTION

Host Compliance

Using Granicus, we can identify this data and send it out (via the Granicus letters module) to short-term rental property owners to let them know about the state law for lodging tax to be paid. We found out a lot of people didn't know about the law."

Tami Reist

President, Alabama Mountain
Lakes Tourist Association

The Short-Term Rental Market is Exploding

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.

Nashville, Tennessee

\$2.8M

More Taxes Collected within the first year.

>90%

Permits Held by STRs within the city.

10x

ROI Increase in taxes pays for HC 10x over.

Missoula, MT

2x

Short-term rental growth in seven years.

90%

Identification rate on 543 properties in last calendar year.

Staff

Research time reduced by half.

500+

Engaged visitors to short-term rental project page.

Alabama Mountain Lakes Tourist Association

21%

Increase in tax revenue to AMLTA in 4 months.

8%

Increase for state overall from only 16 counties.

2,500

Letters mailed to North Alabama STRs.

500+

Community users across 16 counties.

"USING GRANICUS, WE CAN IDENTIFY THIS DATA AND SEND IT OUT (VIA THE GRANICUS LETTERS MODULE) TO SHORT-TERM RENTAL PROPERTY OWNERS TO LET THEM KNOW ABOUT THE STATE LAW FOR LODGING TAX TO BE PAID. WE FOUND OUT A LOT OF PEOPLE DIDN'T KNOW ABOUT THE LAW."

Tami Reist, President, Alabama Mountain

References

Yates County, NY

Contact	Jessica Mullins
Email	jmullins1@yatescounty.org
Phone	(315) 536-5192

Steamboat Springs, CO

Contact	Rebecca Bessey
Email	rbessey@steamboatsprings.net
Phone	(970) 871-8202

Nashville, TN

Contact	Bonell McBroom
Email	bonell.mcbroomiii@nashville.gov
Phone	(615) 862-7416

Pricing

Subscription/Annual Recurring

Address Identification	\$12,618.00
24/7 Hotline	\$5,047.00
Total	\$17,665.20

One-Time Fees

Address Identification – Setup and Configuration	\$0.00
Address Identification – Online Training	\$0.00
24/7 Hotline – Setup and Configuration	\$0.00
24/7 Hotline – Online Training	\$0.00
Total	\$0.00

Currency: USD

Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)

Project Implementation

The sales and contracting process is only the first step in the lifecycle of a Granicus customer. As soon as we partner with your organization, our Professional Services team takes over as your primary point of contact. The mission of professional services team is to drive long-term customer satisfaction through repeatable solution delivery.

Granicus Service Difference

The Granicus Professional Services team consists of over 70 people distributed across our core offices. The team is primarily composed of implementation specialists and consultants that handle small to mid-level projects. Additionally, we have a broad team of project managers that handle projects that are more complex or incorporate multiple Granicus solutions or product families.

Our Professional Services team also includes a cross-section of technical experts with expertise in specific service areas. Some of these additional offerings include data migrations, UX analysis, graphic and web design, development, and API configuration.

Project Management Approach

The project implementation process is typically the first extended contact a customer has with the Granicus team, so we are focused on providing the best customer experience from the start. Our goal is to deliver a fit-for-purpose solution that meets the client's requirements and creates a customer for life or strengthens the relationship with an existing customer.

Our implementation teams strive to provide the appropriate level of support throughout the project lifecycle, from kickoff through training, go-live and continuing support. In general, we staff our teams based on project complexity and strive to keep our project teams as small as possible.

The Granicus Project Management methodology is designed to be consistent and repeatable, with one of our experienced Project Managers or Implementation Specialists/Consultants guiding the client team through every step of the process.

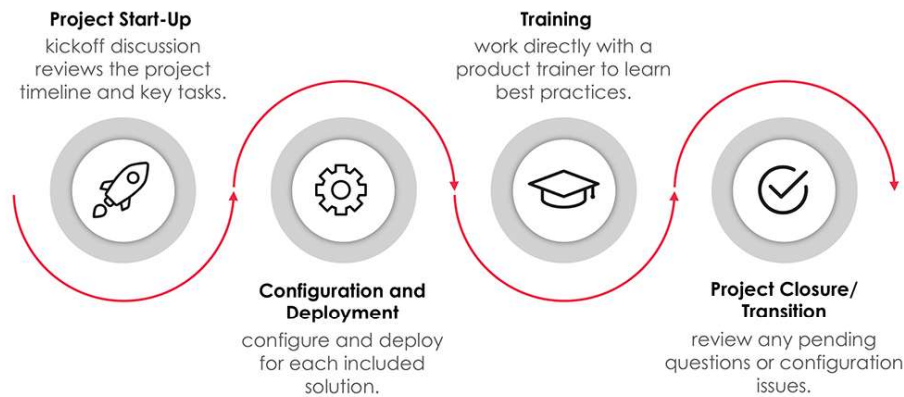
Each Granicus solution has specific elements that need to be addressed during the delivery process but generally our projects all proceed through a similar set of completion milestones: Project kickoff & planning, discovery & requirements gathering,

Collectively, we have over 450 years' experience delivering software solutions across a wide variety of industries and verticals. Our teams of implementers and technology specialists have deep expertise with one of our core product families and cross-train over time on other solutions as they gain experience.

Clients will always have a single point of contact within the Professional Services team for questions or concerns during the deployment process. In our experience, this focused attention leads to better outcomes for the client and a more cohesive project management experience.

configuration and deployment, user acceptance testing & training, and project closure/transition to our customer success team.

Once all relevant issues are resolved and the client team confirms acceptance, the project will be formally transitioned out of the professional services team and handed over to our customer support and customer success teams.



Project Transition

When a project enters the Project Closure phase, the Granicus project lead will introduce the client team to the Customer Support and Customer Success teams. These teams ultimately become the primary points of contact for all customer interaction once a solution has been fully configured and deployed. The Customer Support and Success teams act as the client's internal advocates for the remainder of their lifecycle with the company.

Project Training

Granicus will conduct training for Client-identified staff that will cover the essential concepts and standard navigation of the solution and tasks related to your short-term rental compliance monitoring processes. Client will utilize a train-the-trainer approach for end user training. Scheduling of all training sessions shall be coordinated with and approved by Client. Granicus will authorize Client to videotape training sessions for internal use and to reproduce any the training materials such as training guides, screenshots, in part or whole, for its own purposes.

Self-Service, Ongoing Training, and Supporting Documentation

Our online knowledge base containing user guides, FAQs, training videos and other self-help information is available online at support.granicus.com. This also includes the ability to directly submit suggested modifications or new feature requests to our

Granicus development teams. Ongoing live support, training videos, product updates and supplemental online courses are all provided as a part of your ongoing subscription. However, beyond the Customer Success Consultants annual success call you can acquire additional onsite training or support if desired as a billable professional service.

Our Team

Key Project Personnel

The Granicus resources assigned to this project will be knowledgeable in the Granicus modules included in the solution as well as in the City's business processes and requirements. These resources shall be fully capable of performing assigned duties, fulfilling project commitments, and communicating with City team members effectively. The following roles may be part of your implementation project:

- Project Manager (Granicus PM): This is the primary person responsible for the implementation of and adherence to project plans.
- Designer: The Designer is responsible for customizations and modifications of Granicus products that relate to web design.
- Solution Validation Engineer: This team member is responsible for reviewing the City's technical compatibility with new or existing Granicus solutions. They will confirm the solution will work in the City's environment and ensure the City will maximize the intended and desired benefits from the solution.
- Product Trainer: The Trainer delivers instructor-led online or in-person training.

Customer Support

The Granicus Customer Support Team is focused on a single common mission: provide our clients with high quality, responsive support across all our product families. We are a diverse team of dedicated professionals driven by the mission and call to public service who strive to be on the cutting edge of technology and innovation.

Philosophy and Team Credentials

Teachers, public servants, musicians...this is just a sampling of the kinds of folks who embody the Granicus support organization. Despite our diverse backgrounds - we are all focused on one mission: to provide highly responsive world-class support to our local, state, and federal clients.

We employ a large and distributed team of support representatives, senior representatives and team leads across the U.S. and the U.K. with our primary locations in Denver, Colorado and St. Paul, MN. In addition to our standard product training, all of

our GovMeetings representatives undergo an intensive training process that includes an introduction to Robert's Rules of Order, the local legislative process, key state, and local considerations (e.g., The Brown Act, Section 508 Compliance etc.) and technology-specific training.

We also employ a host of tools and systems that enable our team to better support our customers, including skill-based call routing, a centralized ticketing system, a robust knowledge base, remote support, and desktop tools, and 24/7 monitoring of our cloud-based infrastructure.

Contacting our Support Organization

Regular Support Hours (Phone, Email, Chat):
Monday-Friday, 8AM EST – 10PM EST

Extended Live Meeting and Video Streaming Support (Phone, Email):
Monday-Friday 9PM EST - Midnight

Emergency Support is available 24/7

Phone:
(800) 314-0147 (US)
+44 (0) 800 032 7764 (Europe)

Email: support@granicus.com

Granicus Support Portal - [Support.Granicus.com](https://support.granicus.com)

The Granicus support portal is your 24/7 resource for user guides, knowledge base articles and training videos for all of our product offerings. Additionally, our users can sign up for weekly webinars/how-to sessions led by our support and services team. Users can also initiate a chat session with a live support agent during our standard business hours.

Granicus System Status

Granicus customers can opt-in to receive email and or SMS text alerts to our online status page (status.granicus.com) that provides real-time information around product releases, service disruptions and outages for all of our products. Granicus support and engineering provides for 24/7 response and monitoring of all cloud-based systems and software.

Support Service Levels and Priority Levels

Granicus is dedicated to providing the highest levels of support to our customers. To ensure that each support case is handled efficiently, we commit to the below service levels.

PRIORITY 1: EMERGENCY

Initial response: Within at least one hour

Severe application problem that causes productivity to cease for a large number of staff or complete loss of service to either website or intranet (application-related site outage).

Examples:

- Web server is running but application is non-functional
- SQL-server errors not related to hardware

PRIORITY 2: HIGH

Initial response: Within at least four business hours

Application or service is degraded but is available. A work-around is possible or a brief loss of service is acceptable. Impacts only a small group or causes work to cease for an individual staff member.

Example:

Granicus site is operational but search, calendar or other modular functionality is impaired

PRIORITY 3: MEDIUM

Initial response: Within at least one business day

Moderate business impact; issues have affected productivity. A work-around may exist or the problem is for a non-business-critical task.

Examples:

- File attachments won't upload
- Text is not rendering correctly

PRIORITY 4: LOW

Initial response: Within at least three business days

Limited business impact. Requests can be scheduled.

Examples:

- Programmatic change to back-end or front-end to improve efficiency
- Distribution of all patches and upgrade

Security Overview

No other short-term rental compliance monitoring software provider invests as heavily in infrastructure as Granicus, whether that investment is in our datacenters or in the platform engineers who ensure that they operate flawlessly. Granicus views NIST 800-53 as the gold standard for application and infrastructure security.

Granicus understands the impact of disruption and takes the necessary steps, in our infrastructure design and scale, to ensure the availability of your applications when you need them. Data in those applications is encrypted at rest and in transit using FIPS 140-2 validated encryption methods. The remainder of the suite is hosted in Amazon Web Services and all backups (from every application) are replicated to AWS datacenters.

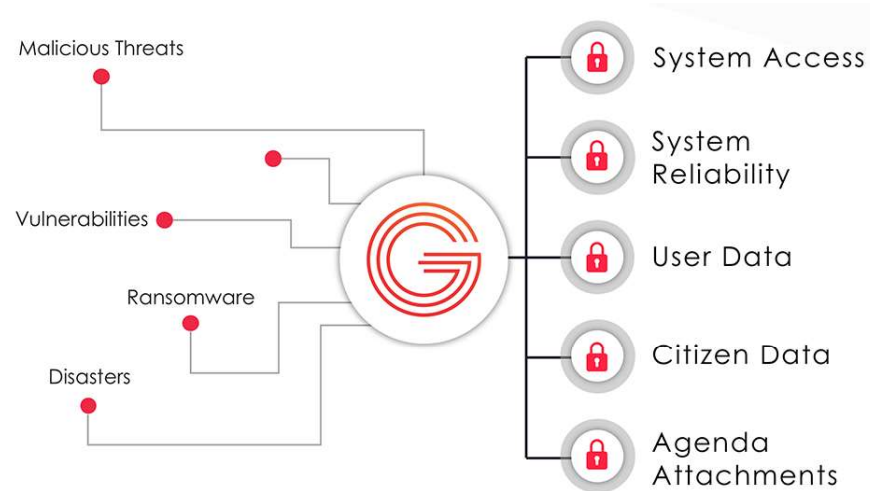


Figure 22: Security posture overview

Security Overview

We have leveraged best-practice principles from our roots in Silicon Valley in building the Host Compliance software, technology infrastructure, and data science architecture. Our core solutions are built in-house (given the lack of existing robust solutions incorporating geo-spatial data and the ability to run complex algorithms) and all data pertinent to our services are delivered through an integrated web interface that incorporates multiple modules (e.g., address identification, compliance monitoring, online permitting, tax collection, rental activity and tax compliance monitoring, hotline, reports, and dashboards) updated in real time. As the Host Compliance solution is a cloud-based solution on a virtualized server, it will be accessible to the relevant City personnel through a secure password-protected web application. Data and reports can be pulled by City staff “on demand” through our platform, without the need for advanced hardware – only a secure and consistent connection to a modern Internet browser (e.g., Explorer 11+, Edge, Chrome, Firefox, and Safari) to access online software at a designated URL. As for PC requirements, if the City’s PCs operate on one of the

above-mentioned operating systems, you will be able to use the Host Compliance platform.

Data Center Security

For database management system, server hardware architecture, and related services, we are using Amazon, which is the industry's leading provider of such services and is well-known for its scalability and security. Host Compliance is 100% cloud-based which for the City means that there are no web hosting requirements as our databases are hosted on Amazon Web Services.

With regard to security, as described above, Host Compliance hosts our applications and your data with Amazon Web Services (AWS) which provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of organizations in 190 countries including government institutions such as the U.S. Department of State, the U.S. Department of Energy, the Center for Disease Control, the State of Washington, and Multnomah County, OR. AWS is a secure, durable technology platform with industry-recognized certifications and audits: PCI DSS Level 1, ISO 27001, FISMA Moderate, FedRAMP, HIPAA, and SOC 1 (formerly referred to as SAS 70 and/or SSAE 16) and SOC 2 audit reports. All the data centers we use have multiple layers of operational and physical security to ensure the integrity and safety of our data.

All data is backed up using daily and weekly images. Parent/child replication also ensures that database backups are hot-swappable. Backups and replications are not transported off site but are stored in different Amazon data centers from the Host Compliance application to ensure that they can be recovered in case of loss at the primary data center. To identify and manage threats, Host Compliance's team constantly monitors notifications from various sources and alerts from internal systems.

Robust Security Layers

We follow industry-standard practices under the guidance of our experienced Information Security Officer and our Privacy Officer. For example:

- None of our servers are publicly accessible. Host Compliance engineers must proxy all their traffic through our secure jump box to reduce potential attack vectors from would be hackers.
- We have a strict two-factor authentication policy for all third-party logins (such as through Google), if available.
- Public access to AWS s3 is restricted for website assets.
- All data (s3 + database storage) is encrypted at rest and is only made available, on an as-needed basis, to employees and contractors of Host Compliance via a secure Host Compliance login unique to the individual, each of whom are all working under agreements that contain strict confidentiality clauses.

- Employees are required to encrypt their hard drives, and User access profiles are managed centrally through LastPass and our HR/ contractor onboarding and offboarding processes.
- We document and inventory our hardware (e.g., employee laptops and monitors), software, and online applications.
- We retain logs of all database interactions (limited to Host Compliance employees and contractors) that stores stored data for 3 days. We retain all application logs for 15 days.

Virtually all of the information we store is publicly available information (e.g., platform listings, publicly available government records). Credit card and bank account information is not persisted anywhere on our system and is instead passed directly to our third-party payment processor, Stripe, Inc. Stripe, Inc. is a vendor certified to PCI Service Provider Level 1 (the most stringent level of certification available in the payments industry) that processes payments for more than 100,000 other companies and organizations including Amazon, Target, and UNICEF. For the limited personal information, we retain (primarily for our Permitting/Registration and Tax Collection customers), the information is stored in highly secure Amazon S3 buckets that are protected by appropriate security mechanisms that have been reviewed and approved by various customers' cybersecurity teams, including Los Angeles and Seattle.

Granicus Proposal for Saugatuck, MI

ORDER DETAILS

Prepared By: Mike Bozich
Phone:
Email: mike.bozich@granicus.com
Order #: Q-330829
Prepared On: 04 Mar 2024
Expires On: 30 Apr 2024

ORDER TERMS

Currency: USD

Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)

Period of Performance: This Agreement shall become effective on the date it is awarded and will continue for 12 months. Client will have the option to renew this Agreement for 2 period(s) of 1 year each.

The term of the Agreement will commence on the date this document is signed and will continue for 36 months.

PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

One-Time Fees			
Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Address Identification - Setup and Configuration	Up Front	1 Each	\$0.00
Address Identification - Online Training	Up Front	1 Each	\$0.00
24/7 Hotline - Setup and Configuration	Up Front	1 Each	\$0.00
24/7 Hotline - Online Training	Up Front	1 Each	\$0.00
SUBTOTAL:			\$0.00

New Subscription Fees					
Solution	Period of Performance	Billing Frequency	Quantity/Unit	Annual Fee	Prorated Fee
Address Identification	30 Apr 2024 - 30 Jun 2024	Annual	1 Each	\$12,618.00	\$2,137.57
24/7 Hotline	30 Apr 2024 - 30 Jun 2024	Annual	1 Each	\$5,047.21	\$855.03
SUBTOTAL:				\$17,665.21	\$2,992.60

FUTURE YEAR PRICING

Solution(s)	Period of Performance	
	Year 2	Year 3
Address Identification	\$13,248.90	\$13,911.35
24/7 Hotline	\$5,299.57	\$5,564.55
SUBTOTAL:	\$18,548.47	\$19,475.90

PRODUCT DESCRIPTIONS

Solution	Description
Address Identification	Ongoing monitoring of 60+ Short Term Rental websites including major platforms Airbnb, VRBO, HomeAway, Booking.com, FlipKey, & Expedia. Our machine learning will deduplicate all known Listings into unique Rental Units, where our identification team will provide owner contact information for further enforcement. This product includes:- Ongoing monitoring of all listings in your jurisdiction - Updating listing activity and details every 3-5 days - Screenshot activity of every listing - Deduplication of listings into unique Rental Units - Activity dashboard and map to monitor trends and breakdown of compliance
24/7 Hotline	24/7 web and phone hotline for your community to report short term rental complaints such as parking, trash, noise disturbances, and illegal short term rentals. This product include:- Mobile-enabled online web form for citizens to submit tips or complaints (text, videos, and photos) - 24/7 call center for citizens to contact and report complaints verbally - Recordings for all call center complaints - Email notifications to your team when complaints are logged - Automatic outbound IVR calls and SMS messages to permit emergency contacts notifying them of the complaint - SMS support for emergency contacts to mark a complaint as acknowledged or resolved with the ability to send resolution notes - Hotline Dashboard for tracking complaint volumes, trends, and categories - Ability to upload Notes/Comments to each complaint
Address Identification - Setup and Configuration	Setup and configuration of the platform to facilitate the systematic identification of the addresses and owner's contact information for short-term rentals located in a specific local government's jurisdiction. <i>Note: The implementation timeline for Client is dependent on Granicus' receipt of all data from Client required to complete the services, including assessor data and registration files, in the format agreed upon by the parties prior to project kick-off. Any fees associated with the collection or receipt of required data will be borne by Client.</i>
Address Identification - Online Training	Virtual training session with a Granicus professional services trainer.
24/7 Hotline - Setup and Configuration	Setup and configuration of the online platform to enable neighbors to report, prove and get instant resolution to non-emergency short-term rental related problems.

Solution	Description
24/7 Hotline - Online Training	Virtual training session with a Granicus professional services trainer.

TERMS & CONDITIONS

- This quote, and all products and services delivered hereunder are governed by the terms located at <https://granicus.com/legal/licensing>, including any product-specific terms included therein (the "License Agreement"). If your organization and Granicus has entered into a separate agreement or is utilizing a contract vehicle for this transaction, the terms of the License Agreement are incorporated into such separate agreement or contract vehicle by reference, with any directly conflicting terms and conditions being resolved in favor of the separate agreement or contract vehicle to the extent applicable.
- If submitting a Purchase Order, please include the following language: The pricing, terms and conditions of quote Q-330829 dated 04 Mar 2024 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Saugatuck, MI to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.

BILLING INFORMATION

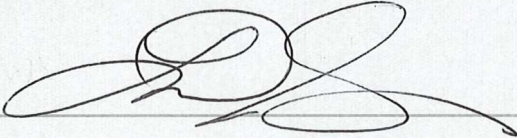
Billing Contact:	Peter Stanislawski	Purchase Order Required?	☒ - No ☐ - Yes
Billing Address:	PO Box 86. Saugatuck, MI 49453	PO Number: <i>If PO required</i>	
Billing Email:	peter@saugatuckcity.com	Billing Phone:	269-857-2603

If submitting a Purchase Order, please include the following language:

The pricing, terms, and conditions of quote Q-330829 dated 04 Mar 2024 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.

AGREEMENT AND ACCEPTANCE

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

Saugatuck, MI	
Signature:	
Name:	Lauren Stanton
Title:	Mayor
Date:	3-12-24