



GRANICUS

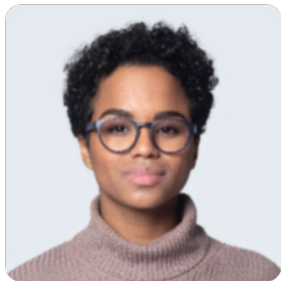
govService

Host Compliance

Columbia County

Samantha White
May 2024

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%**

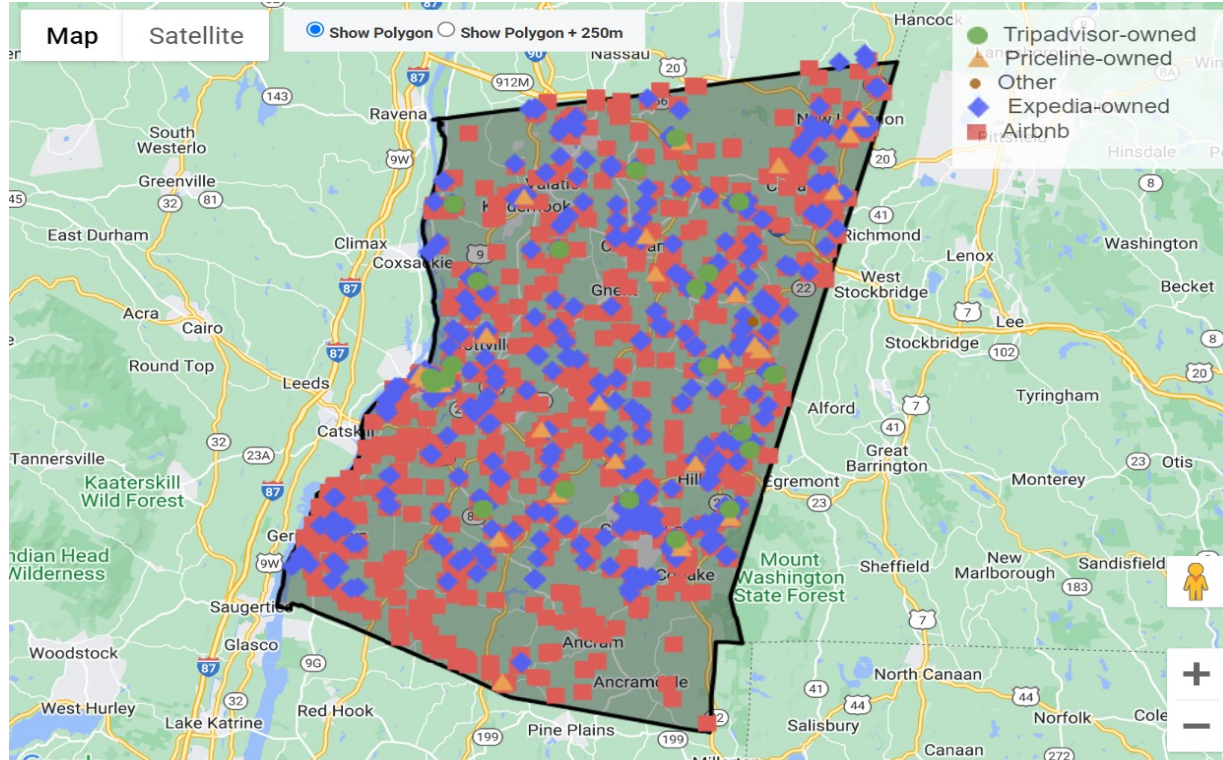
Of STR owners voluntarily get registered and pay all of their taxes

🕒 **20-30%**

Issues with STRs growing at an alarming rate year over year

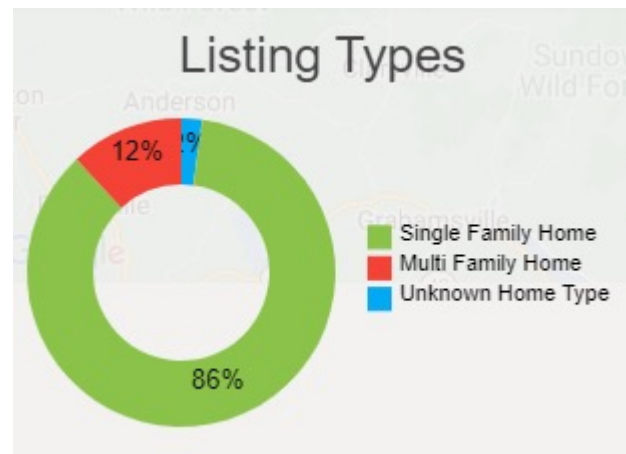
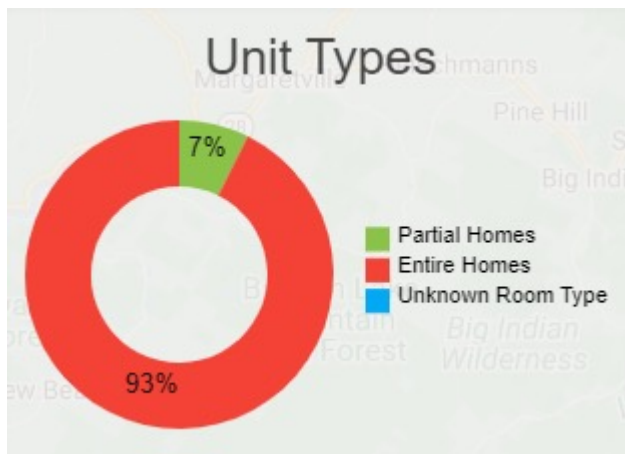
...and in **Columbia County** we have identified 1,795 listings, representing 1,518 unique rental units*

Short-term rentals in Columbia County as of February 2024

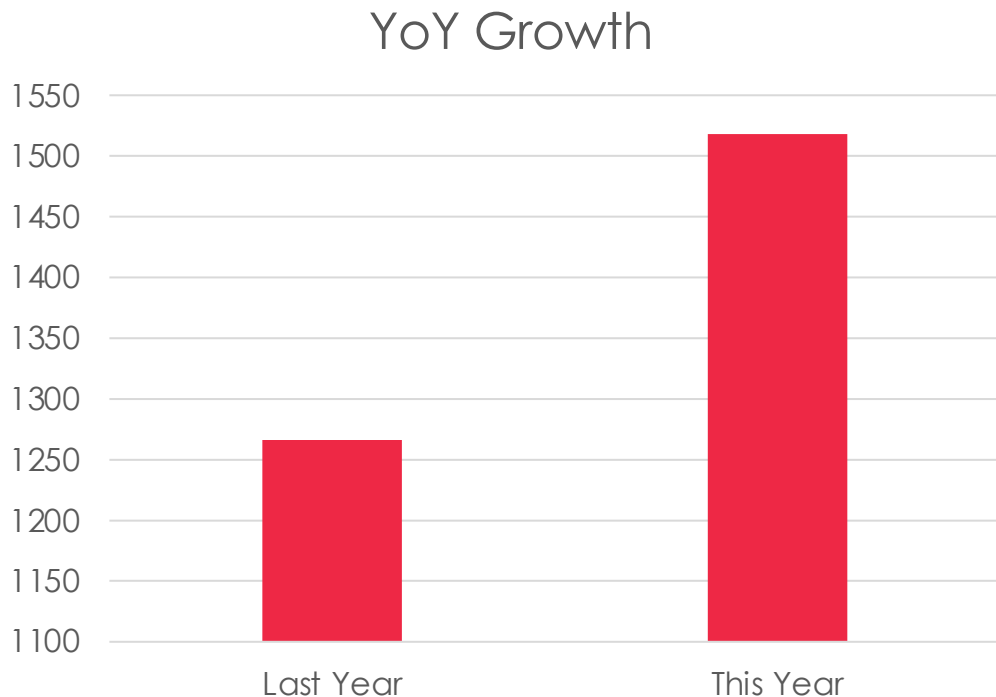


* Granicus Host Compliance's pricing is based on the count of listings and rental units that would need to be analyzed and monitored for compliance. In terms of listings, this number is 1,810 as we will expand our search area by several hundred yards beyond the borders of Columbia County to capture all relevant listings. Source: Granicus Host Compliance Proprietary Data

Columbia County STR Market Details



Counting only unique rental units, Columbia County has seen 20% growth since last year



20% *YoY Rental Unit Growth*



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

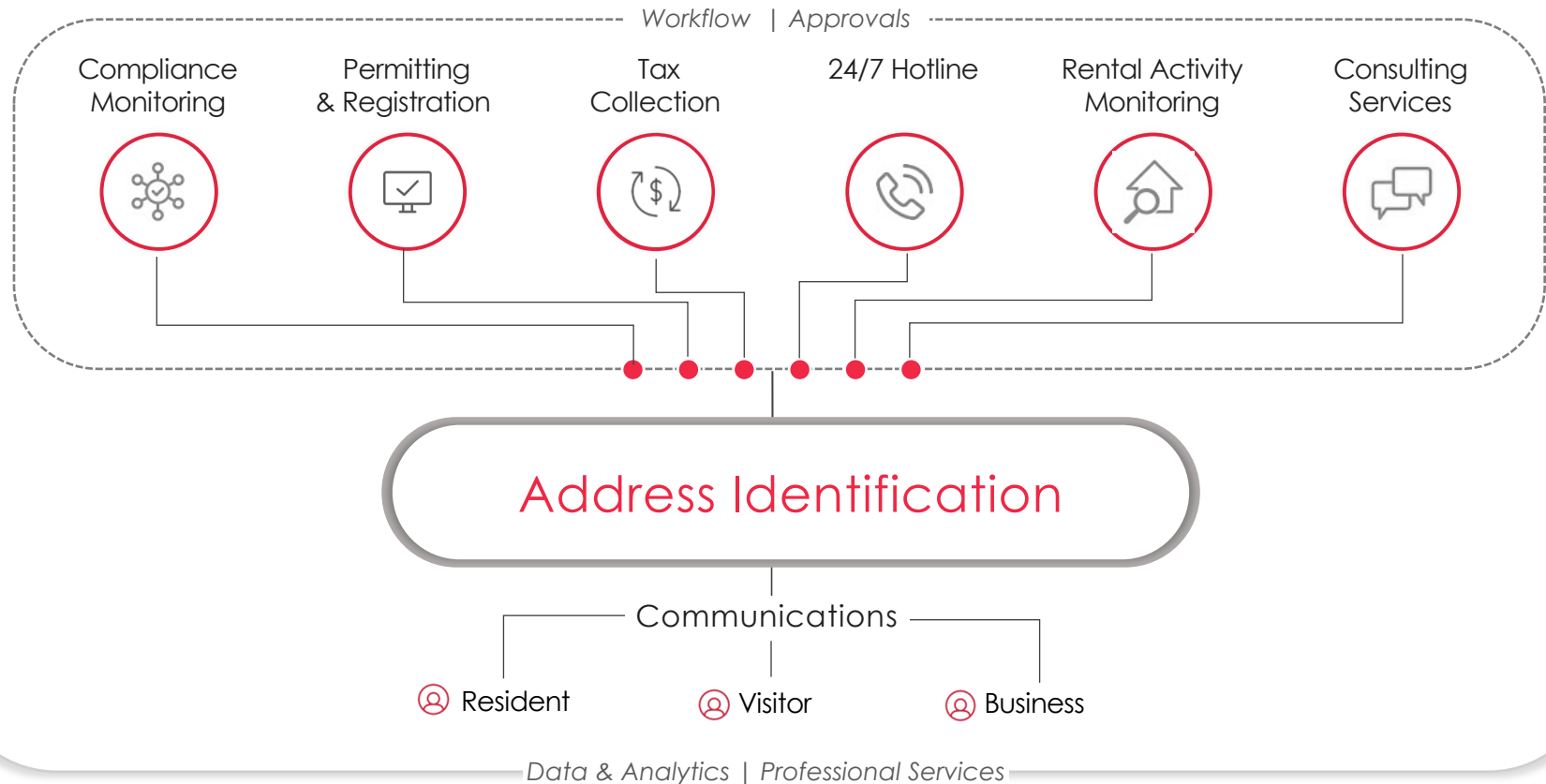
Paperless records management



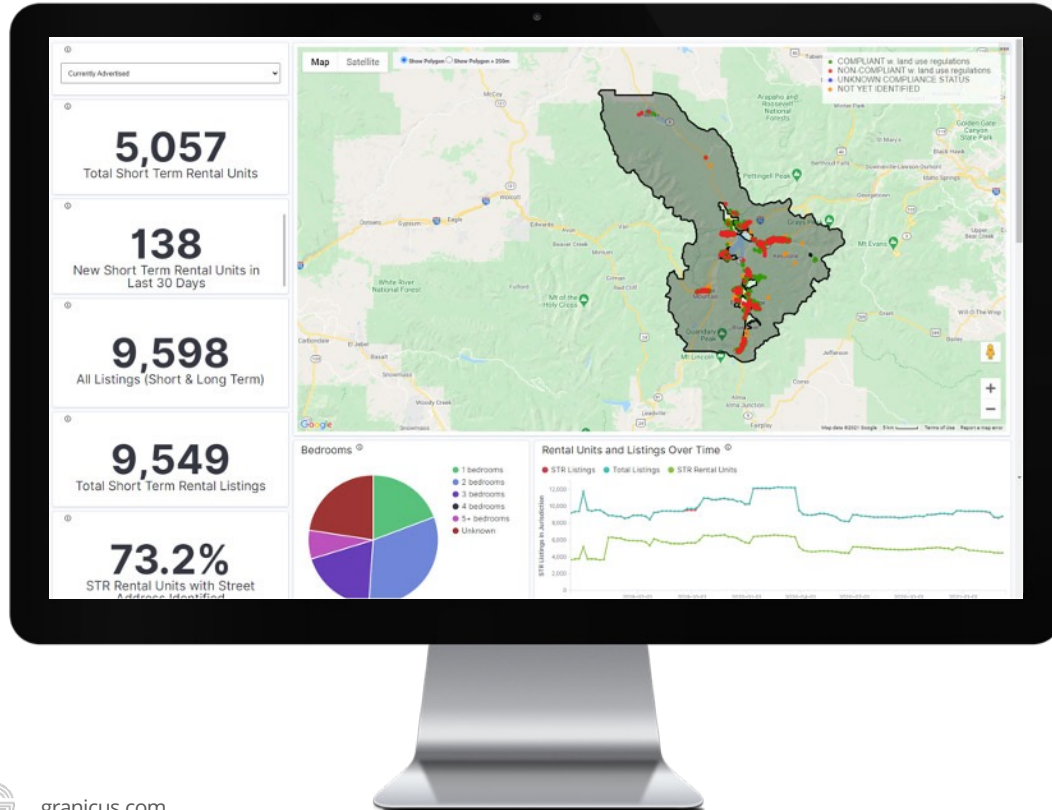
Granicus Experience Group

A strategic team of experts delivering managed services

govService **Host Compliance**



Address Identification 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

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

GRANICUS
Full Compliance

Dashboard

Rental Unit Record


9150 Ryan Gulch Rd,
Steamboat, CO 80486, USA

Active Identified Compliant

PRINT SEND A LETTER

Listing(s) Information


VIDEO - [View](#) AUDIO - [Listen](#)



Matched Details

Rental Unit Information

View on Google Maps



Identified Address

9150 Ryan Gulch Rd, Steamboat, CO 80486, USA

Identified Unit Number

101

Identified Latitude, Longitude

39.6071, -106.8292

Listing Details

Listing URL <https://www.airbnb.com/rooms/45098760>

Listing Status **Active**

Host Compliance Listing ID [air45098760](#)

Listing Title Copper Slopeside 2 Story Penthouse, 4 Beds 10 Beds

Property type Condominium

Room type Entire home/apt

Listing Info Last Captured Mar 17, 2021

Screenshot Last Captured Mar 17, 2021

Price \$350/night

Cleaning Fee \$150

Information Provided on Listing

Contact Name Pete

Latitude, Longitude 39.6071, -106.8292

Minimum Stay (# of Nights) 3


Max Sleeping Capacity (# of People) 10

Max Number of People per Bedroom 2.5

Number of Reviews 7

Last Documented Stay 03/2021

Listing Screenshot History [View Latest Listing Screenshot](#)



Timeline of Activity

View the series of events and documentation pertaining to this property

- 1 Documented Stay March, 2021
- 3 Documented Stays February, 2021
- Listing air45098760 Reposted February 19th, 2021
- Listing air45098760 Removed February 10th, 2021
- 2 Documented Stays January, 2021
- Listing air45098760 Reposted January 6th, 2021
- Listing air45098760 Removed January 2nd, 2021
- 1 Documented Stay December, 2020
- Listing air45098760 Identified September 26th, 2020
- Listing air45098760 First Crawled August 27th, 2020
- Listing air45098760 First Activity August 27th, 2020



Provide documented evidence of every address match to support all of Columbia County's enforcement efforts

Example of Searchable Evidence

The screenshot displays a web interface titled "Matched Details" with a green checkmark icon. It contains the following sections:

- 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:** A large photo of a two-story house with a porch.
- Matching 3rd Party Sources:** A smaller photo of the same house, identified as a listing from Zillow.

Below these images, the text "Same exterior." is displayed. At the bottom, two screenshots of a property listing page are shown side-by-side, separated by a green equals sign. The text "[redacted] and [redacted] mentioned as hosts, they are owners of property." is located at the bottom of the interface.

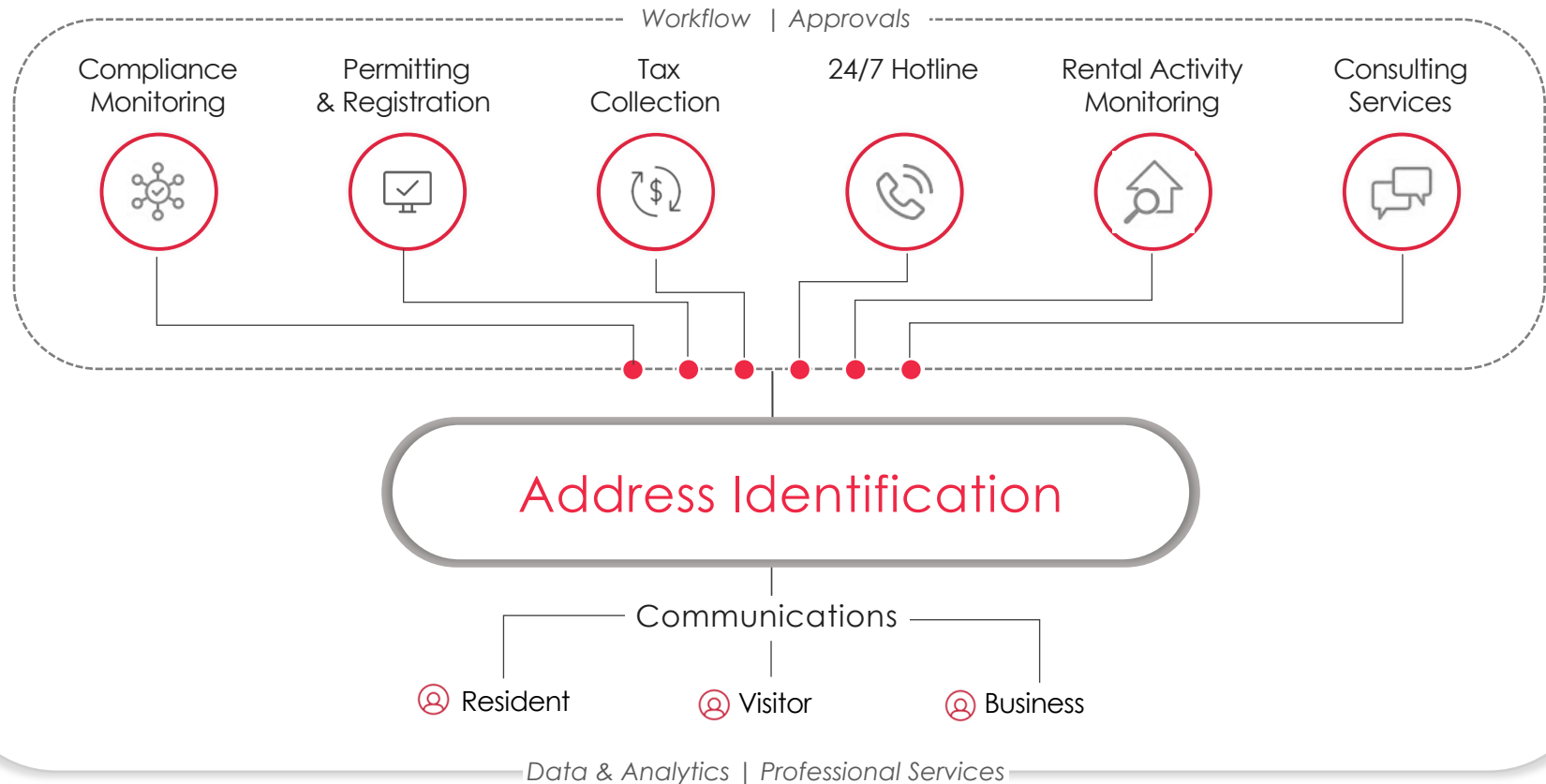
...Columbia County

Account Name	Rental Units In	List Price Address Identification	Discounted Address Identification
Hudson, NY	256		
Copake, NY	166	\$ 6,903	\$ 2,500
Claverack, NY	140	\$ 6,903	\$ 2,500
Hillsdale NY	120	\$ 6,903	\$ 2,500
Austerlitz, NY	103	\$ 6,903	\$ 2,500
Chatham, NY	78	\$ 6,903	\$ 2,500
Ghent, NY	69	\$ 6,903	\$ 2,500
Canaan, NY	79	\$ 6,903	\$ 2,500
Taghkanic, NY	62	\$ 6,903	\$ 2,500
Gallatin, NY	44	\$ 3,000	\$ 2,500
Kinderhook, NY	57	\$ 3,000	\$ 2,500
New Lebanon, NY	57	\$ 3,000	\$ 2,500
Germantown, NY	55	\$ 3,000	\$ 2,500
Clermont, NY	45	\$ 3,000	\$ 2,500
Livingston, NY	45	\$ 3,000	\$ 2,500
Stockport, NY	33	\$ 3,000	\$ 2,500
Ancram, NY	20	\$ 3,000	\$ 2,500
Stuyvesant, NY	25	\$ 3,000	\$ 2,500
Philmont, NY	14		
Valatie, NY	6		
Columbia County	1474	\$ 54,018	\$ 45,000
Total Cost	Total Cost County and Municipalities	\$ 136,242	\$ 99,018
	1474		
	Total Cost Savings	\$ 37,224	

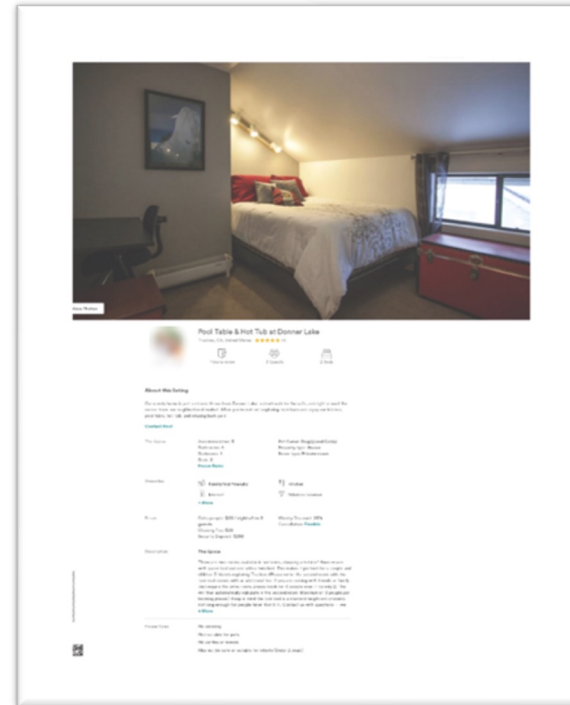
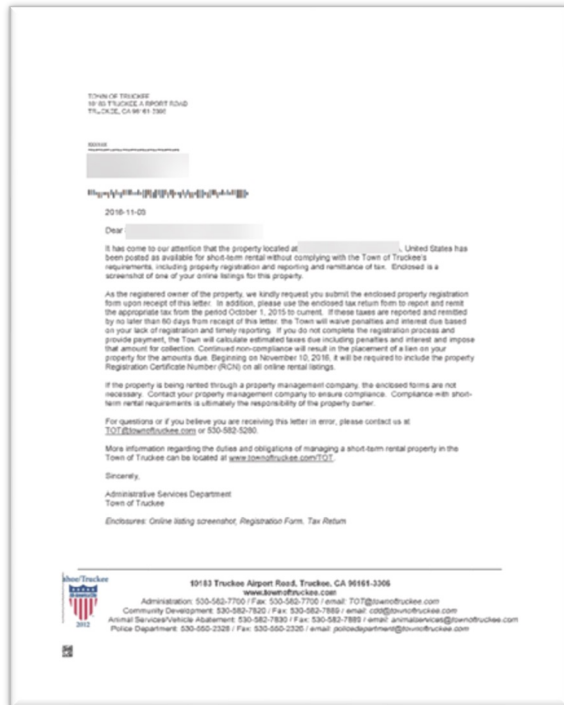
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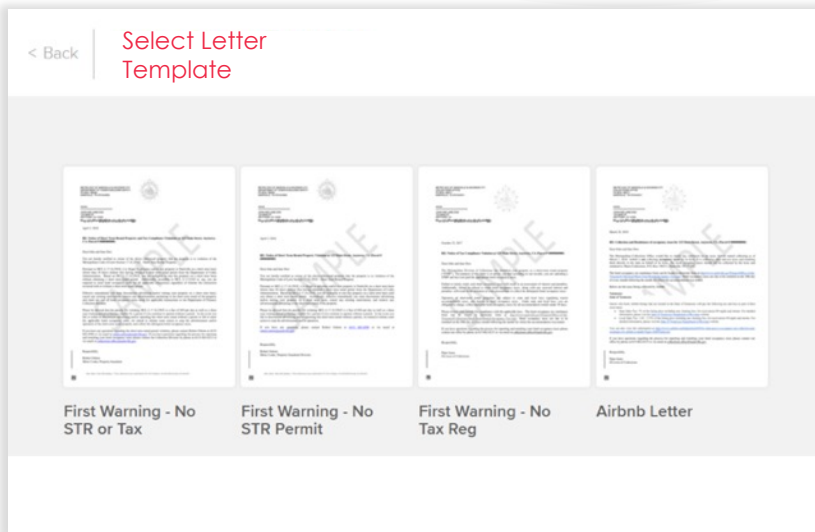
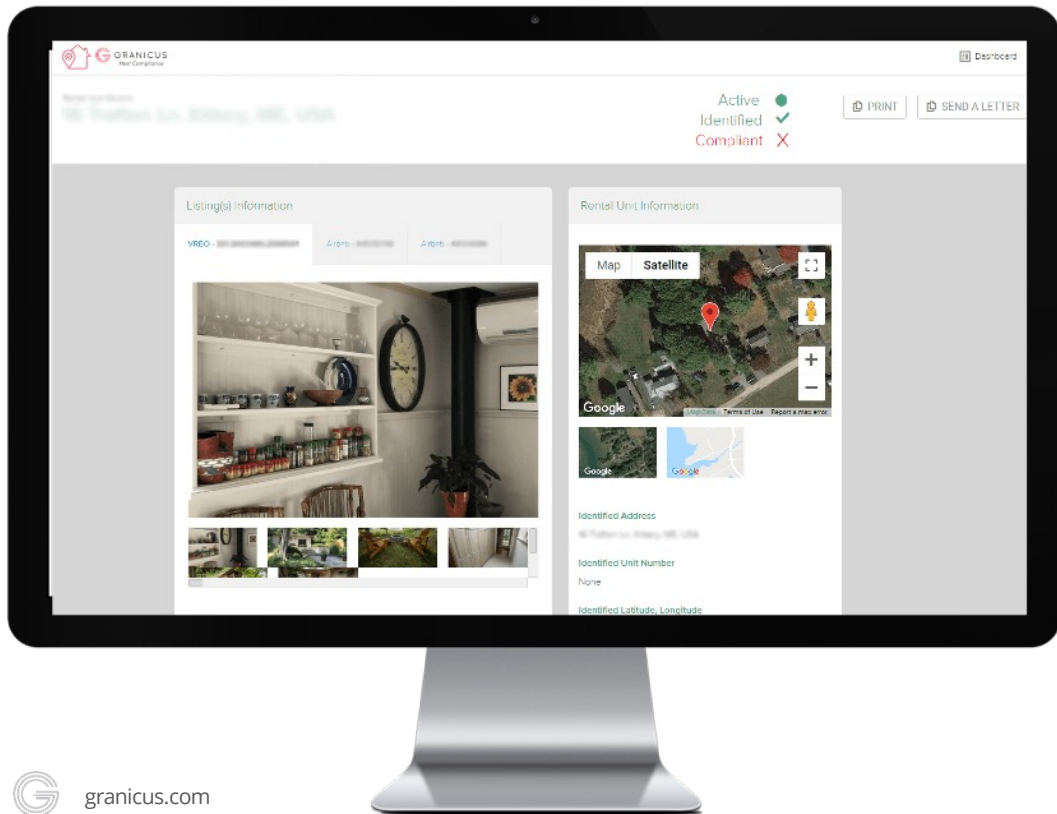
govService **Host Compliance**



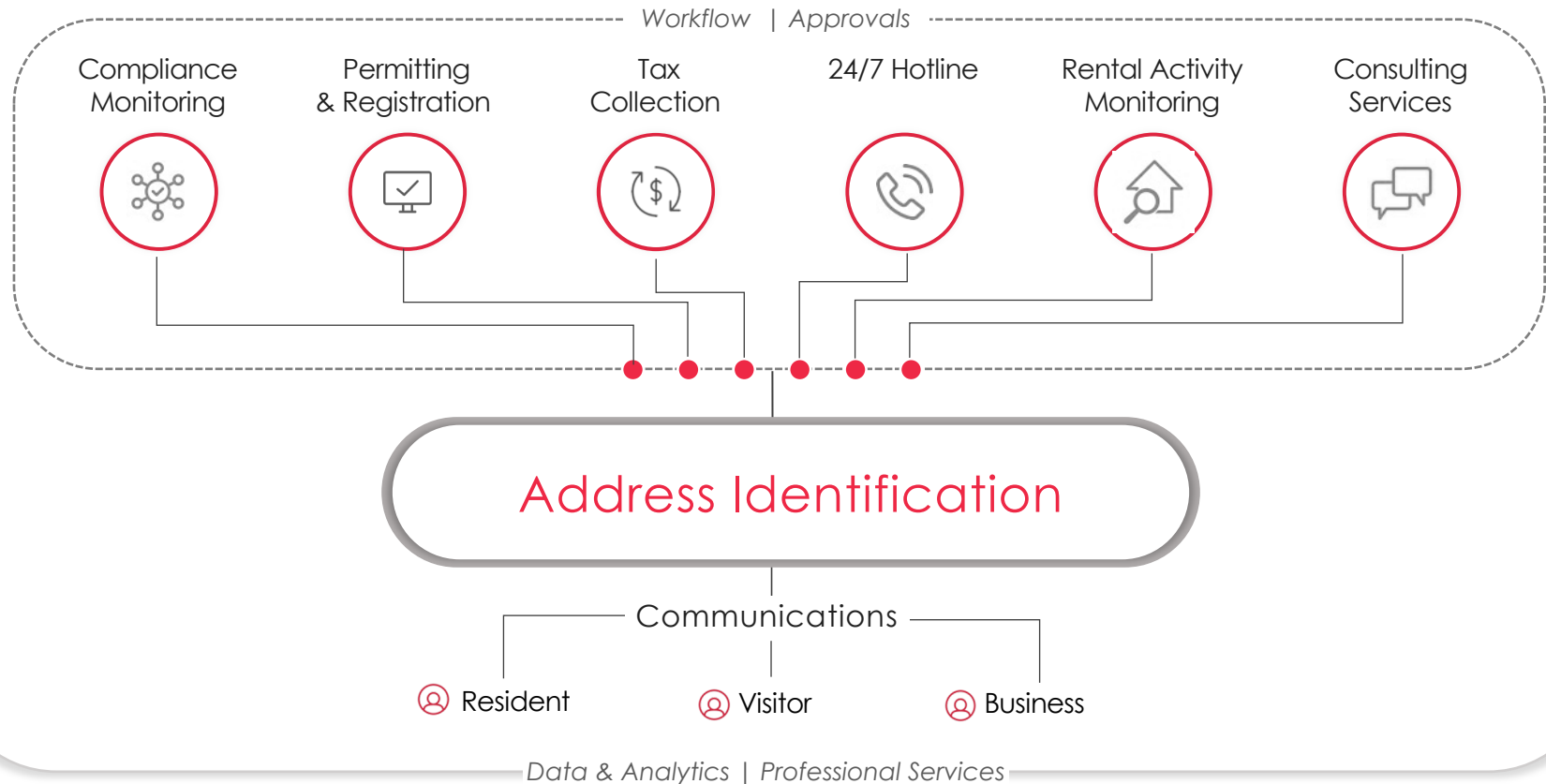
Increase your outreach effectiveness and efficiency by automatically adding evidence to communications



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

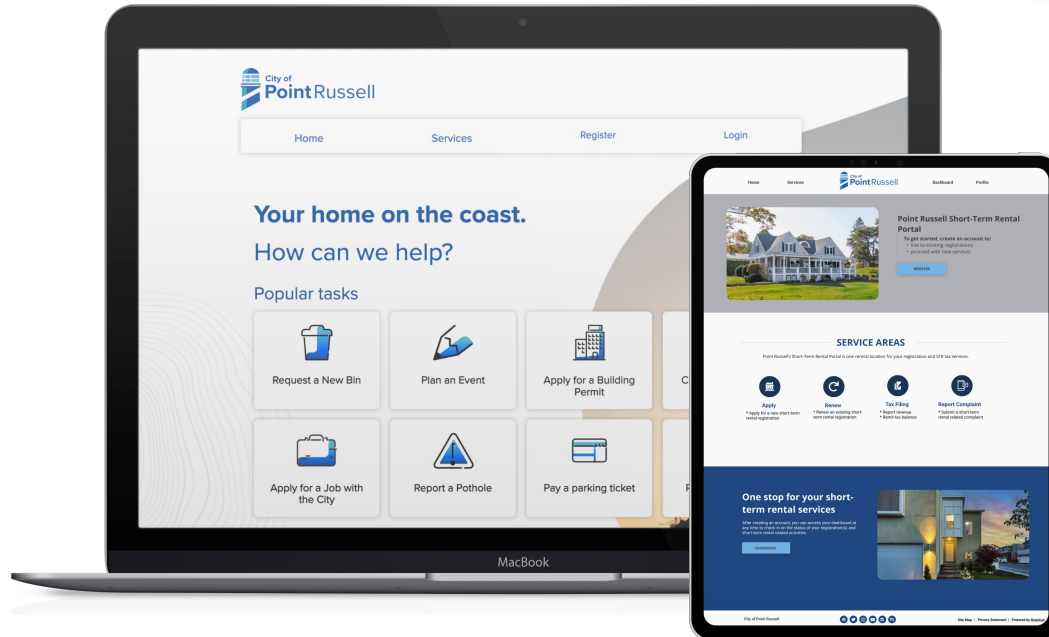


govService **Host Compliance**



Mobile Permitting & Registration

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



Tax Collection

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

City of Point Russell

Home Dashboard Services My Requests My Account

Report & Remit Short-Term Rental Sales Tax Form

Welcome Your Details Manual Terms

Manual

	Year	Month	Total Gross Receipts
X	2022	January	\$8175.00
✓			
X	2022	February	\$5445.00
✓			
Total:			

Total Amount Due
\$ 1410.40

Report & Remit Short-Term Rental Sales Tax Form

Your Details Manual Terms

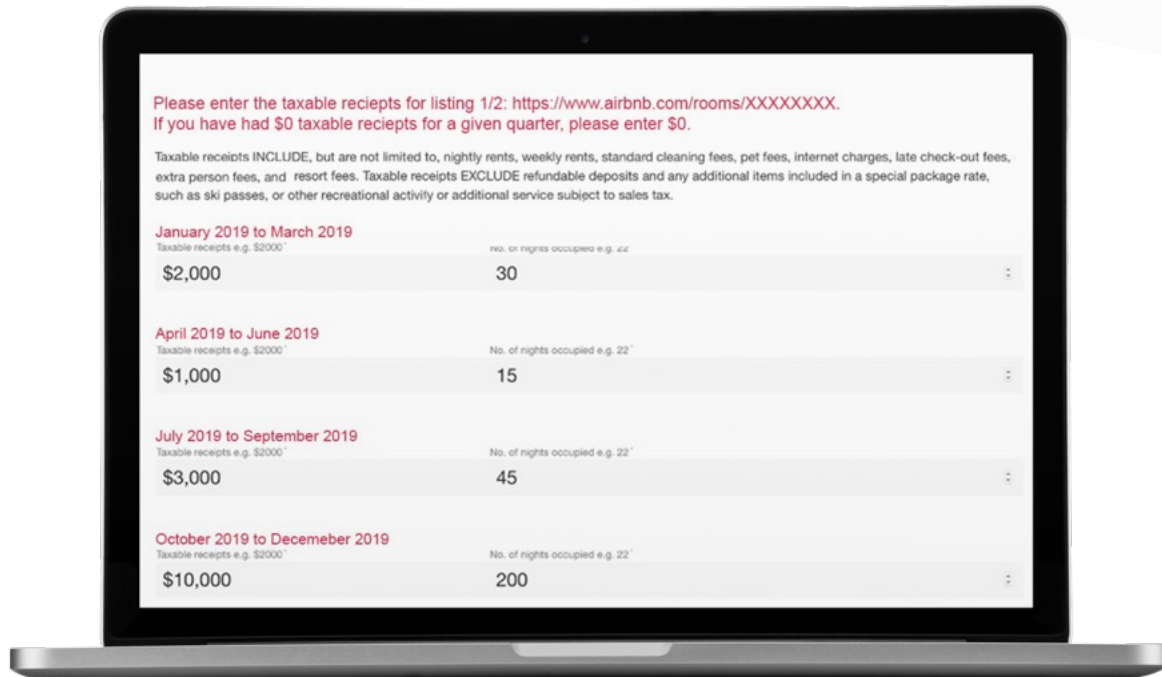
	Year	Month	Total Gross Receipts	Exemption Amount
X	2022	January	\$8175.00	\$300.00
✓				
X	2022	February	\$5445.00	\$200.00
✓				
Total:				

Amount Due
40

X CANCEL

Tax Collection

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

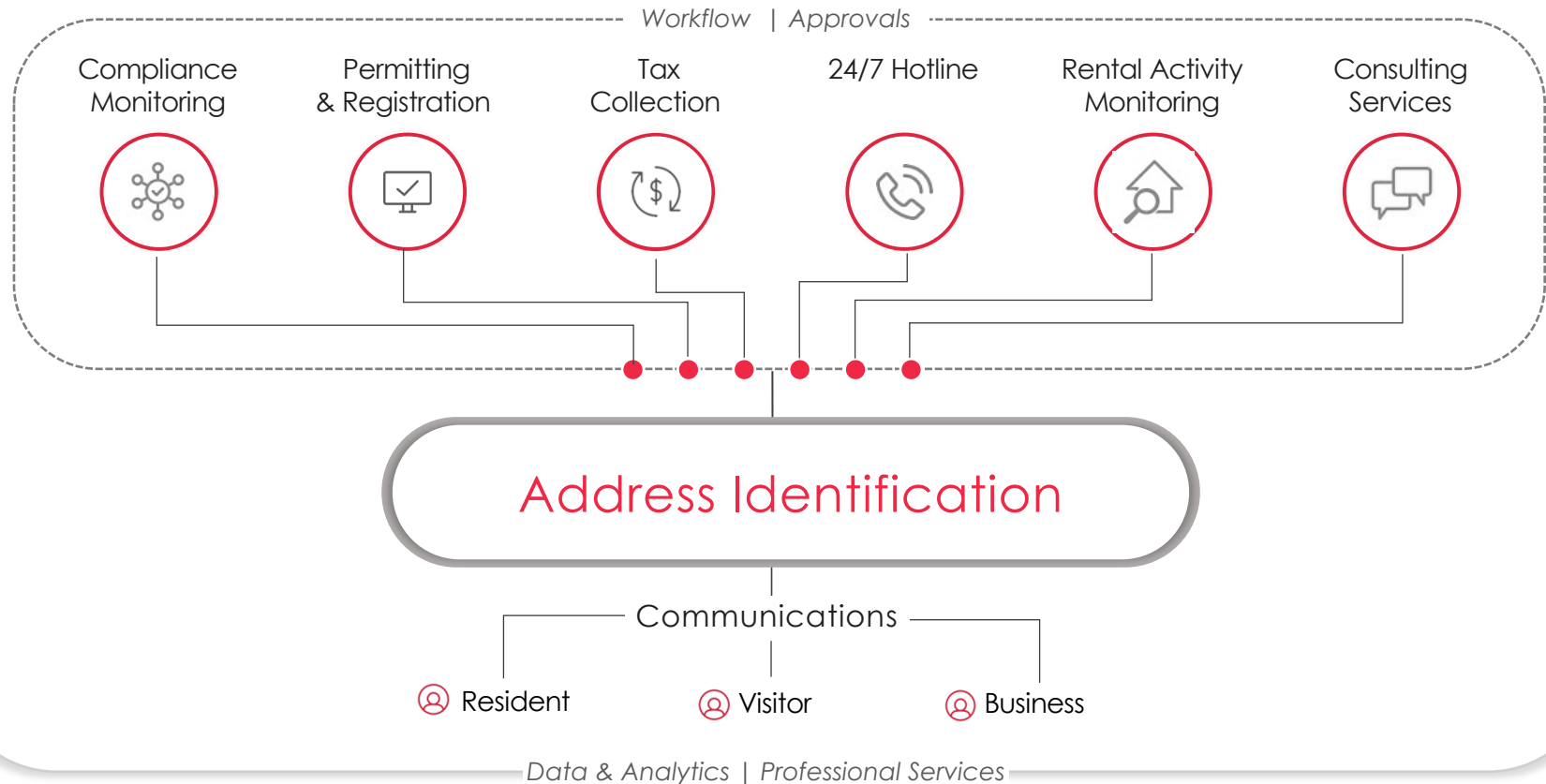


Please enter the taxable receipts for listing 1/2: <https://www.airbnb.com/rooms/XXXXXXX>.
If you have had \$0 taxable receipts for a given quarter, please enter \$0.

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

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

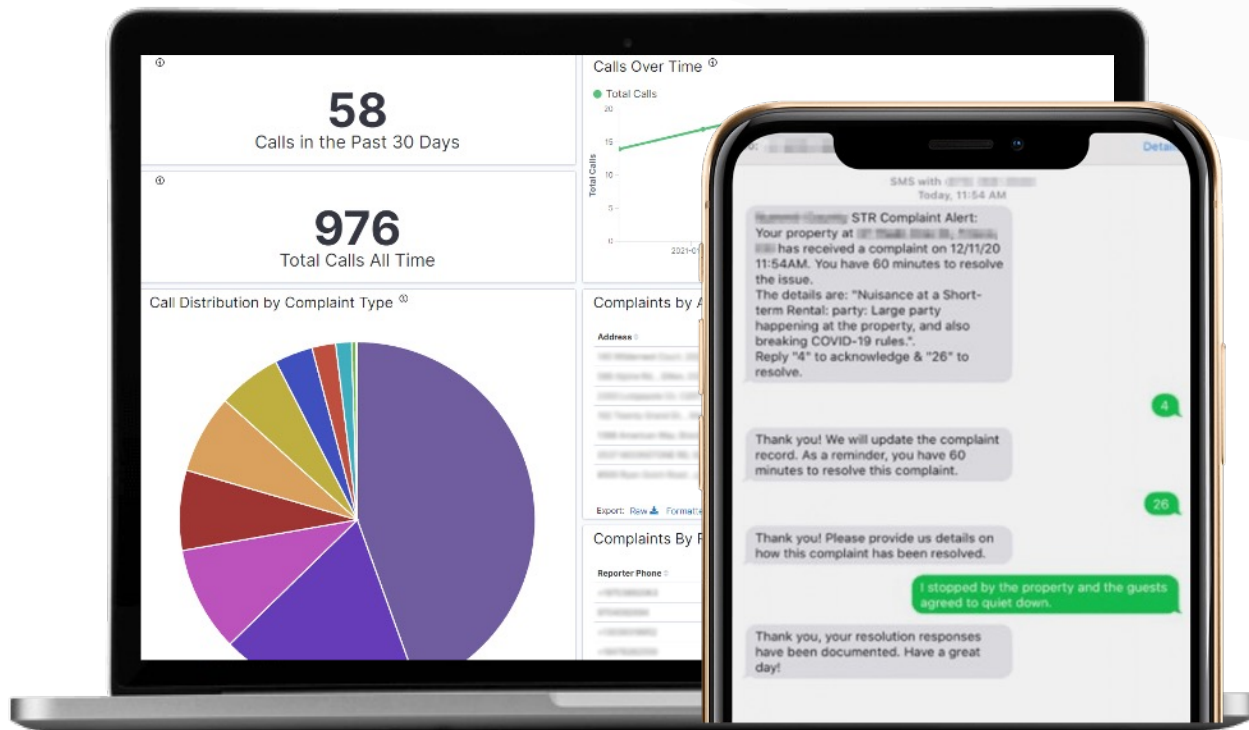
govService **Host Compliance**



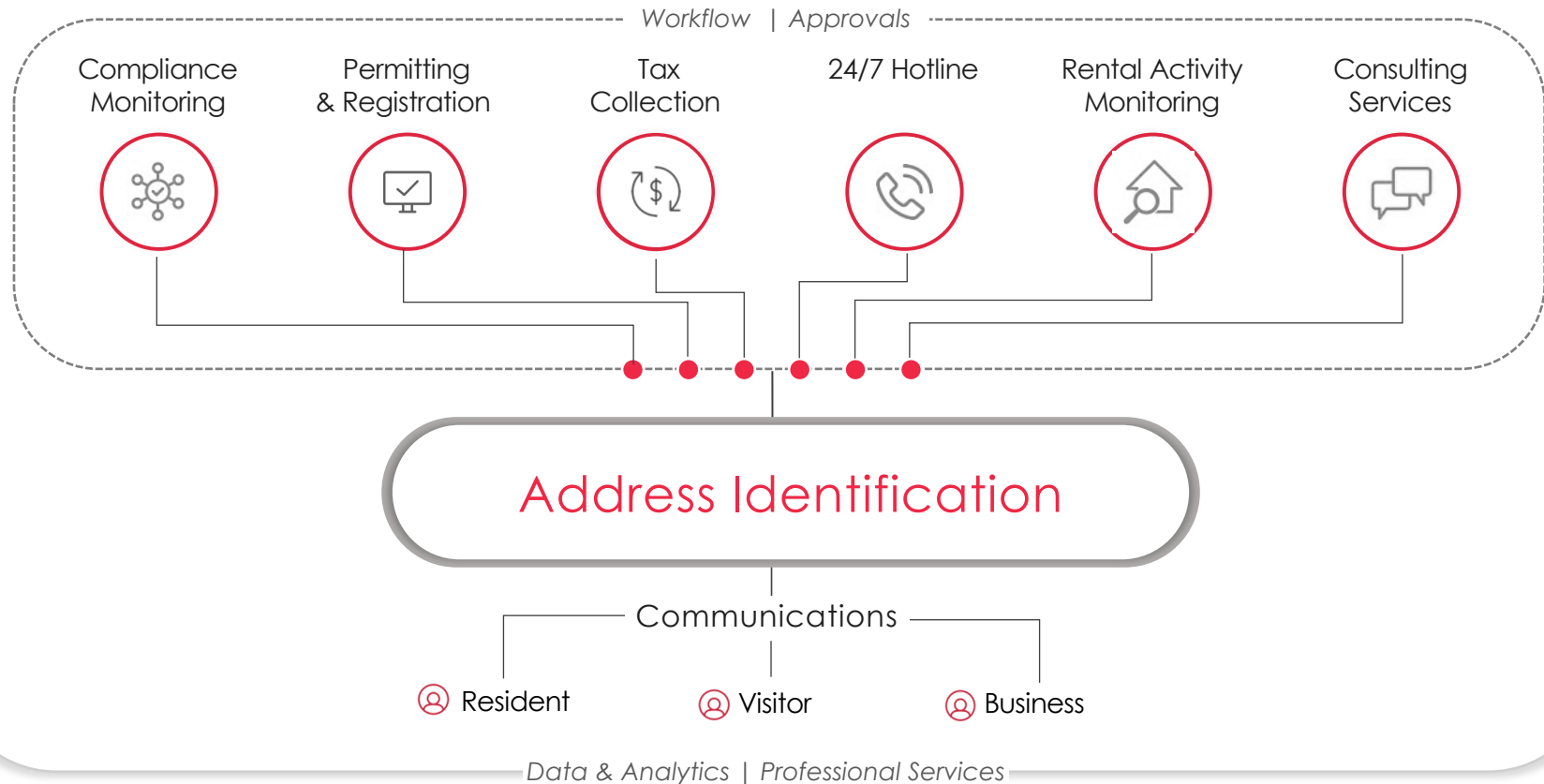
24/7 Hotline makes it easy for neighbors to report, substantiate and resolve non-emergency STR incidents in real-time



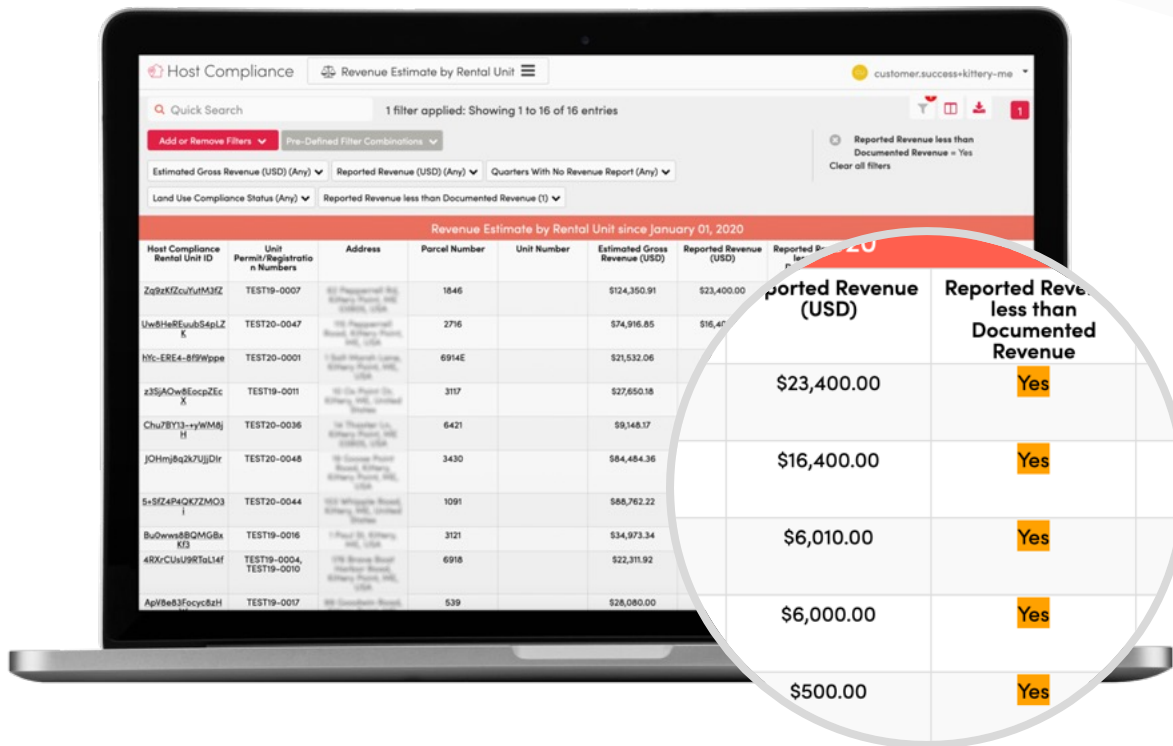
Get detailed reports and dashboards to track all short-term rental related complaints in real-time



govService **Host Compliance**



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



Host Compliance Revenue Estimate by Rental Unit

customer.success+kittery-me

Quick Search 1 filter applied: Showing 1 to 16 of 16 entries

Add or Remove Filters Pre-Defined Filter Combinations

Estimated Gross Revenue (USD) (Any) Reported Revenue (USD) (Any) Quarters With No Revenue Report (Any)

Land Use Compliance Status (Any) Reported Revenue less than Documented Revenue (Y)

Reported Revenue less than Documented Revenue = Yes Clear all filters

Revenue Estimate by Rental Unit since January 01, 2020

Host Compliance Rental Unit ID	Unit Permit/Registration Numbers	Address	Parcel Number	Unit Number	Estimated Gross Revenue (USD)	Reported Revenue (USD)	Reported Revenue less than Documented Revenue
Zq9xKfZcuYutM3fZ	TEST19-0007	60 Pleasant Hill Rd, Kittery, ME, 03904, USA	1646		\$124,350.91	\$23,400.00	Yes
Uw8HeREub54pLZK	TEST20-0047	16 Pleasant Hill Rd, Kittery, ME, 03904, USA	2716		\$74,916.85	\$16,400.00	Yes
HyC-ERE4-Bf9Wpge	TEST20-0001	1 East Marsh Lane, Kittery, ME, 03904, USA	6914E		\$21,532.06		
z35AOw8EocpZec	TEST19-0011	101 W. Main St, Kittery, ME, 03904, USA	3117		\$27,650.18		
Chu7BY13-ryWMAjH	TEST20-0036	14 Pleasant Hill Rd, Kittery, ME, 03904, USA	6421		\$9,148.17		
JOHmj8q2k7UjDlr	TEST20-0048	19 George Road, Kittery, ME, 03904, USA	3430		\$84,484.36		
5r5fZ4P4QK7ZMO3	TEST20-0044	111 W. Main St, Kittery, ME, 03904, USA	1091		\$88,762.22		
BuOwms88QMG8xK3	TEST19-0016	1 Pleasant Hill Rd, Kittery, ME, 03904, USA	3121		\$34,973.34		
4RXcUuU9R7oL14f	TEST19-0004, TEST19-0010	119 George Road, Kittery, ME, 03904, USA	6918		\$22,311.92		
Apf8e83focyc8zh	TEST19-0017	80 Goodwin Road, Kittery, ME, 03904, USA	539		\$28,080.00		

Reported Revenue (USD)

Reported Revenue less than Documented Revenue

\$23,400.00 Yes

\$16,400.00 Yes

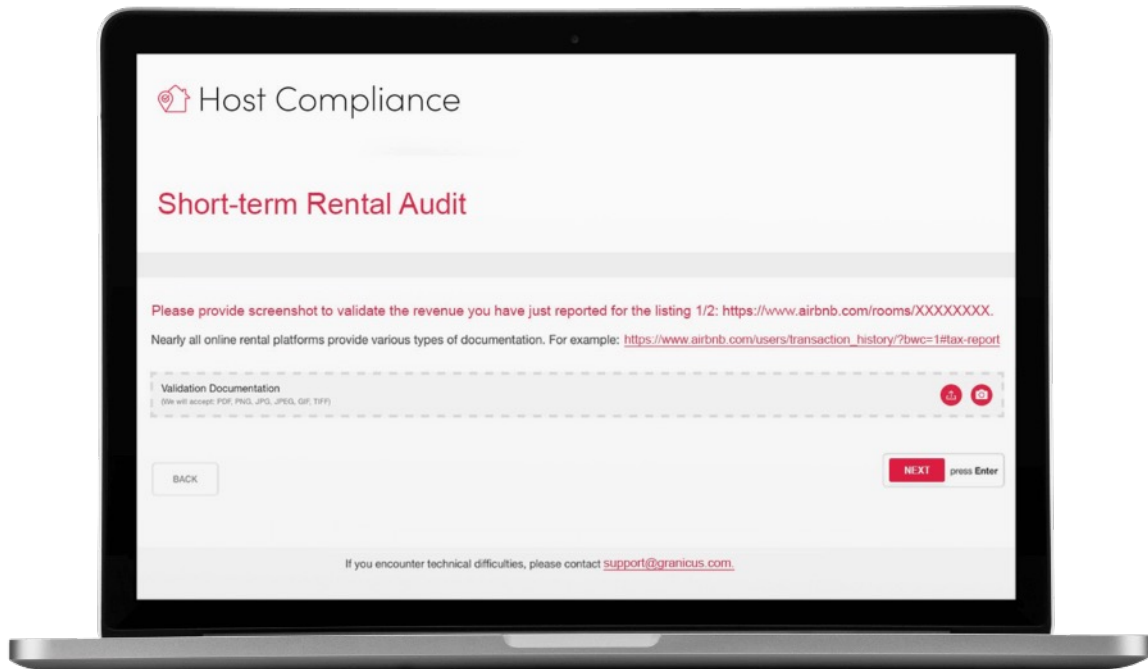
\$6,010.00 Yes

\$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**



Host Compliance

Short-term Rental Audit

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

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

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

BACK

NEXT press Enter

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

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

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.

Samantha White

samantha.white@granicus.com

(631)619-2020 (ext 7783)

