

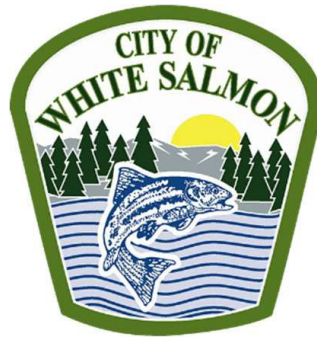


GRANICUS

Request for Proposal Specification

SHORT-TERM RENTAL ("STR") INVENTORY,
REGISTRATION, COMPLIANCE
AND ANALYTIC SERVICES

for



Response Submitted by Granicus

Proposal Contact:

Kester.bonsu@granicus.com

Submitted on

November 8, 2021



Dear Ms. Brending,

Thank you in advance 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 (including many other similar communities such as Jackson, WY, Langley city, WA, Bellingham, WA, Seattle, WA, and Pacific County WA), we believe we are uniquely qualified to perform the work described and well-positioned to help White Salmon achieve its short-term rental (“STR”) compliance goals.

We are excited about the opportunity to partner with White Salmon 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 60+ 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 and screenshots of all identifiable short-term rentals.

- **Compliance Monitoring:** Ongoing monitoring of STRs for zoning and permit compliance, coupled with systematic outreach to illegal short-term rental operators.
- **Mobile Permitting and Registration:** Make your STR registration processes available online and mobile enabled, easy, and accessible. Guide applicants through what can otherwise be complex permitting workflows.
- **Tax Collection:** Make tax reporting and collection easy for hosts and staff to submit and review online. Prompt for unreported periods and collect on back taxes.
- **Rental Activity Monitoring:** Provides you with estimated occupancy and rental revenue for each property based on machine learning modules unique to govService Host Compliance. Automatically identify audit candidates who are under-reporting on taxes or exceeding occupancy regulations.

In this response, we will detail why the govService Host Compliance solution is the best fit for the White Salmon. Along with our amazing customer service, White Salmon 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.

Sincerely,

Kester Bonsu
Account Executive, Host Compliance

Granicus' 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 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.

Office Locations

Washington D.C.

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800.314.0147

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Gatwick, RH6 0PA
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Website: www.granicus.com
FEIN #: 41-1941088

350+ PARTNERS

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

98% RETENTION

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.

Granicus Leadership Team

With decades of combined leadership experience, Granicus' executive team brings a wealth of knowledge from some of the world's most formidable companies.

Mark Hynes – Chief Executive Officer

Mark currently serves as CEO of Granicus, the leading provider of cloud-based government software solutions. Prior to Granicus and since 2010, Mark served as Chief Strategy and Development Officer as well as President, Technology Services, for Altisource, a public real estate and mortgage technology and services company. Before joining Altisource, he served as President of Digi-Net Technologies, Inc., an early pioneer in marketing analytics software-as-a-service solutions. Mark also co-founded Xevo, Inc., a leading provider of service provisioning technologies to application service providers, where he held the position of Chief Operating Officer. Mark began his career with Bain & Company as a consultant. He holds a Bachelor of Business Administration from James Madison University and a Master of Business Administration from Harvard University.

Raj Amin – Chief Financial Officer

Raj is Granicus' Chief Financial Officer and is responsible for the organization's finance, accounting, legal, and business systems organizations. A seasoned cloud software veteran, he brings more than 25 years of experience leading high-growth technology companies of all sizes. Most recently, Raj served as Vice President of FP&A for Plex Systems, the leading cloud manufacturing ERP, where he helped drive their business model transformation and acceleration of growth. Before that, Raj was part of the executive team that took Eloqua, one of the early leaders and category creators in SaaS marketing automation platforms, to the one of the most successful IPOs of 2012 and subsequent acquisition by Oracle. Raj is a Certified Public Accountant (CPA) and holds a bachelor's degree in accounting from the University of Maryland at College Park.

Bob Ainsbury – Chief Product Officer

Bob is the Chief Product Officer at Granicus, where he is responsible for security, product, cloud, technology, design, and product strategy. He is a technologist that gets what it takes to go from an idea to a scalable business, and how to accelerate growth in mature organizations. His business and technology perspectives have been quoted in *the Wall Street Journal*, *the Financial Times*, on CBS Radio, and on National Public Radio.

Carrie Cisek – Chief Human Resources Officer

Carrie leads recruitment and employee experience at Granicus. She brings a passion for creating highly engaged and customer-focused teams and has a track record of

supporting Granicus team members' professional development. Carrie has been leading human resources in growth-oriented technology companies since 1999 and has worked with Granicus since 2008. She has guided integration efforts through numerous acquisitions. Carrie was recognized with the Twin Cities Business Wonder Woman award for innovative leadership at Granicus and in the broader business community in 2017.

Howard Langsam – Executive Vice President of Sales

Howard is Executive Vice President of Sales at Granicus and is responsible for the company's growth across all product lines and markets. He brings more than 20 years of sales and leadership experience in technology companies of all sizes to this role. Prior to Granicus, Howard served as SVP of Public Sector for NTT DATA, one of the world's leading technology services companies, where he led the State and Local Government business unit to triple in revenue during his six-year tenure. His earlier roles spanned high-growth tech startup Vastera; IBM, the largest tech company in the world; and Accenture, one of the world's leading consulting firms.

Adam Boscoe – Vice President, Corporate Development & Strategy

Adam joined Granicus in 2021 and is a global technology executive with deep experience in building and scaling new businesses through acquisition and transformative strategic growth. Most recently, Adam was with Trimble where he oversaw the acquisition and integration of a dozen B2B software companies and led strategy formation for one of Trimble's largest business units. Prior to Trimble, Adam was a corporate development lead at Lockheed Martin Space Systems (LMT), Applied Materials (AMAT) and Chevron Technology Ventures (CVX). Adam has an MBA from UC Berkeley Haas, a Master's in Energy Economics from the Instituto Tecnológico de Buenos Aires and a BA from Northwestern University.

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SIGNATURE OF ENTIRE PROPOSAL AND SUBMITTALS

FIRM: Granicus, LLC

BY: DocuSigned by:
Maxwell Buccelli
30B8FA370A1842C... _____
Signature Title

Maxwell Buccelli
Print or Type Name

ADDRESS: 408 Saint Peter Street, Suite 600
Street Address and/or P.O. Box Number

St. Paul MN 55102
City State Zip Code

PHONE: 800-314-0147 EMAIL: Contracts@Granicus.com

RETURN ENTIRE RFP PACKAGE AND ALL DOCUMENTATION AS REQUIRED
BY THIS REQUEST FOR PROPOSAL BY **MONDAY, NOVEMBER 8, 4:00 PM** TO:

Jan Brending, Clerk Treasurer
janb@ci.white-salmon.wa.us

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 350 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% customer retention rate.

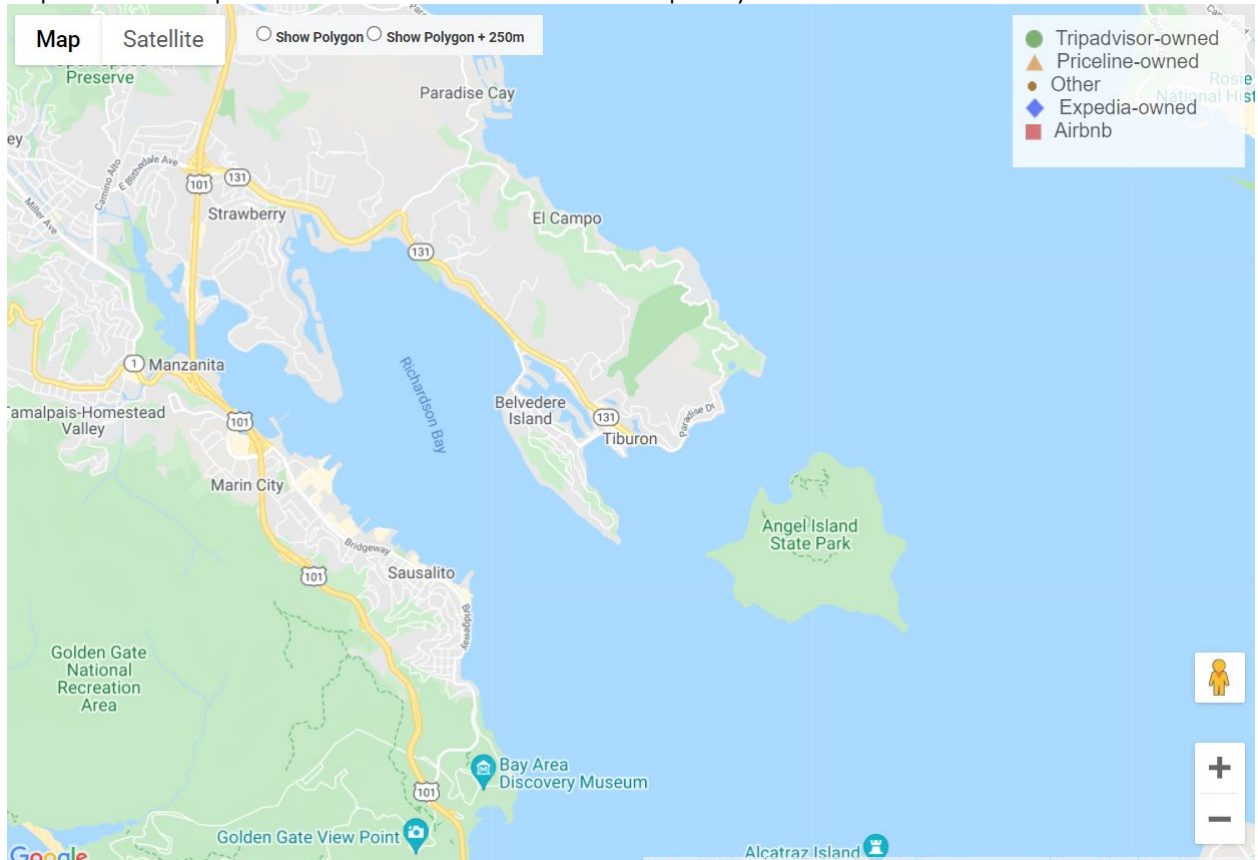
Granicus is a leading government software company with more than 5,500 local, provincial, state, and federal customers, which ensures that the Host Compliance software and services will remain ahead of the rapidly evolving sharing economy. From a financial perspective, Granicus is extremely stable and 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 implementing a short-term rental ordinance to limit the impact of short-term rentals on affordable housing with registration and compliance standards in White Salmon.

Our analysis of White Salmon’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 99 active listings. One year later, we find 102 active STR listings. This means that in just 1 year, STR listings in White Salmon grew by 3%! Moreover, this net growth-rate doesn’t tell the whole story and hides the fact that during the same 1-year time-period, 38 listings were deactivated, 6 listings were reposted, while 35 new listings were

created, for a .401 annual turnover rate. We believe this is important as it highlights the dynamic nature of STRs, and we believe very few firms have the scale, technology, and experience to provide White Salmon with the quality of service it should receive.



In order to meet the requirements of White Salmon RFP for monitoring and compliance for the 102 active listings in White Salmon, we propose bundling our **Address Identification** solution, which forms the basis for the Host Compliance platform. The package would meet all the specifications in the RFP including the location, identification, and compliance verification of all STRs. For added details on our full suite of modules:

- **Address Identification** scans over 60 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.)
- Our **Compliance Monitoring**, builds upon the functionality of the Address Identification. Provides ongoing monitoring of STRs for zoning and permit

compliance coupled with systematic outreach to illegal short-term rental operators

- Our **Mobile Permitting and Registration** software offers a user-friendly and easy-to-administer solution for the registration of any non-compliant STRs, as well as offering the ability to bundle STR tax collection in the workflow (particularly beneficial in encouraging the collection of any back taxes that may be owed for registrants).
- 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.
- For **Rental Activity Monitoring** (focused on occupancy and revenue) that goes beyond simply recording days blocked on a calendar and the number of reviews for a listing, as they do not account for calendars being blocked for a variety of reasons or how the number of reviews may dramatically underestimate activity. Host Compliance leverages advanced rental frequency and activity estimation algorithms (that were developed by deploying advanced statistical models and deep-learning AI) across our vast historical dataset and have been rigorously back-tested, against which the City can compare short-term rental self-reported occupancy and earnings.

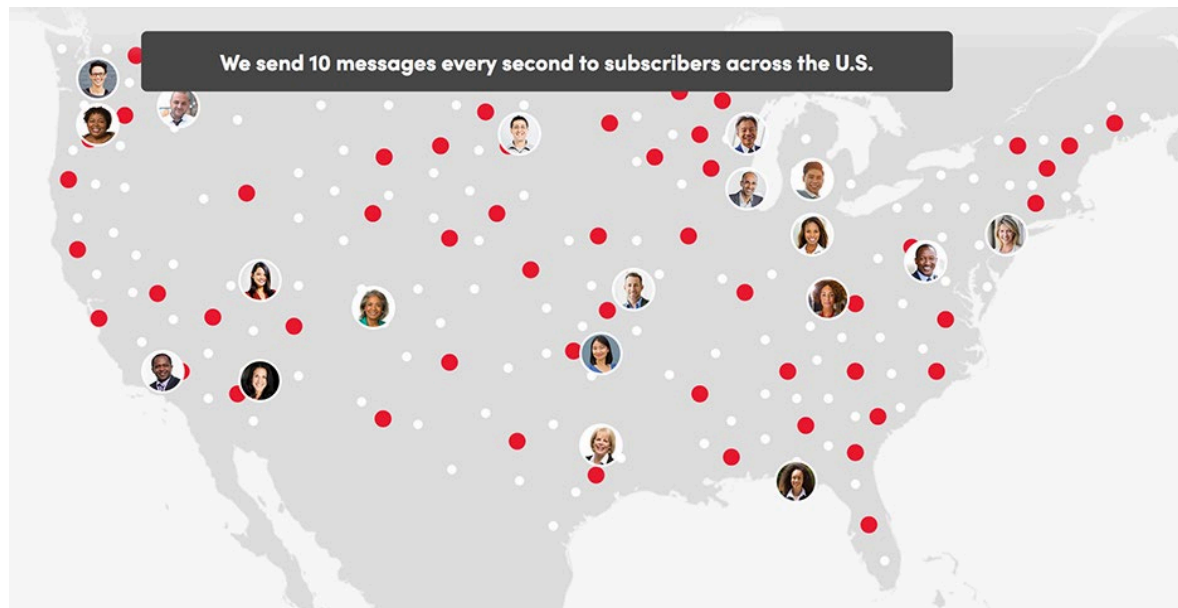
Finally, a highly-capable Customer Success team that is dedicated to ensuring the City's effective use of the govService Host Compliance platform is included as part of our solution. We have worked with some of North America's most sophisticated cities such as Boston, Hollywood, Las Vegas, Los Angeles, Nashville, San Antonio, 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 - more than 350 government organizations work with Granicus Host Compliance to help them create a more efficient and effective government while ensuring revenue collection.

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' success for years to come. 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 White Salmon 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. We make this possible by providing our clients with all the software necessary to streamline and automate everything from identifying short-term rental properties to paperless tax payment and collection. 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 Suites, 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. Without strategic ordinances and effective enforcement, short-term vacation rentals can bring safety, noise, trash, and parking problems - as well as impact long-term housing affordability and neighborhood character. Many communities struggle to define and enforce regulations that preserve community character and keep neighborhoods safe while ensuring revenue collection. 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...

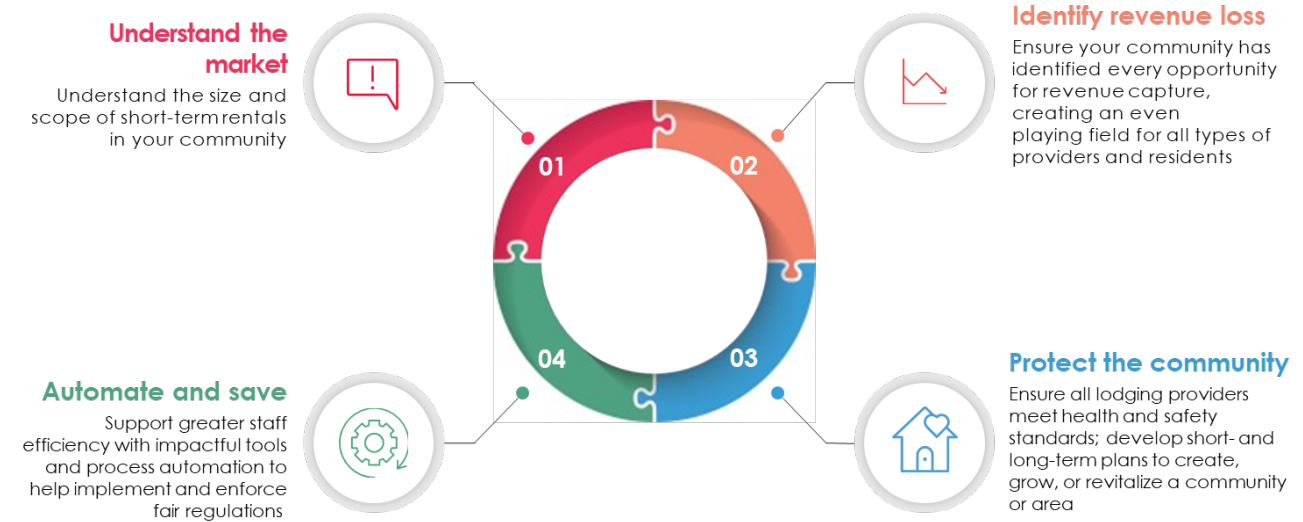
- Understand the scale and scope of short-term rentals in the community and hold non-compliant hosts accountable?
- Recoup critical revenue that would otherwise be lost to non-compliance?
- Establish an even playing field for all types of lodging businesses and reduce the impact on community character?

With Host Compliance You Can...

- Get the visibility you need into your STR listings quickly and cost-effectively.
- Recover up to 20x more revenue from the STR market by increasing regulatory tax and permit compliance.
- Save staff time by automating time-intensive tasks like monitoring STR platforms and communicating with non-compliant properties.
- Make auditing financially viable through smarter identification of operators who under-report taxes or exceed rental frequency and rental-cap regulations

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 60 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 60+ STR websites
- Weekly analysis of STR activity
- STR activity updated every 3 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...

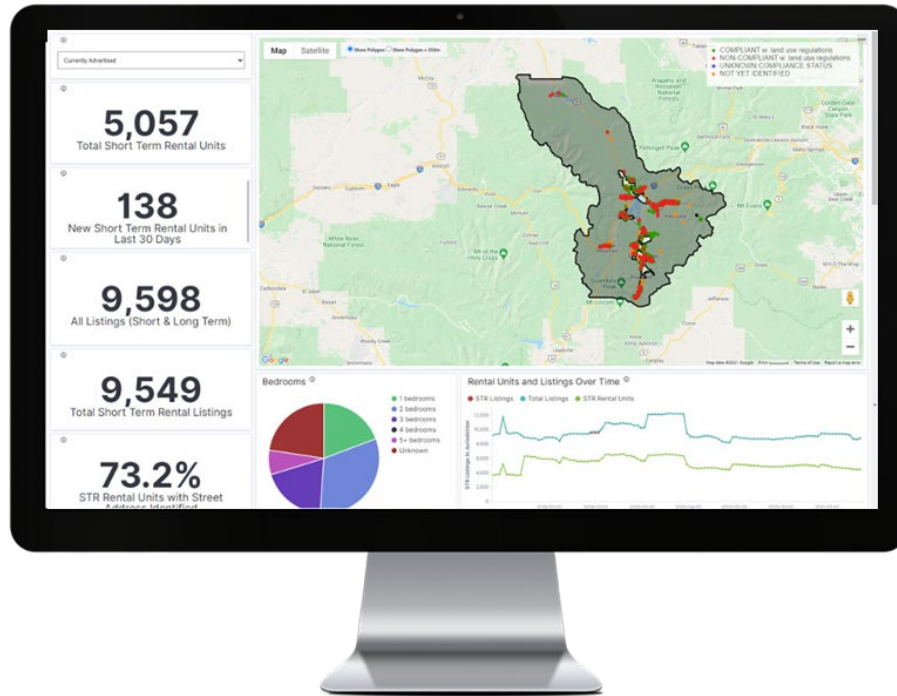


Figure 1. The data and screenshots are made available to authorized users in an easy-to-use online dashboard and records management system and easily exported in Microsoft Excel or CSV file formats

Quickly Identify the Short-Term Rental Properties in Your Community

- Monitor your community for short-term vacation rental listings across 60+ 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.

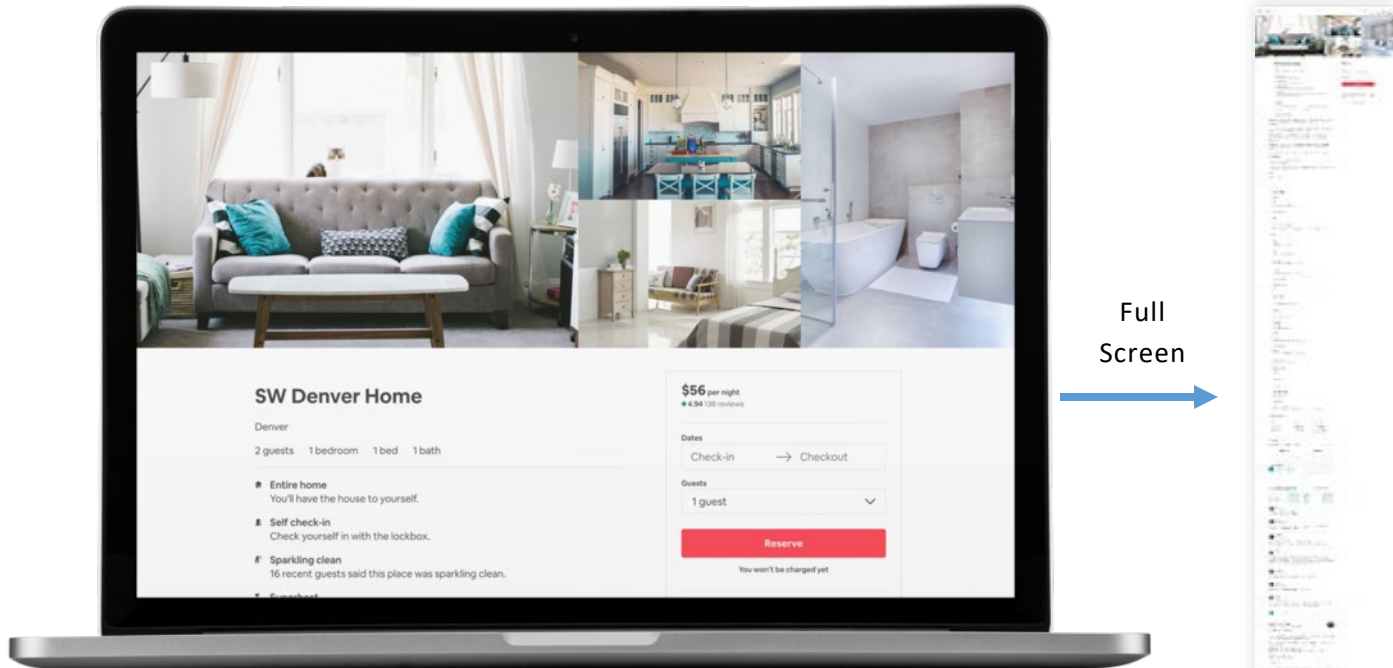
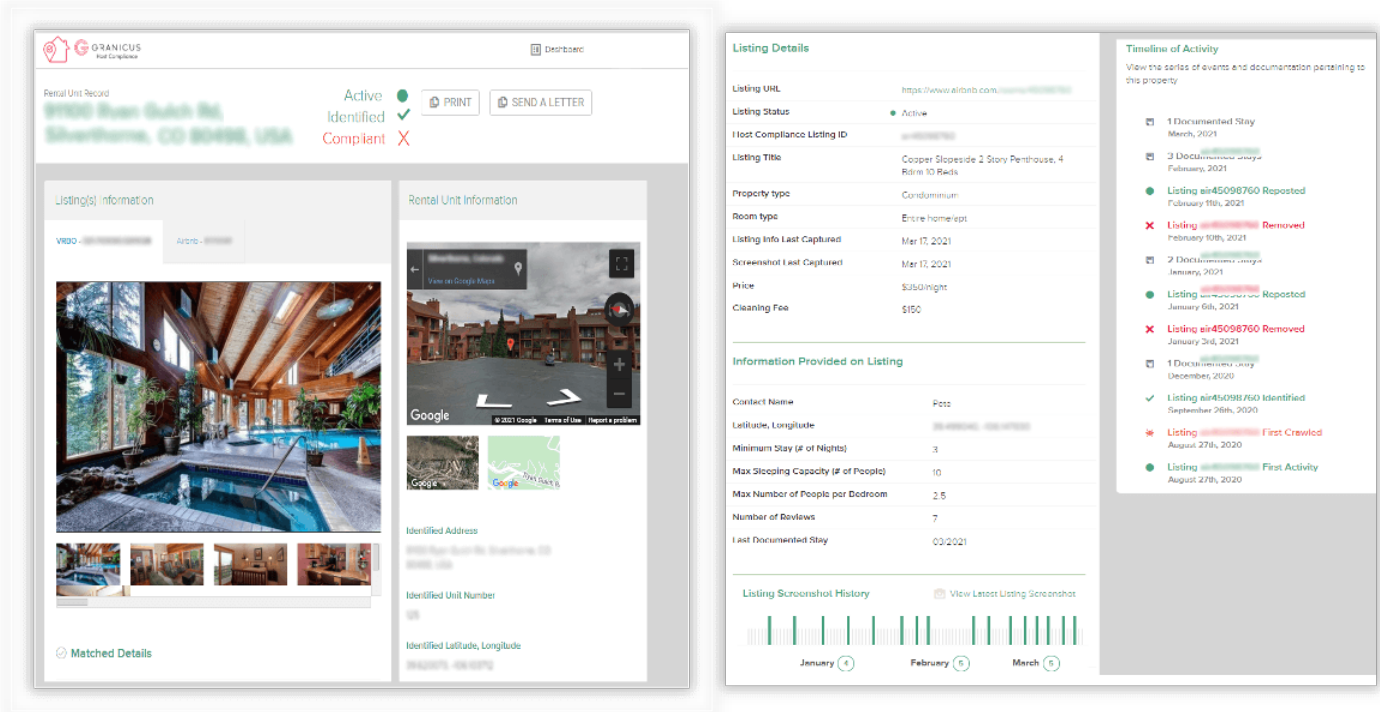


Figure 2. Time stamped, high-resolution images and full-screen capture of each active listing available to print or download.

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



The screenshot displays the GRANICUS Rental Unit Record interface. The main header shows the unit record for "9760 Aspen Gulch Rd, Silverthorne, CO 80498, USA", which is "Active Identified" and "Compliant". The interface is divided into several sections:

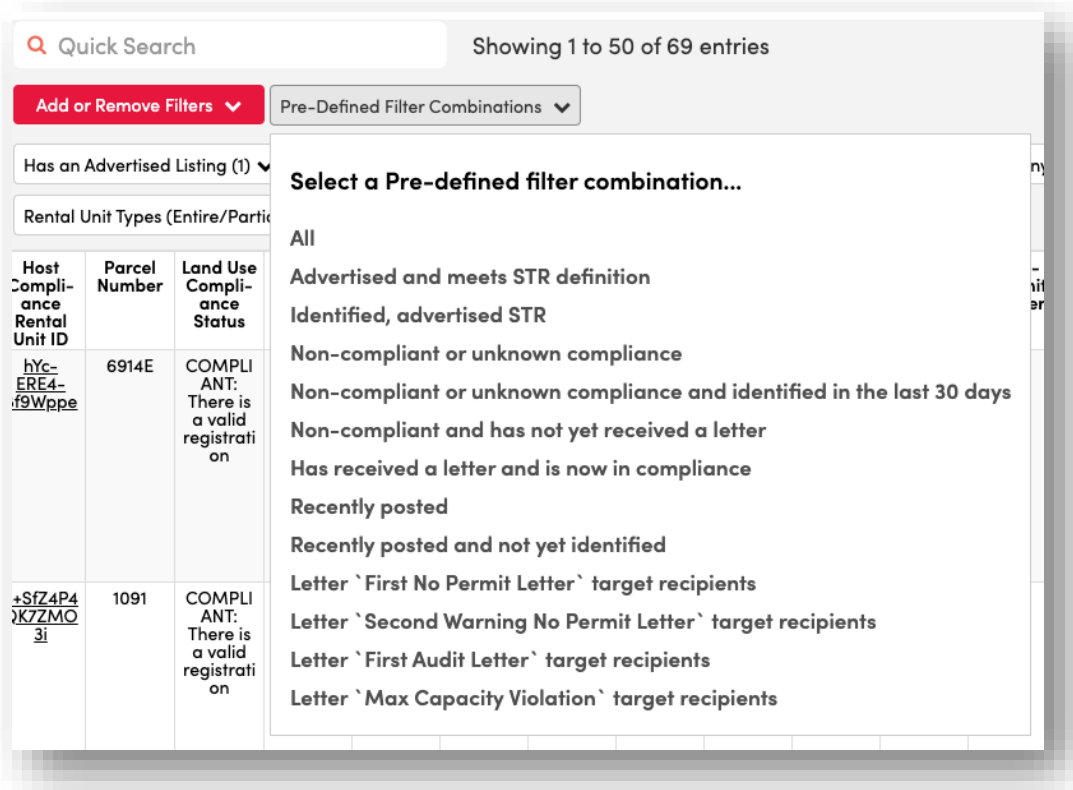
- Listing(s) Information:** Includes a large photo of an indoor pool area and a smaller photo of the building exterior.
- Rental Unit Information:** Provides details such as "Identified Address", "Identified Unit Number", and "Identified Latitude, Longitude".
- Listing Details:** A table of key metrics:

Listing URL	https://www.airbnb.com/rooms/45098760
Listing Status	Active
Host Compliance Listing ID	45098760
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:** Lists contact name, photos, and other listing attributes like minimum stay (3 nights), max sleeping capacity (10), and number of reviews (7).
- Timeline of Activity:** A vertical list of events such as "1 Documented Stay March, 2021", "Listing air45098760 Reposted February 10th, 2021", and "Listing air45098760 Removed January 10th, 2021".
- Listing Screenshot History:** A bar chart showing activity for January (4), February (6), and March (6).

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



Quick Search Showing 1 to 50 of 69 entries

Add or Remove Filters Pre-Defined Filter Combinations

Has an Advertised Listing (1)

Rental Unit Types (Entire/Partic

Host Compliance Rental Unit ID	Parcel Number	Land Use Compliance Status
hYc-ERE4-f9Wppe	6914E	COMPLIANT: There is a valid registration
+SfZ4P4JK7ZMO3i	1091	COMPLIANT: There is a valid registration

Select a Pre-defined filter combination...

- All
- Advertised and meets STR definition
- Identified, advertised STR
- Non-compliant or unknown compliance
- Non-compliant or unknown compliance and identified in the last 30 days
- Non-compliant and has not yet received a letter
- Has received a letter and is now in compliance
- Recently posted
- Recently posted and not yet identified
- Letter `First No Permit Letter` target recipients
- Letter `Second Warning No Permit Letter` target recipients
- Letter `First Audit Letter` target recipients
- Letter `Max Capacity Violation` target recipients

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
- ...and many other parameters

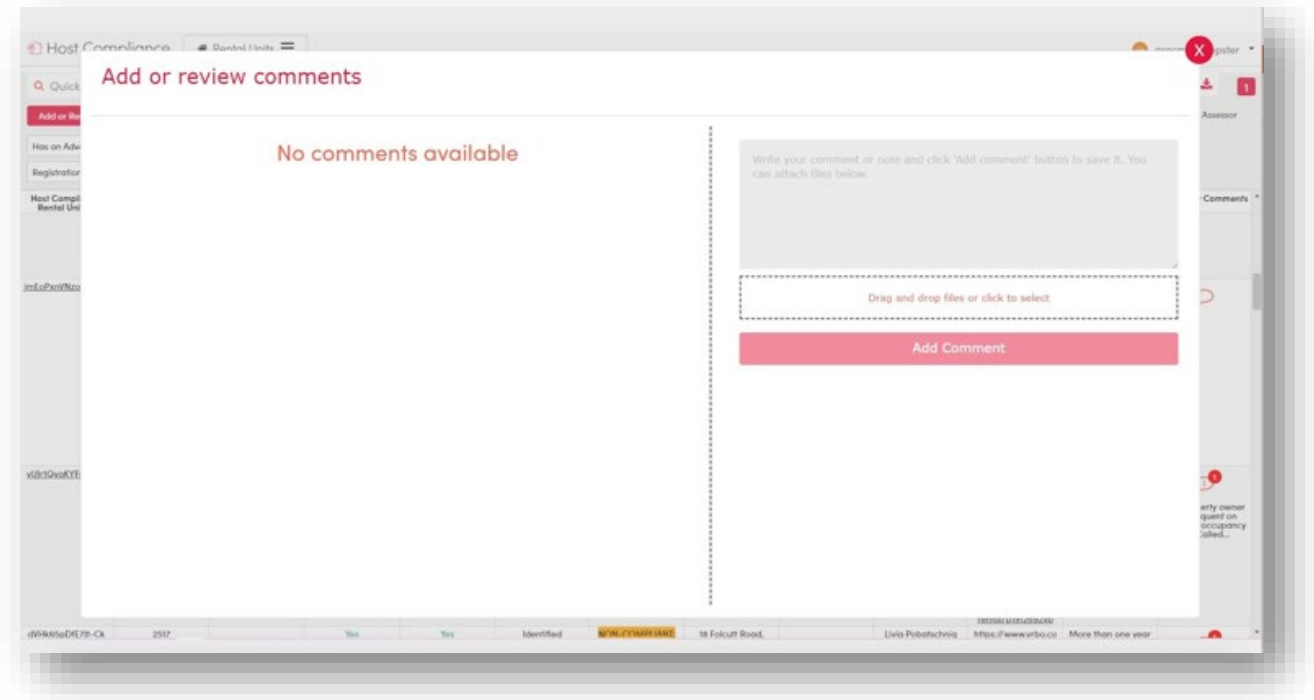


Figure 5. Easily track the status of individual rentals and create case notes by adding comments or documents. These comments will be time stamped by the individual user so other staff members can be aware of any details related to that property/owner.

Track Status and Case Notes on Individual Rental Units

- Enable efficient interdepartmental collaboration
- Leave comments related to the property for other team members
- Upload photos, documents, etc.

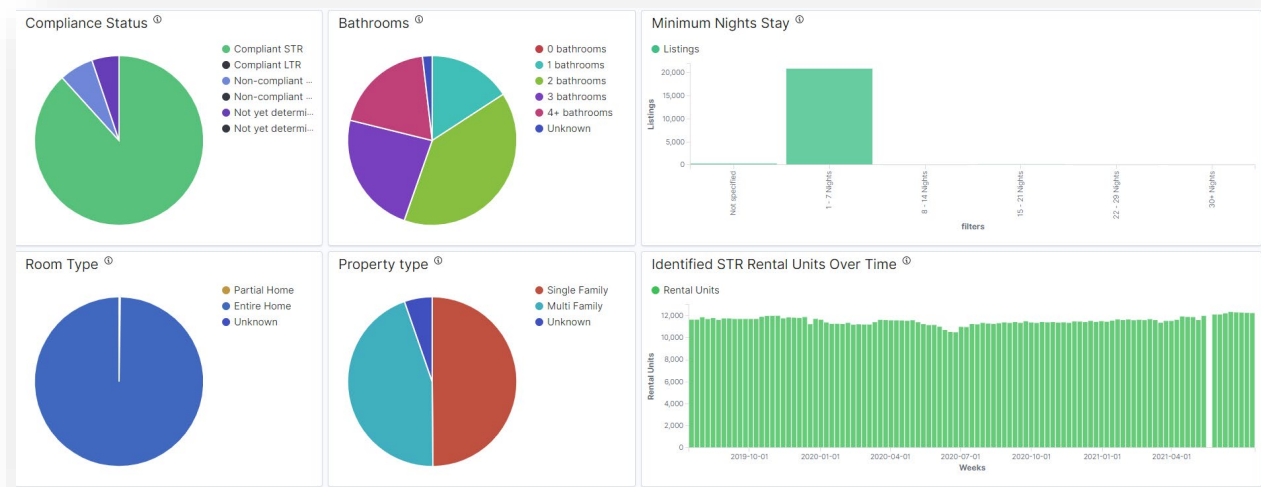


Figure 6. Data about the listing type, home size, rental activity, and compliance status is provided in color-coded charts and graphs, allowing staff to understand the scale and scope of the local STR landscape at a glance.

Leverage Data to Enforce Short-Term Rental Regulations

- Configure your STR definition (e.g., Advertised less than 30 days)
- 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

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. Knowing who is operating a short-term rentals (STRs) in your community is only half the battle. 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?

With Compliance Monitoring You Can...

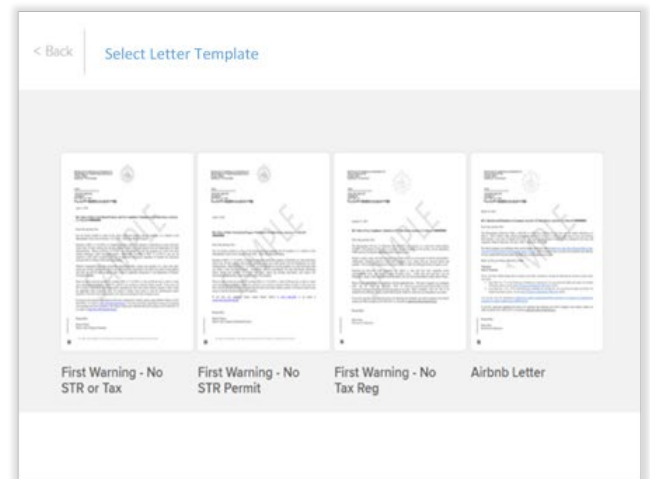
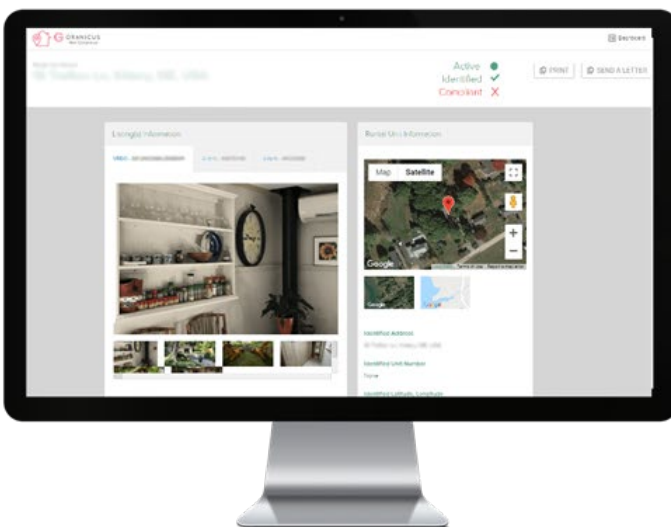


Figure 7. Stay in control and save time by sending your enforcement letters with the click of a button.

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

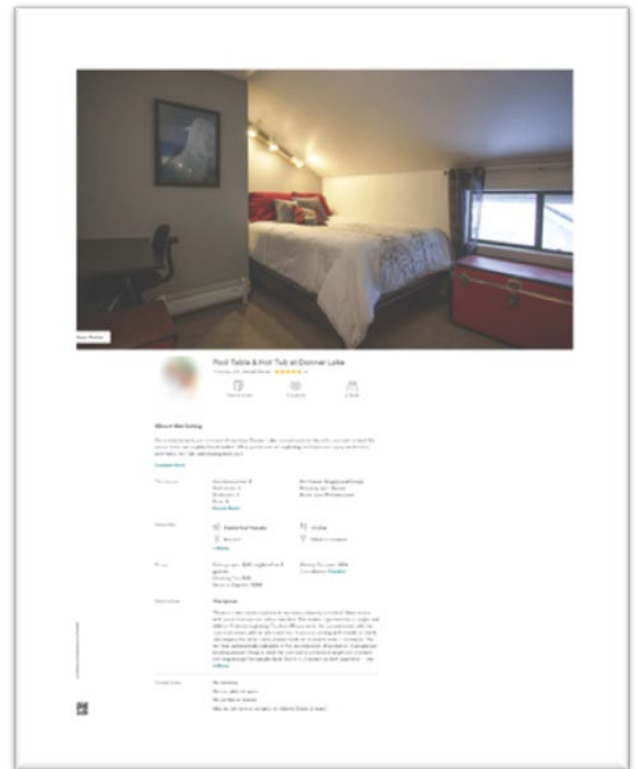


Figure 8. Increase your outreach effectiveness and efficiency by automatically adding evidence to communications.

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.

Host Compliance Letters groeme.dempster

Quick Search Showing 1 to 50 of 99 entries

Add or Remove Filters

Has an Advertised Listing (Any) Meets STR Definition (Any) Property is now in compliance (Any) Land Use Compliance Status (Any) USPS Delivery Status (Any) Mailing Date (Any)

Letter ID	Letter	Mailing Date	Recipient Status	USPS Delivery Status	Parcel Number	Unit Number	Recipient Name	Recipient Address	Property Address	Has an Advertised Listing	Meets STR Definition	Land Use Compliance Status	Returned	Letter was sent to correct recipient	Property is now in compliance	Rental Unit Record(s)	Report Issue	Add/View Comments
167198	First No Permit Letter	2021-04-15 08:00 PM	Delivered	Delivered	106		Stacy Pobatschnig	989 Tahoe Boulevard #25U, Incline Village, NV 89451, US	8 Water St, Kittery, ME	Yes	Yes	NON-COMPLIANT: Assessor record identified and we don't find a registration	No	Yes	No	Rental Unit Record(s)	Report Issue	
166752	Second Warning No Permit Letter	2021-04-08 08:00 PM	Delivered	Delivered	1532A		Stacy Pobatschnig	PO Box 6, Conway, NH 03816, US	13 Cromwell St, Kittery, ME	No	Yes	COMPLIANT: No longer advertised	No	Yes	Yes			
173043	First No Permit Letter	2021-02-07 07:00 PM	Returned	Delivered	5211		Ulrik Binzer	901 Crest Ridge Dr, Atlanta, GA 30344, US	6 Pocahontas Road, Kittery Point, ME	Yes	Yes	NON-COMPLIANT: Assessor record identified and we don't find a registration	Yes	No	No			
173041	First No Permit Letter	2021-03-07 07:00 PM	Invalid Recipient	Delivered	492	3	Stacy Pobatschnig	8388 N Dodgin, Boise, ID 83714, US	12 Dame St, Unit 3, Kittery, ME	Yes	Yes	COMPLIANT: There is a valid registration	No	Yes	Yes			
171662	First No Permit Letter	2021-01-31 07:00 PM	Delivered	Delivered	6422		Kate Springer	463 Ashwood Place, Boca Raton, Florida 33431, US	10 Thaxter Lane, Kittery Point, ME	Yes	Yes	NON-COMPLIANT: Assessor record identified and we don't find a registration	No	Yes	Yes			Rental Record
171568	First No Permit Letter	2021-01-28 07:00 PM	Delivered	Delivered	1532A		Stacy Pobatschnig	989 Tahoe Boulevard #35U, Incline Village, NV 89451, US	13 Cromwell St, Kittery, ME	No	Yes	COMPLIANT: No longer advertised	No	Yes	Yes			Rental Record
168761	First No Permit Letter	2021-01-05 07:00 PM	Invalid Recipient	In Local Area	396		Lacy Christopher	PO Box 353, Georgetown, ID 83239, US	16 Trafton Ln, Kittery, ME	No	Yes	COMPLIANT: No longer advertised	No	No	No			
												COMPLIANT: There is a valid registration	No	No	Yes			
												COMPLIANT: No longer advertised	No	Yes				

Figure 9. Complete history of letters sent including delivery status and the effectiveness of your outreach by automatically updating the compliance status.

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?

With Permitting & Registration You Can...

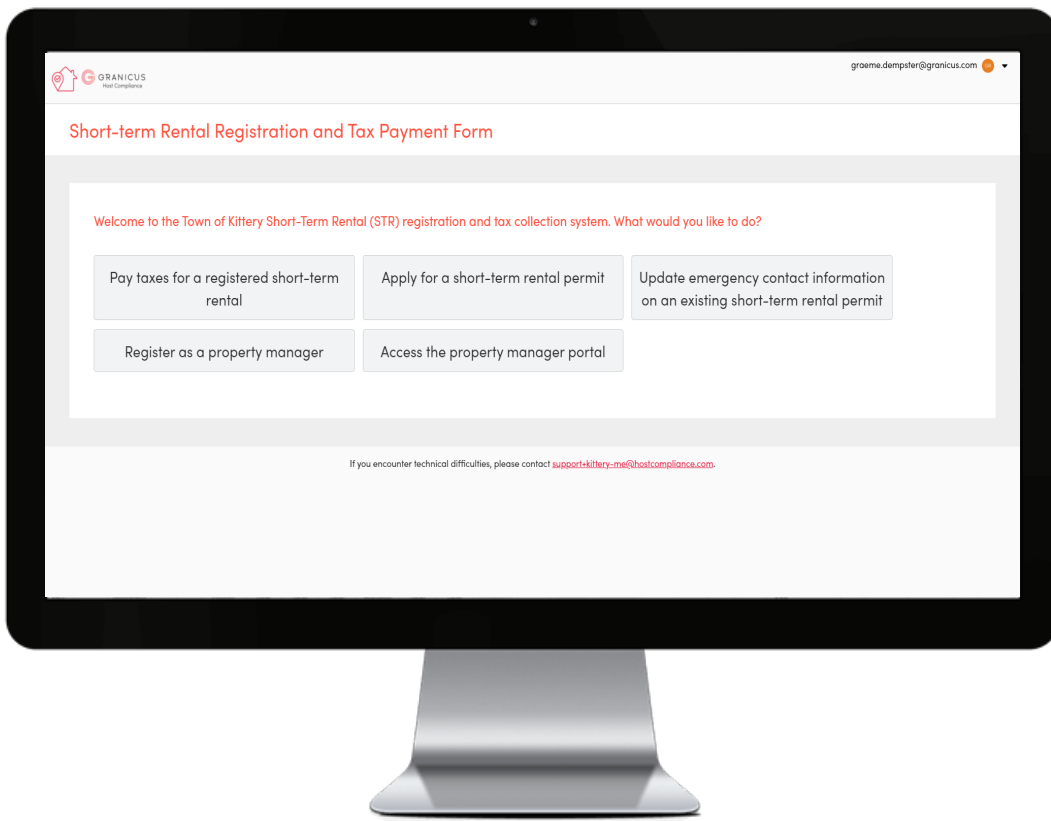


Figure 10. Simplify permitting and registration processes for residents and significantly reduce the administrative costs on the back-end.

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

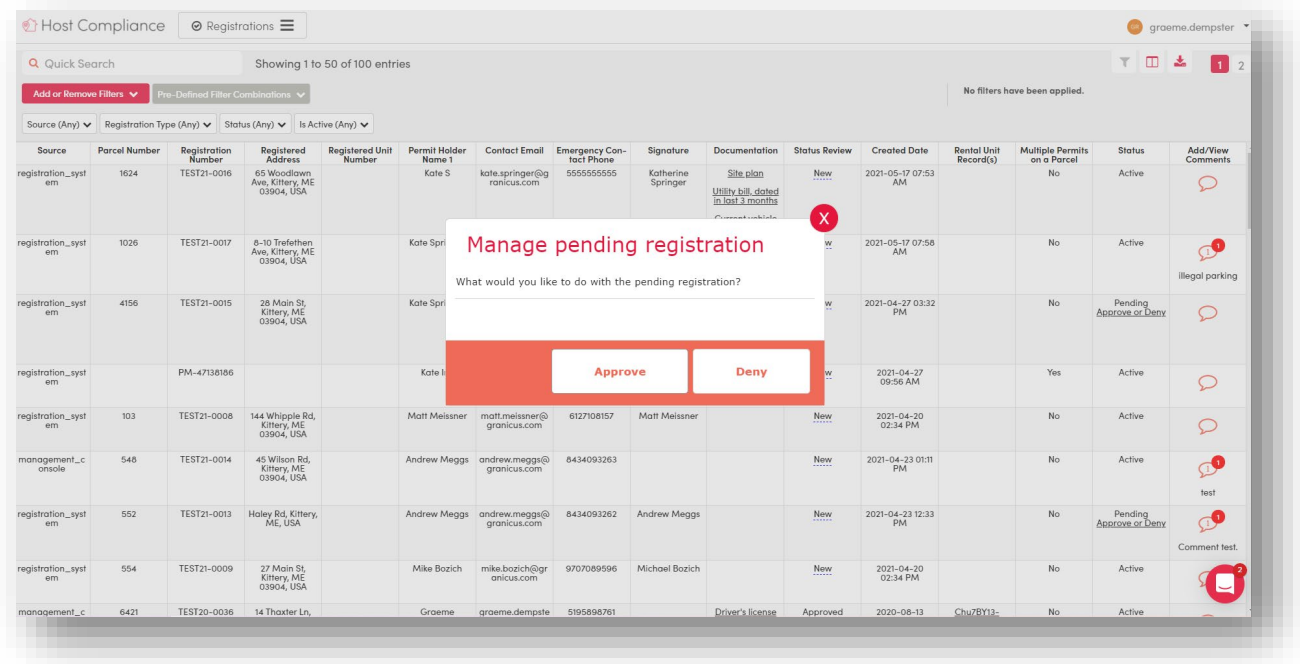


Figure 11. Easily manage the review and approval/denial process on a single screen.

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)

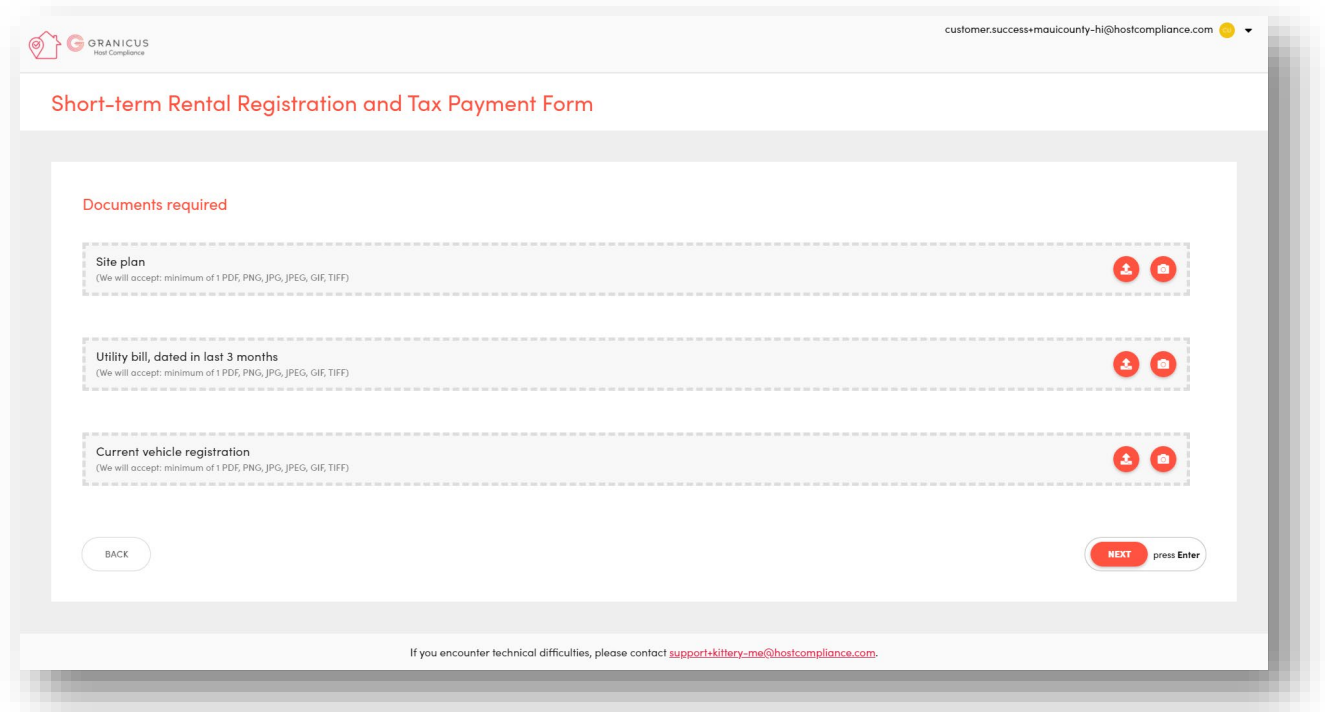


Figure 12. Collect all required information during the application process. Residents can easily upload required documents from their computer or enable the camera from a mobile device to provide supporting documentation.

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

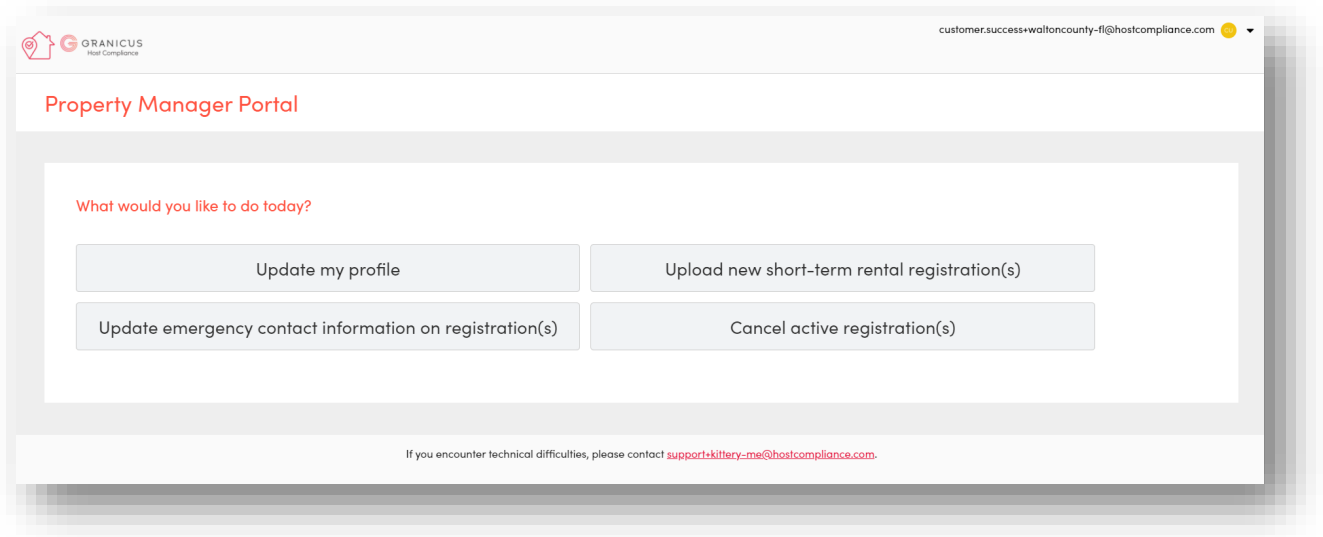


Figure 13. Property managers can easily register multiple properties at once and manage their account of active short-term rental properties.

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

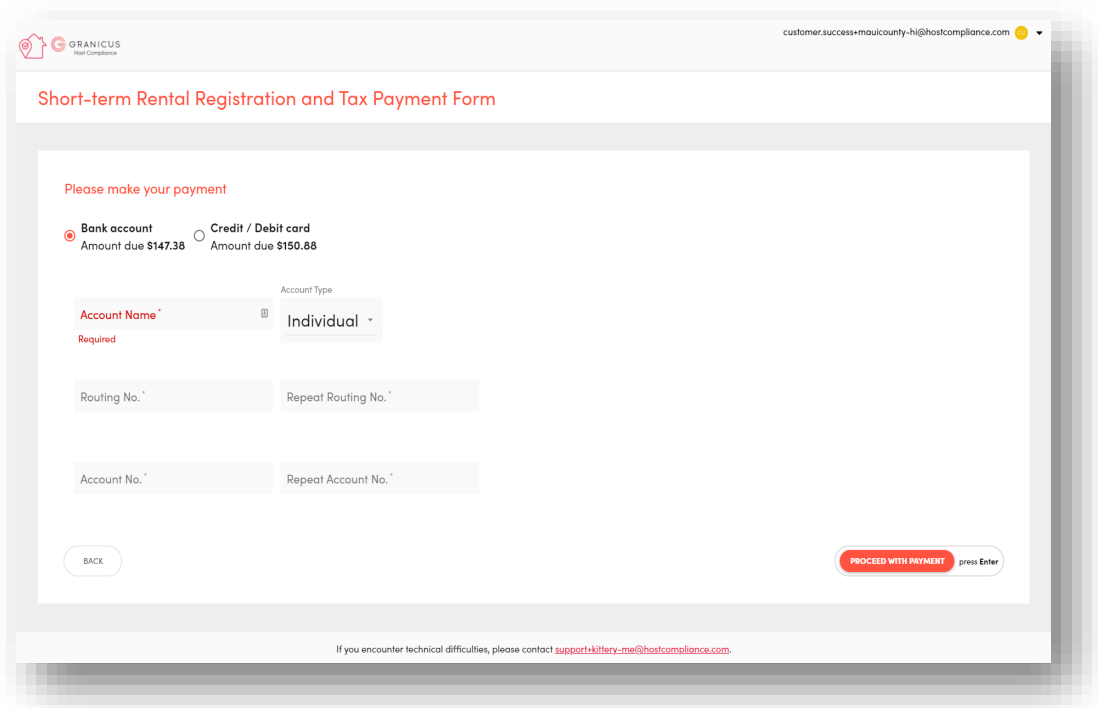


Figure 14. Collect payment for application online through secure payment portal and have it deposited in the account of your choosing.

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?

With Tax Collection You Can...

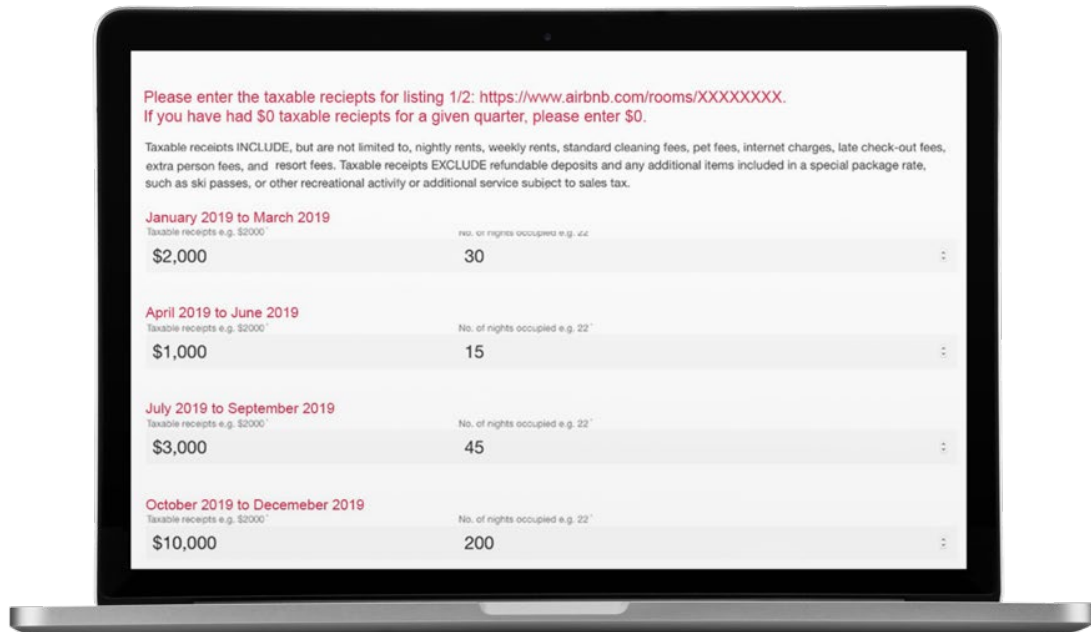


Figure 142. Simplify your tax collection process and significantly reduce the administrative costs on the back-end

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 graeme.dempster

Quick Search Showing 1 to 50 of 685 entries No filters have been applied.

Add or Remove Filters

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_1JC5LFLKshCK7HhNSGZFKoDz	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAziOKshCK7HhNndiYIPJ	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_1JAHAGshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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_1J7QLFKshCK7HhNndiYIPJ	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 16. 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

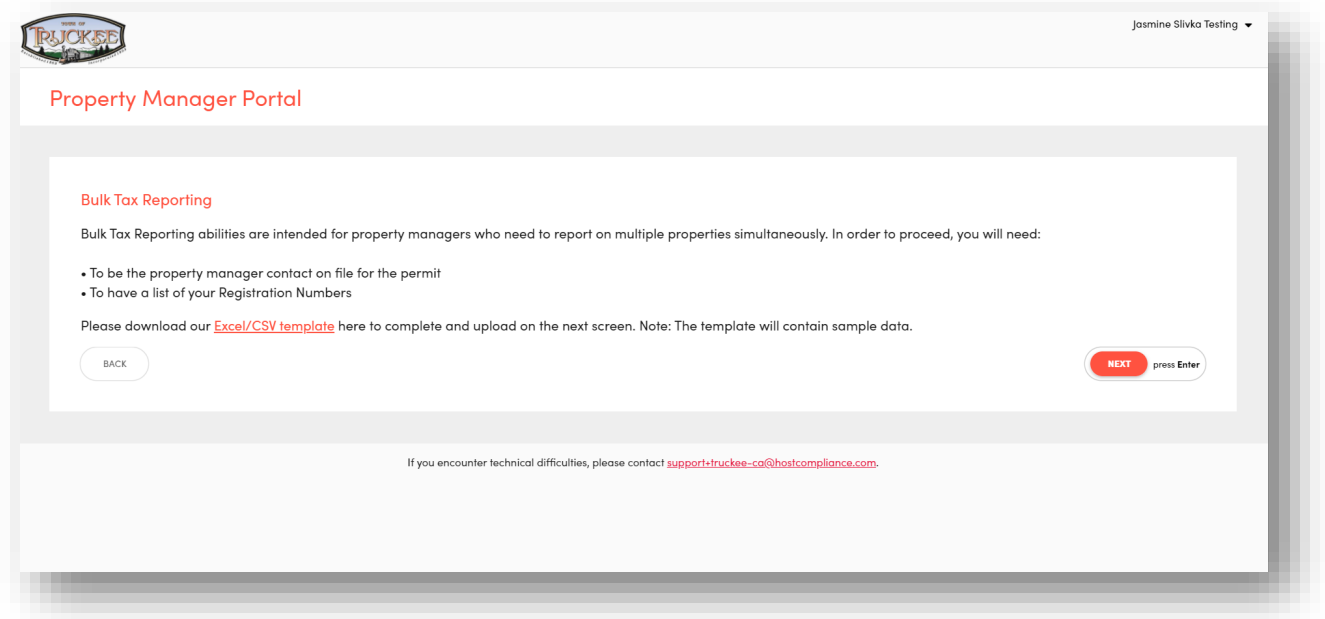


Figure 17. Property managers can report earnings for multiple properties and make a single bulk tax payment.

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

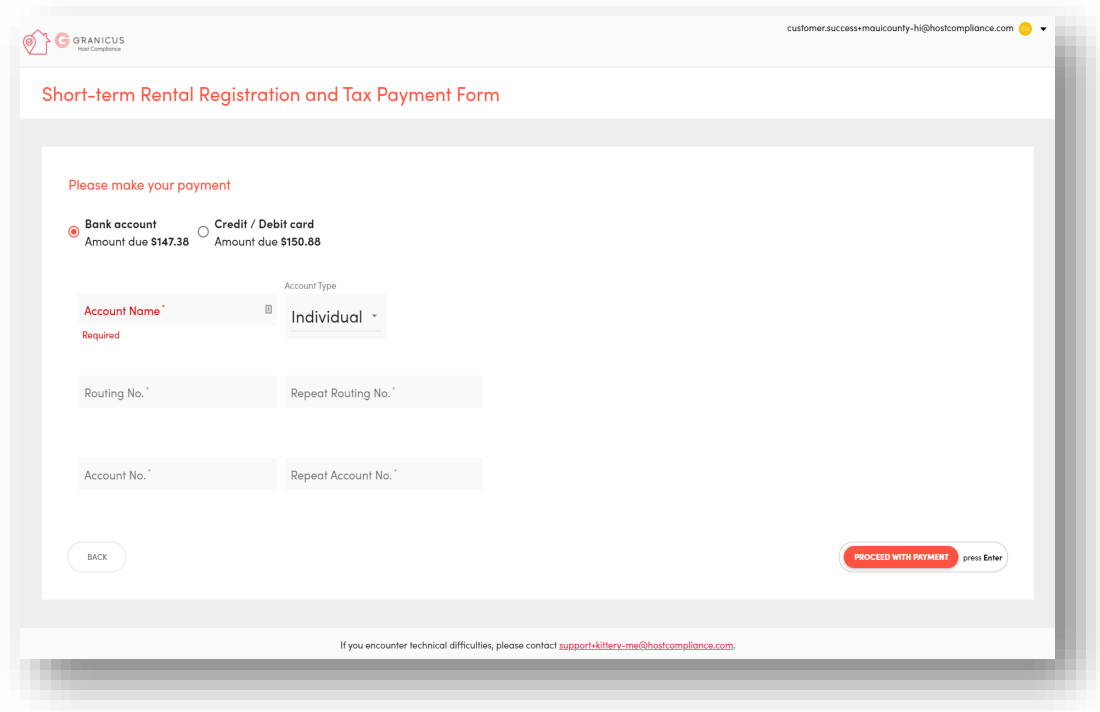


Figure 18. Collect payment for hotel/occupancy/tourist tax online through secure payment portal and have it deposited in the account of your choosing.

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.

Rental Activity Monitoring Advantage

What If You Could...

- Improve the ability to monitor property tax collection without burdening your staff?
- Easily calculate historical estimates on occupancy and rental revenue figures for each short-term rental property?
- Save time and resources with comprehensive, data-informed reporting?
- Initiate audits to collect documents seamlessly and invoice your auditees?

With Rental Activity Monitoring You Can...

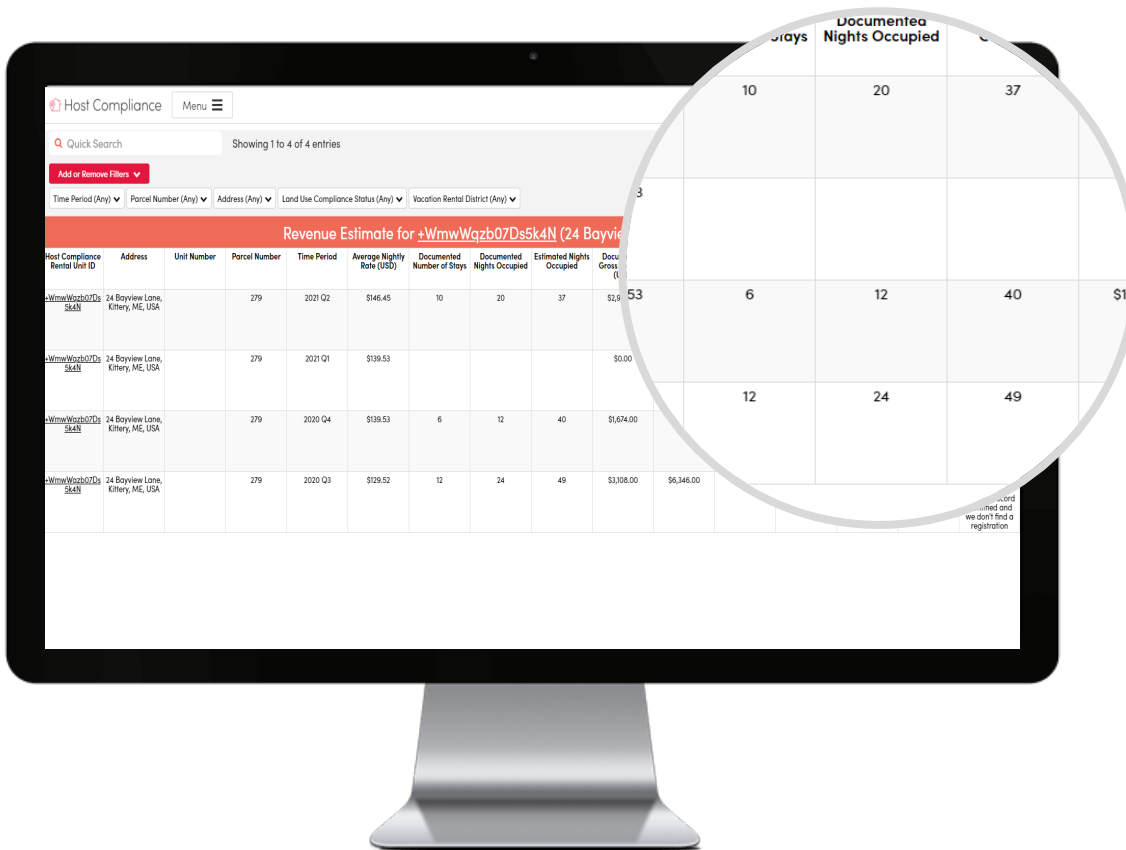
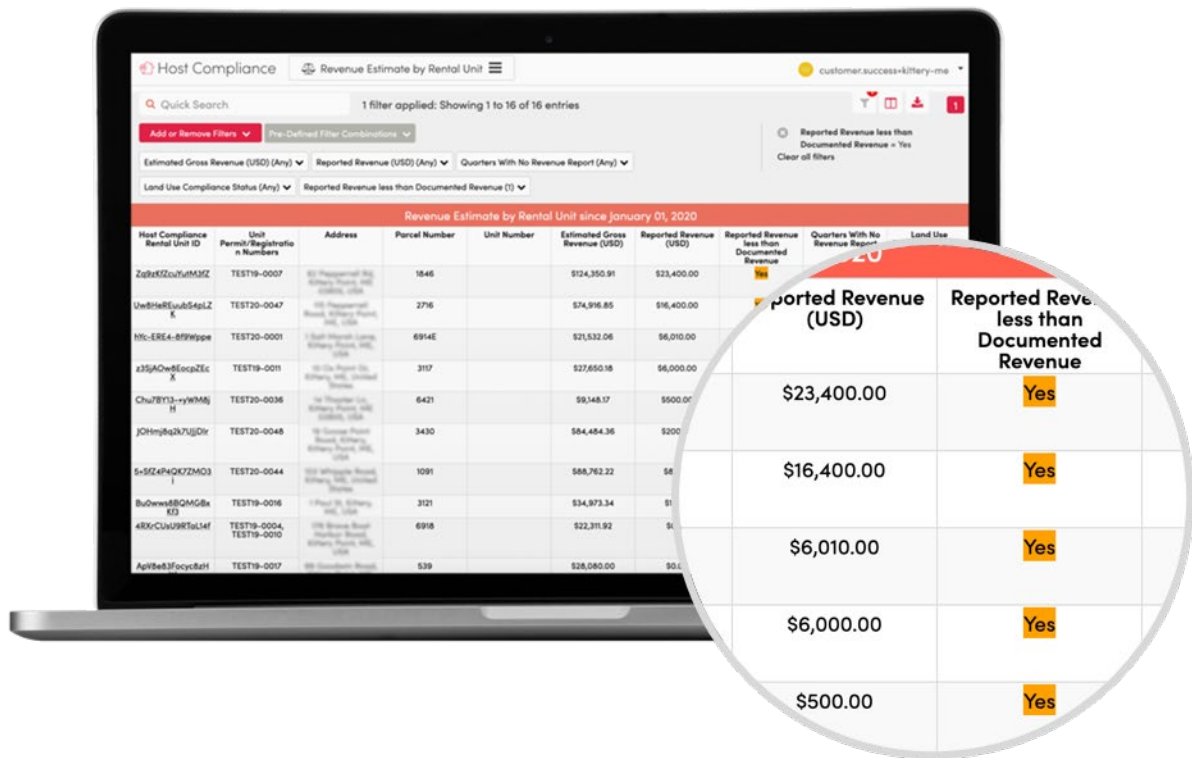


Figure 19. Detailed breakdown of occupancy/rental frequency by short-term rental units including total Documented and Estimated nights occupied.

Monitor Rental Occupancy/Rental Frequency Violations

- Identify occupancy/rental frequency violations by STR listings for signs of rental activity
- Reliable evidence of Documented Stays and Documented Nights Occupied

- Proprietary algorithm to calculate Estimated Nights Occupied



Host Compliance | Revenue Estimate by Rental Unit | 1 filter applied: Showing 1 to 16 of 16 entries

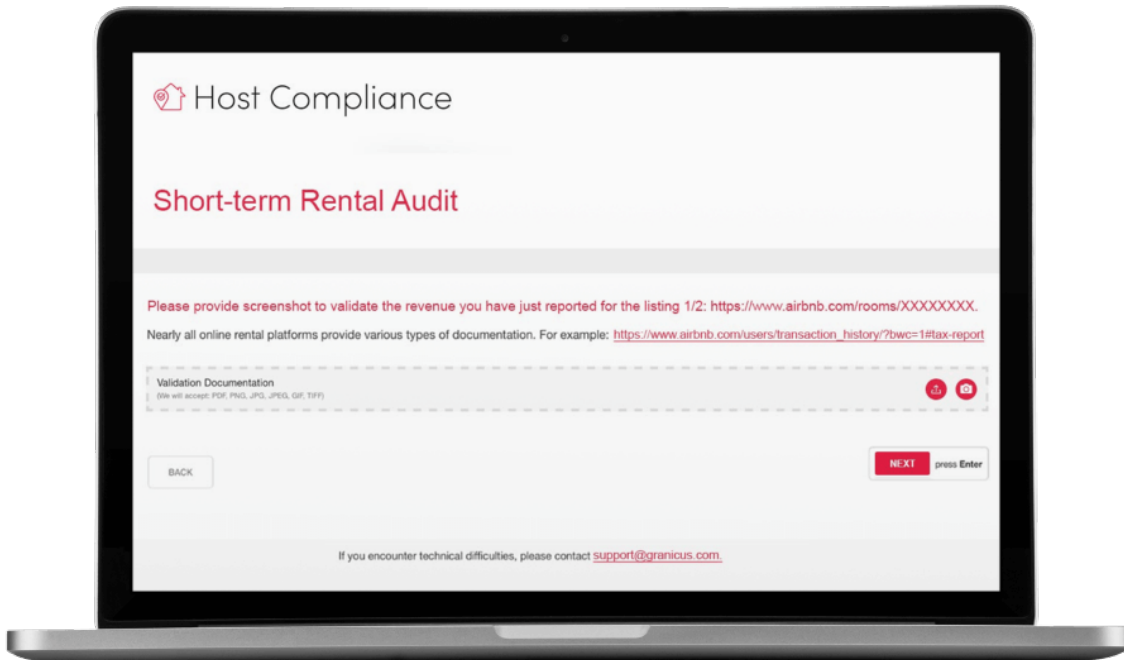
Estimated Gross Revenue (USD) (Any) | Reported Revenue (USD) (Any) | Quarters With No Revenue Report (Any) | Land Use Compliance Status (Any) | Reported Revenue less than Documented Revenue (0)

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	Quarters With No Revenue Report	Land Use
Zq9tKZcuYutMZ	TEST19-0007	81 Popponoff Rd, Wilkes-Barre, PA, USA	1846		\$124,350.91	\$23,400.00	Yes		
Ued8te8Eu6u54pLZ	TEST20-0047	140 Popponoff Road, Wilkes-Barre, PA, USA	2716		\$74,916.85	\$16,400.00	Yes		
Htc-ERE4-8F9Wpse	TEST20-0001	1 East Market Lane, Wilkes-Barre, PA, USA	6914E		\$21,532.06	\$6,010.00	Yes		
z35A0w8EocazZc	TEST19-0011	48 Oak Point Dr, Wilkes-Barre, PA, USA	3117		\$27,650.16	\$6,000.00	Yes		
Chu78Y1j-yywM6	TEST20-0036	14 Popponoff Road, Wilkes-Barre, PA, USA	6421		\$9,148.17	\$500.00	Yes		
J0Hm8a2k7Uj0r	TEST20-0048	18 Green Point Road, Wilkes-Barre, PA, USA	3430		\$84,484.36	\$200	Yes		
5-5Z4F4QKZ7M03	TEST20-0044	81 Whipple Road, Wilkes-Barre, PA, USA	1091		\$68,762.22	\$8	Yes		
Bu0wew8QMG8xK3	TEST19-0016	1 Pop 10, Wilkes-Barre, PA, USA	3121		\$34,973.34	\$1	Yes		
48X-CuU9R7e54f	TEST19-0004 TEST19-0010	140 Popponoff Road, Wilkes-Barre, PA, USA	6918		\$22,311.92	\$1	Yes		
Ap19e83f0ccy8dH	TEST19-0017	88 Goodwin Road, Wilkes-Barre, PA, USA	539		\$28,080.00	\$0.1	Yes		

Manage Auditing Easily

- Receive estimated occupancy and rental revenue for each property
- Automatically identify hosts who are under-reporting on taxes or exceeding occupancy regulations
- Quickly send letters to hosts about unpaid taxes
- Residents can easily upload required documentation through secure online forms



Track How Well Your Units Are Performing

- View summary statistics for reported properties
- Analyze data to support tax audits
- Configure data to look back on prior reporting periods

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's of urban planning from Harvard University. He is the author of a recent featured article in Planning Magazine on the topic of STR regulation.

Alex Marqusee

Alex is a housing policy researcher and entitlement specialist who focuses on improving the regulatory and political environment to help build better places. He's responsible for over a thousand units of market-rate and affordable housing in the East Bay where he leads

developers through state and local regulatory environments to successfully receive planning approval. His policy work has provided city leaders with the economic and political analyses needed to make sound decisions around regulating housing and land use. Recent successes include policy wins during highly charged debates over impact fees, rent control, and biannual budgets in the City of Oakland. He is a subject matter expert in short-term rental policy and takes pride in working to effectively communicate economic concepts and data analyses to diverse stakeholders ranging from city council members to neighborhood associations.

REQUIREMENTS

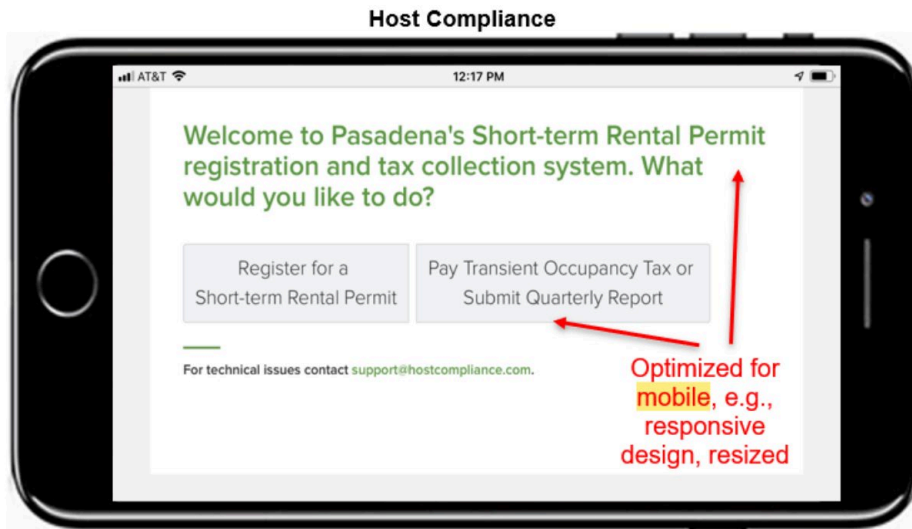
III. Scope of Project

A. The City seeks qualified professionals to provide the following STR Registration, Inventory, Analytic and Compliance service:

- 1. Provide an intuitive on-line STR registration/renewal portal with multiple payment options including on-line capability. All related payment solutions should be compatible with the City's finance management software Springbrook Express.**

The foundation of an STR management and compliance program should be a seamless and easy-to-use permitting and tax collection system that provides robust document management and educates the applicant on STR requirements. Given the tech-savvy nature of STR hosts, and the likely large volume of permit applications and tax payments, we recommend our **Permitting and Tax Collection** solution to enable the ability to apply, pay, and track status online in real-time. Equally important, the online forms need to be mobile friendly, as ~50% of short-term rental hosts prefer to handle their business from their mobile devices (our solutions are mobile enabled).

Our solution makes it easy for STR hosts to register, renew permits and licenses, and calculate and remit taxes (including penalties and interest) to White Salmon. We have applied the best of user-centered design principles to our on-line Permitting and Tax Collection module which may seem to be a "nice-to-have", but actually leads to increased completion rates and constituent satisfaction, while also reducing errors and decreasing the amount of time spent by the staff in supporting applicants through the process. Moreover, we work closely with our clients to ensure that all appropriate permit requirements and tax remittance calculations are captured in the system, as well as decide upon the right balance of review and validation between our team and White Salmon staff.



Screen 2 with built-in compliance and clear instructions

We highly recommend that you take the opportunity to compare and contrast this user experience with the user experience offered by our competitors to judge for yourself who offers the best solution to this problem. Host Compliance's focus on ease of use, error-proofing, and legal compliance results in a clearly superior experience and better data. We believe that accessibility and inclusiveness are critical to an open government, and so we strive to adhere to the principles of Web Content Accessibility Guidelines 2.0. Host Compliance applies the best of user-centered design principles to its online registration and payment forms, which are fully customizable and would be configured to meet White Salmon's specific registration requirements. While a thoughtful user interface may seem to be a "nice-to-have", a well-designed user experience leads to increased completion rates and constituent satisfaction, while also reducing errors and decreasing the amount of time spent by White Salmon in supporting applicants through the process. Other features include:

- Mobile optimization, e.g., responsive design, resized text
- Clear and easy-to-read instructions and navigation
- Error-proofing via input validation
- Integrated credit/debit card payment functionality
- Ability to collect electronic signatures.

All submitted information and documents would be made available instantly in our online interface for easy verification and approval. The exact workflow would depend on the registration and payment requirements and the review could potentially be partially automated by cross-referencing application data with other databases. Depending on the degree of automation and the nature of the requirements that would need to be verified, the reviews could be done by White Salmon personnel or by Host Compliance's remote analyst team.

In addition to collecting the appropriate information and documents, Host Compliance's mobile-enabled online forms would securely enable payment of TOT online via debit, credit card or e-check (ACH) while depositing all funds directly into White Salmon's bank account via daily direct deposits.

All payments are processed through a third-party payment processor called Stripe. Stripe has been audited by a PCI-certified auditor and is certified to PCI Service Provider Level 1. This is the most stringent level of certification available in the payments industry. To accomplish this, Stripe makes use of best-in-class security tools and practices to maintain a high level of security. Staff may search for past payments and registration applications, request corrections to applications with additional information; data may be downloaded in Excel files and data in the form of Excel, CSV, or GIS/shapefiles can be uploaded on their behalf.

2. Create an inventory of all STRs and their hosts sufficient to verify whether properties on the inventory are compliant with City codes.

Granicus govService Host Compliance continuously identifies the exact addresses of all identifiable short-term rental properties and stores all the relevant property, owner and host information in our secure cloud-based database. To make this data actionable, our systems compare it against [Client Name]'s registration records, and then automatically categorize and label all advertised short-term rental units based on their compliance level:

- Fully-compliant properties (i.e., properties that meet all regulatory requirements)
- Partially-compliant properties (i.e., properties that satisfy some, but not all the City's regulatory requirements)
- Non-compliant properties (i.e., properties that do not satisfy any of the City's regulatory requirements)
- Properties for which the compliance status is still to be determined due to lack of data

Based on these regular scans and the registration records, our software will automatically classify all STR units and listings into "active" and "inactive" based on the then current online availability of ads for each unit. Our system will provide easy to understand real-time reporting on new and removed listings and short-term rental units to make it easy for staff to quickly identify and generate lists of:

- 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

The solution will capture necessary data from major platforms required and ones not required in the scope to create as complete and accurate record set as possible with

the given data to identify STR properties, this data is also cross checked against other information provided by the customer to increase the accuracy of address identification and history. The data collected is assisted with the use of identification strings and rules custom tailored for the various platforms and historical knowledge of listing services and then improved further through our AI engine. Using a combination of proprietary data sources, geospatial algorithms and our more than 250 trained address identification analysts, each of whom have passed rigorous quality control testing, the information collected on a regular basis through all of the various sources is further scrutinized by Granicus staff who are constantly reporting to the development team ways to improve data collection and mapping for a continually improving process that keeps up with aggregator changes and changing behavior of market participants.

3. The STR inventory data specified by the City should be able to be verified from an independent platform rather than directly from hosts.

Granicus govService Host Compliance continuously identifies the exact addresses of all identifiable short-term rental properties and stores all the relevant property, owner and host information in our secure cloud-based database. To make this data actionable, our systems compare it against White Salmon's registration records, and then automatically categorize and label all advertised short-term rental units based on their compliance level:

- Fully-compliant properties (i.e., properties that meet all regulatory requirements)
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4. Provide for a centralized online complaint data base, 24 hour phone line for the public to register complaints, public facing dashboard, and monthly reporting structure to City.

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 White Salmon 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. With this service, we set up a hotline for neighbors to report nonemergency problems related to STR properties to, while at the same time getting our local government partners the data they need to root out non-neighborly STR hosts:

- Incidents can be reported by phone or online
- Full documentation of all reported incidents, with digital recordings and written transcripts of all calls
- Ability for neighbors to include photos, video footage and sound recordings to document complaints
- Real-time outreach to owners of problem properties
- Weekly staff reports containing: the # and types of reported incidents, list of reported properties, and custom reports and analysis of hotline related activities

All calls to the hotline and online complaint submissions are automatically logged in our online dashboard which is available 24/7/365 from both desktops and mobile devices. Port Aransas personnel have unlimited access to the Host Compliance platform data and can download reports at any time for further analysis.

The 24/7 Hotline data includes all pertinent information, including:

- Time and date of the call
- Complaint type
- Address of the property that the complaint pertains to
- Whether the address is associated with a registered STR property
- Complainant's contact information (if given)
- Any evidence submitted by the complainant
- A link to a recording of the call

5. Assist the City in obtaining maximum compliance through development

of “best practices” to ensure hosts operating in the City apply for and obtain all required authorizations, including City business and pay all required taxes and fees. Provider will provide solution to assist in the collection of all required taxes (including pursuit of identified delinquent taxes from non-compliant STR properties).

With our proposed solutions contained in this response, we can help ensure maximum hotel tax recovery and fees, in addition to increased compliance rates and improved staff efficiency. 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 350 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 three years and has a 98% customer retention rate.

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.

The Host Compliance subscription includes the support of our fully-staffed, in-house Implementation, Customer Success and Customer Support teams at no additional cost, and we see every customer issue as an opportunity to obtain user feedback, as well as share the breadth of experience in what we have seen work for other customers. We are able to do this in part due to the depth and breadth of experience our employees have with respect to municipal government. We aggressively recruit outstanding talent which includes a former mayor, former city manager, former code enforcement officer, former sales tax administrator, and former community development director. We have employees who have come from across the property management spectrum and who have conducted academic research on STRs. We couple this experience with world-class engineering, management consulting, and data science experience. Our dedicated Customer Success team is in place to ensure ongoing success and serves as the primary liaison for Host Compliance to White Salmon (including for software updates and troubleshooting) and is generally accessible via telephone or email. As with all Host Compliance employees, our Customer Success team is also located all over the country and can provide broad time coverage during their respective business hours.

6. Provide automated violation reports for code enforcement and fines based upon illegal online listings.

Users of the Host Compliance software solution can generate a report of short-term rental units known or suspected to be operating in violation of White Salmon Codes or Requirements as needed. Users can sort and filter the list within the application or download it for manipulation outside the platform.

7. Provide agreed upon reports, analysis, documentation and online, customized access to STR information management system to review host and host residence data, as required by the City.

White Salmon will have unlimited access to the software and can access detailed reports that include the property address and over 150 other data points. Staff can also leverage full size, high-resolution, screen captures of listings. Our system also provides easy-to-understand, real-time reporting on new and removed listings and short-term rental units to make it easy for staff to quickly identify and generate lists of:

- 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

Host Compliance emails a report with high-level numbers to all customers on a monthly basis. White Salmon personnel can download reports at any time for further analysis or sharing across departments.

8. Provide a primary point of contact that all City communications can flow through.

Yes, we provide a dedicated implementation project manager, customer success consultant, and account manager that will be assigned to your organization.

9. Participate in meetings and/or calls with City staff on a periodic basis to be determined prior to the commencement of services.

This is standard procedure for Granicus. We will have all relevant team members participate in all meetings with City staff. White Salmon will have dedicated Implementation Project Manager, Customer Success Consultant, Account Executive and Account Managers.

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.

Our Customer Success team will continue to proactively check in throughout the implementation process to ensure that implementation stays on track, culminating in training and handover to City staff, to be followed by continued user support and

training for new users as required. We have no limits on the number of users White Salmon may authorize. Recordings of White Salmon trainings (assuming White Salmon agrees) will also be made available for future reference. Post-implementation and for ongoing support, our system documentation is provided online in a Wiki-style knowledge base of FAQs and other useful information, with over a hundred articles and numerous video trainings and webinars available for reference.

10. Provide additional related services and technical assistance relating to STRs on a task order, negotiated fee basis as requested by the City.

Included with the proposed solutions come an unlimited amount of free account management, training and implementation support provided via in person meetings, video conference or phone. In addition, our solutions come with unlimited free email and phone support. The nature of the support spans everything from “how do I do x” to “can you help me provide reports, analysis etc. to show y”. In addition, White Salmon will receive full complimentary access to Host Compliance's comprehensive library of technical documentation and online training and support materials, including access to White Salmon's own launch trainings and refreshers (to the extent White Salmon was comfortable with recording them). In addition to the library of materials available, we proactively reach out to do “refresher trainings”, are rolling out a series of 1-2 minute targeted training snippets, are planning a number of “lunch and learns” for similarly situated city officials (e.g., communications for how to best publicize the hotline and “tips” portal), and are currently developing a certification program for those individuals who have been trained and using the software to its fullest potential.

B. The City seeks qualified professionals to provide, as additive alternatives to the primary scope, the following additional support services. The service provider should list an individual cost proposal for each item separately, or include in their proposal a total price and identify which items are included or not included:

1. Portal to administer other business type licenses (new and renewals).

Our solution for mobile permitting makes it easy for STR hosts to register, renew permits and licenses, and calculate and remit taxes to White Salmon. We have applied the best of user-centered design principles to our Online Permitting module which leads to increased completion rates and constituent satisfaction. This reduces errors and decreasing the amount of time spent by the staff in supporting applicants through the process.

Furthermore, we support scanning drivers' licenses as well as uploaded documents supporting applications in the afore mentioned file types.

2. Additional tracking and monitoring data.

Granicus provides over 150 data points associated with short-term rentals and additional tracking for letters, complaints, registrations, and revenue. For the purposes of achieving White Salmon' desired outcomes, we believe City staff will have ample tracking and monitoring. Any additional tracking and monitoring data would need to be clarified with City staff.

3. Nightly Rental Metrics

This is standard functionality. Our system captures 150 data points including rental metrics such as the minimum night stay requirements and several more. The address identification dashboard gives you an idea of how many of the properties fall under certain ranges of night occupancies (1-7 nights, 30+ nights, etc.). In addition, confirmed documented stays are recorded and related to each rental unit.

a. Daily price

This is standard functionality. Our system provides the daily rate associated with each listing related to the unique rental unit record.

b. Number of allowable guests advertised (e.g. 1 person, 2 person2, etc.)

This is standard functionality. Our system provides the advertised number of allowable guests.

c. Rating (if available)

This is standard functionality. Through our listing screenshots from the various STR platforms we capture the host rating.

d. Next available opening

This is standard functionality. Our system is able to report on next available opening for each rental unit.

e. Delta from today to next available opening

While our system is able to report on the next available opening, we don't currently calculate the delta from today to the next available opening.

f. Days booked from today

Due to the nature of the short-term rental market and hosts ability to block and unblock calendar availability, guest's ability to book and cancel bookings, we do not typically report on the number of calendar days that are blocked in the future. Instead, we do report on confirmed stays.

4. Frequency

a. Would want all above available information sampled and stored every day

All information is continuously acquired and stored in our secure, cloud-based database, which contains an inventory of listing information (e.g., property type, room type, maximum advertised occupancy, number of rooms, rental rate, and minimum/maximum stay), **high-resolution images and screen captures of each active listing** (including reviews), and for identified properties, parcel number, address, and contact information and address for property owners. The system gets close to real time data with screenshots getting updated every few days with each respective listing and different data points updated every day.

b. Ability to download daily data over a given date range at minimum

Data is updated daily and can be downloaded at any time.

c. Ideally would want an API available that would allow us to directly query vendor database

We do not currently have an open API to directly query the database. While we have developed API's for specific use cases, this would require additional scoping and may have additional costs.

5. Analysis

White Salmon will receive weekly staff reports containing: the # and types of reported incidents, list of reported properties, and custom reports and analysis of hotline related activities.

a. Ability to create a KMZ layer (or equivalent) identifying and mapping current STR hosts within the City limits

This is standard functionality. Our Address Identification module has a dashboard with a fully functional interactive map for staff to navigate the current STR Hosts within your city limits. This visualization comes from a GIS shapefile with various categorization of those STR hosts (Compliant, Non-Compliant) with color and shape indexing.

The coordinates of each STR host can be exported and uploaded into additional systems to provide public facing mapping if required.

b. Ability to track and monitor the volume, trend and impact of STR's operating in our city. The total revenue generated by these rentals may not be possible to directly replicate, but understanding their price and volume behavior would approximate their impact and further model impact on city sales taxes over time.

Our Rental Activity Monitoring module would provide the necessary information to better predict the rental frequency and total revenue generated by STRs operating within Port Aransas. In addition, we provide a chart visualization of rental units and listings over time which provides an indication of volume and seasonal trends.

Optional Service

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, & written transcripts of all reports?

With the 24/7 Hotline You Can...

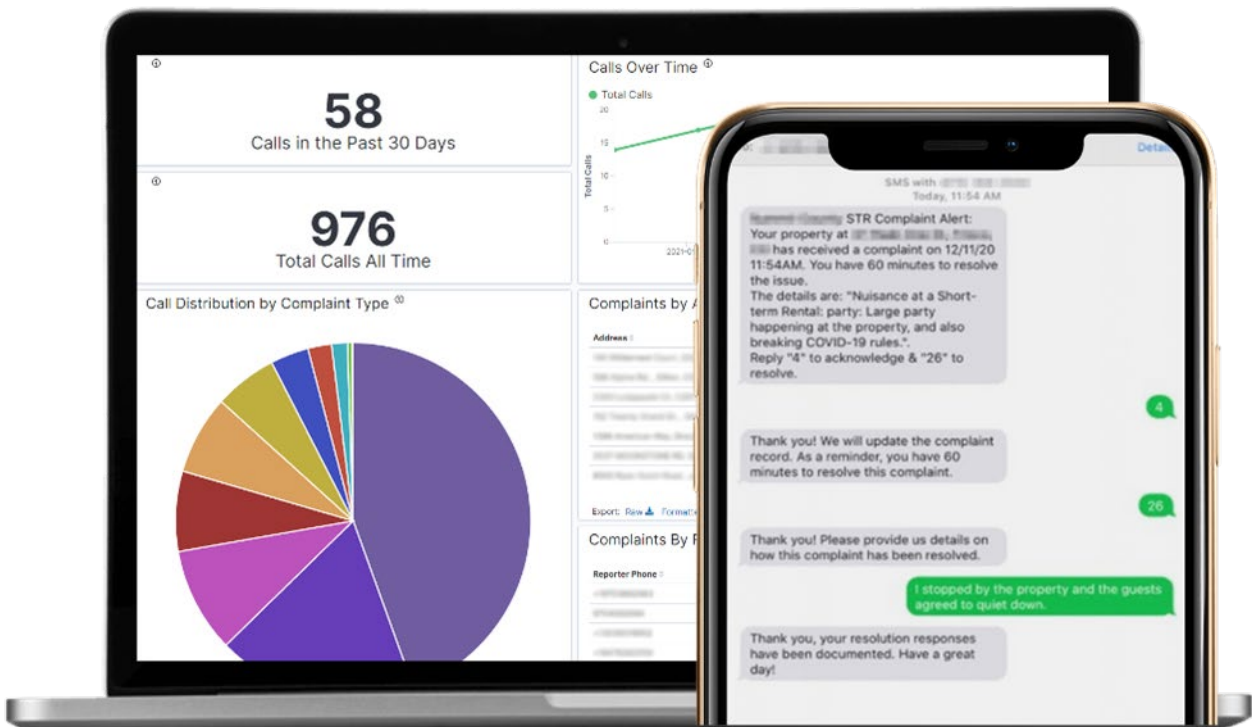


Figure 22. Get detailed reports and dashboards to track all short-term rental related complaints in real-time

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

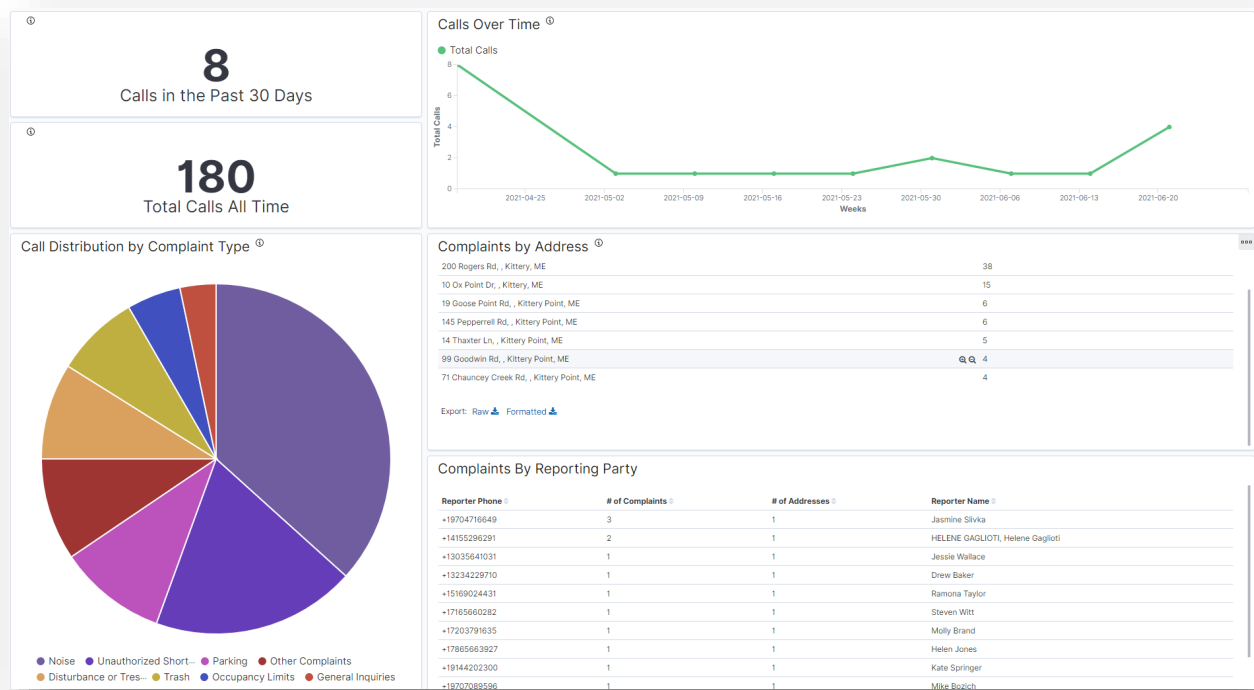


Figure 23. Dashboard summary of all short-term rental related complaints to quickly identify Complaint Type and properties with frequent violations.

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 | groaeme.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)





Call Time	Caller Name	Caller Callback Phone	Call Recording	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) 582-8081	Call Recording	" , ,	Nuisance of 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 Silva	(970) 471-6649	Call Recording	145 Pepperrell Rd, Kittery, Maine	Nuisance of 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) 471-6649	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 of a Short-term Rental: loud party: Caller stated she called last night at 11:30 regarding a party from 10:00pm to 2:30am at 1200 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 of 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 24. 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

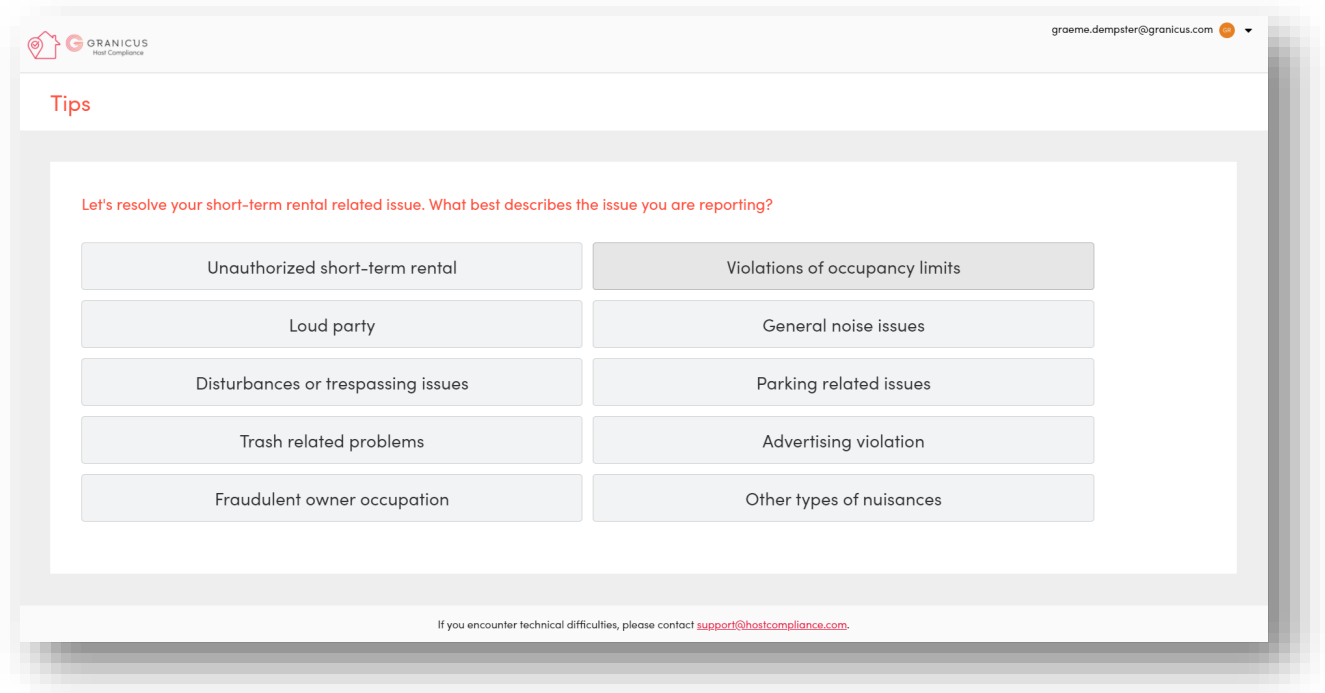


Figure 25.

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

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.

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

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. These specialists are brought in as needed to augment our standard project teams.

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.

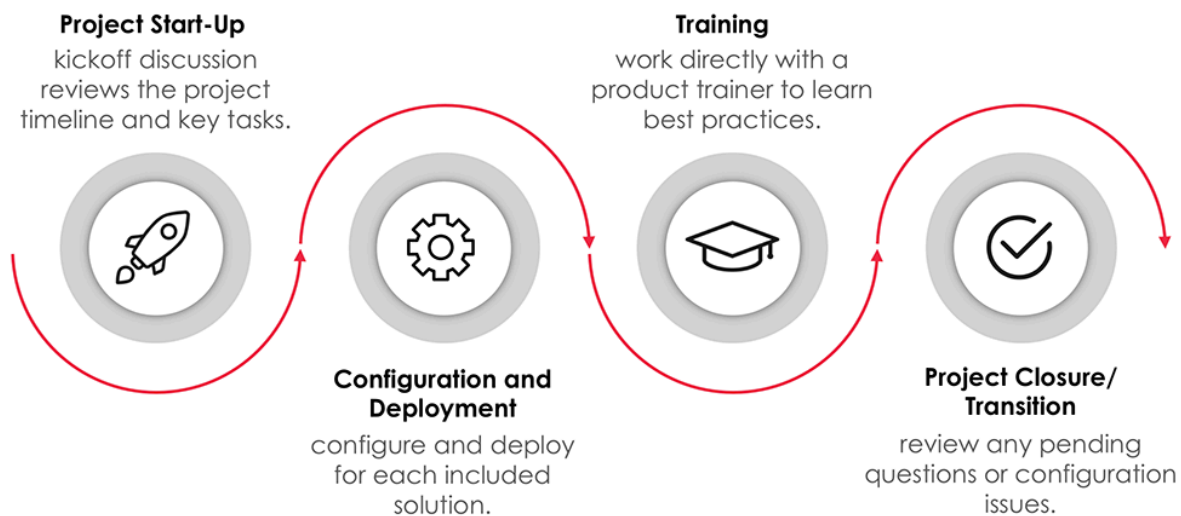
Collectively, we have over 450 years' experience delivering software solutions across a wide variety of industries and verticals. Our teams of implementers and technology specialists have deep expertise with one of our core product families and cross-train over time on other solutions as they gain experience.

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.

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, 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.



DETAILED WORK PLAN

Main Tasks

Task 1 – Conditions Analysis

In order to create an ordinance that is nuanced, contextual, and enforceable, it is important to establish a planning lens, one that will allow the County to make the right choices in this complex issue. Before drafting, Granicus' consultants create an analysis consisting of three parts: proprietary data about the short-term rental market, stakeholder and community input about conditions on the ground, and the broader goals and budgets of the County.

Task 1.1: Staff Interviews

Interviews with governmental staff to determine potential policy agenda, community background, enforcement systems, master vision, and to brief staff on existing STR market conditions.

Task 1.2: Stakeholder Interviews

Interviews with non-governmental stakeholders such as housing advocates,

neighborhood groups, local business interests, and major employers to understand their perspective, hopes, and worries about STR regulation, as chosen by government staff.

Task 1.3: Online survey

An online survey tool to run concurrent to other interviews as a way to gather diverse, but directed, opinions on existing and future conditions.

Deliverable 1 - Background Conditions Report

Ten page report that synthesizes Host Compliance data, interviews and exercises with local policy makers and staff, and public attitudes to present a comprehensive analysis of regulatory and enforcement priorities in a community. Guided by these priorities and a robust understand of local market conditions, communities can proceed to develop a bylaw confident that their rules will be context-based, enforceable, and consistent with local goals.

Task 2 – Bylaw Drafting

Based off the analysis from the previous task, the consultants will use its deep knowledge of contemporary regulation to write, in collaboration with local staff, a short-term rental bylaw. This bylaw will be backed by a legislative package of presentations, summaries, and public meeting materials.

Task 2.1: Draft STR Regulations

Taking the inputs from Deliverable 1 and using the bylaw machine tools, consultants will write a preliminary draft of regulations to be edited through the following series of meetings.

Task 2.2: Draft Staff Report

Draft, in consultation with officials, a staff report combining the background of D.1 with a full explanation and justification for the choices made in writing the bylaw.

Task 2.3: Draft Staff Presentation

Draft, in consultation with officials, a public presentation summarizing the background conditions, policy choices, and enforcement implications as found in D.1, T.2.1, and T.2.2 to be shown at public meetings.

Task 2.4: 2 Meeting for Feedback from Staff

First meeting to present initial draft 2.1, discuss potential changes, and anticipate feedback. Second meeting to finalize bylaw, plan political rollout, and discuss enforcement systems.

Task 2.5: 2 Updates based on Staff Feedback

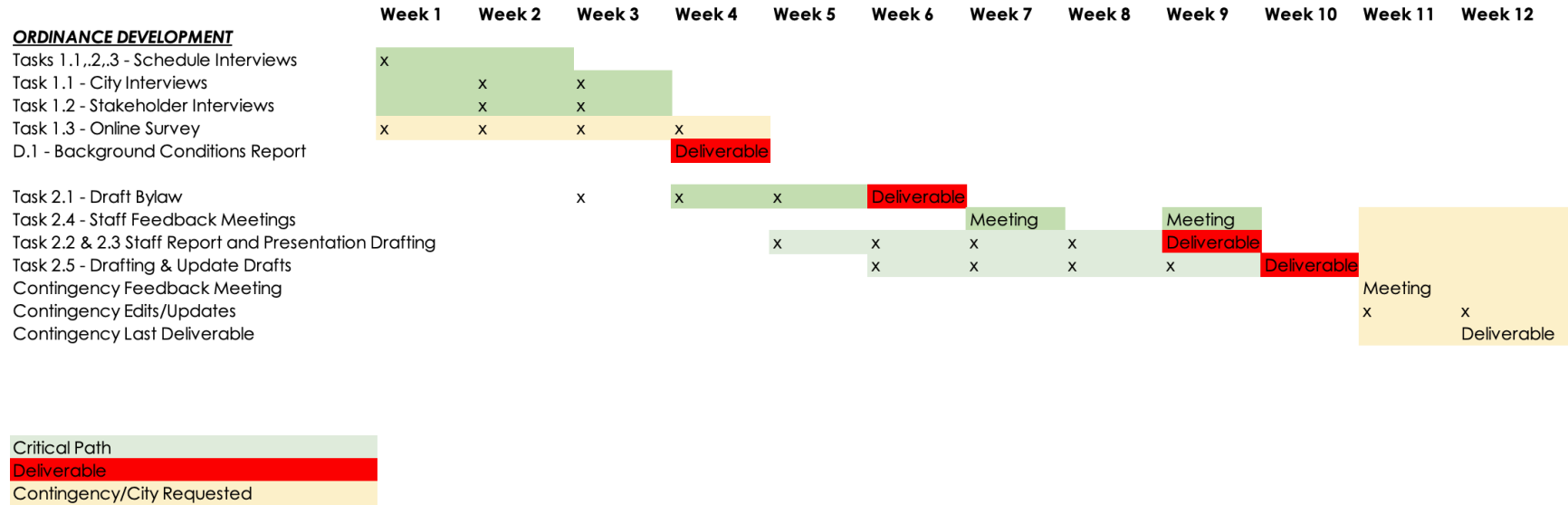
Two rounds of feedback from government staff concerning changes to about four tasks.

Deliverable 2 - Adoption-Ready Legislative Package

An adoption-ready STR regulations built from Host Compliance's comprehensive data, local regulatory goals, stakeholder views, and our own analysis of nationwide best practices. The STR regulations come as part of a robust legislative package including a draft staff report to describe background conditions, regulatory choices, and

enforcement implications, as well as a PowerPoint presentation for staff to drive community feedback.

PROJECT SCHEDULE



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. Training comprises the following components, depending on Client's solution:

SAMPLE PROJECT IMPLEMENTATION PLAN AND TIMELINE:

Milestone	Timeline	Description
Kickoff	Week 1	<ul style="list-style-type: none"> Kick Off Call Discovery & Requirements Gathering
	Weeks 2-4	<ul style="list-style-type: none"> Assessor and permit data received Address Identification Process Kicks Off 24/7 Hotline Created
	Weeks 5-8	<ul style="list-style-type: none"> Create framework for mobile permitting and tax collections Finalize Compliance Monitoring letters Establish lettering criteria Midway satisfaction survey sent
	Weeks 9-11	<ul style="list-style-type: none"> Finalize Mobile Permitting and Tax Collection work UAT Testing with Project Champion Stakeholder Training
	Weeks 12-14 (GO Live & Hypercare)	<ul style="list-style-type: none"> Go live satisfaction survey sent Introduction of your Customer Success Consultant Ongoing management plan established Rental Activity Monitoring module turned on

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

Ulrik Binzer – General Manager, govService Host Compliance

Ulrik is a pioneer in the STR enforcement solution space, Ulrik developed the first STR compliance monitoring tools in early 2015 and now uses his expertise and insights to help local governments across North America implement, monitor, and enforce STR regulation. Ulrik frequently speaks on the topic of STRs and has been featured at several conferences including the American Planning Association's National Planning Conference, The University of Minnesota's Symposium on the Sharing Economy and at numerous events organized by the American Planning Association and the California Association of Code Enforcement Officers. Prior to founding Host Compliance, Ulrik served as Chief Operating Officer of Work4 Labs – an 80-person Venture Capital backed technology company with offices in Silicon Valley and Europe, and Soligent Distribution LLC - the largest distributor of solar equipment to local governments and businesses in the Americas.

Before assuming executive management roles in technology companies, Ulrik served as Vice President of the private equity firm Golden Gate Capital, as a strategy consultant at McKinsey & Company and as an Officer in the Danish Army where he commanded a 42-person Platoon and graduated first in his class from the Danish Army's Lieutenant School. Ulrik received his M.B.A. from Harvard Business School where he was as a Baker Scholar (top 5% of his class) and earned his Bachelor of Science degree in International Business from Copenhagen Business School and New York University.

David Marcus – Chief Data Scientist

David is Granicus' Chief Data Scientist and the technical cofounder of Host Compliance. He is a Caltech Applied and Computational Math graduate specialized in geospatial data science and information management. He has more than 13 years of experience building well-architected, scalable GIS applications. Prior to Host Compliance, David founded PointsOnAMap.com, a database of travel attractions from around the world based on the analysis of hundreds of millions of photos, and Routefriend.com, a web-based application for planning trips on buses and trains, serving 1.5 million monthly users. David's most recent experience was at DwellAware where he served as the Lead Data Scientist, developing models of risks and costs in the residential real estate sector. Prior to DwellAware, David served in various technical roles at several software companies including aboutLife, Urban Mapping, American Towns, Nielsen Analytic Consulting, and Hewitt Associates. David earned his Bachelor of Science degree in Applied & Computational Mathematics at the California Institute of Technology and his Master of Science in Anthropology from the University of Kent.

Jeffrey B. Goodman – Policy Analysis and Development

Jeffrey is an urban planner and considered one of the nation's leading authorities on short-term rentals and how they impact communities. He has worked with Host Compliance since early 2016. Jeff has previously contracted with the Cities of Vancouver, BC; Pasadena, CA; West Hollywood, CA; New Orleans, Los Angeles, CA

and Airbnb, and advised researchers on STRs in a range of other cities, including: San Francisco, Portland, and New York. Jeff has spoken about STRs across North America, including at the APA's National Planning Conference, and he is the author of a featured article in Planning Magazine on the topic of STR regulation². He graduated from Yale College and earned his Masters of Urban Planning from Harvard University.

Patrick Beguin– Implementation Project Manager

Patrick joined the Host Compliance team in January 2019 from various programming roles in different industries. Prior to joining Granicus, he served as an applications programming executive at Bank of America. At Host Compliance, Patrick quickly proved his worth by successfully completing the implementation of our software in Los Angeles which is one of our biggest clients. If the City were to select us as their partner for STR program management services, the primary points of contact would be Patrick Beguin, who is located in West Hills, California.

Briege Donahue - Implementation Project Manager

Briege is a critical member of our Professional Services team. Briege comes to us with several years of experience in the SaaS industry and has a wealth of knowledge in project management, customer relations, data collection/analysis and training. She is known for her strategic consultative skills and amiable attitude while providing an invaluable customer experience. Briege received her B.S. in Health Sciences and Business Administration at Bowling Green State University and currently lives in Denver, CO. As she resides in Denver, Briege is highly involved in managing an array of our west coast accounts, including Sacramento, CA; Breckenridge, CO; Provo, UT; Seaside, OR; Santa Cruz, CA; and Rockaway Beach, OR, among many others.

Helene Gaglioti – Customer Success Manager

Helene has spent her entire professional career working with customers and setting them up for success. Prior to joining Granicus, she worked for a major Short-Term Rental company and has worked directly with private homeowners, property managers, as well as platform providers. This gave her a great insider perspective and made her an asset to Granicus and our Host Compliance customers. Helene has worked with our customers on the contracting side, supporting them through their renewals, and assisting them with new products.

Kate Springer– Assigned Implementation Project Manager

Kate Springer comes to Host Compliance with more than eight years of experience in SaaS implementations and customer success across multiple industries. She is passionate about helping customers achieve their business goals while providing world class service. Prior to joining the Host Compliance team Kate was an Implementation

Customer Success Manager at a hospitality tech company, helping hotels all over the world implement a CRM system and working with them to achieve maximum usage and benefit. She strives to develop strong and open relationships with customers as a trusted adviser on all things short term rental related. Kate received a B.A. in History from Carleton College and currently resides in Boca Raton, Florida, where she works with clients across the eastern and central time zones.



408 Saint Peter Street, Suite 600
Saint Paul, MN 55102
United States

THIS IS NOT AN INVOICE

Order Form
Prepared for
White Salmon, WA

Granicus Proposal for White Salmon, WA

ORDER DETAILS

Prepared By: Kester Bonsu
Phone:
Email: kester.bonsu@granicus.com
Order #: Q-161898
Prepared On: 10/29/2021
Expires On: 12/25/2021

ORDER TERMS

Currency: USD
Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)
Period of Performance: The term of the Agreement will commence on the date this document is signed and will continue for 12 months.

Order #: Q-161898
Prepared: 10/29/2021

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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
Compliance Monitoring - Setup and Configuration	Up Front	1 Each	\$0.00
Compliance Monitoring - Online Training	Up Front	1 Each	\$0.00
Mobile Permitting & Registration - Setup and Configuration	Up Front	1 Each	\$0.00
Mobile Permitting & Registration - Online Training	Up Front	1 Each	\$0.00
Tax Collection - Setup and Configuration	Up Front	1 Each	\$0.00
Tax Collection - Online Training	Up Front	1 Each	\$0.00
Rental Activity Monitoring Lite - Setup and Configuration	Up Front	71 Each	\$0.00
Rental Activity Monitoring Lite - Online Training	Up Front	1 Each	\$0.00
SUBTOTAL:			\$0.00

New Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Address Identification	Annual	71 Rental Listings	\$2,556.00
Compliance Monitoring	Annual	71 Rental Units	\$1,278.00
Mobile Permitting & Registration	Annual	1 Each	\$4,000.00
Tax Collection	Annual	1 Each	\$0.00
Rental Activity Monitoring Lite	Annual	71 Each	\$1,136.00
SUBTOTAL:			\$8,970.00

Order #: Q-161898
Prepared: 10/29/2021

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Order Form
White Salmon, WA

Order #: Q-161898
Prepared: 10/29/2021

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PRODUCT DESCRIPTIONS

Solution	Description
Address Identification	<p>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</p> <ul style="list-style-type: none"> - 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
Compliance Monitoring	<p>Compliance monitoring provides up-to-date information for each identified Rental Unit and its compliance status. We configure your compliance definition specific to your jurisdiction rules and ordinances in order to provide up-to-date compliance status of each identified Rental Unit. Additionally, this product will:- Allow your team to send letters to non-compliant properties 24/7</p> <ul style="list-style-type: none"> - Configure letter templates with your branding and letterhead - Add as many letter sequences as you need for escalation - Monitor properties that become compliant after letter enforcement
Mobile Permitting & Registration	<p>Mobile-enabled online forms and back-end systems for streamlining the registration/licensing/permitting of individual short-term rental hosts. These registration forms and workflows include:- Parcel Number lookup and validation</p> <ul style="list-style-type: none"> - E-Signatures - ACH, Debit, and Credit Payments exclusively powered by Stripe.com - Registration Number & Certificate creation - Document Upload - Renewals - Email confirmation - Admin approval & denial
Address Identification - Setup and Configuration	<p>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.</p> <p><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></p>

 Order #: Q-161898
 Prepared: 10/29/2021

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Solution	Description
Address Identification - Online Training	Virtual training session with a Granicus professional services trainer.
Compliance Monitoring - Setup and Configuration	Setup and configuration of the system to enable ongoing monitoring of a specific jurisdiction's short-term rentals for compliance with the relevant registration/licensing/permitting requirements.
Compliance Monitoring - Online Training	Virtual training session with a Granicus professional services trainer.
Mobile Permitting & Registration - Setup and Configuration	Setup and configuration of mobile-enabled online forms and back-end systems for streamlining the registration/licensing/permitting of individual short-term rental hosts and capturing and processing the associated signatures, payments and required documentation
Mobile Permitting & Registration - Online Training	Virtual training session with a Granicus professional services trainer.
Tax Collection	Tax Collection can be built as a separate mobile-enabled form or coupled with Mobile Permitting & Registration in one single portal allowing your users to:- Report revenue monthly, quarterly, or annually and pay sales tax due (i.e TOT) - Remind users when they are registering for a permit/license to also report any back taxes - Collect ACH, Debit, and Credit Payments exclusively powered by Stripe.com
Tax Collection - Setup and Configuration	Setup and configuration of mobile-enabled online forms and back-end systems for streamlining the monthly/quarterly collection of taxes from individual short-term rental hosts and capturing and processing the associated signatures, payments and required documentation
Tax Collection - Online Training	Virtual training session with a Granicus professional services trainer.
Rental Activity Monitoring Lite - Setup and Configuration	Setup and configuration of Rental Activity Monitoring Lite

Solution	Description
Rental Activity Monitoring Lite - Online Training	Virtual training session with a Granicus professional services trainer.

TERMS & CONDITIONS

- Link to Terms: https://granicus.com/pdfs/Master_Subscription_Agreement.pdf
- 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 White Salmon, WA to provide applicable exemption certificate(s).
- Granicus certifies that it will not sell, retain, use, or disclose any personal information provided by Client for any purpose other than the specific purpose of performing the services outlined within this Agreement.
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- Notwithstanding anything to the contrary, Granicus reserves the right to adjust pricing at any renewal in which the volume has changed from the prior term without regard to the prior term's per-unit pricing.

BILLING INFORMATION

Billing Contact:		Purchase Order Required?	[<input type="checkbox"/>] - No [<input type="checkbox"/>] - Yes
Billing Address:		PO Number: <i>If PO required</i>	
Billing Email:		Billing Phone:	

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

The pricing, terms, and conditions of quote Q-161898 dated 10/29/2021 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.

White Salmon, WA	
Signature:	
Name:	
Title:	
Date:	

References

Seattle, WA - Monica Martinez Simmons, 206-684-8344 clerk@seattle.gov

Pacific County WA - Shawn Humphreys, (360) 875-356 shumphreys@co.pacific.wa.us

Langley, WA - Brigid Reynolds, (360) 221-4219 planning@langleywa.org

Bellingham, WA - Kurt Nabbefeld, 360-778-8351 knabbefeld@cob.org

Jackson, WY - Paul Anthony, (307) 733-0440 panthony@jacksonwy.gov

CASE STUDIES



Nashville, Tennessee

How the Finance Department Increased Tax Collection by \$2.8 Million with Host Compliance



OVERVIEW

Nashville's Finance Department was struggling to collect accurate taxes from over 4,500 short-term vacation rentals (STRs) without an effective system to identify STR addresses and owners.

SITUATION

The Finance Department couldn't collect taxes from STRs when they didn't know who owned them, where they were located, or how many nights they were being rented a month.

SOLUTION

Granicus' Host Compliance software addressed all of Nashville's pain points. Not only did it provide high rates of address identification, but it provided an all-in-one solution for communicating with hosts and providing an online portal for them to register and pay taxes.

RESULTS

The Finance Department stated in a Citizen Centric Report that there was a \$2.8 million increase in short-term rental revenue collections in their first year of using the Host Compliance software.

MUST HAVE SOLUTION

Host Compliance

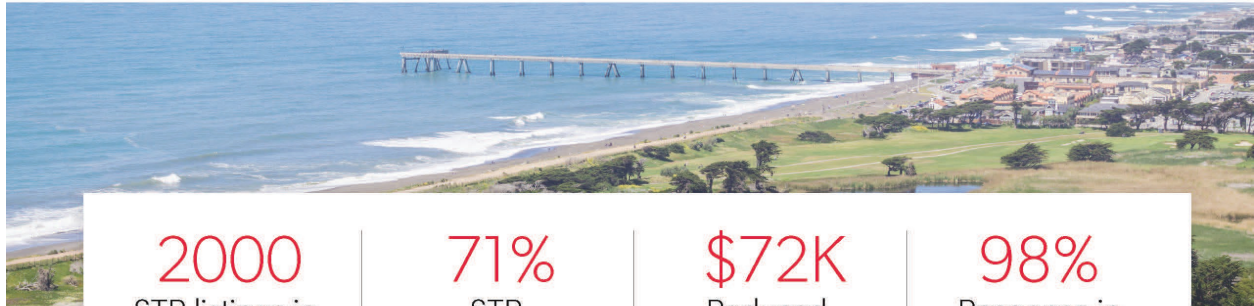
“ Short-term rentals are different than hotels. With hotels, you have an auditable trail. Host Compliance gives us that auditable trail. We can make sure we are collecting taxes fairly.”

-Zak Kelley, a Special Project Manager



Marin County, California

How Marin County created a higher reach to rental owners and built better capability for code compliance



2000
STR listings in
2020

71%
STR
compliance in
the county

\$72K
Reduced
backlog and
back taxes

98%
Response in
non-compliant
outreach

OVERVIEW

Granicus Host Compliance provided the tools to more easily research and verify addresses while using staff time and resources more efficiently.

SOLUTION

Implementing Host Compliance software from Granicus made an immediate impact on Marin County's ability to monitor STRs and maintain effective compliance communications with property owners.

RESULTS

Granicus Host Compliance created immediate results. After a successful pilot in 2019, Marin has structured a quarterly program to stay on top of STR compliance.

MUST HAVE SOLUTION

HOST COMPLIANCE

“ Granicus provides us a breakdown of the estimated revenues that the owner is going to get from the property. That helps us to determine how much revenue we can generate from one property through taxing.

- Ashia Ismail, Collections Manager for Finance, Marin County

Customer Support

The Granicus Customer Support Team is focused around 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.

Our Team

Ernie Granillo – Director of Customer Success

Ernie started his career as an intern for the U.S. Department of Justice as a high school student in San Diego. Coming from a family of law enforcement, educators, and military, Ernie continued his career as a programmer at the IT department of his alma mater, UC Riverside. Eventually making his way up to Oakland, C.A., Ernie joined the strategic communications and marketing department for the UC Office of the President where he oversaw all web and digital communications for more than 200,000 UC employees and retirees. Ernie has been with Granicus since 2012 and now resides in Denver with his wife and son.

Travis Kozik – Senior Customer Support Engineer

Travis started his career in customer service while attending Film School. Travis' skills would eventually take him to Netflix, where he would work as a technical support representative and work his way up to running his own team. Travis joined Granicus with the goal of further honing his technical skills and has been with the company since 2016. Travis works out of Denver where he lives with his wife and 7 children.

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.

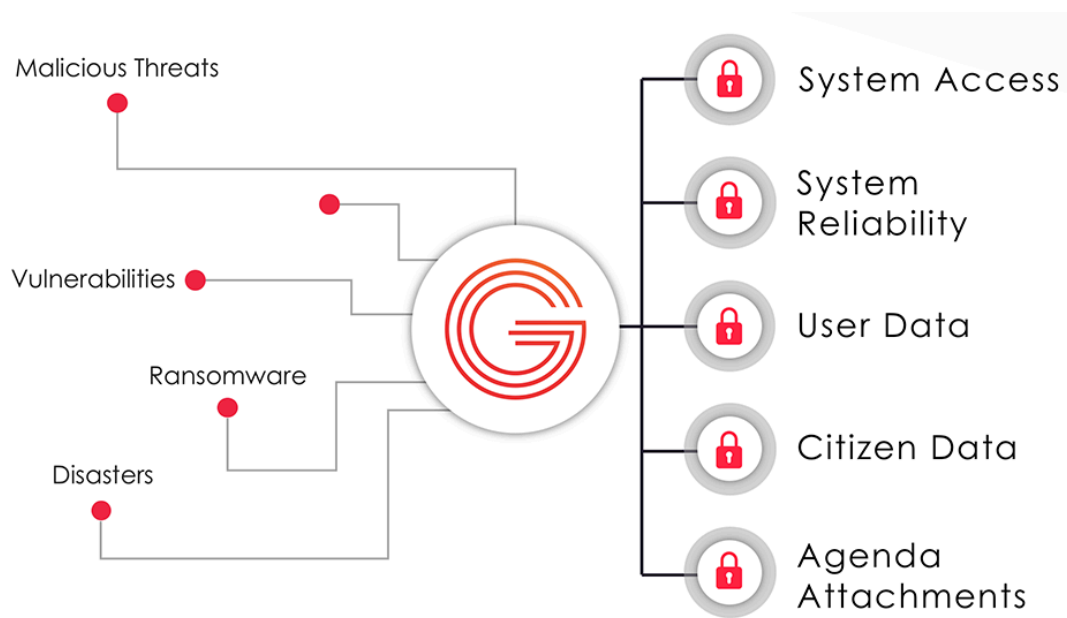
Examples:

- 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.



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.