



**Tourism & Occupancy Tax Coordination Committee  
SPECIAL MEETING  
AGENDA  
March 26, 2024**

Committee Members: MERLINO, Dickinson, Runyon, Bean, Geraci, Strough and Strainer

*Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.*

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- I. Committee meeting called to order by Chairman Merlino.
  - II. Motion to approve minutes of the March 19, 2024 Tourism & Occupancy Tax Coordination meeting.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items:
    - a. **Resolution Request:** To appropriate \$1,000,000 from A 881.00 Reserve, Occupancy Tax to fund H424 Joseph B. Warren Museum Capital Project.  
**Rationale:** Increase A.9950 910 Transfers-Capital Projects, Interfund Transfer.
    - b. **Resolution Request:** To authorize an agreement with Granicus in the amount of \$39,894 to identify all unregistered short-term rentals throughout Warren County.  
**Rationale:** To assure compliance of all short-term rental owners with Occupancy Tax state statutes and County Resolutions.
  - V. Discussion Items: None
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn

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**Attachment #1:** Resolution Request Form No. 20 Appropriate funding for Joseph B. Warren Museum Capital Project.

**Attachment #3:** Resolution Request Form No. 3 Authorize agreement with Granicus to identify all unregistered short-term rentals throughout Warren County.

**Attachment #4:** Granicus Service Agreement

# ***RESOLUTION REQUEST FORM NO. 20***

## ***MISCELLANEOUS***

***\*Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.  
Please attach any backup information available and be as detailed as possible.***

**DEPARTMENT NAME: Tourism**

**DATE: March 26, 2024**

- (a) Purpose of Request: **Appropriate up to \$800,000 from A 881.00 Reserve, Occupancy Tax to fund H424 Joseph B. Warren Capital Project.**
- (b) Details: **Increase A.9950 910 Transfers- Capital Projects, Interfund Transfers**
- (c) Previous Resolution Number: **N/A**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00, Reserve, Occupancy Tax - Up to \$800,000**  
**Sample: A.8021 470 Planning & Community Development – Contract**

\* as listed in budget and LOGOS

# ***RESOLUTION REQUEST FORM NO. 3***

## ***Request for New Contract***

**DEPARTMENT NAME:** Tourism/Occ Tax/Treasurer

**DATE:**

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To identify ALL unregistered STRs throughout Warren County**
- (c) Name of Contractor: **Granicus**
- (d) Address of Contractor: **408 St. Peter Street, Suite 600, Saint Paul, Minnesota 55102**
- (e) Contractor's Contact Person and Telephone Number: **Samantha Whie, P: (631) 619-2020 ext:7783 | E: Samantha.white@granicus.com**
- (f) Has or will the Contract be provided, if so, please attach: **See quote attached**
- (g) Commencement Date of Contract: **4.22.24**
- (h) Termination Date of Contract: **4.21.25**
- (i) Payment Provisions:
  - i) lump sum amount **\$39,894**
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$39,894**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Quarterly**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title\* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417.0002.480.05 - Tourism Annual Contract - \$39,894, \$9,9974/quarter.**

Sample: A.1010 470 Legislative Board – Contract Sxx.xx  
Capital Project No. H289.9550 480 – Old Jail Renovations Sxx.xx

\*as listed in budget and LOGOS

**Procurement Vehicle: NCPA (01-115)  
In Support of: Warren County NY****ORDER DETAILS**

**Prepared By:** Samantha White  
**Phone:** (415) 278-7279  
**Email:** samantha.white@granicus.com  
**Order #:** Q-328678  
**Prepared On:** 21 Mar 2024  
**Expires On:** 01 Apr 2024

**ORDER TERMS**

**Currency:** USD  
**Payment Terms:** Net 60 (Payments for subscriptions are due at the beginning of the period of performance.)  
**Period of Performance:** This Agreement shall become effective on the date it is awarded and will continue for 12 months. Client will have the option to renew this Agreement for 0 period(s) of 1 year each.

## PRICING SUMMARY

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

<b>One-Time Fees</b>			
<b>Solution</b>	<b>Billing Frequency</b>	<b>Quantity/Unit</b>	<b>One-Time Fee</b>
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
Rental Activity Monitoring Lite - Setup and Configuration	Up Front	1 Each	\$0.00
Rental Activity Monitoring Lite - Online Training	Up Front	1 Each	\$0.00
<b>SUBTOTAL:</b>			<b>\$0.00</b>

<b>New Subscription Fees</b>			
<b>Solution</b>	<b>Billing Frequency</b>	<b>Quantity/Unit</b>	<b>Annual Fee</b>
Address Identification	Quarterly	1 Each	\$20,965.97
Compliance Monitoring	Quarterly	1 Each	\$11,065.38
Rental Activity Monitoring Lite	Quarterly	1 Each	\$7,862.43
<b>SUBTOTAL:</b>			<b>\$39,893.78</b>

## PRODUCT DESCRIPTIONS

Solution	Description
Address Identification	Ongoing monitoring of 60+ Short Term Rental websites including major platforms Airbnb, VRBO, HomeAway, Booking.com, FlipKey, & Expedia. Our machine learning will deduplicate all known Listings into unique Rental Units, where our identification team will provide owner contact information for further enforcement. This product includes:- Ongoing monitoring of all listings in your jurisdiction <ul style="list-style-type: none"> <li>- Updating listing activity and details every 3-5 days</li> <li>- Screenshot activity of every listing</li> <li>- Deduplication of listings into unique Rental Units</li> <li>- Activity dashboard and map to monitor trends and breakdown of compliance</li> </ul>
Compliance Monitoring	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 <ul style="list-style-type: none"> <li>- Configure letter templates with your branding and letterhead</li> <li>- Add as many letter sequences as you need for escalation</li> <li>- Monitor properties that become compliant after letter enforcement</li> </ul>
Address Identification - Setup and Configuration	Setup and configuration of the platform to facilitate the systematic identification of the addresses and owner's contact information for short-term rentals located in a specific local government's jurisdiction. <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>
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.

Solution	Description
Rental Activity Monitoring Lite - Setup and Configuration	Setup and configuration of Rental Activity Monitoring Lite
Rental Activity Monitoring Lite - Online Training	Virtual training session with a Granicus professional services trainer.

## TERMS & CONDITIONS

- This quote, and all products and services delivered hereunder are governed by the terms located at <https://granicus.com/legal/licensing>, including any product-specific terms included therein (the "License Agreement"). If your organization and Granicus has entered into a separate agreement or is utilizing a contract vehicle for this transaction, the terms of the License Agreement are incorporated into such separate agreement or contract vehicle by reference, with any directly conflicting terms and conditions being resolved in favor of the separate agreement or contract vehicle to the extent applicable.
- If submitting a Purchase Order, please include the following language: The pricing, terms and conditions of quote Q-328678 dated 21 Mar 2024 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Warren County NY to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- The terms and Conditions of the Agreement 01-115 effective 08 DEC 2020 between Granicus and NCPA govern this Quote and are incorporated herein by reference, including the Master Agreement and all exhibits thereto.

## BILLING INFORMATION

<b>Billing Contact:</b>		<b>Purchase Order Required?</b>	[ ] - No [ ] - Yes
<b>Billing Address:</b>		<b>PO Number:</b> <i>If PO required</i>	
<b>Billing Email:</b>		<b>Billing Phone:</b>	

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

*The pricing, terms, and conditions of quote Q-328678 dated 21 Mar 2024 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.*

## AGREEMENT AND ACCEPTANCE

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

Warren County NY	
<b>Signature:</b>	
<b>Name:</b>	
<b>Title:</b>	
<b>Date:</b>	

## Granicus - GovService Host Compliance and Warren County, NY

### Statement of Work

#### Background:

Based on the County's key objectives to drive compliance and optimize tax revenue, Warren County, NY shall enter into an Agreement with Granicus to implement effective technological tools to better monitor STR activity alongside a robust inventory of all short-term rentals within the County's jurisdiction. The system will include address identification, monitoring of individual property's rental activity, and a comprehensive evidence package with screenshots of listings, matched details, and full timelines of activity to be leveraged for enforcement and/or escalation purposes. The SOW describes the services that will be provided and the roles and responsibilities of both parties.

#### 1. Services Overview:

Granicus shall deliver a robust Short-Term Rental monitoring system which includes the following services and requirements:

##### Custom Short-term Rental Monitoring and Compliance Support

Granicus shall provide the following STR related services to Warren County, NY:

- Address Identification: monitor 70+ STR websites, deduplicate listings, and leverage machine learning and with a team of more than 200 human analysts to provide an online dashboard and database of over 150 datapoints for all identifiable STRs with complete address information and screenshots of listing activity.
- Compliance Monitoring: Ongoing monitoring of rental activity for all short-term rentals and systematic outreach to unregistered operators who have not paid occupancy tax
- Rental Activity Monitoring Lite: revenue, bookings, and nights occupied estimates captured via aggregate collection of rental activity data and our proprietary data science algorithms to quantify earnings of individual rental units and better target underreporting of tax to the County.

#### 2. Scope of Work

##### 2.1 Current Scope

##### Address Identification:

- Access to the data via a 100% cloud-hosted software, internal password-protected.
- Continuously scan 70+ major vacation rental websites including Airbnb, VRBO and Flipkey weekly utilizing some of the most cutting-edge artificial intelligence technologies and automatically aggregates, consolidates and deduplicates listings

- Leverage support of over 300 human analysts to then verify addresses and homeowner contact information.
- Identifications are validated via human-verified data points to ensure accuracy and readily accessible directly from the platform. 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.
- Consistently evaluate and monitor the list of STR listing websites, based on popularity of sites, niche markets, and/or other County needs.
- Ongoing monitoring/updates of listing activity (over 150 data points are continuously acquired and appended to individual Rental Unit Records, or property profiles).
- The web-based application offers dashboards and reporting "on demand" with the database containing sortable records, enabling County staff to search, enter information, correct, append with additional information, as well as use the data for outreach, monitoring, and compliance purposes.
- Identified properties will include:
  - parcel number
  - address
  - contact information and primary mailing address for property owners
  - inventory of listing information
    - listing URL
    - reviews
    - property type
    - room type
    - maximum advertised occupancy
    - number of bedrooms and bathrooms
    - rental rate
    - minimum/maximum stay
    - listing status
    - cleaning fees
    - timeline of activity, including stays
    - removed/reposted listings (even capturing those trying to stay off your radar)
- Full length/date-time stamped high-resolution screenshots of listings.
  - captured regularly for each active listing (including reviews)
  - include everything related to the listings, including photos, maps, reviews, host information, and other descriptive information.
  - each screenshot is captured on a random time and day to eliminate the risk of non-compliant short-term rental operators circumventing enforcement
  - available to print or download
  - retained indefinitely (while contract remains active)
- All available listing and contact information for non-identifiable STRs.
- Continuous scans of websites and registration records, to automatically classify all short-term rental units and listings into "active" and "inactive" based on the then

current online availability of ads for each unit. The system will provide intuitive, 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
- County staff will easily be able to identify rental properties operating in noncompliance and categorize them by type:
  - Requirements to register
  - Minimum rental stay requirements
  - Listings of other rentals offered by host
  - Nightly rental rate
  - Total number of ads per platform
  - Other local rules which can be effectively enforced by scanning online ads
- To streamline workflows and reporting process, Host Compliance has many standard reports and in case additional custom reports are needed, we will work with County staff to create subsets via sorting and filters.
- No license constraint on the number of staff users to access the system.
- Users receive monthly emailed reports of high-level dashboard stats.
- All information is available 24/7 online on desktop and mobile devices and can be downloaded in jpg, png, pdf, Excel, or other standard file formats if desired.

## 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 the short-term rental (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)

Staff can easily send property owners direct mail communications to make them aware of your occupancy tax 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 County'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

### Save Staff Time by Automating Time-Intensive Manual Tasks

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

### Track Communications and Compliance Status

- Newly listed compliant and non-compliant short-term rentals
- Short-term rentals that have eliminated all advertising on all the websites monitored by Host Compliance
- Re-listings of non-compliant properties
- Short-term rentals that have become compliant because of outreach
- Short-term rentals that are still listed despite initial or repeated outreach
- Verify that letter notifications were sent to the correct address, and track whether email notifications were opened

### Rental Activity Monitoring Lite:

- Rental Activity Monitoring focuses on occupancy and revenue that goes beyond simply recording days blocked on a calendar and the number of reviews for a listing, as those do not fully account for:
  - the reasons behind calendar blocks
  - how the number of reviews may dramatically underestimate activity
- 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 County can compare short-term rental self-reported occupancy and earnings.
- Grants County access to the Audit Discovery data table, which builds off of Address Identification's on-going capture of documented stays to provide estimates of rental activity, the number of bookings, and the number of nights occupied on a minimum, medium, and maximum level.
- Tabular display of data by rental unit, calculated in quarters, and displayed in total based on the timeframe set within the County's account during implementation.
- County staff's ability to monitor property tax collection without burdensome processes, saving time and resources with comprehensive, data-informed reporting.
- Ability to upload a cumulative payment file including all operators who pay taxes externally from Host Compliance to populate the reported revenue column of the Audit Discovery table and enable easy comparison of what has been reported vs. what Host Compliance has estimated for potential earnings.
- County Staff will be able to sort and filter lists of:
  - Short-term rental operators suspected of underreporting their revenue
  - Accurate, quarterly estimates of each rental's gross rental revenue
  - Reported Revenue less than Low/Mid Revenue Estimates
  - Reported Nights Occupied less than Low/Mid Estimates
  - Differentiating estimates across all listings and all non-Airbnb listings

- County staff will be able to view property, revenue, and other activity fields including:
  - Property Fields
    - Rental Unit ID: The internal system ID for the rental unit. This will be hyperlinked to the rental unit's full property profile.
    - Land Use Compliance Status: The compliance status of the property, as configured with the County's definitions during implementation.
    - Parcel Number/Address
    - Registration Number: If a registration is found associated with this Rental Unit, the number will be available in this column. This is a column that can also be used to filter if the County is interested in performing audits of underreporting only for registered properties.
  - Revenue Fields
    - Reported Revenue: Reported revenue filings from the short-term rental operator, provided through data upload by the county; this is a useful field to compare our estimates against.
    - Low Revenue Estimate: All Platforms: This value is our most conservative revenue estimate with the highest confidence level. Our system will store each public review across a property's advertisements as a confirmed booking and estimate revenue from additional listing level insights like Minimum Night Stay & Listing Rates. For example, if a property is advertising on Airbnb for 4 nights min stay, at \$100/night, and has 5 reviews for Q1 2024 our low revenue estimate will look like  $4 \times \$100 \times 5 = \$2,000$ .
    - Mid Revenue Estimate: All Platforms: Our mid-estimate is powered by a machine learning algorithm that has been trained with millions of reservation data points to better infer calendar activity. Instead of using documented reviews, as frequently as we monitor a listing we also log calendar activity (i.e. blocks in a calendar) and run this known activity through our machine learning model to determine which blocks are reservations, owner stays, bookings on other platforms, etc.
    - Max Revenue Estimate: All Platforms: This is our highest revenue estimate for this property with the lowest confidence level. This is a metric that helps you understand what is the maximum possible revenue our system has determined this property could earn. It's typically not used for audit identification, but it can be used for escalation purposes or for valuing the amount a lien could be placed against the property for.
  - Other Activity Fields
    - Number of Bookings Low Estimate: All Platforms: This is the number of reservations or bookings this property likely hosted over the selected period of time.
    - Reported Nights Occupied: This can help the County compare the number of nights a host says they rented vs. our estimates. It can be useful if you have occupancy limits.

- Nights Occupied Low: All Platforms: Conservative estimate on the number of nights booked, based off of Number of Bookings and Min. Night Stay data.
- Nights Occupied Mid: All Platforms: Mid-range estimate on the number of nights booked, based off of Calendar Activity on listing(s).
- Additional Fields Available
  - Avg. Nightly Rate: This column is available in the Audit Discovery table and also in the Quarterly Breakdown view.
  - Non-Airbnb: By default, we display all estimates for all platforms. To accommodate any Voluntary Tax Agreements with Airbnb where the platform itself is collecting and remitting tax on behalf of your operators, you can swap our default All Platform columns out for Non-Airbnb estimates to gain insights for Non-Airbnb activity.

### 3. Roles and Responsibilities

#### 3.1 Granicus' Responsibilities

Granicus will perform the following responsibilities:

- Granicus will present a project plan with dates of completion once the contract is approved.
- Granicus will perform detailed scoping with stakeholders and detail all requirements.
- Granicus will perform end-to-end development of the Granicus govService Host Compliance short-term rental solution and UAT support throughout the duration of the project.
- Granicus will work remotely to complete all project activities for the County.
- Granicus' Project Coordinator will provide status update(s) during agreed-upon status meetings and/or any other agreed-upon cadence.
- Granicus resources will be made available to address any issues or answer any questions that the County may have pertaining to the project throughout the duration of this project.
- Granicus will also provide post Go-Live support after the completion of the project for the duration of the contract.

#### 3.2 The County's Responsibilities

The County will have the following responsibilities:

- Review all the sections of the SOW and provide feedback if there are revisions to be made under any section of the document.
- Provide details on requirements (as needed) during the initiation phase of the project.

- Assign a specific point of contact during the entire course of the project for providing clarifications on any requirements that may be needed.
- Actively participate in User Acceptance Testing during the testing phase.
- Provide UAT feedback in a timely manner to Granicus during the UAT phase to be able to meet the delivery schedule.
- Have internal employees who require access participate in the training provided by Granicus.