SUNAPEE BOARD OF SELECTMEN MEETING AGENDA

6:30PM Town Office Meeting Room Monday, November 16, 2020

• Citizen Input: In accordance with the Governor's Emergency Order #12, citizens access to the meeting at Town Office is limited for meetings. The meeting will be streamed live on the internet via the Town's website at https://townhallstreams.com/towns/sunapee_nh. If citizens have input for the Board/Committee please submit to Donna Nashawaty, Town Manager at donna@town.sunapee.nh.us no later than 3:30 pm on the day prior to the meeting.

1. REVIEW OF ITEMS FOR SIGNATURE:

CZC's:

- 2. APPOINTMENTS
- 3. PUBLIC COMMENTS:
- **4.SELECTMEN ACTION**
- •Discuss New Positions for 2021, Warrant Articles & Capital Maintenance Expenses
- 5. CHAIRMAN'S REPORT
- •Update on COVID-19 cases in Sunapee and nearby towns
- •November 3rd election statistics (number of ballots cast, in-person & absentee ballots, number of registered voters, turn-out percentage)
- •Thanks to election day workers & volunteers
- •Extra recognition for Moderator, Town Clerk, and Deputy Town Clerk for effectively managing record number of ballots and process changes necessitated by COVID-19 situation
- •Discuss whether to invite recently elected State Representatives, State Senator, Executive Councilor, and County Commissioners to a future Selectboard meeting.
- •Update on Sunapee Harbor boat launch project
- •Discuss when to meet with Recreation Committee to discuss future staffing wants & needs

6. TOWN MANAGER REPORTS

- •Draft Registration Process for Short term Rentals
- •Monthly Revenue & Expenditures through October
- 7. UPCOMING MEETINGS:
- 11/17-5:00PM-Energy Committee, Town Meeting Room
- 11/18-7:30PM-Firewards Meeting, Safety Services Building
- 11/19-5:00PM-Abbott Library Trustees, Abbott Library
- 11/19-5:30PM-Water & Sewer Commission, Town Meeting Room
- 11/23-6:00PM-Advisory Budget Committee, TMR & SSB
- 11/24-5:00PM-Energy Committee, Town meeting Room
- 11/26 & 11/27-Town Offices Closed for Thanksgiving Holiday

Host Compliance

Sunapee

Bruce McCaskill November 2020





Cost-effective solutions to Sunapee's short-term rental registration, compliance monitoring, fraud, audit and enforcement challenges



Agenda Today

- Introductions
- 2 Sunapee and the Market Context
- 3 The Granicus Host Compliance Solution
- 4 Discussion and Next Steps

: granicus com

Company Introduction

Company Overview

- More than 4,500 government agencies have chosen Granicus to modernize their online services, web presence, and communications strategies.
- Granicus offers seamless digital solutions that help government:
 - Improve the customer experience
 - Simplify and automate workflows
 - Enable strategic community development
- Granicus acquired Host Compliance, a leading technology and service provider helping governments address short-term rental challenges.

Short-Term Rental Services

- Compliance and Monitoring Software
- · Proprietary and Updated Data
- Consulting and Advising Services







govAccess

Transactional websites designed for today's citizen



govService

Online citizen self-service solutions & operations automation



govMeetings

Meeting agendas, video and boards management



govDelivery

Targeted email, text and social media communications



govRecords

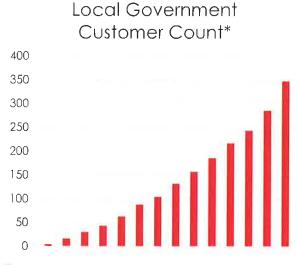
Paperless records management





Granicus Experience Group

A strategic team of experts delivering managed services Granicus Host Compliance created the short-term rental compliance monitoring and enforcement industry and has led it in terms of innovation and thought leadership



Granicus Host Compliance's work has been widely featured in local government circles...









...and in popular media























In the broader New England we are already serving 10 forward-thinking local government agencies

- •Conway, NH
- •Tisbury, MA
- Portsmouth, RI
- Boston MA
- •Cambridge, MA

- •Revere, MA
- •Somerville, MA
- Portland ME
- •South Portland, ME
- •Newport, RI

granicus com

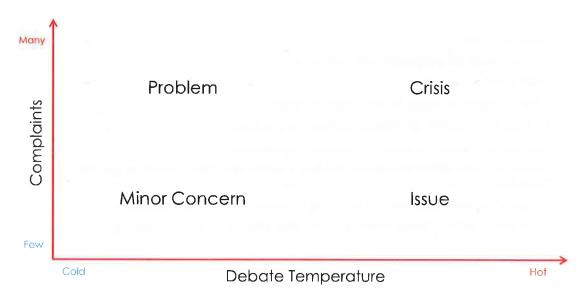
What are Sunapee's most important goals as it relates to short-term rentals?

- 1. Reduce noise, parking, traffic and trash-problems
- 2. Eliminate party houses
- 3. Reduce STR's impact on neighborhood character
- 4. Ensure building safety
- 5. Improve Town's responsiveness to neighbor complaints
- 6. Stem STR's negative impact on affordable housing availability
- 7. Improve permit and tax compliance to increase tax revenue
- 8. Ensure a level playing field between law abiding traditional lodging providers and illegal short-term rentals
- 9. Reduce tension between short-term rental property owners and their neighbors
- 10. Send a clear message to citizens that the Town takes the STR problems seriously
- 11. Other?



ä

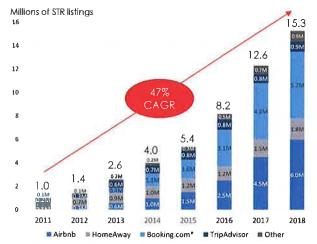
How big of a challenge are short-term rentals in Sunapee?





The global short-term rental market has grown 1,530% since 2011 and continues to grow at a breakneck pace

The # of short-term rental listings has grown 15x since 2011



Sources: AirBnB, Expedia, TripAdvisor, Booking.com and Tripping.com

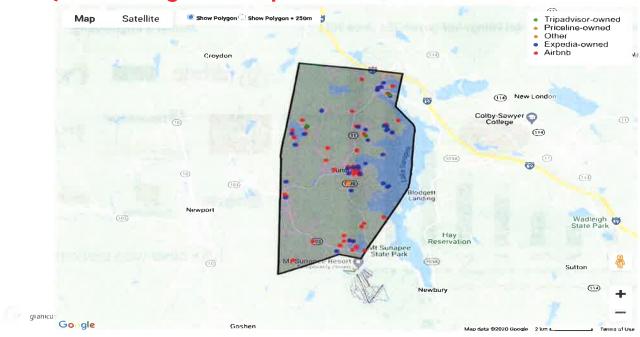
Market is fragmenting



125+ other web platforms

granicus com

...and in Sunapee we have identified 109 listings, representing 95 unique rental units*

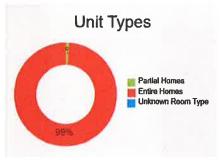


Sunapee Data Details

Median Nightly Rate (USD)

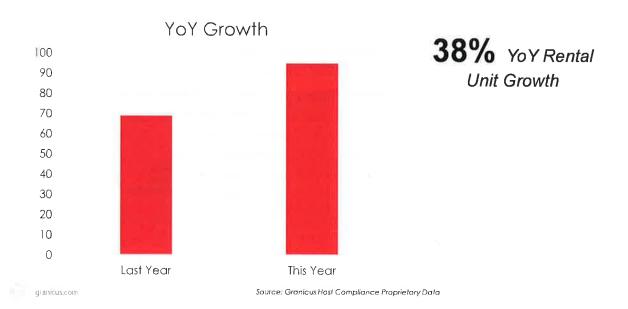
\$274





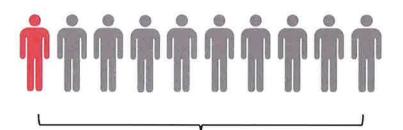
granicus com

Counting only unique rental units, Sunapee has seen 38% growth since last year



Without proper enforcement, only a fraction of shortterm rentals will get registered and pay their fair share of taxes

> In General Less Than 10% Of STR Owners Voluntarily Get Registered And Pay All Of Their Taxes



Large potential for increasing permit/license/registration fee income and tax revenues

granicus com

Manual compliance monitoring and enforcement is ineffective and expensive

- Rental property listings are spread across 100s of different websites
- Manually monitoring 100s of properties is practically impossible as listings are constantly added, changed or removed
- Address data is hidden from listings making it time-consuming or impossible to locate the exact properties and identify owners
- It is practically impossible to collect taxes as there is no easy way to find out how often the properties are rented and for how much
- The vacation rental platforms refuse to provide the detailed data necessary for enforcing local Ordinances
- Manual compliance monitoring and complaint-based enforcement often leads to claims of selective enforcement

granicus com

Accelerate progress irrespective of where Sunapee is in the process of adopting and implementing effective short-term rental regulations

Pre-Ordinance

- · Detailed local market data
- Online Ordinance Assistant tool
- Free webinars
- Guide To Effectively Regulating Short-term Rentals On The Local Government Level
- APA Short Term Rental Online Course
- Peer Introductions
- · Free draft review
- Consulting and facilitation

Post-Ordinance

- Mobile-Enabled Online Permitting / Registration
- · Address Identification
- Compliance Monitoring
- Rental Activity Monitoring
- Tax Collection
- Tax Audit Automation
- 24/7 Hotline

granicus com

The Granicus Host Compliance solution can address all Sunapee's short-term rental related challenges



Mobile-Enabled Registration and Tax Collection:

Mobile/web forms and back-end systems for streamlining registration and tax collection processes and capturing required documentation, signatures and payments electronically



Address Identification:

Automated monitoring of 50+ STR websites and online dashboard with complete address information and screenshots of all identifiable STRs in Sunapee's jurisdiction



Compliance Monitoring:

Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators (using Sunapee's form letters)



Rental Activity Monitoring and Tax Calculation Support:

Ongoing monitoring of Sunapee's STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



Dedicated Hotline:

24/7 staffed telephone hotline and online platform for neighbors to report nonemergency STR problems, submit evidence and initiative automatic follow-up activities



To accommodate any budget and ensure a high ROI for our clients, our services are priced based on the number of STRs that needs to be monitored

Cost per STR Listing/Rental Unit

	Mobile-Enabled Registration/Tax Collection	TBD Per Year
2	Address Identification	\$45.00 Per Year
0	Compliance Monitoring	\$22.50 Per Year
<u>~</u>	Rental Activity Monitoring	\$30.00 Per Year
9	24/7 Dedicated Hotline	\$12.00 Per Year



Note: the pricing reflected is direct, list pricing in USD. The exact scope can be adjusted to meet Sunapee's exact monitoring needs in terms of geography, listing sites, listing types and other variables.

Affordable modular pricing tailored to Sunapee's needs

Mobile-Enabled Registration/Tax Collection	\$5,000 Per Year
Address Identification	\$4,905 Per Year
Compliance Monitoring	\$2,138 Per Year
Rental Activity Monitoring	\$2,850 Per Year
24/7 Dedicated Hotline	\$1,140 Per Year



Mobile-Enabled Registration/Tax Collection

Simplify Sunapee's registration/permitting/tax collection process and significantly reduce the administrative costs on the back-end



granicus com

Mobile-Enabled Registration/Tax Collection

Make it as easy to register, submit documentation and pay for your STR license/permit/taxes as it is to make a purchase from Amazon.com



We customize the online workflow to meet Sunapee's specific Ordinance requirements



We let hosts pay their registration fees and taxes whichever way they prefer



The user-experience is designed to delight citizens, reduce errors and guide applicants through the process



We collect supporting documentation and electronic signatures to ensure compliance with all laws

granicus com

Technology and processes make it possible to easily monitor Sunapee's STR market and find the addresses and owners of all identifiable STRs

1 _____ 3

Scan

We scan the world's 50+ largest STR websites for all listings in Sunapee

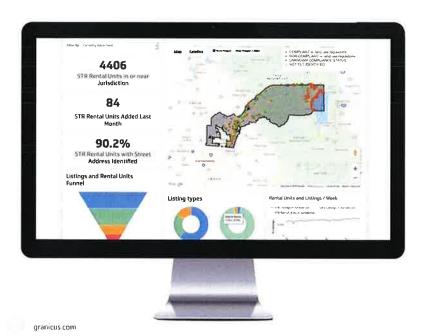
Extract

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

Combine

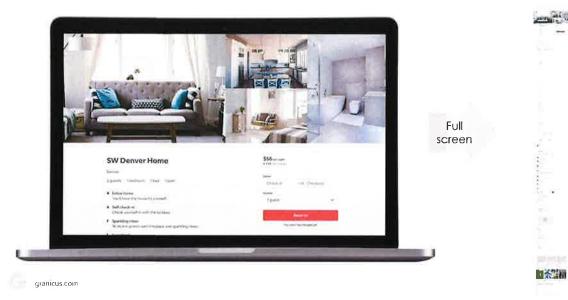
We combine AI and human analysts to identify the exact addresses and owner information for each identifiable STR



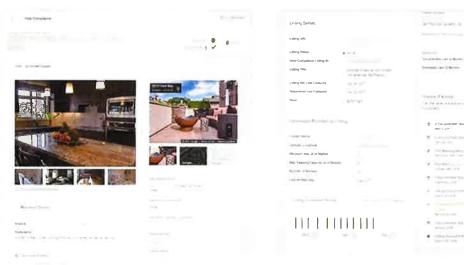


Granicus Host Compliance provides real-time dashboards that makes it easy for staff and elected officials to understand the current state of Sunapee's short-term rental market

While scanning each STR platform every 3 days, Granicus Host Compliance captures listing status, metadata and full-screen screenshots which are time-stamped and made available to our clients in real time



The data and screenshots we collect are made available to authorized city personnel in an easy to use online dashboard and records management system





Our system supports all Sunapee's enforcement efforts with evidence of every address match and signed declarations, affidavits and expert testimony whenever needed



Example of Searchable Evidence

Example of Legal Declaration



gianicus com

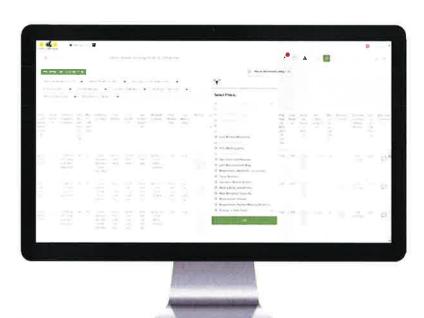


All data is made available in detailed data reports that can be customized to Sunapee's exact needs and easily downloaded into Excel/CSV format



Granicus Host Compliance makes it easy to track the status of individual rentals and create case notes as needed

granicus com



All our data can be easily filtered, sorted and grouped in realtime

Compliance Monitoring

Put Sunapee's compliance monitoring and outreach efforts on auto-pilot by automating the mailing of notices to non-compliant short-term rental operators





granicus com

Compliance Monitoring

Automate the entire mailing and follow-up process and track the status and outcome of each letter in real-time

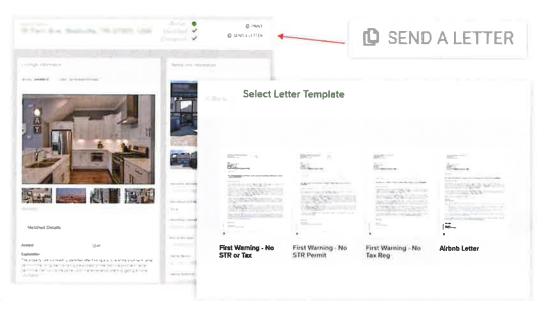
Permit Compliance Mailing Sequence



granicus com

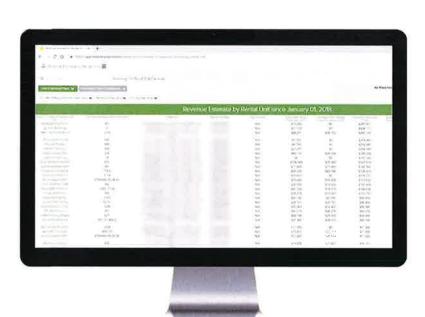
Compliance Monitoring

Stay in control but save time by having us send your enforcement letters with the click of a button



granicus com

Rental Activity Monitoring



granicus com

Easily identify tax fraud and occupancy/rental frequency violations by monitoring Sunapee's STR listings for signs of rental activity

Rental Activity Audit Automation

Automate the selection of audit candidates and the issuance of audit notifications to maximize the impact of Sunapee's audit efforts

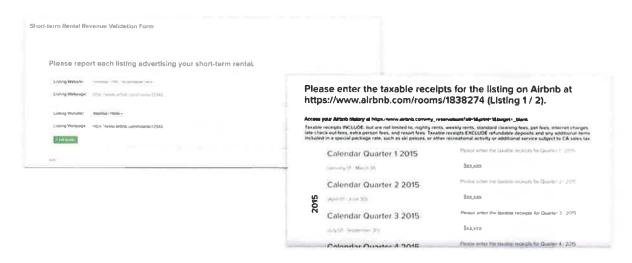
Tax under-reporting mailing sequence



granicus com

Rental Activity Audit Automation

Streamline the audit process by requesting all backup info through simple, interactive online forms



granicus,com

24/7 STR Hotline

Make it easy for neighbors to report, substantiate and resolve non-emergency STR related incidents in real-time



Report

Concerned neighbor calls 24/7 short-term rental hotline or reports incident online

Proof

Complainant provides info on alleged incident and is asked to submit photos, videos or other proof of the alleged violation

Resolution

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

Complete

Problem solved or escalated – complaints saved in database so serial offenders can be held accountable



24/7 STR Hotline



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

granicus com

24/7 STR Hotline



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

Implementation Steps and Timeline

Our Customer Success Team has already completed hundreds of implementations and can get Sunapee up and running in less than a month

Typical Address Identification Implementation Timeline











START

Contract is signed

WEEK 1

Assessor file and list of current permits / registrations is received by Granicus Host Compliance

WEEK 2

Sunapee's private cloud is setup and background processes begin

WEEK 3

Address identification processes run in the background

WEEK 4

Online dashboard is live and populated with the initial set of Sunapee's data



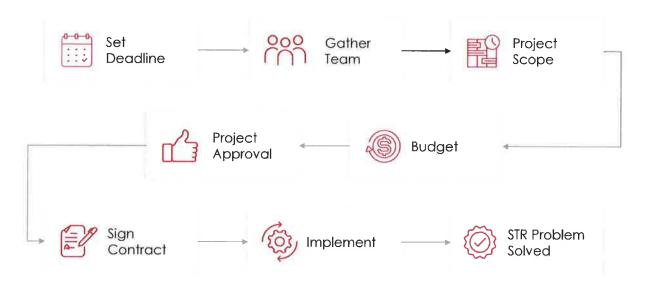
Benefits to using the Host Compliance solution

- Ensures fair, continuous and consistent compliance monitoring and enforcement
- Frees up valuable staff time that can be focused on higher-value added activities
- Minimizes noise, parking and trash violations
- Minimizes the impact on local law and code enforcement agencies as complaints are first handled by our 24/7 hotline and routed to the appropriate property owner before further enforcement actions are triggered
- Maximizes Sunapee's tax and permit fee collections
- REVENUE POSITIVE in most cases, the additional registration fees alone pays for the Granicus Host Compliance solution several times over
- Requires NO up-front investment or complicated IT integration -> we can be up and running in 4 weeks!





Working backwards to a solution to address Sunapee's STR challenges



Next Steps

- Send you this presentation and meeting summary
- Schedule all team meeting?
- Set timeline to decide on best solution for Sunapee's needs
- Confirm timing of possible rollout (needed to secure Sunapee's place in the queue)

granicus com

Contact Info

Please feel free to contact us anytime if you have any questions about short-term rental regulation and how to best address the associated monitoring and enforcement challenges.

Bruce McCaskill

bruce.mccaskill@granicus.com

(415) 707-0568

granicus com

Unlike our competitors, Granicus Host Compliance systematically captures data from 54 major short-term rental platforms every 3 days

Abritel
Agoda.com
Airbnb.com
AlugueTemporada
BedandBreakfast.com

Belvilla
Bookabach
Booking.com
Bungalo
CanadaStays
Cofman
CyberRentals
Dobovo
e-domizil
Evolve

Expedia.com
Flat4Day
Flipkey.com
Great Rentals
HolidayLettings.com
HomeAway.co.uk
HomeAway.com.au
HomeAway.de
HomeAway.es
Homelidays.com
HomeStay
HouseTrip.com
HRS Holidays

Kozaza
LoveHomeSwap
LuxuryRetreats.com
MountainSkiTrips
Niumba.com
Novasol
Orbitz
OwnersDirect
PerfectPlaces
Stayz.com.au
Toprural.es
travelmob.com
TravelStaytion
Tripadvisor.com
TripBeat

Tripz
Vacasa
VacationCandy
VacationRentals.com
Villas.com
VRBO.com
WeNeedAVacation
Wimdu

9flats.com



micus coin 45

Regulations Relative to Permits for Short Term Rentals

The Town of Lincoln will allow Short Term rentals but wants to ensure the safety of occupants, minimize neighborhood disruption, and maintain fairness related to paying for Town services.

A "Short-Term Rental" or "Vacation Rental" unit is defined as any individually or collectively owned single family house or dwelling unit or any unit or group of units in a condominium, cooperative, or timeshare, or owner-occupied residential home, that is offered for a fee for less than 30 consecutive days per RSA 48-A:1.

On or before January 1, 2021, all Short-Term Rental units must be registered with the Town. A registration form is available online at www.lincolnnh.org or at the Town office. Upon registration, a Short Term Rental permit shall be issued.

There is a \$50 annual fee to register Short-Term Rental units per tax parcel.

The owner of any unregistered Short-Term Rental unit will be fined as follows starting April 1, 2021:

First offense from unit owner that was not sent a notice of this ordinance by the Town: written warning

First offense from unit owner that was sent a notice of this ordinance by the Town: \$100

Second offense, after allowing 10 days for registration since first offense: \$500

Additional offenses, after allowing 10 days for registration since second offense: \$1,000 each.

The Town has the right to revoke a permit for any Short-Term Rental unit that becomes a nuisance. This action will require a minimum of three incidents within one year, validated by the Lincoln Police Department or NH State Police, where the contact person was notified of problematic occupant actions. Any unit owner found to be operating as a Short Term Rental after revocation will be fined \$1,000 per 10-day period.

If a permit is revoked, the owner may appeal the decision to the Board of Selectmen within 30 days of the date of revocation, and the Selectmen shall hold a hearing on the appeal within 45 days and either affirm the revocation or overturn the revocation. If the revocation is overturned, the Selectmen can impose conditions upon the reinstatement of the permit.

Any comments or complaints related to Short Term Rentals can be submitted online at www.lincolnnh.org or at the Town Office.

Approved by the Town of Lincoln Board of Selectmen on July 13th, 2020.

O.J. Røbinson

Jayne Ludwig

Tamra Ham

Monthly Budget Through October 31, 2020

	Budget	PaymentToDate	EndingBalance	% Remaining
Executive	\$332,502.00	\$264,151.14	\$68,350.86	20.56%
TCTC	\$219,088.00	\$163,319.45	\$55,768.55	25.45%
Elections	\$16,898.00	\$11,029.07	\$5,868.93	34.73%
Finance	\$228,848.00	\$180,800.46	\$48,047.54	21.00%
Assessing	\$116,644.00	\$52,318.73	\$64,325.27	55.15%
Legal	\$18,000.00	\$9,254.47	\$8,745.53	48.59%
Personnel Benefits Mgmt	\$1,000.00	\$49.50	\$950.50	95.05%
Planning/Zoning	\$55,339.00	\$30,816.84	\$24,522.16	44.31%
General Govt-B&G	\$252,116.00	\$174,590.83	\$77,525.17	30.75%
Cemetery	\$13,636.00	\$8,377.55	\$5,258.45	38.56%
Insurance	\$8,068.00	\$6,526.53	\$1,541.47	19.11%
Information Booth	\$28,544.00	\$6,816.37	\$21,727.63	76.12%
Other General Govt	\$31,128.00	\$19,186.51	\$11,941.49	38.36%
Police	\$880,923.00	\$716,262.40	\$164,660.60	18.69%
Ambulance	\$61,886.00	\$61,886.00	\$0.00	0.00%
Fire	\$236,998.00	\$155,884.39	\$81,113.61	34.23%
SSB	\$149,955.00	\$124,115.00	\$25,840.00	17.23%
Emergency Management	\$200.00	\$0.00	\$200.00	100.00%
Highway	\$1,743,461.00	\$1,407,005.88	\$336,455.12	19.30%
Street Lights	\$16,800.00	\$12,545.91	\$4,254.09	25.32%
Transfer Station	\$557,178.00	\$419,102.72	\$138,075.28	24.78%
Health Officer	\$5,323.00	\$405.58	\$4,917.42	92.38%
Animal Control	\$500.00	\$0.00	\$500.00	100.00%
Health Services	\$15,176.00	\$15,176.00	\$0.00	0.00%
Welfare	\$42,354.00	\$17,900.66	\$24,453.34	57.74%
Recreation	\$164,297.00	\$113,284.77	\$51,012.23	31.05%
Library	\$405,202.00	\$315,353.61	\$89,848.39	22.17%
Memorial Day	\$200.00	\$234.65	(\$34.65)	-17.33%
Patriotic/Band Concerts	\$5,000.00	\$5,000.00	\$0.00	0.00%
Conservation Commission	\$3,775.00	\$3,775.00	\$0.00	0.00%
Debt - Principal	\$263,609.00	\$263,608.13	\$0.87	0.00%
Debt - Interest	\$51,520.00	\$51,681.34	(\$161.34)	-0.31%
Debt - TAN	\$1,000.00	\$0.00	\$1,000.00	100.00%
Sum	\$5,927,168.00	\$4,610,459.49	\$1,316,708.51	22.21%

Monthly Budget Through October 31, 2020

	Budget	PaymentToDate	EndingBalance	% Remaining
Hydro	\$163,605.00	\$45,428.75	\$118,176.25	72.23%
Sum	\$163,605.00	\$45,428.75	\$118,176.25	72.23%