Alaska Municipal League
Short-Term Rentals

GovOS

Your GovOS Team

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Single Filing Portal
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The AML STR Management Journey

Understand
- Identify & process property data

Notify
- Notify the right owners
- Provide clear Communication on Action Steps to each Property or Manager

Statewide AML Registration Portal
- Collect Safety Information (i.e., Emergency Contact)
- Statewide Host Education (i.e., guest safety, guest experience, local licensing info)
- Centralized information source for local license requirements to guide properties.
- Registration Fee to Support AML Resources for Members

Listening to your Communities
- US Based 24x7 Hotline Fields Complaints for your Members
- Noise violations, over-occupancy, trash collection, parking issues, etc.

Support for Properties & Managers
- Notifications and reminders
- Fielding "How do I?" calls

Long-Term Success
- Ongoing Host & Manager Communication through Registration Portal
- Always Current Property Information via Identification & Registration Renewals
- AML Provided STR Community Consulting via STR Program Analytics and GovOS Partner Resources

GovOS Partners Included with Your Solution

GovOS Partners with industry leaders and is thrilled to offer the following services to complement the GovOS STR Solution.

STR ORDINANCE CONSULTATION SERVICES

Included with GovOS STR
Our expert community ordinance consultant will provide 2 educational consulting sessions to AML staff on best practices for STR Ordinances.

RENT RESPONSIBLY

Included with GovOS STR
Rent Responsibly will provide 2 educational consulting sessions to AML staff on best practices for responsible renting and creating short term rental alliances in AML communities.

NoiseAware

Included with GovOS STR
During first 90 days from the go-live date with the AML STR Solution, communities can offer STR owners a 50% discount on NoiseAware services specifically designed to protect community quality of life and drive higher compliance adoption.

- **Contract with GovOS for Preferred Pricing with our Partners**
- **Review Ordinances & Best Practices**
- **Communication and Education**
- **Community Preservation**
- **Identification & Registration of STRs**
- **Property Support & 24/7 Hotline**
- **Reporting & Analytics**

Integrated solutions for the journey, for _every_ AML Member.

Identification
- ✓ Understand & Assess
- ✓ Spot Trends and Trouble
- ✓ Reconcile property conflicts

Compliance
- ✓ Actionable Compliance Data
- ✓ Empower Enforcement
- ✓ Policy / Change Management

Hotline
- ✓ Listening and Acting
- ✓ Preserving the Community
- ✓ 24/7 US-Based Hotline

Registration
- ✓ Process Registrations & Renewals
- ✓ Real-time Businesses Support
- ✓ Self-service Engagement System
- ✓ Centralized Local Licensing Information
- ✓ Self-funding

Tax Filing*
- ❑ Collect Taxes
- ❑ Delinquency & Audit

Short-Term Rental Solutions

REPORTING · DASHBOARD · INTEGRATED PAYMENTS

*Optional for any Jurisdiction or a future Statewide Addition

Solution Demonstration

Eren Yar, STR Product Manager

GovOS

Thank You Alaska Municipal League!

For more information, contact

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Appendix

GovOS Short-Term Rental Sites

Vrbo

HomeAway

Homelidays

VacationRentals.com

GREAT RENTALS

CanadaStays

CyberRentals

travelmob

Owners Direct

airbnb

LUXURY RETREATS

FLIPKEY

HOUSETRIP

holidaylettings

Expedia

Hotels.com

ORBITZ

Booking.com

villas.com

INVITED HOME

FOOTHILLS PROPERTY MANAGEMENT, INC.

tripz.com

HOMES & VILLAS BY MARRIOTT INTERNATIONAL

Killington

onefinestay

PerfectPlaces.com

FURNISHED FINDER

SEDONA .ORG

craigslist

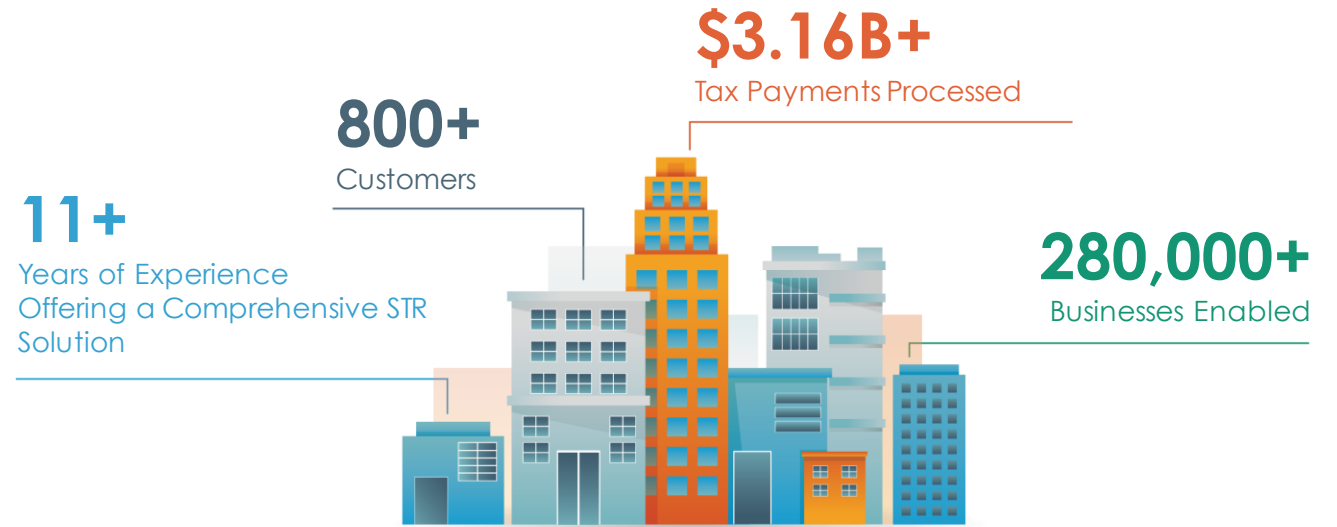We Need a Vacation
Cape Cod • Martha's Vineyard • Nantucket

dreamexoticrentals

*These are representative sites providing the majority of results for all STR properties (+99%). We are consistently adding new boutique sources as well.

Who We Serve

Our Commitment to Local Government

11+
Years of Experience Offering a Comprehensive STR Solution

800+
Customers

$3.16B+
Tax Payments Processed

280,000+
Businesses Enabled

Hilton Head, SC

Oceanside, CA

Longboat Key, FL

Sedona, AZ

Hawaii County, HI

Dewey Beach, DE

Newport Beach, CA

Vail, CO

Rutherford County, TN

Ashtabula County, OH

Aspen, CO

Washington, DC

Representative Customers

GovOS | 10

Benefits to All Stakeholders

	STR Owner	Member	AML
Ease of Statewide Registration process	✅		
Clear understanding of best practices for operating STR in Alaska	✅		
One place to find all requirements for my STR location *(i.e. local license requirements in addition to statewide registration)*	✅		
GovOS Staffed System Support	✅		
Reporting of all registered properties, including emergency contact information, etc.		✅	✅
Educate all STR's to provide a consistent Alaska Destination Experience. Creates return guest revenue and great PR for the state!	✅	✅	✅
24x7x365 U.S. Based Hotline for Community Members, including online complaint form	✅	✅	✅
AML Program oversight: Reporting and Statewide perspectives & trends to inform policy recommendations, ordinance drafting	✅	✅	✅
Statewide reports to guide members on policy and trends		✅	
Self-Funding		✅	✅
GovOS Partner Offerings	✅	✅	✅

The Occupancy Tax Compliance Journey

Voluntary Compliance
- To Select Communities

Wayfair Supreme Court Ruling
- Includes Single Filing Experience for locally administered taxes to minimize business burden

Marketplace Facilitator Laws Enacted
- Almost Every State Adopts One
- Technology Solutions Deployed for Locally Collected Sales Tax States

Legislation for OTA's
- States begin including OTAs in Marketplace Facilitator Bills

OTA's Focus on Local Occupancy Tax [1]
- OTAs begin lobbying for centralized or single remittance of these taxes vs. Local voluntary compliance

TODAY
Occupancy Tax Technology Solution Deployed
Maintains local control & authority while reducing burden on taxpayer.

Long-Term Success
- Connection to OTA through mutual technology solutions.
- Opportunity for additional data rich programs with OTA's through solutions.
- More collaboration with other communities in the state using better analytics to inform policy decisions.

[1]See State Tax Research Institute Study from 7/22

The Journey: Today's Status

Lodging Tax Portal

The solution for all of today's challenges.

Voluntary Compliance
- For select jurisdictions

Lack of Compliance
- For jurisdictions without a Voluntary Compliance Agreement (VCA)

Wayfair Supreme Court Case
- Nationwide attention on locally administered taxes
- Creates the need for a "Single Filing Experience" while maintaining local control and authority.
- Successful case studies for decentralized sales tax states such as CO & AK.
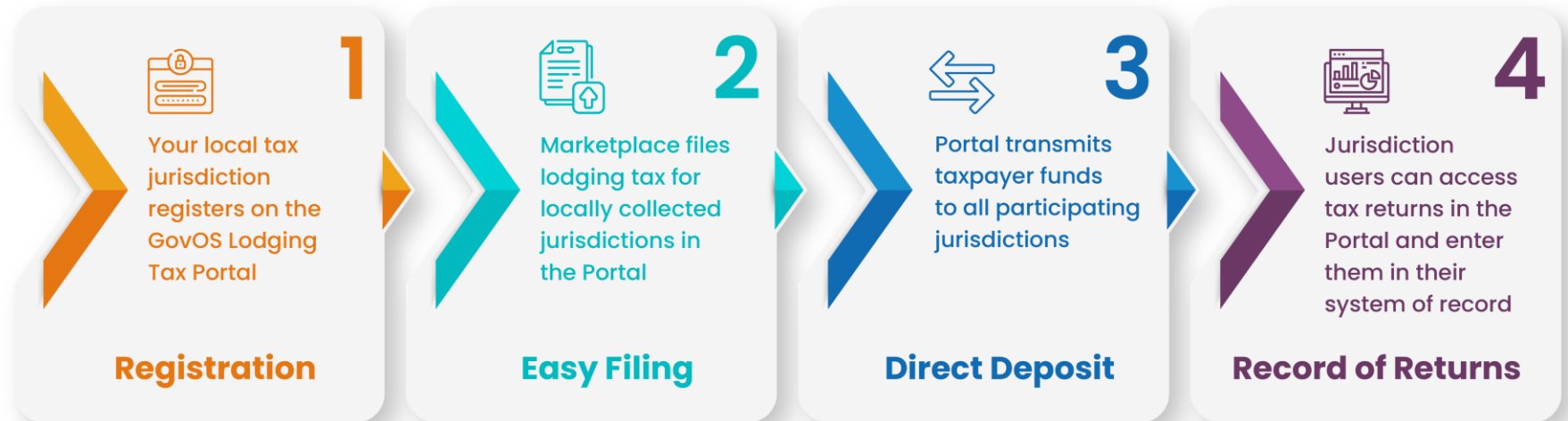
OTA Voice
- Reduce undue burden of remitting to each local jurisdiction separately.
- Starting to vocalize concerns with new OTA rulings in marketplace laws.

Lodging Tax Portal Overview

How it Works

Making lodging tax collection simple to ensure accurate collections

1 Registration
Your local tax jurisdiction registers on the GovOS Lodging Tax Portal

2 Easy Filing
Marketplace files lodging tax for locally collected jurisdictions in the Portal

3 Direct Deposit
Portal transmits taxpayer funds to all participating jurisdictions

4 Record of Returns
Jurisdiction users can access tax returns in the Portal and enter them in their system of record

OTA's

- Single Filing Experience
  - Simple Upload for Tax Return Creation
  - Single Electronic Payment

- Models "State Collected" process desired post-Wayfair and as documented in recent studies

Jurisdictions

- Automated Electronic Payments

- Secure, Digital Returns and Reporting

- Models Centralized Collection but with no loss of:
  - Control
  - Authority
  - Audit Processes
  - Delinquency Processes

Milestones to Success

1. Onboarding
- Municipal League Contracts with Gov OS
- Onboarding process begins

2. Jurisdiction Adoption
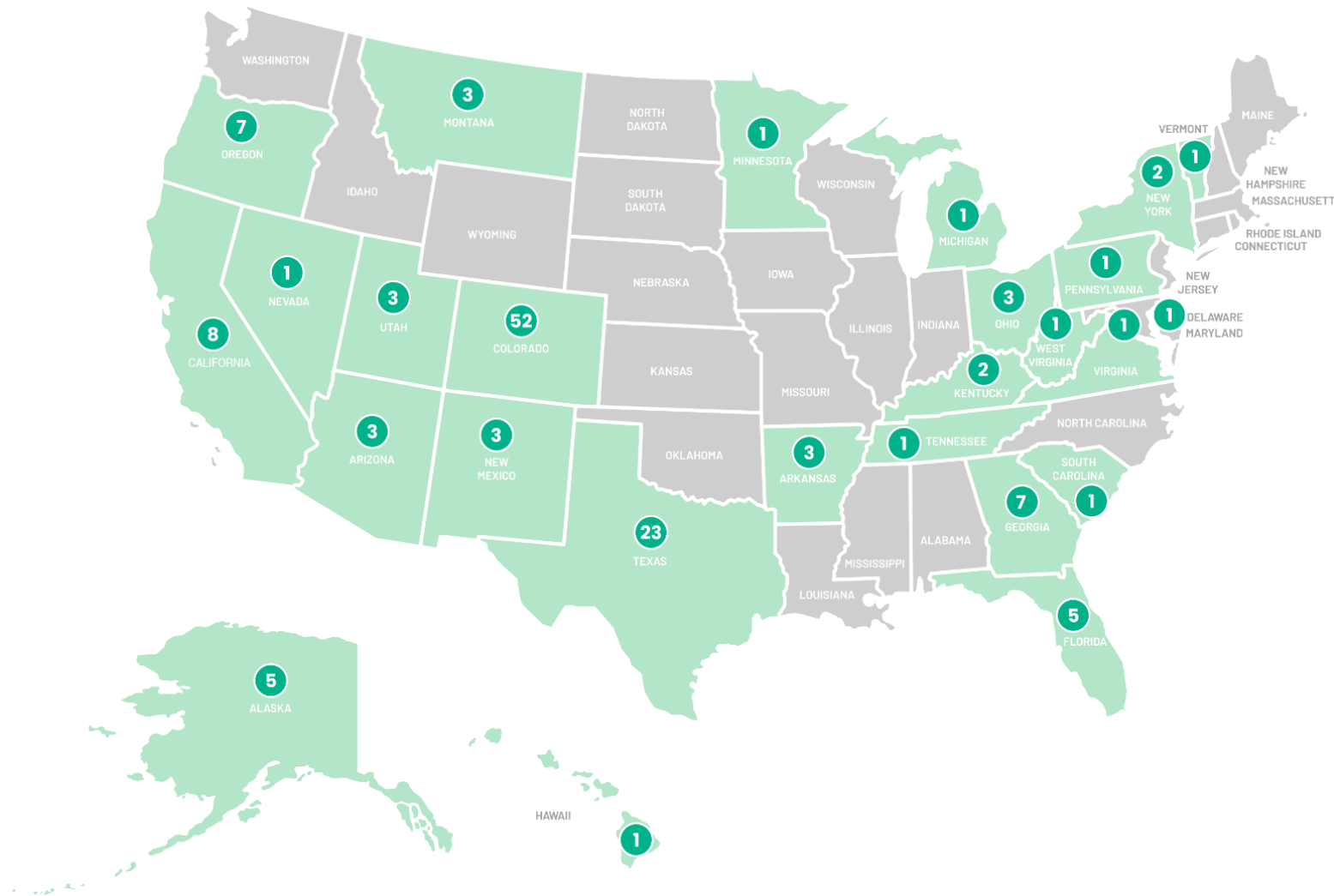- AML and Gov OS educate jurisdictions.

3. Jurisdiction Adoption
1. Jurisdictions create logins and complete the in-system onboarding process.
2. Jurisdiction is Active and able to be filed with by an OTA

4. First OTA Tax Remittance!

STR Customer Footprint & Success

- ✓ $2M+ in recent STR AI investment
- ✓ Tackling issues in STR since 2011
- ✓ Rapidly expanding nationally
- ✓ Used by top resort destinations in the US
- ✓ Over 80,000 STRs managed
- ✓ Only SOC 2 Certified Secure Platform

Things to consider in looking for a STR solution:

Key Features & Capabilities

Property Identification

Code Enforcement

Outreach & Notifications

Registration & Permitting

Tax Collection

Evidence Capture

Reporting

Key Questions

- What are our current or possible STR ordinances?

- Preparing for the future:
    - STRs are still an emerging market and part of the rapidly changing "sharing economy". Change is to be expected.
    - What is the ideal workflow?
    - What is the ideal future state of resources/people involved in the workflow?

- What support and/or burden will this implementation have on STR owners and property managers?

- How will you support the local short-term rental owners in the registration and tax collection process?

- How will you handle complaints?

- What is the impact this system and process have on the community?

GovOS STR Solution

> **"GovOS is always there for training, support, and challenging scenarios. The amount of relief this provides is unexplainable"**
>
> *Town of Avon, Colorado*

Experience
- 800+ counties, cities, municipalities and state governments
- Collected over $2.7B in tax and licensing revenue and processed over 250,000 licenses
- 100M+ citizens connected to our solutions

Technology
- Cloud-native Software, supported by Amazon Web Services
- Integrated payment processing for licenses and tax collection
- Strict security requirements, redundancy, 2-factor authentication, SOC-2 verification

Onboarding
- Onboarding is rapid, accurate, and seamless (3 months)
- Public-sector experience with proven methodology
- Designated conversion team assigned at contract execution

Support
- Single Point of contact to support you
- 4-dimensional support Model unique to the STR Industry
- Customer satisfaction leader in all aspects – agency, business and constituents

GovOS STR Solution Security and Support

Security	GovOS	Others
SOC 2 Type 1 & Type 2 Certified	✔	✖
Multi-Factor Authentication for Admins	✔	✖
Hosting Application Data on AWS	✔	Varies
Support		
Assigned Account Manager	✔	✖
Implementation Training Included	✔	Varies
Average Support Email 1st Response Time	2 Hours	Days
Support Available for Jurisdictions and STR Property Owners/Managers	✔	✖
Cost of Training Included	✔	Varies

Key Solution Differentiators

Native Cloud Platform

- Industry-leading security and protection
- "Always-on" system availability
- Scalability to support unlimited growth

Best-in-Class Solution

- Built from the ground up to solely focus on business licensing and tax
- Feature-rich, highly configurable solution that meets the needs of large and small jurisdictions
- Focus on ease of use for both internal staff and business community

Self-Service Design

- Online business center gives business community 24/7 access to licensing portal
- Citizen forms delivered through self-service workflows
- Supports 24/7 service delivery

Office Automation

- Easily create and maintain city configurations
- Workflows configured to meet your specific needs
- Permission system enables large teams to interact while maintaining ownership and control

Velocity Framework

Product architected for ease of customization

Pre-defined templates for rapid time to value

Ease of process / workflow changes to incorporate new requirements

What we Do for Your STRs

Self-Service

- Providing your STR owners/operators 24/7 access to online business center
  - Registration
  - Renewals
  - Tax payments
  - Access to historical documents

Convenience

- Register and pay online anytime, anywhere
- Capturing STR operator and emergency contact information
- Automated system reminders and notifications

Efficiency

- Reducing paper, manual processes, and manual checks
- Our solution allows for multiple accounts and bulk filing/uploads

Support

- STR operators can reach out to GovOS support staff for registration & technical assistance
- 311 Hotline solution to field constituent complaints
- Registration training videos and online help docs

What We Do For Your Communities

Reinvest

- With increased tax revenue collection, additional funds can be reinvested to benefit the community

Preserve

- Proactive tools and resources to support community preservation
- 24/7 bilingual complaint hotline for local residents to submit concerns

Educate

- Access to educational resources related to industry products and services to promote awareness and safety
- Fostering equitable opportunity

North Elba, NY (Lake Placid)

GovOS Solution: Short-Term Rental (STR)

Population: 8,000+

STR Listings: 856+

STR Properties: 367+

Results of GovOS Powered Programs

- Annual STR Permit Fee Revenue: $198,402
  - (from 1/1/22 – 9/30/22)

- Current Compliance Rate: 88%

- Average Daily Rate for STRs: $447.40

- STR Permits Issued Since Go-Live: 764

Scan to read the success story:

Oceanside, CA

GovOS Solution: Short-Term Rental (STR)

Population: 175,000

STR Ads: ~6,115

STR Properties: 700+

Results of GovOS Powered Programs

- Year 1:
  - Collection of $8.8 million in online tax remissions
  - $14.5M total collected

- Current Compliance Rate: 93%+

Scan to read the success story:

The GovOS Difference

> **"GovOS is always there for training, support, and challenging scenarios. The amount of relief this provides is unexplainable"**
>
> *Town of Avon, CO*

Secure, Mature & Modern
- The only SOC-2 verified, fully secure solution in the market
- 10+ years of proven technology and 100's of deployments
- 5th Generation Modern technology stack

Reliable & Trusted Data
- More than just a data aggregator – focus on trusted data
- Information you can turn into action and solid decisions
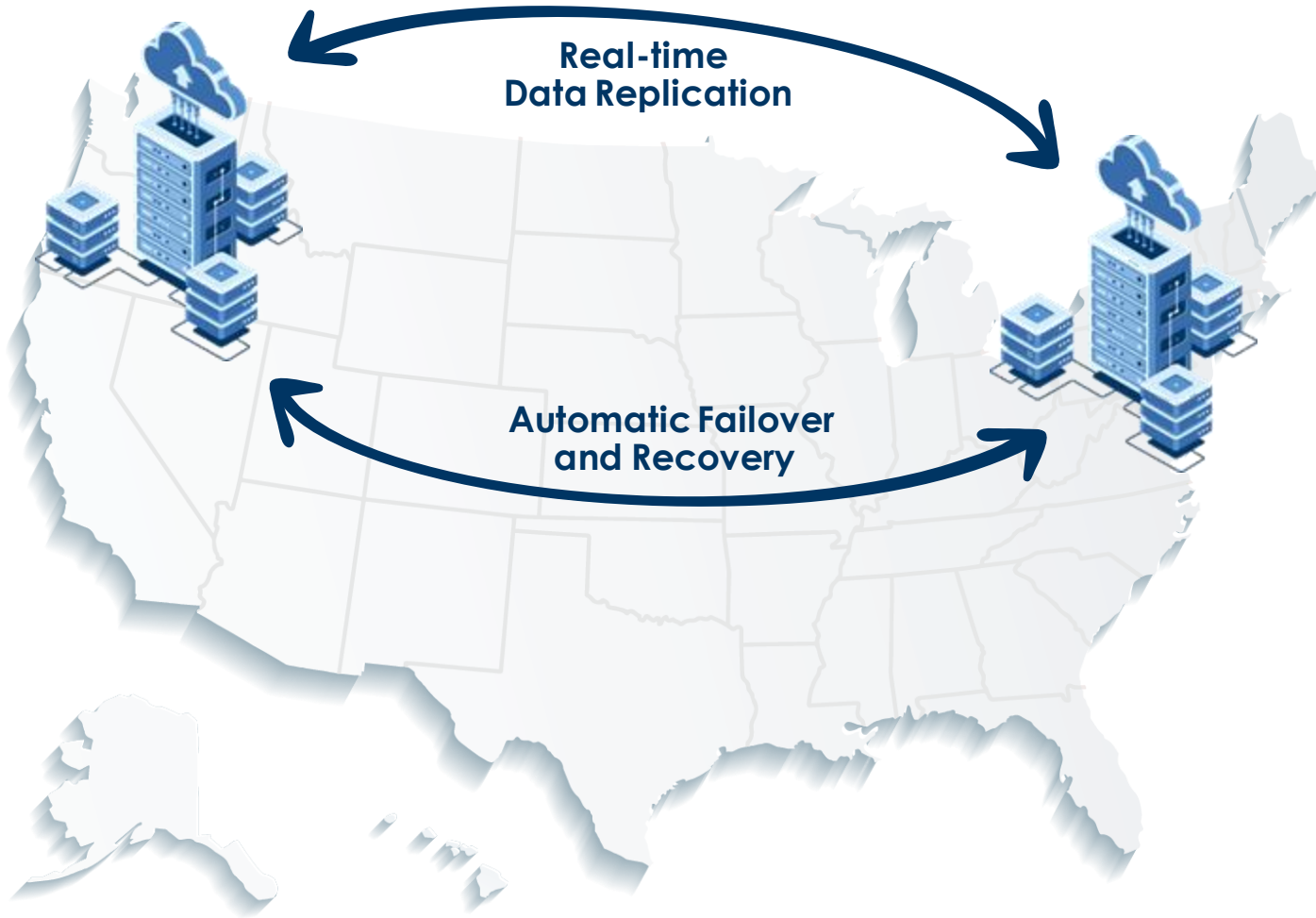- Property / rental data that is real time, secure & dependable

Complete, End-to-End Solution
- Industry's most complete solution for managing entire STR lifecycle
- Self-service design for STR operators with integrated payments
- Built in workflow, notification, and system reminders

AI & Human Touch
- The latest in Artificial Intelligence and refined STR algorithms
- Each property and advertisement is reviewed by a data scientist specializing in STR properties.

Distributed & Redundant Physical Architecture

Real-time Data Replication

Automatic Failover and Recovery

High Availability

- All services are redundant
- All services are geo-distributed
- Data centers are west and east locations

Seamless Scalability

- All traffic is routed via a load balancer
- All services are "auto-scaled" to ensure consistent response times and system scalability
- Microservice and cloud-native architecture support real-time capacity growth and contraction

Business Continuity

- Data is continuously backed up to minimize recovery windows
- Backups are kept for at least 5 years
- Over 3 years without a service outage